



Engineering Alumni Society

Minutes of the Engineering Alumni Society Board of Directors
University of Pennsylvania
 Philadelphia, PA 19104
www.seas.upenn.edu/alumni/

Monday, November 23, 2009 6pm, in Room 307, Levine Hall
 Conference Bridge: 866-831-0899

Attendees:

Dean Eduardo Glandt		Ellie Davis	X	Jason Bethala - AD	
Harris Romanoff – Pres	X	George Hain	X	Alison Capponi - AD	
Jim Brennan – VP	X	Rosette Pyne	X	Jeannine Carr – AD	
Nancy Harris – VP		Janice Rafferty	X	Richard Cisek – AD	X
Russ Miller – VP	X	Robert Berkovits - D	T	Bill Kane – AD	
Farnia Fresnel – Sec	X	Dane Carswell - D	X	Sevile Mannickarottu – AD	
Stan Warchaizer - Treas	X	Ernest Churchville - D	X	Wayne Robbins – AD	
Tim Carlsen - PP	X	Carl Clyde – D	X	Craig Schorr – AD	T
Dick Mulford - PP		Henry (Hank) Guckes - D	X	Jane Fried Sheinfeld - AD	T
Marion Hubing – PP		Matt Quale – D	X	Jason Rifkin	T
Eric Benshetler – PP		Eileen McCarthy Feldman -D		David Goldstein	T
Walter Korn – PP	X	Jocelyn Nelson – D	T	Dane Carswell	X
Muhta Agrawal	X	Alan Shultz –D		David Solomon	T
T = indicates teleconference		Harry Vartanian –D	X	Brad Abrams	X

President’s Welcome and Remarks

Harris opened the meeting at 6:00pm.

Dean's Remarks

The Dean was unable to attend the meeting.

Approval of Minutes

Minutes were approved with several corrections:

- The Quakernet logo should be changed back to the Penn Alumni logo
- Pg 2, correct the spelling for: George Pfreundschuh
- Pg 3, remove the reference to Prof. Ala Santanova.
- Pg 3, The speaker was coordinated by Walter Korn.

Career Services Report

Rosette shared that Rich will ‘Tweet’ to the students in the spring and requested additional volunteers. Farnia & Harris volunteered to do the ‘Tweeting’ next semester.

- One of the freshmen Penn students, Jason Merrins, is a finalist in the Nickolodeon competition. He has an opportunity to win prizes from Nickolodeon..



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ACTION: Vote for Jason Merrins on Linked In.

NOTICE: If any board members are involved in activities that have conferences, please tell Rosette as she may be able to get student volunteers.

Development Office Report

George thanked Ellie and Janice for their efforts in surpassing the 2009 annual giving goal.

- The admissions numbers have increased.
- He has been using electronic media to reach a broader audience to grow interest in Penn.

Homecoming Wrap Up

Matt shared that the event went well. However, there were fewer people in attendance at the mentoring table this year.

- Going forward, Homecoming events will be posted to the social networking sites to encourage attendance.
- Chair of the committees (Homecoming/ alumni weekend) will now regularly post to the Linked In sites.

Yarnall

The Yarnall award candidate accepted the nomination for the 2010 award. Tim and Stan are working to finalize the award packet.

Website Updates

Russ provided the following updates:

- Dev office provided pictures for the website.
- The 2009 annual report & meeting notes added to the site.
- Two broken links were updated.

Social Networking Updates

Russ provided additional social networking statistics:

- 476 members on Linked In from 457
- 70 on Facebook from 68
- Rosette and Russ have been adding content/news.
- Rich spoke with Shannon in the development office to automate the feed from the school jobs website to the Linked In site. There is an automation glitch so that effort is in progress.
- Russ identified a bug in the Linked in code, opened ticket and it will be fixed.
- There will be an advertisement in the Penn magazine to advertise Linked in
- Board agreed to have fliers available during Alumni weekend to help grow the online community



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- Dean Eduardo Glandt has a new administrative assistant, Chambrel Jones.

ACTION: Russ will analyze if Google analytics will work with linked in.

ACTION: Rosette will send the jobs listing to Russ.

ACTION: Harris & Janice will evaluate including the social networking sites on the newer SEAS Alumni business cards.

ACTION: Board, please post any articles of interest to the SEAS community to the Linked In /Facebook site news section.

ACTION: Russ will invite Dean Eduardo Glandt to connect to the SEAS Alumni community on Linked In.

Alumni Career Panel

Farnia shared that the panel will be held during the Engineering Week on February 16th and 17th.

- The panels will be comprised of approximately 6 people (per panel).
- Career services shared the names of 13 individuals who expressed interest from ECAD day. 5 Board members volunteered from the previous board meeting. 4 SEAS Alumni expressed interest from Linked in. Several could not attend as the panel is planned to occur during the week. 2 other 'non traditional' individuals were identified as potential panelists
- The next step is to confirm panelist participation (Dec/early January) and finalize the panel logistics.

BioTech

Jason updated the board that Biotech day will be on February 16th.

- Confirming the panelists that will be in attendance on that evening
- Topics to be discussed will include: Regulatory, Legal, Intellectual Property, Finance, Consulting

Entrepreneurial Network

Rich shared that there was an overwhelming response to people who would like to speak as part of the Entrepreneurial Network. His goal was to look for individuals who have an entrepreneurial spirit who can speak on a technology topic to speak to alumni in an area (NY, Philly, DC). All Wharton clubs have expressed interest in doing this.

- Ted Leonsis – Charismatic, owns Washington Capitals hockey team
- Rav Dhallan – Owns a startup company on non invasive amniocentesis
- Barry Naft – Leading guy on environmental management. Works with Al Gore
- John McKinley – Former CTO Merrill Lynch
- Ellen Resnick – Expert in sustainability employee management
- Carol Heiberger – CEO of a new startup company



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Logistics of the Network:

- Charge a nominal fee for the evening of drinks and networking
- Encourage SEAS gift giving during the event
- George warned that the University should be informed about any events that involve cross organizational programming to ensure that we are not drawing audiences away from one venue. Many years ago, we had cross Eng/Wharton programming led by M&T graduates.
- George has been trying to get more engineering type speakers. The technical topics have caused challenges in drawing audiences.

Speaker Series

- Ernest will have Michelle Grad, Director of Advancing Women in Engineering at our Jan meeting.
- March – Potential for 4 speakers – Bob, Seville, Marion, & Janice

Around the Table

- Janice – Board appreciation night will be Feb 13th at 5:30pm
- George – Inaugural Deans medal for lifetime achievement, Mukesh Ahmbani, Reliance Industries. There is a group going to Mumbai on January 8th.
- Walt – New Asian restaurant opened in the Sheraton on Chestnut street – Sang Ki,

Adjournment

The meeting was adjourned at 7:45 pm

The next meeting is scheduled for Monday, January 26, 2009.

Minutes prepared and submitted by Farnia Fresnel