

Class of '70 Officers' Meeting  
May 4, 2013

**Participants:** Connie Ferris Meyer, Bill Wallis, Gail Wallis, Carole Peck Fishman, Kathy Cornell, Murem Sakas Sharpe, Tom Newman, Marty Stuart Jewett, Jeff Haber, Cynthia O'Malley, Leane Werner Dicker, Ellen Kreopolides

**Missing:** Sally Anne Levine, Randy Kamen, Toby Marion, Beth Heydinger Treadway, Paul Vizcarrondo, Martin Tang, Steven Poliakoff, Philip Batson, Cathy L. Hogan, Lynn Girolamo Burke, Lauren D. Morgenstern

Connie called the meeting to order at 9am EDST. Minutes from the January 19 meeting were approved.

**Treasurer's Report:** See attachments. Carole reported a balance in the class treasury of \$68,511 as of April 21, 2013. She noted that income consisted of investments (currently generating about \$107 monthly) and, more significantly, dues payments. Revenue is lagging past years because of a change in the timing of solicitations; the class is once again on the EZRA plan and the first request for dues was issued by email on April 25. Requests to be sent by postal mail are to follow shortly. Connie noted that dues solicitations have been issued earlier in some of the previous calendar years. There is no indication that dues income will actually fall but income may be attributed to different fiscal years (which run July 1 to June 30).

Connie noted that this delay may play to our advantage since the message to the class about the 2015 reunion and the "lottery" to win reunion packages preceded the message about dues. Hopefully the timing is such that classmates will recognize the additional incentive to pay dues.

Carole reported that the Cornell Alumni Magazine billing was reviewed and found to be in order. Dues only for the current year are \$30, up from \$20; this is the first increase in many years. The complete report on dues structure is shown on Carole's attached spreadsheet.

The Treasurer's Report was approved.

**Affinity:** Toby was not available for the meeting. Bill noted that some classes had added group photos (“composites”) on their websites featuring different affinity groups such as fraternities, sororities, sports teams etc. In addition, classmates who are members of local Cornell clubs (particularly in large cities) and freshman year hallway/corridor pictures should also qualify as affinity groups. The Leadership Team agreed that photographs featuring these groups should be posted to the website. Such postings should facilitate interest in the 2015 reunion and may stimulate class giving. *Class’s officers were requested to collect and send these types of scanned photos to Jeff Haber.*

Bill noted that reunion planning for affinity groups needs to begin early next year. Toby will likely need sub-chairs to assist with this effort. The suggestion was also made that Sally and Toby coordinate pre-reunion events. *Bill will follow up with Toby about these activities.*

**Communications:** Murem reported that the first email blast to classmates was sent out recently and additional communications will follow periodically. No information on the current Class of ’70 scholars is available; it was suggested that *Murem contact Chantelle Champagne (Donor Recognition within Cornell Development) to see what information about these students would be available to share with the our Class. Murem recommended that all go to the Facebook Class page and “like” it.* It was agreed that there will be no lottery to encourage Facebook visits as this may conflict with the lottery for reunion package awards.

It was suggested that we have a class event at this fall’s Homecoming; *Connie to discuss with Sally. Murem will contact the University social media experts about how best to use the Facebook page. Connie also again requested that Class Officers (and others that they may be in contact with) send her news for publication in the Alumni Magazine.*

**CALC:** Class officers were reminded of the upcoming CALC meeting January 17-19, 2014 in Boston. This past January a number of officers attended the meeting and found it very worthwhile. The Cornell Alumni website has information about the meeting’s goals, agenda and meeting logistics.

**Events:** Sally was not available for this meeting. *Connie to follow up with Sally on outstanding action items.*

**Fundraising:** Beth was not available for this meeting. It was noted that Rich Glick is the representative for our class within Cornell Development. In FY 2013 the class raised \$9.5M for the University, far surpassing the amounts raised by the classes of '69 or '71. 392 Class donors contributed and 33 qualified as Tower Club members.

Jeff reported that Beth had submitted a very complete description of the Class Art Fund and that this information (including photographs of the specific pieces) was now posted on the Class website.

*Note several action items remain for Beth, as outlined on agenda:*

- *Investigate how the Class can communicate the options for giving in the annual solicitation*
- *Contact Rich Glick on changing the annual solicitation letter*

**Leadership Initiative:** *Connie reminded everyone to complete and return to her the Class Officer self-assessment form. Connie to continue to try to contact non-participating members of Leadership Team. She will also send a letter to classmates who have been recommended as new additions to the Leadership Team outlining roles, responsibilities, and opportunities for service to the Class.*

**Class Objectives:** Bill sent out on May 3 an outline of class participation statistics; these figures make year-to-year comparisons problematic because of changes that the University has made in how it calculates the “denominator”. Instead of basing the statistics on the number of matriculates it is now employing the number of living alumni. It was noted that we have links to the University registration system on our website that allows classmates to update (or record for the first time) their contact information.

**Missing Classmates:** Bill reported that the “Do Not Contact” list provided by the University is flawed and does not reflect who truly wants no contact with the Class or University. To correct this, *he and Lauren will send an email or postcard to classmates currently listed as “Do Not Contact” to construct a list that then would accurately reflects each individual’s wishes. Following this exercise (to be initiated this Fall) other classmates lacking any contact information on file will be searched. 605 classmates are presently listed as “missing”.*

**Membership:** No additional discussion.

**Website:** Jeff noted that the Class of '70 URL is now 1 year old.

**Reunion:** *The Leadership Team was reminded to fill out and return the reunion questionnaire about tasks that need be done before and during the 2015 event; all are expected to contribute to the effort.* Gail briefly described each category of responsibilities and functions that need to be covered. The reunion timetable begins 18 months prior to the event. The CALC meeting in January and the 2014 reunion in Ithaca can provide useful information that can then be used to enhance our reunion.

Specifically, Gail noted that corporate or individual sponsorships can help keep overall costs down and thus (hopefully) encourage attendance. Souvenirs are likely to center around the 150<sup>th</sup> anniversary of the University and will probably need to be selected in September 2014. Housing is assigned close to the time of reunion and is determined by the University; reunion leaders can help affinity groups and individuals select rooms in proximity to one another. Those taking responsibility for Headquarters set-up and decoration would need to come early. Clerk supervision is basically an HR function. Leadership Team members may be asked to host an event and greet classmates as they arrive. Pre-reunion activities may best be done by coordinating with other classes (although not necessarily so). The forum is a time set aside early during reunion weekend for a special speaker or panel. Bob Langer '70 and a world-renowned scientist at MIT was suggested as a possible forum speaker. *It was suggested that Toby make initial contact with Bob to gauge his interest level; we will also need to coordinate this with the University, both to be sure there is no conflict with other invitations to Bob and to (likely) open the event to reunion attendees from all classes.*

**Other Activities:** *Connie and Bill will be speaking to all Leadership Team members about contributing to the Spirit Fund. Solicitation responsibilities will then be turned over to Rich Glick.*

No new business items were proposed.

The next meeting was set for September 28 at 9 or 10 am. To best accommodate our geographically dispersed group based on time of day, *those living in Asia should please let Connie know in advance if you would like to participate in this meeting.*

The meeting was adjourned.