

Class of '70 Officers and Class Council Meeting
May 17, 2014

Participants: Connie Ferris Meyer, Bill Wallis, Gail Post Wallis, Carole Peck Fishman, Kathy Cornell, Murem Sakas Sharpe, Tom Newman, Jeff Haber, Ellen Kotsones Kreopolides, Sally Anne Levine, Martin Tang, Toby Marion, Beth Heydinger Treadway, Paul Vizcarrondo, Steven Poliakoff

Missing: Marty Stuart Jewett, Philip Batson, Leane Werner Dicker, Cynthia Johnson O'Malley, Cathy L. Hogan, Lynn Girolamo Burke, Lauren D. Morgenstern

Connie called the meeting to order at 10am EDT. Minutes from the January 18, 2014 meeting were approved with a correction to the "Go Daddy" contract extension to 2016, not 2019.

Leadership Initiative: Connie has contacted the non-participating officer. She has requested the Leadership Team (LT) to suggest Classmates to fill the now vacant role of Secretary. Bill reviewed the new Cornell volunteer database and how it can be used to solicit nominations for the LT for the next 5 year class cycle. The system can be accessed at <https://givegab-cornell-alumni.herokuapp.com/>.

Treasurer's Report: See attachments. Carole reported that the \$22,500 commitment to the Spirit Fund has been transferred. For the Fiscal Year, income from dues and interest is on target. The Cornell Alumni Magazine is 83% of our expenses, and these are in line with the forecast. A motion was approved to provide \$1,000 from the '70 treasury to the Class of 1970 Art Fund each year unless suspended by the LT.

Fund Raising: Beth reported that we'll be working with Liz Wehling, who has joined the Cornell staff as reunion campaign officer. So far this year, 429 Classmates have contributed a total of \$872,000 to Cornell.

Beth reported that the artwork purchased with the help of the Class Art Fund is actively being used for exhibits and classes. In recognition of the Class's contribution to the art museum, during our reunion all items not on exhibit will

be set in a study gallery for reunion attendees to see. The museum will be available as a venue for a reception and/or meal during reunion.

Affinity: Tom & Toby reported they've begun recruiting Affinity Group Leaders (AGLs), identifying candidates and contacting them. They need to have the names by September. The LT is expected to serve as AGLs for affinity groups of which we were members; LT members should contact Tom or Toby directly. Once more all LT members were asked to find, scan and send to Jeff pictures of their affinity groups (teams, sorority/fraternity, freshman corridor, and clubs) for posting on the Class website.

Communications: Murem reported that there has been a jump in the number of "likes" for the Class Facebook page, and the "45 Years Ago Today" postings have generated good engagement with Classmates. There is a Twitter hashtag for the Class (@CornellClass70), and she will establish one for the 45th reunion. It was suggested that if possible we should have a social media intern as one of the reunion clerks.

Events: Connie, Ellen, Gail and Bill will be shadowing the Class of '69 at this year's reunion to learn what has changed as we plan for our own 45th Reunion.

Cornell's Sesquicentennial celebration will kick off in New York City in September at Lincoln Center. Martin plans to be there, and Sally volunteered to help. Paul probably will attend and will help if he can be there. They plan to meet and have a place for other Classmates to gather.

Martin suggested that we have a '70 table if there is a Barton Hall luncheon or dinner during TCAM/Homecoming as there has been in the past. This will depend on the actual schedule of events.

Membership: Connie reported that the membership campaign is underway, and the goal is 425 dues paying members of the Class.

Website: Jeff requested content and pictures from the LT. He has developed a page with the "45 Years Ago Today" postings, which should go live by the end of the month. Connie reported she is working on a new "President's Message".

Murem and Jeff will work together to have Facebook and Twitter posts automatically feed to the Class website.

Reunion: Gail reported on the plans to gather information at this year's reunion by visiting the reception and dining venues and seeing how the caterers operate. Also, the group will see what different classes do to decorate their receptions and dinners, and what they do for headquarters decorations, food and drink.

Before the next call the plan is to have the Class Program of TED talks set. Connie will ask Ed Zuckerman to be a speaker. A Classmate who could speak on Design has yet to be identified.

Other Business

Sprit Fund: Connie reported that contributions and pledges stand at \$85,500. She is still making personal solicitations, and a general solicitation will be going out as soon as possible to Classmates who haven't been asked before. After the individual contributions and pledges have been received, the Class treasury will be asked to make up any shortfall of the \$100,000 endowment minimum.

Class of '70 Scholarship: Connie proposed that a contribution be made to add to the '70 Scholarship endowment. After some discussion, Carole moved that we add \$2,500 from the '70 Treasury to the scholarship fund this year. The motion was approved.

New Business: None.

The next Class of '70 LT meeting/conference call will be at 10 A.M. September 20, 2014.

The meeting was adjourned.