

Lehigh Valley Alumni Society



Penn State
Alumni Association

Minutes

Tuesday, August 25, 2015, 6:30 pm PSU-LV Campus

Meeting Scribe:

Craig Warner

Call to Order –

The meeting was called to order by Larry Trubilla at 6:34 p.m.

Present at Meeting (marked with x)

| | | | | | | | |
|---|-----------------------------------|---|---------------|---|---------------|--|------------------|
| X | Larry Trubilla - President | | Tom Newell | | RJ Whitelock | | Samantha Heller |
| | Gwen Herzog – Vice President | | Mike Dopkin | | Erin Holt | | Kathy Schaeffer |
| x | Craig Warner - Secretary | | Liz Gerancher | | Steve Kuchera | | Brooke Schaeffer |
| | Terry Degroot – Chapter President | x | Carolyn Serva | x | Liz Bartolai | | |
| | Chris Bogden – Past President | x | Todd Dietrich | | Chris Lai | | |

July 16, 2015 Minutes

Edits/Changes - none

Approved by Liz Bartolai Seconded: Larry Trubilla

August 1, 2015 Minutes

Edits/Changes – location was Hotel Bethlehem not PSU-LV campus.

Approved by Liz Bartolai Seconded: Larry Trubilla

1. Standing Committee Updates:

a. Marketing – website, social media

i. Group discussed what happens with the meeting minutes.

1. Suggestion to put meeting minutes on the web site. This was discussed and decided that the officers will have access to notes and can provide them as well as posting them.

2. Todd will post past meeting minutes.

b. Engagement –

i. Facebook page is getting more likes. To date there are 467 likes.

ii. Dance Marathon alumni group contacted the society asking for our Thon contacts.

iii. Larry will review this request.

c. Membership – Special Edition Blue & White Night at Hotel Bethlehem and Blue & White Night at ArtsQuest: We were able to engage some alumni who had not been to any of our events in a while. We need to continue to collect names & contact information. Need sign-in sheet at all events. Gwen is keeping a copy of the sign-in sheet in the trunk of her car.

i. Would like to know how much was made at event. Larry to follow up with Chris.

ii. Money will be held until October.

d. THON: - no information was available at meeting.

i. PSU Lehigh Valley Students helped at PSU Lehigh Valley Day in Downtown Bethlehem.

ii. The THON Committee is considering a Chuck-e-Cheese Event.

- iii. Chuck-e-Cheese will donate 15% of sales to THON.
 - iv. Liz to contact Rascals to see if they will duplicate the event.
2. Ad Hoc Committees—No updates

Old Business:

1. Special Edition Blue & White Night at Hotel Bethlehem
 - a. Attendance was approximately 105.
 - b. New Chancellor of LV Campus was introduced and provided a brief welcome. Tina Q. Richardson, associate dean of academic affairs at Drexel University's School of Education, was named chancellor of the Penn State Lehigh Valley campus, effective July 15



- c. Guest speaker from the PSU Berkey Creamery was well informative, entertaining, and well-received.
 - i. Note – urban legend alert – the fat content is not too high to sell to public.
 - ii. Ben and Jerry has a higher fat content
 - d. We were able to engage new alumini and those who had not been to any of our events in a while.
 - i. Names will be forwarded to Lynn by Chris.
2. Penn State Lehigh Valley Day in Downtown Bethlehem
 - a. Alumni, Staff, and Students participated in the event.
 - b. Official ribbon cutting was held on Main Street with dignitaries.
 - c. Event was well-received by alumni, guests, and the general public.
 - d. Awaiting official reports on results.
3. Blue & White Night at ArtsQuest Center at SteelStacks on 08/20/2015
 - a. Rain forced the event inside to the Musikfest Cafe
 - b. Contact at ArtsQuest was Susan M. Drexinger: Vice President of Hospitality.
 - c. Attended by 12 Alumni.
 - d. Enjoyed a great FREE concert by The Grand Slambovians.
 - e. Susan sent an e-mail about possibly doing an event during Musikfest.

New Business:

1. Fall 2015 Activities

- a. Homecoming, 10/9/2015, "A Legacy to Shape the Future"
 - i. LVAS theme brainstormed at May B&W Night. THON tied to local mini THONS, "fighting for our little superheroes"
 - ii. Mike Dopkin has our group registered for the parade – 20 spots registered. We need more information on registering a vehicle/float. Registration Deadline is 09/02/2015.
 - iii. Do we still need to register for the After Parade Event at the Hintz Alumni Center?
 - iv. Schaeffer Family is providing extensive assistance.
 1. Kathy Schaeffer and Brooke Schaeffer shared high school mini THON information at last Board Meeting.
 - a. Offered their 32 ft. long RV for use as a Parade float.
 2. Put names of Lehigh Valley mini THONS on the sides.
 3. Music could be piped through the RV.
 4. Super Hero Costumes.
 5. PSU attire. Thought of getting T-shirts with the logo theme on them.
 - v. Want to get students involved – Tiffany is to provide us with the Lion Ambassador contact.
 - vi. Follow – up info needed:
 1. Does the float have to be registered?
 2. What time should people get together to decorate RV
 3. Larry to contact Tiffany on students? Not sure how they would get there. Are they interested in going to parade.
 4. Chris to contact Schaeffer's.
 5. Should we get T-shirts.
- b. ArtsQuest Oktoberfest TV Tailgate: ArtsQuest's preference. October 3, 2015 game vs. Army is the game. Contact at ArtsQuest: Stephen Ott.
 - i. Student Bookstore: Maureen has requested a tent & tables--Stephen Ott is addressing this.
 - ii. Game will be shown on screen at Levitt Pavilion.
 - iii. Event is open to all Oktoberfest guests.
 - iv. We will need to staff an Alumni Table preferably near the Bookstore with a good view of the screen. Any volunteers?
 - v. Do we need any organized activities? For instance, PSU trivia?
 - vi. Students can go to this event.
 - vii. Question – can students can at this event? Thon can start collecting 23SEPT.
- c. Ice Cream Sale: Not likely for the Fall Semester. We need a commitment from the campus to make this work.
- d. Blue and White Nights
 - i. Discussion on what time works best. Decided that we may try 630.

- ii. Is Thursday the best night to have the event.
- iii. Discuss in more detail at next meeting.

2. 2016 Activities

- a. Dance for A Cure: Saturday, January 16, 2016; alt snow date: January 23, 2016
- b. THON Reveal: Sunday, February 21, 2016
 - i. Still in search of a point person to work with ArtsQuest
 - ii. Envision an event similar to the previous two THON Reveal Events at ArtsQuest
 - iii. We need volunteers: Registration, greeters, Alumni dancers, etc.

3. New Committees for new Board Terms

- 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: Who is interested?

Chapter Updates: Terry was not able to attend.

- 1. Phil Grosz Night: Confirmed for Thursday, September 3, 2015 at the Econolodge. See Terry to register.
- 2. Maryland Bus Trip: Saturday, October 24, 2015 at M&T Bank Stadium in Baltimore, MD. Any tickets left?
- 3. TV tailgate – Possibly for the Ohio State game on Saturday, October 17, 2015. However, this is an 8 PM game, and it is difficult to find a venue to host us since most sports bars are already busy on a Saturday night.
- 4. Potential Double Header vs. Michigan on Saturday, January 30, 2016 Madison Square Garden: Men's Hockey & Men's Basketball. PSU LV Chapter is looking to run a bus. Times unknown at this moment. Chad is investigating.

Campus Updates:

Next meeting: The next LVAS Board meeting is Thursday, 10/1 at 6:30 p.m. on campus.

Around the table:

- 1. Viewing Parties: Discussion was held on having more viewing parties and maybe taking place of Blue and White nights if we get people involved. Will look into having viewing parties at the below venues. Contacts listed will reach out to venue to see if we can have something.
 - a. Bethlehem Golf Course – Grill – Craig
 - b. Buffalo Wild Winds – Easton – Craig
 - c. Keystone Pub LV Mall - Larry

Adjourn – The meeting was adjourned at 7:52 p.m. by Larry Trubilla.