

# PENN 68

The Year that Shaped a Generation  
Celebrating Our **50th Reunion 2018**

**ALUMNI WEEKEND 2018**

Class of 1968 | 50th Reunion | May 10 - 14, 2018

## Dear Classmates,

In just five short months we'll be together again on Penn's campus to celebrate our 50<sup>th</sup> Reunion! Various committees have been hard at work planning and coordinating a fabulous celebration for the Class of 1968. Save the date and make your travel plans for May 10-14, 2018. Review this newsletter closely and begin planning your weekend. For updated event locations and the full offering of events visit [www.alumni.upenn.edu/1968](http://www.alumni.upenn.edu/1968).

Here are a few things to do prior to our Reunion Celebration in May:

- **Reach out to friends and classmates and encourage everyone to attend our 50<sup>th</sup> Reunion.**
- **Submit your personal story to be included in our 50<sup>th</sup> Reunion Book.**
- **Sign up on our interactive, class-only website, [Penn1968.com](http://Penn1968.com), to connect with fellow classmates.**
- **Book your hotel and plan your travel to Penn.**
- **Make a gift to The Penn Fund in honor of our 50<sup>th</sup> Reunion Class of 1968 Legacy Project.**

Registration will open February 1, 2018. A formal invitation will be mailed with the Alumni Weekend guide.

We look forward to celebrating with you!

*Alex C. Conroy*

Alex Conroy, *President*

# Class of 1968, 50th Reunion Schedule

## On-Campus Registration

FRIDAY, MAY 11  
11:00 AM - 10:00 PM

SATURDAY, MAY 12  
8:00 AM - 10:00 PM

Registration will be open on College Green at 36<sup>th</sup> & Locust Walk - stop by the registration tent to pick up your Penn Alumni canvas tote and officially check in when you arrive on campus.

## THURSDAY, MAY 10

Noon - 6:30 PM

### Penn Class of 1968 50<sup>th</sup> Reunion Golf Outing

Glen Mills Golf Club

221 Glen Mills Road | Glen Mills, PA 19342

12:00 PM: Lunch | 1:00 - 1:30 PM: Tee Times


5:30 - 6:30 PM: Prizes, cocktails, & hors d'oeuvres

After-golf drinks, hors d'oeuvres & awards: The Stables of Yellow House at 378 Thornton Rd, Thornton, PA 19373. Registration for the Golf outing closes Wednesday, May 2. Maximum of 20 golfers.

Cost per golfer: \$150 includes lunch, practice tee, golf, golf cart, after-golf drinks, hors d'oeuvres and prizes. To register contact

Colin Hanna, [colin@hanna.net](mailto:colin@hanna.net).

Sponsored by Colin Hanna

 8:00 - 10:00 PM

### Cinema Celebration: Screening of *Bonnie & Clyde*

New College House, Hill Field



'68 Cinema Celebration-Films from 1967 - 1968, will be screened throughout the 50<sup>th</sup> Reunion, beginning Thursday, May 10<sup>th</sup>. Films curated by Robert Cort, C'68, G'70, WG'74 and Peter Decherney, Penn Professor of Penn Cinema Studies Program and Penn English Department, author of *Hollywood and the Culture Elite: How the Movies Became American*. Q&A will follow after each film.

## FRIDAY, MAY 11

11:00 AM - 9:00 PM

### 1968 Welcome Center

The ARCH, Room 108 | 3601 Locust Walk

Our welcome center will be open for the Class of 1968. Pick up your Reunion Book, yearbook photo name tag, and Class of 1968 cap at the 1968 Welcome Center at The ARCH. Staffed coat & luggage check available.

12:00 - 2:15 PM

### Lunch & Learn: Harnessing the Latest Behavioral Insights Toward Your Better Health

*Presented by the Leonard Davis Institute*

Houston Hall, Class of '49 Auditorium | 3417 Spruce Street

Premature mortality due to unhealthy behavior continues to rise, and health plans and delivery systems are grappling with how to respond. This panel will critically assess existing programs, describe exciting work to reduce unhealthy behavior, and suggest potential pathways forward. Lunch will be provided in Bodek Lounge following the presentation (1:15 - 2:15 PM).

*Chaired by Susan Croll*

2:30 - 4:00 PM

### American Movies Then and Now: A Conversation About the Films of 1968 & Today 'Did *The Graduate* Deliver on its Promise'

Houston Hall, Class of '49 Auditorium | 3417 Spruce Street

In our senior year movies dominated America's popular culture. We stood in line to see them, argued their merits in long nights at Smokey Joe's, and reveled in the ways that they were finally reflecting the emerging reality and values of our generation. Fifty years later, there's nothing to see on Saturday night at the movies. The how's and why's of what has happened to movies is a journey as tumultuous as our lives. In the fall of 1967 for our last hurrah, *Bonnie & Clyde* had just hit theaters, soon to be followed by film icons *The Graduate*, *Rosemary's Baby* and *Planet of the Apes*. 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 - movies that addressed profound social changes. These movies garnered not just critical acclaim but also huge audiences. 2017 and 2018 promise to be equally impactful years for America. Cort & Decherney will focus on three meta-factors to understand the changed movie landscape: digitalization, corporatization, and most significantly, globalization. They will examine how marketing-distribution strategies and technological breakthroughs drove the creation of content into radically different directions.

# Schedule of Events

4:30 - 5:30 PM

## Campus Tour

Meet outside Houston Hall on Wynn Commons

Join classmates for a guided campus tour. Golf carts are available by request for those with ADA needs. Contact Lisbeth Willis, [lisbethw@upenn.edu](mailto:lisbethw@upenn.edu) to reserve a seat.

6:00 - 7:00 PM

## Singles Mingle

The ARCH, Café and Locust Walk Terrace  
3601 Locust Walk

Join classmates before the Welcome Party!

7:00 PM - 9:00 PM

## 50<sup>th</sup> Reunion Welcome: A Sophisticated Taste of Philadelphia

The ARCH | 3601 Locust Walk

Enjoy a welcome from Penn's President, Amy Gutmann, 60's guitar music, trivia contest, and friends. Featuring a fantastic Philadelphia menu - from cheesesteaks and hoagies to Tastykakes & lemon ices. Extensive vegetarian options too. A full open bar with liquor, wine, beer, & soda.

View the 1968 Retrospective Video Project: *The Way We Were*, produced by Rich Sabreen & Class Archivist team - Susan Croll, Janet Oberlander Simons & Carolyn Marcus Jacobs.


*Chaired by Barbara Russo Bravo, Mia Argentieri & Jack Goldenberg.*

8:00 PM - Midnight

## Taste of Penn Spectrum at FranklinFest, The All-Alumni Party

College Green

Join alumni of all classes for the Taste of Penn Spectrum at FranklinFest, featuring food, wine, and entertainment. Full bar and dancing after 9 PM.

 8:30 - 10:30 PM

## Cinema Celebration: Screening of *The Graduate*

The Arch, 2<sup>nd</sup> Floor | 3601 Locust Walk

## SATURDAY, MAY 12

8:00 - 11:00 AM

### Class of 1968 Breakfast and Concurrent Panels

Van Pelt Library, 6<sup>th</sup> floor

Join classmates for a buffet breakfast, mimosas & bloody marys, and a meet and greet with faculty and coaches. Classmates can remain at the event until the parade lineup begins at 11:45 AM. Yearbooks will be distributed to those who ordered them.

#### 9:00 AM: The Professors Forum: A Reunion Sixth Floor, City View Seminar Room

Be a part of an outstanding conversation featuring a panel of the class of 1968's favorite faculty superstars. Enjoy professors' anecdotes, and perspectives on the similarities and differences of teaching students in 1968 and in 2018. The panel will be moderated by the editor of the Pennsylvania Gazette, John Prendergast, and lead staff writer, Sam Hughes.

*Chaired by Lee Gordon*

#### 9:00 AM: Breakfast of Champions: Current coaches discuss Penn Athletics today followed by Q&A

Sixth Floor, Class of 1978 Orrery Pavilion

Join classmates to celebrate the glory of competing Red & Blue. Featuring a panel of current Penn coaches who will talk about Penn Athletics today. Honoring all athletes & team managers who participated in Penn Athletics from 1964-1968.

*Chaired by Bill Creeden and Carolyn Marcus Jacobs*

#### 9:30 AM: Honoring athletes of the Class of 1968 Penn Athletics 1964 - 1968

##### Special Recognition for Championship and Teams

- 1967 & 1968 Heavyweight Crew Teams - United States National Champions
- 1968 Wrestling Team, undefeated winners of the Ivy Title
- 1968 Men's Tennis Team, tied as winners of the Ivy Titles
- 1968 Undefeated Women's Basketball Team
- 1968 Lightweight Varsity & JV Crew Teams - among the USA's top ranked crew teams
- 1967 Lightweight Crew Team - winners of the Jope Cup for National Team Supremacy
- 1967-1968 Swim Team, winners of the Ivy Title
- 1966 Squash Team, tied as winners of the Eastern Title & Ivy Champions & The 1967 Squash Team, tied for the Eastern Title
- 1966 Men's Basketball Team, winners of the Ivy Title
- 1966 & 1967 Fencing Teams, tied for Ivy League Championship
- 1965, 1966 & 1967 Undefeated Women's Tennis Teams
- 1964 Undefeated Freshman Football Team
- 1964 Undefeated Men's Soccer Team

##### Special Recognition for Individual Champions

- Bill Creeden, 1965 Ivy Player of the week, and Outstanding Football Player, 1966
- Lynn Davidson, All College, Hockey
- Charlie Dewey, All-Ivy First Team, Soccer, 1967
- Joe Geeb, Undefeated in Wrestling, 1968
- Tom Harlowe, All-Ivy First Team, Baseball, 1968
- Ted Isaacson, All-Ivy and All American, All-Ivy First Team, Soccer, 1966
- Fred Levin, Undefeated in Tennis, 1967

- **Barbara Linnehan**, Recipient of the Ann B. Black Trophy, All-College, Hockey & MVP, Basketball, 1965, 1966, 1967 & 1968
- **Roger Lorberbaum**, All-Ivy First Team, Soccer, 1965
- **Todd Makler**, Sabre, 1968 United States National Fencing Champion, All-American & All-Ivy First Teams In 1966, 1967, 1968, and Olympian, Munich '72. Penn Hall of Fame, Inaugural Class 1991
- **John Martinovich**, All-Ivy Second Team Football, 1966 - 1967
- **Larry Miller**, All-Ivy, First Team, Soccer, 1967
- **Ben Mortensen**, All-Ivy and Honorable All-American, Football
- **Anthony Parkinson**, All-Ivy Second Team, Lacrosse, 1968
- **Bill Purdy**, Crew, Olympian in Mexico City, 1968
- **Mary Rue**, Recipient of the Fathers' Trophy as Outstanding Female Athlete, 1968
- **Mollie Rush**, All College, Hockey

Special Recognition for **ATHLON**, Women's Athletics Honor Society  
 Welcome iconic coaches: **John Cervino**, **Faye Bardman Donovan**, and **Ted Nash**.

**10:45 - 11:30 AM**

**Conversation with President Amy Gutmann**

Annenberg Center for Performing Arts | 3680 Walnut Street

**11:45 AM**

**Parade of Classes**

Across from Ben on the Bench | 37<sup>th</sup> and Locust Walk

Assemble at the corner of 37<sup>th</sup> and Locust Walk - across from Ben on the Bench. 1968 will be called to action by Parade Marshal Colin Hanna, lining up with our 50<sup>th</sup> Reunion banner & the 1968 class flag. **Please wear your 1968 Penn cap**. Classmates requiring ADA transportation assistance for the parade are asked to indicate their need when they register for the reunion.

**12:30 - 3:30 PM**

**'68 Class Picnic**

Tent on College Green

Join the Class of 1968 in the reserved 50<sup>th</sup> Reunion Tent on College Green. Lunch, music & 'selfies'.

**2:15 PM**

**Class Photo**

Furness Building steps, College Green


**3:30 - 4:30 PM**

**Calling All Veterans**

NROTC, 417 Hollenbeck Center | 3000 South Street

The Class of 1968 Reunion Veterans Committee welcomes all veterans from the Class of 1968 to share thoughts and recollections.

*Chaired by Randy Elkins & Colin Hanna*

 **3:30 - 5:30 PM**

**Cinema Celebration: Screening of *The Planet of the Apes***

New College House, Hill Field



**7:00 - 11:00 PM**

**50<sup>th</sup> Reunion Gala  
 Class Celebration  
 at The Barnes Foundation**

**2025 Benjamin Franklin Parkway**

Don't miss this once in a lifetime celebration! Join honorary 50<sup>th</sup> Reunion Chairmen, Michael Crow, David Montgomery, Larry Nussdorf and Gail Petty Riepe, to celebrate our 50<sup>th</sup> Reunion. Party at the world-renowned Barnes Museum to dine, dance, chat & reconnect with friends - inside and on the terrace. Full premium open-bar. Stephen Starr catering featuring fabulous food. Music for listening and dancing! Every guest will have full access to all Barnes Museum galleries - a \$25 value included in every gala admission. Groups of ten or more can reserve a table in advance by contacting Elsie Sterling Howard, [elsiehmiami@gmail.com](mailto:elsiehmiami@gmail.com). Complimentary parking.

**SUNDAY, MAY 13**

**9:00 - 10:00 AM**

**Dedication of the Class of 1968 Legacy Garden Project**

College Green, adjacent to Van Pelt Library

For event details see Legacy Garden on page 4.

**10:00 - 11:45 AM**

**Reminiscence & Reflection Champagne Breakfast**

Houston Hall, Bodek Lounge | 3417 Spruce Street

Drink a toast to dear old Penn and to wonderful friends of a lifetime. Enjoy champagne and bloody marys, a lavish brunch and camaraderie in Houston Hall's Bodek Lounge. Reminisce watching the memorial photo montage tribute, and join members of the Class of 1968 as classmates pay tribute to departed classmates in a special flower ceremony. Our University Chaplain, Chaz Howard, C'00, will lead us in reflection. Featuring outstanding pianist Jackson Betz, C'19, who will play favorites on the grand piano. The Penn Glee Club will also perform. The Class of 1968 invites and welcomes spouses, partners, children and families of departed classmates to join us at breakfast as our guests, to be a part of a memorial tribute. Luggage storage space is available until 3:00 PM at Houston Hall

*Chaired by Jim Colins & Phyllis Ettinger Rodbell*

## SUNDAY, MAY 13

Noon - 1:30 PM

### **Tour the Botanical Beauty of Penn**

Leave from Houston Hall, Wynn Commons area

Join the 1968 Cherry Tree Tour led by Penn's leading landscape architect, Robert Lundgren, on a walk through Penn's nationally recognized urban arboretum.



1:00 - 3:00 PM

### **Cinema Celebration: Screening of *Rosemary's Baby***

New College House, Hill Field

## MONDAY, MAY 14

8:00 AM - 1:00 PM

### **University of Pennsylvania's 262<sup>nd</sup> Commencement Ceremony**

**8:00 AM: Robing and Breakfast**

**Annenberg Center for Performing Arts, 3680 Walnut Street**

Join members of the Class of 1968 to lead the commencement procession and enter Franklin Field behind the 1968 flag, with Penn's President, trustees, faculty, and thousands of happy graduates. A casual luncheon will follow at Sweeten Alumni House, 3533 Locust Walk. Caps & gowns are complimentary for the 50<sup>th</sup> Reunion Class of 1968 and must be reserved by April 1, contact Lisbeth Willis at [lisbethw@upenn.edu](mailto:lisbethw@upenn.edu) to reserve regalia.



## The Class of 1968 Legacy Garden

*Chaired by Fran Poeppelmeier Sheeley and Diane McClure Holsenbeck, together with Gift Chairs, Doug Cox and Sidney Rodbell*

Our class has chosen to create a signature **1968 Legacy Garden** to be constructed at the 34<sup>th</sup> Street entrance to campus, next to the Library. Our garden will be an intimate shady spot tucked off the main walk at the east side of College Green and will feature a bench and stone paved terrace surrounded by flowering shrubs and perennial border plantings. It will also include a permanent plaque listing classmates who give or pledge \$25,000 (over up to 5 years). To celebrate Penn's cherry tree collection and planned celebration tour, cherry trees will be planted within and in the vicinity of this area, serving as the ceremonial starting point of the Cherry Tree Tour and festivities each spring.

The Classes of 1968 and 2018 will cut the ribbon for the Class of 1968 Legacy Garden, at the entrance to College Green, adjacent to Van Pelt Library, a location central to 1968's Penn experience. The dedication will include the unveiling of the recognition plaque for Penn Fund donors of \$25,000 and more. Enjoy music by *Counterparts*, a co-ed student a capella group. The Class of 2018 will join 1968 to bury the 1968-2018 time capsule which will include items chosen by both 1968 and 2018. The capsule will be opened in 2068 at 2018's 50<sup>th</sup> Reunion. All 1968 donors' names and a memorial list of classmates will also be included in the capsule.

Our milestone 50<sup>th</sup> Reunion is an ideal time to unite as a class and commemorate our Penn experiences through philanthropy. We hope you will support our Class Reunion Fund this year! Every gift counts, as alumni participation is a factor in Penn's national rankings. For some, considering a gift at the leadership donor level is possible, and we hope you give at a level that is meaningful to you.

## The 50<sup>th</sup> Reunion Book

Please remember that for your submission to be published in the Reunion Book, it must be completed by **January 31, 2018**.

If you have not received your personal login information, or if you need assistance, please email [mark@meno-recollections.com](mailto:mark@meno-recollections.com) and introduce yourself as a member of the Class of 1968, or contact our staff liaison, Lisbeth Willis, [lisbethw@upenn.edu](mailto:lisbethw@upenn.edu)/215.573.7061.

# Pricing / General Information

## REUNION PRICING

### **50<sup>th</sup> Reunion All Access Package**

Per Person: **\$335** Per Couple: **\$630**

#### **All access package includes:**

- Reunion Book for those who purchase the package before April 1.
- Weekend-long '68 Cinema Celebration events (Thursday - Sunday)
- Friday Afternoon - 50+ Lunch & Learn and Class Panel
- Friday Night - 50<sup>th</sup> Reunion Welcome
- Friday Night - Taste of Penn Spectrum at FranklinFest
- Saturday Morning events - Breakfast and Concurrent Panels
- Saturday Afternoon - Parade, followed by the Class Picnic
- Saturday Night - Gala 50<sup>th</sup> Reunion Class Celebration at the Barnes Foundation, including entry to the Barnes Museum and its galleries (\$25 value) and complimentary parking
- Sunday Morning - Dedication of the Class of 1968 Legacy Garden Project
- Sunday Morning - Reminiscence & Reflection Champagne Breakfast
- Monday Morning - Commencement Academic Procession; gown and regalia (pre-registration required by April 1)
- Class Parade favor - Penn '68 cap
- Registration favor - Penn Alumni canvas tote

*Package savings vs. buying a la carte:*

*\$60 per person / \$120 per couple*

#### **A la carte pricing (per person):**

##### **50<sup>th</sup> Reunion Welcome Cocktail Reception & Penn '68 cap:**

Per Person: **\$75** Per Couple: **\$150**

##### **Saturday Breakfast and Concurrent Panels:**

Per Person: **\$25** Per Couple: **\$50**

##### **Saturday Picnic (Penn Alumni Weekend pass):**

Per Person: **\$50** Per Couple: **\$100**

Includes Friday Night Taste of Penn Spectrum at FranklinFest on College Green; Saturday Alumni Picnic; Sunday Breakfast; Penn Alumni canvas tote bag registration favor and Penn'68 baseball cap.

##### **Saturday Night Gala 50<sup>th</sup> Reunion Class Celebration at the Barnes Foundation,** includes entry to the Barnes Museum and its galleries (\$25 value) and complimentary parking:

Per Person: **\$180** Per Couple: **\$360**

##### **Sunday Morning - Reminiscence & Reflection Champagne Breakfast:**

Per Person: **\$25** Per Couple: **\$50**

##### **1968 Reunion yearbook:**

**\$40** each (Order by April 1)

**Package and party costs increase by \$10 starting May 11.**

**Register by April 15 to receive a custom name tag with your '68 yearbook photo.**

## QUESTIONS?

### **Online registration opens February 1, 2018**

#### **Reunion questions:**

Lisbeth Willis, Alumni Relations

[lisbethw@upenn.edu](mailto:lisbethw@upenn.edu) | 215.573.7061

Elsie Sterling Howard, Reunion Co-Chair

[elsiehmiami@gmail.com](mailto:elsiehmiami@gmail.com)

#### **Giving questions:**

Josh Nay, The Penn Fund

[joshnay@upenn.edu](mailto:joshnay@upenn.edu) | 215.746.6233

## GENERAL INFORMATION

### **Shuttle Transportation**

Friday - Sunday: Shuttle transportation is available to campus on a timed schedule from the Downtown Marriott and Sonesta Hotels. Shuttle schedules will be available February 1, at [www.alumni.upenn.edu/1968](http://www.alumni.upenn.edu/1968).

Hotel Blocks: [www.alumni.upenn.edu/awhotels](http://www.alumni.upenn.edu/awhotels)

#### **Connect with classmates virtually!**

Join the class-only website designed to connect us to one another. Registration is easy. All you need do is: Go to your web browser and enter [penn1968.com](http://penn1968.com). Go to the tab entitled "First Time Visitors" and follow the prompts. Member privacy and security comes first.

[www.facebook.com/PennClasof1968](https://www.facebook.com/PennClasof1968)

Visit [www.alumni.upenn.edu/1968](http://www.alumni.upenn.edu/1968) for complete reunion details.

Reunion Book, photo name tag, and Penn 1968 cap will be available for pickup at each '68 event on Saturday, May 12.

## Formal invitation to follow.