Penn Alumni Reports
Committees and School Organizations

Penn Alumni Board of Directors Meeting
College Hall, Room 200
Saturday, October 29, 2016
Alumni Class Leadership Council
Submitted by Gregory Suss, C’75, President

The ACLC is the advisory board for alumni classes, and is comprised of experienced volunteer alumni leaders representing classes spanning nine decades. The Board works closely with Alumni Relations to provide classes with tools for class leadership and best practices to engage alumni. ACLC members provide insight to classes on communications and reunion planning process as well as non-reunion year activities. The ACLC co-hosts the Penn Reunion Leadership Conference (PRLC), selects Class Awards, manages Class Elections for the 5th-40th reunion classes and hosts a Presidents’ Event for undergraduate class leaders bi-annually.

The ACLC operates with a committee structure: Operations, Membership/Pipeline, Communications, Awards, Special Projects, Campus Event and Emeritus Engagement.

Committee reports for this year:

Operations Committee – Operations has completed full redraft of the ACLC bylaws, which were ratified in September 2016.

Membership/Pipeline – Membership/Pipeline has vetted candidates for Board membership and developed a system by which terms are tracked in order to ensure regular turnover.

Communications – Created templates for class presidents to send emails to classes on a regular basis during year. This is a groundbreaking step for enhancing class communication.

Awards – Restructured awards process for Class Award of Merit and David N. Tyre Class Communication Awards.

Campus Event and Emeritus Engagement - Developed expanded schedule of events and talking points to further integrate ACLC’s presence and impact; working to elevate involvement with Penn Traditions staff; and institutionalizing status and roles of ACLC members following the expiration of their terms.

Special Projects – Planning bi-annual Presidents’ Event to be held in January.

In addition, new initiatives are being planned to facilitate:

- Increased undergraduate engagement to promote the transition to alumni participation
- Greater outreach to young alumni leaders to build foundation of best practices early on
- Regular interactions and communications with class presidents and the greater alumni class leadership community to mine best practices and innovations

Alumni Class Leadership Council
Executive Board

Gregory Suss, C’75, President
Dale Borenstein Bell, MT’81, Operational Co-Chair
David Blatte, W’86, Membership/Pipeline Co-Chair
Ben Craine, W’65, Co-Chair Communications
Lisa Nass Grabelle C’93 L’96, Special Projects Co-Chair
Lauren Hedvat, ENG’05, C’06, GEN’07, Class Awards Co-Chair
Tripp Hornick, C’02, Campus Event/Emeritus Engagement Chair
Brian Katz, C’88, W’88, Class Awards Co-Chair
Kyle Kozloff, W’90, Special Projects Co-Chair
Jodi Miller, C’14, GED’16, Communications Co-Chair
Mary Ellen Cianfrani Miller CW’69, GSE’74, Communications Co-Chair
Brad Richards, C’92, Membership/Pipeline Co-Chair
Steven Roth, W’66, Operational Co-Chair
Brett Weinheimer, W’00, President Emeritus
Stephanie S. Yee, C’08, Operational Co-Chair

Board Members

Lisa Aldisert CW’75, G’75, Campus Event/Emeritus Engagement
Gail Spiegel Cohen, C’76, D’80, Communications
Howard Coonley, C’66, Campus Programs/Emeritus Engagement
Howard Freedlander, C’67, Membership/Pipeline
Stan Greene, C’78, Membership/Pipeline
Lolita Jackson, SEAS’89, Communications
Lois Ellis Jakubowski ED’59, Membership/Pipeline
Kaitlin Meiss, C’15, Operational
Mae Agnes Pasquariello, CW’53, Class Awards
Jesus Perez, C’16, Undergraduate Engagement
Darren Tomasso, C’17, Senior Class President/Undergraduate Engagement
Alice Way Waddington ED’49, Communications
Orville R Walls III, C’91, Class Awards
Sue Dreier Wishnow C’86, Membership/Pipeline
Melissa Wu, C’98, Membership/Pipeline

Classes & Reunions Staff Liaisons:

Lisbeth Willis, Director
Emily Horner, Assistant
Colleen Kelly, Associate Director
Jeanine McAdams, Assistant Director
Sandra Dirkes Scutt, Assistant Director
Nicole Svonavec, Associate Director,
Penn Traditions & Young Alumni Programming

Office of Alumni Relations
The E. Craig Sweeten Alumni House
3533 Locust Walk, Philadelphia, PA 19104-6226
215.898.7811 / reunion@dev.upenn.edu

www.alumni.upenn.edu/class/aclc
Class websites: www.alumni.upenn.edu/class
Alumni Programming Committee
Submitted by Andrew Rosenthal, C’06, 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.

We are supporting Alumni Relations on a number of initiatives and have highlighted three below. The committee is looking for additional members — this is an ideal opportunity for engagement of alumni who have been club leaders, recent grads who have a passion for events and outreach, and others who can contribute to our mission.

-------

Alumni Award of Merit Gala

Attendance at the Alumni Award of Merit Gala has been below where we’d like, and the Committee has made it a priority to address over the last year and a half.

August 2015: Advised on enhanced language and photos to communicate a more welcoming, accessible event. Implemented for Fall 2015.

Fall 2015 retreat and post-retreat conference call: Reviewed attendance lists from 2011-2015 to identify specific subgroups of alumni invited but not attending. Reviewed evolution in committees/departments invited and ways non-AR staff can assist with driving Gala attendance.

February ‘16 retreat: Committee discussed a survey to better understand reasons for attending/not-attending. Next-step: Engage Benchmarking Committee for data analysis and survey.

Spring/Summer ‘16: Previous honorees were identified as a key group for improved attendance. Suggested addition to invitation (cover note from President Gutmann) and addition to program (reception & photo with President Gutmann, previous honorees, and current honorees) to drive better attendance in this group. Implemented for Fall ‘16 Gala (picture below).
We also identified opportunities for classes and clubs receiving awards to promote attendance to their members. This year, for example, the usual class-wide email blasts are augmented by postings on the Class-specific Facebook pages that were being used to drive reunion awareness and engagement last Spring.

Alumni Education
Complement regional (Club, affinity group, tour) programming and on-campus (Penn Spectrum, Homecoming, Schools & Centers) programming with unique, accessible and high-engagement programming.

One of the most exciting initiatives this year is the Hollywood: History, Industry, Art class taught by Professor Peter Decherney. The class, which started October 20, was oversubscribed, with more than 600 Penn Alumni participating. The content is fantastic, the format is accessible, and the interaction among alumni and between alumni and the faculty (see below) is happening daily.
Hi everyone, my name is Rob Cohen, C’07, majored in cinema studies and psychology. I’m currently working as a staff writer on Law & Order: SVU in New York City. I took lots of cinema history classes at Penn but am looking forward to taking another look at the Hollywood system now that I’m working inside of it (sort of), and curious to hear everyone else’s insights.

Related to: Week 1 / Topic-Level Student Visible Label
This post is visible to everyone.

One of my favorite shows Rob!

---

Lawson Bowling here—Philadelphia native and U. of Pa. ’77, GSE. A history teacher at Manhattanville College in Purchase, NY, I have long taught a course on California history, and so the topic here is of long-standing interest. In a couple of weeks my class here in NY will be considering “The Lion of Hollywood,” about Louis B. Mayer, whose initials, L.B., I like.

Related to: Week 1 / Topic-Level Student Visible Label
This post is visible to everyone.

Hi Lawson! I’m a former Manhattanville faculty member (School of Ed), and it’s nice to see your name again. I graduated from GSE in 1981, and our daughter is currently a junior at M’ville. Small world!

Lion of Hollywood is a great bio. Do you know my old grad school colleague David Lugowski, who teaches there? I haven’t seen him in years.

---

Penn Alumni Winter Retreat:
The Winter Penn Alumni retreat is a chance to gather the Committees of Penn Alumni (along with Class Leadership) for skill development and education, learning about developments on
campus and within the community, and committee-level working sessions. The committee reviewed survey information from the last retreat and agenda and attendance/participation information going back to 2010. The committee provided feedback to Alumni Relations on updating the content and ensuring that participating volunteers are getting maximum value from their experience. We hope you will join us in February at the 2017 winter Penn Alumni Retreat.
Association of Alumnae
Submitted by Linda Shepard Whaley, Nu’85, President

Mission: The mission of the Association of Alumnae is to promote the lifelong engagement of Penn women with the University for the mutual benefit of the University and its alumnae.

Building on the momentum of last year’s leadership retreat, the Association of Alumnae board instituted some initiatives this fall to help attract members to leadership roles and provide for ease of transition for new officers and committee chairs. These include: New Member Orientation at the first Fall meeting and a formal welcome/greeting meeting with designated board members to provide a personal contact for new members.

Also, committee chairs/co-chairs prepared committee goals and action plans for the upcoming year. The plan is that these documents will be referred to and updated on an ongoing basis to guide the work of the committees.

Opportunities for increasing A o A visibility and engagement are always sought. This Fall members greeted incoming Freshman women at the welcome event in August, passing out our t-shirts and extending a warm welcome. Members were on hand, too, at the “Our Penn” event at the Kimmel Center, welcoming queries from interested alums and passing out information about the association and our various activities and events. We were also quite proud to have a member, Patrice Green, C’05, G’08, serve as a panelist on the Women in Leadership Luncheon panel during Penn Spectrum on September 23rd.

September was a busy month for the A of A! We partnered with the Penn Club to host our Fall book club event featuring Law School Professor Kermit Roosevelt and his book Allegiance. The discussion was very aptly held in the Law School, lending the appropriate atmosphere to the occasion. We also held our annual “Women Shaping a Better Tomorrow” colloquium, focusing this year on Advancing Women in Science and Engineering. Our speakers (Dr. Vanessa Chan, Ph.D.SEAS’94, entrepreneur, consultant, and Angel investor; and Dr. Sarah Millar, Ph.D., faculty, Perelman School of Medicine) and our moderator (Michaile Rainey, Director, Advancing Women in Engineering) presented us with thought-provoking information which spurred much discussion. The colloquium was attended by both alumnae and students. Attendees were impressed both with the speakers and the venue (the Glandt Forum in the Singh Center for Nanotechnology).

Some upcoming events for the Association include:

- Our annual Mazzatenta Scholars Presentation program shared with the Center for Undergraduate Research and Fellowships in November. Sophomore and Junior women are especially invited to hear our scholars recount their scholarship-funded research experiences.

• January 16, 2017 – Participation in MLK Day of Service with clothing drive. Donations to go to Career Works.

• February 24, 2017 – Family Night at the Palestra (co-sponsored with Penn Women's Basketball)

Ongoing traditions include our Annual Meeting and Awards Dinner in May during which we honor exceptional female students (both undergraduate and grad level) for their accomplishments as outstanding scholar athletes, for excelling academically, and for their commitment to strengthening ties between the university and its alumni. We also continue to recognize outstanding high school juniors through the Penn Book Award.

The Association of Alumnae is proud, as ever, to continue to provide opportunities for connection and engagement between Penn and its alumnae!
I. Events

A) ALA Back to School Mixer in Philadelphia – September 8th, 2016

Moving forward with the ALA Re-launch initiative, Lisette Garza identified Vicky Kuora C’03 as a great candidate to chair the ALA regional efforts in Philadelphia. The goal of the mixer was to capture the attention of Latinx alumni in the area, discuss the re-launch efforts, and recruit potential volunteers to help with regional efforts.


ALA and La Casa Latina are partnering with the Latin American and Latinx Studies Program to offer a private tour of the exhibit to Penn students and alumni.

C) Homecoming Happy Hour with La Casa Latina at City Tap House October 28th, 2016 7-9pm

ALA and La Casa Latina invite alumni and students to reconnect with old friends and make news on at this awesome location on campus. Delicious food and drink tickets will be provided.

II. La Casa Latina and Latino Coalition

ALA continues strengthening its bond with La Casa Latina. We have collaborated successfully thus far for the beginning of this academic year and we will continue to do so. We work very closely to address the financial hardships of current students via the ALA Emergency Fund, which has proven critical for students who find themselves without a computer during the academic year. We are hoping that regional alumni from diverse work backgrounds will meet with current students once a month as we move forward with the re-launch initiative.

III. Goals

The main focus this academic year is re-launching ALA as a national association comprised of active regional chapters. The current focus is on Philadelphia and San Francisco. We have identified leaders to chair the efforts in these regions. This next stage is geared towards event planning so that we can alert alumni in the respective areas at the start of 2017 and take off!
The Awards and Resolutions Committee
Submitted by Susan Danilow, CW’74, G’74, Chair

The Awards and Resolutions Committee met this past spring to review the nominations for the Student Award of Merit, the Alumni Award of Merit, and the Young Alumni Award. Each Committee member was provided with detailed information about the candidates, electronically, in advance of the meeting.

An impressive number of nominations for the Student Award of Merit were submitted. After a lengthy discussion, the following five members of the Class of 2016 were chosen to receive the award:

Alexis E. Block, ENG’16
Guthrie Gintzler, W’16, ENG’16
Brad M. Hebert, W’16, C’16
Cheyenne R. Rogers, C’16
Amanda A. Russoniello, W’16

The Student Awards of Merit were presented at the annual Ivy Day Award Ceremony, held on Saturday, May 14, 2016, at 4pm in College Hall. The event was inspirational and well attended, with fellow students, family, and alumni there to honor the student recipients.

The Committee met a second time in order to review nominations for the Alumni Award of Merit and Young Alumni Award. After a review of the qualifications of a robust pool of candidates and thoughtful discussion, the Committee unanimously agreed to present the 2016 Alumni Awards of Merit to:

Alan K. Levin, C’64, ASC’65
Paul S. Levy, Esq., L’72
William L. Mack, W’61
Jayne Davis Perilstein, W’80
Ehsan “Nanou” Zayan, CW’73

The Committee also reviewed nominations for the Young Alumni Award and unanimously selected Lauren G. Hedvat, ENG’05, C’06, GEN’07 as the 2016 recipient.

The Alumni Awards of Merit and the Young Alumni Awards were presented at the Annual Alumni Award of Merit Gala, which was held on Friday, October 28, 2016.

The Committee also voted unanimously to present a Commendation to Shaunya G. James, C’06 for her outstanding service to the University as an alumna. Her Commendation was presented to her on September 20, 2016 in New York City.

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:
Edward Anderson, C’65, M’69
Lolita Jackson, ENG’89
Joan Lau, ENG’92, WG’08
Larry Nussdorf, W’68
Julie Beren Platt, C’79
Joseph Rascoff, W’67
Steve Roth, W’66
Peter Shoemaker, C’86
Brett Weinheimer, W’00

As stated in the by-laws of Penn Alumni, members of the Awards and Resolutions Committee serve a five year term. With that said, we would like to thank Lolita Jackson, ENG’89, Joan Lau, ENG’92, WG’08 and Larry Nussdorf, W’68 for all of their hard work and service in helping to choose the awardees over the past several years.

Based on these updates, joining me on the committee for the 2016-2017 year are the following members:

Ed Anderson, C’65, M’69
Ira Harkavy, C’70, Gr’79 (new member)
Susanna Lachs, CW’74, ASC’76 (new member)
Nicole Oddo Smith, C’05 (new member)
Julie Beren Platt, C’79
Joseph Rascoff, W’67
Steve Roth, W’66
Peter Shoemaker, C’86
Brett Weinheimer, W’00

Nominations for the 2017 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/pennalumninominations

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 3, 2017.
Benchmarking Committee
Submitted by Barbara Gao, W’12, C’12 and Lindsay Napor McLean ENG’98, WG’05, Co-Chairs

Committee Members
Lindsay McLean
Barbara Gao
Lora Rosenblum
Dhan Pai (new to our committee!)

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.

Penn Alumni Career Services Survey
The committee is continuing to work on our survey to learn about our peer institutions’ young alumni career services. The survey has been designed and edited, so we are waiting to receive the appropriate contact information of the university staff members before sending it out. Once we have received the responses, we will follow up with the respondents as necessary.

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

We are also looking to add 1-2 members to our committee for interested Penn alumni. For more information on the committee and our activities, please contact Committee Co-Chairs Lindsay McLean (lnapor@gmail.com) and Barbara Gao (barbara.b.gao@gmail.com).
DEAN’S ALUMNI COUNCIL UPDATE

The next meeting of the Dean’s Alumni Council will take place on November 18, 2016 in Philadelphia in conjunction with the SCAVMA Auction. The DAC Committee structure now encompasses Alumni Outreach, Alumni Education, Class Agents & Events Committee, Opportunity Scholarship Committee, and the Student Interaction & Events Committee.

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.

PROGRAMS & INITIATIVES

Continuing Education

The 116th Penn Annual Conference took place on September 27 & 28, 2016 with a pre-conference symposium entitled “Animals Behaving Badly: Veterinary/Welfare Perspectives” on September 26 co-sponsored by Penn Vet and the Centre for Agriculture and Biosciences International (CABI). This was a symposium on problem behavior in pets and leisure horses – the science that helps understand the causes, and ways to prevent or treat them.

The focus for the 2016 Penn Annual Conference was on cancer care and took place at the Sheraton Downtown Philadelphia. The Penn Annual Conference provides sessions to veterinarians and vet techs for their continuing education, and this year included a well-received track for practice managers.

BIG CHANGES FOR PAC2017: The theme for PAC2017 is “Innovations in Veterinary Medicine”. After conducting an intensive review of all aspects of the Penn Annual Conference, it was deemed that the School was in need of a more cost-effective location. Alternative locations were researched and the 2017 Conference will take place at the Chase Center on the Riverfront in Wilmington, Delaware. The new location will save the conference $60,000 and also features:

- Ample free parking with over 2,400 spaces (guests currently pay $20 per day at the Sheraton)
- Easily accessible from I-95 and I-495, direct access via car, SEPTA, Amtrak, or bus. The train station is less than a half mile walk or two minute cab ride
• 87,000 square feet of versatile space including spacious meeting rooms, a 250 fixed-seat auditorium, dedicated open exhibit space and two beautifully appointed ballrooms
• Six restaurants within walking distance of the Conference Center
• Chase Center grand ballroom seats 1,000 allowing all conference attendees to attend the Keynote Luncheon (in the current location we must cap the luncheon at 300 forcing us to turn attendees away from this event)
• Westin hotel is attached to The Chase Center for our overnight guests
• The Wilmington Riverfront is a thriving destination offering tax-free shopping and local attractions including the Wilmington Blue Rocks, Delaware Theater Company, the Delaware Center of Contemporary Arts, and Delaware Children’s Museum, all within easy walking distance

In addition, the Director of Alumni Relations and the Assistant Director of Institutional Events traveled to San Antonio in August to partake in a full day discussion on continuing education topics with representatives from the other veterinary schools. With this information in hand, they hope is to bring all of Penn Vet CE under one umbrella and shape a program for Penn Vet that is beneficial to veterinary professionals as well as profitable for the School.

Events & Programs

In August, the Alumni Office hosted Alumni Receptions at the American Veterinary Medical Association (AVMA) in San Antonio, Texas and the Pennsylvania Veterinary Medical Association (PVMA) in Hershey. The alumni reception at the American Association of Equine Practitioners (AAEP) will be held on December 5 in Orlando and the North American Veterinary Community Conference (NAVC) Alumni Reception will be held February 5 also in Orlando.

Alumni Awards – The Alumni Office awarded the following on September 27 during the Alumni Awards Dinner in the Horizon’s Ballroom at the Sheraton Downtown:
- Alumni Award of Merit – Dr. Sheldon Gerstenfeld and Dr. Deborah Patt
- Alumni Achievement Award – Dr. Stephanie Murphy
- Alumni Relations Student of the Year Awards – Brittany Sembler V’18 and Samantha Fanelli V’17
- Penn Vet Excellence in Teaching Award – Dr. Erica Reineke

The VMDFinder reached over 1,600 hits. This new service is live and viewable to the general public under the PEOPLE tab on the Penn Vet website by clicking the ‘Find a VMD’ button. VMD enrollment in the program is hearty and was promoted in this past Bellwether. This service was created in response to the large number of requests received from Penn alumni and hospital clients who seek a VMD for their pet no matter where they are located in the country. Penn Vet alumni opt into the service and are then listed by state.

In October, the Alumni Office will host Parents and Partners Weekend for V’20. This event allows the family members and partners of the incoming class to experience Penn
Vet on both the Philadelphia and New Bolton Center campuses with tours, talks, and meals. The event opens with a Friday evening happy hour where students from all years can mix and mingle with the families. Alumni Relations was also a big part of first year orientation by having tour groups stop by the Development Office to learn about what we do, having the Alumni Director and two alumni speak during orientation, as well as hosting Alumni Quizzo where alumni joined teams of students for a fun evening event.

The Alumni Office will also be hosting an “Experience Penn” event at New Bolton Center on April 1, 2017 where Penn alumni will be invited for an overview and tour of New Bolton Center.

**Alumni Weekend 2016** is scheduled for May 12-14, 2017 to include New Bolton Center tours, the Dean’s Reception, class dinners hosted at locations around Kennett Square, and the Red & Blue Jubilee Dinner for those celebrating their 50th reunion and higher on Friday evening. On Saturday, the 3rd annual Spring Alumni Picnic will take place on the New Bolton Center grounds featuring live music, a barbecue, games and entertainment for children, tours, entertainment and much more. Tours of the Ryan Hospital will take place on Sunday morning. Those with class years ending in a “7” or a “2” will be celebrating a reunion. A “virtual” reunion for 5th and 10th year reunion classes will be developed with the goal of connecting these alumni to the School and to each other during the years when it is difficult for them to attend an in-person reunion.

The **Bellwether Magazine Alumni Section** has included a new feature article. The first focused on the Nebzydowski family that boasts 12 VMDs. The second feature focused on VMDs working in the fields of zoo, exotic and wildlife medicine. The feature for spring 2017 will be on VMDs working in animal welfare.

The Alumni Office is also developing a **comprehensive metrics system** to measure alumni relations impact and engagement.
Regional Clubs Advisory Board
Submitted by Nicole Oddo, C’05, Chair

The Regional Clubs Advisory Board supports Alumni Relations and our network of alumni clubs throughout the world. If anyone has suggestions for webinars or would like to connect with our regional clubs, please contact Nicole Oddo Smith, neo@alumni.upenn.edu or Tara Davies, Director of Regional Clubs at daviest@upenn.edu. Here is an update on our efforts.

2016-2017 Theme: Engagement
Our second year is focused on engagement. We want to continue our efforts on education and reach more of our club leaders across the world. We will be continuing our successful quarterly calls as well as participating in annual winter leadership retreats and continuing to participate out in the regions. Our hope is to connect more of our club leaders through calls, Facebook, and in person to share new ideas and best practices.

We were very successful with last year’s Education theme with our leadership retreats, quarterly calls, webinar, and social media outreach. Our Philadelphia Leadership Retreat was well attended and our advisory board created and presented significant programming.

Winter Leadership Retreats
Philadelphia, PA – February 17-18, 2017 (as part of the Volunteer Leadership Retreat)
Dallas, TX – June 2-3, 2017
London, England – Fall 2017
Our Advisory Board will serve again as instructors at the Regional Clubs Leadership Retreat in February. We are putting together an agenda based on past requests and interests from the volunteer leaders. We also plan to have a role in the regional retreat in Dallas this summer.

Quarterly Calls
We have successfully hosted two Quarterly Calls and our next one is November 15 at 9am ET and 12pm ET and November 16 at 7pm ET. It will be on Engaging Quakers of All Ages. The Quarterly calls have had great participation and have introduced Alumni Relations resources as well as Understanding your Constituents.

ACAM Award
We have established a committee to review and reassess our Alumni Club Award of Merit voting and recognition process. They have done an excellent job of reviewing what we do well and what needs to improve going forward. We want to be sure our process is transparent and fair for clubs of all sizes.

Club Achievements and Benefits
We have also established a committee to assist alumni relations with making club achievements and benefits clearer and more defined. We hope to roll this out in the next few months.

Homecoming Weekend Notes
We were thrilled to celebrate the Penn Club of DC last night at the Gala and see so many of our regional club leaders on campus. We’ll have an open house later today at the ARCH.
The James Brister Society continues in its revitalization efforts through its “JBS 2.0” initiative. The momentum and early success of the 2.0 initiative was evident during our Annual Fall Conference, which was held during Penn Spectrum Weekend and which drew a record number of JBS participants to Penn Spectrum and to JBS. This is the second consecutive year in which our fall meeting was held during a University-wide event, Homecoming in 2015 and Penn Spectrum in 2016, and, based on our members’ responses, contributed to the record attendance.

The Annual Fall Conference was successful in continuing the momentum of the 2.0 initiative through the increased and very active engagement of the membership in responding to and contributing input into JBS’s future strategies and activities. The most successful outcome was the breakout session in which over 50 JBS members actively worked towards an examination of JBS’ vision and mission for its next generation. We explored and discussed issues such as, “What is JBS and What it’s not,” “Philanthropy and Fundraising Events,” “Membership Requirements and Expectations,” “Volunteerism,” “Event Programming,” and “Mentoring.”

The overarching objective of JBS 2.0 is to position JBS as a major force among alumni groups. As a result, a major part of the session focused on JBS’ mission statement and its possible enhancement. For example, among its current activities, JBS presents student and faculty diversity leadership awards and maintains scholarship and emergency grant funds. We explored how we could become more engaged with the other alumni and student multicultural groups, foster further progress on diverse faculty hiring and retention and increase the fundraising from among JBS members for JBS’ funds as well as for University-wide priorities.

The November issue of our monthly e-newsletter, "The First”, will feature a detailed explanation of the 2.0 initiative and the framework for the direction that JBS is taking as it moves toward greater engagement with alumni, students and faculty of color.
PennDesign Alumni Association
Submitted by Stuart Mardeusz, C’90, GAR’95

Penn Alumni Board Report
Fall 2016
Mission
To support and strengthen the University of Pennsylvania School of Design by increasing communication amongst graduates from all departments and their friends, by offering counsel to its leadership, by assisting with fundraising on its behalf, and by connecting alumni from its various departments with the professional disciplines which its graduates profess.

2015-2016 REVIEW
Boat Tour September 2016
The Independence Seaport Museum (ISM) and PDAA hosted this event to build a relationship between Penn and ISM. There were 32 attendees of all disciplines who enjoyed a boat tour, dinner, and discussion. The ISM is the only year-round space on the waterfront and the space and programming initiatives of this institution provides a great opportunity for helping shape the success of the Philadelphia/Delaware waterfront.

Longwood Garden Tour
Approximately 20 Alumni received a private, behind-the-scenes tour with Longwood Gardens Horticultural Staff.

Rail Park Tour
Approximately 30 Alumni enjoyed a guided tour of Philadelphia’s future Rail Park. The Rail Park will create a new green space, replacing defunct, derelict and overgrown rail infrastructure with a much-needed public amenity to serve existing residents, businesses and students and help generate new residential, business and retail development in the immediate surrounding area. The tour guides were Melissa Kim and Sarah McEneaney, Members of the Friends of the Rail Park Board of Directors. PDAA Penn Alumni Board and Council Report October 21, 2016

PennDesign Alumni Office | pdalumni@design.upenn.edu | 215-898-2539 fax 215-573-6654
Tour of Cira Green  Approximately 50 alumni attended the tour of Cira Green led by Scott Erdy of Erdy McHenry Architects and Lara Hansplant of Roofmeadow.

Student Portfolio Review  Alumni from across all disciplines reviewed portfolios of over 100 students.

Tour of Kevin O’Brien’s Studio  Approximately 15 alumni attended a tour of Kevin O'Brien Studio. Kevin O'Brien, C'80, MFA'87, founder and designer of Kevin O'Brien Studio led guests on private tour of his factory, a renovated movie theater on Broad Street. Working with the Philadelphia Industrial Development Corporation, Kevin acquired the building in 2011 and took eight months to renovate it.

Art Alliance Event  10 alumni attended a curator-led tour of Material Legacy: Masters of Fiber, Clay & Glass at the Philadelphia Art Alliance.

EVENTS FOR 2016-17
Longwood Gardens Tour: Private tours planned for fall 2016 and spring 2017.

PENN Campus Tours:  Many new buildings have completed construction in the last year. Possible tours of New College House or Perry World House to be scheduled.

Trolley Diner/Café at 40th Street Railway:  Project breaks ground in December. Coordinated series of site tours to see project from groundbreaking to completion

Firm Crawl:  Event is planned for November 4th. Partnering with Student Council and will include limited alumni.

Kayak Tours:  Tour on the Schuylkill in spring. Visit to Bartram’s Garden and River Walk.

Student Portfolio Review:  Alumni from across all disciplines reviewed portfolios of over 100 students.
Penn Engineering Alumni Society
Submitted by Sevile Mannickarottu, ENG’17, President

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 9 Past Presidents, 12 Directors, and 4 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 18 board committees are able to produce and promote programming in support of these goals. 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 Days (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 also works closely with the Engineering School’s Advancing Women in Engineering program to support events.
• 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. This program also includes an Externship program for students in their second academic year.
• Graduate Masters 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 7th Annual Masters/Alumni mixer in the spring.
• The EAS will again be hosting a panel event for students to learn about the current laws and practices around patents.
• 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 was held in September 2016 for upwards of 400+ graduate and PhD level students. While in previous years it was held in the summer, the event was moved to the fall to target more Masters students, as Masters students are often away for internships during the summer.
Programming for Engineering Alumni

• The reach of EAS is most clearly quantified through a quick check on our extended membership base. The group includes nearly 4000 verified alumni who participate in either the LinkedIn or Facebook alumni groups.
• A dedicated team continues to update & maintain the EAS website 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 following several of our meetings each year and the board joins the students for one engineering lecture each year. In May, a tour was arranged of the Pennovation Center and the PERCH lab facility. The Philadelphia Society of Women Engineers Chapter was invited and a few of their members attended as well.

Programming for Alumni & PENN

• On the 29th 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 2016-2017 Executive EAS Board includes representation from SEAS classes from 1969 to 2008:
• President – Sevile Mannickarottu, EE
• Vice President – Dawn Becket, CSE
• Vice President – Jim Brennan, CE
• Vice President – Paul McLaughlin, GEN
• Secretary – Jay Olman, ME
• Treasurer – Russ Miller, EE

http://www.seas.upenn.edu/alumni/alumnisociety
PennGALA continues to progress on a series of initiatives aimed at expanding our regional base, connecting current students and alumni, and fostering Penn pride in all our alumni members. This homecoming will mark our second annual leadership retreat at which committee members will work to update our strategic plan, set the PennGALA calendar for the coming year, and report on progress.

**Homecoming 2016**

PennGALA has partnered with the LGBT Center and the Lambda Alliance to host what we feel is our most ambitious programming to date:

- PennGALA LGBTQ Alumni Social (Saturday, October 29, 5:30pm - 7:30pm)
  - Hosting a social event at the Penn Women’s Center
  - We will be highlighting Lambda Alliance’s 10 year anniversary as well as having a couple members of Lambda speak briefly to update alumni

**Regional Events**

Since our last report, PennGALA hosted a series of successful events aimed at expanding our base and encourage our members to participate as active and engaged alumni. Cities/regions that now have regional event coordinators include:

- Chicago (Meg Hlousek)
- Miami (Steve Deitsch) & Fort Lauderdale (How Diamond)
- New York (Ryan Hayward)
- Washington, DC (Brian Carney and Alexis Ruby Howe)
- San Francisco (Philip Shecter and Steven Huang)

One of our major goals is to continue expanding PennGALA’s quality regional programming. For the remainder of 2016, we will focus on establishing a presence in the following cities:

- Atlanta
- Boston
- Denver
- Phoenix
- Seattle
- London
- Toronto
Regional Events Cont.
Recent PennGALA Regional Events included:

- September 11th – PennGALA Goes to the Movies (Washington, DC)
- June 25th - Penn & Yale Pride party in New York City - over 275 attendees
- June 11th - Penn Pride Parade in Washington, DC

Newsletters
PennGALA continues to rely on our strong communications schedule in conjunction with Alumni Relations. We send quarterly newsletters, with information from both undergraduate and graduate student groups, updates from the LGBT Center, and profiles of alumni, faculty, and current students (undergraduate and graduate). These newsletters also contain information on our diverse regional events, as well as co-sponsored events across the country. We also try to include updates on members of the Penn LGBTQA community who make the news. This new format has been well received by our constituents.

Social Media
We continue to utilize Facebook and LinkedIn as an informal way of reaching alumni and friends with the latest news from Penn. This enables our members to network with others who share their interests at their own convenience.

Mentoring
PennGALA has continued its focus on mentoring current students, both undergraduate and graduate. Steering Committee member Meg Hlousek has taken on the task of coordinating this program.

PennGALA is building a stronger, more comprehensive mentoring program. We officially announced the launch of the mentor program in September. We are currently seeking alumni who are interested in serving as mentors or mentees. Here is our online form: https://goo.gl/forms/7VJBlGxqRCWNp6vG3. Mentors and mentees will connect over career opportunities, experiences as a professional, career networks, and more.

If you have any further questions, please contact co-chairs Marianne Mondt, C’08 (mondtm@alumni.upenn.edu) and Amelia Aldao (amealdao@gmail.com)

PennGALA 2016/2017 Steering Committee
Amelia Aldao, C’06 – Co-Chair
Marianne Mondt, C’08 – Co-Chair
Victor Galli, C’12 - Secretary
Dawn Androphy, C’15
M. Brian Bixby, GNU ‘97
Brian Carney, C/W’84
Katherine Driscoll, L’11
Jonathan Hakim, C’08
Marco Herndon, C’16
Meg Hlousek, C’12

24
Penn Graduate School of Education Alumni Association
Submitted by Melinda Sweeney, GED'12, President

The Education Alumni Association (EAA) of the University of Pennsylvania Graduate School of Education (Penn GSE) has 36 board members from across the country, with two living internationally. Our average age is 38, with ~75% of female members and ~37% identify as people of color. For FY16, we achieved 67% participation to the Penn GSE Annual Fund.

This past summer, we created four working groups in areas not only to meet the needs of Penn GSE but also to provide more opportunities for board members to engage remotely. The working groups include the following topics:

Dean’s Tour Planning Working Group: Dean Grossman has started her Unlocking Opportunity Tour. Her first stops were Philadelphia (9/20/16), New York City (9/27/2016), and Chicago (10/25/2016). The tour continues into the Spring with travel to San Francisco, Los Angeles, Boston, and Washington, DC. The working group was tasked with providing content, insight, and feedback in addition to attending and assisting in event logistics and connecting with fellow alumni to share information about the tour.

Remote Programming Working Group: This working group was tasked with developing a strategy to remotely engage alumni.

Alumni Survey Working Group: Recently, Penn GSE launched an Alumni Survey to better understanding the interests of our alumni community in an effort to develop and provide relevant programming, communication, and services. The working group was tasked with helping to develop this survey through research and data mining as well as providing feedback on questions.

EAA Board of Directors Strategic Planning Working Group: To align the working priorities of Penn GSE with the work of the EAA, this working group was created to help create a strategic plan based on information found at peer institutions and through focus groups and outreach with current and past volunteers. Additionally, this working group will transition into the newly formed Governance Committee.

Through our efforts to ensure that the EAA and Penn GSE are working toward similar goals, we have also developed two additional committees: Annual Fund Committee and Admissions Committee.

On October 15, we convened for our fall retreat where we engaged in conversations surrounding the Dean’s priorities, building and strengthening ties between the EAA and various Penn GSE offices as well as brainstorming ideas for increasing alumni participation. We left the fall retreat with renewed energy as we gear up for an exciting new year ahead.

Melinda Sweeney, President
Jill Bartoli, VP of External Relations
Sophia Li Ferry, VP of Operations
Brittany Maschal, Membership Director
Melissa Trotta, Secretary and Treasurer
Jane Lindahl, Penn GSE Staff Liaison
Penn Medicine Development and Alumni Relations:
Medical Alumni Advisory Council Sponsored Activities
Submitted by Howard Eisen, M’81, 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 2016-2017 events and projects:

Parents and Partners and White Coat Ceremony
In August, the Alumni Development and Alumni Relations (ADAR) welcomed 533 parents and partners of the 2016 incoming class. Guests were treated to a morning of sessions ranging from hands-on simulation to firsthand experiences with the standardized patient program allowing all participants the opportunity to experience what it is like to be a medical student at the Perelman School of Medicine. Following Parents and Partners, all were invited to the White Coat Ceremony where Howard Eisen, M’81, INT’84 offered words of wisdom to the new students on behalf Medical Alumni Advisory Council. Thanks to a generous gift from Lou Matis M’75, each incoming medical student received a new stethoscope.

AAMC
Dean J. Larry Jameson will welcome alumni, faculty, and guests at a reception during the Association of American Medical Colleges Annual Meeting in Seattle, Washington on November 12, 2016. We are pleased to have alumni, faculty, guests, and senior administrators in line to attend, including:

- Ralph Muller, CEO of the University of Pennsylvania Health System
- Gail Morrison, M’71, FEL’76, Senior Vice Dean for Education and Director of Academic Program, Perelman School of Medicine
- Beth Johnston, Executive Director, Clinical Practices of the University of Pennsylvania Health System
- Dr. Lisa Bellini, Vice Chair, Education and Inpatient Services, Department of Medicine and Vice Dean for Academic Affairs, Perelman School of Medicine
- Dr. Lee Fleisher, Chair, Department of Anesthesiology and Critical Care, Perelman School of Medicine

Women in Medicine
The 55th annual Elizabeth Kirk Rose, M’26 Women in Medicine event will be November 29, 2016. Senior Vice Dean for Education, Gail Morrison, M’71, FEL’76 will present Diane Jorkasky M’77 FEL’83 with the Elizabeth Kirk Rose, M’26 Women in Medicine Award for her dedication to the School and to the field of medicine as an exemplary female physician and patient advocate.
**Student Study Break**

The Office of Alumni Development and Alumni Relations continues to host its monthly Study Breaks. Held in the heart of the Medical School, all four years of students are welcome to come take a break and get to know the Alumni Development and Alumni Relations and the many different ways they can become involved with alumni.

**HOST Program**

Every Fall, ADAR works to link fourth year students who are interviewing across the country in an effort to reduce travel costs through the Host Our Students as They Travel (HOST) Program. Last year, the HOST program had 106 student requests and was able to make 85 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:**

The Office of Development and Alumni Relations successfully launched the new Perelman School of Medicine Alumni Mentorship Program online. Over 600 alumni have signed up to participate as mentors to the next generation of Penn Medicine physicians. Students can research and connect with alumni on Quakernet. Our office has continued to market this program and run it throughout the year, allowing the students to seek out mentors.

**House Staff**

With the help of Dr. Jeff Berns, Associate Chief of Renal Electrolyte and Hypertension, Associate Dean for Graduate Medical Education, and Director, Renal Fellowship Program at the Hospital of the University of Pennsylvania and the Presbyterian Medical Center of Philadelphia, ADAR is embarking on a campaign to renovate the House Staff Lounge in the Hospital of the University of Pennsylvania. Eric Hudgins, President of the House Staff Governing Council and neurosurgery resident, will help lead the house staff effort to support this project. In addition, the Office of Development and Alumni Relations will be hosting an event for all residents and fellows on December 17, 2016 to launch the project.

**Medical Alumni Weekend**

Medical Alumni Weekend 2017 will take place on May 11 – 13, 2017. The weekend kicks off with a Scholarship Reception recognizing the many donors who make medical school affordable. The 50th Reunion Class hosts a panel discussion on Friday morning followed by a panel featuring a few of Penn Medicine’s illustrious faculty members. In addition, the Office of Alumni Development and Alumni Relations has invited numerous alumni celebrating milestone reunions to participate in a mini talks session highlighting their careers and research.

Dean Jameson will have the honor of presenting the 2017 Distinguished Graduate Award to Peter Jannetta C’53 M’57 INT’64 (posthumously) and Fred Kaplan GM’81 during the Annual Alumni Awards presentation during reunion weekend.
Southern California Regional Advisory Board  
Submitted by Kyle Kozloff, W’90 and Denise Winner, W’83, Co-chairs

The Southern California Regional Advisory Board (SCRAB) is looking forward to another successful year in 2016-17.

Recent Events
Summer is typically a slow time in terms of events given vacation schedules. However, we were able to host a few SCRAB events during the last four months.

- We hosted our 2nd annual theatre event in early June at the Wallis Annenberg Center, including dinner at Nic’s Martini Lounge in Beverly Hills. Our members then watched “City of Conversation,” a stage play about the politics of politics.
- A number of SCRAB members joined with supporters of Penn Athletics for a special evening with Penn Wrestling in June.
- We kicked off the 2016-17 year with a fabulous dinner and presentation with Ann Pappageorge, Vice President for Facilities and Real Estate Services at Penn. The late September event was attended by about 30 people, including a few new SCRAB members.

Strategy for 2016-17
At our Executive Board meeting in June we discussed ways to attract new members, as our membership numbers did not grow as hoped during 2015-16.

- We made changes to the language in our renewal letter to remind members that SCRAB membership is both a privilege and a thank you.
- After two years of pushing exclusively for online dues payments, we made the decision to equally push online and pay-by-check.
- In an effort to combat the overwhelming inflow of electronic communication, we reverted to snail mail for prospective member communications. Early response has been encouraging with more than 10 new members.
- We continued the discussion about Board composition and succession planning at the Board level. Michal Clements was appointed Membership Director.

Upcoming Events
We continue to look for more educational, networking, and social events for SCRAB. A selection of upcoming events will include:

- SCRAB presence at Our Penn Los Angeles
- Annual holiday party in December (at Tortilla Republic)
- South Bay Social hosted by the Bronchick (C’84) family (wine and pizza)
- Wine tasting with Penn Alum-owned winery (Schlein Vineyards)
- And more…

**Trustees’ Council of Penn Women**  
Submitted by Hildegard Kanamuller Toth, C’79, Chair

TCPW has had a busy, productive year so far – hosting an Interviewing panel discussion for students, nine Networking events, celebrating our new Emerita Committee, and hosting several Regional events. Our Fall Conference, taking place this week is based on Penn’s Year of Media - Media Mania: The Prevalence of Media in Our Everyday Lives.

**TCPW 2016 Summer Networking Event Series**  
Now in its 11th year, TCPW had ambitious goals for our Summer Networking Event series. These events, for rising Penn Junior and Senior women and young Penn alumnae, help Penn women to continue to grow their personal networks and networking skills. We have had 7 events, with 2 more still to come for a total of 9 events this year. We hope to be able to reach over 750 Penn Women with these networking events.

- **Boston** - July 25th - University Club
  
  Speakers were a Mother-Daughter panel featuring TCPW member Helen Frame Peters, CW’70, G’74, GR’79, and her daughter Kate Parker C’06 MPA’12.

- **Chicago** - July 13 - Grant Thornton Offices
  
  Speakers: TCPW member Lynn Jerath, W’95, President of Citrine Investments and Camara Brown - one of the Our Penn student speakers.

- **Beijing, China** - March 29th - Wharton China Center
  
  Dress for Success - co-sponsored by TCPW and My Fashion Diary. Teaching professional women the dos and don'ts of office wear and how to form good first impressions. Panelists: Tracey Chang (anchor and CCTV reporter), Mona Gao (Jumei.com CFO), Semmy Huang (CDH Managing Director), Zou Qin (Yimei Huijin CFO), Linda Dong (MFD Founder & CEO) and TCPW member Loretta Evans, GEX’95.

- **Los Angeles** - August 9th - LA Museum of the Holocaust
  
  Panel discussion about Women and the Holocaust: Roundtable with professors teaching on the topic of the Holocaust in Los Angeles area - USC, UCLA, Pepperdine, LMU.

- **London** - November 3rd - Morgan Lewis London
  
  Speakers: Ellen Brunsberg, WG’91, former CEO and President of GE Capital Real Estate Europe and Alison Sachs, C’91, W’91, WG’96, Managing Director of Azzedine Alaia"

- **Miami** – February 2017 – TCPW member Elsie Howard’s home

- **New York** - June 22nd - Penn Club of New York
  
  Speaker: Jenn Hyman, Founder/CEO Rent the Runway
• Philadelphia - July 18th - High Street on Market

Speaker: Ellen Yin, Restaurateur and owner of High Street Hospitality Group, which includes two Philadelphia restaurants: Fork and High Street on Market.

• San Francisco - July 26th - Google San Francisco

Panel discussion including: Cipora Herman, former CFO of the 49ers, Jackie Reeses, Capital Lead and People Lead at Square, and Julie Bornstein, COO Stitchfix.

TCPW new Emerita Committee hosts first event

TCPW’s newly established Emerita Committee hosted its first event on September 15th at the Penn Club of New York. The Emerita Committee was established in order to continue to keep our Emerita TCPW members engaged with TCPW in meaningful ways. The committee is focused on passing along the history of TCPW and adding context to our mission and actions of today.

TCPW new Regional Committee hosts events around the country

TCPW’s newly established Regional Events Committee worked with members in many cities to host events. We formed this new committee to provide a sense of community within TCPW between our semi-annual conferences, and let members engage with the organization even when they cannot attend events on Penn’s campus. We currently have regional committees in Boston, Chicago, Los Angeles, Miami, New York, Philadelphia and Washington, DC.

TCPW Hosts Interviewing Panel for students

On October 17th, many eager undergraduates attended what has become an annual “Interview Do’s and Don’ts” event cosponsored by TCPW’s Career Networking Committee and Career Services at Penn.

Moderated by Career Networking Co-Chair, Lisa Aldisert, CW75 G75, the panel included:

• Margaret Galiani - Recruiter, Google
• Kevin Rose - Associate, Campus Recruiter, JP Morgan Chase
• Jasmin Senior - Campus Programs Manager, Comcast Corporation
• Carley Tableman - Director of College Recruitment and Development, Bloomingdale’s
• Sherri Wasser - Senior Recruiter, McKinsey

The students peppered the panelists with great questions, many of which centered around how to ask great interview-appropriate questions.
TCPW Fall 2016 Conference
The theme of our Fall Conference was taken from Penn’s Year of Media - Media Mania: The Prevalence of Media in Our Everyday Lives.

The Media: How to define this term? The word is derived from the Latin (plural of medium) and its first documented use can be traced to a Canadian communications theorist, Marshall McLuhan in 1954. It is a collective term centered around general communication, information, and entertainment in society. Taken in this context, the beginnings of media used by humans dates to cave drawing and maps, to the marathon runner of ancient Greece, to the postal systems of the Persian and Roman Empires, and to the first transatlantic radio broadcast in 1906.

Fast forward to TCPW’s Fall Conference 2016: There has been a media revolution in our lifetime! Our conference includes a discussion of media’s transition from the analogue to the digital and its use for improving and protecting society. We networked with Matt Griffin from the Office of University Communications on the personal use of social media. We examined the two-way street of social media and its influence for the positive (price of EpiPen) and for the negative (cyberbullying). We concluded our conference with the dedication of the Pennovation Center. We also celebrated two TCPW Alumni Award of Merit recipients - Jayne Perilstein, W’80, one of our former TCPW Chairs, and Nanou Zayan, CW’73.
1. Executive Committee
   Current National Board:
   • President: Michael Mariano ’00
   • Marketing Chair: Ben Watkins ‘13
   • Programming Co-Chair: Ben Huynh ‘14
   • Programming Co-Chair: Paulo Bautista ‘14
   • Finance Chair: Ravi Chaganty ‘09

2. Chapter Leadership
   Our current regional chapter leaders are the same as in May 2016. Please read below for our current initiative to recruit new regional leaders
   • Los Angeles
     o President: Brian Chi ‘10
   • San Francisco
     o President: TBD
     o Regional Board Member: Ben Alisuag ‘09
   • New York (yPAAN)
     o President: Monica Chen ‘09
     o Class of 2012 board members: Eileen Feng ’12, Karan Dhruve ’12, Shivani Parikh ‘12
     o Class of 2013 board members: Michelle Leong ’13, Kevin Jiang ’13, Tanvir Gopal ‘13
     o Class of 2014 board member: Ankur Goyal ’14

3. National Initiatives
   • Alumni Programming & Community Building
     o Since our last update in May 2016, our two main current initiatives continue to include identifying new leadership and members for our active and idle regional chapters, as well as strengthening relations with the current APA student community. We have already identified three individuals to start planning events for our San Francisco chapter, and we continue to work with alumni relations to contact additional individuals to be members of our regional boards in Philadelphia and New York.
     o Our New York Chapter, yPAAN, has planned numerous events to reach out to younger alums, and they had a welcome event for New York interns over the summer. yPAAN events help younger alums transition and adjust to life in New York. Please refer to Section 4 (programming activities) for event details and descriptions.
With a number of our board members’ terms coming to completion after alumni weekend 2017, we will start identifying potential new board members after homecoming.

• Communications
  o One of our main initiatives remains strengthening relations with current students. One of our board members, Paulo Bautista Wh’14 has been the main liaison for coordinating with on-campus student groups. UPAAN assisted in planning and funding PAACH’s 15-year anniversary in October 2015, and we will be co-sponsoring PAACH’s celebration for the 15-year anniversary of APALI (Asian Pacific American Leadership Initiative) during homecoming 2016.

• Finance & Fundraising
  o In 2015 UPAAN continued raising funds for the UPAAN Public Service Internship Fund and provided a Penn Student, Hoang Ping Nguyen, with $1,500 in funding for summer 2015. UPAAN decided to put the Public Service Internship on hold for 2016.
  o UPAAN will begin discussion with Alumni Relations on the possibility of reinstating the Public Internship Fund for 2017.
  o As mentioned in the previous section, UPAAN board members helped fundraise for PAACH’s 15-year anniversary, and this was an opportune time to contact and identify potential donors for UPAAN.

• National Board and Chapters
  o As discussed in our previous committee report in May 2016, UPAAN saw many of its regional chapters go inactive. We have identified three members to help revive our San Francisco chapter, and we will now shift our focus on identifying individuals for our Philadelphia and New York chapters.

4. Programming Activities
   - Alumni Programming & Community Building

   o May 14, 2016 | UPAAN | Alumni Weekend Event – Leveling Up Your Career - UPAAN will lead a discussion about how to tackle different issues in the workplace and how alumni can expand their network with other alumni, faculty, and new graduates from all walks of life. Some of the questions and topics during the discussion will include: How do you make a good first impression on your new boss and coworkers? Interested in potentially changing careers but not sure about how to take the leap? Anxious that your personal network might not be expansive enough? Ever heard of the Bamboo Ceiling and wondering how to break thorough?

   o June 25, 2016 | yPAAN Welcomes Summer Interns - Summer is here and yPAAN is once again hosting its annual welcome event for NYC
interns at Smorgasburg, New York's large outdoor food market. This event is open to everyone from current interns to graduated alums to foodies.

- **June 20, 2016 | yPAAN Guide To City Life** - In an effort to make graduates’ and summer interns’ moves a little easier, yPAAN's 2016 Transition Guide is a helpful resource to living in NYC. Included are friendly tips about life in the city, like finding an apartment, understanding the subway system, ways to manage your income (like an adult!), fan-favorite Asian restaurants, and more!

- **June 20, 2016 | yPAAN Holi Brunch / "Encountering Vishnu" Exhibit at the Met** - yPAAN hosted an event for an Indian brunch at Tandoor Oven in New York in celebration of Holi, the Hindu spring festival! We'll follow brunch up with a cultural outing to "Encountering Vishnu: The Lion Avatar in Indian Temple Drama" at the Metropolitan Museum of Art.

- **October 29, 2016 | UPAAN Homecoming Happy Hour at City Tap House** - University of Pennsylvania Asian Alumni Network (UPAAN) and the Pan Asian American Culture House (PAACH) invite alumni to join them at the Homecoming Alumni and Student Happy Hour. This is a great opportunity to reconnect with old friends and make new ones! Delicious food and drink tickets will be provided.

- **October 30, 2016 | APALI 15-Year Anniversary** - UPAAN and PAACH (Pan Asian American Community House) will co-sponsor the 15-year anniversary for APALI, the Asian Pacific American Leadership Initiative.