With the beginning of 2017, the imminence of Penn’s Class of 1968’s 50th Reunion came into sharper focus. Thanks to Class President Alex Conroy, Outreach Vice President Elsie Howard, and an energetic and creative Reunion Committee, multiple committees are at work planning the program for the reunion weekend on May 10-14, 2018, selecting sites for events, and reserving hotel rooms in all price ranges and at various locations on and off campus.

Above all, your Reunion Committee is doing its very best to facilitate the connection of one classmate with another. We know that the heart of our 50th Reunion is reaching out to old friends, renewing connections that have become dormant, but can easily be refreshed. To see how the planning of our 50th Reunion evolves make sure that we have your email address. Beginning in June our Class Newsletter will be published every six weeks.


The Class of 1968 has launched a class-only website to connect us to one another! The site has already uploaded our 1968 yearbook The Record and classmates will find their yearbook photo on the site. Once you register and answer a few questions about your life-journey these past 50 years - all registrants will receive an update. We hope that you will include a current photo too, unless you look exactly the same as you did in 1968.

Registration is easy. All you need do is:
1. Go to your web browser. Enter penn1968.com
2. Go to the tab entitled “First Time Visitors”
3. Follow the prompts and “you are good to go”
4. Make sure that you check all the “NOTIFY ME” boxes that ask you if you want “updates” etc.

The site is password protected, and I personally approve every registrant to the site to ensure that only members of the Class of ’68 have access. Member privacy and security comes first. Every user has individual privacy control, Instant Messaging, and can chat privately with other members. There is a “Who’s Online” feature and members can see who is using the site in real time. There is an Announcement Board that we can use. We will calendar reunion-connected events. In addition, there is a “In Memoriam” section with a “private comments board”, where we can pay tribute to those of us who have passed away.

Another noteworthy feature of this website is that it updates each registrant every time another classmate joins the group and every time an update is added. (There are several “NOTIFY ME” boxes you need to check for this feature to be active.) In the spring of 2018, before our 50th Reunion, the profiles on our site will be downloaded into our reunion Record, a printed book that will be given to members of the class.

Remember, this website is only for the Class of 1968 and your registration ensures that you will be included in the Class of 1968 50th Reunion Yearbook.

See you online—at the 50th, if not before.

If you have any questions please email me at bettyrothschild@gmail.com.

Betty Ostrov Rothschild, CW’68
Introducing the Class of 1968 Legacy Garden

By Fran Poeppelmeier Sheeley, CW’68

The Class of 1968’s Legacy Project, in honor of our 50th Reunion, is centered around a Legacy Garden to be located on College Green. A carefully designed, peaceful setting will welcome members of the University Community to spend some time remembering the past and contemplating the future. We envision a space that is lush with beautiful plantings that encourage hope and inspiration. Benches and a low, granite wall will provide a place to rest. It is also our intention to “plant” a Time Capsule in the garden.

We are working with the Class of 2018 on this project in the hope that it will be opened at their 50th reunion in 2068! Please let us know if you have thoughts about what to include in the time capsule.

We have three goals for the garden. Our first is to rally the Class of 1968 around a permanent and visible project that WE, as a Class, have chosen – one that resonates with everyone as we celebrate the 50th Reunion from the university that has meant so much to us. It is important to convince our friends that this project is worthy of their support. We will raise the funds to build the garden, install benches and plantings, and provide for the ongoing care of our space. This will be done in concert with our Class commitment to Undergraduate Financial Aid, which remains our other legacy priority.

Our second goal is to create a welcoming place for alumni and visitors to the University. The Class of 1968 Legacy Garden will be a permanent, meaningful place on campus for everyone who visits, and recalls how much Penn gives to each graduate.

Our third goal is to involve the Class of 2018 in our efforts. We believe that a place on campus deserves to have an ongoing commitment from those who will be around for another 50 years, and, with that in mind, we have recruited the Class of 2018 as our partners. The Class of 2018 will also suggest items to include in the Time Capsule. The Class of 1968 is committed to the idea of a legacy partnership, connecting new graduates with our class as we celebrate our 50th reunion, and building a new tradition that we hope will resonate with future 50th reunion classes as they forge a similar bond with graduating seniors.

Our 50th Reunion will leave a living legacy, in the heart of the Penn campus, to be enjoyed by the generations that follow us.

Join Us at the 50th Reunion

Dear Classmates, We hope that this newsletter finds you well and enjoying the early months of 2017! As we begin planning for our 50th Reunion in May 2018, we are stepping up the effort to involve all of the undergraduate activities we were a part of. We want to recruit classmates who are willing to help us contact friends in the many organizations, groups and clubs that we participated in. This is a very long list of organizations – volunteers are needed to connect with every athletic team and service organization (from Kite and Key to Campus Chest to Connaissance), every honor society – Hexagon to Mortarboard and more, all publications – including The Record and the DP, sororities and fraternities, clubs, Band and – the list goes on. These activities brought us together, creating friendships beyond the classroom. We want to build on those bonds and your recollections.

Let us share with you Doug’s experience with his fraternity at their 40th reunion: We made a big effort to bring together the class of 1968 members in our fraternity for a special dinner. We personally contacted everyone and the response was remarkable: We brought together most of the members of our class. As you would expect, we had a great and memorable evening together. We have heard of other similar successful events and we would like to replicate this experience across as many groups as possible during our 50th Reunion celebration. We have allocated time in the Reunion Schedule to bring people together through their “affinity groups”.

This outreach requires your involvement and leadership. Many classmates have already agreed to help. We want to add your name to the following list:

- **Bill Creeden** leads recruiting for all men’s athletics teams.
- **Bob Fountain** is recruiting lightweight crew. Every team needs a recruiter. (The Athletics celebratory breakfast will take place on Saturday morning of Alumni Weekend)
- **Tad Decker** chairs fraternity outreach with **Dave Montgomery & Jim Collins**, current volunteers include **Frank Osborn, David Buchen, John Smigelski, Chip Kowalcyk, Michael Crow, Jack Goldenberg & Mark Grant** – but we need every house represented.
- **Carolyn Marcus Jacobs** leads our women’s athletics outreach
- **Betsy Scott Kleeblatt & Barbara Russo Bravo** chair sorority outreach. Ladies- sign up to recruit your sisters
- **Betty Ostrov Rothschild** and **Jim Rothschild** are recruiting the DP, Benton Union Board & Connaissance
- **Mona Shangold** is on deck to recruit for Mortar Board & Pennsyngers.
- **Allen Sokal** leads the Glee Club outreach

It’s fine to have more than one person lead the effort—we’ll put you in contact with each other. Your involvement will ensure a great 50th Reunion. Thank you. We look forward to working with you and – for sure – to seeing you in May of 2018 – or sooner!

Best personal regards,

Doug Cox, W’68, WG’73
dougcox@verizon.net

Sidney Rodbell, W’68
sprodbell@gmail.com

Elsie Sterling Howard, CW’68
elsiehmi@gmail.com

SPRING 2017
When I was 18, my daddy put me on a Greyhound bus with a small cardboard suitcase and $200, and sent me off to a strange city a thousand miles away. I was finally on my own, turnpike-bound for glory.

That elation evaporated a day and a half later when, amid tropical heat and humidity, I arrived to learn that the trunk full of clothes and bedsheets that I’d shipped in advance to the Philadelphia bus depot had gone missing.

So I headed from Center City to my new home, a much longer walk than was apparent from the map, especially with a suitcase full of books. The clothes I had slept in were soaked through by the time I got there and found my dorm. Minutes later, my charming, confident, New England prep-school-formed roommate rolled in with his equally presentable parents, who suggested we all go to Bookbinders for dinner. Did I by any chance have clean clothes and, um, a jacket and tie? No problem, I said. I’ll meet you there in a jiffy.

Why such bravado? Because, while I may have been lacking in clothing, I did have friends in this unfamiliar place, and at least one of them was about my size. True, I had come from a two-bit town with a small, undistinguished high school whose graduates rarely left the county, let alone the state. And yet that wide spot in the road had sent Greyhound-loads of kids to Penn in recent years. There were a half-dozen in my entering class alone. As I stepped out of the shower, my borrowed suit arrived courtesy of a guy I’d grown up with. I strode off to meet my roommate, his parents and my first-ever lobster.

What were so many of my fellow hometown hayseeds doing at a university that even back then was dauntingly difficult to enter? It had less to do with our uncommon brilliance, I think, than with the rather tenacious hold this particular school has on the imaginations of those it shapes.

The detailed explanation begins about three decades earlier, when a shy young man named Dudley Giberson became probably the first son of our hamlet to attend the University of Pennsylvania. He lasted one semester. Oh, he did fine, academically and socially. But his father died unexpectedly, and he hastened home to save the family’s commercial insurance business from the Depression. Dudley saved it brilliantly, never resuming his college career but forever crediting it with giving him the stuff to do the job. During my high school years, his affection for the place burst forth: He became a one-man recruiting department.

Early in my senior year, Dudley held a dinner at the only real hotel in town, invited about 20 of my brighter classmates and even persuaded somebody from the Office of Admissions in distant Philadelphia to come give a presentation. I was hooked. So were five other diners, which wasn't going to stop me. I was so astonished that I invited him to lunch at the student center that I went there infrequently – and few people came to see me.

Then one day I received an e-mail from a gentleman in the Development (now Gift Planning) Office, 7,000 miles away. Against all odds, he had tracked me down in my hideaway to say he was going to be in Beijing and wanted to get together. I was so astonished that I invited him to lunch at our proletarian faculty club, and we passed a jolly afternoon.

Despite all that turmoil, however, I struggle to recall any deeply unpleasant conversations or permanently ruptured friendships. Perhaps because our campus was then relatively confined, we ran into each other constantly. And we had developed webs of overlapping connections too thick to be severed by mere ideological disagreement. Families are like that.

I eventually left this particular family. I had moved on. Indeed, I had moved to the ends of the earth. I had retired from Time and was teaching at a university in China, living in a polluted corner of Beijing so distant from the city center that I went there infrequently – and few people came to see me. Then one day I received an e-mail from a gentleman in the Development (now Gift Planning) Office, 7,000 miles away. Against all odds, he had tracked me down in my hideaway to say he was going to be in Beijing and wanted to get together. I was so astonished that I invited him to lunch at our proletarian faculty club, and we passed a jolly afternoon.

So we beat on, boats against the current, borne back ceaselessly into the past. Or, to steal another literary reference: The past isn't dead; it isn't even past. I learned both those lines, and embarrassingly little else, during my college years, and I have come to treasure them.

Which brings us to the case of the errant trunk. (Remember that?) I revisited the bus station several times that hectic first semester, but the cursed thing never turned up. I made do for a while through energetic borrowing and eventually acquired new items. As for the trunk, I found another, more durable one. I filled it with friends and memories, which, I’ve come to realize, never really go missing.
Today’s movies astound in their creation of worlds. The visceral experience is intense. We can access them on our phones — we can even make them on those phones. But with the exception of those few films jammed into release at year’s end, movies are more sight and sound than substance. As we arrived in the fall of 1967 for our last hurrah, Bonnie & Clyde and In the Heat of the Night had just hit theaters. We celebrated Christmas with the most iconic film of all, The Graduate, soon followed by Rosemary’s Baby, The Odd Couple, and 2001: A Space Odyssey. By the time we graduated in 1968, which TIME magazine dubbed ‘The Year that Shaped a Generation,’ the nation was in near-revolution. So was Hollywood, as studios went bankrupt and a new generation of filmmakers grabbed control with their personal and powerful movies that addressed profound social changes: civil rights, anti-war protests, women’s rights, personal freedom, drugs, and changing cultural and sexual mores. These movies garnered not just critical acclaim but also huge audiences.

2017 and 2018 promise to be equally impactful, tumultuous years for America. But the box champions are sure to be sequels, animated features and Computer Generated Imagery (CGI) extravaganzas that speak far less to the challenges of our times. In 1968 only one of the top ten grossing films, 2001: A Space Odyssey, could be termed a fantasy-based movie. In 2016 every single one of the top ten was pure fantasy. And this trend is certain to hold through our reunion.

Our conversations will focus on three key factors to understand the changed movie landscape: digitalization, corporatization, and globalization. We’ll examine how marketing-distribution strategies and technological breakthroughs drove the creation of content into radically different directions. Finally, we’ll examine the morphing movie-going audience. How did we differ from our children and grandchildren in our relation to film – and perhaps to life itself?

In our senior year movies dominated America’s popular culture. We stood in line to see them, argued their merits over beers at Smokey Joe’s, and reveled in the ways they were finally reflecting the reality and values of our generation.

Fifty years later, there’s nothing to see on Saturday night.

Robert Cort and Peter Decherney will be our guides toward understanding the unpredictable journey movies have travelled with us these past five decades.

Robert W. Cort is a prominent film producer. Since 1985 he has produced forty-eight feature films which have grossed three billion dollars in worldwide box office. These include Three Men and a Baby, Cocktail, Jumanji, Bill & Ted’s Excellent Adventure, The Hand That Rocks the Cradle, The Cutting Edge, Bird on a Wire, Runaway Bride, Save the Last Dance, Mr. Holland’s Opus, and Terminator: Genisys. Cort’s HBO film, Something the Lord Made, won three Emmy Awards, including the 2004 Outstanding Film Made for Television. The film also won the American Film Institute Award, the Director’s and Writer’s Guild Awards, the Christopher, NAACP Image Award and the prestigious Peabody Award. His other television films have also won multiple honors, including the 1990 Emmy for Outstanding Children’s Program for A Mother’s Courage: The Mary Thomas Story. Cort joined the faculty of the American Film Institute in 2010. He is also on the board of Penn’s Netter Center for Community Partnerships and the Mr. Holland’s Opus Foundation.

Peter Decherney is Professor of Cinema Studies and English at the University of Pennsylvania. He is the author or editor of five books including Hollywood’s Copyright Wars: From Edison to the Internet and the forthcoming Hollywood: A Very Short Introduction. He is co-editor of the journal Critical Studies in Media Communication. He has won multiple teaching awards at Penn, and he is a Forbes.com contributor.

FILMS

The Festival of Films of 1967 and 1968 will launch during Penn’s Homecoming Weekend featuring Arts & Culture Celebration. “Dinner & A Movie” is planned for 6 PM, Saturday, November 4th.

Films from 1967-1968 will be screened throughout the 50th reunion, beginning Thursday, May 10th. The marquee conversation between Robert Cort and Professor Decherney will take place on Friday afternoon, May 11th. A full schedule of titles and times will be released soon. Films to be screened will be chosen by Robert Cort, in collaboration with Peter Decherney and Penn Cinema Studies faculty.
As a University of Pennsylvania student, I focused mainly on my studying, but also on becoming active on campus. I was eventually Treasurer of the Bennett Union Board, President of Berkshire Hall (a new apartment-type campus residence), tapped to be a member of Mortar Board, and given a Kite and Key Award at graduation.

I obtained my first employment after graduation mainly because I took Honor’s Economics. This class taught me not only the basics of macro and micro economics, but also insightful and not superficial in my answers. At my interview for my first job out of school, I was asked the meaning of GNP, and I provided the best in-depth explanation that I could and did not just say it means Gross National Product, as all other interviewees had answered. This I attribute to my liberal arts education. Furthermore, I have always been very intuitive and mathematically oriented. That first job was with Leon Keyserling’s Economic Consulting firm. Mr. Keyserling had been Chairman of the Joint Council of Economic Advisors under President Truman. I was very young at the time and Mr. Keyserling was in his 90’s. That was quite an experience.

My second job was with the American Cities Corporation, a subsidiary of the Rouse Company. I was hired as Assistant Regional Planner doing market research for the location of a New Town in Greater Hartford, and the revitalization of North Hartford, through tying together educational, social, recreational and health services, among others.

My third job was with Landauer Associates, the leading real estate consulting firm in the country at that time. They both trained me in-house and they sent me to take the many required courses to become a MAI (Member of the Appraisal Institute). I also studied evenings at an MBA program specializing in finance, while continuing to work. My broad educational background at Penn as well as my well-developed study habits made that program relatively easy, although it was still a lot of work. I actually graduated with the Beta Gamma Sigma honor (similar to Phi Beta Kappa for undergraduates). Then I went on to create my own company, Korpacz & Weitzman, which evolved into The Weitzman Group, Inc., a real estate appraisal and consulting company. I never was trained to be an entrepreneur, but I must have picked up some of those skills while at Penn with my diverse education.

My association with Penn continued as I became a member of the Penn Association of New York City, where I interviewed Penn applicants and made new Penn friends. I later was an inaugural member of the Penn Club where I attended interesting programs, had business lunches and occasionally rented conference rooms for business purposes – a very useful new Penn gathering place in the heart of Manhattan. I was also selected to be an inaugural member of the Trustees Council of Penn Women which at that time meant all members were Associate Trustees. The idea of the Council was to tap two accomplished women from each class to participate. The twice a year meetings were both educational and created a close camaraderie among other intelligent, accomplished Penn women of all ages. I spent many years on the Career Advancement for Faculty Committee. Part of the mission of the Trustee Council of Penn Women was to advocate that some of its members be appointed to various Board of Overseers positions as well as to pinpoint and help solve Penn student problems such as safety.

I was particularly interested in becoming a Board Member of the Penn Library Board of Overseers, because the library was critical to my intellectual development and covered all my cultural and educational interests, by which I mean all disciplines that I had studied, i.e., my Penn undergraduate and master’s degrees were in French literature, specializing in the 18th century, and my MBA degree was in finance (from the Stern School of New York University). To achieve that goal, I started off as co-chair of the Orrery Society and made a monetary contribution to the French Collection fund at the library (focusing on new acquisitions and digitalization). The mission of the Orrery Society, started by Margy Meyerson (wife of former University of Pennsylvania President Marty Meyerson), was to support varied collections and enable more Penn graduates to participate at an affordable contribution level. As a co-chair, I sat on the Library Board of Overseers as a non-voting member. Several years later, I was invited to become a full board member and I continue to sit on the board today. The presentations at board meetings have proven to be both educational and a mind stretch covering varied disciplines. For example, presentations topics have included conservation of collections, the modern venue vs. traditional classroom, interesting new acquisitions, and of course digitalization of library materials. It has been both a pleasure and an honor to serve on the Penn Library Board of Overseers.

Finally, a Penn degree has been very helpful in my business career, because one is immediately recognized as an Ivy League school graduate, setting me apart from many of my colleagues and competitors and giving me instant recognition as someone smart and very well educated. This definitely has given me an advantage, particularly relating to acquiring new business opportunities. Attending Penn was one of the highlights of my life and definitely contributed to making me a very well-respected business woman in my field, a better person, a leader in real estate appraisal and consulting, as well as in industry associations, and a person who loves cultural pursuits (opera, ballet, and symphony). It also focused me more on charitable giving, with much of it focused on the University of Pennsylvania.
Join us for...

Alumni Weekend 2017
May 12-15, 2017
www.alumni.upenn.edu/alumniweekend

Homecoming Weekend 2017
Featuring Arts and Culture at Penn
November 3-4, 2017
www.alumni.upenn.edu/homecoming

Alumni Weekend 2018
Class of 1968 50th Reunion
May 10-14, 2018
www.Penn1968.com

Penn to You: San Francisco with Penn Medicine
Medicine’s “Personal” Best: What Can It Mean For You?
April 18, 2017 | 6:00 PM | The San Francisco Jazz Center
Table hosts: Beth Altschul Hurwich, CW’68, Joe Hurwich, W’68, and Lisa Hurwich, C’01

Penn to You: Boston with Penn Professor Angela Duckworth
Grit: The Power of Passion and Perseverance
May 24, 2017 | 6:00 PM | Boston Public Library
Table host: Laurel Seneca, CW’68

Engaging Minds with President Amy Gutmann
December 9, 2017 | 6:00 PM | New York City
Table hosts: Betty Ostrov Rothschild, CW’68 and Jim Rothschild, C’68