An international exchange student in high school, George Bustin ’70 was eager to pursue his international focus in college. He knew no one who had gone to Princeton, but he did know Princeton's exceptional reputation for studies in international relations. So it was the Woodrow Wilson School for him.

Going on to become an expert in European Union law, as well as trade and investment matters in the emerging market economies of Russia and Eastern Europe, George lived and practiced law with Cleary Gottlieb in Brussels for 27 years. While he was there, a classmate asked him to become an Alumni Schools Committee (ASC) interviewer. George said “yes” – and a year later he was the ASC chair in Belgium. He was quick to recognize, when the Berlin Wall came down, that Eastern Europeans would now want to be brought back to the larger Europe. And the six International Schools in Brussels would be a magnet for the children of Western-oriented families from those countries. Determined to advance the number of international students applying to Princeton, George stepped up ASC interviewing in Belgium and volunteered to help organize other international ASC’s.

On returning to the U.S., he settled near Princeton, has taught at the Woodrow Wilson School and participates in Princeton’s Program in Law and Public Affairs (LAPA), is a board member of the Princeton Area Alumni Association (PA3), is a class Reunion Committee member and, of course, is still deeply committed to ASC work. Since 2009, he has served on the Alumni Council’s Executive Committee and has chaired the Princeton Schools Committee, which functions as the executive body and coordinating group for the world-wide network of ASC’s, with 11,000 volunteers in more than 80 countries completing more than 26,000 interviews in 2009-10 while reaching 99.8% of all Princeton applicants. George notes: “Princeton’s ASC is in a class by itself in terms of its scope and ambition for outreach to potential students, and it has been enormously rewarding for me to work with dedicated alumni volunteers from Kalamazoo to Katmandu (literally).”