

Lehigh Valley Alumni Society



Minutes
Thursday, 12APRIL, 2018, 6:30 P.M. PSU-LV Campus

Meeting Scribe:
Craig Warner

Call to Order –
The meeting was called to order by 6:34 P.M.

Present at Meeting (marked with x)

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

November 8, 2017 Minutes Edits/Changes- No changes - Motion by Liz Bartolai and seconded by Steve Kuchera – motion carried

March 8, 2018 Minutes Edits/Changes-

Change under “Stewardship” = THON - An Alumni/Student THON team will be formed in September.
Request was made under “Fiesta Bowl” it is Channel 69 not Channel 39

Defining our Boards:

Terry and Larry shared that they met along with Diane and propose that we describe the Chapter as more PSU Athletics Oriented and the Society as focused on student and campus support.

Standing Committee Updates:

Capital Campaign – Campus Expansion Project: Larry shared that there is a lot of activity around these two areas.

Larry and Diane will be attending the Volunteer Summit which is focused on strategies to ensure a successful campaign. Larry will bring information back to board after summit.

\$3000 from 2014 – after discussion with Chris Bogden, it was determined that this is likely Ice Cream sale money that did not get transferred over to First Year Scholarship. As First Year Scholarship has now met its endowment goal, Chris suggested using this as some type of seed money. Diane recommended holding it for #Giving Tuesday, which requires a \$2500 investment in order to participate. Last year’s #Giving Tuesday campaign yielded over \$8000 and was a sound investment of \$2500 from the Chapter. We hope to do the same this year, using money in this account as seed money.

Marketing – We discussed the possibility of conducting an alumni survey. Diane asked the group to think of the type of questions they would like to see answered. Todd Dietrich shared that it may be difficult to get young alumni to participate and suggested that we divide data by age range in order to get a better idea of what alumni desire at different age levels.

Diane briefly reviewed Benchmark Analytics including the high open rates we have been getting based on paring down those who have not opened emails in 10 or more campaigns.

Social Media Update – 801 Facebook followers. Twitter and Instagram remain relevant and up to date. Todd did a great job driving the social media feeds from THON. Of note was a recent report stating that young alumni prefer Instagram and Snap Chat.

Events -

- Review
 - Alumni Tea, Advisory Boards Wine and Cheese, Road to the Frozen Four and Lion Up for Hunger were all reviewed.
 - Diane reminded the group of the need to maximize on the Penn State brand and strategize ways to benefit other alumni and the campus through our events.
 - Lion Up for Hunger was an excellent collaborative effort that included faculty, staff, students and alumni.
 - Good on food and GREAT on money donated
 - PSU was #1
 - 11,000 pounds of food - \$4,000
 - The alumni chapter was awarded 2018 Lehigh Valley Alumni Club Champion status thanks to the Lion Up for Hunger initiative, a large donation from Aldi, monetary contributions and volunteer time.
- Upcoming
 - Penn State vs. Lafayette Baseball – 4/25/18
 - 60 person limit – **EVENT HAS BEEN SOLD OUT for the dugout seats**
 - Still can get general admission tickets
 - Alumni Society donated \$300 to event (Chapter also donated \$300)
 - Senior Send Off – 4/29/18 11 am
 - Centennial Ballroom Center Valley
 - Gift – pin and plastic up
 - Larry, Carolyn and Liz will attend.
 - Mandy Marquardt is keynote speaker, sharing the ways that she connected with fellow alumni and the campus after graduation.
 - Dr. Richardson will speak
 - Diane will discuss how they can stay connected to LV PSU.
 - Commencement – 5/5/18
 - Artsquest again - ~ 120 students graduating
 - Larry, Gwen, Craig, Terry and Diane will process.

- Todd will handle the Senior Gift table.
- Greater LV Board of Realtors James Franklin Event:
 - Thursday, May 31, 2018 – Sands Bethlehem Events Center
 - Tailgate Mixer: 5:30 to 7 p.m.
 - Signature Event: 6:45 to 8 p.m.
 - Post-event Cash Bar: 8 to 10 p.m.
 - <http://www.greaterlehighvalleyrealtors.com/james-franklin>
 - Society to purchase a table, Chapter will have a table as well. This will give LV alumni a prominent place at this event.
 - Representing the LV Alumni Society will be: Nick, Craig, Larry, Diane, Mandy, Margaret, Steve, Liz. The group approved \$420 from budget to sponsor the table (motion Craig, Second Todd, all approved).
 - Proceeds to go to scholarship fund
- May Blue and White Night 5/17/18
 - Changing location from Union and Finch to Foundation at Sheppard Hills
 - Hopefully weather will be nice and we can sit outside
 - Alumni voted to buy ~ \$100 in appetizers (motion Steve, second Margaret, all approved)
 - Can we get \$2 bud light?
- June Blue and White Night – 6/21
 - Planning to go to Union and Finch
- WE ARE weekend – 6/1/18 to 6/3/18
 - Registration currently open
 - Lots of events including tours of sports stadiums
- LV PSU Golf Tournament
 - Vote was taken to donate \$300 to sponsor a hole.
 - Craig motioned and Todd seconded and all approved
 - <http://lehighvalley.psu.edu/golftournament>
- Alumni Leadership Conference 8/3 to 8/5
 - At U-Park
 - Suggest we attend
- Family Oriented Activities – Ideas for 2018
 - Bowling
 - Xmas at Kindlemart
 - Mini Golf
 - Ice Skating
 - Crayola experience
 - Easter Egg Hunt – 2019 (Blue and White Eggs)
 - Soccer
 - Pizza making at Pocono Winery

Memberships:

- 2018-2020 – Two Year Terms

- Re-up for new members
- Ideas for contacts to serve
- Do not know who came on and when
 - Post Note from History
 -

Chapter Updates –

- Iron Pigs game – 6/12/2018
- Chapter Picnic July 29 – Canel Park
- Raffle – 1 ticket for \$10 and 3 for \$20
 - 1st - 2 tickets to Pitt football game (at Pitt) plus \$1000 spending money
 - 2nd - 2 tickets to Ohio State game
 - 3rd - \$400 in bookstore credits
- Host TV tailgates
- Ohio State Bus Trip – with some tickets

Adjourn –

The meeting was adjourned at 838 motioned by Liz and Seconded by Todd – all approved

Next Meeting – 10MAY

- June 14
- August 9
- Sept 13
- October 11
- November 15 (ice cream pickup)



**Penn State Baseball is coming to Coca Cola Park
and we have the Dugout Suites!**

Join us for a catered dinner and "the best seats in the house!". Tickets are \$35 payable BY CHECK in advance of the event or \$40 by CREDIT CARD. Seating is limited.

For more information and to register, click here:

<http://lehighvalley.psu.edu/form/penn-state-baseball-vs-lafayette>



WE ARE....excited to golf at the beautiful Northampton Country Club!

If you haven't had chance to golf at Northampton Country Club, you don't want to miss this opportunity.

Honorary co-chairs for this year's event are Kassie Hilgert '97 and Mike Guman '80.

Registration includes: Breakfast, Golf, Cocktail Reception, and Dinner

For more information: <http://lehighvalley.psu.edu/golftournament>

2018					
Date	Title	Chapter	Alumni	Campus Event	Cancelled
13-Jan	Alumni Retreat - cancelled moved to feb 3 (snow)				x
20-Jan	Dance for a Cure		x		
3-Feb	Alumni Retreat		x		
3-Feb	PSU LV Basketball Team White Out - Stabler			x	
19-Feb	Thon Reveal Party				x
9-Mar	Alumni Tea			x	
13-Mar	Capital Day			x	
15-Mar	Campus Advisory Board - Winte and Cheese			x	
March 23-25	NCAA Hockey Tournament – PPL Center			x	
24-Mar	Pre-hockey Game Event at Queen City BBQ		x		
29-Mar	Lion Up for Hunber	x			
7-Apr	NYC bus trip - school of rock - cancelled	x			x
Apr. 21	Blue-White Spring Game			x	
25-Apr	Penn State vs Lafayette Baseball - Coca Cola Park	x	x	x	
29-Apr	Senior Send Off			x	
May 4-6	Graduation at PSU			x	
5-May	PSU LV Commnecement			x	
17-May	Blue and White Night - Foundation Bar (aka Krocks)		x		
6/1 to 6/3	WE ARE weekend			x	
4-Jun	PSU Golf Outing – Norhtampton Country Club - 9 am shotgun			x	
12-Jun	Iron Pigs Game	x			
21-Jun	Blue and White Night - Union and Finch			x	
July 12 to 18	Arts Festival at PSU	NA	NA	NA	NA
29-Jul	Summer Picnic	x			
8/3 to 8/5	UPARK - leadership conference			x	
Sep. 1	Appalachian State Mountaineers - HOME				
Sep. 8	Heinz Field, Pittsburgh, PA				
Sep. 15	Kent State Golden Flashes HOME				
Sep. 21	at Illinois Fighting Illini - ARTSQUEST EVENT		x		
Sep. 29	Ohio State Buckeyes HOME - Chapter Bus Trip	x			
Oct. 6	OFF	NA	NA	NA	NA
Oct. 13	Michigan State Spartans HOME				
Oct. 20	at Indiana Hoosiers				
Oct. 27	Iowa Hawkeyes				
Nov. 3	Michigan Stadium, Ann Arbor, MI - TV tailgate at ArtsQuest				
3-Nov	TV Tailgate – Steel Stacks against Michigan – reserved the area				
Nov. 10	Wisconsin Badgers				
Nov. 17	at Rutgers Scarlet Knights				
Nov. 24	Maryland Terrapins HOME				
Saturday	Big Ten Championship Game				
Dec. 1	Lucas Oil Stadium, Indianapolis, IN - Big Ten Championship				