

Class of '70 Officers and Class Council Meeting
September 28, 2013

Participants: Connie Ferris Meyer, Bill Wallis, Gail Post Wallis, Carole Peck Fishman, Kathy Cornell, Murem Sakas Sharpe, Tom Newman, Marty Stuart Jewett, Jeff Haber, Cynthia Johnson O'Malley, Ellen Kotsones Kreopolides, Sally Anne Levine, Martin Tang

Missing: Randy Kamen, Toby Marion, Beth Heydinger Treadway, Paul Vizcarrondo, Steven Poliakoff, Philip Batson, Leane Werner Dicker, Cathy L. Hogan, Lynn Girolamo Burke, Lauren D. Morgenstern

Connie called the meeting to order at 10am EDT. Minutes from the May 4, 2013 meeting were approved.

Treasurer's Report: See attachments. Carole noted that beginning this FY the Class '70 Account Summary includes YTD budget numbers. Currently the account shows a balance of \$72,337. We are a Spring solicitation class so our income from Class of '70 dues comes in during the second half of the fiscal year (ie, mid-March through May and even into June). Investment income has increased to \$112 per month. Expenses to date are slightly below budget projections and the largest expense item, CAM fees, have been paid. Costs for the reading project will be accrued in November and should be less than in prior years. *The Leadership Team (ie, Class officers and Class Council members, LT) voted to add \$1000 to the Art Fund this year.* The Scholarship Fund paid out \$2411 this year, representing about 4.3% of the principal; the recipient was an Engineering student in the Class of 2015.

Discussion then ensued about the Spirit Fund. A total of \$100,000 must be raised in order to qualify as endowment. About \$70,000 has been pledged to date, including \$22,500 to be donated from the Class treasury. Connie reported that the deadline for raising these funds is next week and she has been actively soliciting donations from the LT. If successful in raising close to a total of \$90,000 then Cornell would permit further contributions to be solicited from the class at large. *Bill will email the pledge form to contributors.*

Year 4 Activity Timeline: See attachment. Bill briefly discussed the highlights in the timeline, most of which relate to the 2015 reunion. *The most time-sensitive item is the generation of the Affinity Group networking plan, due at CALC in January.* Outreach to affinity groups should begin in February 2014. *Toby heads the Affinity Group initiative and will follow up with Tom on how he may assist with the effort.* Bill noted that Paul Cashman '73 has developed a lot of material that may be helpful and that dividing responsibilities by category of affinity groups (eg, fraternities/sororities, teams, clubs etc) may be an effective way of approaching the task.

Bill also noted that Beth will need assistance in identifying individuals outside of the LT who can participate in nomination and succession planning for the slate of Class officers to be chosen at the 45th reunion in June 2014.

The pre-reunion survey is sent out by the University. The class logo for the reunion has not been finalized but is likely to feature the Big Red Bear and his '70 jersey.

Affinity: Only 6 "archival" photos have been received by Jeff for possible posting on the class website; at least 12 are needed as "critical mass" after which posting can be done and further photos can be solicited from all other class members. *Jeff to send to the LT the link for the proposed Affinity Photo Page (DONE).*

Regarding pre-reunion events, *Sally and Toby should talk to Lauren about what the University has planned. Paul Cashman may be another useful source of ideas. Affinity groups should be encouraged to schedule events in 2014 to build interest in the reunion.*

Communications: Murem contacted a University representative to help optimize our use of social media. It was noted that it could be "an uphill battle" if not enough '70ers make use of these networking tools. Nevertheless, it was suggested that we start posting details of reunion and related events early next year. With regard to the Cornell '70 Facebook site, it would be helpful for users to "like it" and "share it" on their own pages. *Murem also will prepare an email to all classmates about the Class Facebook page with instructions on how to find and like it.* She has also identified several "content creators."

It remains unclear if an acknowledgement letter from the '70 scholarship recipient can be made public.

The electronic version of CAM is apparently available to all regardless of whether or not dues have been paid.

It was suggested that publicity/encouragement to pay dues should be incorporated into some or all of the School e-newsletters. *Ellen to contact Lauren to discuss the idea and potentially start with the Ag school.*

CALC: The next CALC meeting is January 17-19 in Boston. As many as 7 LT members may attend. *The LT approved using class funds to pay registration fees and one night's lodging for these attendees.*

Events: *Sally will work on event coordination as reunion draws closer; Kathy will help with regional club outreach.* Many of the events will be based on or draw from the University's 150th anniversary. It was reported that there was no class activity at this year's Homecoming. The LT agreed that attention should be focused on reunion rather than Homecoming in 2014.

Fund Raising: *Beth is to prepare an email explaining the various options for giving to the Class Scholarship and Art Funds (and perhaps the Spirit Fund) as part of the Annual Fund solicitation.*

Leadership: Connie has not yet had an opportunity to contact LT non-participants.

Class Objectives: No additional discussion.

Membership: *Connie to follow up at CALC 2014 as she will meet with our "membership reps" from Alumni House while in Boston.* [Post-meeting clarification: Class of '70 dues, news, and membership solicitation will begin as soon as all the mailings are processed through Alumni House after the CALC meeting, likely in February or early March 2014].

Missing Classmates: Bill reported that 553 classmates are listed as missing, down from 605 a year ago. He will try sending emails and or postal mailings to see if

they will reconnect, but the best opportunity is likely to be contact through the affinity group leaders. *At CALC, Bill to give Toby the lists he has sorted by affinity group so that these group representatives can try to contact at least some of these individuals.*

Website: Jeff reports that the website is receiving more interest. He continues to need content to post.

Reunion: Bill reported that two major events are already taking shape. On the Friday morning of reunion, a TED forum is planned. Speakers from our class will include Bob Langer on technology and perhaps Ed Zuckerman on entertainment. Phil Schwartz was another name mentioned in the entertainment field. Options for the Design component of the forum might include Kevin McGovern and/or an alumnus from Architecture or Human Ecology. The plan would be to open the event to reunion attendees from all classes. Murem volunteered to moderate the session. Secondly, a wine tasting event is being planned for the Thursday prior to the official beginning of reunion. Thanks to contact made by Ellen Celli Eichleay, this event might take place on property owned by Ted Carman '70 located 1.5-2 hours from Ithaca. Bus service would be provided and vineyards would be invited to participate. *Beth has volunteered to see if Abby Nash [former Cornell professor] would be willing to give a brief talk on wine tasting.*

Gail reviewed the following reunion work assignments based on the LT's responses to the reunion questionnaire and phone conversations:

- Ellen – Headquarters food and drink
- Bridgette Murphy – Oversee clerks
- Tom – Headquarters set-up and help man
- Cynthia – Manage activity hosts
- Toby – Affinity
- Murem – Social media and communications on site
- Bill—Registration and housing
- Gail – Main meals

In addition, all will be expected to help support the student clerks.

In order to better prepare for the 2015 reunion, Bill, Gail and perhaps 2-4 other LT members will attend the 2014 reunion as guests of the Class of '69, our "sister class". The LT agreed to pay for housing and registration for LT members

attending for this purpose; the cost is estimated to be about \$500 per person and less for those who will provide their own housing.

“Intense” reunion planning is anticipated at the January 2015 CALC meeting.

Other Activities: See Treasurer’s Report (above) for information on the Spirit Fund.

New Business: It was suggested that we publicize that the registration cost for reunion is likely to be only about \$400. Attendance might be spurred by providing bus service from major nearby cities. The laser show performed at Homecoming would be an attraction at Reunion as well. Lastly, the possibility of getting discounts at the Cornell Store (and stores in Collegetown) should be explored. *These points will be raised with Lauren at CALC by Bill and Connie.*

The next LT meeting will be the afternoon of January 18.

The meeting was adjourned at 12:15pm