

Champion Golfer, Restaurateur Joins Board of Tulane

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Jerry M. Greenbaum, who received a bachelor of business administration degree from Tulane University in 1962, has joined the Board of Tulane, the university's main governing body.

"Jerry brings a lifetime of remarkable service and dedication to the board for which we are all grateful," Tulane President Scott Cowen said. "This service has included membership on the Business School Council, the President's Council, the Tulane Association of Business Alumni and the T-Club, a group of former Tulane student athletes who support the efforts of current Tulane student athletes."

A stand-out golfer at Tulane, Greenbaum opted not to turn pro upon graduation, instead joining his father's Atlanta-based retail liquor business after two years in the U.S. Army. He is chairman of CentraArchy Affiliates, a family-owned business that includes upscale restaurants (such as Chophouse New Orleans which recently opened in the Warehouse District), retail alcohol outlets and industrial real estate companies throughout the Southeast.

"I love Tulane and I love New Orleans," Greenbaum said. "There's a style of living that exists in New Orleans that you won't find anywhere else. In addition to the world-class education students receive at Tulane, I think exposure and involvement in this culture is another wonderful benefit not available to students elsewhere. I am so honored and excited to be able to assist with the future direction of our great university."

In addition to his business pursuits, Greenbaum has continued to pursue his love of golf, winning more than 50 Senior Amateur Tournaments and being ranked at one time as high as the No. 2 Senior Amateur by Golf Digest Magazine. In 2004, he was inducted into the Georgia Golf Hall of Fame.

Greenbaum and his wife Barbara have just purchased a home in New Orleans and plan to live here at least six months of the year. They have three adult children, Gregory, Tracy and Jeffrey and eight grandchildren.