



Engineering Alumni Society

Minutes of the Engineering Alumni Society Board of Directors
University of Pennsylvania
Philadelphia, PA 19104

www.seas.upenn.edu/alumni/

Monday, February 23, 2009 in Room 307, Levine Hall

Attendees:

Alison Capponi*	Hank Guckes	Jim Brennan	Russ Miller
Carl Clyde	Harris Romanoff	Marion Hubing*	Stan Warchaizer
Eileen Feldman	Harry Vartanian	Nancy Harris	Tim Carlsen*
Eric Benshetler*	Janice Rafferty	Paul McLaughlin*	Walt Korn
Ernest Churchville	Jason Bethala*	Rich Cisek	
Farnia Fresnel*	Jason Rifrini*	Robert Berkovits	*via teleconference

President's Welcome and Remarks

Harris opened the meeting at 6:03 pm. Harris read a card from Rosette expressing her thanks for the well wishes from the board. Harris also shared that Brad expressed his appreciation for all the well wishes from the board as well.

Dean's Remarks

It was reported that the Dean is in New York.

Approval of Minutes

Russ reported that he will edit the Dean's remarks for the minutes posted on the website. The minutes were approved as corrected.

Development Office Report

It was reported that George is in Florida.

Mentoring Program



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Forty-six motivated students signed up for the program. There were 102 mentors to choose from. Four students from last year talked at today's event. The program is now targeted for freshman. It was targeted for sophomores. The program is for career exploration. This is the 2nd year for freshman. Last year had fewer students as a transitional year for targeting freshman from targeting sophomores. Upperclassman can still sign up.

Website & LinkedIn Updates

The website is up to date. LinkedIn members are now over 220. There has been little advertisement; members come mostly from word of mouth. Harris showed the changes to the website. Upcoming events were moved to the top. The welcome letter was updated. Bill will update LinkedIn with a new letter. Harris asked if there were statistics available about geography of LinkedIn members. It was asked if the picture of Skirkanich Hall can be replaced with an artist rendering of Nano-building. Janice reported that Engineering is updating the entire website and is moving to a more interactive experience. It is an ongoing project that possibly will be complete by Spring.

Penn – Princeton Game (3/10) - with Penn Club Philadelphia

Jocelyn is on train. The event is a joint venture between Engineering alumni and The Penn Club of Philadelphia. There is a reception in Levine lobby prior to Penn - Princeton game. Many non-engineering alumni are expected. Vice Dean John Keenan is speaking. There are tickets set aside for engineering alumni to purchase.

2nd Bi-Annual Patent Presentation

The event will be a forum from an hour to an hour and a half. The basics about patents and the University of Pennsylvania patent policy will be reviewed. Much can be learned by searching on line. Event title is Impact of patents on world economy. Speakers all lined up except from US patent office. Liz is working to secure speaker. Other speakers are a Penn technology transfer representative, a Johnson & Johnson representative and one of founders from Harry's firm. Possibly limit to 4 topics and Q&A to keep event short, that is keep it under 90 minutes. Janice is arranging food. Event advertising plan is not set yet. The plan is to take the guest speakers out to dinner afterwards. Harry's firm will pick up expenses. Date of event is March 24 6-7 at Berger Auditorium.

If student has an idea and wants to know 'how do I patent it' - that can that be woven into presentation. Students asked that last time. There is a Fall presentation about the nuts and bolts of getting a patent.

It was suggested to work with Career Services for email notification of event and to be put on calendar. Calendar may be limited to 5 words. Daily Pennsylvanian does have a



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place for "today's events" which may be free.

Slide deck will be sent to team and Harris this weekend.

It was asked if this event can be used to market the board. The introduction will include the fact that the board is sponsoring the event. There are no plans for hand outs – need to be green conscience, but possibly could email presentation to attendees.

Engineering Alumni Ambassadors

Based on feedback from last board meeting the committee went back to drawing board. The first model outside of this room there wasn't a nexus of community and without that nexus model one would possible not work.

Now trying to enhance the LinkedIn website. The Facebook website has some good and bad points. Face Book is "somewhat in your face." Facebook attracts a younger crowd – LinkedIn is older crowd. Quakernet may be able to be used for authentication on Facebook. A user must login to Quakernet to join a Facebook Penn group. The committee recommended establishing a Facebook presence. It will be important for someone to build content for the group.

The Motion to start a Facebook group was approved.

The committee wants to check out what other Universities are doing. Janice will check with other Penn schools are doing. Cornell has class groups as an example.

Around The Table

Rich – the wiki page about Penn Engineering is light. Janice – Thirty-two people RSVPed for appreciation night dinner and game. Harris thanked Janice for her organization efforts. Eileen is planning the 30th anniversary of the M&T program. Stan asked about Meningitis outbreak; it was reported only 3 students were infected and everyone is okay. Farnia said her LinkedIn request was accepted. Jason received an email from an under graduate that wants to organize an end of year event with Alumni board. Google CEO, Eric Schmidt, will be commencement speaker. Eric will be sending emails to board for reunion planning. Tim commented that the conference call not perfect science hard to hear people on the fringe of table. Russ asked someone to bring camera to board appreciation night. Bob commented to remember the Delaware county engineering banquet. Hank participated in mock interviews and was lot of fun. Also and more importantly it was useful for students. Walt – there will a 3/4 2pm conference call for senior design committee members.



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Adjournment

Meeting was adjourned at 6:58pm:

Guest Speaker – John Alviti, Senior Curator, The Franklin spoke.

The next meeting is scheduled for Monday, March 30, 2009 at 6:00 PM.

Minutes prepared and submitted by,

Carl Clyde