

# THE *Magnet*

A Bucknell University Alumni Association Publication

Winter 2012

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Katie Malague

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# President's Message



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**KATIE MALAGUE '94**

**PRESIDENT, BUCKNELL UNIVERSITY ALUMNI ASSOCIATION**

## COMING HOME

In the days following Homecoming weekend, much of the Northeast suffered the wrath of Superstorm Sandy. As a native New Jerseyan, my heart is heavy seeing the devastation along the coast and knowing so many have a long road to recovery. The scale of loss provokes a deeper meaning of “home.” It’s not only a residence — it’s a place, it’s people, it’s passion. There’s a special feeling when you come home.

This past October, record numbers returned for Homecoming at Bucknell University, a “home” long beyond our four years on campus. From meetings in Hunt Hall and nearby dormitories to events in the Langone Center, Gerhard Fieldhouse (which never looked so good), the Weis Center, and Christy Mathewson-Memorial Stadium, the Alumni Association Board of Directors toured all corners of campus. For a gala dinner on Saturday night, the quad was transformed into a stunningly elegant venue, in which the University launched the comprehensive campaign. We soaked in the sights — the places that make Bucknell home.

Working through a robust Alumni Board meeting agenda and a packed weekend schedule, we encountered celebrated musicians, renowned journalists, and fellow Bucknellians who gathered to celebrate the comprehensive campaign launch. In addition to the Alumni Board, attendees included the Board of Trustees, the Bison Club, faculty and staff, and this year’s Homecoming award recipients. Each person I met, each story I heard, reminded me about Bucknellians’ dedication, loyalty, and interconnectedness. The people make Bucknell home.

The campaign theme captures Bucknell’s “can-do” spirit, reflected in the special events and presentations throughout the weekend. During our Alumni Board meetings, we finalized

our strategic plan for 2012-2014. It highlights the many ways we aim to represent alumni, engage Bucknellians, and promote and enhance Bucknell University. Across committees and initiatives, we look for ways to step up and say “we do.” Our shared passion makes Bucknell home.

We now turn toward our winter meeting, when we will participate in the First Night celebration, marking the freshmen’s advancement to the alumni community; host a sophomore career brunch, to provide professional insights and opportunities; and conduct a Pennant Program ceremony, distributing Bucknell pennants to students who contribute to key campus programs that support the Alumni Board’s mission. With each interaction, we underscore the role Bucknell plays throughout our lives and encourage students to open doors, engage, volunteer, give gifts — and, of course, return.

Pulling onto campus is coming home. This holiday season, I give thanks for the places, the people, and the passion that make Bucknell “home.”

‘ray Bucknell!  
Katie

# Spotlight: Club of Northern NJ

ROBERT W. SCOTT '85

There are about 3,500 alumni in the area known as “Northern New Jersey.” The Bucknell Club of Northern New Jersey has been around for many years but had become quiet over the last several years. The Club was re-invigorated in January 2013 by a team of alums headed by Robert Scott '85 and Debbie Lyons '74, both members of the Bucknell Alumni Board of Directors.

After hosting the Welcome Event for the Class of 2011 last September, Robert and Debbie were asked to take the lead to bring life and energy back to the Club covering the important Alumni base in Northern New Jersey. Under the new team, the BU Club of NNJ hosted many events in 2012 which included Bucknell basketball game watch events vs American and Lehigh in the winter. In April, the Northern New Jersey Club participated in the country wide “community service day” at the American Red Cross in Summit, NJ. In May, the Club hosted President Bravman, drawing over 150 people to hear him speak. Another event in June focused on Alumni networking and featured Julee Bertsch from Bucknell speaking on the use of “LinkedIn.” Summer events included a Craft Beer Tasting in Morristown and a trip to watch a New York Red Bulls soccer game. In September, all Clubs around the country held an event to welcome new Alums from the Class of 2012 to the Alumni network. The biggest event of the season was a tailgate at the Far Hills Steeplechase horse race where Bucknellians of all ages stopped by to be part of our event during this all-day event.

Robert commented that running the Club this past year was a lot of fun and relatively easy to do. “Our team at Bucknell consisting of Kim Thompson, Lynn Eckley, and Kristen Stetler has been instrumental in helping us make the events come to life each month.” Robert further commented that he was motivated and helped by the support and ideas from other clubs that have been around and active for many years like the New York, Philadelphia, and Washington DC Clubs.

Getting the Northern New Jersey Club active and energetic has been important to Bucknell given the fund raising Campaign that just launched over Homecoming weekend. The Northern New Jersey Club now stands ready to assist Bucknell in getting the message out and help Bucknell hit its Campaign fund raising objectives.

Robert and Debbie have enjoyed their first year running the Northern New Jersey Club and report that they are looking forward to another productive year of great Alumni connecting events in 2013. “Every event was a success, so we intend to repeat many of them this coming year, with the addition of a few new ideas from our Young Alumni group,” Robert said.



# WE DO.

The Campaign for Bucknell University



Bucknellians are doers. Bucknellians turn ideas into action. Bucknellians love being together. Our campaign theme, We Do., is an expression of a Bucknell attitude toward life and learning, and of the goal of this campaign: to work together and turn ideas for Bucknell's future into reality.

This Bucknell passion for distinction and impact has led us to set a course to raise at least half-a-billion dollars, by far the largest campaign in Bucknell's history. We will invest this campaign in raising our endowment, notably for scholarships and endowed faculty and other positions, and in achieving a targeted set of six educational and residential learning initiatives that will set Bucknell apart.

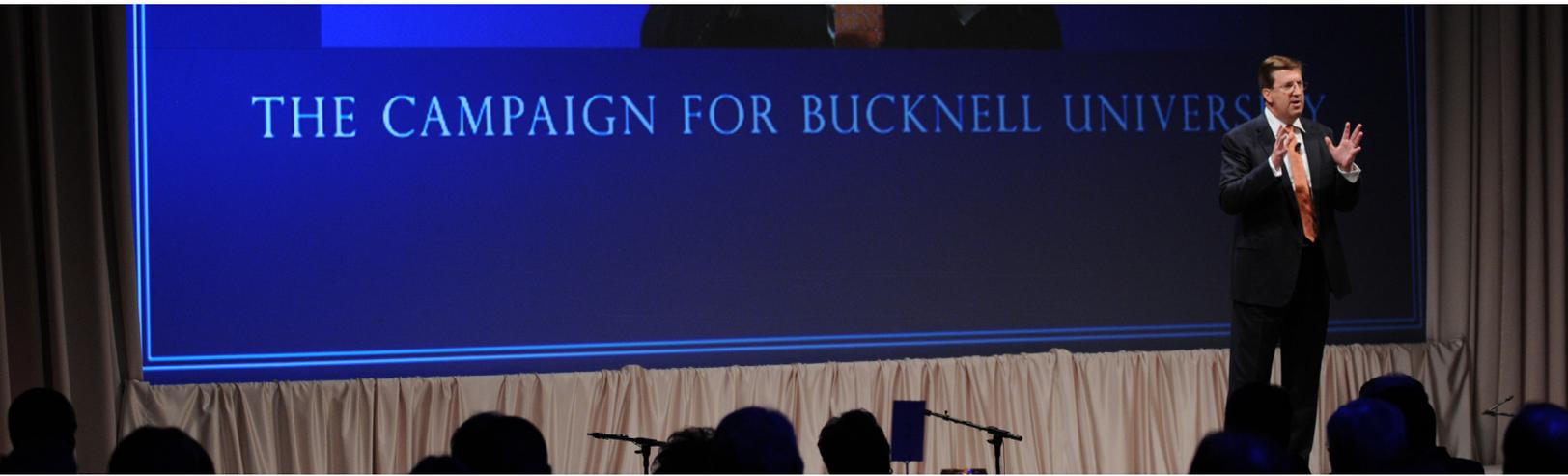
We know that Bucknellians today share the same goal as generations of Bucknellians before us: to make Bucknell the best version of itself. A university is created, for all intents and purposes, to last forever. Bucknellians are connected across the years by a shared desire to help young people open themselves to the future and make great things happen.

Thanks to the work and investment of many before us, we have inherited a great institution. We know that our duty is to make it stronger – for today's students, and for generations to come. That is our campaign goal. Because we do not simply believe. We do.

A handwritten signature in black ink that reads "John C. Bravman". The signature is written in a cursive style with a horizontal line underneath the name.

# Homecoming Campaign Launch

[Bucknell.com/WeDo](http://Bucknell.com/WeDo)



This historic weekend featured events for all alumni and students, faculty and staff that included a special University Celebration, a rare conversation with Walter Isaacson and Jim Cramer, the Bison Hall of Fame Dinner, the Homecoming game against Colgate, a dynamic encounter with the arts, and a concert by Corey Harris in the renovated Campus Theatre, plus a special campaign concert with Norah Jones.

# Bucknell Welcome Receptions

**RAJKUMAR THANGAVELU '98**

In April, shortly before their graduation, the class of 2012 gathered on the Academic Quad for the first ever champagne toast to celebrate their upcoming graduation and the presentation of their class gift. As part of the festivities, they were asked to mark on a map where they were all going. With such a diverse academic background and professional interests, it was clear that the students were heading all over the United States and even to other parts of the world.

Fast forward several months later to September 20, 2012. On this day, the Bucknell Association of Clubs with support from the Alumni Association Board of Directors and the Alumni Relations office held their annual Welcome Receptions in many of those same cities. Twenty-four clubs participated and nearly six hundred alumni, parents and friends attended the receptions. Clubs represented were Los Angeles, Northern California, Denver, Fairfield County, Washington DC, Atlanta, Chicago, Baltimore, Boston, Minneapolis, Raleigh/Durham, Northern New Jersey, New York City, Rochester, Greater Susquehanna Valley, Lehigh Valley, Philadelphia, Pittsburgh, Dallas, Houston, Richmond, Seattle, Madison and last but not least, London. Of special note was the reception in Rochester, NY which was hosted by Rochester Mayor Tom Richards '65 and New York State Supreme Court Justice John Ark '67.

The recent graduates got an opportunity to not only meet and greet their fellow alumni in the area but also had a wonderful time reconnecting with members of their graduating class. "The Welcome Reception was fantastic," said Sara Gilgore '12, who attended the Washington, DC event. "It was a wonderful opportunity to spend time with fellow Bucknellians, and the atmosphere was perfect for such an event. It was refreshing to be surrounded by family after being away from the school for so long. Overall, it was a very enjoyable experience, and I am looking forward to future events like this one."

The Alumni Association contributed towards the cost of appetizers and also provided information on how to stay connected with Bucknell through local activities and activities on campus. It was a very successful evening and the recent graduates departed with reusable bags with a Bucknell logo (a gift from the Alumni Association) and Bucknell magnets from the Alumni Relations Office. All who attended had a great time and learned what many other alumni have already learned: Wherever you go, there's a Bucknell network waiting to welcome you.



*Photos from top down: Madison, NJ, Washington D.C., Rochester, NY and Washington D.C.*

# BUAA Updates:

## Alumni Office

**BY JOSH GRILL, EXECUTIVE DIRECTOR OF ALUMNI RELATIONS**



Homecoming 2012 was truly a special weekend as Bucknell publicly launched a half a billion dollar campaign, the largest fundraising effort in our University's history. The campaign, which has a theme of "We Do.," has raised over \$240 million thanks to the generosity of countless supporters.

The campaign will focus on several targeted initiatives, endowment support for students and faculty, and support of the Annual Fund. The Annual Fund is a critical component of an institution's financial picture because it supports Bucknell today, and is the area of the campaign that every alumni, parent, and friend can support.

Gifts to the endowment are long-term investments for the University's future. In this campaign, Bucknell seeks to increase our endowment for student scholarships and support of faculty. Gifts in support of these areas ensure that qualified students are able to attend Bucknell regardless of their ability to pay tuition and that Bucknell has the resources to have the best faculty to teach those students.

Bucknell has also identified six targeted initiatives that we believe will help to truly define Bucknell. These areas have broad interest from our faculty and our students, and have relevance to the world beyond Bucknell today. These initiatives include Sustainability, the Creative Campus, the Human Health Initiative, Residential Learning, Global Education, and Management Education. As volunteer leaders, we hope that you will take time to understand these goals by reading about them at [bucknell.edu/WeDo](http://bucknell.edu/WeDo).

Lastly, I wanted to say a word about the theme, We Do and its meaning. "We" identifies the strong bond that Bucknellians have to one another and to Bucknell. This is a statement about the strength of our community. "Do" is a word that defines the

action-oriented culture of this community. Combine these words and you have a simple but declarative statement about who we are and the action oriented nature of its people. Whether you are a volunteer who gives time to Bucknell, a Bucknellian who is working to make the world a better place, or someone who has supported this campaign financially, there is one thing that is clear; we can all answer the question of "who believes in Bucknell?" with two simple words, We Do.

## Finance Committee

**MELISSA PLAISANCE '82 & MATTHEW GARMAN '96**

The Bucknell University Alumni Association (BUAA) partners with a number of companies, to offer programs, services, and other benefits to Bucknellians at discounted rates. Like many other higher education institutions, the BUAA established partnerships with these organizations, allowing them to offer a range of services to alumni. Many of our fellow alumni take advantage of these offerings, enabling the BUAA to fund and support worthy initiatives such as student aid and scholarships, internship programs, alumni networking events, career service offerings, regional club activities, the Bucknell Business Directory, and the annual Alumni Association Awards, among others. One of our partnership programs - the Bucknell University/Bank of America credit card affinity program - has been discontinued effective October 31, 2012. While the card itself is still active and viable, revenues will no longer be shared with Bucknell University or the Alumni Association. The BUAA finance committee is researching potential alternatives to replace this offering and continue to provide value to the alumni community.

If you have any questions please email: [alumni@bucknell.edu](mailto:alumni@bucknell.edu).

For more information on the BUAA partnerships please visit [www.b-link.bucknell.edu](http://www.b-link.bucknell.edu) and click on "Discounts, Products, Services for Alumni."

## **2012 - 2014 EXECUTIVE COMMITTEE**

### **PRESIDENT**

Katie Malague '94

### **FIRST VICE PRESIDENT**

Victor Arcelus '96 M'98

### **VICE PRESIDENT OF FINANCE**

Melissa Campbell Plaisance '82

### **VICE PRESIDENT OF MEMBERSHIP & NOMINATIONS**

Tara Garrity Lebda '94

### **VICE PRESIDENT OF STRATEGIC PLANNING**

Frank Davis '82

### **CHAIR, ADMISSIONS & TRANSITIONS**

Shari Aser '98

### **CHAIR, CAREER ADVISORY**

Jim Hughes '74

### **CHAIR, COMMUNICATIONS**

Meredith Elliott Rowley '00

### **CHAIR, DEVELOPMENT**

Barrett Sides '87

### **CHAIR, CLUBS AND YOUNG ALUMNI**

Joel Berelson '85

### **MEMBER AT LARGE**

Michele Matz Biamonte '94

Matthew Garman '96

Robert Scott '85

## **2013 EVENTS/KEY DATES**

February 1, 2013 - First Night

February 2, 2013 - BUAA Winter Board Meeting

February 2, 2013 - Sophomore Career Advisory Brunch

April 2013 - Community Service Month

May 30 - June 2, 2013 - BU Reunion weekend

May 31, 2013 - BUAA Spring Board Meeting

## **CONTACT US**

The Bucknell University Alumni Association  
Board of Directors

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Send your BUAA Magnet submissions or  
feedback to [magnet@bucknell.edu](mailto:magnet@bucknell.edu).

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