

PSULV Board Meeting, Thursday, November 12, 2015 6:30 p.m.

Meeting called to order by Larry Trubilla at 6:37 p.m.

October Minutes were approved by Gwen Herzog and seconded by Liz Bartolai.

Marketing – There will be a TV Tailgate for Michigan and Michigan State at BWW and we can have the dance for a cure flyers available at these events. The 11/21 Michigan game time is TBD.

Emily said we received a check from BWW for \$128.07. Larry said there should be another check coming. Emily will follow up to ensure the checks for each event are getting credited to the right funds since the cycling team is also holding a BWW event.

Larry said he received the official rules for THON. He will forward it to Chris and Liz.

Larry said we need to do more with our website but it's easier to Tweet and Facebook. Chris asked Liz to follow up with Lori Kappes. Lori was creating a dance for a cure banner.

Membership – Emily said that Larry should give her the Eventbrite information and she will add the email addresses to our listserv.

Gwen brought up that there is a misnomer that you can only be part of the PSULV Alumni Society if you are a PSULV grad.

Larry said we have 485 likes on our Facebook page. The most asked questions are about ice cream and where our next TV tailgate will be held.

PSULV Day in Downtown Bethlehem raised over \$3000. The total is up in the air because some of the checks were sent to University Park. Chris said that in the future he will physically go get the checks and make a copy before anything gets sent anywhere.

Stephen Ott is the ArtsQuest contact. He helped us set up for the Oktoberfest TV tailgate. The bookstore was there as well. Due to the game being a home game, the inclement weather, and not a major rivalry, the attendance was poor. We will have to evaluate for next year if we want to hold a TV tailgate at ArtsQuest next year.

Homecoming parade started out 4 years ago with just a few people and this year we won second place and received a check for \$250. The award was given out at the reception at Hintz. Emily will follow up to see if the money has been transferred or if the campus has received a check. Kathy Schaeffer took the lead on this event and she is dreaming up ideas for next year's event. We had 5 Lion Ambassadors plus Lorena participate. The Blue and White Society was interested as well but they were just getting

started. Chris suggested each group have a chair for homecoming so that we have individuals to contact directly.

The PSU Alumni Association Volunteer Awards were given out about 2 weeks ago. We won the Joint Activity Award along with the Chapter. The group discussed how to spend the money. Terry asked if there is a place on campus where we can display our awards and certificates. Emily suggested some places on campus that may be available. She will follow up.

Larry is on the Alumni/Student Engagement Committee. The research shows the students must get involved. Heather Wong is the president of the B&W Society at UP and she is from the LV campus. There is \$10,000 that goes to Lion Ambassadors and B&W Societies. The LV campus requested \$500 for highlighters. Most requests are for golf shirts. Some requests are denied. Larry has been invited to attend a Penn State Alumni Society Southeastern PA meeting Saturday at Great Valley.

New Business – Champagne and Chocolate reception for Dr. Richardson will be held 12/9 at the campus. We have been asked to sponsor the event. It is mostly a mixer with the Southern Lehigh Chamber. Dr. Richardson will talk for about 10 minutes and then it will be a mixer. There will be only 2-3 tables set up. There will be only 1 or 2 other sponsors. It will be held in room 135 with spill over into the entrance hall. The group decided that we will not have a table. Chris asked if we have the template for the business cards that we can get printed with our website that we can hand out at the event. Mike Dopkin may have the template. Gwen will reach out to Mike to see if he has the template. Terry suggested looking for D4aC sponsors at the event.

Dance for a Cure – Nestle Purina will be a Diamond Sponsor for \$1000. Mr. and Ms Lehigh Valley will be held and the theme is 1990's. The committee is getting information out about the D4aC event. The group is looking for suggestions for sponsorships. They are very low on Silent Auction donations. Advanced ticket sales are a concern due to the event being held in January.

The THON reveal party will be 2/21/16 and it is tentatively scheduled for Steel Stacks. Emily will confirm the event. Campus involvement is key. Volunteers will be needed for the event.

We were invited to participate in the Allentown St. Patrick's Day Parade. The date is Sunday, 3/20/16 at 2 p.m. It is a free event and there will not be a charge and a minimum number of participants is not required. Larry said if we have students involved the event could be much better. Emily will follow up with Pam Fleck to gauge interest.

Larry has been reaching out to people to bring them onto the board including Chris Lai and Steve Kuchera.

Having the Blue and White Society active at the campus again is important. The Society will be wrapping gifts at B&N 12/21 and 12/22 from 1-6 p.m. Emily will find out if they need assistance and will get more details.

In January or February we will need to decide if we want to participate in the Knoebels event and to get a local chair. The commitment is a 1-hour conference call once per month and if you are the chair you get your ticket for free. Liz is interested in being the local chair.

At the awards dinner the president of the Berks Campus, Michelle Blood, and Chris spoke about the rules for their ice cream sale. The checks went to a member's home and they did not use a university employee to pick up the ice cream. No one has still figured out how to take orders on line or to get credit cards set up. Emily will look into using CVENT. Terry suggested running the checks through the chapter. Emily will investigate.

Chapter Update – The Maryland trip was great. We had a full bus and we won. We are doing a trip to MSG hockey and basketball extravaganza on Saturday, 1/30. There will be 50 seats on the bus \$125 for members, \$140 for non-members. The flyer will go out this weekend. The basketball game is at noon and the hockey game starts at 7. The bus will leave from the campus.

Football 101 is being investigated. We will probably not do Phil Grosz night because for the last 3 years he has been sick. We will do the alumni food challenge competition. We won last year. There will be a NYC show and other events but the dates have not yet been finalized. Chris suggested having John Black as a speaker.

There is a chapter meeting on Tuesday, 11/17 at 7 p.m. at the campus. Emily will double check the room reservation and email Terry.

There is a new Penn State Alumni Association CEO, Paul Clifford.

The director of development position has not yet been announced. The alumni relations coordinator position has not yet been filled, but Chris and Gwen were on the interview team. A short list of 3 candidates were presented to Dr. Richardson. The position is slated to be on board by the end of November.

The campus Christmas party will be Friday, 12/11 at the Fogelsville Holiday Inn. More information will be in the campus newsletter.

We will have a short meeting immediately following the Champagne and Chocolate event. Our next regular meeting will be a retreat in January.

A motion to adjourn was made by Chris and seconded by Gwen. The meeting was adjourned at 8:38 p.m.