Penn Alumni Reports

Committees and School Organizations

Penn Alumni Board of Directors & Council of Representatives Meeting

College Hall, Room 200

Saturday, November 9, 2013
Alumni Class Leadership Council
Submitted by Steve L. Roth, W’66, President

Comprised of 26 volunteer class leaders representing 8 decades of Penn alumni, ACLC has had another active period since last May. Highlighted by a number of activities and initiatives, including:

Installation of new Executive Board

a. President: Brett E. Weinheimer, W’00
b. VP for Communication: Stephanie Yee, C’08
c. VP for University Events: Adrienne Price, W’78, C’78, G’78
d. VP for Mentoring: Gregory Suss, C’75
e. Secretary: Russ Walls, C’91
f. President Emeritus: Steven L. Roth, W’66

Selecting the recipients of the Class Awards

a. The Awards are presented on Friday, November 8 at the Homecoming Gala.
b. Class Award of Merit: Class of 1978
c. David N. Tyre Class Communication Award: Class of 2008

Alumni Weekend

a. Worked closely with Alumni Relations on activities and logistics.
b. Several Board members served as parade marshals and took part in the Alumni procession during Commencement.

Second Summer ACLC Retreat

a. The Retreat was held at Sweeten Alumni House on Wednesday, August 14
b. Led by Greg Suss, C’75
c. Primarily focused on launching mentoring initiatives to work with Class Leadership and give them a point of contact during both the reunion cycle and non-reunion years as well.
d. Appetizers and drinks for ACLC members to catch up

Class elections

a. For 9 classes of the 3’s and 8’s ‘vintages’ (1968-2008)
b. Officers to be installed at a special ceremony on November 9 at Homecoming
New Board Members
a. The ACLC Executive Board will be working over the next month to identify new members and solicit their participation on the board.

Penn Reunion Leadership Conference (PRLC)
b. An ACLC committee partnered with Alumni Relations, The Penn Fund, & The Penn Fund Executive Board in the planning of the agenda, the programming and content for alumni participants. ACLC members acted as advisors and mentors to the classes of the 4’s and 9’s throughout the 12th annual PRLC – helping them to plan their reunions next May 16-19, 2014.
c. The event included the Chairman of Penn’s Board of Trustees, David L. Cohen, L’81, John Zeller, Vice President of Development and Alumni Relations, and Craig Carnaroli, W’85, Executive Vice President.
d. 17 Board members attended, including several who played leadership roles in the breakout sessions.
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.

Penn Alumni Committee Liaisons
The APC continues to develop its role as a resource and a point of connection between Alumni Relations and the current Penn Alumni committees and other alumni volunteers. After a successful kickoff during the Leadership Retreat, APC members are following up on the task of clarifying priorities and determining what resources volunteers need to facilitate work. There have been a few stumbling blocks along the way, but the committee is confident that this process will deliver positive results over the next year.

Communication efforts
APC members have been acting as evangelists for Penn programming via social media, promoting events and programs via Twitter, Facebook, Frankly Penn, etc. The committee would like to see more viral outreach through these outlets, and hopes to work with other alumni groups to that end.

The University is currently revamping the Penn Alumni Website based on a design model that was used for the main University Website. The APC is planning to review the updated version in its pre-launch phase, with a focus on critiquing content and functionality.

Award of Merit Gala
After several months of discussion between APC, AR, and the Awards and Resolutions Committee, the Award of Merit Gala has been revamped, with an eye toward event timing and entertainment value. New additions to the format include time-based visual cues for the presenters and recipients, as well as an outreach program to encourage presenters and recipients to be brief in their remarks.

Faculty Award of Merit
The Penn Alumni Faculty Award of Merit is a new faculty award established 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. The Alumni Programming Committee has agreed to be the selecting body in choosing this newly created award.

The selection process is underway, with a total of 9 nominations being submitted by this year’s deadline of October 15th. The APC is very pleased with the number and quality of the nominees, particularly given that this is the first year of the program. The APC is currently reviewing the nominations, and will be selecting the award recipient during the first week of December. The winner of the Faculty Award will receive a $2,500 cash prize and a formal citation during the Penn Alumni Volunteer Leadership Retreat in February of 2014.
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.

We continue to reach out to Penn alumnae via our online newsletter, which made its debut in May 2012 and is published in the winter, spring, and fall. It recaps our events, notes our accomplishments, describes our initiatives, includes personal stories from our alumnae, and highlights unique facts about the A of A’s rich history and contributions. Recently we featured a complete list and description of all regional Penn Alumni Clubs that hosted an event in honor of our 100th Anniversary. From Boston to Seattle, from Altanta to Madison, from San Antonio to the Republic of Singapore, Penn alumnae enjoyed spectacular programming with a focus on women. Our newsletter also features Penn alumnae in the news and A of A’s student award winners that were recognized at our Awards Dinner on May 1.

Our Social Committee hosted its second annual Family Night at the Palestra in February, attracting over 480 attendees who gathered to watch Penn’s women’s basketball team and shoot hoops with the athletes. On June 9, Penn alumnae took to the streets for a Philadelphia Walking Food Tour. The 1 ½ hour adventure offered insight into Vietnamese, Thai, and Japanese food traditions as it stopped at specialty shops and restaurants (even a Buddhist Temple) in and around the Italian Market area of South Philly. This summer we also met on Broad Street to enjoy Nora and Delia Ephron’s “Love, Loss and What I Wore”, a play based on the book by Ilene Beckerman. This event also benefited Dress for Success, an organization that supports women in the Philadelphia community.

On October 10, 2013, we wrapped up our 100th Anniversary Celebration with a wonderfully successful event titled “Women Shaping a Better Tomorrow: Association of Alumnae’s 100th Anniversary Colloquium”. This sold-out colloquium featured TED-style talks from three Penn alumnae faculty members who each spoke for 10 minutes and then answered questions from the audience. The fascinating presentations included Beverly Willis Emanuel, CW’62, GR’72: “Using the Power of Genetics and Genomics to Solve Medical Mysteries”; Salamishah Tillet, C’96, G’04: “Movement Making: Ending Violence Against Girls and Women”; and Angela Duckworth, G’03, GR’06: “Strategies for Self-Control”. A post-panel reception was held in the Law School’s Clock Room, enabling attendees and presenters the opportunity to network and continue the discussion. The event was also recorded so that we can share it on our website.

And, we are still committed to A of A traditions. We are continuing our Book Award Program, in which we sponsor books awarded to select high school juniors and invite other alumni clubs to do the same. We join with TCPW to sponsor a very popular Wine and Cheese Reception during Senior Week for graduating senior women. And then, of course, is our Annual Awards Dinner, when we present several awards to exceptional female students, both undergraduate and graduate. Each of these women has either excelled in athletics, pursued innovative research, or demonstrated superior leadership at Penn. Our Rosemary D. Mazzatenta Scholars Award is an
annual collaboration with CURF that provides financial assistance for research and internships to deserving sophomore and junior women at Penn.

After a celebration of events honoring women world-wide, we will now focus on restructuring the Association of Alumnae Board to strengthen and streamline the organization. This initiative was sparked as result of the last Penn Alumni Leadership Retreat, when Jayne Perilstein inspired many of our members to consider how we want to move forward. We will examine our structure and discuss ways in which we can better reach our goals to ensure that our next 100 years will be just as successful.
The Association of Native Alumni
Submitted by Dr. Ann Dapice, NU’74, GR’80, Chair

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.

At the May 2013 Penn Commencement we celebrated the graduation of two Native graduate students—one an MBA and the other a PhD. That weekend we also held a corn planting ceremony in the new Lenape Community Garden located behind the Greenfield Intercultural Center (GIC), sponsored by Natives at Penn, ANA and Lenape Nation of Pennsylvania. A traditional women’s ceremony, the Assistant Chief, Shelley DePaul and elder Ann Dapice of the Lenape Nation of Pennsylvania participated in the actual corn planting along with Tina Fragoso (Nanticoke Lenni-Lenape), Penn’s Regional Director of Undergraduate Admissions, Assistant Director of Opportunity and Access, and Coordinator of Native American Recruitment. A native from another New Jersey Lenape tribe participated and held a show of his art work in the GIC as well. A Natives at Penn student, Caroline Kee, had categorized and worked with Lenape Nation of Pennsylvania in identifying indigenous plants in the garden and their Lenape names. The ceremony in the beautiful new garden was well attended by alumni, students, staff, faculty and others from the community.

Since that time our focus has been on preparations for the second Penn Spectrum 2013. Ann Dapice served as a Co-Chair for Spectrum and ANA alumni Vanessa Iyua and Paul Garr served on the larger planning committee. Paul Garr planned the Native activities for the weekend. Steve Johnson served as our ANA Keynote Speaker, Bryan Brayboy was a member of the education panel and Sabrina Austin was a member of the dual identity panel. Each speaker represented us well in their words and knowledge and were well received in full sessions. Native at Penn students attended and participated in Spectrum events as well. We held a Harvest Celebration in the Lenape Community Garden at the GIC attended by ANA alumni, Natives at Penn students and others. Sunday afternoon’s Spectrum alumni recruitment sessions brought us a new ANA member and several contacts have been made with her since. There were informal casual events planned by Paul Garr. The planning for Spectrum and other activities facilitated many emails and phone calls among our ANA members. We continue to remain in close communication in general.

ANA remains active in recruitment of Native students to Penn and is well represented by its alumni in academic matters such as publication, consulting and conference presentations at the national and international level. They serve as leaders in business, professional organizations and education. A number continue their graduate education in several areas. They are active in their own local communities in Native issues and those important to the larger world.
The Awards and Resolutions Committee met earlier in the calendar year 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 were presented at the annual Ivy Day Award Ceremony, held on Saturday, May 11, 2013, at 4pm.

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’79
Steve Roth, W’66

The Committee also reviewed nominations for the Young Alumni Award of Merit. The Committee unanimously selected Farnia Fresnel, ENG’98 and Andrew Rosenthal, C’06 as the recipients of the Young Alumni Award of Merit.

The Alumni Award of Merit and the Young Alumni Award of Merit were presented at the Annual Alumni Award of Merit Gala, which was held on Friday, November 8, 2013.

The Committee also reviewed and discussed changes to the Alumni Award of Merit GALA format in an effort to make it a more rewarding experience for all involved.

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:

Lee Spelman Doty, W’76
Joan Lau, ENG’92 WG’08
Ira Harkavy, C’70, GR’79
Lolita Jackson, ENG’89
As stated in the by-laws of Penn Alumni, the chair of the Awards and Resolutions Committee serves a five year term. With that said we would like to thank Peter Shoemaker for all of his hard work and service to this committee and are happy say that he will remain a member, in addition to serving as wise counsel to me as I take on the role of Chair of this committee.

Additional changes include the addition of Julie Beren Platt, C’79, serving as the replacement to Lee Doty, in her role as President of Penn Alumni.

Based on these updates, joining me on the committee are the following members:

Joan Lau, ENG’92 WG’08
Ira Harkavy, C’70, GR’79
Lolita Jackson, ENG’89
Lela Jacobsohn, C’97, ASC’02, GR’07
Larry Nussdorf, W’68
Julie Beren Platt, C’79
Jerry Riesenbach, W’60
Peter Shoemaker, C’86
Patricia Braun Silvers, CW’71

Nominations for the 2014 Alumni Award of Merit and Young Alumni Award are currently being accepted. Please visit the following website for more information and to submit a nomination: http://www.alumni.upenn.edu/pennalumni/call.html

You may also submit a letter of nomination to Trina Middleton, Director of Penn Alumni Board Services at trinalm@upenn.edu. The deadline for submitting nominations is February 7, 2014.

Respectfully submitted,
Susan Danilow, CW’74, G’74
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 2013-2014 fiscal year, the Benchmarking Committee has identified two projects: 1) Interview Program and Regional Club Interaction Survey and 2) Peer Alumni Relations Office Benchmarking. The Committee has successfully completed its involvement in the first and has a draft survey prepared for the second. Both benchmarking projects should provide value to Alumni Relations and Penn Alumni.

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. Interview Program and Regional Club Interaction Survey

This project was to assist the Penn Alumni Regional Clubs (PARC) and the Penn Alumni Interview Program (PAIP) to identify connections and synergies among their local alumni volunteers.

Two similar surveys were developed with the goal to get feedback on each programs’ strengths, shortcomings, and the support that alumni felt was needed from the University. The Benchmarking Committee worked with Dale Bell on the PAIC survey and Dale Kramer-Cohen on the Club Presidents Survey.

The surveys had the following sections.
- Demographic information about the responder such as where located and how many years of alumni participation had they had
- Current interactions with their regional club / alumni interviewing counterparts
- Information being shared with counterparts
- Future connections and Alumni Relations support desired
- Suggestions on how to work better with their counterparts

The joint cover letter for the survey was signed by Tara Davies, Director of PARC; Patrick Bredehoft, Director of PAIP; and Beth Topor, Vice President of the Penn Club of Northern California.
The surveys were sent to the PAIP Chairs and the Club Presidents in October and response has been very good. A reminder email is planned for the last week of October. The Penn Alumni Regional Clubs group will formulate plans with Patrick Bredehoft and the Benchmarking Committee will participate as requested. The input from the surveys to date was described as "REALLY GOOD" and should be very valuable in identifying best practices areas and opportunities.

2. Peer Alumni Relations Office Benchmarking

The Benchmarking Committee's goal in this project is to summarize selected best practices of Penn peer schools for Alumni Relations and Penn Alumni consideration in planning. This information will be derived from a survey and interviews of peer Alumni Relation staff members during Fall and Winter of the 2013 – 2014 fiscal year.

Topics will include how the schools define and enhance alumni critical activities around maintaining profile information, participation, having knowledge of the school and being an ambassador for the school. In addition, the Benchmarking Committee will inquire regarding how peer school alumni boards are structured and what alternatives other schools have for alumni leaders when they rotate off volunteer activities.

The Alumni Relations Office is identifying individuals at other peer "Ivy Plus" schools for the committee to send surveys and then do follow-up telephone interviews. Based on the large number of questions, the survey may be broken into two parts and sent to different individuals.

The survey has been created and initial feedback received from Penn's Alumni Relations office. As this will be only sent to a limited number of people, the Benchmarking Committee needs to decide if using the Survey Monkey software is practicable. No matter what medium used, the list of recipients will be divided among Committee members who will set up calls. Most of the value of this project will come from what best practices are shared so it will be interesting to see what finding are ultimately reported back by the Benchmarking Committee.

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 (lindsay.mclean.wg05@wharton.upenn.edu or 212-372-9875)
Dean’s Alumni Council & Veterinary Medical Alumni Society  
Submitted by Kristen McMullen, Director of Alumni Relations  
School of Veterinary Medicine

DEAN’S ALUMNI COUNCIL UPDATE

The University of Pennsylvania School of Veterinary Medicine Alumni bodies include the Veterinary Medical Alumni Society of which all alumni become members and the Dean’s Alumni Council. The DAC is comprised of 44 members appointed by the Dean. The current working project groups are Communications & Social Media, Speakers Bureau, Student Interaction & Events, Alumni Events & Networking, Class Agents, Awards, Governmental Relations and the Opportunity Scholarship Program.

The DAC will meet on Friday, November 15 with the meeting taking place from 9am – 3:30 pm followed by the White Coat Ceremony where the DAC members are involved with pinning the students. The next meetings will take place in March during the Penn Annual Conference and in May at New Bolton Center in conjunction with Alumni Weekend.

The mission of the Dean’s Alumni Council is to work closely with the Dean and Office of Alumni Relations on various projects to connect alumni, students, and the public to the Penn Vet community for the purpose of engagement, ambassadorship and mentoring.

RECENT EVENTS AND INITIATIVES

Penn Vet rolled out a brand new website that includes more dynamic action oriented alumni pages. Penn Vet alumni can now fill out enrollment forms for 16 “Get Involved” opportunities, update their information and share a class note online, view the online photo album, view upcoming events and continuing education opportunities, nominate classmates for awards, and follow the alumni Facebook and Twitter feeds.

The Penn Vet Alumni Office hosted a very successful Parents and Partners Weekend on October 18 & 19 for 120 parents and partners of first year students which included a happy hour; breakfast with presentations from the alumni office, students services, and students; a tour of the Ryan Animal Hospital; a luncheon with a presentation by the dean; bus transportation to Kennett Square; and an overview and tours of the New Bolton Center and Wiedner Hospital.

The alumni office hosted a reception at the American Association of Veterinary Professional Conference in Chicago in July. With the desire to make for a more intriguing and memorable event, the reception was held at a historic mansion and the event included tours as well as a performance by veterinary alum and jazz singer Ava Logan.
In August, the alumni office hosted an **alumni reception at the Pennsylvania Veterinary Medical Association** at the Hershey Lodge. Alumni were treated to food, a presentation, giveaways, and personalized luggage tags.

**UPCOMING EVENTS**

- **November 22:** SCAVMA Auction Alumni Wine & Cheese
- **December 9:** AAEP Alumni Reception, Nashville
- **January 19:** NAVC, Alumni Reception, Orlando
- **February:** "Penn to You" Program with Dean Joan Hendricks in Atlanta & Miami
- **March 5-7:** 114th Penn Annual Conference (CE Veterinary Conference hosted by Penn Vet)
- **March 6:** Founders Dinner & Awards
- **April 12:** Opportunity Scholarship Dinner
- **April:** 4th Year Sendoff Celebration hosted by the Penn Vet Alumni Relations Office
- **May 11:** Willowdale Steeplechase Alumni Tent Party
- **May 17:** DAC Spring Retreat at NBC
- **May 17 – 19:** Alumni Weekend & Reunions (Classes ending in a "4" or a "9" reunion years)
- **May:** PVMA Spring Clinic Alumni Booth or Social

**NEW PROJECTS & INITIATIVES**

- VMDFinder
- Alumni Coding Project
- Penn Vet Alumni Kids Club
- Alumni Ambassador Program
- Alumni Career Coach Program
- Online Career Lounge
- Mock Interview Program
- Welcome to the Rest of Your Life booklet for 4th Years
- Class Agent Toolkit
- Reunion Planning Kit
- Alumni Relations Student Advisory Panel
- Day in the Life of a Penn Vet Alum
- Resident & Intern Interest Group
- Speakers Bureau
DAY IN THE LIFE OF A PENN VET ALUM PROJECT RECAP

I have a confession to make.

They say “you don’t know what you don’t know.” Well, when I started my job as Director of Alumni Relations at Penn Vet, I knew a lot about the field of alumni relations and I thought I knew a lot about veterinary medicine. After a few months on the job, I realized I had no idea.

What our alumni do for animals, both large and small, as well as for human beings, our food system, medical research, government regulation, and the future of all living things is nothing short of amazing. So I said to myself... “What can I do to learn more about what our alumni do every day? What can I do to share with current veterinary students the work of our alumni? What can I do to tell the stories of some of the most amazing alumni I have ever met?”

From these questions came the birth of the “Day in the Life of a Penn Vet Alum” project. As I embark on this exciting journey, I go with an open mind. All I know is that it is going to be an adventure of learning and exploration, and I just hope I do the stories justice. I am open to any and all opportunities, knowing that even if I follow alumni doing similar work, it won’t matter – each and every story will be unique.

Alumni Day in the Life Visits to date:

- Nate Harvey V’03 - Quakertown Veterinary Clinic – Large Animal
- Adam Denish V’93 – Elmwood Park Zoo
- Mark Lopez V’03 & Elizabeth Ballard Lopez V’03 - Wholesome Dairy Farms
- Gia Croce V’92 – Delaware County SPCA Surgeon
- Michael Burton V’79 - Busch Gardens
- Roy Yanong V’92 – University of Florida Fish Tropical Aquaculture Laboratory (January 2014)
- Glen Gilliard V’80 – South Florida Equine Associates (January 2014)
- Donald Neiffer, V’92 – Disney’s Animal Kingdom (January 2014)
- Micah Brodsky, V’02 – Dolphins Plus (January 2014)
Each of our committees has been meeting and making progress in its respective area.

**MENTORING/BEST PRACTICES – Nicole Oddo, Chair**

The mentoring committee met and is working on four webinars to do in the next year. The first one is going to be on How to Plan an Event. Our goal is for club leaders to invite their boards to participate and then to record the programs for the President's Corner and as resources to new leaders.

**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. With the goal of better integrating the Penn Alumni Interview Program Committees with the Regional Clubs in the same market area, we sent out the surveys to the PAIP Chairs and the Club Presidents in October; we are getting GREAT response. Casey Ryan (with Patrick Bredehoft) has sent out a reminder email encouraging clubs that have not responded to please do so. We will tackle the results and the Committee will formulate plans (with Patrick). The input to date is VERY GOOD! We have been able to identify best practice areas and opportunities.

**WEB TECH – Emmanuel Tillman, Chair**

**Presidents’ Corner**

We are in the process of updating the Presidents’ Corner section of the Penn Alumni website to make it more useful for club leaders. In the shorter term, we will add a Best Practices section to the Presidents’ Corner. We will officially roll out the Best Practices in 2014, but we plan to have the first best practice on the site by the end of November (Colorado Club Best Practice—bring a toy to the holiday party for the homeless shelter.)

http://www.alumni.upenn.edu/club/presidents_corner.html

In the longer term, as we transition to the newer web platform, existing documents will be enhanced to make them easier to search for specific information using online versions of the existing PDF files.

**iModules**

Alumni Relations staff is currently in the midst of training for the new web platform. The first phase of training allows them to recreate existing Penn Alumni web pages. These pages should be in an internal beta phase in December 2013. Future training will address areas involving email and event management.

At this time the regional clubs that will be the first adopters/beta testers for the club pages have not been identified. At the moment, prior to any level of rollout to the regional clubs, there is more focus on getting the AR staff up to speed on using the new platform.
**AFFINITY GROUPS – Warren Wang, Chair**

While the long term goal of the Affinity Groups Committee is to investigate opportunities to engage the clubs with all of the various organized alumni groups, we have begun as follows:

The Affinity Committee is actively working with yPenn to better engage young alumni. We have been coordinating with yPenn to identify contacts in regional clubs within target markets that have high concentrations of young alumni and expect to obtain yPenn programming ideas that can be disseminated to all of our regional clubs. We encourage all regional clubs to have young alumni liaisons who can help support the integration of recent graduates into the alumni community and provide them with the opportunities to become future alumni leaders. In 2014, we seek to further engage with the Wharton School to enhance collaboration and resource sharing between regional clubs.

**ACAM AWARD – Fred Martinez, Chair**

Since its inception, the Alumni Regional Clubs Advisory Board struggled each year when it came to selecting the club that would receive the Alumni Club Award of Merit at the Award of Merit Gala. The challenge is that it is hard to compare the smaller market clubs with the large market clubs that have a substantially larger area population and significantly more resources. As we have moved to embrace the international clubs, we find even more challenges in attempting to recognize the international clubs, comparing them with large clubs stateside and particularly those closest to the University. In addition, we have continued to discuss the best way to publicize the award, making all clubs aware that they are potential candidates.

In a lengthy meeting, the ACAM Award Committee, among others, came up with the following two recommendations:

1. Clubs should be allowed to self-nominate.
2. There should be two club awards, one for large market clubs and one for small market clubs. We will be submitting this to Trina for discussion.

**INTERNATIONAL – Dov Hoch, Israel Club President, Chair**

With the help of Alumni Regional Clubs Team in Alumni Relations, the International Committee has completed an inventory of international clubs, including contact information for the club leader. The committee has met several times, creating a strategy to reach all of the clubs and create mentoring opportunities and exchanges. Chairperson, Dov Hoch, has created two documents to share with the club leaders: a) a letter of introduction, explaining the function of the committee and the Alumni Regional Clubs Advisory Board, and b) a Resources Guide as tool to help international club leaders manage their clubs and activities. With the help of Kiera Reilly, of the Alumni Regional Clubs Team, the goal in Q4, 2013, is to assign regions to committee members, then begin the contact. As with the domestic clubs, the committee plans to hold quarterly regional conference call mentoring meetings.
James Brister Society  
Submitted by Gil Casellas, L’77 and Dean Henry, W’74, Co-chairs  

Fall 2013 General Membership Meeting at Penn Spectrum  

Since its creation, the James Brister Society (JBS) has expanded its membership, its impact on student, faculty and administrators of color, and its overall mission at the University of Pennsylvania. Originally created in 1993 as a development initiative called the “Committee for Minority Permanence,” the alumni organization was formalized as a separate entity and renamed in 1995 for the first known graduate of color. The James Brister Society is a diverse group of University of Pennsylvania alumni volunteer leaders. These leaders, by power of their example, support and promote the University of Pennsylvania’s efforts to attract, encourage, and maintain a culturally diverse community of faculty, students, administrators, staff, and volunteers, thus enriching the University community as a whole. The organization has accomplished a great deal for the University. Some examples are the establishment of an Endowed Scholarship Fund and an Emergency Grant Fund; production of a landmark documentary entitled “Towards Inclusion: Diversity at Penn”; and hosting “signature events”, such as Annual Faculty & Student Leadership Awards, Receptions for Faculty of Color, and Freshman Welcome Dinners. JBS has also provided compelling programming for constituents and members through panel discussions and presentations.

As was previously reported, JBS leadership held discussions regarding membership engagement and met with Leslie Kruhly, Vice President and Secretary of the University; John Zeller, Vice President of Development and Alumni Relations; Hoopes Wampler, Assistant Vice President of Alumni Relations; Elise Betz, Executive Director of Alumni Relations; and Nicole Maloy, Director of Multicultural Outreach. The conclusion of these discussions and meeting was that the modification of the JBS membership criteria to allow for increased alumni participation would allow the organization to make an even bigger impact on behalf of Penn. Accordingly, JBS membership criteria was revised to include all alumni who support the mission of JBS, and who have demonstrated leadership in their career and through volunteerism for Penn, provided that they have celebrated at least their 10 year anniversary of graduation from Penn, actively support JBS activities, and make an annual financial contribution to the University.

In lieu of a fall General Membership meeting, the James Brister Society hosted a panel discussion at the 2013 Penn Spectrum Conference. A letter had been previously sent to current and prospective members encouraging their attendance. The purpose of the panel was to highlight the participation of alumni who support the mission of JBS. The panel discussion was held on Friday, September 20, 2013 from 4:30 – 6pm and was entitled: “Post-racial Leadership at Penn and Beyond: Alumni of Color and the James Brister Society. The panel featured JBS members who have demonstrated leadership at the University through volunteerism and in their careers. Opening remarks were delivered by Dean Henry, JBS Co-Chair, W’74, recently retired from the Vanguard Group. The panel was introduced by former JBS Co-Chair Susan Taylor, MD, C’79, Medical Director at Society Hill Dermatology, former Director of the Skin of Color Center of St. Luke’s Roosevelt Hospital Center, and former CEO of Rx for Brown Skin. The panel was moderated by University Vice President and Secretary Leslie Kruhly, and included University Trustee and JBS Co-Chair Gil Casellas, L’77, Chairman of OMNITRU and former
Chairman of the U.S. Equal Employment Opportunity Commission; University Trustee, School of Social Policy and Practice Board of Overseers Member, and former JBS Co-Chair Claire Lomax, Esq., C’84, General Counsel of the Lomax Companies; JBS member John Chou, Esq., Executive Vice President and General Counsel at AmerisourceBergen Corporation; and JBS Member Farah Jimenez, Esq., C’90, L’96, President and CEO of People’s Emergency Center.

Each panelist discussed their reasons for volunteerism at Penn, and described the evolution of their involvement over time. Questions were fielded from the almost 100 attendees before the panel was concluded and the group traveled to the Penn Spectrum welcome reception at the Annenberg Center for the Performing Arts.

Since the September panel discussion was held, Co-Chairs Gil Casellas and Dean Henry have been reaching out to alums who expressed interest in the new expanded scope of JBS, either through their response to a survey distributed to prospective members or through attendance at the panel discussion. The identification of Co-Chairs for the three JBS Committees, Membership, Programming and Communications, should be completed in the near term.

19th Annual Student and Faculty Awards Reception

The 19th Annual Student and Faculty Awards Reception will be held on April 11, 2014. This JBS signature event 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. Once again, student leaders will be selected by 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 the Lesbian Gay Bisexual Transgender Alumni Association (PennGALA), and will be given awards in recognition of their academic performance, civic engagement and contributions toward promoting diversity at Penn.
Penn Dental Medicine Alumni Society Executive Committee Report
Submitted by: Sarah Burton, Director of Alumni Relations & Annual Giving
on behalf of Dr. Lee Durst D’83, President of the Penn Dental Medicine
Alumni Society Executive Committee

It is my pleasure to serve as the President of the Penn Dental Medicine Alumni Society. We are pleased to report the following updates:

✓ Alumni Society Executive Committee

- The following alumni have accepted their invitation to serve as members-at-large of the Executive Committee: Hope Berman C’77 D’83; along with former Executive Student Council President, Riddhi Patel D’13, and former Class President, Matt Ryskalzyck D’13. This year marks the third year the Committee has acknowledged and nominated the graduating Class President and/or Executive Student Council President in recognition of their service and interest in continuing to engage young alumni.

- This year the Executive Committee has reinstated sub-committees of the board which include Alumni Events, Alumni Student Connections, Annual Fund, Continuing Education, Nominating and Reunion to better engage all members. Each member of the Executive Committee is required in accordance with the by-laws to participate on a sub-committee.

✓ Awards & Recognition

- Since our last meeting we hosted a successful celebration of our alumni award of merit recipients, Doctors Tara Sexton D’88 and Bernie Kurek D’73 WMP’03 WEV’04, during the Reunion Class Dinner at the 2013 Penn Dental Medicine Alumni Weekend. Drs. Sexton and Kurek received the Alumni Award of Merit in recognition of their love for and loyalty to the School of Dental Medicine, excellence in the profession of dentistry and community involvement. The award is given to those graduates who have maintained their ties with the School through their support of alumni activities, who have demonstrated leadership in the dental profession, and who have fostered and maintained the ideals that the School of Dental Medicine has stood for since its founding.

✓ Student Outreach & Mentoring

- Earlier this week on November 6, the Committee supported a student-alumni networking event at The Hub Commerce Square in partnership with the Penn Dental Medicine Executive Student Council and the Office of Alumni Relations and Development. This event marked the fifth “Now & Later: A Student-Alumni Networking Event” for the School and brought together an incredible group of current students, Penn Dental Medicine Board of Overseers and Alumni Society Executive Committee Members, in addition to local alumni for an evening of networking.

✓ Alumni Relations
The Penn Dental Medicine Alumni Weekend 2013 was a huge success. We had over 230 alumni and guests return to campus for a weekend filled with educational programs and class reunion festivities.

Many exciting regional events will be taking place this year. These events help bring together Penn Dental Medicine alumni throughout the country and reconnect them with the School. Since the new academic year, Penn Dental Medicine has successfully held special events in Lisbon as part of the European Society of Endodontists Meeting, in Philadelphia for a special Celebration of Excellence highlighting the Periodontics Department, and most recently, the “Alumni-Student Tennis Event” which brought together a great group of students and alumni along with Dean Denis Kinane. We are also looking forward to an alumni reception in New York City this December as well as many events throughout the spring.

✓ The Annual Fund

On June 30, Penn Dental Medicine closed the books on fiscal year 2013 with the support of over 1,200 donors and over $470,000 in annual gifts.

The Penn Dental Annual Giving Program is pleased to be partnering with the Penn Student Calling Program on-campus again this year. Calling efforts kicked off in late summer and will continue through the fiscal year (June 30).

The Annual Fund’s first (of two) mailed appeal letters was sent to alumni at the end of October. The calendar year end appeal will be sent electronically in mid-December.

The 2013 Annual Report and honor roll will be published in the Penn Dental Journal this fall, as well as online via the Dental School’s alumni website at www.dental.upenn.edu/alumni.
The Penn Engineering Alumni Society is very pleased to report that an engineering alumnus will again be lauded for achievement and university service. Past Board President, Farnia Fresnel (Eng’98) will be presented with the Young Alumni Award at the Alumni Awards Gala on November 8th.

The core tenants of the EAS include:

- Fostering networking between the undergraduate, graduate, and PhD students and alumni
- Encouraging networking to connect Penn Engineering Alumni to one another
- Reinforcing the bond between Penn Engineering Alumni and the School of Engineering and Applied Science

To execute on these important goals, the EAS is organized into a dedicated 6 person executive leadership board, upwards of 8 Past Presidents, 12 Directors, and 6 Associate Directors who attend 9 monthly meetings on campus. Through the powerful support from the Engineering Development office and an extended group of engaged, globally diverse engineering alumni, the 17 board committees are able to produce and promote programming in support of these goals.

What is New?

**Expanding on the First-year Mentoring success** - A new program focused on second-year students is being introduced in connection with the Career Services Office. This year the Board and Career Services are introducing a one-day Externship program that seeks to match Second-year students with employers willing to host one or more students for a one-day site visit during a semester break. The intent is to help the students broaden their understanding of potential careers and each will be asked to write a blog entry sharing their experience with other students.

**Moving beyond the obvious** – The board decided this year to expand the focus of the “Career Panels” committee to look more broadly at “Student Engagement”. This has already been demonstrated with the recent Advancing Women in Engineering Faculty & Alumni Tea event that was expanded this year to include a number of enthusiastic alumni thanks to the help of an Associate Director on the Board.

**Enriching the alumni experience** – As the Engineering Alumni Community continues to get more engaged through things like social media, we are learning how to adapt to having enthusiastic society members in other regions. Building on a successful social event in New York City bringing together alumni, two of our Board members are already planning a second event in the near future.
What Keeps on Getting Better?

While it is still early in the academic year, the Engineering Alumni Society has been quite busy with annual planning and less formal events on campus. A brief summary of our activities plan is below:

**Programming for Students**
- Several members of the EAS supported the annual Engineering Career Awareness Day (ECAD) and fall recruiting efforts through their firms and as volunteers for the engineering mock interviews.
- The EAS is working with student organizations to support events tied to the student majors throughout the academic year.
- The EAS will continue to mentor undergraduate students. This relationship, formed early in the academic cycle, encourages students to leverage alumni as a resource and exposes them to the wide variety of career options available to Penn Engineers. As mentioned above, this is also being expanded to the new Second-year Externship program.
- Graduate students are on campus for a significantly more concentrated period of time. The brevity of their time on campus allows for fewer opportunities to interact. Therefore, the board is planning to partner with Alumni Relations to hold the 4th Annual Graduate/Alumni mixer in the spring.
- The EAS has invited practicing professional engineers to speak to students about the benefits of pursuing your PE license. The presentation is scheduled for November 12th.
- Annually the Senior design presentation allows the EAS to recognize and award teams of the brightest SEAS students. Alumni are also invited to visit campus to serve as judges and witness the current research that is being championed at Penn.
- Membership in the EAS is free and automatically extended to all Penn Engineering graduates post-graduation. Once again, the EAS will issue a congratulatory note to the graduating students and encourage them to get involved.
- The graduate engineering student BBQ will be held in July 2013 for upwards of 400+ graduate and PhD level students.

**Programming for Engineering Alumni**
- The reach of EAS is most clearly quantified through a quick check on our extended membership base. In just the past year, the Linked In membership has once again grown more than 40% to almost 3000 members! EAS Facebook membership has also grown to over 300 members in the past year.
- A dedicated team continues to update & maintain the EAS website and Penn Engineering Wiki Page with photographs, video, and other content relevant to the alumni community.
- In order to stay connected with the latest happenings in the engineering space, the EAS invites university faculty and administrators to hold short lectures for the board. Iraj Zandi, Professor Emeritus, ESE, recently spoke to the board and several other speakers are planned over the next few months.
The engineering school was proud to publicly dedicate the Krishna P. Singh Center for Nanotechnology on October 4th, 2013. Tours for this amazing new facility during Homecoming weekend area already overbooked.

Programming for Alumni & PENN

On the 8th of November, the EAS will host a Homecoming Post Game reception. Based on existing registrations, an anticipated 100 - 125 alumni and guests will gather in the Levine Lobby to celebrate our anticipated victory.

For the second year now, Penn Engineering Alumni will be invited back to campus to sit in on a lecture prior to the November Board Meeting. We promise there will NOT be a test at the end of the lecture, but based on feedback from last year’s class, the alumni will all leave wide-eyed and motivated by what is happening today at Penn.

During Alumni weekend, the EAS gathers in the Engineering tent on Hill field to present the annual giving proceeds to President Amy Gutmann.

Lastly, the D. Robert Yarnall Award presents an opportunity for the board to recognize alumni who have excelled in their chosen field and as an alumnus through their relationship with the university. The submissions for the prestigious D. Robert Yarnall Award have been accepted and are currently under evaluation. We look forward to awarding a distinguished alumnuus with the award in the spring.

The 2013-2014 Executive EAS Board includes representation from SEAS classes from 1958 to 2004:

- President – Matt Quale, CBE
- Vice President – Ernest Churchville, MSE
- Vice President – Carl Clyde, EE
- Vice President – Stan Warchaizer, EE
- Secretary – Sevile Mannickarottu, EE
- Treasurer – Hank Guckes, EE
**The Penn Fund Executive Board**  
Submitted by JoAnn Harmon Hitt, W’83, Chair

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**Mission/Organization**  
The Penn Fund Executive Board (PFEB) is comprised of 45 alumni, all of whom donate to The Penn Fund at the BFS level. The mission of the Board is to support and work with The Penn Fund staff in soliciting donations and increasing alumni participation in The Penn Fund, the unrestricted undergraduate annual giving fund of the University. The Board has 4 subcommittees: BFS/Scholarships, Participation/Ivy Stone Society, Stewardship/Engagement and Young Alumni. The full Board meets twice per year – once on campus and once at the Penn Club in NYC. The Executive Committee of the Board (Chair, Vice-Chair and Committee Chairs) also meet in January to assess the first half of the fiscal year and make plans for the second half.

**Current Fiscal Year**  
The PFEB had its first meeting of the year on campus on October 17\textsuperscript{th}. More than 30 members were in attendance. Our lunch speaker was Wharton Professor, Dr. Katherine Milkman. Dr. Milkman has been working closely with The Penn Fund for several years, helping it to leverage social economic techniques to change behavior and increase donor participation. The Penn Fund has seen positive results from Dr. Milkman’s collaboration.

Following Dr. Milkman’s presentation, Dr. Gutmann spoke to the Board about the conclusion of the capital campaign and the importance of The Penn Fund’s contribution. She also spoke about the Time to Shine events and shared a glimpse of what’s to come through the Penn Compact 2020.

The meeting concluded following working sessions for each of the subcommittees and reports and remarks from both Kris Davitt, Assistant V.P. for Undergraduate Programs and Colin Hennessy, Executive Director of the Penn Fund.

**The Penn Fund’s goal for the current fiscal year ending June 30, 2014, is to raise $31 million from 27,000 alumni donors, a 26.2% participation rate from alumni.** Last fiscal year, the Penn Fund raised $29.8 million from 26,432 alumni donors, a 25.5% participation rate. We ask that all members of the Penn Alumni Board make at least a participatory level gift to The Penn Fund.

The Board’s next full meeting is scheduled for April 2\textsuperscript{nd} in NYC immediately preceding the Scholarship gala.
PennGALA has experienced success in many areas this year. Our Alumni Weekend and Homecoming programming continues to be popular with both alumni and students. We have developed a strong communications strategy with Alumni Relations staff that is allowing us to reach more alumni than ever. Our regional events across the nation are allowing alumni to get and stay involved, even if they are unable to make it back to campus. Finally, we are focused on expanding our mentorship programming and identifying new areas of collaborations with current students, both undergraduate and graduate. It’s a great time to be involved with PennGALA!

Homecoming 2013

PennGALA organized two great events for Homecoming this year. While programming in the past has focused simply on alumni, this year we’ve partnered with the Lambda Alliance, the undergraduate coalition of LGBTQA organizations, to provide students and alumni with a mentoring opportunity.

- PennGALA Homecoming Happy Hour
  - We will informally kick off the weekend with a happy hour at Smokin’ Bettys from 6pm to 8:30pm.

- PennGALA Speed Mentoring Event
  - This event was planned in collaboration with the LGBT Center and the Lambda Alliance. We will be gathering at the LGBT Center from 2pm to 4:30pm and networking with fellow alumni and current students. Based on events PennGALA has planned in the past, we will organize participating alumni in groups based on industry and professional experience and allow students to alternate between groups in an effort to connect with as many alumni as possible. This event promises to foster many great networking opportunities!

Regional Events

Throughout 2013, PennGALA has continued to place an emphasis on increasing accessibility to LGBT alumni networking across the country. While already having a strong presence in major cities including New York, Philadelphia, San Francisco and Los Angeles, PennGALA has used 2013 to expand into less chartered waters with events in cities including:

- Boston
Events of particular interest this past year include:

- African American LGBT Networking Event
- Latino LGBT Alumni Event
- Wine Tasting LGBT Alumni Mixer in the Los Angeles Hills
- Summer LGBT Alumni Pool Party in Sonoma, CA
- Annual Fire Island Summer LGBT Reception

In the coming months PennGALA will continue to focus efforts on expansion into additional cities within the United States, as well as several heavily alumni-populated cities internationally, including London and Sydney.

**Newsletters**

PennGALA has continued to produce quality newsletters in conjunction with Alumni Relations. This year, we re-instituted a quarterly mailing that features campus updates, community member profiles, regional events, and current events. Profiled faculty members included: Dr. Eric Schelter, Dr. Ann Matter, and Dr. Heather Love; profiled alumni included: Arthur Kaplan, Susan Miller, and Emily Gallo; profiled students included: Diana Estefania Estrada-Alamo, Sam Burwell, and Spencer Stubbs. We are always looking to feature more of our community members, so please reach out to Tyler Ernst (ternst@alumni.upenn.edu) with names or any other suggestions. Moving forward, we hope to provide more frequent and localized mailings tailored to events, outside of the normal quarterly newsletters. Lastly, we want to take this opportunity to remind you to forward the newsletters to friends and classmates who may not be on our list.

**Social Media**

We continue to utilize Facebook as an informal way of reaching alumni and friends with the latest news from Penn. Help us get to 500 members by joining here: https://www.facebook.com/groups/PennGALA/.

This year, we are excited to have launched a LinkedIn group. This allows our members to network with others who share their interests at their own convenience. Please join and explore by visiting: http://www.alumni.upenn.edu/penngala/linkedin.

Lastly, we are seeking to expand our presence on Twitter for informal communications and reminders. Follow us @PennGALA (https://twitter.com/PennGALA) to stay connected!

**Mentoring**
Prior to Alumni Weekend, PennGALA sought to revitalize its long dormant mentorship programming. In the Spring 2013 semester, two local alumni, Dr. Joan Lau, ENG’92 WG’08, and James Epstein, C’80 G’80, both hosted mentorship dinners aimed at facilitating connections with a small group of students. This semester, we are exploring larger events and hosting a speed mentorship event during Homecoming. This will allow all interested students to meet alumni from many industries and walks of life. Our hope is this event will provide a springboard to continued opportunities throughout the year.

PennGALA’s mentorship program is being spearheaded by Steering Committee member Archita Banerjee, C’08 W’08 WG’13.

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 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  
Mohammed Shaik Hussain Ali, GEN’08  
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
Penn Medicine Development and Alumni Relations:
Medical Alumni Advisory Council Sponsored Activities
Louis Kozloff, C’65, M’69, Chair

The Medical Alumni Advisory Council (MAAC), in partnership with the Perelman School of Medicine Office of Development and Alumni Relations, continues to engage and serve our broad base of alumni. The following are brief summaries highlighting some of the 2013-2014 events and projects:

**Henry A. Jordan Medical Education Center**
During Medical Alumni Weekend, Dean J. Larry Jameson, M.D., Ph.D. shared the exciting news that new home of the medical school would bear the name of beloved alumnus Henry A. Jordan, M’62 thanks to a generous gift from his family. Steel has rapidly risen over Civic Center Boulevard and we look forward to the ribbon cutting which will coincide with the 250th Anniversary of the School.

**Alumni Events**

**Parents and Partners and White Coat Ceremony**
In August, the Alumni Development and Alumni Relations office welcomed 340 parents and partners of the 2013 incoming medical students. The parents and partners we were treated to a morning of sessions ranging for hands on simulation demonstrations to experiencing firsthand the standardized patient program allowing all that participated the opportunity to experience what it is like to be a medical student at Penn Medicine. After lunch, all were invited to participate in the White Coat Ceremony where David Eskin, M’67, RES’71 offered greetings on behalf Medical Alumni Advisory Council. Thanks to the many alumni who, through their generous contributions, made it possible for each incoming medical student to receive a gift of a stethoscope.

**Blackstone Event, NY**
In October Robert Galvin, C’72, M’81 hosted a reception for 40 alumni, parents and students from the New York City area at the Blackstone Office. Senior Vice Dean for Education, Gail Morrison, M’71, FEL’76 was joined by architect Raphael Viñoly to share the vision and the most recent updates for the Henry A. Jordan Medical Education center. In attendance were six MAAC members as well as Dr. Galvin’s Blackstone colleague and alumnus Jon Gray, C’92, W’92.

**Mitchell J. Blutt Lectureship**
This year’s annual Mitchell J. Blutt, C’78, M’82, WG’87 Visiting Professorship in Entrepreneurism and Medicine featured Robert Margolis, M.D. Dr. Margolis has been on the leading edge of the managed care industry for more than 30 years. He is a much sought-after spokesperson because of his vast experience in integrated delivery systems and physician practice management. The lectureship, held on October 31st, was also accompanied by an intimate reception whereby a group of MD and MD/MBA students had the opportunity to talk with Dr. Margolis, gaining insight into various facets of pairing a zest for entrepreneurism with a medical profession.
Student Study Break

The Office of Alumni Development and Alumni Relations launched a new program this fall with its First Friday’s Study Breaks. Hosted in the heart of the Medical School, all four years of students are welcomed to come take a break and get to know the Alumni Office and the many different ways they can become involved with alumni to learn, network and be our next leaders.

Women in Medicine

On December 11th we will celebrate the 51st Annual Elizabeth Kirk Rose Women in Medicine event in conjunction with the Elizabeth Blackwell society. In commemoration of this milestone event, we presented the Elizabeth Kirk Rose, M’26 Women in Medicine Award. This award has been established to recognize those who have made extraordinary commitments and contributions to advancing the education and careers of women in academic medicine. Students, residents, fellow, faculty and alumnae actively and excitedly engaged in conversations and networked during the luncheon.

HOST Program

Every year, the Development and Alumni Relations office works to link fourth year students who are interviewing outside of the local area in an effort to reduce travel costs through the Host Our Students as They Travel (HOST) Program. Last year, the HOST program had 116 student requests and was able to make 62 matches with our alumni volunteers. Many MAAC members participated in this program. This year the program is on track to surpass last year’s success.

Mentorship:

In the spring of 2013, the Office of Development and Alumni Relations successfully launched the new Perelman School of Medicine Alumni Mentorship Program. Over 250 alumni signed up to participate as mentors to the next generation of Penn Medicine physicians. More than 100 students were matched with a mentor and feedback from all involved was extremely positive. The program will launch again mid November and conclude before the end of the calendar year.

Medical Alumni Weekend

Medical Alumni Weekend 2013 would not have been a success without the outstanding efforts of our volunteers who take on the roles as Reunion Committee members. Renowned alumnus Joel Fuhrman, M’88 lead a lively sold-out lunch seminar “Eat to Live”. Dean Jameson had the honor of presenting the 2013 Distinguished Graduate Award to Richard H. Goodman, M’76, GR’76 and to Jeannie T. Lee, M’93, GR’93 and the Alumni Service Award to MAAC members Louis Matis, M’75 and Philomena McAndrew, M’78 and long time Penn faculty member William Simon, M’63, IN’67.

This year, we have some top-tiered committees who are sure to make extraordinary strides in rallying classmates to return to campus in celebration of their respected reunions. Five members of MAAC are among the leaders who assumed positions on
Reunion Committees. We are pleased to announce the featured speaker during the weekend the highly respected Park Dietz, M.D., FEL’87 forensic physiatrist who will lead a rousing session on his career that includes many notable cases and has served as the inspiration for one of the main characters on Law and Order Criminal Intent.
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 members contributed a total of $550.00 to the School’s Annual Fund in AY 2012-2013, with 50% of Council members participating.

The Council sponsored its annual “Welcome New Students” breakfast on Wednesday, August 28, 2013. More than 60 students attended and were greeted by the Dean, staff and member of the Alumni Council

Upcoming Programs/Events/Projects
The Council met on August 28 and will meet: November 13, February 12, 2014 and April 14, 2014.

During this year, the Council’s primary goal for this academic year is to prepare a plan for the Council’s future, to be presented to the incoming dean of the School in Fall, 2014. The plan will identify the Council’s mission, role, responsibilities and activities. In addition, the Council will:

- Sponsor a tribute to retiring Dean Gelles as part of Alumni Weekend
- Recruit new members in under-represented degrees –PhD & MSSP
- Plan a signature event (possibly for March 2014) targeted to MSSP students and NPL students designed to bridge the gap between theory and practice and conclude with a networking reception

For more information or any questions, please contact:
Santo D. Marabella, MBA, DSW
SantoMarabella@alumni.upenn.edu
Trustees’ Council of Penn Women  
Submitted by Jayne Perilstein, W’80, Chair

The Trustees’ Council of Penn Women (TCPW) has been hosting Summer Networking Events for junior and senior Penn women and young Penn alumnae for the past years. We began with one event in New York and have been growing the program and adding cities ever since – this year we went to 6 cities and hope to add more next year.

TCPW appreciates the work of Career Networking Committee Chairs Randi Nielsen, W’84, and Lori Pearlman Wachs, W’90, for organizing these terrific events.

Summer Networking Events

Beijing, China by Loretta Evans
First TCPW Event Takes Place in Beijing
The Trustees’ Council of Penn Women’s first event in all of Asia took place in Beijing, China on Saturday, August 24, 2013. TCPW member and Penn Club of Beijing president, Loretta Evans, GEX’95, moderated a lively panel discussion. Marsha Cooke, Emmy award winner and Asia Bureau Chief for CBS News, Gloria Ai, China Business Network and Lara Farrar, Foreign Correspondent, Global Press Institute, shared their personal experiences regarding networking and special mentors in their lives. Class of 2015 President Ariel Koren, C’15, greeted the audience by video speaking in both Mandarin and English. Twenty-five Quaker women and friends of the Beijing Penn community joined us in a beautiful, traditional Chinese garden to discuss mentoring and networking in China and globally. Current student Yiran Zhang, C/W’16, was recognized for her significant contributions to the Penn Club of Beijing and TCPW in Beijing this summer. Our coming networking event will deal with the differences in mentoring and networking for foreign versus national women working in China.

Chicago by Michal Clements
Chicago’s TCPW Career Networking event featured a lively panel discussion with four alumnae who represented a variety of industries, career stages, and family situations: Meredith Daw, GSE’03, Gina Fechheimer, W’00, Dr. Elissa Tenney, GSE’07 and Ginny Fitzgerald, C’90. Moderated by Sarah Doherty, SEAS’10, discussion topics included the professional value of advanced degrees, career and life balance, networking and mentor relationships. We were delighted to see our highest ever registration and a strong turnout of sixty Chicago alumnae. The Union League Club provided a sophisticated setting for this successful event!

London by Juliet Sjoborg
4th Annual Networking Event in London
On 24 June about 40 young alumnae met in Morton’s, a private members club in Mayfair, to marvel at the experiences of Sangeeta Desaia, a Wharton MBA grad and current COO/CFO of Fremantle Media (the company behind successful TV shows such as Got Talent, X Factor and Pop Idol.)

Prior to taking on this role in January 2013, Sangeeta was the COO of HIT Entertainment, the largest independent children’s entertainment business, which owned global preschool brands
such as Thomas & Friends and Bob the Builder. Sangeeta joined HIT when it faced significant challenges in financial performance, an overleveraged balance sheet and high levels of staff turnover. Amid canapés and wine, Sangeeta explained the challenges of taking part in a strong management team that led an operational and financial restructuring that successfully turned the business around, culminating in the successful sale of the business to Mattel for $680M. The main issue that stood out was the difficulty in exciting people. At the end of the day, Sangeeta said that management of people was the most challenging aspect of the turnaround and through this experience, she gained a lot of insight about motivating people and about choosing the right people for the jobs at hand.

Sangeeta’s talk spurred lots of interesting discussions and left everyone in the room inspired to go out and face their own challenges.

Los Angeles by Lori Pearlman Wachs
60 eager faces gathered on TCPW Member Julie Platt's lawn to listen to the wisdom of Meredith Stiehm, C'90, Emmy-award winning writer of the TV masterpiece "Homeland," as well as the creator of "Cold Case," and FX series "The Bridge." The event started with Lori Wachs, W'90, co-chair of TCPW's Career Networking Committee joking to the crowd. "The people that I meet nowadays fall into two camps. Those who were smart enough to watch Homeland from the beginning and follow it week-by-week, and those who have to set aside a few days to have a Homeland marathon." Stiehm, humbled and touched, sat back in her chair all smiles as Wachs turned the discussion over to her husband, Homeland fan, and “honorary TCPW member”, Ali Velshi.

Velshi and Stiehm then engaged in an energetic and interesting discussion, covering topics ranging from her idiosyncrasies as a writer ("I write lean dialogue.") to advice for women wanting to be successful in a male-dominated profession. Stiehm's advice: "Don't date coworkers," to which she got a laugh from the crowd. Stiehm followed up by telling the crowd to stay humble, and it’s okay to start as a production assistant and work your way up. Though the lifestyle may not be glamorous, part of a production assistant’s job is to get coffee and lunch for actors and writers, there’s a lot that that can be learned. And, it should be mentioned that though Stiehm has met with extraordinary success, she still exhibited remarkable modesty. Stiehm then answered questions about the differences between network and cable television, how to break into the business by writing an original spec script, and talked about what interests her as a writer. "I like writing about cops, and I like writing about women in male-dominated fields," she stated.

The evening ended with Q&A, followed by the opportunity to speak to Meredith one-on-one, where she happily answered more questions and was game for any conversation. The one thing she wouldn't reveal? "Homeland" spoilers. (Instead, she asked fans, "What do you want to happen?") Leaving "Homeland" and moving onto her new series "The Bridge," rest assured, the Penn community will be watching.

Sincere thanks to Julie Platt, C’79, for hosting this wonderful event.
New York by Marla Wasserman
If this summer’s overflowing audience turn-out for the New York Networking event is any barometer, then TCPW’s Career Networking Committee doesn't need to "redefine success." The eighth annual networking event held at the New York Penn Club featured speaker Arianna Huffington, moderated by former CNN and current Al Jazeera newsman Ali Velshi. The over 300-person crowd stood mesmerized as Ms. Huffington spoke extemporaneously on topics ranging from politics to her primary subject of the need for society to redefine success.

According to Ms. Huffington, the current measure of success - namely, money and power - is not sustainable. She told the rapt audience of her own experience of working so hard that she fainted from exhaustion one day and broke her cheekbone. In personal, and often humorous anecdotes, she implored those in attendance to "learn to lean back" and lighten up, noting that there is "no contradiction between achieving your goals and relaxing." And, to the almost exclusively female audience, Ms. Huffington explained that working 24/7 is especially harmful to women. "I'm particularly concerned because women internalize stress," she said. "Women in stressful jobs have a nearly 40 percent increased risk of heart disease and a 60 percent greater risk for diabetes." The famous media entrepreneur suggested that society needs a "third metric" to round out the definition of success and, while she refused to attach a name to the third metric, Ms. Huffington made clear that it encompassed wisdom, judgment and a general sense of well-being.

When discussing the need for employers to offer better opportunities for relaxation - whether it be yoga or flexible schedules - Ms. Huffington shared that her own empire has "nap rooms" for employees to utilize. An idea that she feared might not succeed now has a waiting list and she joked recently she saw two employees emerge simultaneously: "whatever it takes to re-charge, just don't tell HR."

When it came to politics, Mr. Velshi asked Ms. Huffington - who once ran for California governor - if she would try that again given today's divisive political atmosphere. She emphatically said, "No. I would never run again. I'm not that much of a masochist." Using President Amy Gutmann's book, "The Spirit of Compromise," as a platform for discussion, Mr. Velshi asked Ms. Huffington to discuss whether she agreed with the thesis that the emphasis on non-stop fundraising in politics has led to a polarization of views. Not surprisingly, Ms. Huffington concurred.

The evening flew by in what seemed like a news flash, as the audience clamored for more advice. She did not disappoint. The media guru told those listening that if they took one tidbit away from the evening, it should be that they learn to disconnect and stop charging their devices next to their beds. As she astutely quipped: "And, don't say you need it for your alarm clock, they sell cheap ones at Crate and Barrel."

The event was featured on the Time to Shine website: http://makinghistory.upenn.edu/happenings/posts/939
Philadelphia by Lori Pearlman Wachs
Career Tips from a Trailblazer: The Philadelphia Story
On June 26, ninety rising seniors and recent Penn alumnae gathered at Morgan, Lewis & Bockius, LLP to hear from a true trailblazer, Judith (“Judee”) von Seldeneck, the founder, chairwoman and CEO of Diversified Search. In a talk that was both frank and funny, Judee spoke about her career as one of the most influential headhunters in the world. Her career path began humbly as a typist at the Department of Commerce in Washington, D.C. A combination of good fortune and her characteristic grit landed her a job as Senator Walter Mondale's executive assistant. This job gave her a front row seat to observe the power players of Washington D.C., and how few women got to engage in this exciting world.

Judee married and relocated to Philadelphia with her husband, arriving at a time when women were supposed to be homemakers. Yearning for more, she bought into a small firm that helped place women in part-time jobs. In time she bought her partners out and altered the company strategy to finding full-time jobs for women. Eventually that business expanded beyond placing women, and ultimately led to Diversified Search becoming one of the top ten executive search firms in the U.S., with a global reach that extends to 29 countries, and Judee being regarded by many as one of the most powerful woman in Philadelphia.

Throughout her talk, Judee advised the women to get involved with non-profit organizations, which provide both the opportunity to be charitable, as well as an ability to get valuable experience on boards, which in her case led to serving on for-profit boards as well. Not only does this enable one to expand their network, but also there are valuable tools in running one's business that can be gleaned along the way. In Judee's case, serving on the board of a bank greatly enhanced her financial skill set.

She also extolled the virtues of developing a network of girlfriends with whom you can discuss your business, as well as compare notes on the juggling act that goes with working while raising a family. And as if we needed proof that she practices what she preaches, she continues to be an active participant in the Forum of Executive Women, which is a group that she co-founded over 30 years ago, and still serves as a prime connecting point for Philadelphia-area women in leadership roles.

While acknowledging that fitting all that she has to in a day can be a bit challenging at times, she recounted the story of when she finished a speech in Valley Forge, and had little time to get to her son's lower school graduation in Chestnut Hill. Never one to let a situation like this get in her way, she chartered a helicopter to get there in time. This pretty much sums up the essence of Judee - the possibility of encountering an obstacle that she can't overcome just isn't part of her DNA.

The room continued to buzz with excitement long after Judee doled out her final words of wisdom. Ever the charming and gracious host, she continued to stick around until every last young woman had an opportunity to ask individual questions. Everyone left the evening incredibly inspired by Judee, and with a strong sense that with hard work and determination, the world is theirs to conquer.
1. Executive Committee

The UPAAN National Board:
- **President**: Carlin Yuen, ‘10
- **Programming Chair**: Michael Mariano, ‘00; Henry Chow, ‘10; Jenny Fan, ‘12
- **Strategic Partnerships Chair**: Gizelle Gopez, ‘05
- **Fundraising Chair**: Ravi Chaganty, ‘09
- **Communications Chair**: Ben Watkins, ‘13

2. Chapter Leadership

Each chapter has its own leadership structure and selection process for its leadership. The following chapter leaders are currently in place:
- **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
- **San Francisco**: Luis Chia, ‘08; Ben Alisuag, ‘09

3. 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.
  - **Opportunities Listserv**
    UPAAN has started a Google group for Penn alumni to share opportunities and find opportunities, whether they be for new or improved career paths, or opportunities to volunteer and give back to their communities. Join us at [http://opportunities.upaan.org](http://opportunities.upaan.org).
■ **The UPAAN Hub**
We created a new Facebook group for UPAAN members to share thoughts and interesting articles as a channel for community building and ideasharing.

■ **UPAAN Online**
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. Find it at [http://alumni.upaan.org](http://alumni.upaan.org).

○ **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.

■ **UPAAN Resume Review**
UPAAN is launching a series of new projects this year to give current alumni opportunities to mentor and help current APA students at Penn. This will be a low-commitment, high-impact opportunity to give valuable help to students who could benefit from your professional expertise in your field. We already have over 40 alumni and students involved, and are looking for more! If you are interested in volunteering to help, [sign up here](http://alumni.upaan.org).

■ **Asian Pacific American Heritage Week**
This will be the second consecutive year that UPAAN will collaborate with APAHW to bring alumni and students together. UPAAN and APAHW will be hosting a brunch together on Sunday Nov. 10th of Homecoming Weekend, please join us if you can!
[https://www.facebook.com/events/1469861066572498](https://www.facebook.com/events/1469861066572498).

○ **Public Service Internship Fund**
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 starting our fundraising campaign, and you can donate online now on the Penn Giving page: [https://giving.apps.upenn.edu/giving/jsp/fast.do?program=DVR&fund=603049](https://giving.apps.upenn.edu/giving/jsp/fast.do?program=DVR&fund=603049).

○ **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.

■ **UPAAN.org**
   We have updated our website to be mobile friendly and allows all our chapters to include their chapter leadership on the site with biographical information and listserv signups.

■ **Facebook Page & Twitter**
   We are experimenting with having a permanent Facebook presence through a page as well, which is tied to our Twitter account, letting us easily post to both at the same time.