Penn Alumni Reports
Committees and School Organizations

Penn Alumni Board of Directors & Council of Representatives Meeting

College Hall, Room 200

Saturday, May 11, 2013
Alumni Class Leadership Council  
Submitted by Steve L. Roth, W’66, President

- Comprised of volunteer class leaders representing 8 decades of Penn alumni
- We partner with Alumni Relations and The Penn Fund to strengthen ties between alumni and the University by acknowledging and reinforcing the important of class affiliation
  - Communicate opportunities and events of interest to classes/alumni.
  - Provide undergraduate alumni class officers with support to broaden and diversify class leadership.
  - Provide class leaders with ‘best practices’ information, ideas, suggestions, strategies, recommendations, and support to enable them to establish and maintain an active and engaged alumni class.
  - Assist class leaders with developing effective communication- organizing, planning and using available resources
  - Promote the recognition of exceptional alumni classes through annual recognition such as the Class Award of Merit and the David N. Tyre Class Communications Award.
- Our efforts include planning and taking part in major University events and other leadership focused activities
  - PRLC
  - Alumni Weekend
  - Class Awards at Homecoming
  - Elections
  - Mentoring

Mission: help alumni get a perfect ‘PQ’ score
- Key activities since the report in the Fall of 2012, the ACLC has:
  - Had three Board meetings
  - Introduced a much improved, updated website
  - Distributed an updated Class Presidents’ Handbook
  - Hosted the second Class Presidents’ event

- **Board Meeting 11/15/12**
  - Held in NY in conjunction with Alumni Volunteer Appreciation Event
    - Highlighted by updates from Alumni Relations (Hoopes Wampler), Penn Traditions (Elise Betz) and two undergraduate student leaders (Dan Bernick, C’14- President, Undergraduate Assembly; Deidre Bullard, C’13- Co-Chair of Penn Traditions Campus Ambassadors)

- **Board Meeting 3/2/13**
  - Held on campus, in conjunction with Penn Alumni Leadership Winter Retreat
Attended by 18 Board members, the largest alumni group participation in the Retreat

Broad-based agenda with focus on discussions around ACLC’s activities, how we measure our success, and (as part of the Leadership Retreat) what we ‘need’ from Penn Alumni

- Review of ‘critical activities of a fully engaged Penn alumnus’
  - Provide current profile data
  - Financial support
  - Participate
  - Stay informed
  - Be an ambassador
  - Share yourself

- Review/status of strategic priorities/operational goals for FY ’13 and FY ’14
  - Increase alumni engagement through affiliation with class (’13)
  - Broaden partnership with The Penn Fund (’13)
  - Improve ‘branding’, identity and recognition (’13)
  - Develop mentorship efforts for both Class Presidents and new ACLC members (’14)
  - Further enhance Class Elections, Class Governance and Officers Installation (’14)

- Metrics to measure success of efforts
  - Alumni Weekend turnout (#)
  - Class participation in Alumni Weekend (reunion #s/records)
  - Feedback from Alumni Weekend (survey)
  - Nominations for Class Award of merit & ‘Tyre Communication Award’ (#)
  - Class participation in elections (##/## new candidates)
  - Participation in PRLC (#)
  - Participation of newly elected Class Officers at homecoming Installation ceremony (#)
  - One-on-one contact with Class Presidents (# reached)
  - Attendance at Class Presidents’ event (#)
  - Feedback from Class Presidents’ event (survey)
  - ACLC Website visits (#)

- Committee activity
  - Review of updated committee assignments
  - Class Presidents Event on March 15 - plans and assignments
  - Communications – new ACLC website / Handbook

- Discussion of ‘needs’ from Penn Alumni
  - With Jerry Riesenbach, past ACLC President, sitting in as a representative of the Penn Alumni Executive Board

Class Presidents’ Event 3/15/13

- Second year of this event designed to recognize Class Presidents, and provide a forum for learning and discussion of best practices
- Co-chaired by David Blatte and Russ Walls
- Attended by 47 Class Presidents, representing 8 decades
- Agenda included-
- Development and Alumni Relations Overview - What they can do for Class Presidents and for alumni
  - Penn Traditions (Elise Betz)
  - The Penn Fund (Colin Hennessy)
  - Alumni Education, Travel, and Career Networking (Lisa Vaccarelli)
  - Multicultural Outreach (Lillian Gardner)
  - Regional Clubs (Tara Davies)
  - Penn Alumni Interview Program (Parrick Bredehoft)

- ACLC Communications resources overview - ‘new/updated’ - Website (Mary Ellen Miller) and Class Presidents Handbook

- Breakout sessions to discuss/exchange expectations about the role of Class President and various experiences of the ‘job’, ‘best practices’
  - Two separate groups (current and next reunion cycle [3s/8s/4s/9s] and ‘in-between [0/1/2/5/7/9], facilitated by Lisa Aldisert, Sue Wishnow, Greg Suss, David Blatte
  - Followed by full group shared discussion of breakouts

- Guest speaker - Jonah Berger, James G. Campbell, Assistant Professor of Marketing, Wharton School - provided a very entertaining and relevant talk based on his academic work and new book, *Contagious: Why Things Catch On*

- Cocktails and dinner provided an opportunity for getting acquainted or re-acquainted. An unscheduled ‘fire drill’, due to smoke in the kitchen provided an impromptu outdoor social hour at which drinks and hors d’ouvres were served outside College Hall. The past year’s 25th reunion Class President, Barry Bear, served as host for the dinner at which the past year’s reunion classes gave toasts, the Quaker greeted guests, and ‘Off the Beat’ provided entertainment.

- **Board Meeting 4/5/13**
  - The meeting was held on campus with the main focus on-
    - Reviewing feedback from the Class Presidents’ Event
      - Highly favorable with constructive suggestions that will be utilized in planning future events
    - Reviewing Alumni Weekend logistics for those who plan to volunteer or participate

  - Other business included-
    - Updates on ACLC communications resources (Mary Ellen Miller)
    - Updates on the schedule and materials for ‘Awards’ (Will Derby) to be voted on at the June meeting
Alumni Programming Committee  
Submitted by Kyle Kozloff, W’90, Chair, VP of Alumni Programming

*Mission:* To assist Alumni Relations in developing, branding, and marketing programming for alumni, including social, educational, and professional development activities held on-campus, off-campus, and online.

**Leadership Retreat**

Our primary goal this year has been to determine ways in which we can support and serve as a resource to the other Penn Alumni Board committees. To that end, we sat with various committees during the Alumni Volunteer Leadership Retreat in March, and asked the following questions:

- What are your priorities for FY14?
- What are your strengths vis-à-vis these priorities?
- What are the challenges you face in achieving these priorities?
- How have you leveraged alumni programming (AP) content in the past?
- What types of AP content have been most useful to your group?
- What are challenges in connecting your constituents to AP content?

During those conversations we discovered that many groups shared the same challenges:

- Defining and communicating group image and identity to internal and external audiences
- Attracting and engaging potential volunteers
- Sharing existing alumni programming
- Creating opportunities for collaboration and sharing of best practices

Shortly after the retreat, we were fortunate to come across a worksheet (thank you, Trina) that was presented by the President of the GSE Alumni Association, one that we think will prove helpful in clarifying priorities and monitoring success in achieving them. We will adapt the worksheet for the purposes of the Penn Alumni Board and will share it with each committee with the goal of providing a more comprehensive list of action items at the Board & Council Meeting in November.

**Award of Merit Gala**

After years of improvements, last fall’s Award of Merit Gala did not meet our expectations in terms of running time and attendee satisfaction (*Note: this had nothing to do with the quality of the honorees*). We are currently working with the Awards and Resolutions Committee on ways to modify the event so that we can control the experience while retaining the prestige value of the evening. We welcome your feedback.

**Faculty Award of Merit**

The Penn Alumni Faculty Award of Merit is a new faculty award to be established in 2014 by Penn Alumni and the Office of the Provost. It will be presented annually to an individual or group of collaborators that has made an outstanding contribution to alumni education and engagement at Penn by sharing their unique scholarship work with the alumni community. We are happy to announce that the Alumni Programming Committee has agreed to be the selecting body in choosing this newly created award. The selection process will begin this summer, with the awards ceremony being held during the Penn Alumni Volunteer Leadership Retreat in February of 2014.

In regards to the previous mention about the Award of Merit Gala, *please note that this award will not be presented at the Award of Merit Gala, and will not expected to be presented at the Gala in the future.*
Association of Alumnae
Submitted by Julie Diana Hench, LPS’08, President

Mission: Founded in 1912, the Association of Alumnae works to strengthen the relationship between the University and its alumnae and to promote the interests and welfare of the University in areas of concern to women.

The 2012-13 year has been thrilling for the Association of Alumnae as we celebrated our 100th anniversary! To kick off our festivities, members of the A of A walked across the field during halftime at Penn’s Homecoming Game and received warm congratulatory remarks from President Amy Gutmann. Following the game was a tree dedication on College Green during which attendees were serenaded by Penn’s all female a cappella group, Quaker Notes. Penn alumni, friends, and family then moved into the E. Craig Sweeten Alumni House for a reception to toast the A of A and hear remarks by Penn Alumni President Lee Spelman Doty.

To help commemorate our centennial milestone, we asked regional clubs around the world to show their support by holding an event in honor of the A of A anytime between Homecoming Weekend 2012 and Alumni Weekend 2013. Dozens of clubs responded to our call and their events will be highlighted in our online newsletter, which is distributed 3-4 times per year to ALL Penn alumnae. The newsletter also recaps our events, notes our accomplishments, describes our initiatives, includes personal stories from our alumnae, and highlights unique facts about A of A’s long and rich history or women's contributions to the University during the last 100 years. Our belief is that as alumnae write articles or contribute to the newsletter, they will rediscover their sense of pride in Penn and be inspired to engage further with the University.

Our Social Committee continues to organize successful events to draw out new alumnae from a wider array of classes and a broader geographic area. In February, the A of A held its second annual “Family Night at the Palestra” which included admission to a Penn Women's basketball game at the Palestra, meet and greet with the coach and players, and food and beverage for the family. The event was immensely popular (over 490 attendees) and has now become a tradition for the A of A.

The A of A has other traditions for which it is known, including:

- Book Awards Program – we sponsor books awarded to select high school juniors and invite other alumni clubs and alumnae to do the same. The books are a timeless reminder of Penn.
- Wine and Cheese Reception during Senior Week – we sponsor this very popular event for graduating senior women with The Trustees’ Council of Penn Women.
- Annual Awards Dinner – we present several awards to exceptional female students, both undergraduate and graduate, who have demonstrated accomplishments such as outstanding athletics, innovative research, or superior leadership.

Upcoming social events include a walking food tour of South Philly on June 9, a three hour adventure serving delicious food and offering insight into some of Philly’s ethnic culinary treasures. On June 25, the Penn Alumni Club of Philadelphia commemorates the A of A’s 100th anniversary at a theater event: a performance of Nora and Delia Ephron’s Love, Loss, and What I Wore. Proceeds from ticket sales benefit Dress for Success Philadelphia, and we consider this event a great way to show support for both Penn and Philadelphia women.

The A of A will also be hosting a colloquium of “Women Groundbreakers” on October 10, 2013, featuring three fantastic Penn women: Beverly Willis Emanuel, Angela Duckworth, and Salamishah Tillet. Each speaker will give a 10- minute TED Style Talk followed by a brief Q&A session. The A of A will then invite the speakers and attendees to a post-panel reception. (Details of the event will be confirmed and
promoted in August.)

The theme of our 100th celebration was “Honoring the Past and Engaging the Future.” The A of A has lasted as long as it has due to the tremendous dedication and contributions of its members, both past and present. Our goal is to cement our place in the Penn community for another 100 years by filling the next generation of alumnae with the same sense of pride and passion exhibited by our past and current members!
I. Events
During Homecoming Weekend 2012, ALA once again participated in the film festival with the screening of Café Chavalos: Overcoming the Streets, directed by Penn alumnus Alberto Chamorro, C ’05. The film followed four Nicaraguan kids (“chavalos”) as they attempt to rehabilitate their lives through a program called Café Chavalos: a culinary school, restaurant, and rehab center. When the Café runs into financial problems and is forced to close, the boys are forced to make tough decisions. Chamorro himself introduced the film and answered questions afterward.

During Alumni Weekend 2013, ALA will join fellow Penn Diversity Alliance groups—the Association of Native Alumni, the Black Alumni Society, the Lesbian Gay Bisexual Transgender Alumni Association and the University of Pennsylvania Asian Alumni Network—in sponsoring a Penn Faculty Panel about the topical subject of diversity, featuring Penn Professors Dr. Eric J. Schelter, Assistant Professor of Inorganic and Materials chemistry in the Department of Chemistry and advocate for LGBTQ students in science; Dr. Emilio Parrado, Professor and Director of the Latin American and Latino Studies Program, and Associate Chair for the Department of Sociology; Dr. Grace Kao, Professor of Sociology, Education, and Asian American Studies, and Research Associate of the Population Studies Center and a Faculty Affiliate of the Center for East Asia Studies; and Dr. Tukufu Zuberi, Professor and Chair of the Department of Sociology and the Lasry Family Professor of Race Relations. All the alumni groups will hold receptions preceding the panel.

II. La Casa Latina and Latino Coalition
ALA continues strengthening its bonds with La Casa Latina, the university’s resource center, and the Latino Coalition, the undergraduate body representing the Hispanic groups on campus through “Office Hours” and efforts of board members and other Latino alumni to mentor and offer guidance. In addition, ALA board member Ruth Colp-Haber, C ’81 W ’85 was named to La Casa Latina’s Advisory Board, and continuing into the future, the plan is to include always an ALA representative on the Advisory Board.

III. ALA Emergency Fund and other undergraduate aid
Despite Penn’s outstanding efforts to increase undergraduate financial aid, some students still face economic problems on different levels. For the spring in a row, the ALA Emergency Fund helped an undergraduate in need, while a number of board members and Latino alumni made individual donations to La Casa Latina Gift Fund, in one case, helping several students travel home for the Christmas holidays.

IV. Outstanding senior in the Class of ‘13
The 2013 ALA Student Leadership Award recipient was Ángel Contreras W ’13, a well-deserved honor for a tireless activist and advocate for students inside the university and for
immigrants and Hispanics outside Penn. Ángel was also the recipient of the Senior Honor Award – The Bowl.

V. Goals
Simply put, continue growing ALA as we implement many of the objectives in the Strategic Planning Review. Short term, the most important issues are managing the transition to the new board of directors and president.
Association of Native Alumni
Submitted by Ann Dapice, Nu’74, Gr’80, President

The Association of Native Alumni (ANA) promotes the interests and welfare of Native American alumni, strengthens and deepens friendships, encourages active recruitment and retention of Native faculty and students and furthers Penn's commitment to the advancement of Native American higher education.

ANA has been quite active since our last report. We have ongoing communications regarding important issues in Indian Country. With respect to engagement with Penn, several of us (Vanessa Iyua, Paul Garr and Ann Dapice) are active in planning the upcoming Spectrum 2013. Alumni assisted Natives at Penn in the All-Ivy Conference held at Penn again this year. Bryan Brayboy served as plenary speaker at the 34th Annual Ethnography in Education Research Forum at Graduate School of Education, University of Pennsylvania. We informally recognized and honored GIC Director, Valerie DeCruz, for her institutional and personal support to students and alumni over the years. Wendy Green, Bryan Brayboy, and Ann Dapice participated as Board members in a conference call about the future of the Center for Native American Studies. Vanessa Iyua presented the James Brister Award to Wharton MBA graduate, Dawson Kaaua from Hawaii in a lei ceremony. A number of alumni helped in the planning of and participated in the 4th Annual University of Pennsylvania Powwow presented by Natives at Penn Powwow. Ann Dapice and Native colleagues (Seneca Cayuga and Muscogee-Creek) presented “The Medicine Wheel as Direction for Living”—a conceptualization that represents a combination of history, tradition and science regarding the mental, emotional, physical, and spiritual, at Greenfield Intercultural Center. A number of alumni are continuing their educations in law, American Indian jurisprudence, social work and international studies. Alumni are actively involved in research related to Native issues as well as vocations in business, education, social work, the arts and a number of other professional endeavors. Alumni are active in recruitment of Native students to Penn. The recent report from Admissions is that we have twenty-six new Native admissions in the new class. Our hosting of College Horizons last summer was very helpful to recruitment of new Native students.

This Alumni Weekend we will present a “Tribute to Bob Preucel” as he leaves for Brown University, thanking him for his support to Native Programs at Penn. A panel will follow, co-sponsored by Penn Diversity Alumni Alliance and its Chairs, discussing the challenges of achieving faculty diversity when university departments often have one set of goals and diverse communities may have quite a different set to represent their lived concerns. Also this weekend ANA, Natives at Penn and the Lenape Nation of Pennsylvania will hold a ceremony for the new Lenape Community Garden on campus located behind the Greenfield Intercultural Center.

There have been many communications among ANA members and conversations with Penn faculty, staff and administrators regarding how best to proceed with our stated goal above—to further the commitment to the “advancement of Native American higher education.” This last point deserves comment because, unlike Penn’s present situation with Native research and courses, members of ANA collectively have extensive expertise as leaders in Native communities, significant Native research and scholarship in a variety of areas critical to Native communities and their concerns (e.g., history, language, philosophy, epistemology, genetics, physiology, psychology, sociology, archaeology, education, healthcare), and decades of work on university curriculum development and design committees, including Native Studies and Native course assessment for accuracy of content. It is our intent therefore, to continue to work with Penn faculty and administration as it develops such programs. This work will play a vital role in the recruitment of the best Native peoples to Penn with integrity.
Awards and Resolutions Committee
Submitted by Peter V. Shoemaker, C’86, Chair

The Awards and Resolutions Committee met twice to review the nominations for the Student Award of Merit, the Alumni Award of Merit and the Young Alumni Award of Merit. Each Committee member was provided, electronically, detailed information on the candidates. We received a total of seventy-five applicants for the Student Award of Merit.

After a lengthy discussion, the following five members of the Class of 2013 were awarded the Student Award of Merit:

- Deirdre Bullard C ’13
- Scott Dzialo W’13
- Sohaib Hashmi, ENG’13 W ‘13
- Scott Lopano W’13
- Elena Madan C’13 W ’13

The Student Awards of Merit are presented by Lee Spelman at the Ivy Day Ceremony at 4:00 pm in Room 200 of College Hall on Alumni Day.

The Committee met a second time in order to review nominations for the Alumni Award of Merit. After considerable discussion, the Committee unanimously agreed to award the 2013 Alumni Award of Merit to:

- L. John Clark, W’63, WG’68
- Mindy Halikman Heyer, C’79, W’79, WG’80
- Helen Frame Peters, CW’70, G’74, GR’94
- Steve Roth, W’66

At that meeting, the Committee also reviewed nominations for the Young Alumni Award of Merit. The Committee unanimously selected two honorees:

- Farnia Fresnel, ENG’98
- Andrew Rosenthal, C’06

The Alumni Award of Merit and the Young Alumni Award of Merit will be presented at the Annual Alumni Award of Merit Gala, which will be held during homecoming weekend on Friday, November 8, 2013.

I would like to thank the Committee members who devoted considerable time and thoughtful insight in fulfilling their duties and responsibilities on this Committee. They are:

Susan F. Danilow, CW’74, G’74
Lee Spelman Doty, W’76
Ira Harkavy, C’70, Gr’79
Lolita Jackson, ENG’89

Joan Lau, ENG’92, WG’08
Larry Nussdorf, W’68
E. Gerald Riesenbach, W’60
Patricia Braun Silvers, CW’72

Respectfully submitted,

Peter V. Shoemaker, C’86, Chair, Penn Alumni Awards & Resolutions Committee
Benchmarking Committee
Submitted by Co-chairs, Dana Michael W’82 and Lindsay Napor McLean ENG’98, WG’05

Committee Members:
Dana Michael
Lindsay McLean
Paul Zantinger
Robert Bliss

Summary
For the 2012-2013 fiscal year, the Benchmarking Committee has identified two projects: 1) Penn Alumni Interview Program Volunteer Survey and 2) Critical Activities Benchmarking. The Committee has successfully completed the pre-data analysis aspect of the first and still has the second in planning. As a result of the value of the information to the Penn Alumni Interview Program, it has been asked to begin a new project around linkages between the Penn Alumni Interview Program and Penn Regional Clubs.

Committee Mission
Actively gather information from Penn sources and peer institutions that lead Penn Alumni and the Alumni Relations Office to actions that enhance the alumni network

Projects

1. Penn Alumni Interview Program Volunteer Survey
Patrick Bredehoft, the new Director of the Penn Alumni Interview Program, asked the Benchmarking Committee to assist in gathering information about its alumni volunteers. The Penn Alumni Interviewing Program was recently created within Alumni Relations to take over the interviews that alumni had previously performed for the Admissions Office. This move, and its concurrent additional focus on alumni, created a need for further information to enhance the program.

At the Penn Alumni Volunteer Leadership retreat meeting on Saturday March 2, 2013, the Committee's working session was spent with members of the Penn Alumni Interview Program staff. Topics for inclusion in a survey were brainstormed and included the following areas.

- Demographics of interviewers - class, degree, geographic area, gender
- Experience as an interviewer
- Reasons for involvement – both at joining and now
- Effectiveness of communications
- Information needed by interviewers
- IT systems and web site feedback
- Training needs and tool feedback
- Alumni leader issues / challenges and their assessment of their area's needs

Dana Michael took advantage of a 9 hour flight to Brazil the next day and created the first draft of a survey. This was sent for review by the Benchmarking Committee and the Penn Alumni Interview Program staff on Monday March 4th. Changes were made, the survey was put into the Survey Monkey software and it was sent on April 30th to all 10,000+ registered interviewers. (The survey is available upon request.) The survey will be open for responses during May 2013 and the Committee will receive results subsequently.
Patrick Bredehoft and his staff were happy with the process. They have requested that the Benchmarking Committee work on a new survey to gather information on how to improve linkages between the Penn Alumni Interview Program and the Regional Clubs. We are in the process of gathering information.

2. Critical Activities Benchmarking
During the Penn Alumni Volunteer Leadership Retreat meeting on February 11, 2012 a planning exercise was held. The focus was on what each committee viewed its critical activities, operating guidelines and themes / thrusts. The Benchmarking Committee thought that it would be a good project to compare what Penn Alumni has as its critical activities to what peer institutions consider key. This could provide some best practices for Penn Alumni to consider.

The Committee has had preliminary discussions with Alumni Relations and this project should bring benefits to Alumni Relations and Penn Alumni. The other schools to be contacted will be the "Ivy Plus" group, which are schools viewed as Penn's peers, as these schools should have similar focus.

The project's objective is to find key actions to meet critical activities of fully engaged alumni. Below are the critical activities listed in the slides for the February workshop session.

1. Provide accurate and complete alumni profile data including biographical, professional and accomplishments (Penn or non-Penn related)
2. Financially support the University
3. Participate in University sponsored and regional / club alumni activities and programs
4. Stay informed about University progress, development and achievements
5. Be an ambassador (promote, advocate, support and network) for the university to prospective students, fellow alumni and the community at large

The committee thought that item 2, financially support the university, should be out of our scope as that is something Penn has excelled at and we probably wouldn't be able to add much value.

For the other categories, the Committee began brainstorming as to what best practices Penn and other schools may have. For example, the alumni profile information is enhanced through the Harris directory that Penn periodically does as alumni are called and their information updated.

Survey questions will be developed to send to Penn's peer institutions and follow-up calls will be made to gather more subjective responses.

This project will be rolled out in later 2013 so that a status can be given to Penn Alumni during the 2014 Alumni Weekend meeting.

Other Matters
The Benchmarking Committee would like your suggestions on what data we can gather to provide insightful information for Penn Alumni and Alumni Relations future projects.

The Benchmarking Committee has opportunities for Penn Alumni who would like to participate. For further information on the committee and its activities, please contact Committee co-chairs Lindsay McLean or Dana Michael.

Dana Michael (Dana.R.Michael.W82@Alumni.UPenn.edu or 914-828-8572)
Lindsay McLean (lnapor@gmail.com or 908-310-0752)
Global Alumni Network Advisory Board  
Submitted by Benjamin H. Craine, W’65, Chair

Because of the transition in the Alumni Regional Clubs Team in Alumni Relations, 2012 was a slower year of progress for our Board. With the new team members in place, and a wonderful new Director, Tara Davies, we are moving forward in full gear. In early 2013 we added two new Board members, including our first international representative. In addition, we added an International Committee, under the leadership of Dov Hoch, Israel. Tara has assigned an Alumni Relations team member to each of our committees, and they have been meeting via conference call, with the following reports on each . . .

MENTORING/BEST PRACTICES – Nicole Oddo, Chair

The Regional Clubs mentoring program is up and running. Each Advisory Board member serves as a mentor to a group of 7-8 clubs. Hopefully, by keeping this group small, we will increase the communication and interaction between the Board and the clubs in each mentoring group. At this point, we have all domestic clubs covered, and we are working to do the same for the international clubs. Our first Webinar is scheduled for May 14th. The focus will be to help club leaders prepare the Partners with Penn form. We will record the Webinar, and it will serve as a current and future resource in the President’s Corner of our updated Web platform. The Mentoring Committee hopes to arrange a Webinar call each quarter, with the idea of covering subjects of interest to club leaders; these can include working with Affinity groups, building a leadership pipeline, and tips for planning a successful event.

PENN ALUMNI REGIONAL CLUBS AND PENN ALUMNI INTERVIEW PROGRAM COLLABORATION COMMITTEE – Beth Topor, Chair

With the move of the Penn Alumni Interview Program from Admissions to Alumni Relations, there have been significant strides made to achieve Eric Furda’s goal of 100% interviewing. This season the completed interview percentage went from 50% to 70%. It is this committees plan to continue to support that effort with the following steps: 1) The committee plans to reach out to all clubs to explain the changes, then to survey the clubs on the extent to which they now interface with the Alumni Interview Program Committees. 2) This committee will also survey the Interview Committee chairs to find out more about how they operate in each of their regions. With these two surveys done, the committee, with the Alumni Interview Program team, will come up with a plan to increase communication and cooperation in areas where this is not now happening.

WEB BASED INFORMATION PLATFORM [WEB Tech] – Emmanuel Tillman, Chair

Working with Denise Bowden in Alumni Relations, we have an initial web presence platform status for the regional clubs. Moving forward our goal is to work with the mentoring teams to get updates on the web presences of each club. We are also looking at the next evolution of the Presidents’ Corner. We will update the existing materials as well as enhance the information sharing in this area of the alumni site. One specific goal– to add a section within the Presidents’ Corner allocated to consistent messaging for the club leaders from each of our Advisory Board subcommittees. This section will make it easier to get new leaders up to speed on current, university level key issues as well as help the mentoring teams to share key points with all of their clubs.

There is a new social media/listserv section that provides links to regional club activities on facebook, twitter, and linkedin in addition to directions for connecting to regional club listservs.
With the recent acquisition of Harris Internet Services by iModules, we expect some changes to services and features in the future. We will work with the Alumni Relations team to keep up with the options that will be available. However, the complexity of these changes will be balanced with the 2014 evolution to an updated club platform. Some changes will be done on the current platform while we expect others will be features in the 2014 renovations.

**AFFINITY GROUPS – Warren Wang, Chair**

I set as a goal that all regional clubs would find ways to work with all of the various organized alumni groups; among them: yPenn, Wharton [though Wharton has its own network of clubs, it makes sense for the Penn Clubs and the Wharton clubs to find ways to work together], Nursing, all graduate school alumni organizations, TCPW, and others. As a result, we now have more clubs co-branding yPenn Young Alumni events, and we are beginning to see more opportunities for collaboration between the Penn clubs and the Wharton clubs. By now, this Reunion Weekend, we should have a list of all alumni organizations, and their leaders. If you happen to read this and are on campus, please introduce yourself to me, or reach out to Warren Wang after this weekend. It is our hope to explore ways to support all alumni organizations at the regional club level.

**ACAM AWARD – Fred Martinez, Chair**

The ACAM Committee has established as its main goal increasing regional club participation in submitting the Partners with Penn Form. First, it was decided that we need to make the form more user-friendly: Kiera Reilly, working in collaboration with the Penn IT department has developed a new SurveyMonkey form that can be easily filled out on line. The Partners with Penn form not only helps us in deciding the Alumni Club Award of Merit recipient, but it provides good information about clubs and club activities. The ACAM committee will work with the WEB Tech committee to help populate the President’s Corner of the Regional Clubs website. Regional Club AB members will reach out to the clubs in their mentoring group to encourage them to submit the forms.

**INTERNATIONAL – Dov Hoch, Chair**

Our newest committee, we are in the process of identifying the best ways to reach out to our international community. In cooperation with the Office of the Vice Provost for Global Initiatives, our first task will be to discuss ways that we can support this summer’s programs - Penn Abroad, 200 students, and International Internship, 60 students. Our task will be to identify ways that the clubs can engage alumni to help welcome and support [not financially] the students coming to their countries.

Then, with Alumni Relations staff support, the committee will create a list of clubs, including an inventory of alumni population and level and nature of club activity. We will be looking at the best way to acknowledge the work and success of a foreign club. After the inventory, the committee will look at ways to best engage the international community of clubs.
James Brister Society
Submitted by Co-Chairs, Gil Casellas, L’77 and Dean Henry, W’74

Spring 2013 General Membership Meeting

The Spring JBS meeting included participation from representatives from Development and Alumni Relations, the President’s Office and the Secretary’s office, some current members and a prospective member. During the second half of 2012, James Brister Society leadership, in conjunction with Development & Alumni Relations, discussed the future of JBS and a report containing specific recommendations to improve JBS’ impact and reach were developed. The recommendations covered membership criteria, dues and giving requirements, programming content, participation expectations and committee structure. The focus of the Spring general membership meeting was to discuss these recommendations and they were agreed to by the members present. Perhaps the most significant recommended change is the expansion of membership criteria to include all Trustees, and all volunteers of color who are Overseers, Penn Fund Gift Committee members, Alumni Class Leadership Council members, Penn Alumni Board of Director members, Diversity Alliance board members, class presidents and committee members and school-based volunteers who have celebrated at least their 10th reunion from their undergraduate institution. Other significant changes include the elimination of annual dues, and the replacement of minimum annual giving requirements with encouraged annual support of the University’s diversity initiatives. Also, the addition of two young alumni to the Executive Committee was recommended to promote and expand membership and programming.

This meeting also marked the change in leadership from Trustees and Co-chairs Claire Lomax, Esq. and Susan Taylor, MD, who were thanked for their many years of service to Penn through the James Brister Society. Incoming co-chair and Trustee Gil Casellas, Esq. and incoming co-chair Dean Henry will work with Development and Alumni Relations in the coming months to develop an implementation and communications plan for the approved recommendations.

18th Annual Student and Faculty Awards Reception (held in W.E.B. DuBois College House)

This is one of JBS’ signature events and it continues to gain momentum each year in terms of the number of students nominated and the attendance in support of those recognized by this celebration. Student leaders selected by the JBS, the Association of Latino Alumni (“ALA”), the Black Alumni Society (“BAS”), the University of Pennsylvania Asian Alumni Network (“UPAAN”), the Association of Native Alumni (“ANA”) and PennGALA were given awards in recognition of their academic performance, civic engagement and contributions toward making Penn more diverse. Assistant Professor Salamishah Tillet was awarded the Dr. Gloria Twine Chisum Award for Distinguished Faculty, which she accepted via a previously recorded video message as she was out of the city. Family members came from around the country to support the student achievers. Penn Masala performed in recognition of the service of co-chairs Claire Lomax and Susan Taylor. A great time was had by all.

Fall 2013
As JBS pursues its new strategy, we work with Development and Alumni Relations to continue JBS participation at Penn Spectrum in September. Toward that end, we will host an event on the first day of the 2013 Penn Spectrum Conference. We will decide shortly whether to hold a JBS meeting in conjunction with Penn Spectrum or schedule one for later in the fall.
MARAB has had a quiet spring. We have focused our efforts on membership recruitment and redefining ourselves. To that end, the MARAB Executive Committee conducted a strategic planning session in January designed to address our coordination with Penn’s Alumni Relations and Development Offices in order to see if we can increase our younger alum ranks.

We also spent time focusing on our by-laws reform project, defining roles for the 2012-2013 year, and brainstorming about recruitment efforts. We adopted the following acronym to describe who we are.

Members of MARAB Enjoy:

- **U** Unique University Access
- **P** Personal Connection
- **E** Extraordinary Events
- **N** Networking
- **N** New ways to support our alma mater

We are thrilled to report that MARAB was once again able to support two Penn students spending their summers interning in DC. Through the Adam Bernstein MARAB Summer in DC Program, we worked with Penn's Civic House to offer helpful scholarships to two very worthy candidates: Hannah Gann (C’14) who hails from the DC area and will work at CHOP’s Adolescent Initiative this summer and Chidera Ufondu (C’15) who will be working at the Children’s Defense Fund in DC this summer.

Additionally, thanks to MARAB Board Member, Steve Lerman, we have seized the opportunity to sponsor Active Mind’s 10th Anniversary Celebration to be held at Van Pelt Library in late April.

In January, we held a joint event with the DC Penn Club to celebrate Ben Franklin’s Birthday. Unfortunately, we had to cancel our Spring Event that had been scheduled to include Buzz Bissinger who was unable to speak.
Penn Engineering Alumni Society
Submitted by Farnia Fresnel, ENG’98, President

Over the 2012-2013 academic year, the Penn Engineering Alumni Society (EAS) has been actively supported by upwards of 30 members who attended 9 monthly meetings on campus and via teleconference. This year, the EAS congratulates Carl Clyde (VP), Jeannine Carr (Director), Rich Cisek (Director), Harris Romanoff (Past President), Farnia Fresnel (President), and Matt Quale (Secretary), Dane Carswell (Director) as they celebrate their 30th, 20th, 15th, and 10th class reunions respectively.

In addition to an active group of former leadership and current executive leadership, the EAS is supported by 12 dedicated Directors who chair committees, 8 Associate Directors, and a geographically diverse group of alumni at large. The active board is represented by alumni from the classes of 1957 through 2008.

The goals of the EAS are to:
1. Serve as a conduit to connect Penn Engineering Alumni to one another
2. Strengthen the bond between Penn Engineering Alumni and the School of Engineering and Applied Science (SEAS)
3. Connect undergraduate, graduate, and PhD students to Alumni

The 2012-2013 year was marked by several exciting events that furthered these goals. Partnerships that were seeded last year with the Engineering Deans Advisory Board (EDAB) and the Masters Deans Advisory Board have yielded additional programming for our affected community to interact. To that end, we have concluded another incredibly successful year. Highlights of custom programming to meet the aforementioned goals are below:

1. Connecting ➔ Alumni : Alumni

Benefits of Volunteerism
Engineering alumni volunteered greater than 1300 hours to board and university sponsored events. Annually, SEAS recognizes this effort through various volunteer appreciation events. This year, Dean Eduardo Glandt led the EAS on a private tour of the 78,000 sq. ft. Krishna P. Singh Center for Nanotechnology in early 2013. This tour marked a milestone in the completion of the facility as it was the first time that a visiting group was not required to wear hard hats in the building. Alumni were later treated to a Quaker basketball game against Cornell. While that game resulted in a 2 point loss, alumni were welcomed back to the university sponsored Volunteer Appreciation weekend and were able to experience a major upset to Ivy basketball when the Quakers trounced Harvard in a 75-72 win.

Social Media
The EAS Online team maintains current content, photos, and video on the Penn Engineering website, Wiki page, and social media spaces. More and more alumni and students are leveraging the social capital of the extended SEAS engineering community through our social media groups. Over the past year, the EAS LinkedIn community has experienced a 64% growth in membership. The EAS is proud to announce that our current membership now exceeds 2600!

The Personal Touch
Named business cards, detailed with website, LinkedIn, and Facebook contact information, have equipped the EAS with a simple tool to maintain connection with alumni that we encounter outside of our traditional programming. These cards have created a more personal touch within our larger community
and we look forward to experiencing continued benefits of that personal approach to alumni: alumni relations.

The alumni liaison committee continues to seek creative ways to manage and engage our growing alumni population in meaningful ways. The committee has recognized that alumni can serve from a distance through local Engineering Alumni events. The Alumni worldwide committee will host the first New York City based Engineering Alumni Mixer on June 11.

Celebrations of Merit
While we know that our alumni are dynamic, we also enjoy when the university says so as well. Harve Hnatiuk (EE’74) received the 2012 Alumni Award of Merit at the Awards Gala on October 26, 2012. Farnia Fresnel (SSE’98) will receive the 2013 Young Alumni Award of Merit on November 8, 2013.

The EAS revels in the excitement of academic year end when we are able to recognize a distinguished alumnus with the D. Robert Yarnall Award of Excellence. This year Dr. John Casani, EE’55, Hon’92, was awarded for his lifetime contributions to the fields of aeronautics and astronautics. During his acceptance speech, Dr. Casani captivated the audience as he recounted his days at Penn. He noted that while he began his journey in the College of Arts and Sciences, he ended it in Engineering.

2. Connecting ➔ Alumni: PENN

Reconnecting with Campus
Homecoming and alumni weekends serve as the most significant alumni: university goalposts of the year. This year during homecoming, we saw upwards of 125 alumni and guests return to the Levine Hall lobby for the annual post game reception. During alumni weekend, the EAS is prepared to present greater than $1 Million to President Amy Gutmann on behalf of the broader alumni community’s contributions to the Annual Giving campaign.

Keeping Current in Engineering
A new lecture event and an established speaker series provided an opportunity for our alumni to experience life as a current student, hear current research, and assess industry impact from well renowned professors including:

- Dr. Daniel Lee – ESE 111 Electric, Computer, and Systems Engineering Lecture
- Associate Professor Jennifer Lukes, Mechanical Engineering and Applied Mechanics – Research focus in thermal sciences, energy conversion, and nanomaterials
- Dr. Thomas Cassel, Mechanical Engineering and Applied Mechanics – Research focus in engineering entrepreneurship and economics
- Dr. Kenneth Foster, Bioengineering – Research focus in biomedical applications, electromagnetics, and safety

We Keep on Getting Better
Recognizing the importance of reflection on and appreciation for each success, the EAS will leverage the newly minted EAS Operations guide to conduct a lessons learned as we prepare for a transition in leadership.

3. Connecting ➔ Alumni: Students

In a dual approach to reaching engineering students, the EAS kicked off the undergraduate mentoring program in January and will deliver a congratulatory note to graduating students in May.
February was quite busy for the board. With the recognition of National Engineers Week (February 17-23), the board partnered with students to host several, well attended, major themed dinners to facilitate dialog with students about current topics impacting their fields. The dinners were well attended and served as a solid new addition to EAS programming.

We know that Penn Engineering students are innovators. To support innovation and entrepreneurial pursuits, the EAS hosted a Patent Presentation with a panel of senior patent professionals. Upwards of 40 students attended the event and learned the in’s and outs of protecting innovation.

**Graduate & PhD Students**

Our graduate and PhD students often have different concerns in interacting with alumni. Therefore, we partnered with Alumni Relations and the Masters Dean Advisory Board to host the 3rd Annual Graduate Student Mixer this year. It was attended by a growing number of students and alumni. We were excited that the conversations were so enlightening that, by the end of the night, the final group had to be reminded that the event had concluded!

A much anticipated Graduate Student BBQ is on the horizon to wrap up the academic year. This year, the BBQ, which is traditionally attended by greater than 300 graduate and PhD students, will be held on July 18.

**MORE Celebrations of Merit**

Approximately 18 engineering design presentations were demonstrated by Penn Engineering students during the annual Senior Design Competition. Upwards of 30 judges participated and awarded three top prizes totaling $1400 and an additional three honorable mention awards. We were pleased to invite several students from local schools to observe the presentations as well.

The top prizes were awarded to

1. **First Prize: Tactile Feedback for Monopolar Electrocautery in Minimally Invasive Surgery**  
   Zach Shurden, Anna Brzeziniski, Brian Horwich, Nicki Blumenfeld  
   Department of Bioengineering

2. **Second Prize: Titan: A Powered Upper Body Exoskeleton**  
   Elizabeth Beattie, Nicholas McGill, Nicholas Parrotta, Nikolay Vladimirov  
   Department of Mechanical Engineering and Applied Mechanics

   Lauren Davis, Michael Kofron, Stella Latscha, Gabrielle Merritt, Anthony Stroffolino  
   Department of Mechanical Engineering and Applied Mechanics

- **Honorable Mention: inVigo™**  
  Jason Gui, Drew Karabinos, Jonathan Kern, R. Blake Winston  
  Department of Mechanical Engineering and Applied Mechanics

- **Honorable Mention: ROTOrouter**  
  Albert Kwon, Perk Lim, Yuchen Pan, Kaiyu Zhang  
  Advisors: Andre DeHon and Boon Thau Loo  
  Departments of Computer and Information Science and Electrical and Systems Engineering

- **Honorable Mention: Highly Aligned Nanowires for Electronic Memory Device Applications**  
  Karthik Kumar
This year, the EAS also presented the **E. Stuart Eichert, Jr. Award** to a student who exemplified the characteristics of selfless service to the University and the Community.

Furthermore, members of our committed EAS leadership also sponsored several student awards.

- Past President Walter Korn presented the **Walter Korn Award** to an outstanding senior in the Moore School who will be continuing on at the Moore School for a graduate degree.
- Associate Director Dawn Becket presented the **Dawn and Welton Becket Digital Media Design Achievement Award** to a DMD Senior who exemplified the ideals of the DMD program through outstanding achievement, citizenship, and mentoring.

The 2012-2013 Executive EAS Board included representation from SEAS classes from 1961 to 2003:

- President – Farnia Fresnel, SSE
- Vice President – Hank Guckes, EE, MSEE
- Vice President – Carl Clyde, EE
- Vice President - Sevile Mannickarottu, EE
- Secretary – Matt Quale, CBE
- Treasurer – Ernest Churchill, MSE
PennGALA
Submitted by Co-Chairs, Cynthia Wright, C’08 and Dennie Zastrow, C’10, G’12

PennGALA has embarked upon a series of initiatives this year aimed at expanding our regional base, connecting current students and alumni, and fostering Penn pride in all our alumni members. As we head into the summer months, we hope to put together a comprehensive plan that will put the organization on a sustainable path.

Alumni Weekend 2013

This year PennGALA was lucky enough to organize and be involved with several exciting events:

- PennGALA Alumni Weekend Happy Hour
  - We will informally kick off the weekend with a happy hour at Stir Lounge (1705 Chancellor St).

- Alumni Weekend Board Meeting
  - The Steering Committee will be meeting from noon to 1pm in the LGBT Center to strategize for the upcoming year.

- PennGALA Alumni Weekend Networking Hour
  - This event was planned in collaboration with the LGBT Center. We will be welcoming alumni and friends to Houston Hall (Brachfeld Room) with the purpose of reacquainting alumni with their peers and forging new connections. Alumni will also have the opportunity to hear about the LGBT Center and the ways students benefit from its presence on campus today.

- Diversity Alliance Faculty Panel
  - This panel will feature Penn faculty from diverse backgrounds and academic departments, discussing their perspectives on higher education, teaching in the 21st century, and increasing access. PennGALA is proud to be represented by Professor Eric Schelter of the Chemistry Department.

Regional Events

One of PennGALA’s priorities continues to be expanding our regional base. While we used 2012 to strengthen networking opportunities in regions with existing PennGALA regional committees, the club will be using 2013 to focus on regional network expansion to areas that have historically received less attention. Areas with a higher concentration of alumni and interested organizers include:
We have also begun exploring expanding our regional activities internationally. In the coming months we will begin reaching out to interested alumni in London, Sydney, and Toronto.

Events of particular interest in the past year have included:

- Women-specific networking in New York, Los Angeles and San Francisco
- All-Ivy Latin LGBT networking in New York
- Intercollegiate networking at the nation's first LGBT Bollywood bar in San Francisco
- PennGALA specific networking events in Philadelphia
- Intercollegiate alumni hiking and outdoor activities in Boston

**QPenn 2013**

On Thursday of QPenn Week, Penn’s annual week celebrating everything LGBTQA, PennGALA and Lambda Grads (the graduate LGBTQ organization on campus) co-sponsored a social event for students and Philadelphia-based alumni on campus at City Tap House. We were delighted to receive over 50 attendees for drinks, snacks, and wonderful conversation. This was a great opportunity for alumni to connect with both undergraduate and graduate students, and we hope to continue the tradition next year.

**Newsletters**

This year, PennGALA has established a strong communications schedule in conjunction with Alumni Relations. We plan on sending out quarterly newsletters, with information from both undergraduate and graduate students, updates from the LGBT Center staff, and alumni, faculty, and student profiles. These newsletters also contain information on our diversity of regional events, as well as co-sponsored events across the country. We also try to include updates on members of the Penn LGBTQA community who make the news.

**Social Media**

We continue to utilize Facebook as an informal way of reaching alumni and friends with the latest news from Penn. This year, we are excited to launch a LinkedIn group. This will allow our members to network with others who share their interests at their own convenience. It can be found at [http://www.alumni.upenn.edu/penngala/linkedin](http://www.alumni.upenn.edu/penngala/linkedin).
Mentoring

This year has seen the revitalization of the PennGALA student mentoring program. Two of our local members, James Epstein, C’80 G’80, and Dr. Joan Lau, ENG’92 WG’08, both generously hosted a number of Penn undergraduate and graduate students at Distrito and Penne, respectively, for lively conversations. These dinners gave students access to professionals who are both highly accomplished in their fields. We hope to expand this program when students return to campus in the fall.

If you have any further questions, please contact co-chairs Cynthia Wright, C’08 (cynthia.wright@alumni.upenn.edu) or Dennie Zastrow, C’10 G’12 (zastrow@alumni.upenn.edu).

PennGALA 2012/2013 Steering Committee

Cynthia Wright, C’08 – Co-Chair
Dennie Zastrow, C’10 G’12 – Co-Chair
Tyler Ernst, ENG’12 W’12 GEN’13 – Secretary
Archita Banerjee, C’08 W’08 WG’13
Yana Banerjee, NU’09 GNU’12
Lex Ruby Howe, C’07
Christopher McAdams, GAR’12
Joel Melamed, C’71
David Soo, GR’11
School of Social Policy & Practice Alumni Council
Submitted by Santo D. Marabella, MBA, DSW, GR’91, Chair

Council Mission
The Alumni Council at Penn’s School of Social Policy & Practice represents the voice of the alumni; encourages alumni support of the School; and informs alumni about issues that advance the School’s growth and development.

Recent Programs/Events/Initiatives
The Council sponsored a full-day symposium, organized by SP2 adjunct faculty member, Lara Rogers-Krawchuck, called, “Loss Across the Lifespan: Creative Strategies for Healing,” on March 15. The symposium was led by Dr. Robert A. Neimeyer – a thought leader and scholar on loss. More than 180 persons attended the symposium held at the International House.

The Council welcomed an alumni association, comprised of alumni leaders from SP2’s Nonprofit Leadership master’s degree program. The Council will offer support and assistance to the NPL Alumni Association, in an effort to engage their program’s alumni through communication, networking and educational programs. The Council continues to encourage other affinity and alumni groups to become a part of the Council.

The Council is currently recruiting alumni to represent the following SP2 programs on the Council: Masters of Social Work, PhD in Social Welfare and Masters of Science in Social Policy.

Upcoming Programs/Events/Projects
The Council looks forward to sponsoring the annual Alumni Reunion Reception on May 10(during Alumni Weekend). For the first time, last year’s event was held outside under a tent in the courtyard near SP2. That venue and ambiance was so popular that it will be repeated again this year.

Last year, for the first time, the Council set a goal of 100% participation by Council members in the School’s Annual Fund campaign. The $400 goal was exceeded and over $800 was raised, with more than 66% of Council members participating. This year, the Council has set a $1000 goal, with 100% participation from Council members.

A planning session or retreat for the Council will be scheduled for this summer. At that time, the Council will set objectives for next year’s programs, communications, outreach and fundraising.

For more information or any questions, please contact:
Santo D. Marabella, MBA, DSW
SantoMarabella@alumni.upenn.edu
Southern California Regional Advisory Board
Submitted by Lisa Cohen, C’85, Co-President

During the 2012-2013 year, SCRAB had 82 members, which is consistent with last year. SCRAB was created over sixteen years ago as a premier leadership group for alumni and parents and members agree to give at the Benjamin Franklin Scholar level to any department or school of Penn on an annual basis. Through our unique programs and through a membership compromised of Penn’s senior alumni and parent leaders, SCRAB promotes and enhances the connections of the Penn family in our region with the intellectual, cultural and social life of the Penn community. Members of SCRAB support and foster University activities and act as advocates and emissaries for Penn.

In June, we had a very interesting and informative breakfast meeting with Penn bioethicist and PIK Professor, Jonathan Moreno, and we invited the Penn Club LA as well. A biomedical ethicist, this David and Lyn Slifin, University Professor holds appointments in medical ethics in the Perelman School of Medicine and in history and sociology of science in SAS.

Over the summer, SCRAB had its annual family night Phillies – Dodgers game outing. Members enjoyed dinner from the clubhouse, great front row seats, and Tastykake.

SCRAB joined the Penn community in October for Penn to You. The topic, “Ethical Dilemmas: From Oedipus to the Oval Office”, was discussed by Dean of Arts and Sciences, Rebecca Bushnell, Professor Robert Kurzban of Psychology, and Professor Rogers Smith from Political Science.

In November, most of the SCRAB women leaders planned and participated in Healthy Cities: Healthy Women, which was chaired by Julie Platt, C’79, PAR ’05, PAR ’08, PAR ’12. Healthy Cities: Healthy Women was a one day conference that discussed Urban Women’s Health in Los Angeles and how women have a unique and powerful role in positively influencing the health of their children, families and communities.

In December, SCRAB had a dinner discussion with alum Howard Marks, W’67, PAR ’09, University Trustee and Founder and Chairman of Oaktree Capital Management that was extremely well attended. Howard spoke to our group about maintaining a common sense approach to investing during these turbulent times.

In March, SCRAB had a sold out tequila tasting, cocktails and dinner at Loteria Grill. Jimmy Shaw, C’83, W’83, executive chef and Owner, spoke to us about how he started Loteria Grill and how it’s expanded to almost six very successful locations in Los Angeles. Also in March, SCRAB partnered with Penn Serves LA to work with Habitat for Humanity to make a house livable for a needy family.

In April, SCRAB partnered with Penn Athletics, to host a reception with Penn Golf and Penn Football alumni at the home of Amy and Jeffrey Straus, C’76, where both the Men’s Football and Golf head coaches made introductory remarks.

Presently, we are planning at least one more event for the spring and then renewals will be sent in July. We are proud that we have been able to involve more Penn Parents in SCRAB, in addition to local alumni, and we hope to continue increasing our membership.
The Trustees’ Council of Penn Women (TCPW) is continuing to engage women of all ages at Penn to move our mission forward, utilizing resources, both volunteer and financial. The work of our members resulted in a number of informative events and programs over the past few months.

**Spring Conference Overview**

**Penn Goes Global**  
April 17 – 18, 2013

During our Spring Conference, we were fortunate to hear in-depth discussions about the globalization of a Penn education. We learned how faculty and students are reaching beyond campus to engage internationally. We learned so much from our wonderful speakers – below is an overview of the events and lectures.

**Opening Awards Luncheon**

TCPW’s Spring 2013 Conference began with our opening Awards Luncheon on Wednesday, April 17th in a lovely tent outside of Houston Hall. TCPW Chair Jayne Perilstein, W’80, welcomed guests to the Conference and after we had finished lunch, Hilde Toth, FAS’79, in her role as Co-Chair of the Advancement of Women Faculty Committee, made special mention of Dr. Lynn Lees, Vice Provost for Faculty, who has been instrumental in the quest for advancement of Penn's female faculty. Lynn will be retiring this year. We are grateful for her guidance and we all wish her well.

Hilde then spoke of the wonderful relationship TCPW has developed with the Provost’s Office and with Provost Vince Price in particular. Hilde, together with Provost Price, introduced the winner of this year’s TCPW-Provost Award, Dr. Stephanie Abbuhl, professor and vice chair of emergency medicine in the Perelman School of Medicine. Dr Abbuhl is the fourth annual recipient of the TCPW-Provost Award, which recognizes significant contributions by Penn faculty to advancing the role of women in higher education and research at Penn.

Dr. Abbuhl was recognized for more than a decade of work improving the environment for female faculty at Penn, especially her leadership since 1998 of the FOCUS on Health & Leadership for Women Program, committed to improving the recruitment, retention, advancement and leadership of women faculty and to promoting women’s health research. She was one of the founders of the Penn Forum for Women Faculty and, most recently, received a $1.3 million grant from the National Institutes of Health to enhance institutional culture, increase academic productivity and improve job satisfaction for women faculty at Penn. Dr. Abbuhl expressed her deep appreciation for the award, and acknowledged her husband's support which enabled her to devote herself fully to her work while raising three sons. Her husband and two of her sons were able to join us for the awards lunch.

Dale Bell, MT’81, Co-Chair of the Student Life Committee, presented the Huber-Giles Award to Starry Peng, W’13, ENG’13. Starry is a senior studying Finance, Operations and Information Management at Wharton, and Computer Information Science at the Engineering School. She is one of just 45 students selected for the Jerome Fisher Program in Management and Technology. She has served for four years on the Wharton Dean's Undergraduate Advisory Board. One of the initiatives she has been most passionate about is enhancing the undergraduate research community for the school. In particular, this past year she founded and chaired the inaugural Wharton Undergraduate Research Board to help the administration increase student exposure to academic research as well as develop new resources/programming. Starry has also been actively involved in research on organizational behavior with Dr. Adam Grant in the
Management Department as a Wharton Research Scholar. Starry has a keen interest in social impact and development. Sophomore year, she helped to co-found and served as CFO for the Financial Literacy Community Project, an education non-profit that brings financial literacy programs to underserved schools in the Philadelphia community. To further her interest in social impact, she has been an ambassador on two social-impact themed trips with the Wharton International Program - to Ecuador & the Galapagos, as well as Portugal and Morocco. As a nice capstone to her M&T education, using both the analytical skill set and business acumen she has gained these past 4 years, Starry competed on a team representing Penn at the Marshall International Case Competition, the world's oldest and largest business case competition, held at USC every year. Starry is fluent in Mandarin Chinese, and a beginner in French. Her interests include Technology, social entrepreneurship, microfinance, tennis, and the Food Network. She is an active member of Delta Sigma Pi.

Ruth Farber-Horowitz, C’83, WG’88, the other Co-Chair of the Student Life Committee, presented the Student Leadership award to Morgan Humphrey, W’13. Morgan is a senior at Wharton studying Business, Economics and Public Policy. Morgan is the Chair of Abuse & Sexual Assault Prevention (ASAP). This group works on campus to raise awareness and student activism around the issues of sexual assault, stalking and dating violence. She was part of the founding membership of ASAP, a group unique to Penn, and has held several positions on its executive board, including Chair of Education and most recently, Executive Chair. This group is responsible for organizing “Take Back the Night”. Morgan has been one of the most outspoken student voices and someone often looked to to represent students on issues of violence prevention when working with the administration. She was even invited by the Vice President of Public Safety, Maureen Rush, to speak alongside her at a community engagement for local high school students. Morgan has been involved with the programming of Love Your Body Day, a short series of programs, held annually, raising awareness about body image issues. She successfully coordinated several fundraising events, as well as worked to make sure that women and other historically underrepresented minorities are adequately supported in the Wharton School. Morgan is a work-study student at the Penn Women’s Center, Vice President of Finance for the Black Wharton Undergraduate Association; and was one of the student organizers for this year's Penn One Billion Rising campaign. She was in charge of the social media marketing for the event and the promotional videos for the event gained over 2,500 views.

TCPW Member Speed Networking Event

Sixty TCPW members gathered together in Houston Hall to speed network amongst ourselves. Over wine and munchies, Lisa Aldisert, CW’75, G’75, and Tonia Arrington, GEN’96, put together a rousing session of members asking other members about their careers, families, and experiences at Penn. Every five minutes the whistle blew and it proved difficult to get members to move down one seat as we found ourselves so engaged in conversation! This event was an opportunity to learn about and engage with members we may not know as well as we would like. TCPW is rich with resources and speed networking gave us a glimpse into what our members have to offer.

Dinner featuring Law School Professor Edward Rock

We held our Wednesday evening dinner at the beautiful Penn Museum. In line with this spring’s “Penn goes Global” theme we first heard briefly from Kathy Zerbach of Women’s Campaign International, the brainchild of fellow TCPW member Marjorie Margolies, CW’63. WCI aims to advance opportunities for women in underdeveloped and developing countries throughout the world. They work to prepare women for political participation, leadership, entrepreneurship, peace building and conflict mitigation.

We then introduced our keynote speaker, Law Professor Edward Rock. Professor Rock is the Penn Director of Open Course Initiatives. He explained to us Penn’s involvement and key role with Stanford in
the launching of Coursera, the free on-line learning site that offers a variety of courses from professors from many of the world’s best institutions. He relayed to us the incredible impact these on-line courses have on reaching thousands of students who otherwise would never have access to such courses. He explained to us how we are at the dawn of a new era on how teaching is done and how some professors can now reach more student’s through a single Coursera course than they normally would in a lifetime of teaching. He discussed some of the challenges to Coursera such as finding a way to grade thousands of essay questions and also the challenges in authenticating students so that they can one day possibly offer course credit for these classes. He mentioned the possibility of incorporating on-line lectures into a regular college curriculum and then using the class time primarily for discussion and group problems or projects. He also mentioned, though, that as exciting as on-line learning is, residential education has always been best because of the-face to-face interaction between students and teachers and that this significance needs to be emphasized. This is just the beginning of Penn’s involvement in this new world of on-line learning so stay tuned as these initiatives develop.

Faculty Panel "Beyond the Classroom and into the World"- Thursday, April 18th

TCPW was up bright and early on Thursday morning for breakfast in Bodek Lounge, followed by a panel discussion with three distinguished guest speakers. Our very own Susan Marx, CW'66, moderated the panel of faculty and leadership who further the mission of global studies at Penn.

We had the opportunity to hear from Gayle Christensen, Executive Director for Global Initiatives in the Office of the Vice Provost for Global Initiatives, who laid out the groundwork for our discussion. She explained Penn's global strategic plan, which focuses on three strategic pillars:

1. Prepare students for an increasingly globalized society
   This goal will necessitate providing more opportunities inside and outside the classroom for faculty and students to meaningfully engage on global issues.

2. Strengthen Penn as a global agenda-setter
   Seek to integrate knowledge by bringing together faculty from Penn and other leading universities with emerging world leaders for the Global Solutions Programs. Also seek to bring world leaders to Penn and engage the University community in dialogue on issues of global importance.

3. Promote healthy, inspiring, and productive lives
   From health to economic development to urban renewal, Penn’s Schools cultivate leadership skills in a range of professional and academic fields. Penn’s preeminence in professional and academic education, training, and research will be focused on improving lives today and developing leadership capacity for tomorrow. Substantive cross-School research and service initiatives will strengthen and expand Penn’s efforts in global leadership development.

Second, we heard from Dr. Marjorie Muecke, Assistant Dean for Global Health Affairs and Associate Director for World Health Organization Collaborating Center in Nursing & Midwifery Leadership in the School of Nursing. Dr. Muecke discussed the wealth of opportunities afforded to nursing students and faculty alike, spending time studying and working in Africa, India, Southeast Asia, and England, to name a few. Dr. Muecke made the interesting point that often students come back having learned invaluable skills from these nations that we can apply here.

Lastly, Dr. Regina Abrami, Senior Lecturer in Political Science, Senior Fellow in Wharton’s Management Department, and Director of the Global Program at the Lauder Institute of Management and International Studies spoke. Her studies focus on Asia and business strategies. Dr. Abrami explained that often times, study abroad programs and internships enable the students to only catch a glimpse of the country they are
visiting as they go from place to place trying to see all they can in a short period of time. The Lauder Institute has tougher requirements for their students, requiring students to speak three languages and spend 2 months abroad in an immersion program.

**Student Panel Celebrates Global Connections**

During the conference closing lunch, TCPW members heard from a panel of Penn students who are building bridges globally. Dr. Wallace Genser moderated the discussion; he oversees several programs at the Center for Undergraduate Research and Fellowships (CURF) that introduce undergraduates to research with Penn faculty, as well as programs that provide financial support to students to continue their research. Meet the students and learn about their accomplishments:

* Kirsten Hill, Ph.D. (Graduate School of Education) visited Bangalore, India to study ground-breaking, new literacy initiatives for adults. What she learned in India is impacting her research here in the U.S. She is now bringing her research to Philadelphia, finding new ways to teach literacy and data entry/computer skills to adults seeking employment. Her research - still in progress - could have a radical impact on the way adult literacy is taught.

* Dau Jok is a junior in the School of Arts and Sciences and one of the captains of the men's varsity basketball team. Dau was born in South Sudan and grew up in Iowa after his family escaped political turmoil there. He spoke with great passion about his journey from Sudan to Penn and how his life attitude changed dramatically since arriving in the U.S. In Africa, Dau explained, he was always looking for a fight. Here in the U.S., he can think about solutions to world problems. After winning a $10,000 award from the Davis Project for Peace, Dau started a foundation in memory of his father and grandfather who were killed in Sudan. Funds will go toward creating and supplying equipment for soccer and basketball leagues in the Sudan.

* Irina Markina, a senior in the College, is studying Romance Languages. Because of funding from Penn, Irina was able to live abroad and study painting in Lyons, France. As a result of her travel and academic experience abroad, Irina realizes that her dream is to become an art history professor.

* Leyla Mocan, a junior at Wharton and SPUR grant recipient, is working on educational reforms in Turkey. Leyla explained how her research experience taught her how to better understand cultural differences and ways to find new solutions to track down data.

Everyone agreed that the opportunities to reach out globally while students are at Penn offered invaluable personal and professional opportunities.

**Post Conference Activities**

Since our spring conference coincided with the Campaign celebration at Penn Park, TCPW members were offered two special days of activities off-campus to socialize and learn together before the festivities began. After the TCPW Conference ended on Thursday, members were treated to a tour of the Rosenbach Museum, a small but highly influential collection of rare books and other unique literary memorabilia in downtown Philadelphia. We saw poet Marianne Moore's New York City parlor completely recreated, Maurice Sendak's famous mural from the Upper West Side, and a long-lost portrait of Rebecca Gratz, recently located and restored to its glory. Following our visit to the Rosenbach, we enjoyed a private behind-the-scenes tour of The Union League, rated the top City Club in the United States. This sumptuously decorated historic building contains some of the finest Civil War era portraits and ephemera in the world. After the tour, we had a wonderful dinner in the Union League’s Café Meredith.
With the help of Programming Committee member Marion Fox, NU’61, (who helped plan and advise us), on Friday, we embarked on a day trip to the Brandywine Valley where we visited the Brandywine River Museum, home to an extensive collection of Wyeth paintings and illustrations. We toured the museum and also visited the home and studio of N.C. Wyeth. We then had lunch at the Terrain Garden Café at Styer’s. Styer’s is a fabulous home and garden store that contains a farm-to-table restaurant that serves delicious food in a funky atmosphere. Finally, the group visited Sweet Water Farm and Grace Winery, owned by Chris LeVine, nephew of Grace Kelly. Who knew that a farm and winery could be minutes away? TCPW members toured the property, which includes a B&B, pool, driving range, and restaurant. We also sampled some of the wines that Grace Winery produces. The barn and winery are the perfect setting for weddings, corporate meetings and private parties. We enjoyed a lovely day together and it was a welcome opportunity to learn more about one another off campus.

Summer Networking Events planned for 2013
For the past seven years, TCPW has hosted events in cities all over the nation and internationally, for young female alumnae and female Penn juniors and seniors. These events feature an inspirational speaker telling their career story and giving guests tips and insights into the importance of networking. This year, TCPW will host events in the following cities:

- **Boston** - still being planned
- **Chicago** - July 31st featuring a Panel Discussion: Penn Women in Chicago: Navigating Diverse Career Paths
- **London** – June 24th featuring Sangeeta Desai, COO, HIT Entertainment
- **Los Angeles** - June 11th featuring Meredith Stiehm, creator of *Cold Case* and former writer for *Homeland*
- **New York** – June 4th featuring Arianna Huffington
- **Philadelphia**- June 26th featuring Judith von Seldeneck Founder, Chairman and CEO of Diversified Search

TCPW continues to work to support the vast array of Penn women, answering needs, building bridges across Penn, transforming its already exciting environment and adding depth to the areas we touch. Our mission of supporting, fostering, and promoting the advancement of women and women’s issues within the University is ever important to our members.

Jayne Davis Perilstein, Chair
Trustees’ Council of Penn Women
1 Executive Committee

The UPAAN National Board for the upcoming term:
- President: Carlin Yuen, ‘10
- Advocacy Chair: Gizelle Gopez, ‘05
- Alumni Programming Chairs: Michael Mariano, ‘00; Henry Chow, ‘10
- Fund Raising Chair: Ravi Chaganty, ‘09
- Marketing Chair: Jenny Fan, ‘12

2 Chapter Leadership

Each chapter has its own leadership structure and selection process for its leadership. The following chapter leaders are in place for the next year:
- Boston: Open
- Los Angeles: Brian Chi, ‘10
- New York: Calvin Chen, ‘97; Nick Eng, ‘10; Claire Choi, ‘10
- Philadelphia: Open
- Washington, DC: Laura Lin, ‘02

3 2012 - 2013 Activities

June 29th, 2012
UPAAN Philly | Dinner & Drinks Social
Han Dynasty, and Jolly's
Penn alumni gathered for a spice-ridden dinner at Han Dynasty and then walked over to Jolly's for a night of piano dueling and drinks.

July 28th, 2012
UPAAN Philly | Kayaking Social
Penn's Landing
UPAAN members got their paddle on in the Delaware River on a hot day, then dried off in the hot sun and and enjoyed drinks by the water.

August 17, 2012
UPAAN LA | Ivy Asian Alumni - Summer Mixer
UPAAN-LA hosted a Happy Hour for Ivy-League Asian Alumni in Los Angeles at Pizza Antica in Santa Monica. Ivy-League Asian Alumni from all throughout Southern California were invited for a chance to get together and meet each other.

October 27th, 2012
UPAAN Philly | Homecoming Happy Hour
City Tap House
- UPAAN Philly hosted a happy hour for all UPAAN members returning for homecoming.
- A great success, old friends reunited and new friends were made.

December 5th, 2012
UPAAN NYC | 6th Annual All-Ivy Alumni Holiday Happy Hour with Columbia, Cornell, Dartmouth, Harvard, Princeton, and Yale
- Annual Happy Hour held jointly with the Asian Alumni associations from the other Ivy League schools, was held at Taj Lounge, with proceeds going to Food Bank of NYC.
- Over 300 attendees from all schools attended.

December 14, 2012
UPAAN LA | Ivy Asian Alumni - End-of-Year Social
- As a followup to the summer mixer, UPAAN-LA co-sponsored an event with the Ivy League Asian Alumni Associations of Princeton, Brown, and Harvard in having another Happy Hour at the Far Bar in Downtown Los Angeles.

January 18th, 2013
yPAAN NYC | Launch Party
Solas Lounge
- Celebrating the re-branding of the UPAAN Young Alumni organization to the young Penn Asian Alumni Network, with a new events calendar for 2013!

February 9th, 2013
UPAAN DC | Lunar New Year Brunch (w/ Penn, Dartmouth, & Harvard)
Sichuan Pavillion Restaurant
- UPAAN-DC alumni welcomed the Year of the Snake with good company and a wonderful brunch of Sichuan specialties. The event also provided UPAAN-DC alumni the opportunity to network with Dartmouth and Harvard APA DC alums.

February 17th, 2013
UPAAN LA | Ivy Asian Alumni - Dimsum Night

February 23rd, 2013
yPAAN NYC | Dim Sum Brunch
Go Dim Sum
Bringing the young alumni community in NYC together for a cultural dining experience in the heart of Manhattan Chinatown.

March 2nd, 2013
yPAAN NYC | Dumpling Crawl
Chinatown
An opportunity for yPAAN to take advantage of programming offered in NYC to tour multiple dumpling houses in Chinatown and also taste dumplings from each location.

March 30th, 2013
UPAAN LA | Ivy Asian Alumni - Ice Skating Social
UPAAN-LA co-sponsored an ice skating event with the Asian Alumni Associations of Princeton, Brown, Harvard, and Dartmouth.

April 11th, 2013
yPAAN NYC | Tech Meet Up
Destination Bar
Our first professional / career event, yPAAN brought together entrepreneurs from the Penn community to network with other budding and aspiring entrepreneurs.

April 20th, 2013
yPAAN NYC | New York Cares Day
Our first community service event, the yPAAN community participated in the NYC wide New York Cares service day to help clean and paint a public park.

4 Initiatives

○ Network Development
UPAAN is striving towards strengthening its network by creating more meaningful and valuable connections between alumni through its programming and news initiatives. We are also working towards building an online portal that will let us connect alumni with the student organizations they were involved with while at Penn.

○ Campus Collaboration
UPAAN is also developing its relationship with the Pan-Asian American Community House and student groups on campus to better find opportunities for alumni to collaborate and interact with the student body.

○ Public Service Internship Fund
With the help of VPUL and Alumni Relations, we have finally established a new internship fund with the goal of supporting students interested in exploring careers in public service. In particular, this fund provides financial support to students with summer internships in non-profit community interest fields who are in need, since many of these
internships often do not pay. We are working towards growing this fund this year so we can fully operate in the next calendar year.

- **Online Presence Refresh**
  UPAAN is in the process of revising its website to be up-to-date and provide a more friendly portal for alumni to find resources and connect with other members and the University. We have moved our listservs to MailChimp, a fully-featured freemium solution that allows us to send well-designed and mobile-friendly emails with built-in tracking and social media integration. We are undergoing a refresh for our social media and marketing materials.
Wharton Alumni Executive Board
Submitted by: Robert Newbold, WG’99, Chair, Wharton Alumni Executive Board

The Wharton Alumni Executive Board is pleased to report the following committee updates:

1. Engagement Committee
   a. The Engagement committee is centered around the following mission: To make the best use of Wharton’s world-class alumni resources to build the most active and engaged global alumni community of the world’s top business schools. The committee is currently working on an engagement metrics dashboard to track alumni engagement levels across the continuum. Over time, the committee will analyze the data to identify areas for greater focus and efficacy of various initiatives.

2. Global Clubs Committee
   a. The Global Clubs committee is currently working on an Umbrella Concept for the Wharton Clubs based on each club’s needs that will focus on research and ease of transition. The committee will have the concept fully thought through and vetted with goals and plans for October board meeting. The Global Clubs committee has also been working with Wharton Administration to work with the DC Club during their current transition. The DC Club has held new elections for board members and officers.

3. Student Alumni Relations Committee
   a. The Student-Alumni Relations Committee is centered around the following mission: To reinforce the Wharton brand, build student-alumni relationships, and engage students and young alumni in activities that create lifetime loyalty to Wharton. MBA Students held their most successful speaker series yet with speakers including Josh Kopelman and Josh Harris. They are also organizing Career Trek excursions to corporate offices in Philadelphia and possibly New York. A large scale initiative this year has been Alumni Orientation for graduating MBAs in Full-Time and WEMBA programs in Philadelphia and San Francisco.

4. Ambassador Committee
   a. The Ambassador Committee has grown to 348 ambassadors, from 319 last October. Embedding a more formal leadership structure within the classes is one of the highest priorities of the committee. The first All-Ambassador meeting was help in January 2013 by WebEx with another in April 2013. Both had agenda’s driven by the Ambassador’s needs, and received positive feedback. Similar calls will be help two times a year going forward. There will be an Ambassador Conference in January 2014, with an agenda derived from feedback on last year’s conference as well as a request for ambassadors’ suggestions.

Submitted by: Lizann Rode, Executive Director of Alumni Relations for Wharton External Affairs on behalf of Robert Newbold, Chair of the Wharton Alumni Executive Board