**ALUMNI WEEKEND 2016**

May 13 - 16, 2016

www.alumni.upenn.edu/alumniweekend

**Reunion 2016 Facts**

- **Date:** Friday, May 13 - Monday, May 16, 2016 (Commencement held on Monday)
- **Plan your reunion events to include a full weekend of activities.**
  - Utilize Friday's All-Alumni Franklin Fest for a reunion activity in addition to your party.
  - Advertise Sunday's All-Alumni Memorial Service and Breakfast as a class activity.
  - 25th and 50th milestone reunions are invited to march in the alumni procession during Commencement on Monday, May 16.
- **On Friday, May 13, all reunion volunteers are invited to The President’s Volunteer Leadership Reception in honor of your service as a dedicated Penn reunion volunteer. Class gifts will be presented and volunteers will be photographed with Dr. Gutmann.**
- **Cost of reunion party and package will be dependent on committee decisions.**
- **Alumni Day (Saturday) is $40 per person for pre-registrants.**
- **Parade Line-up on Locust Walk.**

**Hotel Accommodations**

**THE COURTYARD PHILADELPHIA DOWNTOWN**

21 N. Juniper Street, Philadelphia | 215-496-3200

Rates start at $224 plus tax.
Reference the UPenn Alumni room block.

**RESIDENCE INN PHILADELPHIA CENTER CITY BY MARRIOTT**

1 E. Penn Square, Philadelphia | 800-331-3131

Rates start at $229 per night plus tax.
Reference the UPenn Alumni Weekend room block.

**SHERATON PHILADELPHIA UNIVERSITY CITY**

3549 Chestnut Street, Philadelphia | 888-627-7071

Reference the Alumni Weekend room block.
The rate is $369, plus tax per night for traditional guest rooms. And, the rate is $399 plus tax per night for club level rooms. A 2-night minimum is required.

**MARRIOTT PHILADELPHIA DOWNTOWN**

1201 Market Street, Philadelphia | 215-625-2900

Rates start at $239 per night plus tax.
Reference the UPenn Alumni Weekend room block.

**SONESTA HOTEL PHILADELPHIA**

1800 Market Street, Philadelphia | 215-561-7500

The rate is $299 plus tax per night.

**THE INN AT PENN, A HILTON HOTEL**

3600 Sansom Street, Philadelphia | 215-823-6240

For reservations contact Sabrina Cooper at Sabrina.Cooper@hilton.com, or visit www.theinnatpenn.com.

Please note, Alumni Relations does not have a room block at The Inn at Penn.

**Group rates available until April 2016. Subject to Availability.**
Dear Fellow Quakers,

Welcome to the Penn Reunion Leadership Conference (PRLC)! Congratulations on your upcoming reunion and thank you for volunteering to be a class leader. Throughout the weekend, you will enjoy presentations and discussions designed to inform and strengthen your volunteer skillset. Your time, talent, and treasure are all such meaningful ways to honor your Penn experience.

Together with your classmates, you can make a significant impact on Penn during your reunion year. As a member of the outreach or gift committee (or both) your role is vital to advancing the mission of alumni engagement and annual giving at the University of Pennsylvania. We know you will find that this is a truly rewarding experience that reconnects you and your classmates to the University.

On behalf of Penn Alumni Relations and The Penn Fund, thank you for your leadership and dedication. We look forward to celebrating with you during Alumni Weekend on May 13-16, 2016.

Proudly Penn!

Jeffrey Hale Cohen, W’85, PAR’15
Chair, The Penn Fund Executive Board

Brett E. Weinheimer, W’00
President, Alumni Class Leadership Council

“Whether it’s the phenomenal education that helped pave the way for my career, the friendships I made and continue to make through Penn alumni networks, or the support I’ve received from the faculty over the years, it often feels like all roads lead back to Penn for me.”

- Lori Wachs, W’90
Reunion Volunteer Tools

PennKey:
A PennKey and password are required to access many of the University’s electronic services including AirPennNet (Penn’s wireless internet), MVP, and QuakerNet. For more information visit www.upenn.edu/pennkey.

- Test your PennKey here: testmypennkey.apps.upenn.edu
- PennKey Recovery Service: pennkeyrecovery.apps.upenn.edu
- Setup your PennKey here: streamliningpennkey.apps.upenn.edu

For additional PennKey help, contact your staff liaison.

Note: If you are a Penn alumni interviewer, you already have a PennKey.

Mobile Volunteer Portal (MVP):
MVP is the online tool used to search for classmate contact information, record outreach and solicitation efforts, and update classmate contact information.

To access the Mobile Volunteer Portal (MVP) you will first need to obtain a PennKey and password. Once you have a PennKey and password, you can sign in to MVP at www.mvp.upenn.edu.

Best Practices

- Look for notes from your staff liaison and class specific goals/progress on the Dashboard page. You can also see a listing of the top volunteer activity and links to resources.
- Assign yourself to you as an easy way to transmit messages to your Penn staff liaison and to receive attachments.
- Committee members should select only those classmates they intend to contact within the next month. Add more as you complete each round.
- Add a contact note every time you reach out to a classmate. The system will record your activity, and your class liaison will receive a daily report of your progress.

QuakerNet:
www.myquakernet.com

QuakerNet is the exclusive Penn Alumni online directory. Log on to QuakerNet, using your PennKey username and password, to update your contact information, find old friends, and connect with the Penn Alumni community.

Penn Volunteer Toolkit:
Search for the Penn Volunteer Toolkit in your App Store.
The Penn Volunteer Toolkit is a smartphone app available via iTunes or Google Play that links you to everything you need to volunteer – including a calendar, links to resources including MVP and QuakerNet, your class webpage, and your Penn contacts.
PRLC Checklist

- Mark your calendar for Homecoming Weekend: November 6 – 8, 2015
- Mark your calendar for Alumni Weekend: May 13 – 16, 2016
- If you don’t have one already – create a PennKey and password (www.upenn.edu/pennkey)
- Log onto MVP (www.mvp.upenn.edu)
- Log onto QuakerNet to review and update your contact information (www.myquakernet.com)
- Download the Penn Volunteer Toolkit mobile app available in iTunes and Google Play
- Connect with an Alumni Class Leadership Council (ACLC) mentor to discuss reunion best practices (www.alumni.upenn.edu/aclc)
- Find out about the Harrison Society and become a member (www.giving.upenn.edu/gift-planning)
- Review and set class goals
- Create a reunion calendar with your committee (conference calls, pre-reunion events, and university scheduled class emails)
- Assign committee members to specific roles
- Decide your venue “wishlist” at your committee meeting
- Create a strategy to reach out to every member of your class – personal contact is the best way to build giving and attendance
- Bookmark your class website (www.alumni.upenn.edu/class) and join (or create) class Facebook and LinkedIn pages
- Make your reunion gift to The Penn Fund (www.pennfund.upenn.edu/givenow)
- Plan travel – reserve your hotel stay and book a flight!
- Start your social media chatter – take a selfie with your committee! (#PRLC2016)

Class Goals

Number of overall reunion attendees:
Alumni and guests count_____ / Alumni Only ____

Number of reunion attendance for party(s):
Alumni and guests count_____ / Alumni Only ____

Number of Pre-reunion Events ____
Dates / locations_____________________________________________  

Number of classmates who support Penn through The Penn Fund ________________
Dollars raised toward the class gift ________________
Dollars raised in new scholarships, or additions of $25,000 or more __________________________
Number of Benjamin Franklin Society Donors _____
Number of new Harrison Society Members _____
Reunion Count Records

<table>
<thead>
<tr>
<th>REUNION</th>
<th>ATTENDANCE</th>
<th>CLASS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1st Reunion</td>
<td>164</td>
<td>Class of 2013</td>
</tr>
<tr>
<td>5th Reunion</td>
<td>832</td>
<td>Class of 2010</td>
</tr>
<tr>
<td>10th Reunion</td>
<td>590</td>
<td>Class of 1994</td>
</tr>
<tr>
<td>15th Reunion</td>
<td>310</td>
<td>Class of 1990</td>
</tr>
<tr>
<td>20th Reunion</td>
<td>597</td>
<td>Class of 1993</td>
</tr>
<tr>
<td>25th Reunion</td>
<td>778</td>
<td>Class of 1990</td>
</tr>
<tr>
<td>30th Reunion</td>
<td>388</td>
<td>Class of 1980</td>
</tr>
<tr>
<td>35th Reunion</td>
<td>240</td>
<td>Class of 1978</td>
</tr>
<tr>
<td>40th Reunion</td>
<td>257</td>
<td>Class of 1959</td>
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<tr>
<td>45th Reunion</td>
<td>181</td>
<td>Class of 1956</td>
</tr>
<tr>
<td>50th Reunion</td>
<td>464</td>
<td>Class of 1953</td>
</tr>
<tr>
<td>55th Reunion</td>
<td>160</td>
<td>Class of 1950</td>
</tr>
<tr>
<td>60th Reunion</td>
<td>139</td>
<td>Class of 1955</td>
</tr>
<tr>
<td>65th Reunion</td>
<td>125</td>
<td>Class of 1950</td>
</tr>
</tbody>
</table>

Number indicates total adult attendees (alumni & guests) who registered and attended Alumni Weekend.

THESE ARE THE RECORDS TO BREAK

2015 Reunion Giving Records

<table>
<thead>
<tr>
<th>REUNION</th>
<th>THE PENN FUND COMMITMENTSRecorded</th>
<th>DONOR RECORD</th>
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</thead>
<tbody>
<tr>
<td>35th</td>
<td>$2,671,811 (1978)</td>
<td>564 (1972)</td>
</tr>
<tr>
<td>45th</td>
<td>$2,777,457 (1955)</td>
<td>445 (1949)</td>
</tr>
<tr>
<td>50th</td>
<td>$4,524,229 (1965)</td>
<td>426 (1959)</td>
</tr>
<tr>
<td>55th</td>
<td>$4,640,710 (1957)</td>
<td>363 (1951)</td>
</tr>
<tr>
<td>60th</td>
<td>$1,258,201 (1955)</td>
<td>285 (1950)</td>
</tr>
<tr>
<td>65th</td>
<td>$603,284 (1950)</td>
<td>164 (1949)</td>
</tr>
<tr>
<td>70th</td>
<td>$174,058 (1940)</td>
<td>28 (1944)</td>
</tr>
</tbody>
</table>

Red - new record in FY15
Your Reunion Leadership Matters

Committees are essential to the ongoing vitality of Penn’s engagement effort. Last year, 614 reunion alumni and 21 class of 2015 Seniors for The Penn Fund volunteered to promote giving back and reconnecting with Penn.

300 gift committee volunteers helped Penn raise nearly $24 million from 6,465 classmates last year that directly support the undergraduate experience through The Penn Fund. 108 scholarships were endowed or enhanced last year from reunion alumni. Reunion giving records were set by the classes of 2015, 2010, 1965, 1955, and 1950.

314 outreach volunteers helped Penn reach record attendance during Alumni Weekend 2015. 11,571 alumni and guests attended Alumni Weekend (up 19% from 2014), including 5,835 undergraduate alumni and their guests. Reunion attendance records were set for the 5th, 25th, 60th, and the 65th reunions in 2015.

Nearly 50 pre-reunion events were hosted across the country during last year’s reunion cycle. Many face to face meetings, personal outreach and regional phonathons also ensured that classmates were personally invited back to reunion.

Did You Know?

• Penn meets 100% of demonstrated financial need for all undergraduate students for four years, as part of the groundbreaking all grant policy instituted in 2007. The University relies on alumni annual giving to sustain this level of support to recruit the most talented students.

• The Penn Fund supports the undergraduate experience with immediate-use funds to ensure the highest priority initiatives are met – primarily financial aid. Other key areas include student and academic life, residential life, and special initiatives and technology. Think of The Penn Fund as the source for all experiences at Penn.

• The Penn Alumni Interview Program is dedicated to offering an interview to every undergraduate Penn applicant. Through this program, Penn alumni serve as ambassadors to help to make their alma mater more accessible to all applicants, and provide the admissions office with information they typically wouldn’t see on an application. Become a Penn Alumni Interviewer today! (www.alumni.upenn.edu/interviews)

• Penn Alumni Regional Clubs are a network of over 120 alumni clubs around the world which provide year-round programming and alumni engagement opportunities. In FY15, over 70 alumni regional clubs received a Penn speaker, 22 clubs welcomed new alumni to their cities with First September social events, and 25 clubs celebrated Ben Franklin’s birthday. (www.alumni.upenn.edu/clubs)
Volunteer Roles

Reunion success is based on the dedication and enthusiasm of your committee. All volunteers are encouraged to attend Alumni Weekend, connect with classmates, support your class with a gift to The Penn Fund, and encourage fellow classmates to do the same. Which reunion committee is right for you? Outreach/Planning or Gift Committee?

Most successful reunions involve two committees (Gift Committee and Outreach & Planning Committee) working collaboratively, but focused on their distinct goals. A key characteristic of volunteers on both committees is a love for Penn. See below and decide which committee might be right for you (maybe both!)

Here are the criteria for our most successful volunteers. Check off what sounds most appealing and see which committee is right for you!

**Outreach Committee Volunteer Role:**
- Goal is to reconnect people with Penn and to encourage fellow alumni to return for reunion
- Reach out to classmates in your affinity group
- Help plan reunion weekend events tailored to your class
- Find hosts for pre-reunion events that will engage classmates regionally
- Identify classmates who may be appropriate for participating in the educational panels taking place during Alumni Weekend
- Collect nostalgic photos and memories and share with classmates on social media sites and via email (yearbooks are available in Sweeten Alumni House)
- Provide a welcoming atmosphere for all classmates at the reunion and related events

**Gift Committee Volunteer Role:**
- Goal is to encourage classmates to give back to Penn with an unrestricted gift and/or scholarship support (help your classmates demonstrate Penn and Class pride through your class gift)
- Help plan or host pre-reunion events with a focus on Penn’s impact
- Lead the way – make a meaningful gift to The Penn Fund (preferably at a leadership level)
- Articulate your passion for why giving back to The Penn Fund matters to you, and encourage classmates to support current and future generations of Quakers
- Work on your own schedule to connect with classmates and share results using our online volunteer tool (the Mobile Volunteer Portal, or MVP)
Pre-Reunion Events
Reconnect throughout the reunion year!

Pre-reunion gatherings get classmates excited about their reunion and gives classmates a chance to discover who lives nearby. Classmates have the chance to celebrate reunion whether or not they can travel back to campus. Take advantage of other University events: Homecoming Weekend, Engaging Minds, sporting events, etc.

Pre-Reunion events are class driven. Volunteers may plan events without the assistance of a Penn staff member, but reunion committees can also work with their Penn staff liaisons to help coordinate these events.

For planning purposes, decide what type of pre-reunion events you want to host during the reunion cycle. Your Penn Fund liaison will assist with targeted giving-focused events, and your Classes and Reunions liaison will assist with outreach-focused events.

Volunteers do the peer-to-peer outreach. Successful events happen because volunteer organizers personally invite guests. You should not expect that an email invitation or Facebook post alone will bring good attendance.

Events can be as unique as you can imagine. Past venues have included pubs with drink specials, homes of committee members or classmates, and local venues (art galleries, museums, businesses). Be creative!

Connect with your Regional Club leader so dates don’t conflict and let them help advertise your event when applicable.

**Outreach Focused Pre-Reunion Events**
Outreach focused pre-reunion events are supported by your Classes and Reunions staff liaison.

- **As soon as date is decided** add the event to your class reunion website (www.alumni.upenn.edu/class) and facebook page.
- **Promote the event** through a class email (refer to calendar).
- **Two weeks before event:** Hosts give approximate attendance to their Classes and Reunions staff liaison. If requested their liaison will send a Penn “Party in a Box” including Penn signage, crack and peel nametags, and Penn Alumni giveaways for the event.
- **After the event** forward a list of attendees, event photos, and a brief write up for the next class email and your website.

**Penn Fund focused Pre-Reunion Events**
Gift focused pre-reunion events are supported by your Class Giving liaison.

- **Customize invitation list.** Personal invitation follow-up by the committee is vital to ensuring a well attended event.
- **Gatherings will include a fundraising message** given by either the host or gift committee. Volunteer follow-up by committee members after the event is important to reinforce the message.
- **Consider including a guest speaker** from Penn leadership or a faculty member.
- **Your Penn Fund liaison** will work with the organizer to create and send email invitations and, if appropriate, mailed invitations. Please allow eight weeks of lead time to ensure your event is properly planned.
Work Sessions

Work sessions are an opportunity for your committee to gather regionally and have fun while getting important volunteer work accomplished together.

Choose a venue with plenty of space so your group can spread out! Venues can include a volunteer’s home or business, Sweeten Alumni House on Penn’s campus, or anywhere that works for your group.

Here is some work that can be accomplished at a Work session:

- Team building
- Class list reviews
- Committee assignments (people to contact, work to get done)
- Mass emails
- Phone calls, emails, texts, social media postings
- Photos of the team working together to post on social media
- Fun and food!

Tips:
- Work sessions should be class-specific and in-person (it is not recommended to have others join in via conference call).
- Keep work sessions to two hours and make sure the timing works for the group.
- Make sure everyone is welcomed and knows who else is in the room. Have social time that includes food and drinks.
- Ideally, the committee chair or volunteer leads the session, and your Penn liaison is there for support if needed (you do not need Penn staff to be there).

Conference Calls

- Your class liaison (Gift or Outreach) will share conference call-in numbers for you to use for each call.
- We recommend a monthly check-in to ensure progress is being made. Pick a date/time and add to the calendar so calls become routine.
- Reunion chair or staff should share agenda in advance.
- Use conference call etiquette – stating name each time you speak.
- Keep the call to one hour (or time announced).
- Chair shares meeting notes after the meeting to all committee members.
- Invite Class President and Reunion Chair to sit on gift committee calls and Class President/Gift Chair to sit on calls if they are not already on both committees.
Alumni Advisory Boards

The Penn Fund Executive Board (PFEB) is the leadership volunteer board for The Penn Fund. This group helps to inform the marketing messages, champion Penn Fund solicitations, and identify new initiatives to ensure the ongoing success of The Penn Fund each year.

The Alumni Class Leadership Council is the advisory board for alumni classes, and is comprised of volunteer alumni leaders representing classes spanning nine decades. The ACLC Board works closely with Alumni Relations to provide classes with tools for class leadership and best practices to engage alumni. ACLC mentors are available as consultants throughout the reunion planning process (www.alumni.upenn.edu/aclc).

Class Elections

Involve classmates who have been active since graduation and during reunion in alumni leadership positions by nominating them to be on the leadership slate. Positions include President, Executive Vice President, or Administrative Vice President. Co-leadership and multiple Vice President positions encouraged. For the 5th to the 40th reunion classes, elections will be held after reunion. Elections are not formally held for classes after the 40th reunion.

Class Awards

The Class Award of Merit was established in 1957, to honor an “outstanding class.” While the reunion is a major factor - other elements will be considered, including: class events beyond reunions, participation in class giving over time, community service, and maintaining communications with classmates.

The David N. Tyre Award for Class Communications was established in 1989 to recognize outstanding communication with the class. Considerations include creativity, content, frequency of communications, and keeping class information current.

Above awards are selected by the ACLC and presented at the Alumni Award of Merit Gala held Homecoming Weekend. Submissions for the awards will be sent to Class Presidents after Alumni Weekend. For more information and to find out past winners visit www.alumni.upenn.edu/aclc.

The Class of 1917 Award was established in 1967 to honor the class with the most successful reunion fundraising year. This award is presented at PRLC and proceeds from the endowment will be given to the Class Gift. The winner is selected by The Penn Fund each year after reunion weekend.
Alumni Resources

The Penn Fund
215.898.8445
www.pennfund.upenn.edu

Multicultural Outreach
215-898-6168
www.alumni.upenn.edu/multicultural

Classes and Reunions
215.898.6421
www.alumni.upenn.edu/class

Penn Admissions
215.898.7507
www.upenn.edu/admissions

Office of Gift Planning
215.898.6171
www.giving.upenn.edu/gift-planning

Regional Clubs
215-573-3711
www.alumni.upenn.edu/club

Alumni Education and Career Networking
215.898.3097
www.alumni.upenn.edu/careernetworking

Undergraduate Financial Aid
215.898.4551
www.unsp.upenn.edu

Web Resources

Mobile Volunteer Portal (MVP)
www.mvp.upenn.edu

Penn Alumni Twitter
@pennalumni

Giving to Penn Fund
www.pennfund.upenn.edu/givenow

Penn Alumni Instagram
@pennalumni

QuakerNet
www.myquakernet.com

Penn Alumni YouTube
www.youtube.com/pennalumni

Reunion Class Websites
www.alumni.upenn.edu/class

Frankly Penn Blog
www.franklypenn.com

Alumni Photo Albums
www.pennalumni.phanfare.com

The Penn Fund YouTube
www.youtube.com/thepennfund

Penn Alumni Facebook
www.facebook.com/pennalumni

PennKey
www.upenn.edu/pennkey

Save the Date

HOMECOMING WEEKEND 2015
FEATURING ARTS & CULTURE AT PENN
NOVEMBER 6th - 8th
Penn Reunion Leadership Conference
Friday, September 18

CLASS LEADERS: Schedule time on Friday afternoon to meet with your committees. Sweeten Alumni House is available as a meet up location.

12:00 - 5:00 PM
Conference Registration and Reunion Training
E. Craig Sweeten Alumni House
3533 Locust Walk
Light lunch will be served from 12 - 2 PM
Come early to PRLC to learn about reunion tools available to you and your committee. Take advantage of staff training!
15-minute Mobile Volunteer Portal (MVP) and QuakerNet training will be available at the following times:

QuakerNet Training:
12:15 PM, 1:15 PM, 2:15 PM, 3:15 PM, and 4:15 PM

MVP Training:
12:30 PM, 1:30 PM, 2:30 PM, and 3:30 PM
Ongoing PennKey set-up help is available until 4 PM. (You will need a PennKey username and password to log in to MVP and QuakerNet).

Student-led Campus Tours from Sweeten Alumni House: 1 PM, 4 PM
Reunion Venue Tours: 2 PM and 3:15 PM

6:30 - 7:30 PM
University Updates
Harold Prince Theatre, Annenberg Center Live
Welcome Remarks
Jeffrey Hale Cohen, W’85, PAR’15
Chair, The Penn Fund Executive Board

Class of 1917 Award to Class of 1990
This award honors the class with the most successful reunion fundraising year. In perpetuity, the net income from this endowment will be added to the class gift of the winning alumni class of the year.

A Conversation with David Cohen, L’81
Chair, Penn Board of Trustees

Welcome Remarks from The Alumni Class Leadership Council
Brett Weinheimer, W’00
President, Alumni Class Leadership Council

Why Reunions Matter
F. Hoopes Wampler, Ed.D.,GrEd’13,
Associate Vice President for Alumni Relations
Kris Davitt
Associate Vice President for Undergraduate Programs

4:30 - 5:30 PM
Gift Chair Meeting (by invitation)
Graduate School of Education, Room 203
3700 Walnut Street

5:30 - 6:15 PM
Conference Registration and Cocktail Reception
Annenberg Center Live, 3680 Walnut Street

6:15 - 6:30 PM
Student Performing Arts performance
Harold Prince Theatre, Annenberg Center Live

7:30 - 9:00 PM
Dinner Reception: Tastes, Sounds, and Sites of Reunions
Annenberg Lobby
Guests will taste the samplings of caterers and hear the musical groups available for Alumni Weekend.
8:00 - 8:50 AM
Conference Registration and Continental Breakfast
Foyer, Inn at Penn, 3600 Sansom Street
Gather your committee early for reconnecting. Take advantage of MVP and QuakerNet training sessions – both instrumental to your reunion success.
PennKey set-up help is available at the 11 AM resource fair. (You will need a PennKey username and password to log in to MVP and QuakerNet).
MVP Training: 8:15 AM / QuakerNet Training: 8:30 AM

9:00 - 10:45 AM
Plenary Session
Woodlands Ballroom A/B, Inn at Penn
Welcome
Jeffrey Hale Cohen, W’85, PAR’15
Chair, The Penn Fund Executive Board
Brett E. Weinheimer, W’00
President, Alumni Class Leadership Council
What your Classmates Will Want to Know
John H. Zeller, Vice President for Development and Alumni Relations
Reunion Success Tips
Kyle Kozloff, W’90, Emcee
President of the Class of 1990 & 25th Reunion Chair
Class of 1990 was awarded the 2015 David N. Tyre Award for Communications and the Class of 1917 Award.
View from the Volunteer
Robert J. Schiff, W’65, PAR’01
50th Reunion Gift Co-Chair
Cycle, Momentum and Motivation
Corinne G. Keller, W’85,
President of the Class of 1985 & 30th Gift Co-Chair
Communications & Branding
Nicole Maloy, W’95, 20th Reunion Co-Chair
Pre-Reunion Events
Ariel L. Colangelo, C’10, 5th Reunion Co-Chair
Gift Planning
Victor L. Galli, C’12
Allan C. Bell, C’81, PAR’11, PAR’14
Impact of Class Participation and Attendance
Aaron H. Marks, C’90, W’90
25th Reunion Co-Chair

11:00 - 11:40 AM
Reunion Resource Fair
Woodlands C/D, Inn at Penn
Visit resource tables for guidance on PennKey, MVP, QuakerNet, giving to Penn & gift planning, class favors, pre-reunion events, reunion venues, class communications and social media.

11:40 AM - 1:30 PM
Working lunch during concurrent Gift and Outreach breakout sessions
Gift: Woodlands A
Building support for your class gift can be a lot of fun, we promise! This isn’t cold calling or door knocking, this is asking your friends and classmates to join you in doing something really special for current Penn undergraduate students. Learn from past volunteers how to gain the support of your classmates and raise a record-breaking class gift. You’ll hear from current seniors embarking on their first campaign, Penn leadership, and of course seasoned volunteers who have all the tips and tricks. You’ll walk away from this session energized and ready to roll up your sleeves, jump into MVP, and say those magic words: “Will you join me?”
Outreach: Woodlands B
From class cheers to party playlists, pre-reunion parties to throwback Thursdays, volunteering on your Reunion Outreach Committee means rallying your classmates and giving them plenty of reasons to come back to campus in May. This Outreach session, hosted by the Alumni Class Leadership Council and record-breaking reunion volunteers Lolita Jackson, ENG’89, Paul Richards, C’10, G’16, and Louis “Tripp” Hornick, III, C’02, will focus on best practices to plan the perfect reunion with impressive classmate attendance.

1:45 - 3:30 PM
Class Meetings
Inn at Penn, various rooms
Meet as a full outreach and gift committee to plan your strategy for the reunion incorporating today’s best practices.

3:00 - 4:30 PM
Cocktail Reception
Living Room, Inn at Penn
Join your classmates and fellow alumni for a highball to celebrate the start of reunion countdown!
# Campus Venue 2016

<table>
<thead>
<tr>
<th>Building</th>
<th>Room</th>
<th>Seated Capacity</th>
<th>Standing Capacity</th>
<th>Event Type</th>
<th>Preferred Caterer?</th>
<th>Venue Rental</th>
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<tbody>
<tr>
<td>1920s Commons</td>
<td>Lower level</td>
<td>100</td>
<td>175</td>
<td>Class party</td>
<td>yes</td>
<td>$$$</td>
</tr>
<tr>
<td></td>
<td>Lobby</td>
<td>300</td>
<td>450</td>
<td>Class party</td>
<td>no</td>
<td>$$</td>
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<tr>
<td></td>
<td>Room 208</td>
<td>130</td>
<td>200</td>
<td>Class party</td>
<td>no</td>
<td>$</td>
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<tr>
<td></td>
<td>Terrace</td>
<td>120</td>
<td>180</td>
<td>Class party</td>
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<td>$</td>
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<td>College Green*</td>
<td>Tent</td>
<td>300</td>
<td>500</td>
<td>Class party</td>
<td>no</td>
<td>$$$</td>
</tr>
<tr>
<td>College Hall</td>
<td>Hall 200</td>
<td>125</td>
<td>200</td>
<td>Class party</td>
<td>no</td>
<td>$$</td>
</tr>
<tr>
<td>Fisher Fine Arts</td>
<td>Arthur Ross</td>
<td>80</td>
<td>150</td>
<td>Class party</td>
<td>no</td>
<td>$$</td>
</tr>
<tr>
<td>Houston Hall</td>
<td>Bodek</td>
<td>150</td>
<td>300</td>
<td>Class party</td>
<td>no</td>
<td>$</td>
</tr>
<tr>
<td>Houston Hall</td>
<td>Hall of ‘49</td>
<td>120</td>
<td>200</td>
<td>Class party</td>
<td>no</td>
<td>$</td>
</tr>
<tr>
<td>Houston Hall</td>
<td>Hall of Flags</td>
<td>150</td>
<td>300</td>
<td>Class party</td>
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<td>$</td>
</tr>
<tr>
<td>Hutchinson</td>
<td>Rockwell Gym</td>
<td>500</td>
<td>800</td>
<td>Class party</td>
<td>no</td>
<td>$$$</td>
</tr>
<tr>
<td>ICA</td>
<td>Terrace</td>
<td>375</td>
<td>450</td>
<td>Class party</td>
<td>no</td>
<td>$</td>
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<tr>
<td>Palestra</td>
<td>Concourse</td>
<td>60</td>
<td>100</td>
<td>Class party</td>
<td>no</td>
<td>$</td>
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<tr>
<td>Penn Museum</td>
<td>Chinese Rotunda</td>
<td>250</td>
<td>500</td>
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<td>yes</td>
<td>$</td>
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<tr>
<td>Penn Museum+</td>
<td>Lower Egyptian</td>
<td>120</td>
<td>200</td>
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<td>yes</td>
<td>$</td>
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<td>Penn Museum</td>
<td>Stoner Courtyard</td>
<td>200</td>
<td>300</td>
<td>Class party</td>
<td>yes</td>
<td>$</td>
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<tr>
<td>Penn Museum</td>
<td>Warden Garden</td>
<td>200</td>
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<td>$</td>
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<tr>
<td>Penn Park</td>
<td>Field</td>
<td>350</td>
<td>500</td>
<td>Class party</td>
<td>no</td>
<td>$</td>
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<tr>
<td>Perelman Quad</td>
<td>Wynn Commons</td>
<td>400</td>
<td>800</td>
<td>Class party</td>
<td>no</td>
<td>$$$</td>
</tr>
<tr>
<td>The Quad</td>
<td>Lower Quad</td>
<td>175</td>
<td>350</td>
<td>Class party</td>
<td>no</td>
<td>$</td>
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<tr>
<td>Singh Center+</td>
<td>Lobby</td>
<td>80</td>
<td>150</td>
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<td>yes</td>
<td>$</td>
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<tr>
<td>Van Pelt Library</td>
<td>1st Floor</td>
<td>150</td>
<td>300</td>
<td>Class party</td>
<td>yes</td>
<td>$</td>
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<td>Van Pelt Library</td>
<td>6th Floor</td>
<td>150</td>
<td>250</td>
<td>Class party</td>
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<td>$</td>
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<tr>
<td>Vet School</td>
<td>Hill Pavilion</td>
<td>100</td>
<td>175</td>
<td>Class party</td>
<td>no</td>
<td>$</td>
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<tr>
<td>Weiss Pavilion</td>
<td>Education Commons</td>
<td>75</td>
<td>150</td>
<td>Class party</td>
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<td>$</td>
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<tr>
<td><strong>Wharton - JMHH</strong></td>
<td>Colloquium 8th</td>
<td>150</td>
<td>250</td>
<td>Class party</td>
<td>yes</td>
<td>$</td>
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<tr>
<td>Barnes</td>
<td>Entire museum</td>
<td>150</td>
<td>300</td>
<td>Class party</td>
<td>In house</td>
<td>$$$</td>
</tr>
<tr>
<td>City Tap House</td>
<td>Balconies</td>
<td>150</td>
<td>300</td>
<td>Class party</td>
<td>In house</td>
<td>N/A</td>
</tr>
<tr>
<td>Distrito Restaurant</td>
<td>Entire space</td>
<td>150</td>
<td>300</td>
<td>Class party</td>
<td>In house</td>
<td>N/A</td>
</tr>
<tr>
<td>Harvest Restaurant</td>
<td>Entire space</td>
<td>125</td>
<td>250</td>
<td>Class party</td>
<td>In house</td>
<td>N/A</td>
</tr>
<tr>
<td>Inn at Penn+</td>
<td>Woodlands</td>
<td>400</td>
<td>450</td>
<td>Class party</td>
<td>In house</td>
<td>$$$</td>
</tr>
<tr>
<td>J.G. Domestic</td>
<td>Restaurant</td>
<td>250</td>
<td>300</td>
<td>Class party</td>
<td>In house</td>
<td>N/A</td>
</tr>
<tr>
<td>Smokey Joe’s</td>
<td>Bar</td>
<td>40</td>
<td>75</td>
<td>Happy Hour</td>
<td>In house</td>
<td>N/A</td>
</tr>
<tr>
<td>World Café Live</td>
<td>Upstairs</td>
<td>75</td>
<td>150</td>
<td>Class party</td>
<td>In house</td>
<td>$$</td>
</tr>
<tr>
<td>World Café Live</td>
<td>Downstairs</td>
<td>200</td>
<td>350</td>
<td>Class party</td>
<td>In house</td>
<td>$$$</td>
</tr>
</tbody>
</table>

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**Table Key**

- **$ 0 - 500**
- **$ 500 - 2,000**
- **$ 2,000 - 7,000**

+ Additional rooms in venue
** Not available Alumni Weekend 2016

*N/A venue cost included in catering package. Venue availability not guaranteed & subject to group size.*

*Available Saturday evening only.*
Venue Selection Guidelines

Venue Procurement Process

1. The Penn Programs and Special Events (P&SE) team checks availability of all requested spaces and books every space that is available.

2. Programs and Special Events (P&SE) submits requests for all possible Penn locations for Alumni Weekend in mid-October. Venue requests are not reviewed prior to mid-October. The availability of most Penn venues are contingent upon other programming and PSE will be notified as soon as spaces become available.

3. Once we have received the status of availability for all requested venues Programs and Special Events (P&SE) / Classes and Reunions (C&R) leadership meets to allocate venues to each reunion class with a focus on reunion goals.

Venue Allocation Process

1. Reunion committees begin brainstorming on what reunion events to have and desired venue(s).

2. Alumni Relations (AR) shares feedback from each reunion committee with P&SE in regards to preferred venue(s). Based on reunion requests both C&R and P&SE consider the following factors:
   - Class Seniority
   - Alumni preferences
   - Type of event
   - Size of event vs. venue capacity
   - Availability
   - Budget friendly
   - Class Gift

3. After reviewing class requests and ensuring reunion venue criteria is met, C&R and P&SE will make recommendations on the best three venues to consider for a site visit for each reunion event.

4. Site visits allow the reunion committees to view venues in order to organize their preferred venue(s) into a 1st choice, 2nd choice, and 3rd choice. It should be noted that ALL requests will be considered when allocating each reunion venue.

5. Venues should not be advertised until confirmed formally by the building manager for that venue. Committees will be notified promptly upon receipt of confirmation.
## Reunions 2016 Staff Liaisons

Contact your Class Liaisons for all information pertaining to your reunion.

<table>
<thead>
<tr>
<th>Year</th>
<th>Class Giving Staff Liaison</th>
<th>Outreach and Planning Staff Liaison</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 YR</td>
<td>Derrick Smith</td>
<td>Nicole Svonavec</td>
</tr>
<tr>
<td>5 YR</td>
<td>Matt Grandon</td>
<td>Nicole Svonavec</td>
</tr>
<tr>
<td>10 YR</td>
<td>Patrick Daley, SPP’15</td>
<td>Jeanine McAdams</td>
</tr>
<tr>
<td>15 YR</td>
<td>Kathleen Margay</td>
<td>Jeanine McAdams</td>
</tr>
<tr>
<td>20 YR</td>
<td>Kathleen Margay</td>
<td>Jeanine McAdams</td>
</tr>
<tr>
<td>25 YR</td>
<td>Patrick Daley, SPP’15</td>
<td>Colleen Kelly</td>
</tr>
<tr>
<td>30 YR</td>
<td>Patrick Daley, SPP’15</td>
<td>Colleen Kelly</td>
</tr>
<tr>
<td>35 YR</td>
<td>Rachel Swartz</td>
<td>Jeanine McAdams</td>
</tr>
</tbody>
</table>

Contact information for each liaison is provided in the document.
Reunions 2016 Staff Liaisons
Contact your Class Liaisons for all information pertaining to your reunion.

40 YEAR | 1976
Class Giving Staff Liaison: Rachel Swartz
215.898.3645 | rachelsw@upenn.edu
Outreach and Planning Staff Liaison: Colleen Kelly
215.898.9435 | colkel@upenn.edu

45 YEAR | 1971
Class Giving Staff Liaison: Josh Nay
215.746.6233 | joshnay@upenn.edu
Outreach and Planning Staff Liaison: Colleen Kelly
215.898.9435 | colkel@upenn.edu

50 YEAR | 1966
Class Giving Staff Liaison: Josh Nay
215.746.6233 | joshnay@upenn.edu
Outreach and Planning Staff Liaison: Lisbeth Willis
215.573.7061 | lisbethw@upenn.edu

55 YEAR | 1961
Class Giving Staff Liaison: Dennis Disbrow
215.898.6166 | disbrow@upenn.edu
Outreach and Planning Staff Liaison: Sandra Dirkes Scutt, W’86
215.746.3239 | sscutt@upenn.edu

60 YEAR | 1956
Class Giving Staff Liaison: Dennis Disbrow
215.898.6166 | disbrow@upenn.edu
Outreach and Planning Staff Liaison: Sandra Dirkes Scutt, W’86
215.746.3239 | sscutt@upenn.edu

65 YEAR | 1951
Class Giving Staff Liaison: Dennis Disbrow
215.898.6166 | disbrow@upenn.edu
Outreach and Planning Staff Liaison: Sandra Dirkes Scutt, W’86
215.746.3239 | sscutt@upenn.edu

70 YEAR | 1946
Class Giving Staff Liaison: Dennis Disbrow
215.898.6166 | disbrow@upenn.edu
Outreach and Planning Staff Liaison: Sandra Dirkes Scutt
215.746.3239 | sscutt@upenn.edu

75 YEAR | 1941
Class Giving Staff Liaison: Dennis Disbrow
215.898.6166 | disbrow@upenn.edu
Outreach and Planning Staff Liaison: Sandra Dirkes Scutt, W’86
215.746.3239 | sscutt@upenn.edu
Take advantage of PRLC! There are decades of cumulative reunion experience in the room. Make your reunion unique to your class, but don’t miss the opportunity to learn from the classes that came before you. They’re no dummies. They went to Penn.

**BEST PRACTICES FOR PLANNING A SUCCESSFUL REUNION**

“What are the three most important components for a successful reunion? Simple. Outreach, outreach, and an open bar.”

Kyle Kozloff, W’90

“The greatest event plans in the world don’t mean anything if no one comes. All good reunion plans include a significant amount of time, energy and strategy dedicated to outreach. Every member of the class should feel she or he is personally invited to the reunion.”

Benjamin H. Craine, W’65

In my experience, PRLC is a great opportunity for classes to learn best practices, understand their resources, and network as they begin reunion planning. It is the official start to a year of hard work that culminates with a fun, memorable Alumni Weekend.

Kaitlin Meiss, W’15

**WHY I GIVE...**

“To support the University in continuing to provide tremendous learning and growth experience for students.”

Aaron Landrum, C’13

“Best times of my life were at Penn. I love this school. I’ll always support it, not just monetarily ($ amount is irrelevant) but from the heart. It was a magic time in my life. I want the school and students to continue to thrive.”

Hilary Brooks, C’02

“Penn provided an irreplaceable lifetime benefit and lifelong friendships... the Penn experience affected every facet of my life.”

Warren Lieberfarb, W’65
WHY I VOLUNTEER...

“That Penn diploma is one of our most valuable possessions. As alums we must recognize that there is an unpaid debt and we should make repayment. Joining in the Reunion Team is an excellent way. **AND, AS A SPECIAL BONUS, IT IS FUN!!**”

*George Curchin, W’50*

“After 55 years, my Penn experience is as fresh in my mind and as meaningful to my life as ever and always. I volunteer to help with the five year reunions because I want to see my Penn friends again; and those I persuade to be there always thank me profusely for encouraging them to come!”

*David H. Marion W’60, L’63*

“I volunteer with Penn because I love being connected to the university and its alumni. Reunions are a chance to see old friends and make new ones!”

*Nicole Oddo Smith C’05*

“As someone who has never left Penn—I work here—it is easy to take for granted what an amazing place it is. Seeing classmates overwhelmed with emotion at being reunited with their friends and the place they called home for four years reminds me why I do what I do and demonstrates the deep, unbreakable connection that so many of us feel toward Penn.”

*Paul Richards, C’10, G’16*

“Aside from nostalgia for our Penn undergraduate life and the renewal of long-standing classmate friendships, our Class’s 55th Reunion success can be attributed to strong, enthusiastic and well organized committee participation. So let's give a hearty Red and Blue cheer for our volunteers who worked so hard to make this event a happy experience for all the attendees.”

*Roger Winston W’60*

For more Why I give/Why I volunteer quotes, tips and best practices visit the Penn Volunteer Toolkit App.

“I LOVE PENN!”

*Edward Cohen, W’15, GEN’16*
Join Penn Board Chair David L. Cohen, L’81, President Amy Gutmann, and Penn Alumni President Julie Beren Platt, C’79 for an evening of food, fun, and celebration at the 81st Annual Alumni Award of Merit Gala! Meet and mingle with fellow alumni and friends from across the University as we honor those who have demonstrated outstanding service to Penn.

FRIDAY, NOVEMBER 6, 2015

Annenberg Center Live
3680 Walnut Street, Philadelphia, PA 19104

6:00 PM  
Cocktail Reception, Annenberg Lobby

7:00 PM  
Awards Presentation, Zellerbach Theatre

8:30 PM  
Dinner Reception, Annenberg Lobby

Cocktail Party attire
To RSVP, visit the Award of Merit Gala website:
www.alumni.upenn.edu/aamgala

Gala Admission:
$75 per person
Young Alumni (Classes 2005-2015):
$55 per person

For questions, please contact Penn Alumni Relations:
215-898-7811 | alumni@ben.dev.upenn.edu