

Lehigh Valley Alumni Society



Minutes
 Thursday, April 28, 2016, 6:30 P.M. PSU-LV Campus

Meeting Scribe:

Craig Warner

Call to Order –

The meeting was called to order by Larry Trubilla at 6:45 P.M.

Present at Meeting (marked with x)

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

March 19, 2016 Minutes Edits/Changes- Current Book **Value**, Alumni Council is 4/14 to 4/16, two gifts for Knoebels at ~ \$25 each (not a gift certificate), changes made to notes.

Approved by Chris Bogden Seconded: Liz Bartolai

Standing Committee Updates:

1) Marketing:

- a) Diane is working with the campus to get word out to the community – when they receive a response they respond with a PSU LV response
- b) Patti Frye, Director of Development will enter their emails onto the AWA Database which is hosted by the Department of Development and Alumni Relations
- c) Alumni Society UPark provides money for postage and mailings
- d) Jesse Heimann – Director of University Relations – LVPSU
- e) Would like to do a community involvement project
- f) 2016 new grads – 1 free year of alumni society

2) Engagement:

- a) Saint Pats Day Parade –
 - i) get students involved early – get B&W society involved early in the semester
 - ii) More notice needed – get the lion involved
 - iii) Allentown parade costs more to enter but it is larger (Saturday before)

iv) Should we do both next year? Will need to determine by end of January.

3) Membership:

- a) We are up to 519 likes on Facebook
- b) Expect growth with new alumni

4) Thon – mini-Thon updates

- a) Bethlehem Area School District and Northampton events are occurring this weekend
- b) Parkland was cancelled
- c) We would like to get a list of LV PSU thon dancers from the past so Diane can send them a note to see if they would like to get involved with Thon Reveal and Dance with a Cure.
- d) 2/19/2017 – ArtsQuest reserved for Thon Reveal – confirmed

Ad Hoc Committees:

1) Penn State LV Commencement –

- a) Thanks to Gwen, Diane, Liz, Larry, Chris and Craig for stuffing bags for upcoming graduation.
- b) Event will be held at Artsquest on Saturday May 6th, 2016
- c) Worked out logistics for the event

2) Penn State Day in Historic Downtown Bethlehem

- a) See later discussion

3) Homecoming parade 2016

- a) Mike Dopkin usually heads this up
- b) Shaffers offering RV again
- c) Disney decorations are left over
- d) Theme – Old State Inspiring New Beginnings

Old Business:

1) THON Reveal: held 02/21/2016 – would like to get more people involved in the future, 69 did have coverage.

2) Bethlehem St. Patrick's Day Parade held 03/12/2016 – looking for Hazleton alumni who walk with us, if anyone has their name, please let us know.

3) Alumni Society Planning Retreat – held 03/19/2016

- a) Goals – list of goals presented at the end of the meeting notes.
- b) Calendar of Events for 2016 to 2017 – see attached

4) Blue & White Night at McCarthy's Red Stag Pub held 03/24/2016

- a) 25 attendees present

5) Penn State Capital Day "Speak up for State 04/06/2016

- a) Liz and Diane were at this event

- b) Picture with Pat Brown
- 6) Alumni Council/Blue White Game/Paterno Family Beaver Stadium Run Benefiting Special Olympics
 - a) Paul J. Clifford has been named chief executive officer of the Penn State Alumni Association and associate vice president for alumni relations for the University. He is the alumni association's 11th chief executive in its 145-year history.
 - b) His vision is to get students and young alumni involved.
 - c) Larry had a tour of the luxury suite
 - d) Larry made some blue band connections
 - e) Had a run – 4000 entrants, finished at the 50 yard line – 3 mile run
- 7) Penn State Great Valley Nittany Networking Event: Lu Ann Cahn, guest speaker. Used TICKETLEAP.
 - a) Larry attended this event
- 8) Blue & White Night at Copperhead Grille Airport Road
 - a) About 30 people showed up at the event
 - b) Swag was available

New Business:

- 1) Penn State Day at Knoebels: information table, Nittany Lion, picnic, and rides.
 - a) Steve Kuchera volunteered to be the lion for LV PSU time period
 - b) Event will be on May 21st
- 2) Blue & White Nights:
 - a) 05/19/2016 for Belated El Cinco de Mayo –
 - i) This Blue & White Night is at Cactus Blue on Thursday 05/19 from 5:00 PM until 8:00 PM.
 - ii) The restaurant is located on Schoenersville Road in Bethlehem.
 - iii) There will be a Mexican Buffet and BYOB tequila
 - iv) \$10 admittance fee – new grads are free
 - v) See attached flyer
 - b) Krock's Pub on June 23 or 30 – to be determined
 - c) Blue Grillhouse – must be looked at more
 - d) Other future venues – looking for suggestions
- 3) Blue & White Society
 - a) Diane met with the society and they want to do a better job next year
 - b) Slogan – Want to make the campus “feel like Penn State -WE ARE”
 - c) Looking for combined service with us
- 4) Golf Tournament – Alumni Society is sponsoring half of a hole for \$75.00.
 - a) Members gave money tonight to sponsor half a hole

- b) Diane to get giving letters to those who gave
 - c) Warner will be at event and will try to get a picture with the sponsor sign
- 5) Lehigh Valley Alumni Picnic on 07/17/2016
- a) Canal Park
- 6) Penn State Lehigh Valley Day in Downtown Bethlehem
- a) Blue White Ball on 07/29/2016 –
 - i) Diane stated that the LV Campus wants to do a Blue White Ball at a later date
 - (1) Alumni Society will not do a dance
 - (2) Some discussion that tickets were sold on Friday night so we may not have many tickets sold
 - ii) Campus can take charge of the Friday night events
 - iii) Alumni Society will take Saturday events – sign up genius will be used to get volunteers
 - b) PSU LV Day in Historic Downtown Bethlehem on 07/30/2016
- 7) Etiquette Dinner
- a) Diane submitted a proposal to Student Affairs for \$5000 for 100 students and a speaker
 - b) No date as of yet
- 8) Ice Cream Sale on 11/10/2016
- a) Event is on
 - b) Carolyn will take the lead again – thanks so much
 - c) Looking for corporate sponsors
- 9) Review of Google Calendar
- a) Tabled for next meeting – Todd not in attendance
- 10) First Friday Event at ArtsQuest
- a) First Friday of the month, they have an event
- 11) General Meetings: need to be different from Blue & White Nights
- a) Need to have a least one per year
- 12) Blog (Young Alumni engagement)
- a) Tag onto our web site
- 13) Summer is best time to work with MIC (promotional video)
- a) Diane to get with officers to discuss more
- 14) Professional Development Event/B&W Night at Centro
- a) Tabled
- 15) Homecoming Event On Campus
- a) Diane would like to do something on campus before heading out to main campus
 - b) Could do this on a Thursday night

16) Homecoming Parade 2016 at University Park/State College, PA

a) See previous discussion

17) Penn State Lehigh Valley Alumni Society Board of Directors Elections

a) Officers will need to be elected for June 2017

18) Strategic Planning Retreat with Kristy Weidner Hove

19) Administrative/Operational Departments Spring 2016 Self-Study

a) Diane asked us to help with the self-study she sent out previously

Chapter Updates:

1. PSU vs. Pittsburgh Game Raffle – drawing date 8/8/16 attendance not required - \$10 each, 3 for \$20
 - a. First prize – 4 tickets to PSU @ Pitt (9/10) 2 nights lodging, \$500 travel expense refund
 - b. Second prize – 2 tickets to PSU/Ohio State (home)
 - c. Third prize - \$100 gift card at campus store
2. June 14: Iron Pigs Night vs. Gwinnett Braves. Email Daryl Christman (dmcp@enter.net) or call (610) 760-8839 for more information
3. June 17: Lehigh Valley Campus Golf Tournament
4. July 17: Chapter/Society Picnic, Canal Park, Hanover Twp, Lehigh County
 - a. Guest Speaker: Paul Clifford, President of the Penn State Alumni Association
 - b. For more information – see attached flyer
5. October 22: Ohio State at PSU Bus Trip

Campus Updates – Diane McAloon

1. Senior Class Gift – will continue with the walking path, extending it
2. AWA Training – any preferred queries?
3. PSU LV is now international

Around the Table:

Approved Charter – we discussed the status of the charter. We know it was approved but do not have a copy of the approved charter. Need to find it.

Adjourn –

The meeting was adjourned at 8:38 P.M.

By: Steve and Gwen

Next meeting: Thursday – June 9th at 6:30 P.M. (PSU Lehigh Valley Campus)

Calendar of Events:

2016

~~4/5 Penn State Grass Roots Day~~
~~4/15 to 4/15 Alumni Council – Larry attending~~
~~4/16 Blue and White Game~~

~~4/21 B&W night – Copperhead Grille – Airport Road~~
 4/28 Graduation Ad Hoc/Board Meeting
 5/7 PSU LV Graduation at Steel Stacks
 5/19 B&W Night
 5/21 Knoebels – Steve K will be Lion from 12-1
 6/14 Iron Pigs Night – PSU ?????
 6/16 B&W Night (Todd's Bday)
 6/17 PSU Lehigh Valley – Golf Outing – Locust Valley
 6/24 to 6/26 Alumni Leadership Connection – need your own hotel room
 7/17 Summer Picnic
 7/29 Friday night event ?????? – Downtown Bethlehem
 7/30 PSU Downtown Bethlehem Day
 8/19-20 New Students/Parents/Staff – Welcome New Students
 8/22 PSU LV First Day Of Classes
 9/8 General Society Meeting
 9/15 B&W Night
 9/22 Board Meeting
 10/1 Oktoberfest at Steelstacks???
 10/7 Homecoming Parade (Maryland)
 10/12 Career Services at PSU LV campus
 10/20 B&W Night
 11/3 mini-THON Workshop
 11/10 Ice Cream Sale
 11/17 B&W Night
 12/9 PSU LV Campus Holiday Party

2017

1/19 Full Society Meeting
 1/21 Dance For A Cure
 1/27 B&W Winter Networking????
 1/28 Dance For A Cure snow/rain date
 2/19 THON Reveal ????? (TBD)
 3/11 St Patty's Day Parade – Bethlehem
 4/12 Networking
 4/20 B&W Night (senior send off?)
 5/17 Society General Meeting

	GOAL	ALUMNI CHAMPION	COMPLETION DATE	RESOURCES
	COMMUNICATION			
1	Inform Alumni of campus events			
2	Spread word that you don't have to be a PSU LV alum to join us			
3	Create a formal Communications Plan			
4	Email group photos to participants at events			
5	Get Google Calendar working on Society website			
6	Use of MIC for videos for web page			
	EVENTS			
1	Increase alumni events			
2	Engage with B&W Society			
3	Involve more students in Alumni THON events			
4	"Bigger" events			
5	Increase presence on campus			
6	"Louder" presence at events, i.e. use of Stand Up Lion			
7	Blue and White Ball			
8	Ice Cream Sale November 10			
9	Better coordination with Athletics (golf outing, B-Ball)			
10	Involve B&W with UP Homecoming			
11	Alumni Society GENERAL meetings 3 x per year			
12	Professional Development for Alumni			
13	Breakfast with the Lion			
14	Senior Send off 2017			
15	First Friday partnered with ArtsQuest			
16	Bus trip to UP with students who intend to transfer			
17	Homecoming event on campus			
	LEADERSHIP			
1	Create a greater awareness of who alumni leaders are and what they are doing			
2	Nominate Howard Kulp for Alumni of the Year			
	GOAL	ALUMNI CHAMPION	COMPLETION DATE	RESOURCES
	MEMBERSHIP			
1	Develop a process for handling leads			
2	Increase paid membership in AA			
3	Increase engagement/effective of member experience			
4	Identify current Alum Assn members			
5	Increase GOLDS membership			
	ORGANIZATIONAL			
1	Update Society web page with current bylaws, etc.			
2	Stop burning out the same people			
3	Grow Alumni Society Board of Directors			
4	Turn B&W into feeder for Alumni Society			
5	Figure out the "WIIFM" for prospective active members			
6	Develop "How Can I Help" feature on web			
7	Develop Marketing and Communication Committee			
8	Develop Membership and Volunteer Development Committee			
9	Develop Alumni Engagement Committee			
10	Support THON Committee			
11	Discuss: Are Other Committees needed?			
12	Order Alumni Society shirts to wear at events			
	SERVICE			
1	Bring Scholarship Fund to \$50000			
2	More campus engagement with D4aC			
3	100% alumni at Etiquette Dinner for students			
4	THON workshop for local high schools - Admissions			
	OTHER			
1	Organize alumni materials in storage closets			

The Lehigh Valley Chapter

of the Penn State Alumni Association &

The PSULV Alumni Society

Summer Picnic! NEW Location!



Place: Canal Park Hanover Township, Lehigh County

1960 Dauphin Street, Allentown, PA

Date: Sunday, July 17, 2016

Time: 1:00 p.m.

Join in the fun with Chapter members and other local alums. The day will be filled with fun games and activities, great food, and fellowship. Hamburgers, hot dogs, with all the trimmings, and drinks will be provided. Please bring a covered dish or dessert, if you can.

See you at the picnic!

- **Guest Speaker: Paul Clifford, President of the Penn State Alumni Association**
- See the Nittany Lion
- Creamery Ice Cream
- 50/50 Raffle & Penn State Prizes
- Horseshoes, Volleyball, Walks along the scenic Lehigh River and Canal

Complete the section below and return it by **July 8** to:

Terry DeGroot 84 Longley Road
Nazareth, PA 18064
610-297-5438 OR psudegroot1@gmail.com

Annual Lehigh Valley Chapter/PSULV Alumni Society Summer Picnic Response Form

Name _____

Address _____

Phone Number _____ E-mail _____

Adults _____ # Children _____

Covered Dish/Dessert _____

Join us at Cactus Blue on Thursday, May 19th from 5p.m. until 8 p.m.



CACTUS BLUE

mexican restaurant

2915 Schoenersville Road, Bethlehem PA

In celebration of the Penn State Lehigh Valley Class of 2016, join us for fellowship and good cheer!

Alan Janesch, Director of the Penn State Grassroots Network will be in town and will be joining us.

This month's event will include a **mexican buffet, soft drinks AND margarita mix** - bring your own "spirits" if you wish.

Cost is \$10 per person (cash please) at the door.

[REGISTER HERE](#)

Questions? Contact Diane McAloon at dmcaloon@psu.edu