Penn Alumni Reports

Committees and School Organizations

Penn Alumni Board of Directors & Council of Representatives Meeting

College Hall, Room 200

Saturday, October 27, 2012
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’ (Penn Quotient) score

- Another active period since last May for the ACLC, highlighted by a number of activities and initiatives, including:
  - Selecting the recipients of the 2012 Class Award of Merit and the David N. Tyre Award for Excellence
  - Alumni Weekend
  - Second Summer ACLC Retreat
  - Class Elections
  - New Board Members
  - Penn Reunion Leadership Conference (PRLC)
  - Homecoming Activities
• **Selecting the recipients of the Class Awards**
  – The nominees for the awards were quite impressive, as evidence of this, the discussion preceding voting was spirited and the voting itself was the closest in our history.
  – The Awards were presented on Friday, October 26 at the annual Alumni Gala— the Class Award of Merit to the Class of 1992; the ‘Tyre Class Communication Award’ to the Class of 1967.

• **Alumni Weekend**
  – Worked closely with Alumni Relations on some of the activities and logistics for the weekend
  – Several Board members served as parade marshals
  – Worked with a ‘videographer’ to plan and execute a wonderful video highlighting Saturday’s activities and reunion events
  – 11 Board members took part in the Graduation ceremonial procession (this year shortened due to weather)

• **Second Summer ACLC Retreat**
  – Held on campus, August 2
  – Presentation from Secretary of the University, Leslie Kruhly
  – Breakout sessions to discuss prospective activities, initiatives, and projects for the upcoming year
    ▪ Continued focus on communication about the ACLC, best practices for class leaders and on mentoring
    ▪ Based on the great success of the initial event, a second Class Presidents’ Event, likely in March (date TBD) will be planned
  – Social ‘catch-up’ time at dinner

• **Class elections**
  – For 9 classes of the 2’s and 7’s ‘vintages’ (1967-2007) plus the Class of 1999
  – Officers to be installed on Saturday, October 27

Following the first formal class elections for the ‘1’s’ and ‘6’s’, class officers were installed in a ceremony at homecoming following the meeting of Penn Alumni. At that ceremony, Class Presidents were presented with a rosette, designed by Lisbeth Willis of Alumni Relations, to recognize their service.

• **New Board Members**
  – In line with policy for board tenure and turnover, 6 new members were selected by the nominating committee based on referrals from ACLC members, other alumni and Alumni Relations
    ▪ David C. Blatte, W’86
    ▪ Gail Spiegel Cohen, C’76, D’80
    ▪ Howard S. Freedlander, C’67
    ▪ David A. Marshall, C’05
    ▪ Mae Agnes Pasquariello, CW’53
Penn Reunion Leadership Conference

- An ACLC committee partnered with Alumni Relations and The Penn Fund in the planning of the agenda, the programming and content, alumni participants in breakout sessions, and as advisors and mentors to the classes of the 3’s and 8’s who were attending the 11th annual PRLC to plan their reunions next May.
  - The event included Penn’s President, Amy Gutmann, Provost Vincent, Price, John Zeller, Vice President of Development and Alumni, and Craig Carnaroli, W'85, Executive Vice President.
  - 17 Board members attended, including several who played leadership roles in the breakout sessions.

Homecoming Activities

- Class Awards for 2012 were presented at the Homecoming Gala on October 26th.
- The installation of newly elected class officers will take place following the Penn Alumni Board and Council meeting on October 27. The ceremony will include presentation of rosettes to class presidents.
- An ACLC staffed table will be in front of Sweeten House for several hours on Saturday, October 27th. This is aimed at both familiarizing more alumni with the ACLC and seeking to identify and engage more volunteers for Penn.

Another active year for the ACLC, highlighted by a number of activities and initiatives (since our last meeting), including:

- The first formal installation of Class Officers
- Participation in the annual Penn Alumni Winter Leadership Retreat
- Instituting the first annual Class Presidents event
- Class Awards (June meeting)
- Second annual summer retreat (planned for August)

Formal introduction of Class Officers

Following the first formal class elections for the ‘1’s’ and ‘6’s’, class officers were installed in a ceremony at homecoming following the meeting of Penn Alumni. At that ceremony, Class Presidents were presented with a rosette, designed by Lisbeth Willis of Alumni Relations, to recognize their service.

Annual Winter Alumni Leadership Retreat

This served as an opportunity for the ACLC to meet and also to meet with other Penn Alumni Boards and Committees. As part of the meeting, the ACLC discussed and established goals related to continuing to strengthen our communication and relationships with alumni leadership.

Class Presidents Event

With the partnership of Alumni Relations and The Penn Fund, this was the signature activity of the ACLC for the academic year. The event was planned following a survey of Class Presidents that we undertook last spring (’11). Based upon their interest and input, a committee, chaired by Harve Hnatiuk was formed at our summer retreat last year. The event, attended by nearly 50
Class Presidents, spanning 8 decades of alumni, was held on campus on March 16-17. It featured conversations (not presentations) with Craig Carnaroli and David Cohen, led by Adrienne Price, the ACLC’s answer to Katie Couric. Class Presidents were welcomed and hosted by Sue Wishnow and David Blatte, co-presidents of the Class of ’86 (winners of the most recent Class Award of Merit). In addition to the opportunity for lots of informal conversation at dinner, at a lively ‘post-dinner’ party, and the next day, each of the Class Presidents made a few personal remarks to the group. The Presidents received rosettes to recognize their service. Saturday morning featured breakout sessions with discussion about their role and ‘best practices’, facilitated by ACLC Board members. After the sessions, the group came together for a review of their key takeaways from the session. Feedback from the event has been overwhelmingly positive, and we anticipate that this is the start of a new Penn tradition.

- **Class Awards**

  Class Awards for 2011 were presented at the Homecoming Gala. Following the submission of nominees (now done via standardized online procedure), voting for the 2012 Awards will take place at our June meeting. Based upon what we already know, this promises to be a very competitive year with many active classes vying for the Awards.

- **Summer Retreat**

  Following last year’s successful summer retreat, held on campus- a full day that was followed by a social evening- the ACLC plans a second retreat. This year’s focus will be on *best practices* and *communication*. 
New Mission (as of 5/12): 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.

Evaluation of Existing Programming
The Alumni Programming Committee (APC) tasked itself with sampling and evaluating the array of programming content that is currently available to alumni in order to determine what is working and what could be improved upon during the coming year(s). The various programming content that the committee looked at included:

- **Regional Events**: APC members took part in events held in various cities throughout the country, including Penn2U.
- **Online Programming**: APC members connected to and evaluated online programming content, including 60-second lectures, “office hours” webinars, and even online courses through Coursera.
- **On-Campus Programming**: APC members continued to make Alumni Weekend and Homecoming “must-attend” events on their calendars.

Verdict:
There is a LOT of great programming available to alumni. The two biggest challenges are:

1. Making the appropriate audience aware of and excited about relevant programming (e.g. who should be targeted for a course on genomics? About Healthy Women: Healthy Cities?)
2. Improving the access to that content. While the University is doing a tremendous job of marketing on and off-campus events, its online content is oftentimes difficult to navigate and access (e.g., a fascinating archived webinar started with a minute of silence in the audio; only the truly determined would have stayed the course and stayed for the course!).

Next Steps
- **Formalize communication process**: While the APC tasked itself with supporting the communications efforts for Alumni Programming events, that support has been limited to grass roots efforts; each APC member is charged with using his/her own network (email, telephone, Facebook, Twitter, etc…), to encourage attendance (and participation for online-based programming). While those efforts have created various levels of buzz, there is no scientific way to determine their efficacy, and the general consensus is “that’s not enough.” Going forward, the committee needs to do a better job of establishing a liaison between APC and University constituent groups to improve communication of relevant programming. Initial outreach will be to Global Alumni Network, Diversity Alliance, YPenn (Young Alumni), ACLC, TCPW and Association of Alumnae, Secondary School Committee Chairs, and Alumni Trustees. The APC would like to work with these groups on process and policy during the 2013 Leadership Retreat.
- **Work with Alumni Relations and Penn Website team to improve accessibility of programming content**: This will be a more challenging step, given the lack of authority...
granted to the APC with respect to University operations. However, the APC believes it is essential to push for change in this area (imagine an experience like Ted.com at Upenn.edu).

Involvement in the development and branding of alumni programming remains a longer-term goal of the APC, however, it is subordinate to the more immediate concerns outlined above.
**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 2012-2013 year is a thrilling milestone for the A of A as we commemorate our 100th Anniversary! We kick off our celebration with a walk across the field at the Homecoming Game on October 27, 2012. There will then be a tree dedication on College Green at 3:30 pm followed by a reception at the E. Craig Sweeten Alumni House. We look forward to welcoming our special guest speaker, Lee Spelman Doty, President of Penn Alumni, as well as all Penn alumni, family, and friends.

We are also planning a colloquium to mark our historic anniversary. Scheduled for late March, 2013, this program will include dinner with a keynote speaker followed by a panel of women discussing various topics relating to Penn’s theme, the Year of Proof. A subcommittee will be working to arrange the details for this event.

In addition to our campus festivities, we have asked each GAN club to hold one event in honor of Penn women anytime between Homecoming Weekend 2012 and Alumni Weekend 2012. Each club will decide on the timing, format, and nature of the event. We are following up with them to obtain event details so that we may feature them in our newsletter, which is sent to all Penn alumnae around the world. Hopefully this effort will also inspire more women to get involved with their regional clubs.

In an effort to draw out new alumnae, our Social Committee recently arranged a dinner at Sabrina’s Café on 34th and Powelton. A of A members mingled with other Penn alumnae, some of whom had never been to an alumnae social event, and the sold-out crowd matched the abundance of delicious and decadent food. The Social Committee is now planning a service event, either with Philabundance or MANNA, to take place during the holiday season. They are also putting together a walking taste tour of ethnic eats scheduled for early April. This 1 ½ hour adventure will offer insight into Vietnamese, Thai, and Japanese food traditions as it stops at specialty shops and restaurants (even a Buddhist Temple) in and around the Italian Market area of South Philly.

We are also reaching out to more Penn alumnae via our online newsletter, which made its debut in May 2012 and will be published three or four times per year. 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. We hope it will inspire alumnae to rediscover their Penn pride and to engage further with the University.

Alongside these new initiatives, we are still committed to A of A traditions. We look forward to 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.
We are proud to have been a part of Penn’s community for 100 years! The A of A’s centennial theme, **Honoring the Past and Engaging the Future**, reflects our pride and ambition as we celebrate this historic milestone. We credit our members, both past and present, for enabling the A of A to grow and thrive and we believe that their tremendous dedication and contributions will inspire future generations of Penn women.
I. Events
During Alumni Weekend 2012, ALA sponsored a Café con Leche Networking session. Board members were present to share different coffee blends from Latin America, meet with fellow alumni and gauge their interests regarding ALA while discussing the Strategic Planning Review and other projects.

During Homecoming Weekend 2012, ALA will again participate in the film festival with the screening of Café Chavalos: Overcoming the Streets, directed by Penn alumnus Alberto Chamorro, C’05. Chamarro will be present to introduce the film and answer questions afterward. The film follows 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.

II. Inter-Ivy Latino Alumni Council
On April 26, ALA co-sponsored an historic event, the first All-Ivy Latino Alumni Mixer, held at SLATE, 54 West 21st St. in Manhattan. The Latino alumni associations of all eight Ivy universities helped organized the function, attended by more than 200 people, including 20 from Penn, among them ALA board members Clemson Smith Muñiz, C ’79, Nico Rodríguez, C ’04 and Lissette Durán, C ’09 and former board member Tania Cáceres C ’95. Multicultural Outreach lent the ALA banner for the event and shipped pins for distribution among Penn alumni.

Encouraged by the success of this initial mixer, ALA and its fellow Ivy Latino alumni associations have formed the Inter-Ivy Latino Alumni Council to foster cooperation among the schools. Since then, IILAC has organized events monthly in New York City, alternating between social mixers, networking parties and mentoring sessions for high schools students interested in attending Ivy League schools. Though the Council is based in New York, interest in the council continues growing across the country. As of Oct. 24, the IILAC Facebook group page had 1,059 members.

III. 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. Currently under discussion is the possibility of placing an ALA board member on the La Casa Latina’s Advisory Board.

IV. 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 by the end of 2012.
The Association of Native Alumni
Submitted by Dr. Ann Dapice, NU’74, GR’80, Chair

Native alumni attending the ANA event on Alumni Weekend in May actively participated sharing their variety of experiences since graduation and enjoyed the time spent together. Alumni also expressed the desire to become more involved in mentoring native students on campus, especially now that we have a record of 27 new native students coming to Penn in September. We continued our participation in commencement.

University of Pennsylvania hosted College Horizons on campus in late June. Ninety-three native students from the 48 states, Hawaii and Alaska attended with nearly as many counselors, faculty, staff, and college representatives from 38 colleges and two college preparatory schools. Many of the high school students introduced themselves in their native languages so it was a virtual UN of indigenous languages. Several ANA alumni participated in the week long event along with Penn students, staff and faculty. At the end of the experience, students were fully prepared to submit applications to their campuses of choice. There has been follow-up with students who showed interest in attending Penn by alumni. As a result of the event, alum Rebekah Horsechief invited Ann Dapice to speak to high school students at Osage Nation in July both about College Horizons and Penn. Sapulpa Schools Indian Education invited Ann Dapice to speak to their students as well. Penn alumni are attending the October 2012 National Indian Education Association conference in Oklahoma City.

A number of Penn native alumni attended orientation and beginning of year events this September. A meeting was also held to meet the new Assistant Director, Penn Alumni Diversity Alliance, Lillian Gardner. It should be noted that we have native alumni at Penn now in Admissions, Greenfield Intercultural Center and Neuroscience and Society. We have a new native faculty member coming to the anthropology department, a native post-doctoral fellow teaching in the history department and a native alum teaching in urban studies. Since increasing numbers of native students and having native faculty at Penn has been a major goal for us, ANA has much to celebrate!
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) Critical Activities Benchmarking and 2) Penn Alumni Interview Program Fact Gathering. The Committee is planning these projects and believes that they will provide value to Alumni Relations and Penn Alumni.

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

Projects
1. 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 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 early 2013 so that a status can be given to Penn Alumni during the Spring meeting.

2. Penn Alumni Interview Program Information Gathering

Patrick Bredehoft, the new Director of the Penn Alumni Interview Program, has asked the Benchmarking Committee to assist in gathering information. Since this area of AR is newly forming, there can be much value added here. Broad categories being discussed for review are as follows.

a. Historic view - Survey or one-on-one interviews of current volunteers to acquire information about how the program has worked when it was the Secondary School Committee, early on until most recently and acquire feedback on positives and negatives over the years

b. Current interview program volunteers –Assess how the interview cycle operates, needs for information about the Interview Program and available from Penn to answer applicant questions.

c. Current and potential young alumni volunteers –Find information on how to engage them from senior year up to 5 years out; how to best conduct the interview, what is the best use of technology; what is current geographic distribution.

d. Geographic structure of committees –survey/outreach on how the interview program volunteers can organize within specific regions, i.e., what area could and/or should be covered, the number of volunteers needed to cover a specific region, use of technology to fill in gaps in coverage, etc.

This project is in preliminary discussions so the actual scope will evolve during 2012-2013.

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@yahoo.com or 212-292-3117)
1. 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 Support & Events, Regional Networking, Class Agents, Awards and the Opportunity Scholarship Program. A proposed new project group for Governmental Relations is slated for proposal at the Fall Retreat.

The DAC will meet on Friday, November 2 with the meeting taking place from 9am – 3pm followed by a tour of the Working Dog Center and the White Coat Ceremony where the DAC members are involved with pinning the students. The next meeting will take place in March during the Penn Annual Conference.

2. The Alumni Office welcomed a new Director of Alumni Relations, Kristen McMullen, to the School. She has already had the opportunity to travel to the American Veterinary Medical Association conference where she hosted an alumni gathering as well as the Pennsylvania Veterinary Medical Association and the Atlantic Coast Veterinary Conference. She looks forward to working with the staff, faculty, Dean’s Alumni Council, and students at both Penn Vet campuses and around the country.

3. The Penn Vet Alumni Office hosted a very successful Parents and Partners Weekend on October 19 & 20 for the 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.

4. Upcoming alumni event include:

   November 2, 2012  Dean’s Alumni Council Fall Retreat

   December 3, 2012  Penn Vet Alumni Reception at American Association of Equine Practitioners Convention (6-8pm)
                     Marriott, Anaheim, CA

   December 5, 2012  Wednesday Exchange Continuing Education Program for Referring Veterinarians - Diabetes, DKA and Insulin Products

   January 21, 2013  North American Veterinary Conference Alumni Reception - Orlando, FL

   February 1, 2013  Opportunity Scholarship Reception

   March 6-8, 2013  113th Penn Annual Conference
March 16-17, 2012  Penn Veterinary Leadership Experience (VLE)  
– limited # alumni spots available

April 13, 2013  Opportunity Scholarship Dinner, Nairn Golf Club

May 10-11, 2013  Alumni Weekend & Reunions for Classes with “3” or “8”

5. Web & Social Media Presence - New Penn Vet Alumni webpages are being created and will go live in November. The new site will be more interactive and informative. Social media sites are being created specifically for Penn Vet alumni on Facebook, Twitter, LinkedIn, Pinterest, Flickr, and YouTube.

6. Demographic analysis – The Alumni Office is undertaking an alumni mapping project to determine the concentrations of Penn Vet alumni in order to spearhead a new regional networking program. The first event for this program will take place in New York City in the spring of 2013.

7. New Initiatives – To target a group of people who are with the school for 1-3 years, a new Penn Vet Resident & Intern Interest Group is being created. The Alumni Office is also formalizing a Penn Vet Alumni Ambassador program and a “Welcome to Your Life as a Penn Vet Alumnus” program for 4th year students as they transition to graduate. The Alumni Office is also coordinating efforts with the Student Affairs Office in order to make connections with current students before they transition to alumni status.

8. Reunions and Class Agents – The DAC is formalizing the Class Agent program with plans to enhance communications with the agents and develop a Class Agent Toolkit. A reunion planning packet is also being created to help facilitate reunion planning and class giving.
Global Alumni Network Advisory Board
Submitted by Benjamin H. Craine, W’65, Chair

You will note that the former GAN [Global Alumni Network] is now Penn Alumni Regional Clubs. With our support, this was a decision made by Alumni Relations; we feel that the new name is more representative and descriptive of the organization of Penn alumni clubs around the world.

PENN ALUMNI REGIONAL CLUBS AND PENN ALUMNI INTERVIEW PROGRAM COLLABORATION COMMITTEE

OK, so that’s a mouthful, but like the name change for our Alumni Regional Clubs organization, we have a new structure and a new name for the organization of Interview Committees, formerly known as SSC [Secondary School Committees]. Lee announced this change at an Alumni Board meeting, and, in a previous report I explained, the process that led to the change. In July, 2011, Our Advisory Board subcommittee met with the Admissions and Alumni Relations leadership; following that, Dean Furda and AVP Wampler continued the dialogue that lead to the ultimate move of the old SSC organization from Admissions to Alumni Relations. Under the leadership of director Patrick Bredehoft, the Penn Alumni Interview Program team of five exceptional people took over responsibilities to improve and administer the new Penn Alumni Interview Program. The team has begun discussions with our sub-committee chair, Beth Topor, and is already benefitting from this collaboration. Our goal has been to better integrate and leverage the talents of the alumni who are working in the Interview Program and the club network, with the ultimate goal that the Alumni Interview Program Committees and the Alumni Regional Clubs will work together more closely in all regions.

WEB BASED INFORMATION PLATFORM [GAN Tech]

Our sub-committee chair, Emmanuel Tillman, conducted a survey of club leaders to help identify items that they would like to see as part of a new web presence. When Alumni Relations hired a new web person this past year, Emmanuel shared his findings, and we are beginning to see the results in the newly redesigned, more attractive, alumni website. Recently, the Presidents Corner went live, including a large number of pages listing resources and suggestions. In addition, while many clubs have chosen to adopt a web platform other than what is available now through Alumni Relations, many clubs are still using the difficult to use and inferior platform that has been in place from the current vendor. As a result, we have encouraged Alumni Relations to consider alternate web hosting companies; they are currently interviewing several, with, among other things, the goal to provide . . .

- An improved platform for clubs and all alumni organizations.
- A two way data interface, so that there is an automatic updating of information on both the University database and the club database whenever an alum visits either the University website or the club website.

MENTORING/BEST PRACTICES

Because of the major changes in the Alumni Regional Clubs team in alumni relations, we have been happy to be able to move forward in the first two areas above; not so much in our efforts to mentor and support the clubs. I have worked with several clubs, but our goal was to make sure that we would be a resource for all clubs. As a result, in August we assigned to each Advisory Board member a group of domestic clubs [between 6-8 per Board member], and each Board member wrote a letter of introduction to the club presidents. Our plan is to create a dialog between the Board member and the club leaders, also
facilitating communication between all club leaders. To that end, our sub-committee will soon meet to plan its first webinar that we will host for club leaders. In addition, I have had a conversation with the club president from Israel, and it is my plan to find a way that we can similarly engage the international clubs.

**AFFINITY GROUPS**

I set as a goal that all regional clubs would find ways to work with all of the various affinity groups now being energized; 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, 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. Soon our Affinity Groups sub-committee will begin to meet and find the best ways to promote additional collaboration.

**ACAM AWARD**

During this past year our Alumni Club Award of Merit sub-committee met and revised the procedures we use to make our selection. We used the new procedures to select this year’s ACAM award, and we believe that they worked well. That said, we still have some areas that we will review, and possibly revise, in the coming year.
James Brister Society  
Submitted by M. Claire Lomax, Esq., C’84 & Susan Taylor, M.D., C’79,  
Co-Chairs

Spring 2012 Meeting of JBS General Membership

JBS continues to work on its strategic planning and assessment and talked about testing its new format following the survey conducted of its membership. We also discussed cultivating membership and planning a robust meeting for the fall. We continue to look at ways to increase attendance at our meetings and whether we need to examine our membership criteria as a way to increase our numbers.

Panel Discussion on Student Athletes and Coaches of Color at Penn

Following the General Membership meeting, JBS hosted a panel consisting of three student athletes and Assistant Women’s Gymnastics Coach Corinne Tarver. Brandon Copeland, W’13, the first African American captain of the Varsity Football Team, Canaan Bethea, C’14 who was the only person of color on the Varsity Wrestling Team, and Adriane M. McCray, C’12 from Varsity Women’s Track & Field, talked about what it was like to participate on a varsity sport at Penn. They shared their experience of being a student athlete and balancing their academic and athletic lives at Penn as well as their career aspirations. Coach Tarver talked about her career as a gymnast and then how she became a coach at Penn.

16th Student and Faculty Leadership Awards Reception

By far, this is one of JBS’ most popular signature events with the students. Each year, the number of nominations that come in for the student leadership award exceeds the prior year and attendance over the past 5 years has grown significantly. This year, JBS presented the Gloria Twine Chisum Distinguished Faculty Award to Dr. Tukufu Zuberi, Professor and Chair, Department of Sociology, The Lasry Family Professor of Race Relations. In addition, the JBS Leadership Award was presented to graduating senior Nana Yaa Misa, C’12, who exemplified the principles of the award i.e. academic excellence, community service and demonstrating an impact on the diversity initiatives around campus. In addition, awards were presented by the U of P Asian Alumni Network (UAPAAN), the Association of Native Alumni (ANA), the Lesbian Gay Bisexual Transgender Alumni Association (PennGALA), the Black Alumni Society (BAS) and the Association of Latino Alumni (ALA) to graduating seniors who had demonstrated leadership during their tenure at Penn. ATMA, Penn’s all-female South Asian fusion a cappella group, provided the entertainment and serenaded the attendees. The students’ families and friends came to cheer them on and add to the festive occasion.

Fall 2012: New 2-Day Format

Feedback from the survey of our membership revealed that having regular JBS meetings scheduled on Fridays at 5 p.m. made it difficult for people traveling from out of town to attend. It was also determined that our members felt that they wanted to be more engaged in helping the University solve some of its challenges. Another one of the Society’s signature events is Receptions for Faculty of Color. In Fall 2011, JBS had hosted its 5th Reception for Faculty of Color where we had Vice Provost for Faculty Lynn Lees talk about Penn’s Action Plan for Faculty Diversity and Excellence. After communicating with Joann Mitchell over the summer, it was determined that the University would welcome support from JBS on its faculty diversity initiatives.
On Friday, October 5th, JBS hosted a dynamic and insightful panel discussion at the Law School. The panel was on the topic of the Faculty Diversity Plan and was moderated by John L. Jackson, Jr., Ph.D., Richard Perry University Professor of Communication and Anthropology, and Senior Advisor to the Provost for Diversity and featured the following faculty: Anita L. Allen, J.D., Ph.D., Henry R. Silverman Professor of Law and Professor of Philosophy; Nancy C. Tkacs, Ph.D., RN, Assistant Dean for Diversity and Cultural Affairs at the Penn School of Nursing, and Associate Professor of Nursing; and Iris Reyes, M.D., Advisory Dean, Office of Student Affairs, and Associate Professor, Perelman School of Medicine. The moderator and faculty were candid, direct and informative about the progress and challenges the different schools are managing with the Action Plan. The panel discussion was well attended by faculty and alumni and the forum provided for an energetic exchange. Following the panel discussion, we had the 6th Faculty of Color reception where Penn Yo, the University’s Chinese a cappella group, performed and the faculty and alumni had an opportunity to talk informally and get to know each other.

On Saturday, after hearing a campus update from Leslie Kruhly, V.P. and Secretary of the University, the JBS General Membership Meeting proceeded with committee reports then had a round table discussion on how can JBS advance/support Penn’s Action Plan for Faculty Diversity and Excellence. Following the JBS meeting, we hosted another robust panel discussion on “Barriers to Voting in the 21st Century”. Moderated by Sara Lomax Reese, C’87, President & General Manager, WURD Radio, LLC, the panel consisted of the following alumni and faculty: Gilbert F. Casellas, Esq., L’77, former Chairman of the U.S. Equal Employment Opportunity Commission, current non-executive Chairman of OMNITRU, Penn Trustee; Andy Toy, C’80, G’81, member, Mayor's Commission on Asian American Affairs in Philadelphia, Managing Director at Eastern Tower Community Center; Dorothy Roberts, J.D., George A. Weiss University Professor of Law and Sociology, and Sadie Tanner Mossell Alexander Professor of Civil Rights.

A light lunch and presentation by David Hollenberg, the University Architect with a tour of Penn Park ended the JBS meeting. The 2-day format provided compelling programming that brought a few new people to campus that we hope to convert to new members. We plan to repeat the same format for the spring 2013 meeting.
Law Alumni Society Board of Managers  
Submitted by Andrea Ortbals Patton, L’99, Board Representative

The Law Alumni Society Board of Managers is a group of 75 alumni representing the Law School’s 35 domestic and international alumni clubs, numerous class years, and varied alumni career interests & pursuits. The members serve three-year terms, rotating off after a maximum of two terms.

The board meets three times a year on campus to discuss law school developments and support the school. These meetings are timed to coincide with significant events at the law school such as the Alumni Awards ceremony and the Equal Justice Foundation (EJF) auction, which raises funds for students pursuing summer jobs in public interest.

The board meets for the first time in this new session on Wednesday, October 24, 2012. After committees and general meetings (see descriptions and developments below), the board will convene for the law school’s annual Alumni Awards Ceremony and reception. For the first time this year, in addition to the major awards at the event, the law school will award an individual alumni club for its efforts on behalf of the school. Boston’s alumni club will receive this first annual award for successfully launching a program described in this report last year, which raises funds from local alums to support a public interest intern in the area over the summer.

The LAS Board of Managers assigns each member to one of four committees, which meet during a portion of the broader gatherings. These committees have included Career Planning & Placement (CP&P), Student Life, Post-Acceptance Committee, and Public Interest. During the 2012-2013 session, the LAS Board of Managers is eliminating the Student Life Committee, substituting an International and Graduate Programs Committee.

The International & Graduate Programs Committee will be co-led by Matt Parker (Asst. Dean of Graduate Programs), Amy Gadsden (Assoc. Dean & Executive Director of International Programs), and Caroline Ruhle (Assoc. Director for International and LLM Counseling). This committee is still forming and should be more developed by 2013.

The CP&P Committee meets quarterly, and is always available, to provide assistance to the Career Planning & Placement office at the Law School. This includes keeping the office apprised of hiring trends and openings, providing warm contacts for students who need advice or assistance with their job search, helping to promote and find volunteers for CP&P events and providing opportunities for the local alumni clubs to assist in the job placement process.

Post-Acceptance Committee (PAC) has been a critical partner to Law School Admissions in several ways: first, the group assists in the effort to phone each admitted student. Second, the committee interviewed current students who were contacted by PAC in order to get feedback on the interactions. Finally, the group is considering contributing to the Admissions blog and posting member bios to a password-protected Admitted Student website.

The Public Interest Committee provides alumni support for myriad public interest initiatives at the Law School. The committee’s goals include increasing support for students who wish to engage in public interest work, facilitating deeper connections between alumni engaging in public interest work and students who aspire to do so, and identifying opportunities for students and alumni to engage in pro bono work together.

The committee has moved closer to achieving those goals in recent years by devising a successful pilot program in Boston for alumni club fundraising to contribute to the law school’s public interest summer
funding program. The committee is also piloting a mechanism for alumni/student meetings over school breaks to promote interaction among those who have similar interests and goals. Alumni/student pro bono connections are very effective when they happen; the PIC will continue to work towards formalizing more opportunities for that kind of interaction.

In order to maintain the student-alumni connection within the LAS Board’s committees, two students will now be appointed to serve on each of these four committees to provide the student perspective on what’s going on at the Law School.
MARAB took a much-needed rest this summer from our incredibly busy spring.

The MARAB Executive Committee spent time at our Spring meeting reviewing our mission. We rededicated our group to support and foster University activities and act as advocates of and emissaries for the University within the region. MARAB members have demonstrated alumni leadership through support of the University's priorities -- such as fund-raising initiatives, alumni organizations, the admissions process, student projects, continuing education, etc. In addition, MARAB provides a regional platform for identifying and engaging new future leaders for the University.

We are thrilled to report that MARAB was 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: Emma Hyde (C'13) who worked at the Whitman-Walker Clinic and Dylan Hewitt (C'14) who worked at People for the American Way. We understand that they had great summers gaining incredible experience and supporting worthy non-profit organizations.

Thanks to MARAB Board Member, Carol Winer (W'79), our website has been improved and updated. Check it out here: http://www.alumniconnections.com/olc/pub/UPN/cpages/home.jsp?chapter=50.

On September 20th, MARAB welcomed Dick Polman, the Maury Povich "Writer in Residence," a full-time member of Penn's Center for Programs in Creative Writing faculty, as well as a political columnist and daily blogger for The Philadelphia Inquirer. The title of the event, “Our Presidential Race Can Obama Win Again?” was particularly interesting to our audience and quite timely as a result of the daily twists and turns of the election roller coaster. Dick delighted our members and provided some critical insight into this race.

Next up, MARAB is promoting and supporting Penn Alumni’s Penn 2 U event in DC on November 13th. The evening’s program Ethical Dilemmas: From Oedipus to the Oval Office will feature Rebecca Bushnell, Dean of the School of Arts and Sciences, as well as two eminent professors; Martha Farah, Director of the Center for Neuroscience & Society, and Rogers Smith, Christopher H. Browne Distinguished Professor of Political Science.

MARAB is also focusing on expanding its reach and deepening its connection with more local alumni and will be co-sponsoring an event with the DC Penn Club to celebrate Ben Franklin’s birthday in January.
Penn Dental Medicine Alumni Society Executive Committee Report
Submitted by: Dr. Keith Libou D’84, 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:

✔ Nominating Committee

- The following alumni have accepted their invitation to serve as members-at-large of the Executive Committee: Paul Feldman D’82, Charlene Fenster DH’75, Catherine Foote C’00 D’04 GD’06, Dan Han D’07 GD’11, Elena Kurtz D’04 GD’06, Elana Walker GD’09 GD’10; along with former Executive Student Council President, Jeff Li D’12, and former Class President, Matt Sones D’12. Last year, marked the first year the Committee revised the by-laws to acknowledge and nominate the graduating Class President and/or Executive Student Council President in recognition of their service and interest in continuing to engage young alumni.

✔ Awards & Recognition

- Since our last meeting that we had a successful celebration of our alumni award of merit recipients, Doctors Lawrence Levin D’87 GD’92 and Louis Rossman D’75 GD’77, during the Reunion Class Dinner at the 2012 Penn Dental Medicine Alumni Weekend. Drs. Levin and Rossman 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

- On October 22, the Committee supported a student-alumni networking event at the Union League of Philadelphia in partnership with the Penn Dental Medicine Executive Student Council and the Office of Alumni Relations and Development. This event marked the fourth “Now & Later: A Student-Alumni Networking Event” for the School and brought together an incredible group of current students and local alumni for an evening of networking.

- With the support of the Alumni Society, Penn Dental Medicine alumni are helping build interest in dentistry among pre-dental undergraduate students from Penn and other local universities, as well as current Penn Dental Medicine students. Volunteers from around the country have signed up to provide mentoring/shadowing opportunities. This program is being supported in partnership with the Office of Alumni Relations.

✔ Alumni Relations

- The Penn Dental Medicine Alumni Weekend 2012 was a huge success. We had over 255 alumni and guests returning to campus for a weekend filled with educational programs and class reunion
festivities. This year marked two very special reunions for Drs. Martin Deranian D’47 and Edward Allen D’47 who celebrated their 65th Reunion together in Philly!

- 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. Over the summer, Penn Dental Medicine successfully held special events in San Diego, Los Angeles, and San Francisco in addition to the second in the series of new “Philadelphia Diner Club” events with Dean Denis Kinane and other key administrators. We are also looking forward to an alumni reception New York City this November; the Endodontic Clinic Opening Celebration in February; and events in Tampa (FL), Honolulu (HI), and Philadelphia (PA) this spring.

- The Office of Alumni Relations is pleased to officially announce the launch of “Find a Penn Dentist” an online searchable application found directly on the Dental School homepage (www.dental.upenn.edu). Find a Penn Dentist allows alumni to advertise their practice(s) for free to potential patients as well as allow fellow alumni to search for referral practices based on location or specialty. In the first year since we publically launched the marketing campaign, over 500 alumni have signed up!

✔️ The Annual Fund

- On June 30, Penn Dental Medicine closed the books on fiscal year 2012 with the support of 1,161 donors and nearly $380,000 in annual gifts.

- The Penn Dental Annual Giving Program is pleased to be partnering with the Penn Student Calling Program on-campus this year. Calling efforts kicked off early this fall and will continue through the fiscal year.

- The Annual Fund’s first (of two) appeal letters will be sent in November. The calendar year end appeal will be sent electronically in mid-December. The Annual Giving program continues to focus on encouraging alumni to make their gifts online with messaging in all mail pieces, over the phone, and via email.

- The 2012 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.
Penn Education Alumni Association  
Submitted by Dominique Aubry, GED’07

Summary

The EAA board consists of 36 board members and an executive committee of 9 members. Over the last two years we have focused on building from our initial foundation by building our alumni network. We started by reorganizing our board structure to provide more ways for alumnus to engage through more committee options. This allowed us to provide meaningful ways for our alumnus to participate and increased our programing and interactions with alumni.

In 2011 the EAA board prioritized outreach as the main goal throughout the year. We did this by hosting over 6 regional meet ups across the country including 1 meet up in Beijing. We also provided 4 online Network Roulette events to connect alumni to each other and to students. Throughout the year we were able to increase our presence throughout the alumni community helping them reconnects to each other and Penn. It was also critical last year to build a foundation with GSE that enhanced our alumni efforts. To do this the EAA president and GSE liaison met with program staff to build communication pathways. The EAA president also spoke at the GSE orientation and sent out multiple letters throughout the year to keep connected to the student body.

This year the focus is on sharing stories of our alumni. Now that we have an activated alumni base we want to make sure they know just how awesome they are! To do this we enhanced and added committees to the board 1) Historical Committee 2) Communications Committee. We decided to enhance the historical committee because we believe that we need to maintain and build the historical knowledge of the work we do and the work of our alumni. This year each committee has a historical representative that helps them document important events, organizational changes and important decisions. We use this information as our record of activity and engagement but we also use the pictures as our year book. In addition, we also created a communications committee to help us gather stories on our amazing alumni. The communications helps gather stories and works with other committees to get the word out about their events.

These are just two of the changes that have taken place this year and we are already seeing the impacts as a board. As we move throughout the year I believe we will be able to make a great impact on campus and with our alumni around the world.

Summary of 2012-2013 Goals

1) To align our board with the priorities of GSE and the University of Pennsylvania
2) To build alumni engagement on the board
3) To increase opportunities for alumni to engage with GSE
4) To share more stories of our alumni
5) To increase our relationship with staff, faculty and students
EAA Events

Student-Alumni Mentoring Program Event Kick-off

Orientation Happy Hour
Penn Engineering Alumni Society
Submitted by Farnia Fresnel, ENG’98, President

The Penn Engineering Alumni Society (EAS) is exceptionally well poised to experience an impressive year. Yet again, an engineering alumnus will be lauded for achievement and university service. Harve Hnatiuk (EE’74) will be presented with the most prestigious university award, The Alumni Award of Merit at the Alumni Awards Gala on October 26. Furthermore, engineering school spirit is at an all time high for the board this year as nine members of the EAS senior leadership team will be celebrating class reunions in 2013! Several of these senior leaders are also volunteering as class points of contact to interest fellow alumni in returning to the university over alumni weekend.

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 7 Past Presidents, 12 Directors, and 8 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?

Can you learn from what already works? - A renewed emphasis on excellence has led the board to introduce a director led program review to more formally account for our initiatives and dynamically refine as necessary. As a result of the review, the board has minted an operating guide that serves as a new member introductory reference, aligns external support teams with the programming, and ensures consistent program delivery.

Leaving a lasting impression – Connection is at the heart of what we do as a board. With the introduction of so many mediums to stay connected, we realized that we should not discount the tried, trusted, and traditional. This year the EAS leadership will be equipped with named business cards to help promote a personal feel within our extended community.

Enriching the alumni experience – The board has also reintroduced two monthly board meetings (bringing the annual count back up to 9). Additional time on campus will help us to solidify our growing partnerships with the student body and the administrative teams. As such, we are planning a “Back to Penn” segment where our alumni will attend an approved Engineering class. We’ve also modified our career panels for students into a more informal dinner style event. Both of these events will occur on the eve of existing board meetings; which will give alumni an opportunity to engage on campus in a meaningful way and allow the EAS to invite alumni/students/faculty to engage in an EAS meeting as well.

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 will work with student organizations (Engineering Deans Advisory Board and several others) to schedule a series of meet and greet dinner events tied to the student majors in January.
- 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.
- 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 3rd Annual Graduate/Alumni mixer in the spring.
- Penn Engineers are known innovators. Therefore, the EAS invites leaders in the field of patent law to speak to students about what they should consider when dealing with innovation and how to protect their innovation. The presentation is scheduled for the spring.
- 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. The EAS Linked In and Facebook sites started only 4 short years ago. In that time, we’ve consistently grown the certified group membership base. Penn Engineering Linked In is the 3rd largest Linked In community among the Ivy Engineering schools. In just the past year, the Linked In membership has ballooned 40% to more than 2100 members and that represents 27% growth in the past 5 months alone! EAS Facebook membership has grown 21% over 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. Mechanical Engineering Professor Jennifer Lukes, PhD, recently spoke to the board and several other speakers are planned over the next few months.
- The engineering school is proud of the progress on its latest building project, the Singh Center. The board is working with the Dean and development office to schedule a tour of the new facilities on 33rd and Walnut Streets for the spring.

**Programming for Alumni & PENN**

- On the 27th of October, 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.
- 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 alumnus with the award in the spring.

The 2012-2013 Executive EAS Board includes representation from SEAS classes from 1961 to 2004:

- President – Farnia Fresnel, SSE
- Vice President – Hank Guckes, EE, MSEE
- Vice President – Carl Clyde, EE
- Vice President – Seville Mannickarottu, EE
- Secretary – Matt Quale, CBE
- Treasurer – Ernest Churchville, MSE
As the 2012-13 academic heats up and Homecoming 2012 quickly approaches, PennGALA remains in full force across the country this spring.

Alumni Weekend 2012
PennGALA continued the tradition of offering Alumni opportunities to reconnect with past and present members of Penn’s LGBT community at Alumni Weekend 2012. The festivities this year commenced with a Friday night happy hour reception in Center City followed by wine & cheese reception on Saturday at Penn’s LGBT Center, hosted by PennGALA and the LGBT Center. The reception featured artwork of recent alumni and current students.

Homecoming 2012
Homecoming 2012 is shaping up well and will include three PennGALA sponsored events. The weekend will kick off with a happy hour reception in Center City on Friday night as well as a reflection on LGBTQA life in the 80’s called “Remember the 80’s?” hosted on Saturday afternoon in Houston Hall. The weekend will continue to celebrate Penn’s LGBT community and the LGBT Center with a special late night celebration of the 30th anniversary of Penn's LGBT Center and the 10th anniversary of the dedication of its home at the Carriage House. The event will feature cocktails, dancing, greeting old friends, and meeting new ones.

Regional Events
With an ever-growing alumni network, PennGALA continues to expand its networking opportunities further as we head towards the holiday season and 2013. PennGALA regional affiliates are most recently partnering with other Ivy League LGBT Alumni groups to combine forces for social and educational programing opportunities. PennGALA’s emphasis is to continue finding new ways to engage the PennGALA community across the country.

Communications
While continuing to utilize the PennGALA e-newsletter, which is now sent out on a quarterly-basis, the Steering committee continues to increase social media presence and communication through the PennGALA Facebook group as well as the PennGALA website.

Please contact Cynthia Wright (C’08) wrightcl08@gmail.com, or Brad Richards (C’92) bnr740@gmail.com if you have any questions regarding PennGALA.
It is my pleasure to serve as the President of Penn Nursing Alumni. I am pleased to report the following updates:

✓ **PNA Board Leadership**

- Under the guidance of the PNA President the Leadership group and Committee Chairs have undertaken to identify the customer base of the PNA and are working to identify any gaps in meeting their needs or unidentified areas for growth. Groups to focus on in addition to Alumni are Faculty, Current Students, and the School/University.
- PNA Leadership is undertaking a review of the current bylaws to determine needed revisions, if any.

✓ **Awards Committee Update**

- The Awards Committee is seeking nominations for the 2012 awards. As discussed in past reports the language used for key awards has been streamlined to better reflect the nominations received over the past several years while retaining the same number of overall awards. These changes increase inclusion and broaden the pool of nominees.

✓ **Nominating Committee Update**

- The Nominating Committee is working to identify a slate of candidates to run for open positions on the Board. The Committee has proposed changing the current approach to addressing vacancies and, instead, seeking committed individuals and tapping them for membership on our committees as a pipeline to the Board with approval of the general nursing alumni. This change will better reflect practice of many other Boards nationally and limit turning off potential volunteers given an election outcome.

✓ **Student-Alumni Connections Committee Update**

- The Alumni office has worked with faculty from Nursing 101 to pair incoming freshmen with an Alumni host for a clinical experience during their first semester.
- The Student-Alumni Connection Committee continues to encourage alumni and current students in enrolling in Penn sponsored Alumni social networks. In addition to these virtual connections, the committee is planning several events in students’ hometowns during School breaks and during national nursing conferences for additional networking opportunities.
- The Committee is hosting a networking event at homecoming during Quakerfest pairing current students and interested alumni to discuss career issues and other mentoring opportunities.

✓ **Alumni Events Committee Update**

- The Alumni Events Committee is focusing on Homecoming and Alumni Weekend activities and seeking ’03 & ’08 Class Reunion Representatives.
Members of the committee are planning to continue networking events (replacing the Happy Hour format) to offer social networking opportunities. In particular, the Committee is looking to target regions of high alumni concentration for events and ways to potentially partner with Penn Alumni Regional Clubs.
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 held a Strategic Planning Session in July. The session focused on the following strategies: engaging the diverse alumni groups that have emerged as a result of the School’s program growth; soliciting financial support from the Council for this year’s Annual Fund; creating programs and opportunities for alumni networking and continuing education.

Upcoming Programs/Events/Projects
During this academic year, the Council will coordinate or sponsor: Welcome New Students Breakfast (held in September), a conference called “Loss Across the Lifespan: Creative Therapeutic Practices” in March; and, an Alumni Reunion Reception in May (during Alumni Weekend).

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

SCRAB was created over seventeen years ago as a premier leadership group for Southern California alumni and parents who 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 a membership comprised 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. There are presently 82 local alumni and parents who have joined SCRAB for the 2012 - 2013 year.

Last Spring, Jon Kean, C’89, spoke to our group at a wonderful event at the Los Angeles Museum of the Holocaust which was entitled “Hollywood and the Holocaust: An American Response on Film”. We had drinks and appetizers and an executive of the museum took us on a moving tour of the museum before the talk.

In June, we had a very interesting and informative breakfast meeting with Penn bioethicist and PIK Professor, Jonathan Moreno; we invited the Penn Club LA as well. A biomedical ethicist, this David and Lyn Silfen 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, as well as great front row seats.

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 Kurtzban of Psychology, and Professor Rogers Smith from Political Science.

There is an event presently being planned for December 12th with alumnus and Penn Trustee Howard Marks, W’67 ,PAR ’09, founder and Chairman of Oaktree Capital management, who will speak about his new book and investing in uncertain times.

There is also a dinner and wine tasting being planned for the end of the year as our traditional year end celebration.
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 seven 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  
Boston – August 1st

On August 1st, young alumnae, Penn student interns and area TCPW members attended the Second Annual TCPW Career Networking Reception in Boston at the Goodwin Procter Conference Center. Guests welcomed Laura Sen, President and Chief Executive Officer of BJ’s Wholesale Club, Inc. TCPW member Helen Frame Peters, CW’71, G’74, Gr’79, served as moderator for the event. Laura and Helen offered a conversational format that encouraged a lively discussion among attendees. Laura chronicled her professional career from being a Romance Language undergraduate major to becoming CEO at BJ’s and how her professional career has taken a number of different paths. During her 30 year career in retail management, Laura held positions of increasing responsibility beginning when she joined storied Boston retailer Jordan Marsh as an Executive Trainee. In 1979 she moved to Zayre Corporation, a discount chain based in Natick, Massachusetts. Over the next 24 years she held numerous management responsibilities at Zayres, Ames Department Stores and ultimately BJ’s. In 2003 Ms. Sen left BJ’s to work as an independent consultant. She returned to the Company in January 2007 as Executive Vice President of Merchandising and Logistics to join the team seeking to turn BJ’s after several years of disappointing results. She was promoted to President and Chief Operating Officer in January 2008, and in February 2009 she became President and Chief Executive Officer and joined the Board.

Laura gave sage advice to Penn women on how to translate academic success to professional happiness. Laura believes that there are numerous choices for this generation and that everyone has significant assets. Find out what is important to you, she stressed and don’t take a job just because of prestige. Laura cautioned attendees to pay attention to corporate culture and to try and find companies that offer a positive work environment. Although every entry level job has its “limitations”, she felt that there is always a learning opportunity available. Figure out what kind of work you would enjoy and seek out opportunities to add to your portfolio within the workplace. She underscored the importance of finding a mentor – individuals are often honored to be role models. Mentors can also be instrumental in learning ‘What I need to do to make the next professional step”. She also explored the topic of how to deal with your emotions in the workplace. By being self-aware, women can utilize their emotional intelligence – an added value - to succeed. While women do have multiple professional options these days, women do wear many hats by virtue of being a woman. There are numerous expectations and pressures on us. She quoted Dolly Parton, “I may look like a woman, but I think like a man”. She cautioned women to be open to criticism and conveyed that the path to success starts with attitude and commitment. Learn to reinvent yourself and always continue to learn, Laura stressed.

This was the second year that TCPW sponsored a career networking reception in Boston. The excellent turnout was indicative of Penn’s strong presence in the New England area.
Chicago – July 18th
TCPW’s Chicago members hosted the Third Annual Career Networking and Mentoring Event on a hot summer evening in July. A tradition in the making, the setting for this occasion was again John Barleycorn, in the heart of Lincoln Park in Chicago. This year the Chicago area networking approach revolved around career areas of interest such as the non-profit sector, wellness, financial services and medicine. Several attendees remarked that the tough economic climate has made networking essential to career progression, or even just finding that first job out of Penn. Name tags were flagged to highlight industry focus so that alumnae could quickly identify and connect with others of similar interest.

The event drew a strong turnout from Chicago young alumnae, primarily from the classes of 2002-2012, and also attracted alumnae from earlier years who bolstered the mentoring effort. Over forty Penn alumnae and students gathered. We again had great participation and sponsorship from our Chicago area TCPW leaders, including Linda White, CW’73, Nancy Rothstein, CW’75, Robin Simon, C’85, W’85, and Lynn Jerath, W’95. Michal Clements, W’84, WG’89 and Brigette Wolf, W’96, also helped plan and lead the event for the third year.

Lynn Jerath welcomed the group on behalf of TCPW and talked about the mission and relevance of TCPW. Robin Simon encouraged the attendees to get involved with Penn. In addition, Allie White Levy shared the latest Ivy Plus events for the young alumnae, and encouraged them to be active. Another successful event and we are looking forward to 2013!

London – June 7th
‘Mrs. Moneypenny’ shares her Wisdom
In early June over 40 alumni met at the Royal Automobile Club in central London for the Third Annual TCPW London Networking event. The event was highlighted by a discussion with Mrs. Heather McGregor, who owns and runs a leading London headhunting firm, Taylor Bennett and writes a hilarious column for the FT’s weekend edition under the name “Mrs. Moneypenny.” She recently published a book "Sharpen Your Heels: Mrs. Moneypenny's Career Advice for Women" and shared her thoughts about the challenges women face finding work/life balance.

Mrs. McGregor stressed the importance for women to build professional networks. She also told the audience that it is “never too late to have a career” but there are strict rules that you have to follow in balancing career/family/hobbies etc. including:

- “There are only 168 hours in a week and you need to set clear priorities to achieve what you want.”
- You have to learn to say “no” to things that do not follow the list of your priorities.
- Outsourcing tasks that you do not want to do is a vital part of managing this process – even if tasks may not be done at the same level that you would do them.
- Everyone should spend time every week on his/her finances. This will also help you to have a “language of the boardroom” to upgrade your vocabulary.
- It is also important to “give back.” This gives you a third dimension to your life, makes you more interesting and also helps you build your network. “The way you build your network is to do things for other people.”
- Everyone should spend about 5% of their time doing their own PR. Women are usually not good at this at all!
With wine and canapés the audience laughed and marveled at Mrs. McGregor’s many personal anecdotes. A great time was had by all. Several of the Penn alumna even remarked that they had attended all the TCPW events in London are already looking forward to this TCPW event next year!

**New York – June 19th**

We had another very successful summer networking event in New York this year with near record attendance.

We were quite lucky to have Mary Erdoes, CEO of J.P. Morgan Asset Management, as our featured speaker. Mary was recognized this month by Bloomberg magazine as one of the ‘50 Most Influential People’ and by Forbes magazine as one of the ‘top 100 World's Most Powerful Women’ in its most recent survey.

JP Morgan generously hosted the event at their New York headquarters. There were 121 people in attendance atop 270 Park Avenue with its incredible views on a warm and sunny summer night.

Mary was interviewed by Ali Velshi, CNN's chief business correspondent and husband of TCPW member Lori Wachs, W’90. The interview was friendly but probing as Mary was asked about her rise to the top of a male-dominated industry and what she thinks it takes to be successful. She sat at the edge of her seat (as did we!) as she so personally shared her wisdom, insights and advice to our young audience members. Mary said that she thought one key to her own success was being able to demonstrate complete mastery of one discipline in the early part of her career. She felt that by showing that she could become an expert at something gave higher ups the confidence that she could learn and master more.

Mary is the mother of 3 children and was asked about her own work-life "balance". Mary said that for her the key is work-life "integration", and of course, her Blackberry! Mary has been known to bring her kids in to the office on a Sunday when she has work to do and the kids play on the floor or do their homework. She also said that she thought that we all control our own career path – the shape and steepness of that path is directly correlated to the work we put in and when. If you have children early in your career it will likely lengthen and flatten out the slope of that curve. You can still reach your goal but it might take you a little longer to get there. If you have children later you could have a steeper curve (more success early on) and then your curve might flatten out later on.

Mary also advised our attendees to spend some time abroad if possible. She said she regretted not doing so early in her career before she had children and had more flexibility. She also pointed out that there were a lot of available seats in the first few rows of our venue. Mary said that if she were speaking to a group of men, they'd all assume that it was their right to sit up front. In her observations she has found that women don't often feel as willing to put themselves first or that they “deserve” to sit in the front row.

Mary was warmly introduced by our own Jamie Kramer, C’93, WG’01, who has known and worked with Mary for many years. In addition to Jamie, the Career Networking committee would like to thank all of our members who attended and to Terri and her team for all of their ongoing support! We could not do these events without them!

**Philadelphia – June 25th**

Over 80 young alumnae joined us at Morgan Lewis for our Philadelphia Summer Networking Event. Our featured speaker was Tanya Seaman, GCP’00, who co-founded Philly CarShare, which was one of the earliest, and most successful car sharing programs.

In speaking about her work-life balance during the start-up phase of the company, Tanya joked that she was unaware that it was an option at the time, given how all consuming it was to get the business up and
running. Given that a driving force in her passion for the business was rooted in her desire to do impactful work in the area of environmental stewardship, getting Philadelphia city government to join the program (which was the first government worldwide to do so) and eliminate more than 300 vehicles from its fleet was one of her more satisfying moments. And as proof that she practices what she preaches, she mentioned that she had ridden her bicycle to the event!

She was thrilled that following her passion for living as sustainable a lifestyle as possible had led her to such rewarding work. She closed by encouraging the young women to think about what really motivates them, and try to find a career where that motivation can be incorporated.

**San Francisco – July 11th**

Laura Alber, C’90, CEO of Williams Sonoma Group, sat down for a one-on-one candid interview with TCPW member Ashley Mohan, W’98, at Wharton San Francisco’s beautiful new campus. TCPW member Susan Marx, CW’66, provided rousing introduction to Laura in front of a full house of over 80 San Francisco Bay Area women who attended the event. Laura discussed her passion for retail, her first job, and her rise at Williams Sonoma. She described how the former CEO told her, "you're my man," which she took as the highest compliment that her gender was a non-factor in her promotion. She also answered questions from the audience about balancing work and family and the strategic direction of Williams Sonoma. Afterwards, attendees networked with Laura and each other until we were literally kicked out of the building.

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

The UPAAN Executive Committee for the 2012-2013 term is listed below:

- **President** – Calvin Chen, WH/C97
- **Vice President** – Laura Lin, ENG02
- **Student / University Affairs Committee Chair** – Carlin Yuen, ENG10
- **Technology / Communications Chair** – Eric Chen, ENG02

II. Chapter Leadership

Each chapter has its own leadership structure and selection process for its leadership. The following chapter leaders are in place for 2012-2013.

- **Boston** – OPEN
- **Los Angeles** – Brian Chi, WH10
- **New York** – Jung Lee, WH/ENG07; Helen Wong, W02; Colin Hu, C11
- **Philadelphia** – Henry Chow, C10; Audrey Chang, C10
- **San Francisco / Northern California** – OPEN
- **Washington, D.C** – OPEN

III. Timeline of History and Activities

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<tr>
<th>June 2012</th>
<th>June 2nd: UPAAN-Philly / Penn Dragon Boat Team Places 2nd in Philadelphia’s Independence Dragon Boat Regatta</th>
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<td>June 19th: UPAAN-NYC – Young Alumni Summer Intern Happy Hour at the Frying Pan</td>
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<td>June 28th: UPAAN-NYC: Summer Happy Hour at the Stellan</td>
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<td>June 29th: UPAAN-Philly: Dinner at Han Dynasty</td>
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<td>July 2012</td>
<td>July 13th: UPAAN-Philly: Night Out at Frankford Hall</td>
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<td>July 29th: UPAAN-Philly: Kayaking at Penn’s Landing</td>
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<td>August 17th: UPAAN-LA: Ivy League Summer Social with Brown at Pizza Antica in Santa Monica</td>
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<td>August 24th: PAACH Alumni Happy Hour in NYC</td>
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September 2012

| September 5th: UPAAN-NYC - Young Alumni Welcome to NY Happy Hour at VU Rooftop Lounge |
| September 15th: UPAAN-Philly / Penn Dragon Boat Team wins Silver at Mercer County Dragon Boat Festival |

October 2012

| October 13th: UPAAN-NYC: Volunteers with New York Cares Day at P.S. 734 |
| October 27: Homecoming Weekend |
| • UPAAN National: Bright Ideas Competition & General Meeting |
| • UPAAN National: Homecoming Happy Hour |
| • UPAAN National & PAACH: Homecoming Leadership Brunch |

IV. Planned Upcoming Events

| December 2012 |
| UPAAN-NYC 6th Annual All-Ivy Alumni Holiday Happy Hour with Columbia, Cornell, Dartmouth, Harvard, Princeton, and Yale |
| UPAAN-DC: Holiday Dim Sum Event |
| UPAAN-LA: Holiday Happy Hour |

| January 2013 |
| UPAAN-LA 6th Annual Lunar New Year Dim Sum Brunch |
| UPAAN-NYC: All-Ivy Alumni Leadership Brunch |

| May 2013 |
| UPAAN Alumni Weekend General Meeting |

*Italicized events are tentative.*

V. Other Goals

- **Restructure UPAAN Leadership and Chapter Leadership**

UPAAN is reorganizing its national leadership structure and restructuring the organization to meet current needs. We will be recruiting new leaders to oversee technology and marketing efforts to expand programming and membership. This year will also mark the turnover of several senior National Board member positions. We also have several open/vacant chapter leadership positions available that we will be openly recruiting for through grassroots recruitment and a call for applications. We are implementing a new meeting structure and solidifying our relationship with PAACH and other student groups to develop a leadership pipeline.

- **Establish a Community Interest Fund**

UPAAN is in the planning stages of establishing a fund that will help to support students interested in exploring careers in a community-oriented field. This program will help establish funding for programs such as financially supporting Penn students seeking summer internships in non-profit community interest fields.

- **Website Update and Social Media**
Redesign/update the UPAAN.org website to a more up-to-date experience. We are currently in the beginning stages of launching a new web/e-mail service to help link alumni of Penn APA organizations. Begin to more actively use social media channels already established (Twitter, LinkedIn, Facebook) for promotion to drive attendance/membership.

- **Expansion and Membership Drive**

Identify alumni persona and apply targeted marketing techniques to increase UPAAN membership and interest. Establish programming and communication for current students and graduating seniors to establish awareness of UPAAN in current student body, through joint programs with student organizations and solidifying our relationship with PAACH.