



Engineering Alumni Society

Minutes of the Engineering Alumni Society Board of Directors

University of Pennsylvania

Philadelphia, PA 19104

www.seas.upenn.edu/alumni/

Monday, October 25, 2010 6pm, in Room 307, Levine Hall

Conference Bridge: 866-731-0899

Attendees:

Dean Eduardo Glandt		Robert Berkovits – D	X	Jason Bethala – AD	
Farnia Fresnel – Pres	X	Jim Brennan – D	X	Alison Capponi – AD	T
Dane Carswell – VP	T	Jeannine Carr – D (CT)		Jocelyn Nelson – AD	
Henry (Hank) Guckes – VP	X	Ernest Churchville – D	X	Bill Kane – AD	
Matt Quale – Sec	X	Richard Cisek – D (CA)		Harry Vartanian – AD	X
Nancy Harris – Tres.		Carl Clyde – D	X	Wayne Robbins – AD	
Harris Romanoff – PP	X	Sevile Mannickarottu – D		Craig Schorr – AD	
Tim Carlsen – PP		Eileen McCarthy Feldman – D		Jane Fried Sheinfeld – AD	
Dick Mulford – PP		Russ Miller – D	X		
Marion Hubing – PP		Jason Rifkin – D	X	David Goldstein – AL	
Eric Benshetler – PP	X	Alan Schultz – D	X	David Solomon – AL	
Walter Korn – PP	X	Stan Warchaizer – D	X	Andrew Franklin – AL	X
Brad Abrams – PP	X			Bob Boyce – AL	
		Ellie Davis		Paul McLaughlin – AL	X
		George Hain	X	Ashish Chauhan – AL	T
		Rosette Pyne	X	Greg Bedrosian – AL	T
AL = member at-large		Janice Rafferty	X	Jeremy Reeh – AL	X
T = indicates teleconference				Jin Chung (NY)	
(XX) = indicates location				Dan White (CA)	

President's Welcome and Remarks (F. Fresnel)

Thanks to Janice for finding us a new room on short notice!

Farnia mentioned the activity report that has been prepared for the Alumni Society meeting.

ACTION: Owner – None

Dean's Remarks (E. Glandt)

The Dean was not present.

ACTION: Owner – None

Approval of September 27, 2010 Minutes (F. Fresnel)

Approved as listed.



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ACTION: Matt – Provide final minutes to Farnia and Russ

Development Office Report (G. Hain)

The effort ended with \$10.8 million for the fiscal year (versus \$10 million goal). Average historically is \$13 to \$14 million per year. Recovery is happening – people are considering 5 year pledges, which is a step forward. The office is currently working on seven different possibilities for greater than \$1 million donations. George is hoping for a very good year coming up. There is \$35 million yet to raise over the next two years. George feels we are in good shape for this coming year to get the \$17.5 million, but the following year is more at risk.

George is asking for folks to help hit the \$1 million annual giving goal by moving up to the next gift club level. He also would like to know if the callers are asking you to move up to the next gift club.

Career Services Report (R. Pyne)

- Stopped in to see Comcast Interactive Entertainment
- Contacting hundreds of companies to get them to post for the Biotechnology Consortium for the on-line job system
- Next issue of alumni magazine will have an add recruiting mentors
- Has been collecting names of alumni who are recruiting on-campus for potential Board candidates

SEAS Engineering Alumni Society Online

- Meet the Board Page has been updated for some; there are still some missing members/members needing updates – you know who you are
- Wiki Page is lacking on what we as a Board do; good historical information, but want to add more here
 - Russ commented that you have to avoid “point of view”, which could include things like boosting the school, or the board
- Working to get an update stream for both LinkedIn and Facebook
 - Homecoming link is there; 727 members on LinkedIn; 131 members on Facebook
- Penn Engineering official Facebook page is up, but is still gaining in content
 - Owned by the Dean’s office
 - Future discussions will need to be had to determine if the EAS Facebook page remains a separate entity
- Discussion around bringing in Venture Capitalists to see the presentations; good PR, good exposure for the students

ACTION: ALL – Check Meet the Board page for any changes and send to Russ

Homecoming (10/29 – 11/1) (A. Shultz)

- Friday night - Young Alumni Award of Merit Dinner (Congratulations to Harris!)



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- Saturday - Seminar in Wu & Chen – Science of Social Networks
- Saturday - Reception in Levine Lobby immediately following the game (4:30ish)
- George mentioned that the new charges for the picnic this year may be diminishing the overall attendance at the Penn Engineering event after the game (which is free)
- Career Services is working with alumni relations for Quaker Exchange (speed mentoring); Rosette asked if anyone was planning to participate and no one is currently signed up
- Penn and Brown are the only two remaining undefeated teams in the Ivy League and Penn is currently ranked 21st in the old Div. I/AA

ACTION: ALL – Email Janice if you will be attending the reception following the game and have not already signed up online

D. Robert Yarnall Award (S. Warchaizer)

- Two phone conferences were held over the past month and the committee has a recommendation for the Board which will be distributed tonight and voted on in the next meeting.
- This information must remain confidential within the Board until after the vote and acceptance by the candidate.
- The committee has asked the Development Office to modify the information provided beginning next year to better match the four categories listed on the website.
- The location for presenting the award is still undecided; updates will be provided as they are available.

ACTION: George – Review location plans/options with Dean Glandt.

Student Mentoring (D. Carswell)

- Dane asked if everyone on the Board is signed up to volunteer as a mentor.
- Farnia shared that she still has regular contact with one of her former mentees.
- The program is for 2nd semester Freshmen students, and is just a one year program.

ACTION: ALL – Consider volunteering for the Engineering Mentoring program run in cooperation between the Board and the Career Services office.

Speaker Series (E. Churchville)

- Megan Dougherty – SEAS Outreach; planned for 22nd of November
 - Would like to bring a couple of students with her to talk about what they do
 - Lego League, Engineers without borders, etc.



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SEAS Alumni Worldwide Network (H. Romanoff)

- Mission: engage alumni who are already involved in their local Penn Clubs
- Working with the Global Alumni Network who are providing strong support for this effort
- Phase I: Connect with these alumni
 - Would seek to create Engineering Representative seat on the Club's Board
 - Wharton has set a precedent for this
 - Three potential individuals have been identified by GAN
 - Washington D.C.;
- Phase II: Cultivate mutually beneficial engagements
 - Goal is to piggyback onto existing activities sponsored by the local Penn Club
- Would like to expand the committee to have one Board member assigned to each Penn Club to help drive the effort/continuity
- Some of the larger clubs may have a presence on Facebook or LinkedIn, which could facilitate initial contacts

ACTION: ALL – Contact Harris offline if you would like to take the lead with one of the clubs.

ACTION: Harris – Send Matt the three specific Clubs with potential individuals.

Patent Presentation (H. Vartanian)

- Will be held in the Spring (March); target 75 minutes with refreshments
 - Working to get in-house Council from J&J or another big Marquee name
- Working toward getting over 100 attendees (vs. 70+ from the previous session)
- Would like to get multiple speakers as well to provide a balance of viewpoints
 - US Patent Office, Center for Technology Transfer, Big Tech Company, Partner at a Law Firm
- Advertised through all of the Schools, including undergraduate and graduate students

ACTION: Harry – Schedule a follow-up with the committee to begin planning the details

Getting to Know EAS Membership & Around the Table (All)

- Matt Quale shared a bit about himself for Getting to Know EAS Membership.
- Hank and Bob are very involved in the upcoming 50th Anniversary on the EE Side
- 2pm Friday afternoon conference call for the Senior Design Competition committee
- Stan: 23 acres is largely for additional parking for space displaced by Nanotechnology Bldg.
- Bob: has been in touch with a number of other alumni regarding the 50th Anniv.
- Rosette: \$1 million renovation to Career Services building in McNeil; could have a future Board meeting there
- Paul: asked about formal sponsorship for Senior Awards; this has dropped off in recent years
 - Kathleen Smith has been hired as the new Director of Corporate Relations



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Adjournment (F. Fresnel)

The board meeting was adjourned at approximately 7:29pm.

The next meeting is scheduled for Monday, November 22, 2010 at 6pm in Room 307 Levine Hall.

Minutes prepared and submitted by Matt Quale.