

Penn State Lehigh Valley Alumni Society
Meeting Notes and Action Steps
Diane McAloon, Alumni Coordinator

Present:

Larry Trubilla, Chris Bogden, Liz Gerancher, Carolyn Serva, Todd Dietrich, Liz Bartolai
Diane McAloon

Guests: Marie Tabshi (President), Barbara Awad (Activities Chair), PSU LV Blue and White
Society

Call to Order – The meeting was called to order by Larry Trubilla at 6:45 P.M. on June 9,2016.

April 28th Meeting Minutes were approved by Liz Bartolai and Chris Bogden.

COMMITTEE/ACTIVITY REPORTS

Marketing

Diane shared updates to Penn State Lehigh Valley Campus alumni web site. Chris informed the group that there are some great pictures on the Google drive. Diane will follow through to provide Emily Burns (campus Webmaster) with pictures for future use.

Liz Gerancher and Terry DeGroot will help create a marketing video as representatives of both the campus graduates and UP Graduates. Liz will speak about why she continues to stay involved with PSU LV and Terry will give rationale for a UP Alum to engage with the LV campus. Videotaping should take place prior to July 1st so that the MIC has the month of July to edit. Video can be used for a wide range of promotional activity.

Engagement

No report. Diane shared her thoughts on changing engagement to “events” to make it more encompassing. In the past “engagement” was limited to service type projects – which can be considered an event. “Events” may be an easier term to digest and easier to recruit help using the term event vs. engagement. Status: **Tabled**

Membership

Diane is in the process of contacting prospective board members as discussed by the Executive committee. If said candidates are interested, Diane will ask them to complete the board member application form which will be reviewed and approved by the executive board and then moved for approval to the full board.

Diane recommended someone welcoming guests and introducing board and special guests at Blue and White nights.

THON-Mini THON

Planning is under way for Dance for a Cure. The THON team visited many high school mini-THONS over the past school year. THON team is working on a “best practices” workshop for miniTHON participants, either November 12th or November 19th. This event will involve current PSU LV THON dancers. HS staff who advise miniTHON groups should be notified of this event at the beginning of the school year.

AD HOC COMMITTEES

Commencement – If at Arts Quest, figure out a way to have assembled bags on table prior to the ceremony (cover with table cloth so they don’t “walk-off”? Overall a really nice event, though not much room for expansion

PSU LV Day in Historic Downtown Bethlehem – Need to decide on theme (football/tailgate/dancing vs buffet and dancing. Invite out to Saquon Barkley, through athletics, doubtful and will be counted as a bonus. Guman and Donchez unavailable, reached out to Adam Taliferro twice.

Decision was made to go with buffet and dancing. Ask chapter to donate \$200 toward DJ, other \$200 from Society, \$1000 from society budget for alumni engagement will keep the cost of tickets the same, \$40 per person or \$70 per couple – includes Passport which will provide \$10 toward the fight against pediatric cancer.

Diane to ensure that University Relations does press release. Group would like to see event published in Lehigh Valley Style. We would also like to use Step and Repeat that night.

Blue and White Society will serve as greeters, reception desk for the event. We need to **consider giving them a \$10 DBA gift card** as they will not be included in dinner head count due to cost and the fact that this is a fundraiser so essentially, NO volunteer meals.

There is been NO reponse from the Alumni Blue Band. **?We decided to give ABB participants a \$10 DBA gift card for lunch and free Passport.** Larry to follow through with Tom Range.

Homecoming Parade 2016 – Decided to sponsor student bus - \$500. Students will then have to pay \$10 each to ride to the parade festivities. We plan to get there early afternoon and will leave late evening.

Upcoming Blue and White Nights

June 30th at Krock's Pub. The group voted to purchase 50 pairs of Penn State sunglasses for \$67. Diane to contact Patty Schoener PSU Schuylkill to make arrangements.

Questions - \$100 for extra appetizers – where would we put them. What are the extra “special offers” that evening? Larry to follow through.

July Blue and White night will be the Hotel Bethlehem event

August Blue and White night is the Madison Cup at the Velodrome, Friday, August 26th. Mandy Marquart, PSU cycling coach and Olympic prospect will be on hand to take pictures and sign autographs. Faculty, staff and students will also be invited but Alumni Society is the official sponsor. Diane to work with group from campus (Joy, Dennille) to get pricing, food info, etc. This group will visit velodrome and make arrangements.

September Blue and White night – Gwen will contact Bill Baker from Dunderbachs to see if we can do a Thursday evening in September as well as come up with food and drink specials.

October – Grim's and Clover Hill winery? Is this a mix of family and not-family appropriate? Tabled

November (?October) – Carolyn will contact Terry DeGroot about the possibility of a Wyerbachers tour and tasting. Terry is on the Wyerbacher board.

December – both boards are invited to PSU LV Holiday party. Chris B. suggested the possibility of using budget money to have an alumni board dinner. Diane will check to ensure this is appropriate use.

Golf Tournament is 6/17. Craig Warner is golfing. Will get a picture near alumni sponsorship sign.

Alumni Leadership Connections: June 24-26. Larry, Todd, Diane, Terry and Julie (?who did I miss?)

Etiquette Dinner – 1st meeting is 6/13, Diane will advise of date, etc.

Ice Cream Sale – Diane and Carolyn met. Date is 11/10 for pick up. Orders in by 10/13, stragglers to Carolyn by 10/17, order emailed to UPark 10/20, pick up 5p-7p. Price going up to \$6.25 per quart this Fall. Sale price will be \$8.50. Diane to research truck rental. Diane suggested sponsorships for truck, bags, cookies, etc., volunteers which will lead to \$1800 additional profit. Sponsors would get: Promotion inside of ice cream bags, a slide in the PPT, if

appropriate a seat at a vendor table. Flavors have been established. If we wish, we can add Fall Feature Flavor online some time this Fall. Diane to work with University Relations to get order card printed. Mail some time after August 1st. Chris reminded: state that profits go to scholarships, ask if they want to round up or add donation to their total.

Schedule of meetings for remainder of the year:

July 14

August 11

September 8 (Diane out the 15th and 22nd)

October 13

November 10 (during ice cream distribution)

Possible dinner meeting in December – Diane to check with Patti Frey

General Meetings of Alumni Society will resume in New Year (2017)

Young Alumni Blog – tabled until new members are on board

Professional Development at LaunchBox/Centro – tabled, not handicap accessible

Football Season Lottery for tickets: Group was advised to contact Larry if anyone is interested

Homecoming Event – Perhaps in 2017 when both Blue and White and Alumni Society have stabilized

Run Lehigh Valley - ?Possible partnership with Blue and White as students need to pay their own way to their leadership conference, this might be a way to help. Gwen to look into available dates.

Alumni Society Budget Report – Balance is \$10, 128.77 as of 6/9/16

Strategic Planning Retreat with Kristy Hove – perhaps after feedback received from Department Self Study

Chapter Updates

- Iron Pigs Game 6-14 – Diane attending
- Alumni Picnic 7/17 – Diane will contact Paul Clifford to arrange final details and confirm that he is planning to give a 10-15 minute talk on goals, etc.
- Penn State vs. Pitt game raffle - more tickets available – will be sold at Downtown Bethlehem Day.
- Looking for an alternative to Phil Grosz night
- Ohio State Bus Trip 10/22
- Iowa bus trip 11/5
- Any TV Tailgates? Alumni Society members at the meeting felt that Chapter should undertake this initiative.

Meeting was adjourned at 914 PM by Todd Dietrich and Liz Gerancher

Action Steps:

Task	Owner	Description	Completed
Find pictures on Google Drive	Diane	For use on website, promotional video, etc.	
Video recording	Liz G.	Contact MIC for appointment	
Continue to contact prospective board members	Diane	List of 14 prospects	
Welcome guests and introduce board members and special guests at Blue and White Nights	Larry or Chris	Have attendees introduce and share info about themselves and campus graduated so that they can connect to each other	
Fine Tune Mini-THON workshop plans	Liz and Chris	Tentative dates are November 12 and 19	
Promotion for 7/29 event	Diane	Meet with Jessie and Patti to prepare mailing to older alumni	
DJ contact	Chris	Contract may need to be signed by Risk Management	
Negotiate Buffet Price	Diane	Joy Reed was able to get price of buffet reduced from \$39 to \$32! (plus 20%)	
Contact Lehigh Valley Style	?	Diane will see if press release goes to LV Style, if not board member can contact LV Style to cover 7/29 event	
Sign up sheet for Alumni	Liz G	Sign up sheet for coverage of alumni table on 7/30 – via Google forms or Sign Up Genius	
Contact Alumni Blue Band	Larry	Re: Picnic AND Downtown Bethlehem Day	
Contact Student Affairs to Order charger bus for homecoming	Diane	Alumni Association will sponsor \$500 of the bus, students will pay \$10 each.	
\$10 gift cards for Blue and White Society students volunteering on 7/29?	Group	We cannot pay for their dinner. This might be a nice gesture	
\$10 gift card and Passport to Alumni Blue Band on 7/30	Group	We need to decide on this.	
Get a listing of Krock's "specials" to Diane for publicity, figure out if we can do \$100 worth or appetizers	Larry	ASAP	
Order sunglasses 50 for \$67	Diane	Email Patty Schoener, Schuylkill	

(continued)

Task	Owner	Description	Date
Get more info on food, drinks, ticket cost for 8/26 night at the velodrome	Diane	Work with UR and Joy Reed, Mandy Marquart is "in" – meet with Mandy to set up expectations	
Contact Dunderbachs about a September Blue and White Night	Gwen	Food, pricing, Octoberfest theme, alternatives to Thursday night if not available.	
Figure out October Blue and White night	All	Fall Halloween theme? Family oriented?	
Contact Terry deGroot and Weyerbachers for November Blue and White Night	Carolyn		
Contact Patty Frey regarding helping to fund Alumni Society Board dinner for December	Diane		
Advise both boards of Etiquette Dinner date once decided	Diane		
Get quote on Penske Freezer truck	Diane		Done 6/13
Count bags, get board advise if more are needed	Diane		
Work with UR to be sure order forms are printed in time for PSU LV Day in Downtown Bethlehem	Diane		
Find sponsors for truck rental, refreshments, volunteer food, bags – in return we will promote sponsor.	All		
Confirm meetings for the rest of 2016	All	July 14, August 11, September 8, October 13, November 10 (during pick up), December ?	
Look into upcoming Run Lehigh Valley Races – see if we can coordinate a volunteer team to help B&W	Gwen		

raise funds			
Contact Paul Clifford regarding speech at picnic	Diane		