



**PennState
Alumni Association**

Lehigh Valley Alumni Society

The Society is to serve at the will of the Chancellor to support the needs of the students, alumni, and activities of the Lehigh Valley campus. The society seeks to nurture and foster strong relationships with all Penn State alumni living and working in the Lehigh Valley.

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Thursday, June 14, 2018

6:30 PM PSU Lehigh Valley Campus

Room 141 unless otherwise noted

Call to Order

The meeting was called to order at 6:31 p.m. by Alumni Society President, Larry Trubilla.

Present at Meeting (marked with ✓)

x	Bartolai, Elizabeth		x	Kuchera, Steve		Warner, Craig		GUESTS
	Damweber, Michael			Marquardt, Mandy		Wong, Heather	x	McAloon, Diane
	DeGroot, Terry		x	McShane, Michael			x	Deb Mynar-Kowalchuk
x	Dietrich, Todd		x	O'Brien, Margaret			x	Nick Miller
x	Herzog, Gwen		x	Serva, Carolyn				
			x	Trubilla, Larry				

- 1) **Approval of Minutes From 5/10/2018** – There were two changes to the minutes: Meeting date was Thursday, May 10th (not May 11th) and the Penn State vs. Lafayette game WAS sold out. A motion to approve the minutes as amended was made by Liz Bartolai and seconded by Steve Kuchera. Motion passed.
- 2) **New Board Member OnBoarding – What do they need to know?** New board members: Nick Miller, Deb Mynar-Kowalchuk, Joe Schwartz. The group discussed needing to provide the following: Events calendar, bios and contact information of board members, who's who on campus, description of different organizations (society and chapter), committee structure and breakdown, who is heading up what.
- 3) **Standing Committee Updates:**
 - a) **Stewardship**
 - i) **Update on Student/Alumni THON initiative** – At last month's Blue and White night, holding the event at Foundation Tavern was discussed. If the event were to be held there, it would be 1/19 or 1/26 with a goal of donating the food. Staff gratuity would need to be paid for out of Alumni funds. The owner is a Penn Stater and the manager has raised over a QUARTER million dollars for pediatric cancer. There would be a cash bar, step and repeat, and we could use the stand up lions. Diane suggested that Chris Bogden

present the idea to the board. 7/9 is a possible date for meeting at Foundation Tavern. There was further discussion around event quality and timing.

b) Marketing

i) **Social Media Update: Frequency, content of emails, FB posts, Twitter, Instagram** - We discussed that 2 events have been posted, there were 6 EMAILS for the month. We discussed 1 email per week maximum.

ii) **Survey** – Diane looked at the old alumni survey, but it does not address programming.

iii) **Tri-Fold** – In graphic design now. We looked at a mock up. The cost is \$299 for 1000.

c) Events –

i) REVIEW

(1) **May Blue & White Night: Foundation Tavern— 05/17/2018** – There were 40 attendees including a group of PSULV grads who are teachers. This location is a possible Dance for a Cure location and a location for a TV tailgate.

(2) **Coach Franklin speaking: Lehigh Valley Board of Realtors 2018 Meeting 05/31/2018** - \$4800 was raised for the campus from the auction.

(3) **WE ARE Weekend: University Park— 06/01/2018 to 06/03/2018** – Good feedback was received from campus attendees.

(4) **Golf Tournament: Northampton Country Club— 06/04/2018** – The event was a huge success and the venue has been booked again for 6/3/19. \$30,000 was raised, \$2000 of which came from the raffle.

ii) UPCOMING

(1) **June Blue & White Nite: Union & Finch— 06/21/2018** – There will be food and drink specials for us.

(2) **July Blue & White Nite: The Bayou Easton— 07/19/2018** – We discussed a drink special.

(3) **CHAPTER: Cael Sanderson Event (07/28/2018) & Picnic (07/29/2018)** – Cael Sanderson event will be held 1-4 p.m. Meet and Greet from 1-2, Coach Sanderson speaking from 2-3 p.m. and then meet and greet from 3-4 p.m. For the picnic, 1500 student emails will be sent out to new and returning students. A Barnes and Noble gift card may be offered for a student attendee. Diane to discuss at Chapter Board Meeting on 6/19/18.

(4) **Alumni Leadership Connections Conference: 08/03/2018 to 08/05/2018** – Contact Larry if you are planning to go.

(5) **August Blue & White Nite: Any ideas? 08/16/2018** – We discussed Birthright Brewery and Carolyn offered to call to arrange. We later discussed moving this to 8/23 and having an event at Arts Quest (see below).

(6) **Celtic Classic Volunteering: Grand Pavilion South— 09/30/2018** – We will have one tent this year due to it being the day after the Ohio State game with not many people available.

(7) **Homecoming 2018: PSU LV: 09/17 to 09/21; PSU Homecoming Parade 10/12** – Diane told the group the first meeting was held and there will be daily activities which include: alumni wine and cheese, artist events, 9 p.m. Friday Illinois game kickoff at ArtsQuest with a possible Southside walk before the game, Saturday soccer double header. Our theme for University Park homecoming will be Harry Potter. The parade date is 10/12 and we are registered. We will add this to the September meeting agenda. Larry was contacted by an alum who would like to help.

(8) **Ice Cream Sale** – We have ~~not yet gotten~~ the flavors so that we can work on getting the order forms ready. The pickup date is 11/15.

(9) **ArtsQuest balance** – We have a \$2300 credit balance and the group discussed having a Sands porch event, possibly tied to the 8/23 Black Violin concert which would be our August blue and white night.

(10) **Alumni Career Services Event?** – Chris Landino would like to set up a series. University Park can help us with an event, we just need to get it on the calendar. Diane will contact Cheryl Bonner from career services.

iii) FAMILY ORIENTED ACTIVITIES FOR 2018

d) Membership:

- i) Update from Larry on invites to join the board
- ii) Thank YOU Mike Damweber!

4) **Chapter Updates** – See above #3

5) **New Business** – Steve Kuchera will investigate a professional sports event for a possible trip. He will reach out to Craig Warner to see if he wants to work with him on the event. Mike McShane will investigate having a “bleed blue and white” blood drive, possibly 10/6 as a challenge with PSU Berks.

6) **Around the Table**

Adjourn – A motion was made by Steve Kuchera to adjourn the meeting at 8:19 p.m. The motion was seconded by Mike McShane.

Upcoming Meetings: August 9, September 13, October 11, November 15 (Ice Cream Pickup).