

Lehigh Valley Alumni Society



Penn State
Alumni Association

Minutes

Thursday, July 16, 2015, 6:30 pm PSU-LV Campus

Call to Order -

The meeting was called to order by Larry Trubilla at 6:40 PM.

Present at Meeting (marked with)

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

June 4th minutes were approved by Terry Degroot. Seconded: Tom Newell.

1. Standing Committee Updates:

- a. Marketing – web site, social media
- b. Engagement – NA
- c. Membership – Blue and White night at Social Still was a great success. We were able to engage some alumni who had not been to any of our events recently. We need to continue to collect names and contact information by having sign-in sheets at all events. Gwen will create a sheet and keep them in her trunk to have at events. A suggestion was also made to have a fish bowl where individuals may drop business cards.
- d. THON – students helping at PSU Lehigh Valley Day in downtown Bethlehem.

2. Ad Hoc Committees

Old Business:

1. Blue and White Night at the Social Still: We had a great turnout with over 20 alumni in attendance. We filled the bar and main dining areas of the restaurant. Tours had to be conducted in two groups due to the group's size. Feedback from PSU Alumni was very positive about the event. The owners and staff at the Social Still seemed genuinely pleased with how our event turned out and they indicated they would be open to working with us in the future.
2. Coaches Caravan, 5/21/2015 @ Holiday Inn Fogelsville – well attended for a lunch event.
3. Football Ticket Lottery: No board members indicated any interest in purchasing the tickets through the University, so we did not enter the football ticket lottery this year.

New Business:

1. Picnic w/ Chapter , 7/26/15, 1-5 pm – There has been low registration so far. Nikki has the list of what food everyone is bringing.
 - 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 right
 - f. Bring games
2. Special Edition Blue & White Night at Hotel Bethlehem, Friday 7/31/2015, 6 p.m. – 9 p.m.
 - a. Similar to 2014 event
 - b. To be held in the Terrace Ballroom Downstairs
 - c. Table at lobby entrance to the Terrace Ballroom for Alumni Society Literature
 - d. Need volunteers for the table
 - e. 150th Anniversary flavor, "Birthday Cake" will be available for purchase at The Shoppe scoop shop.
 - f. Working on swag for guests
 - g. Working on a guest speaker: Possibly James Brown, Hotel Bethlehem's contact will speak. Also, new Chancellor, Dr. Tina Richardson, could speak.
 - h. Pair of PSU Football Tickets to be given away by Mike Gunman. No determination of which game yet.
 - i. THON committee may have Danbury Mint items for silent auction.
 - j. Register through Eventbrite.
 - k. Celebrate the Berkey Creamery 150th Anniversary
 - l. Try to get the new flavor to be unveiled at "Artsfest"
 - m. Register through Eventbrite
3. Penn State Lehigh Valley Day in Downtown Bethlehem 8/1/15, 11 am to 6 pm
 - a. Pre-Sale of passports online.
 - b. Passport cost is \$10.
 - c. Bethlehem event staff want the campus more involved.
 - d. Volunteers needed to cover the tables Saturday, Outside by Lion Bench (rain=lobby)
 - i. Looking for volunteers – hourly shifts
 - ii. Prizes:
 1. Free night stay

2. Penn State Swag

- e. Chapter will have a Table beside us.
 - f. Aspects of PSULV to be featured including Lehigh Valley Writing Project at the Moravian Book Shop.
 - g. Bethlehem advertising as supporting families of pediatric cancer – hold money until fundraising window opens
 - h. Actions: Chris Bogden, PSULV Campus Staff, PSULV Advisory Board, Hotel Bethlehem, and Downtown Bethlehem Committee
4. Action Needed: We need volunteers
- a. Sign in table for Friday Special Edition Blue and White Night 5:30 p.m. – 9 p.m.
 - b. Control Table/Volunteer Coordination and break room Saturday, 11 a.m. – 6 p.m.
 - c. LVAS Table on the street Saturday 11 a.m. – 6 p.m.
 - d. Shifts for the Nittany Lion Mascot: Steve Kuchera has stepped up; however, we are seeking to split it into 3 shifts. Steve is doubling for the THON committee
 - e. Creating a marketing sheet for handing out to people both days: Erin's Info?
 - f. Chris, Terry, and Gwen will bring tables. Bring your own chairs.

1. Fall 2015 Activities

- 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. Schaeffers had an idea – take their motor home and put all the names of the LV on the sides – super hero costume
 - iii. We will meet more about this at next month's meeting
- b. ArtsQuest TV Tailgate: Doing this during Oktoberfest is Arts Quest's preference. 10/3 game versus Army is probably our best option as the second weekend versus Indiana is homecoming. Contact at ArtsQuest is Stephen Ott. Note: ArtQuest did a great job hosting three large events on 7/5/15. Is the Runner's World Festival really that big of a conflict?
- c. Ice Cream Sale, Lynn Staples & Howard on it, raised at meetings. Lynn is asking about Credit Card sales – need a commitment from the campus to make this work.
- d. The campus is considering a part time or half time alumni relations person.
- e. Liz asked if the campus has fundraising software.

2. 2016 Activities

- a. Dance for A Cure, Sat. Jan.16, 2016; alt snow date
- b. THON Reveal: Sun. Feb 21, 2016

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

Chapter Updates:

- 1 Iron Pigs Game, July 7th Terry said things went well. The Pigs won, but it was also tougher to get members to purchase tickets this year.
- 2 Fall Football games – ArtsQuest venue again and looking into a game. The group had a discussion about doing the tailgate during Oktoberfest – Army game 10/3.
- 3 Phil Grosz night has been confirmed for Thursday, 9/3 at the Econolodge
- 4 Maryland bus trip – October 24th: The bus is almost full.
- 5 TV tailgate – Ohio State game most likely for the chapter and the society – however this is an 8 pm game and not sure of a venue due to bars being busy at night and ArtsQuest hosting the Runner's World event.
- 6 Potential Double Header vs. Michigan, Jan 30, 3016, Madison Sq. Gardens, Hockey & Men's Basketball, chapter is looking to run a bus, time unknown at this time. Chad is investigating.

Campus Updates:

Next meeting:

1. LVAS Board meeting is Saturday, 8/1 at the Hotel Bethlehem at 2 p.m. We will meet at the Society table and our focus will be to set the fall agenda.

Around the table:

The August Blue and White night will be held at ArtsQuest on 8/20 from 6 p.m. – 8 p.m.

Adjourn –

The meeting was adjourned at 8:39 p.m. by Larry Trubilla.