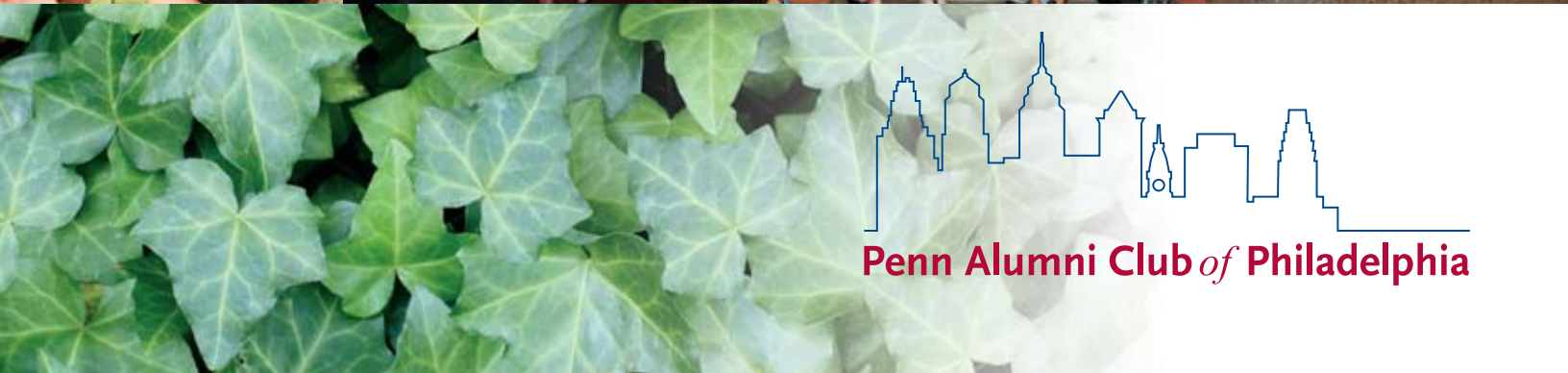


2009 Stakeholder's Report

Penn Alumni Club of Philadelphia



Penn Alumni Club *of* Philadelphia

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Letter from the President of the Penn Club

Fellow Quakers:

I am pleased to share with you the 2009 *Stakeholder Report of the Penn Alumni Club of Philadelphia*. This report provides an overview of our Club's activities, achievements, and strategic goals.

Started by Lee Shlifer, CGS '74, the Club has grown to serve Penn alumni from across the region. Our focus in 2009 was on events, membership, and, most-importantly, social impact.

Members of the alumni community are familiar with the 50+ hosted and cosponsored events we held in 2009 (pages 10-11) including:

- An evening at the Phillies (attended by 300+ alumni) with a pre-game reception featuring the 2008 World Series Trophy and a presentation by team President David Montgomery, C'68, W'70
- A lively family-style traditional Chinese feast with wine pairings, curated by Dr. Ponzy Lu (Chemistry) and wine expert Neil Ewing, C'70
- For members only events featuring free food and discounted drinks at four Stephen Starr restaurants
- Our bi-annual inter-Ivy quizzo championship tournaments with a custom-crafted winner's trophy and serious trash-talk augmenting the rowdy competition

Our members signed up for events almost 2,000 times this year, all hosted or cosponsored by the Events Committee. This group of dedicated board members (page 7) and volunteers is largely-composed of recent graduates seeking ways to continue, as alumni, the social involvement that defined their college experience.

In 2009, the Club's Board of Directors engaged a consultant from the Wharton Small Business Development Center to develop a six-point membership engagement plan (page 17). We began implementation of the plan, with positive initial results after just two months. Throughout 2010 and 2011, we hope to continue to lower membership churn rates, increase member satisfaction, and improve the long-term stability of our finances.

Also in 2009, the Club focused our strategic efforts on the area of social impact, aligning with the local engagement component of the Penn Compact. Penn is not just about a degree — it stands for a set of principles. And social impact is about putting those principles into play, ensuring that Penn is not apart from Philadelphia but a part of the city. At the Club, we use our events programming infrastructure to provide alumni opportunities for sustained and also for one-time engagement with the Philadelphia community. Starting this year, we are awarding the Social Impact Award (cash prize) to a student in his or her last year at Penn, who is making a social impact in Philadelphia. Our selection committee draws from across the University community including faculty, administrators, and alumni. The members and board of the Penn Alumni Club of Philadelphia are committed to facilitating local engagement.

I encourage you to review the 2009 *Stakeholder Report*. Our board members are available to answer questions or provide insight on their areas of impact. And I would like to hear your comments and feedback on the progress of the Club.

Thank you again to all of our 2009 Stakeholders (page 20),



Andrew J. Rosenthal, C'06

President

Penn Alumni Club of Philadelphia

president@pennclubphilly.org

Letter from the Mayor of Philadelphia

CITY OF PHILADELPHIA
MICHAEL A. NUTTER, MAYOR

TRIBUTE

As the preeminent University of Pennsylvania alumni club, the Penn Alumni Club of Philadelphia has excelled in embodying the mission of the Penn Compact: to connect alumni to each other through social and educational programming. Recognizing these efforts, the Penn Alumni Council of Representatives is honoring the Penn Alumni Club of Philadelphia with the 2009 Alumni Club of Merit.

Led by Andrew Rosenthal, the Penn Alumni Club of Philadelphia's talented and tirelessly dedicated board succeeds with an intriguing calendar of dynamic events. Each offering strategically targets alumni constituencies across a broad range of demographics.

Additionally, the Penn Alumni Club of Philadelphia engages current students to create a personal connection prior to graduation and enlists their help to improve its programs and services. A consultant from the Wharton Small Business Development Center reports on the club's membership, which currently includes more than 400 dues-paying members. The Philadelphia chapter is also the first to create the paid, lifelong Old Guard membership platform.

The Penn Alumni Club of Philadelphia is very active in community affairs. The Social Impact Committee addresses community service and civic responsibility needs, and other members work with the University's departments of alumni relations to further engage former students in the Greater Philadelphia region.

It is fitting and appropriate, therefore, that the City of Philadelphia officially recognize with this Tribute

THE PENN ALUMNI CLUB OF PHILADELPHIA

and I urge all citizens to congratulate this terrific chapter on its ongoing efforts and results and acknowledge its positive impact on the Penn community as the recipient of the 2009 Alumni Club Award of Merit.


Michael A. Nutter
Mayor

November 7, 2009



Letter from the Governor of Pennsylvania



COMMONWEALTH OF PENNSYLVANIA
OFFICE OF THE GOVERNOR
HARRISBURG

THE GOVERNOR

GREETINGS:

It gives me great pleasure to congratulate the University of Pennsylvania Alumni Club of Philadelphia on being recognized as “The Best of the Best” with the 2009-2010 Alumni Club Award of Merit.

The work of Andrew Rosenthal as Club president along with the other dedicated and driven board members has brought about a new era for this distinguished organization as it works to meet new challenges, build networks of support among University of Pennsylvania alumni, and prepare current students for the opportunities of tomorrow. As alumni, you hold a special commitment to the University’s time-honored traditions and have a unique vision for its future. I commend everyone involved with helping this organization reach this unprecedented level of success.

As Governor and on behalf of all Pennsylvanians, I again wish to congratulate the University of Pennsylvania Alumni Club of Philadelphia, Club president Andrew J. Rosenthal, board members, and everyone involved on receiving the 2009-2010 Alumni Club Award of Merit. Best wishes for great success as you conquer the challenges of the coming years.

A handwritten signature in black ink that reads "Edward G. Rendell".

EDWARD G. RENDELL
Governor
December 2009

Alumni Club Award of Merit

In November 2009 the Penn Alumni Club of Philadelphia was awarded the Alumni Club Award of Merit



Official Citation from Penn Alumni Relations:

The Penn Club of Philadelphia is the preeminent Penn alumni club and fully deserves to win the 2009 Alumni Club Award of Merit. Led by Andrew Rosenthal, an inspired and intensely-driven Club president, along with a creative, talented, and tirelessly-dedicated board, the Club succeeds in their mission which was crafted around the ideals of President Gutmann's Penn Compact.

The Penn Alumni Club of Philadelphia is an independent membership organization committed to connecting alumni to each other, to the University and to Philadelphia, through social and educational programming for the benefit of the greater Penn community. The Club succeeds with an amazing and unparalleled calendar of dynamic events that strategically targets all alumni constituencies and demographics.

The Club thrives due to their thorough, forward-thinking organizational structure in which every board member has specialized, but flexible responsibilities. The board also focused this year on implementing succession-planning into their organizational model, further insuring the bright future of their Club.



Always concentrating on their current and future success, the Club secured the services of a consultant of Wharton's Small Business Development Center to report on the Club's membership. With over 400 dues-paying members, the Club is continuously active in their engagement of all alumni populations — they are the first Penn club to create a paid lifelong Old Guard membership platform.

Delivering on the promise of the Penn Compact, the Club also created a Social Impact Committee which focuses solely on service and civic duty.

The Club also consistently works in concert with the various departments of Alumni Relations (GAN, Alumni Education, Multi-Cultural, ACA, etc.) to create and promote various Penn Alumni programs and engage the greater Philadelphia Penn community.



There absolutely is no other Penn Club like this Philadelphia Club. They have really thought of everything. They truly deserve the 2009 Alumni Club Award of Merit.



2010 Board Biographies

Andrew Rosenthal (President)

Andrew J. Rosenthal has been an active member of the University of Pennsylvania Alumni Club of Philadelphia since his graduation from the College of Arts and Sciences, in 2006. He is serving his third term as President. Andrew is a leader in the alumni community, serving on the Executive Committee of the Board of Directors of Penn Alumni and as a Trustee of Psi Upsilon of Philadelphia. He is an entrepreneur and has recently been featured in national TV, print, and radio stories. Originally from Portland, Oregon, Andrew enjoys traveling and downhill skiing.

Dana McCurdy (Vice-President for External Affairs)

Dana McCurdy C'06, is serving her second term as External Vice President, with a focus on developing valuable relationships with University- and Philadelphia-based organizations. Dana graduated with a double major in Communication and Psychology and competed on Penn's varsity Track & Field team. She was also involved in Greek life as secretary of the Panhellenic Council and Penn's Alpha Phi chapter. Currently, Dana is a senior account executive at nitrogen, a pharma/health care advertising agency located in Center City. She resides in the Fairmount neighborhood of Philadelphia.

Nicole Oddo (Vice-President for Internal Affairs)

Nicole Oddo C'05 is the Penn Alumni Club of Philadelphia's Internal Vice President. Nicole is on the Board of Directors for the Association of Alumnae, Outreach Co-Chair for her 5th Reunion, a member of the Young Alumni Leadership Council, and an Advisor for the Penn Newman Catholic Center. Previously, she served as the President of the Penn Alumni Club of Chicago. Her role within the club focuses on operations, volunteer recruiting, and leadership development. She co-chairs the Social Impact committee and sits on all of the committees. Nicole is the Professional Development Coordinator at Ballard Spahr and is pursuing her Masters in Human Resource Management at Saint Joseph's University. She lives in the Manayunk/Roxborough neighborhood of Philadelphia.

Jonathan Tyburski (Treasurer)

Jonathan Tyburski W'02 is a native of the Philadelphia suburbs and after spending 6 years in roles of increasing responsibility in financial and investment roles on Wall Street in NYC, he and

his family moved back to Philadelphia in the summer of 2008. He is currently an investment professional with Versa Capital Management, a \$1 billion private equity fund in Philadelphia. In his role at Versa, Jonathan is actively involved in both new investment analysis and financial management for existing portfolio companies. Professionally, Jonathan is also a Chartered Financial Analyst (CFA) charterholder and a member of the CFA Society of Philadelphia. He also serves on the Advisory Board of the Penn Newman Center. Jonathan resides in the Villanova area with his wife Johanna W'00) and their three children.

Joshua Wolson (Counsel and Executive Board Member at Large)

Joshua Wolson graduated magna cum laude from the College in 1996 with a degree in Economics. Josh serves as a member of the Penn Club's Executive Board and as Counsel to the Penn Club. He is an attorney with the law firm of Dilworth Paxson LLP, specializing in commercial, antitrust, and class action litigation. Josh graduated cum laude from Harvard Law School in 1999. From 2005-2008, he was the President of the Penn Club of Washington, DC. He lives in the Queen's Village neighborhood of Philadelphia with his wife Stephanie and his daughter Stella.

Ernest Baskin

Ernest Baskin graduated summa cum laude in 2008 with dual degrees from Wharton and the College in Finance, OPIM, Statistics and Anthropology. He currently works in Philadelphia as an associate at ZS Associates focusing marketing and sales strategy for major pharmaceutical clients. Ernest is actively involved in the Penn community. He has previously served on the Board of the Student Federal Credit Union at the University of Pennsylvania and continues to serve as an ad hoc advisor. Additionally, he also serves on the Alumni Secondary School Committee.

Alyssa Bindman

Alyssa Bindman is a research assistant at the Center for Excellence in Cancer Communication (CECCR) at the Annenberg School for Communication at Penn. She was a communications major at Penn, graduating summa cum laude in 2008. She received an honorable mention for the George Gerbner Award for her senior communications honors thesis—"Ethical

2010 Board Biographies (cont.)

Issues of Genetic Testing in Popular News Media”—which she wrote under Dr. Joseph Cappella. Alyssa is currently pursuing a Masters in Bioethics at Penn, an interdisciplinary degree offered by Penn’s Department of Medical Ethics in conjunction with the Penn Center for Bioethics. She has been involved with the Penn Alumni Club of Philadelphia since graduating in 2008, focusing on the Social Impact Committee. In particular, she has created a partnership between the club and the Philadelphia branch of “Little Brothers Friends of the Elderly,” an organization devoted to relieving isolation and loneliness among the elderly.

Valerie Blassey

Valerie Blassey serves as the Chair of the Communications Committee. Aside from designing and maintaining the Club’s website, she plans marketing initiatives, and designs all marketing materials. Valerie graduated from the School of Engineering and Applied Sciences in 1994 with a degree in Systems Engineering. Currently she is the Associate Director of Web and Graphic Design for Wharton Executive Education. She also freelances graphic design and her clients have included the American Pharmacists Association, the Delaware Forest Service, and the Greater Philadelphia Urban Affairs Coalition.

Brian Bora

Brian Bora is a graduate of the College of Arts and Sciences class of 1994. Dr. Bora graduated from Temple University School of Medicine in 1998. He completed a residency in Internal Medicine and Psychiatry at Tulane University in 2003. He completed a fellowship in Forensic Psychiatry at Tulane in 2004. He was then a staff physician at Tulane University for two years. Dr. Bora is currently a staff psychiatrist at the Department of Veterans Affairs Hospital in Philadelphia and a Clinical Professor of Psychiatry at the University of Pennsylvania. He resides in Philadelphia.

Matt Carter

Matt Carter is a 2007 graduate of the College with a degree in International Relations and a minor in Hispanic Studies. He currently works as a Producer for Nancy Glass Productions in Bala Cynwyd, PA where he has worked on programming for TLC, A&E, and HGTV among others. Matt has been co-chair of the Events Committee since 2007.

Shari Cohen

Sherri Cohen graduated from the College in 2006 and received a Master’s from GSE in 2007. Currently she works at PennDesign Graduate Admissions and serves as a seasonal Auxiliary Application Reader for Undergraduate Admissions. Sherri continues to live in West Philadelphia, where she is the co-head of the Religious Life Committee at Kol Tzedek Synagogue.

Emily Ford

Emily (Papar) Ford is excited to join the board of the Penn Alumni Club of Philadelphia! She graduated from the College of Arts and Sciences with a Bachelor’s degree in Spanish in 2000, and from the Graduate School of Education with a Master’s degree in Higher Education Management in 2004. Emily has been advising Penn undergraduates since 2004, first at the Annenberg School for Communication and currently at the School of Nursing. She is Co-Chair of the Alumni Secondary School Committee for the Philadelphia region, where she works with the Office of Undergraduate Admissions to match high school applicants with Penn alumni interviewers, and she also enjoys serving on the board of the Penn Professional Staff Assembly. Emily looks forward to working more closely with the Penn Alumni Club.

Shannon Hedvat

Shannon Hedvat is currently a second year student at the University of Pennsylvania’s Law School. Prior to beginning her legal education, she completed both a Bachelor of Science (2007) and Master of Science (2008) in Systems Engineering from Penn’s School of Engineering and Applied Science. She also minored in Engineering Entrepreneurship, Spanish, and Mathematics. She is Co-Chair of the Class of 2007 Gift Drive and a member on the Penn Fund Executive Board. Shannon thoroughly enjoys her involvement in various alumni activities and groups as it provides her with the opportunity to share her passion for Penn as well as to meet other amazing Penn alumni. She was also a recipient of the Student Alumni Award of Merit, the William A. Levi Kite and Key Award for Service and Scholarship and the Cornelius N. Weygandt Award in 2007.

Sean-Tamba Matthew

Sean-Tamba Matthew serves as a member of Penn Alumni Club of Philadelphia’s Social Impact Committee. He gradu-

ated from the School of Arts and Sciences in 2008 with a BA in Political Science and a Minor in Economics. While at Penn, Sean was an active member of the Fox Leadership Program, College Republicans and the Penn Newman Center. He currently works at Big Brothers Big Sisters Southeastern PA as a Fellow in the agency's two-year leadership and non-profit development fellowship program.

Kasey Meehan

Kasey Meehan is a Class of 2009 graduate from the University of Pennsylvania. At Penn she earned a BA in Politics, Philosophy, and Economics (PPE) while pursuing a minor in English. Currently, Kasey works at the United Way of Southeastern Pennsylvania.

Marissa Miller

Marissa Miller graduated from the University of Pennsylvania's College of Arts and Sciences in 2002 with a BA in history and minored in psychology. Marissa received an MEd from Penn's Graduate School of Education and an MGA from the University's Fels Institute of Government. She holds a PA teacher certification and, as a graduate student, worked in the School of Arts and Sciences and at GSE on public policy and education research. Marissa also received a Business Bridge Certificate from the Tuck School of Business at Dartmouth College. Since graduating from Penn in 2005, Marissa has worked in finance for the School District of Philadelphia and is currently in the Districts Chief Business Office. She also volunteers with Philadelphia Reads as a Power Partner to students at an inner-city elementary school. As a member of the Penn Alumni Club Board and Social Impact Committee, Marissa serves as a liaison between the Club and the Power Partners Program to raise funds and materials for the students.

Kathleen Sweeney

Kathleen Sweeney is a partner in Professional Receivables Network, LLC, a company headquartered in Cherry Hill, New Jersey specializing in medical billing and receivables. PRN services hospitals as well as physician practices. Her expertise and dedication has been instrumental in the success and growth of PRN. With over fifteen years experience in the billing and collections industry, her leadership style has gained the respect of those she works with at PRN as well as industry peers. Kathleen has been

very influential in the development of start-up companies. As one of the founders of both SAGE Capital Recovery and PPRS, her expansive vision for business and care for people are key elements in the success of these companies. Kathleen received her Masters degree from the University of Pennsylvania in 1995. She is currently active within the community serving as Treasurer on the Board of Directors of the Garden State Cancer Foundation and the Penn Alumni Club of Philadelphia's Social Impact Committee. She is a member of both the Executive Women of New Jersey and the Healthcare Financial Management Association.

Diana Zalewski

Diana Zalewski graduated from the College in 2007 with a degree in Communications and minor in Consumer Psychology. Diana became involved with the Penn Club in 2008 and is currently the co-chair of the Events Committee. She is a recruiter for PSE Co. sourcing technical positions for leading pharmaceutical, aerospace and energy companies and start-up engineering firms and projects.

Lucia Zapatero

Lucia Zapatero is a strategic business development and marketing executive currently working for the Wharton School, raising money from corporate clients in order to conceptualize and execute multimedia marketing programs. In this role, Lucia has overseen successful multimedia marketing programs that bring together the best in Fortune 500 talent with the best research from professors at one of the top business schools. For more than five years, she has recruited and worked with top firms in the United States as well as in India, China, and Latin America, with a special focus on Brazil. Prior to her current position she acquired six years of experience in securing revenues for a significant portfolio of business education programs and gained sound experience in facilitating negotiations for an anti-cocaine export project in Bolivia. In addition, to her professional experience, Lucia continues to embrace leadership positions in community outreaches which have focused on social change and which have involved working with underprivileged children and their schools, among others. She serves as the Social Impact Committee Co-Chair and is working to enhance the focus of the School's alum base to strive for community outreaches and pro bono work delivered to top NGOs that serve thousands of underprivileged Philadelphians.

Events

The Penn Alumni Club of Philadelphia has fostered alumni engagement in various types of events—from a private chocolate tasting and tour at Lacroix Restaurant to an evening with David Montgomery, president of the World Champion Phillies. The majority of events were promoted and organized solely by Penn Club event committee members. In addition the Club has partnered with other University of Pennsylvania alumni groups, Philadelphia networking groups, and local alumni clubs of other universities to co-host events, the responsibilities of managing the events being divided between the parties. The Club has also advertised events of other organizations that might have been of interest to our members.

Events are categorized as follows:

- **Alumni Education Event:** the primary focus of this type of event is to provide an educational experience, and allow Penn’s academic research to be accessible to our members (i.e. Lunch with Bioethicist Art Caplan)
- **Arts & Culture Event:** at these events alumni are given private tours or lectures at a cultural institution (i.e. Cezanne tour at the Philadelphia Museum of Art, docent tour of Penn Museum’s *Surviving: Body of Evidence*)
- **AccessRestaurant™ Event:** members attend a private event at a popular restaurant and a Penn faculty member lectures on the culinary experience (i.e. wine dinner and conversation with Le Bec-Fin’s Chef, Sommelier, and General Manager)
- **Board Meeting:** members and nonmembers are invited to attend a Penn Alumni Club of Philadelphia board meeting. This is an opportunity to recruit new board members and committee members (i.e. How to Get Involved: Reception for Interested Volunteers)
- **Social Networking:** Penn alumni interact in an informal setting (i.e. happy hour at Devil’s Alley)
- **Social Impact:** the focus is on alumni involvement in the Penn and Philadelphia communities (i.e. holiday gift wrapping at the Children's Crisis Treatment Center). These events are organized by the Social Impact Committee.
- **Sporting Event:** the event involves either an outing to a sporting event or alumni competition in an informal game (An Evening with the World Champion Philadelphia Phillies, Second Annual Kickball Tournament)

Below is a listing of the Penn Alumni Club of Philadelphia events for 2009.

DATE	EVENT NAME	HOSTED/ COSPONSORED	TYPE	#
1/15/2009	Inter-Ivy Happy Hour at Pub and Kitchen	Cosponsored with Universities	Social	80
1/17/2009	Ben Franklin's Birthday Celebration	Hosted	Social with Speaker	37
1/19/2009	MLK Day of Service	Cosponsored through Penn	Social Impact	?
1/28/2009	Diversity Alliance Speaker Series	Cosponsored through Penn	Alumni Education	?
2/12/2009	Inter-School Happy Hour at Public House	Cosponsored with Universities	Social	80
2/17/2009	After the Fall: A World Transformed?	Cosponsored through Penn	Alumni Education	?
2/18/2009	Free Lecture with Nobel Prize- Winning Economist Paul Krugman	Cosponsored through Penn	Alumni Education	?
2/18/2009	Living and Working in Philadelphia After Graduation	Cosponsored through Penn	Networking	18
2/24/2009	Wine Dinner and Conversation with Le Bec-Fin's Chef, Sommelier, and General Manager	Cosponsored with Universities		?
2/28/2009	Mask and Wig Show	Hosted	Arts Event	29
3/7/2009	The Metropolitan Opera Live from the Bridge Cinema	Hosted	Arts Event	10
3/12/2009	Speed Networking: Focus on Careers in the Pharmaceutical Industry	Cosponsored through Penn	Networking	100
3/19/2009	Class of 1999 Reunion at Public House	Cosponsored through Penn	Social	?
3/26/2009	Happy Hour at Chima Brazilian Steakhouse	Hosted	Social	50
3/27/2009	Higher Education and the Economic Downturn: A Panel Discussion	Cosponsored through Penn	Alumni Education	?
3/31/2009	Morimoto Cocktails and Appetizer Sampling	Hosted	Social	30
4/2/2009	Genetics & Genealogy Featuring Henry Louis Gates Jr.	Cosponsored through Penn	Alumni Education	?

4/2/2009	Bioethics Discussion: What Does Religion Say About Fertility and Technology	Cosponsored through Penn	Alumni Education	5
4/10/2009	Free Open Bar Supporting Spring 2009 Clothes & Accessories Drive	Hosted	Social Impact	30
4/15/2009	History Professor Thomas Childers in Conversation with Bruce Kuklick	Cosponsored through Penn	Alumni Education	?
4/17/2009	Cezanne and Beyond: Private Reception with the Co-Curator and Cocktails	Hosted	Arts Event	38
4/18/2009	Clothes Sorting Session	Hosted	Social Impact	7
4/26/2009	Bowling at Strikes with Penn Alumni	Cosponsored through Penn	Social	?
5/7/2009	Resource Roundtable with HBS Club of Philadelphia	Hosted	Alumni Education	?
5/7/2009	Young Alumni Happy Hour at Table 31	Cosponsored with Universities	Social	50
5/9/2009	Sidi Goma Music and Dance Performance	Hosted	Arts Event	6
5/11/2009	Class of 2009 Welcome — Happy Hour at Devil's Alley with Free Drinks	Hosted	Networking	50
5/12/2009	How to Get Involved: Reception for Interested Volunteers	Hosted	Meeting	50
5/28/2009	BAYAQC — Bi-Annual Young Alumni Quizzo Championship and Fundraiser	Cosponsored with Universities	Social	42
6/1/2009	Penn Club Events Committee Meeting	Hosted	Meeting	15
6/3/2009	Social Impact Committee Meeting	Hosted	Meeting	11
6/6/2009	Social Impact Event: Little Brothers Friends of the Elderly Visits	Hosted	Social Impact	10
6/11/2009	Inter-Ivy Happy Hour at Distrito	Cosponsored with Universities	Social	130
6/20/2009	Cooking Class with Fork's Chef Terence Feury	Hosted	Alumni Education	26
6/25/2009	Exclusive Glenlivet Scotch Tasting	Hosted	Social and Alumni Education	125
7/9/2009	Lunch with Bioethicist Art Caplan	Hosted	Alumni Education	12
7/15/2009	Second City Comedy Troupe Takes on Philadelphia	Hosted	Arts Event	27
7/21/2009	An Evening at the World Champion Philadelphia Phillies	Hosted	Sporting Event	266
8/4/2009	Business School MBA Admissions Panel	Hosted	Alumni Education	175
8/8/2009	Second Annual Penn Club KickBall	Hosted	Sporting Event	40
8/13/2009	Continental Mid-town Happy Hour	Hosted	Social	45
8/17/2009	Navigating the College Search and Admissions Process	Hosted	Alumni Education	65
8/25/2009	Penn Professor Richard Beeman Discusses His New Book <i>Plain, Honest Men</i>	Hosted	Alumni Education	53
9/10/2009	Annual First September Event	Hosted	Social	
9/15/2009	Chocolate, Wine, and Maya Culture at the Penn Museum	Cosponsored through AR	Social	135
9/24/2009	Jones Late Night Happy Hour	Hosted	Social	60
10/7/2009	Penn Humanities Forum: The Deep Interconnectedness of Human Souls with Douglas Hofstadter	Promoted	Alumni Education	
10/10/2009	"From Wharton to War" Leadership Discussion and Pre-Game Reception	Hosted	Alumni Education	50
10/13/2009	MusiQology Show With Dr. Guy Ramsey	Hosted	Arts Event	20
10/14/2009	Penn Science Cafe: Free Will and the Criminal Justice System with Anthony Cashmore	Promoted	Alumni Education	
10/22/2009	Food and Wine Preceptorial with Professor Ponzy Lu and Neal Ewing	Hosted	Food Event	44
10/27/2009	Book Discussion with Penn Alumna Dr. Marie Savard	Promoted	Alumni Education	
10/27/2009	Oktoberfest Inter-School Happy Hour	Promoted	Social	
11/4/2009	Penn Humanities Forum: "Killing Flesh? Can the Semi-Living Die?" With Oron Catts	Promoted	Alumni Education	
11/5/2009	BAYAQC (Bi-Annual Young Alumni Quizzo)	Hosted	Social	14
11/11/2009	Penn Humanities Forum: Politics and Pandemics with Helen Epstein	Promoted	Alumni Education	
11/16/2009	Inter-Ivy Happy Hour at Mid-Atlantic	Hosted	Social	60
11/19/2009	Early Furniture by Nakashima Exhibit at Moderne Gallery Reception and Gallery Tour	Hosted	Arts Event	20
12/3/2009	Penn and Wharton Alumni Clubs' 2009 Holiday Party	Hosted	Social	25
12/9/2009	Holiday Gift Wrapping with CcTC	Hosted	Social Impact	52

Social Impact

Social Impact Committee members are committed to three key objectives:

- Leverage the intellectual capital and experience within the alum community to bring skills, ideas and service to the Philadelphia community;
- Provide exposure for Penn alumni to the world of service and civic duty;
- And enhance the Penn Alumni Club of Philadelphia's brand by positioning it as a club that is proactive in furthering the current strategic direction of Penn to positively impact society.

In 2009 the Social Impact Committee organized the following events:

- Penn's Martin Luther King Day of Service 1/09
- Dress for Success Happy Hour 4/09
- Dress for Success Clothes Drive 4/09
- Partnering with the Little Brothers Friends of the Elderly 6/09
- Fall for Your Park — Girard Park Clean Up 11/09
- Children's Crisis Treatment Center (CcTC) Holiday Gift Wrapping 12/09

Future Events

In 2010, the Social Impact committee will oversee the first Social Impact Award, sustained involvement with Philadelphia organizations, and one-time service projects that engage our alumni in the greater Philadelphia community.



CcTC Holiday Gift Wrapping



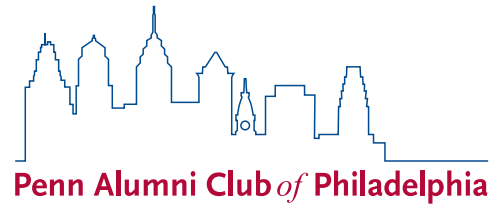
Dress for Success Clothes Drive



Little Brothers Friends of the Elderly Visit

Brand Standards

In order to be viewed as a premier club in Philadelphia, and to be a true representative of Penn, it was important for the Penn Alumni Club of Philadelphia to establish brand standards and guidelines for clear and consistent messaging, writing, and design. A consistent look was created for all marketing materials (website, forms, stationery, mailings, and displays). And a logo was designed which combined elements of Philadelphia and Penn.



September 15, 2008

Dear Christopher - Catherine:

It's nice to see the Penn Alumni Club of Philadelphia. This independent member organization has recently begun operations and we are excited to have you as a member. We are currently looking for members to help us build our organization. We are currently looking for members to help us build our organization. We are currently looking for members to help us build our organization.

Penn Alumni Club of Philadelphia

Join Today!
<http://www.pennclubphilly.org>
info.pennclubphilly@gmail.com

Join Today!
<http://www.pennclubphilly.org>
info.pennclubphilly@gmail.com

Penn Alumni Club of Philadelphia

PENN ALUMNI CLUB OF PHILADELPHIA

PO Box 22673, 100 S. Broad St., Philadelphia, PA 19110 • www.pennclubphilly.org

Membership Form

Please check here if this is an updated address, phone number or e-mail address. Date _____

Name _____ School _____ Year _____ Degree _____

Address _____

City _____ State _____ Zip _____

E-mail _____ (Please print)

Employer _____ (Please print)

Business phone _____ Additional grad/post degree _____

Please check here if you DO NOT want to be contacted by email.

Membership Categories

Alumni Undergraduate/Graduate/Professional	\$50.00	1 year
General Alumni (all others)	\$50.00	1 year
Young Alumni (undergrad classes 2000-2004)	\$50.00	1 year
Class of 2000 (undergrad only)	\$50.00	1 year
Class of 2000 (graduate only)	\$50.00	1 year
Joint University Club/Penn Alumni Club Membership	\$50.00	1 year
Penn Alumni Family (couple)	\$50.00	1 year
Founder	\$500.00	1 year
Benefactor	\$500.00	1 year
Old Guard (joining 1939 and before)	\$500.00	1 year

I'm interested in joining the following committees (optional):
 Social Impact Board of Directors Events
 Finance Communications

Payment:
 Cash Credit card Check (Make checks payable to the Penn Alumni Club of Philadelphia)

When using a credit card please fill in the information below and print carefully.
 Visa Mastercard American Express
 Account # _____ Exp. month _____

Contact us: info.pennclubphilly@gmail.com
 Visit our website: www.pennclubphilly.org Penn Alumni Club of Philadelphia

PENN ALUMNI CLUB OF PHILADELPHIA

Partial Schedule of Upcoming Events

The Penn Alumni Club of Philadelphia welcomes members to events on campus, in Center City, and throughout the greater Philadelphia region. Some events are open only to members, while others are open to all local alumni, with discounted tickets for members. Membership is open to undergraduate and graduate alumni from all University of Pennsylvania schools. For more information on these and other events, and to purchase tickets, please visit our website at www.pennclubphilly.org.

Annual Fall September Event
 Back to Back: Tuesday, September 23rd - 6:00 PM
 Location: Penn City Center, 100 S. Broad Street, Philadelphia, PA 19110

Homecoming Reception at the B&O
 Back to Back: Tuesday, September 23rd - 6:00 PM
 Location: B&O, 100 S. Broad Street, Philadelphia, PA 19110

October 2008 at the B&O
 Back to Back: Tuesday, October 7th - 6:00 PM
 Location: B&O, 100 S. Broad Street, Philadelphia, PA 19110

Check out our website - www.pennclubphilly.org.

Business Card & Stationery

Membership Form

Upcoming Events Listing

Penn Alumni Club of Philadelphia

Alumni Education • Social Impact • Networking • Social Events

Get involved today! www.pennclubphilly.org

Penn Alumni Club of Philadelphia

Homecoming Banner

Happy New Year
 from the Penn Alumni Club of Philadelphia

Season's Greetings

Penn Alumni Club of Philadelphia
 Winter of the Season Card, December 2008 - 2009

Holiday Cards

Social Media

UPenn Alum in Philly?



Join other alumni from 1994-2004 at social, networking and educational events. Events and more. Penn Club of Philly.

 Like
Andrew Rosenthal likes this.

UPenn Alum in Philly?



Join other alumni from the last 5 years at social, networking and educational events. Join the Penn Club of Philly!

 Like
Andrew Rosenthal likes this.

UPenn Alum in Philly?



Join other alumni from 1994 and before. Social, networking and educational events. Learn more at pennclubphilly.org

 Like
Andrew Rosenthal likes this.

The Club uses social media tools to engage our members, regional alumni, and the broader Philadelphia community. Some members find us through social media, while others find it's a way to stay up to speed on what we have planned. Our guiding principle has been to "be where the alumni are," so that we're easy to find when someone decides to move to Philly, get re-engaged in the community, or look up information on the Club or an event.

Facebook

Our Facebook group includes more than 550 members. Many of them are not members of the Club, or even on our e-mail list. Instead of insisting that people interface with the club on our terms—through membership and a weekly e-mail newsletter—we've broadened our engagement tools to include facebook. Ultimately, we hope that those who are members of the facebook group will also choose to join the Club as paid members, we don't discount people who decide otherwise. Instead, we're still able to reach them about events open to non-members, share pictures and stories from our latest get-togethers, and leverage social media tools. Two ways in which social media tools on facebook are useful: finding people, and leveraging networks.

We use facebook to "find" alumni who might not otherwise respond to mailings or even e-mails. Many e-mails from the University and from our club go unopened. But facebook messages often succeed in inviting an alumnus into the conversation. And with people forgetting to keep their contact information with the University up-to-date, it's often through facebook that we first find out that an alumnus has moved back to Philadelphia. One specific toolset we use is facebook ads. Over the summer, we ran a series of ads targeted to facebook users who were graduates of Penn. The ads had different text (see images) depending on when someone graduated. They were a very cost-effective way to drive potential members to our site. We ran some initial metrics to measure the rate at which people joined, and we found that we could "acquire" new members at a rate of \$15-\$20/member. Similar ads could be used to promote specific events or membership drives. Facebook advertising will work the best in smaller cities, where there are fewer Penn graduates and a presumed higher-level of interest in reconnecting with alumni groups. We could also use the ads to drive people to our facebook group.

The benefit of driving people to the group is that we "leverage networks." When a user joins our facebook group, his friends are updated, in their own facebook accounts, on that action. Effectively, each time someone on facebook joins our group, that user is broadcasting a recruiting message to his contacts. Our assumption is that plenty of those contacts are likely to be Penn people. We haven't yet measured the effectiveness of this strategy, but in 2010 we'll be implementing campaigns targeted at using social media to better attract members and promote events.

LinkedIn

We also maintain a page on LinkedIn, which is more focused on professional networking than networks like Facebook. Over 115 alumni are members of our LinkedIn group, and we expect significant growth of the group in 2010.

Twitter

The Penn Alumni Club of Philadelphia is the first regional Club to actively use twitter. Our account (@PennClub) serves as a way to share information on upcoming events, field questions from users, and communicate with stakeholders. Whenever a new event or news item is added to our website, a “tweet” is automatically sent out alerting our followers. We find that people often write back to this tweet with questions about the posted event, such as “will tickets be available at the door?”. Additionally, at or immediately-before events, members have used twitter to ask questions and interact. Most-importantly, we use the twitter account to share news about and throughout the Penn community. We often re-tweet information sent out by faculty, centers or Penn News. These practices have helped us build a strong identity among alumni active on twitter. With about 900 followers, the Penn Alumni Club of Philadelphia uses twitter to grow membership, increase event attendance and improve our visibility in the community.



Twitter

Alumni Survey

Survey Feedback:

“What do you like most about the Penn Alumni Club of Philadelphia?”

“The opportunity to meet fellow Penn graduates in the area that you may not otherwise meet, as well as the opportunity to experience new places and events that you might not have otherwise known about or thought to attend. Opportunities to socialize with local alumni, intellectual stimulation with professor lectures and the chance for a trip down memory lane!”

—*Sheryl, Nursing '86*

“Involvement in the Club expands your horizons in so many ways.”

—*Harve Hnatiuk, EE '74*

“I enjoy the opportunity to meet people who I may not have connected with during my time at Penn. During a recent dinner event I met five people who I would have never come across in my daily life.”

—*Rob Lux, EMTM '01*

In October 2009 a survey was e-mailed to over 2,000 registrants in the Penn Alumni Club of Philadelphia database. The response rate was high (13%). Because of this we plan to continue to use surveys to find out what our members would like for future events. The following is a summary of the survey results.

Membership

People are members/involved because they want to meet people and support Penn. People are not members because of cost or time constraints. We are working on getting the message out about the real value of the group, and our inexpensive membership costs.

Events

We also need to post more pictures to better showcase our attendees and the crowd at our many events. People want to see people in their age group. In order to resolve this, we will be having professional photographers at more of our events.

People seem to enjoy all types of events, so we will continue our wide range of activities. There doesn't seem to be a lot of interest in family oriented events.

Timing

Not surprisingly, weekday evenings were preferential to weekday morning/afternoon times. Thursday evening, Saturday morning/afternoon, Wednesday evening, Friday evening, and Sunday morning/afternoon were the most popular times. Many of our events have offered on Thursday evenings for this reason, but we could continue to expand our Saturday offerings.

Location

Over 40% of the respondents have lived in Philadelphia for over 6 years. It is important to note that our population lives in many areas of the city. We are looking at having more events outside of Center City and including information about public transportation and parking.

Overall Takeaways

- Respondents were interested in networking and connecting with other alumni.
- They are in a wide geographic region around Philadelphia.
- Thursdays appear to be a good night for events, although we could consider doing more on the weekends
- Some of the respondents feel that the club is geared toward young alumni.
- People need more justification to join or pay membership dues.
- People seem interested in a wide variety of events and many are very pleased with the current selection.

Small Business Development Center

In 2009, The Club took the unprecedented step of retaining an independent consultant to evaluate membership data and advise on strategies for improvement. The consultant was drawn from the Wharton Small Business Development Center (SBDC), which was described in a 2/23/2009 Wall Street Journal article: Small businesses throughout the country have discovered the benefits of student consulting programs at business schools or at small-business development centers. These programs can help small businesses identify new sources of funding, tap new markets, improve their marketing strategies and find other ways of doing business more efficiently and effectively, all at no cost or for a fraction of what a professional consultant would charge.

The State of Pennsylvania and Wharton School of Business provided funding, allowing the Club to take advantage of this consulting at no cost. The consultant spent two months reviewing over 20,000 datapoints (historical purchasing, membership patterns and geographic trends) to inform his analysis and recommendations. He presented his findings to the General Board in May, 2009 and provided suggested action-items. We met for a closed-door session with the consultant, to address his findings and prioritize action-items.

The included images illustrate two important findings:

- **Image 1:** Our membership is geographically distributed broadly, and not necessarily limited to the Center City area.
- **Image 2:** The majority of our “activity” (measured as registration for events) comes from a small group of members who attend events frequently and bring friends. Most of our registered users are not paid members or even active event attendees. We are not engaging most of our users in regular events.

The meeting resulted in six specific action-items with goals of:

- Enabling members to more-easily recruit colleagues and classmates
- Determining why certain members do not renew
- Better-communicating the value in membership, with a focus on questions raised by potential members prior to purchase
- Recognizing and cultivating the types of members (paying, high-attendance at events) who disproportionately provide necessary support for the Club’s operations.



Image 1: Alumni Activity

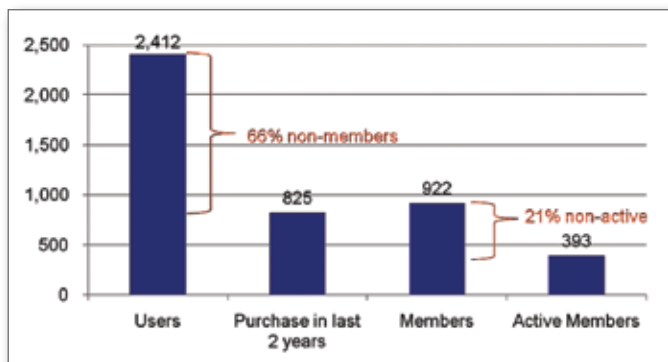


Image 2: Geographic Distribution

Commitment to Sustainability

Overview

The Penn Alumni Club of Philadelphia shares the University's commitment to reducing carbon emissions and embracing sustainable resources. President Amy Gutmann has pledged that Penn will "play a leadership role" in improving sustainability, through "research, teaching and operational practices." As a representative organization of Penn's 35,000+ alumni living in the greater Philadelphia, we are proud to participate in our own way by focusing on operational practices and alumni education. Starting in October, 2009, after a presentation of the Sustainability Plan at the Penn Alumni meeting, by Coordinator Dan Garafolo and University Architect David Hollenberg, our Club agreed to take steps to reduce our carbon footprint, both as a club and as individual energy consumers. The Penn Alumni Club of Philadelphia is also exploring ways in which our events can promote and utilize sustainable food, water, recyclable goods, and transportation choices. We look forward to collaborating with the University and other partner organizations on short-and long-term initiatives to make Penn and Philadelphia a greener and healthier place to live.

2009 Review

So far, the Penn Alumni Club of Philadelphia has initiated a number of environmentally-friendly policies and partnerships and has also supported local green events:

- **10th Annual "Fall for Your Park" event—November 21st:** Volunteers from the Penn Alumni Club of Philadelphia joined members of Philadelphia Green for a citywide park cleanup day to help support a green Philadelphia
- **Zipcar:** The Penn Alumni Club of Philadelphia partnered with Zipcar to offer club members a \$50 discount on enrollment in Zipcar's car-sharing service, reducing the number of cars on the road as well as congestion and pollution. As of 12/15/2009, 11 members have joined Zipcar through the Penn Club discount.
- **Operational practices—Meetings:** Club leaders come from Center City, suburban Philadelphia and Cherry Hill. Many members drive to committee, Board of Director, and Executive Board meetings. We have taken steps to reduce the number of in-person meetings. About half of our exec board meetings are now held via conference call, and the General Board and committees are making extensive use of virtual collaboration tools like Google Docs and conference call bridges.
- **Operational practices—Paper:** We have reduced our use of paper in meetings and through mailings. Board meetings used to include printed distributions of lengthy reports, often in color. We have reduced the number of printed reports distributed to each board member. Reports are now summarized verbally and/or e-mailed for distribution. The Club has also reduced our use of printed mailings. In the last year, we have institutionalized our use of Constant Contact, a tool for managing, tracking, and improving group e-mail blasts. Traditionally, the Club depends on paper mailings (5,000-10,000 pieces/year) to manage membership and publicize events. Our hope is to significantly reduce the use of paper mailings in the next 18 months. Our immediate focus is reducing our "return mail" that bounces back because the addresses are bad.

Goals for 2010

The Penn Alumni Club of Philadelphia will align its sustainability priorities and goals with those of the University, as Penn continues to demonstrate its commitment to and leadership in environmental sustainability and the responsible use of resources

- Responsible consumption of water will be the focus in 2010, along with Learning Sustainability, Conserving Energy, Minimizing Waste, and Reducing Emissions
- Specifically, the Penn Alumni Club of Philadelphia will promote the following practices for club meetings and events:
 - Recycle and buy recycled products
 - Print on double-sided paper

- Serve tap water instead of bottled water
- Reduce waste
- Use reusable mugs, water bottles, silverware and dishes
- Walk, bike and use public transportation
- For example, SEPTA routes will be provided on the club's website to access all event and meeting locations



- All Penn Alumni Club of Philadelphia board members will be asked to sign the Penn Green Campus Partnership Pledge <<http://www.upenn.edu/sustainability/pledge.html>>.
- Our club will support and partner with environmentally-conscious businesses, organizations, and non-profits:
 - **Penn Environmental Group (PEG):** a student run group aiming to increase campus awareness of global environmental issues across the Penn community and throughout the world
 - **UC Green:** a non-profit organization founded at Penn in 1999 to promote, coordinate, and support volunteer community greening in University City, West, and Southwest Philadelphia neighborhoods
 - **Zipcar:** a global car-sharing service enabling simple and responsible urban living
- We will co-promote the University's environmental sustainability events and initiatives to our club members <<http://www.upenn.edu/sustainability/events.html>>
- Our board will extend invitations to Penn's leading environmental and sustainability experts to educate our board members at bimonthly board meetings and our members at events throughout the year
 - **Daniel Garofalo – Environmental Sustainability Coordinator:** responsible for Penn's sustainability strategy, including energy conservation, waste management, green buildings, transportation and planning
 - **Undergraduate and staff eco-reps:** a peer-to-peer educational program designed to help students and staff reduce their environmental footprint through improved environmental awareness and behavior changes
- We will integrate the sustainability theme (water) into Club programming and events for 2010. We have already begun exploring options by talking with Director of Alumni Education Lisa Vaccarelli and we anticipate sponsoring or cosponsoring a water-themed alumni-education program for Fall, 2010.
- Our point of contact for sustainability issues is the External Vice President.

2009 Stakeholders and Thank You's

Dr. Richard Beeman, Department of History,
University of Pennsylvania

Kate Braglia, Photographer

Big Brothers, Big Sisters Philadelphia

Campus Philly

Robert Carter, African American Resource
Center

Cashman and Associates, Scott Barnes,
Nicole Cashman & Susan Norcross

Children's Crisis Treatment Center, Jaime
Pearlstone & Tony Valdés

Chima Brazilian Steakhouse

Chris' Jazz Cafe, Ron Talton

Chung Hing Restaurant

Curtis Institute of Music, Susie Pierce

Devil's Alley Bar & Grill

Dress For Success Philadelphia,
Marjorie Nightingale

Hugh E. Dillon, PhillyChitChat

Dilworth Paxson LLP

Dress for Success Philadelphia

Neal Ewing, Phillywine.com

Field House, Jacki Amici

Fork Restaurant & Bar, Ellen Yin & Terence
Feury

Foster's Homeware

Garces Restaurant Group, Adam Baru &
Laura Vernola

The Glenlivet

Leila Graham-Willis, Philadelphia Phillies

Kaplan Test Prep and Admissions,
Jeniece Fitzpatrick & Liza Weale

Kimmel Center for the Performing Arts

Lacroix at the Rittenhouse, Chef Jason
Cichonski, Eric Simonis & Ed Wildman

Ladder 15

Legacy Marketing Partners, Samantha Kaufman

Vincent Leung, Photographer

Little Brothers Friends of the Elderly

Lower Merion Library, Jennifer Wark

The Mask and Wig Club

Dr. Patrick McGovern, University of
Pennsylvania Museum

MidAtlantic Restaurant, Brenda Mendte

Moderne Gallery, Bob Aibel & Phoebe Resnick

David Montgomery, Philadelphia Phillies

Moriarty's Restaurant

Nodding Head Brewery & Restaurant, Gordon
Grubb

Osteria

Painted Bride Art Center, Kathryn TeBordo

PECO

Penn Alumni Student Society

Penn Club of Israel

Penn Club of Westchester & Rockland Counties

Penn Newman Center

Penn Presents—Annenberg Events,
Jane Besignor & Jen Glass

Philadelphia Green

Philadelphia Museum of Art, Sherri Stoltz

Philadelphia Reads

Ponzy Lu, Professor, Department of Chemistry,
University of Pennsylvania

Princeton Club of Philadelphia

Dr. Guy Ramsey, Department of Music,
University of Pennsylvania

Dr. Marie Savard

Tom Shaffer

Lee Shlifer, Founder, Penn Alumni Club of
Philadelphia

Second City Comedy Troupe, Carol Flannery

Dr. Martin Seligman, Department of
Psychology, University of Pennsylvania

Starr Restaurants, Justin Fowler, Brendon
Green & Randi Sirkin

Strikes Bowling Lounge

Table 31, Lauren O'Doriso

University City Hospitality Coalition

University Club at Penn, Nataalka Swavely

University of Pennsylvania Bookstore, Risa
Levitt

**University of Pennsylvania Secondary School
Committee**

**University of Pennsylvania Senior & Emeritus
Faculty**

Jerry Useem, *Fortune Magazine*

Jim Vesterman, Liberty Place Capital

Wharton Alumni Club of Philadelphia

Pamela Yau, Performing Arts Publicist

Young Advocates for Mural Arts

**Young Friends of the Philadelphia Museum of
Art**

Dr. Philip Zimbardo, Stanford University

Zipcar, Inc.

Alumni Relations & Throughout Penn

Dr. Amy Gutmann

Elise Betz

Karen Chance

Fanny Chu-Fong

Lee Spelman Doty

Eric Furda

Steve Hamilton

Lex Ruby Howe

Aimee Labrie

Nicole Maloy

Bart Miltenberger

Trina L. Middleton

Yve-Car Momperousse

John Prendergast, *Penn
Gazette*

Kiera Reilly

Carol Romani

Casey Ryan

Jason Strohl

Marge Tinsley

Lisa Vaccarelli

Hoopes Wampler

L. Wayles Wilson

Social Impact Award Selection Panel

Craig Carnaroli, W'85, Executive Vice President

Dr. Ira Harkavy, C'70 GR'79, Associate VP & Founding Director, Netter
Center for Community Partnerships, Recipient, *Alumni Award of Merit*

Walther Licht, Annenberg Professor of History

Claire Lomax, Esq., C'84, Trustee, SP2; James Brister Society

Dr. Afaf Meleis, Margaret Bond Simon Dean of Nursing

Dave Montgomery, C'68, WG'70, President, Phillies; Recipient,
Alumni Award of Merit

Leah Popowich, C'020, Associate Director, Office of the President

Jerry Riesenbach, Esq., W'60, Recipient, Alumni Award of Merit; Penn Alumni
Board of Directors

Kathy Sachs, C'69, Trustee; Institute of Contemporary Art

Jordan Schwartz, C'01, Special Assistant to Mayor Nutter