

# Lehigh Valley Alumni Society



Minutes

Thursday, November 9th, 2017, 6:30 P.M. PSU-LV Campus

**Meeting Scribe:**

Craig Warner

**Call to Order –**

The meeting was called to order by 6:39 P.M.

**Present at Meeting (marked with x)**

	Liz Bartolai	x	Steve Kuchera	x	Heather Wong
	Michael Damweber		Mandy Marquardt		Guests
	Terry Degroot – Chapter President	x	Mike McShane	x	Diane Lewis Mcaloon
	Todd Dietrich	x	Margaret O'Brien		Phillip St James (Dir. Campus Development)
	Robert Gallagher		Carolyn Serva	x	Muhammed Ali Sheikh – B&W Society
x	Gwen Herzog – Vice President	x	Larry Trubilla - President	x	Harshal Patel – Lion Ambassador
		x	Craig Warner - Secretary		DJ – Thon Chair

**September 14th, 2017 Minutes Edits/Changes-** No changes required

**Meeting notes**

Approved by: Mike McShane  
Seconded: Steve Kuchera  
All Approved

**Standing Committee Updates:**

**Marketing –**

- Facebook and Twitter – holding at ~ 750 likes

**Stewardship –**

- Follow up on Dr. Richardson's Visit with Alumni Society Board
  - Need to follow up with request for mission statement and what she can hand out on what we need – business card with web site address
  - Diane brought up an idea of 4 pillars – will be discussed more at the January 2018 retreat and how we can move this forward.
    - Supporting and Enhancing the Student Experience
      - Internships
      - Job Shadowing
      - Etiquette Dinner
      - Alumni-Student Panel Discussion
      - Mentorship

- Harnessing the Power of the Penn State Network
  - Alumni Society Board of Directors
  - Penn Stater to Penn Stater Business Network
  - Alumni Career Services
  - Rally for Penn State
- Stewardship
  - Giving Tuesday
  - Golf Outing
  - Development Committee
  - Ice Cream Sale
  - Holiday Hope Chest
  - Bleed Blue and White
  - AlumLions
- Tradition Keepers
  - Homecoming
  - Blue and White Nights
  - TV Tailgates
  - Homecoming Parade – University Park
  - Winter White Out
  - THON
- Ice Cream Sale – 16 November
  - ~1000 half gallons ordered
  - 1 opening needed to be filled for a runner – some of us will be coming just unsure when we can make it
  - Lion ambassadors and students are coming
  - Thon could be used to run ice cream to their cars for tips?
- Giving Tuesday – 28 November – see handout
  - If you graduated in the last decade, a \$10 donation will result in \$100 matching donation from PSU
  - Ensure you put down LV campus
- Holiday Hope Chest – 29 November 6 pm - contact Carolyn Serva
  - Room 135 has been reserved to pack
  - Will use sign up genius – please help us
  - Drop off on 12/1 - 12-3pm
  - Post Notes from Carolyn
    - The Holiday Hope Chest Project is a service project coordinated by the Volunteer Center of the LV. PSULV has agreed to fill 50 holiday hope chests for local children in need and I am chairing this event. A holiday hope chest is simply a shoe box that is wrapped in holiday paper and filled with small goodies (Matchbox cars, card games, dolls, craft kits, etc.) for young children and then donated to a local non-profit organization to distribute.
    - Our "wrapping party" will be on campus on 11/29 at 6pm to bring in collected items and wrap and fill boxes. A Sign-Up Genius has been sent out and is attached at the end of this email if you'd like to

attend. While I'd love for you to join us (and hope that you do), I understand that this is a busy time of year.

- Diane and I are asking each board member to donate \$20 to the cause so I can shop for toys and other necessary items to fill the 50 boxes. Thank you and I look forward to seeing you all on Thursday. If you have any questions or would like more information, please feel free to email me or call me at 862-219-0328.
- <http://www.signupgenius.com/go/10c044aafaa2ea6f58-holiday>

- Thon

- Diane has a checks for ~ \$3000 from Lost Tavern Brewery
  - They are looking forward to next year to do the same thing, maybe ask \$5 more so they can give a T-shirt
- Dance for a Cure -
  - 20JAN2018 at Mixx
  - Other groups are selling ribbons – should we?
  - If no dance for a cure, reach out to sponsors – put out boxes for collections
  - Larry to reach out to Chris for more info.

- Past Events

- TV Tailgate

- 21OCT – Michigan –
  - was held at Bethlehem Municipal outside on the pavement
  - Very accommodating –
  - Was very cold so many left before the game was over
- 28 OCT –Ohio State
  - Tilted Kilt (chapter) and Artsquest (campus)
    - 10% of food sales to be donated
  - About 70-80 people showed up at the Kilt
  - About 1000 at Artsquest
- 04 Nov – Michigan State
  - Buffalo Wild Wings – Easton
  - ~20 people – long lightning delay

- Blue and White Nights

- October 19<sup>th</sup> – 2 Rivers in Easton – 6 to 8 pm
- Organized by recent graduates
- About 10 people attended – was a nice place with good service

- Etiquette Dinner – 10/25/17

- At Lehigh Valley Country Club
- 65 students and 15 adults attended
- \$5500 in cost covered by Student Activities Fund
- There was alumni at each table but no time to talk with students – consider something in spring

- Penn Stater to Penn Stater Networking Group

- David Yanoshik on “The Nuts and Bolts of Networking”
- 30 people attended
- Want to spread these events across the valley – do quarterly
- Upcoming Events
  - TV Tailgates
    - 11NOV – Rutgers - Queen City BBQ
    - 18NOV – Nebraska - Buffalo Wild Wings LV Mall
    - 25 NOV – Maryland - Buffalo Wild Wings LV Mall
    - 03NOV2018 – Artsquest area reserved
    - Suggested that we do not do Blue and White nights during the TV tailgate season – maybe too much to do – will be considered
  - Homecoming Parade – 11/10/2017
    - Kathy Schaffer lead – they have their RV
    - Looking for anyone to come (alumni, friends of PSU)
    - Theme – embrace the journey – roar with pride
    - Lots of candy for handing out – no throwing candy (Larry has some candy from parade)
  - PSU vs Lehigh Wrestling at PPL Center
    - 12/3
    - SOLD OUT
  - PSU LV Basketball Teams “Winter White Out”
    - At Stabler – 03FEB18
  - Alumni-Student Speed Networking Event
    - B&W Society planning
    - February
  - Thon Reveal Party
    - 19 FEB
    - Students want a DJ so they can have popular dance music – no bands
  - Ad Hoc Committee for 2018 NCAA Men’s Ice Hockey
    - Midwest will be held at the PPL center
    - Others are asking if PSU LV doing anything
    - Not much movement on this event since unknown if PSU will be there
    - Possibly have at Queen City BBQ on 3/23 Saturday – need to reserve
    - Can this be a fundraising event?
    - Also on schedule for 2019

#### **Memberships:**

- 2018-2020 – Two Year Terms
  - Re-up for new members
  - Ideas for contacts to serve

#### **Chapter Updates –**

- NA

### **Old Business**

- Being the Lion
  - Steve requested that more people be trained to be the lion – could be done next meeting
  - If we have enough, could raise money (scholarship?) by attending parties etc (\$150 fee?)
  - Buy a new lion suit (\$1500)
  - Get a list of names
  - What are the rules – expectations - limitations
  - Should consider and escort when lion goes out
- January Retreat – 1/13/2018 – save the date
- Thon Blood Drive
  - DJ/Ali/Larry/Todd/Liz
  - Do in January? Need to set a date
  - Don't do multiple campus now – do later
  - Do a tour of the blood center
  - Meet next Thursday

### **New Business:**

- Alumni Council Updates – Larry Trubilla
  - Larry is now on the awards committee
  - Looking at partnering with Pay Pal
  - Next meeting is last Saturday weekend in June – suggest we attend – at UPark

### **Adjourn –**

The meeting was adjourned at 835 motioned by Gwen and Seconded by Steve – all approved

### **Next Meeting –**

- Holiday Party at the campus on December 15<sup>th</sup>.
- Annual retreat planning meeting – exec board, past president, chapter president only – 16DEC
- Annual retreat - 13January 2018

# Handouts

To students who graduated in the last decade:



Office of Annual Giving, 27 Old Main, University Park, PA 16802

No matter how you show it, your support for important issues, exciting ideas, and the people and organizations dedicated to pursuing them will show the world that Penn Staters have heart.

This year, #GivingTuesday challenge gifts of \$10 or more made by graduates of the last decade will unlock an additional \$100 contribution from Penn State. Make your support go further with this one-day matching opportunity!

**For Penn State, #GivingTuesday starts at 18:55 EST on Monday, November 27!**

Follow: @RaisePennState  
Use: #PSUGivingTue  
Visit: [giveto.psu.edu/givingtuesday](http://giveto.psu.edu/givingtuesday)

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Mr. David A. Zigarovich  
270 Newport Ave  
Nazareth PA 18064-9193

For All Others



Show the world that Penn State Lehigh Valley has heart, and show students how much PSU alumni and friends believe in them. Give back to PSU-LV on #GivingTuesday!

**For Penn State, #GivingTuesday starts at 18:55 EST on Monday, November 27!**

Follow: @PSULehighValley  
Use: #PSUGivingTue  
Visit: [lehighvalley.psu.edu](http://lehighvalley.psu.edu)



Holiday Party



**Please Save the Date**  
*Penn State Lehigh Valley*  
  
**Annual Holiday Party**  
**December 15, 2017**  
*(Details and formal invitations forthcoming)*

## 2017 Calendar of Events

1/2	TV Tailgate — Rose Bowl — Tilted Kilt in Allentown
1/7	Alumni Board Retreat and Planning (9am to 2 pm)
1/14	Alumni/Blue and White Night Basketball — at Stabler — Whiteout
1/21	Dance For A Cure — Mixx Nightclub Allentown
1/21	B&W — Purdue Basketball Keystone Pub Whitehall
2/4	Accepted Student Program — Panel (Victoria and Bob)
2/15	Football 101 — Chapter Event
2/16	Thon Send off — check presentation from 1215 to 1230 pm
2/19	THON Reveal at LV Campus (Diane and Larry point person)
2/26	Lady Lions Bus Trip — Michigan — Wear Pink (not a chapter or society event)
3/??	Tom Range Lecture and Book Selling/Signing
3/11	St Patty's Day Parade — Bethlehem — Todd point person — 1 pm
3/18	Accepted Students Program (Terry & Craig on Panel)
3/23	B&W Night — Red Stag in Bethlehem — (Chris B point person)
March to 4/3	Chapter Food Drive
4/1	Chapter Broadway Bus Trip — Groundhog Day — SOLD OUT
4/6	PSU LV Student Sponser Car Show
4/13	Networking Event and PSULV Alumni Society Meeting
4/20	B&W Night (senior send off?) — 3 <sup>rd</sup> Thursday
4/22	B&W game — chapter bus
4/27	B&W Night — Queen City BBQ — Diane Point Person
5/4	Graduation Bag Filling — Todd point person
5/6	Commencement 2017 at Artequest
5/11	PSULV Alumni Society Meeting
5/14	Mother's Day
5/18	B&W Night — Linx —
5/20	Knoebels Day — Diane point person
5/29	Memorial Day
6/6	Chapter Iron Pigs Game
6/7	Alumni Tea — 2 pm
6/8	PSULV Alumni Society Meeting
6/10	Veledrome — fire works — infield — \$20 a person — CANCELLED — no feed back from venue
6/15	B&W Night — Union and Fitch — Shaffer's (Larry point person)
6/18	Father's Day
6/24	Alumni Leadership Connections — Philly this year — one day event
7/4	July 4 <sup>th</sup>
7/13	Mamma Mia at State Theater — Campus Event
7/13 to 7/16	PSU UPark — Arts Festival
7/16	Summer Picnic — Canal Park — Chapter/Alumni event
7/28	Friday night Bethlehem Days — Chris B point person — Cancelled
7/29	Saturday — Bethlehem Days — Chris B point person — Cancelled
8/4 to 8/13	Music Fest
8/10	PSULV Alumni Society Meeting
8/17	Blue and White Night — Bethlehem Grille at Beth Golf Course
9/ 2	Zips — Akron Zips Beaver Stadium, University Park, PA
9/4	Labor Day
9/ 9	Panthers — Pittsburgh Panthers Beaver Stadium, University Park, PA — Chapter Bus Trip — No game Tickets left
9/14	PSULV Alumni Society Meeting
9/ 16	Panthers — Georgia State Panthers Beaver Stadium, University Park, PA
LV Homecoming Events	
9/19	Wine and Cheese Party — LV Alumni
9/20	Flyers Game at PPL Center — actual Flyers
9/21	Club Soccer Team and Women's Volleyball game (student affairs and B&W Society and Alumni)
9/21	B&W Night Dunderbaks — Gwen point person
9/22	Movie Screening — Student Affairs
9/23	James Bond Night at Symphony — PSU LV homecoming
9/ 23	Hawkeyes — at Iowa — Hawkeyes Kinnick Stadium, Iowa City, IA —
9/24	Celtic Classice — Todd point person
9/25	PSU LV Golf Tournament — Cancelled for this year
9/ 30	Hoosiers — Indiana Hoosiers Beaver Stadium, University Park, PA
10/1	Hops for Hope — Lost Taverns
10/ 7	Wildcats — at Northwestern — Wildcats Ryan Field, Evanston, IL
10/9	Columbus Day
10/12	PSULV Alumni Society Meeting
10/13	Ice Cream Sale Forms Deadline
10/ 14	No football Game — Banana Factory — Wine and Sip
10/19	3 <sup>rd</sup> Thursday — Blue and White Night — New Graduates — 2 Rivers Brewery in Easton
10/ 21	Wolverines — Michigan Wolverines Beaver Stadium, University Park, PA Tailgate at Bethlehem Municipal

	Chapter Bus Trip – no game tickets
10/25	Etiquette Dinner
10/28	Buckeyes at Ohio State Buckeyes, Ohio Stadium, Columbus, OH (TV tailgates at Tilted Kilt and Artsquest)
11/1	Penn Stator to Penn Stator Networking Group
11/4	Spartans at Michigan State Spartans, Spartan Stadium, East Lansing, MI
11/09	PSULV Alumni Society Meeting
11/10	Veterans Day Homecoming Parade – Bus for alumni for Friday
11/11	Scarlet Knights Rutgers Scarlet Knights Beaver Stadium, University Park, PA - homecoming – TV Tailgate at Queen City BBQ Theme – Embrace the Journey – Roar with Pride
11/16	3 <sup>rd</sup> Thursday – Ice Cream Sales – Pick Up
11/18	Cornhuskers Nebraska Cornhuskers Beaver Stadium, University Park, PA TV tailgate – Buffalo Wild Wings – Lehigh Valley Mall
11/23	Thanksgiving
11/25	Terrapins at Maryland Terrapins Maryland Stadium, College Park, MD TV tailgate – Buffalo Wild Wings – Lehigh Valley Mall
11/28	PSU Giving Tuesday
12/2	Big Ten Championship Game Lucas Oil Stadium, Indianapolis, IN
12/3	Penn State vs Lehigh Valley Wrestling at PPL Center – SOLD OUT
12/14	PSULV Alumni Society Meeting - Cancelled – Cancelled
12/15	Holiday party at the campus
12/16	Exec Board Planning meeting for January retreat – Warner's House
12/25	Xmas
2018	
1/13/18	Alumni Retreat
2/3/18	PSU LV Basketball Team White Out - Stabler
2/19/18	Thon Reveal Party
March 18	NCAA Hockey Tournament – PPL Center
6/4	PSU Golf Outing – Norhtampton Country Club
11/3	TV Tailgate – Steel Stacks against Michigan – reserved the area