

Lehigh Valley Alumni Society



Minutes

Thursday, June 03 2015, 6:30 pm PSU-LV Campus

Call to Order –

6:30

The meeting was called to order at 0635 pm.

Present at Meeting (marked with ✱)

X	Larry Trubilla		Tom Newell		Guests		
X	Gwen Herzog		Mike Dopkin	x	Erin Holt		
x	Craig Warner		Liz Gerancher	x	Steve Kuchera		
x	Terry Degroot		Carolyn Serva	x	Liz Bartolai		
X	Chris Bogden	X	Todd Dietrich	x	Chris Lai		

April 30, 2015 Minutes Edits/Changes - none

Approved by Craig Warner Seconded : Gwen Herzog

1. Standing Committee Updates:

- a. Marketing – web site tonight – Mike Dopkin nominated as chair by Erin
- b. Engagement – NA
- c. Membership – Blue and White night at Krocks, got some new names, names given to the campus and entered into constant contact – 4 to 5 alumni lists, names sent to Lynn – where to put names
- d. Thon – students looking to help at Bethlehem Day. Chris stated that they are looking to hold a Thon meeting in June.

2. Ad Hoc Committees

Old Business:

1. Commencement – went well and got pictures with Blaire Underwood. The board got to sit in the front row this year – first time. They had enough food this year (usually picked clean in past years).
2. Krock's B&W Night – The even went well and we had a good turn out. The Shafer's helped since they live on the course and organized half price appetizers and had blue and white drinks.
3. Coaches Caravan, 5/21/2015 @ Holiday Inn Fogelsville – well attended for a lunch event.
4. Knoebels – Carolyn and Mike staffed the LV table. The event was well organized and everything was on time. The rain did not cooperate since it poured later in the day. People felt it was a good value. Event highlights included blue and white cupcakes, blue band, Nittany lion was present. Larry was seeing double since there were two Nittany Lions. Lots for door prize since each campus gave door prizes – consider less next year?
5. Alumni Food Challenge – Penn State won (beat Notre Dame who won the last two years), collected food at Enzo travel, Terry's office, LV campus, Joe we Know event, Artsquest, etc. – 8000 lbs of food

New Business:

1. Picnic w/ Chapter , 7/26/15, 1-5 pm – Gwen & Nikki Society organizers

- a. Dean DeVore – speaker - Guest Speaker Dean DeVore, "the voice" as the Public Address announcer for the Penn State Football, Men's and Women's Volleyball, Men's Gymnastics and Men's Lacrosse. Also the voice of the Penn State Blue Band and host of Tailgreet in the Bryce Jordan Center before each football game, and the Accuweather Morning Drive, will join Lehigh Valley Alumni for this summer tradition
 - b. Need staff to help with the event – let Nikki know
 - c. Ice Cream? – leave that up to the Chapter
 - d. RSVP to events@psulvalumni.org and bring a covered dish – going to Nikki
 - e. Hawk Pavillion at Upper Macungie Township Rt. 100, 1.1 miles north of Rt. 78 on rt.
2. Penn State Lehigh Valley Day in Downtown Bethlehem 8/1/15, 11 am to 6 pm
- a. Special Edition Blue & White Night, Friday 7/31/2015
 - i. Duplicate last time
 - ii. Celebrate the Berkey Creamery 150th Anniversary
 - iii. Try to get the new flavor to be unveiled at “Artsfest”
 - iv. Pre Sale of pass ports
 - v. Register through eventbrite
 - 1. Saturday Events
 - vi. Passport costs will be \$10.
 - vii. Trying to get somebody from the Creamery to speak to guests as it is the 150th Anniversary of the Berkey Creamery
 - b. Bethlehem event staff want to get the campus more involved
 - c. Volunteers needed to cover the table Saturday, Outside by Lion Bench (rain=lobby)
 - i. Looking for volunteers – hourly shifts
 - ii. Prizes:
 - 1. Free night stay
 - 2. Penn State Swag
 - d. Chapter will have a Table side of us.
 - e. Thon Student board, still forming their plan, by end of next week
 - f. Bethlehem advertising as supporting families of pediatric cancer – hold money until fundraising window opens
 - g. Actions
 - i. Terry to call the blue band staff
 - ii. Need to have the lion suite filled
 - iii. Todd to put on web site to get names for table
 - iv. Call another planning meeting – Chris will send out a message to let us know when and where for this meeting – invite someone from the campus when meeting with Hotel Bethlehem

1. Fall 2015Activities

- a. Homecoming, 10/9/2015, “A Legacy to Shape the Future” LVAS theme brainstormed at May B&W night. THON tied to local miniThons, “fighting for our little superheroes”

- i. Want to get students involved – may have to reach out to students directly
- ii. Shafers had an idea – take their motor home and put all the names of the LV on the sides – super hero costume
- b. ArtsQuest TV Tailgate (Oktoberfest or 10/17). Kassie Hiligert will assign someone. Their Oktoberfest planning is already under way (Ohio)
- c. Ice Cream Sale, Lyn Staples & Howard on it, raised at meetings. Lynn asking about Credit Card sales – need a commitment from the campus
- d. Football Lottery –pick 3 dates for football tickets, need to put in a bid and if you win, you must take them so the society is on the hook

2. 2016 Activities

- a. Dance for A Cure, Sat. Jan.16, 2016; alt snow date
- b. Thon Reveal

3. New Committees for new term

- a. Changes, Marketing and Membership Each have one member
- b. Volunteer Coordinator – have a list of names that they can call asking for volunteers for our events
- c. Student Engagement
- d. B&W Nights – asked Larry if he was going to run this event -

Chapter Updates:

- 1 Iron Pigs Game, July 7th (Terry to verify)
- 2 Fall Football games – considering Artsquest venue again and looking into a game.
- 3 Phil Grosz night – August time frame
- 4 Maryland bus trip – 24th – got 35 tickets – at Maryland
- 5 TV tailgate – Ohio State game most likely – however this is an 8 pm game and not sure of a venue due to bars being busy at night.
- 6 Potential Double Header vs. Michigan, Jan 30, 2016, Madison Sq. Gardens, Hockey & Men's Basketball, chapter is looking to run a bus, time unknown at this time

Campus Updates:

Next meeting:

- 1. LVAS Board meeting is July 16th, 2015, 6:30 pm at the campus.
- 2. An intermediate ad hoc committee meeting for the PSU-Lehigh Valley Day in June is TBA; Chris B. will follow up with that in a later e-mail.

PSU LVAS Web Page Training

Todd D. provided training on the web sites and face book pages.

Around the table:

Adjourn –

The meeting was adjourned at ~9:00 pm.