



Alumni Class Leadership Council Newsletter

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President's Letter

Dear Class Leaders:

Greetings on behalf of the Alumni Class Leadership Council (ALCLC).

The ALCLC, the governing board for the classes, is composed of volunteer alumni leaders dedicated to strengthening ties between alumni and the University by acknowledging and reinforcing the importance of class affiliation. The board is closely affiliated with Penn Alumni (the organization, led by alumni, that includes and represents all undergraduate and graduate alumni of the University) and works closely with Alumni Relations (University staff who support programs and initiatives intended for all alumni) to ensure that classes have active, engaged leadership and to promote and facilitate communications between class leaders and the University.

Specifically, the ALCLC's goals are to:

- Communicate opportunities and events of interest to alumni leaders and their classes.
- Provide class leaders with information, ideas, suggestions, strategies, recommendations, and support that will enable them to establish and maintain an active and enabled alumni class.
- Promote the recognition of exceptional alumni classes through

an awards program that includes annual recognition such as the Class Award of Merit and the David N. Tyre Class Communications Award.

Now that the fall semester is underway and another academic year is in full swing, what better time to look forward to the year ahead.

At Homecoming 2007, students, faculty, staff and alumni celebrated the kickoff of the most ambitious fundraising and friend raising campaign in Penn's history. I enjoyed greeting many of you personally during the Homecoming events.

Indeed, "The Time is Now" and "The Place is Penn" as we engage in "Making History"!

For more information on Making History: the Campaign for Penn, including unique established non-financial and engagement goals, visit: www.makinghistory.upenn.edu.

I hope you enjoy and benefit from this newsletter. Please do not hesitate to contact me at abell@sillscummis.com with your comments and suggestions.

Yours for Pennsylvania,

Allan C. Bell '81
ALCLC President

Important Dates to Remember

- ◆ Penn Reunion Leadership Conference (PRLC) VII for class leaders of years ending in 4 and 9 – April 4-5, 2008
- ◆ Alumni Award of Merit Gala – April 5, 2008
- ◆ Alumni Weekend – May 16-18, 2008



Showing true Penn
Pride at Alumni
Weekend 2007

"Saturday was a
blast! Next year,
I'm coming Friday
night, also!"
- Cynthia Orr Day

Class Awards 2007: Two for the Ages, and Many More

In last year's inaugural edition of the ACLC Newsletter, we reported with great respect on the achievements of the classes nominated for the *Class Award of Merit* and the *David N. Tyre Award for Class Communications*, and the winners of those awards. In this edition, we report on this year's nominees and winners with a sense of awe. The winners might be dubbed "classes for the ages". What they have done—not only in their reunion, but over the years—sets standards and provides examples for other classes of communication, organization, execution and spirit that keeps classmates connected to each other and to Penn. It is not only these winners that deserve a toast, but in a year of great attendance and record-breaking giving by many classes, others were special in their own right.

To the winners, the nominees, and to all those who worked so diligently to keep their fellow class members connected to Penn, our congratulations and thanks for showing the way for others to aspire.

The Awards Process

A call for nominations is sent to class presidents before Alumni Weekend. After Alumni Weekend, the ACLC Board, along with a senior representative from Alumni Relations, meet to review the nominations and to vote.

The 2007 Class Award of Merit Winner The Class of 1982

This class is no stranger to awards, having won the *David N. Tyre Award for Class Communications* in 2002, and having an Alumni Award of Merit winner as a class leader. Their communication efforts over the years not only are unique and relevant, but also are so effective as to serve as a model for other classes. 1982 is perhaps the only class to send e-mails (with Class and Penn news), on a **regular basis**, in both reunion and non-reunion years. The Class also is one of the few that **regularly updates** its website in order to provide fresh news and draw classmates' interest. In addition to publicizing class news and events, posting photos of the events, and continuing the successful 'then and now' theme, this year started an 'up close and personal' feature that highlights a classmate each month.

Annual Class events help keep the class cohesive, involved, and motivated. In advance of their 25th reunion, class events were held in eight cities, and were attended by 225 classmates—for many their first Penn event since graduating, and a major motivation for returning to campus for the reunion.

A Brief Background on the Class Awards

The Class Award of Merit

Established in 1957, the Class Award of Merit recognizes the ongoing "body of achievements" over time. As the scope of activities that are available to alumni has grown tremendously over the years, so have the criteria that define an outstanding class.

While the quinquennial reunion remains as a major factor in the award, other elements are now considered, including specific class events beyond reunions, participation in other University events at the local and regional levels, participation in class giving over time, and maintaining communications with classmates.

The David N. Tyre Award for Class Communications

Established in 1989, this Award was based primarily on the Class Newsletter—which was issued twice a year through Alumni Relations. Like the Class Award of Merit, the focus now has been broadened to recognize the use of and results from many types of communication. The *David N. Tyre Award for Class Communications* takes into account the myriad of creative ways in which classmates stay connected; whether it be phone calls, personal notes, e-mails, creative websites or evites for class based events.



E. Craig Sweeten, Class of '37, was named Parade Marshal at his 70th Reunion

*"I enjoyed establishing new friendships with classmates I did not know well as a student."
- Michele Mandel Comer*



Penn President Amy Gutmann and Atlanta Mayor Shirley Franklin at a recent club event.

Class Awards 2007 (Cont'd)

The 25th reunion itself was a spectacular success, attracting 350 pre-registered classmates as well as walk-ons. The highlight event was Saturday night at the Morris Arboretum. Even when the electricity failed, no one left, and the celebration continued by the light of votive candles. The Class produced a commemorative class DVD to celebrate its treasured years and reinforce connections to Penn.

1982 also has been distinguished over time for its "giving". Each year since the 20th reunion, the Class has been a leader in class participation. That success was in evidence for the 25th reunion, where as of Alumni Weekend they were closing in on 1,000 donors (a first for any alumni class), and established a record for individual scholarships (35 vs. the prior record of 21). This effort was aided by creative efforts such as a 100% participation challenge to affinity groups (with 12 having reached or approached that goal), and a "fun gift chain letter" highlighting memories and encouraging people to attend the reunion and take part in the gift drive.

None of this success happens without leadership and organization. The Class has continued to reach out to encourage participation and involvement. In addition to its elected officers, the Class has 12 regional vice presidents, who stay in touch and coordinate local and regional events with classmates in their area. In addition to many "veterans" of past reunions, over two dozen new members joined the 25th reunion committee, which saw the addition of newsletter editor, communications chair, reunion event chairs, and affinity chairs. In the already successful area of fundraising, a third gift chair came on board and the gift committee grew from 10 to 37.

All in all this distinguishes the Class of 1982 as one for the ages.

The 2007 David N. Tyre Award for Class Communications

The Class of 1951

In any other year, the Class of 1951

might have been named the winner of the *Class Award of Merit*, even though it was not a major reunion year for them. They have been a very active, supportive and cohesive group whose involvement is a great example for others.

In winning the *David N. Tyre Class Communications Award*, the Class not only demonstrated its success in reaching out to its own classmates but also did service in reaching out to help another class. As part of its own communication, the Class encourages members—much of this through individual, contact by phone, mail or in person-- to send brief descriptions of "what's new in their lives" for publication in the *Gazette*. Classmates also are encouraged to write articles of interest for the Class newsletter.

Communications aim to keep classmates informed of Penn events and news, and to encourage attendance at these events. There is, of course focus on the rich past heritage, but also on informing classmates about current Penn news and future plans.

As a result of these efforts, many classmates have come back for such events as the 55th reunion (70 returnees), Old Guard Luncheon ('51 had more than any other class), Homecoming football games, Penn Relays, Children's Festival at Annenberg (with families), and this past spring's Mask & Wig show. Success on the fundraising side was demonstrated by gifts from an impressive 330 classmates. This set a record for participation for a 55th reunion class and was among the highest participation rates among all classes.

Perhaps what was most special was the effort made by the class of 1951 (at the request of Penn staff) to assist the class of 1952 in a phone-a-thon to encourage attendance at 55th reunion of '52. (Class members of 1951 are known for enjoying the experience of manning the phone lines with other alumni volunteers on campus.)



Regional club events are great ways to keep alumni connected

Keep Your Class Informed!

Keep your classmates in touch throughout the years with ideas from the Classes of 1982 and 1951:

- ◆ Don't wait till your reunion year to reach out. Communicate regularly via e-mail, letters, or your own class website.
- ◆ Don't limit activity to Penn's campus. Develop and leverage regional vice presidents to hold events across the country.
- ◆ Keep your classmates involved by soliciting news, notes, and profiles from them.

For more ideas about how to keep your class connected, contact Alumni Relations or the ACLC, by visiting www.alumni.upenn.edu/class/aclc

Alumni Award of Merit Gala Moved to April

Due to the numerous activities that were held during the kickoff of Penn's capital campaign, a traditional Homecoming staple, the Alumni Award of Merit Gala will now be celebrated on Saturday evening, April 5, 2008. The Gala will cap off the Penn Reunion Leadership Conference (PRLC) VII. Please mark your calendars to join alumni, family, friends and staff as we celebrate the achievements of this year's award

recipients. And, of course, for those classmates in the years ending in 4's and 9's, please mark your calendars for Friday and Saturday, April 4-5, 2008 to join your classes to begin planning your reunion celebrations to take place in May 2009.

Hoopes Wampler Joins AR and Visits ACLC

At the ACLC's September 20 initial board meeting, we were honored and privileged to have in attendance Hoopes Wampler, Penn's new Assistant Vice President for Alumni Relations. We are very grateful that Hoopes took the time out of his extremely busy schedule to join us, having just begun at Penn a week earlier. At the meeting, Hoopes witnessed first hand, and possibly for the first time, our class leaders' Penn pride and passion. Hoopes had been Director of College Alumni Programs for the Harvard Alumni Association since 2001 and served as Assistant Director and Special Programs Coordinator for two years before that. To quote John Zeller, Vice President of Development and Alumni Relations, Hoopes "...has an accessible style and desire to collaborate

with others. He expresses a very deep commitment to university life, to serving alumni, and to advancing the values and aspirations of a pre-eminent institution such as Penn." As AVP for Alumni Relations, Hoopes will coordinate alumni programs across Penn's twelve schools, direct University-wide alumni efforts on campus and around the globe, and serve as publisher of the *Pennsylvania Gazette*. Please join the ACLC in welcoming Hoopes to Penn.