Greetings Fellow Alumni!

For the first time in over seven years, the 2014 Fall meeting of the Bucknell University Alumni Association Board took place off campus, in Washington, DC. The venue changed to accommodate many board members who preferred to be home for Halloween, which was on Friday of Bucknell’s Homecoming weekend this year. The change also gave several members of the BUAA board the welcomed opportunity to stay over for the Washington DC WE DO event.

We began the Fall meeting with a moment of silence for Nancy Pisano ’82, who had passed away just weeks before, after a long battle with cancer. We then welcomed 12 new members to the BUAA Board, eight alumni members and four student members. We also engaged in a fun icebreaker exercise to allow all of our members to get to know one another better as we begin a new two-year term.

We had the opportunity to review the results of our summer alumni survey, with over 500 respondents, helping us chart a path to serve their needs going forward. From the survey, we had several key take-aways that we hope to execute over the next two years. One of the top priorities was to provide alumni with discounts to purchase “spirit gear” from the University Bookstore. I am happy to say we have already been able to do so, with the introduction of a Bookstore Loyalty Program brought to you by the BUAA through our relationship with Barnes & Noble (see the November Bucknell Alumni Connection that was sent via email on 11/4). We also received positive responses on the idea of providing occasional Bucknell logo items for purchase, discounts on other merchandise and services through our website, discounted membership to University Clubs in a number of U.S. cities, and on the idea of creating some sort of summer weekend “life-long learning” program for alumni. The survey results also helped us put finishing touches on the final draft of our Strategic Plan for 2014-16, which will be published on the Bucknell website early in 2015.

In our committee meetings, lots of planning took place. The Winter meeting is only a few weeks away, and we will be getting help from some of our former board members to make the Junior Mock Interviews and First Night a success!

After the meeting, we had an opportunity to gather nearby and watch Bucknell’s football team on CBS Sports Network! While the Bison took the game to overtime, Fordham unfortunately prevailed. On Saturday morning, several of us had the opportunity to tour the U.S. Capitol thanks to the organizational efforts of board member, Raj Thangavelu (who, by the way, is now a published author in a Chicken Soup for the Soul book that came out in late October!). The weekend was capped off with another amazing WE DO event in Washington DC. It doesn’t get much better.

All I can say is ‘ray Bucknell!
Fall is one of the busiest seasons in Alumni Relations and this year proved to be no different. With WE DO campaign events in Chicago and DC, Homecoming Weekend, Welcome Receptions, Legacy programs, the new BUAA sponsored series “Bucknell: Table for 12,” and many more initiatives, a wide range of opportunities to connect was offered to Bucknellians regionally.

Please visit the Bucknell Regional and Campus Events Calendar and find your local Bucknell Regional Club Facebook page for news and opportunities to connect. Our office has been working closely with the Bucknell Clubs of New York City and Washington, DC to build the regional social media strategy and develop tools and resources to benefit all regional clubs.

Thank you to the Alumni Association for a productive Fall board meeting in Washington, DC. It was wonderful to catch up with board members in our nations capital and exciting to see all the great initiatives happening. Following the meeting, the WE DO Tour made a stop in Washington, DC. Please save the date for WE DO Los Angeles on Saturday, Feb. 7, 2015, and WE DO Engineering Education on Thursday, April 16, 2015 in Philadelphia.

More than 650 alumni and parents in 17 Regional Clubs welcomed 150+ new grads at the 2014 Welcome Receptions. Also held this fall, Homecoming Weekend was full of events for alumni, students, faculty and staff. Check out the event photos online at Bucknell.edu/Homecoming. Weekend highlights included:

- More than 500 alumni, students, faculty, staff, family and friends came together for the central pre-game Tailgate event that showcased seven Bucknell programs, lunch, music, photo booth and activities for the kids
- During half-time of the Bucknell vs. Lafayette football game, the six student Homecoming Host winners for 2014 were recognized, along with the seven Athletics Hall of Fame 2014 inductees.
- Approximately 80 families went trick-or-treating at the student-created Monster Mash Halloween festivities at McDonnell Hall
- Approximately 60 Bison Chips alumni and students celebrated the a cappella group’s 40th anniversary throughout the weekend, concluding with a concert at the Weis Center for the Performing Arts

My congratulations to the 2014 Bucknell University Fall Award recipients: Distinguished Citizenship Award: Major David Hile, M.D. ’97; Distinguished Engineering Alumni Award: Robert F. Sykes ’47 and Academy of Artistic Achievement Award: Lois Svard, Professor Emerita of Music. Award recipients were honored for their achievements and contributions to Bucknell University during the Academic Year Celebration Dinner and Alumni Awards Presentation in October.

On a final note, I encourage you to check out the new Bucknell Bookstore loyalty program brought to you by the Alumni Association. Alumni are encouraged to sign up for exclusive discounts (visit Bucknell.edu/BUAA).

I wish you and your family a safe winter season and look forward to seeing you soon!

’ray Bucknell!
The annual September Welcome Receptions, held to welcome recent Bucknell graduates and those that have newly relocated to the area, took place across 17 US cities on September 18. The events, sponsored by the Bucknell Association of Clubs and the Bucknell Alumni Association, saw a 33% increase in attendance from 2013, with a total of 659 participants. Of those participants, 157 (18% of the entire class) were from class of 2014.

Bob Scott, Alumni Board Vice President and President of the Northern New Jersey Club had this to say about his experience with the NNJ event: “The annual Welcome Reception for each new class of graduates is a lot of fun for both veteran alums as well as the recently graduated students whom we welcome into our club ‘family’. At this event, the graduates are exposed to a broad range of local alums from various local towns and class years who work in many different fields. We get fantastic feedback from the graduates, who seem very pleased to realize that they are now part of a much bigger Bucknell family post-graduation. We have also been successful in getting some participating new grads to join our club board each year to represent their peers and run events for the younger Alumni classes.”

Attendees received a Bucknell University Alumni Association flower highlighter from the Alumni Board and recent grads received “B” magnets from Alumni Relations. The Bucknell Association of Clubs and the Bucknell Alumni Association are excited by this year’s successes and look forward to carrying on the tradition next year.
BUCKNELL: TABLE FOR 12

BY KIMBERLY WILSON WETTY '93

How much fun would sharing a meal with 11 other Bucknellians be? Awesome, right? Increasing alumni engagement is an ongoing initiative and core mission for the BUAA Board and this program was the brainchild of one of the Board’s cross-initiative committees. The goal for the **Bucknell: Table for 12** is to get 12 strangers, who only have Bucknell in common, together for a meal. Bucknell connection at its best!

**Roxane Adler Hickey ’00** volunteered to hold a pilot event in 2013 in Washington, DC and it was a big success. So, the BUAA Board decided to roll this initiative out under the Clubs and Young Alumni Committee. Should there be a local club in the area, they will be informed of the event but Table for 12 is meant to be independent from club level activities. And, the Alumni Relations Office will work with the BUAA on how to get the word out and find 12 Bucknellians for each event.

**Bob Scott ’85** hosted the first event in north New Jersey in October 2014. No surprise… it was another huge success. “Twelve people is a perfect number to create a ‘family-like’ atmosphere around a dinner (or lunch/breakfast) table. It fostered an interesting and fun communication dynamic amongst the group. And the concept of bringing together Bucknellians who don’t know each other was intriguing to the attendees — and brought an interesting mix of alums together from various class years,” said Scott after the event.

The BUAA is helping to defray the cost of these events and the goal is to have members of the BUAA Board volunteer to host the next several Table for 12 events. When surveyed, members of the BUAA Board were very supportive and there are over 10 volunteers willing to host a Table for 12 event. 2015 promises to be a terrific year engaging more alumni.

“The net result was all 12 people expanded their Bucknell friend (and for some — business) network and had a very enjoyable evening. And all left the event feeling really good about their alma mater,” reported Scott.
BOARD MEMBERS ON THE GO
Bucknell University Alumni Association member Kimberly Wilson Wetty ’93 is pictured here with a Buddhist monk before they meditated together (of course she first took off her Bucknell hat) and a breath-taking view of the Himalayan mountains.
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With the Homecoming meeting on November 7, 2014, the BUAA Board concluded its biennial strategic planning process. During this six-month process, the BUAA Board engages in an analysis of the effectiveness of its programs, researches the opinions and needs of alumni and the University, and proposes new goals and initiatives for the next two years.

When the process was launched this past spring, the Executive Committee outlined three broad goals for the Strategic Plan. First and foremost, the plan should provide a roadmap for the BUAA Board’s activities for the next two years. Second, the document should serve as a reference guide, defining committee mandates, the programs we sponsor, and how these activities support our mission. And finally, instead of being an internally-facing document, the Strategic Plan should communicate the BUAA Board’s mission, accomplishments, and goals to its broader constituents. To this end, for the first time, the plan will be posted on Bucknell’s alumni webpage.

Inputs into the plan include surveys of the BUAA Board and of our alumni constituents, conversations with the office of Development and Alumni Relations and the University leadership, and extensive discussions at the executive, committee, and board levels. Upon examining all of these inputs, three broad goals emerged:

- **Enhance the BUAA’s value proposition to its constituents.** The BUAA Board will prioritize the offering of goods and services and group discounts that are useful to Bucknell alumni; more opportunities to volunteer and return to campus; and social and professional networking programming.

- **Encourage and coordinate constituent engagement.** The BUAA Board can be particularly impactful by providing meaningful reasons for alumni to connect at the regional level and by supporting the coordination of Bucknell’s many volunteer organizations. One initiative is to promote such coordination virtually through the use of social media. Another is to continue to improve upon and evolve the rich programming already offered by incorporating constituent input and by identifying new ways to keep alumni connected to Bucknell University and to one another.

- **Enhance the BUAA Board’s resources.** The BUAA Board is committed to better utilizing its wealth of human talent through the constant evaluation of programs and allocating resources to their greatest impact. The board also seeks to better engage past membership as well as other volunteer organizations of Bucknell University to broaden the reach of BUAA programs. Finally, the BUAA Board is dedicated to identifying additional and diverse sources of revenue to ensure the perpetuity of its programming.

When the Strategic Plan is published online in January, the process will shift into implementation and on-going assessment. We hope to capture more and better data to quantify the success of our programs over time in order to have even stronger inputs when we engage in this process again in another two years. If you have any comments on the plan or ideas for its implementation, please contact Christine Kelleher, czkelleher@gmail.com.
It is with great sadness we must share the news that our dear friend and fellow board member Nancy Pisano ’82, P’12 passed away at age 54.

Nancy was a double major in English and Chemistry and was an active member of the Bucknell University Alumni Association (BUAA) Board of Directors for years where she gained a reputation for her passion for the University and ensuring all alumni stayed connected to the campus she cared so much about. As part of the BUAA Membership and Nominations Committee, Nancy spent a lot of her time working with the student members as well, a group whose input she felt was a critical component to the success of the alumni board’s connection to the University.

“Nancy was a classmate, a dedicated BUAA colleague, a fellow Bucknell parent, and a friend who was truly inspirational,” says Melissa Plaisance ’82, P’13, and BUAA President. “I am thankful for our continued touchpoints throughout the years at reunions, board meetings, parents weekends and other Bucknell gatherings. I will think of her and miss her bright smile and hug every time I set foot on the Bucknell campus.”

Debbie Rodgers Lyons ’74 said, “Nancy and I joined the Board around the same time, both alums and both parents with girls in the Class of 2012. She was pleasant, strong and full of resolve during the course of her battle with cancer. I truly admired Nancy as a Board member, an alum and a mom.”

“Nancy was a gem. Even in the most difficult times, she filled the room with a joy and energy that can only be defined as inspiring.” added Josh Grill, Bucknell University Director of Alumni Relations.

Nancy is survived by her husband of 28 years, Richard Charles Pisano Jr., her daughter, Elizabeth Kathryn Pisano ’12, her son, Richard Charles Pisano III, her sister, Kathy Yohn, and her brother-in-law, Bernie Yohn. Her hard work to make Bucknell a stronger university will carry on for generations, and for that the entire Bucknell University and alumni network are grateful for her service, her passion and her commitment, and we will miss her dearly.

Those who desire may make a donation in memory of Nancy Pisano. You can do so at the North Shore Holiday House, located at 74 Huntington Road, Huntington, NY 11743 or visit www.nshh.org.
ALUMNI AWARDS UPDATE
BY CARL MARCHIOLI '97

November brought the close of nominations for the 2015 Bucknell University Alumni Association Awards. Now, the Awards Committee is hard at work vetting the nominees. While they don’t bring in PwC to audit their efforts, the Committee works tirelessly to ensure that the awards present the best that Bucknell has to offer in four categories: Loyalty to Bucknell, Service to Humanity, Outstanding Achievement in a Chosen Profession, and Young Alumni. Who will our winners be in 2015?!

- A code breaker?
- A former caddie at The Masters golf tournament?
- One of the most powerful men in Hollywood?
- A life-saver?
- Someone who has provided hundreds of shelters for those in need?
- A man who doesn’t need to see to do great deeds?

As always, the Committee concludes their efforts by presenting the winners live on campus during Reunion Weekend. If you are attending Reunion this coming May, please join the BUAA in honoring the 2015 winners. Photos are free. And so are the inspiring stories. The honorees will no doubt make you proud to call yourself a Bucknellian. Check out all of the past winners at bucknell.edu/AlumniAwards.

M&M’S® MAKE FRIENDS, ESPECIALLY WHEN BUCKNELLIIANS ARE INVOLVED
BY DEBRA RIZZI '94

For Lena Salam Elguindi ’94, Director of Custom Programs at Wharton Executive Education (and candy aficionado), M&M’S® are her go-to. In October she infused some fun into the Wharton Exec Ed office by organizing a M&M’S® taste challenge. This was serious business. Nine flavors and only one could win — it had to be peanut butter!

Little did Lena know that Thanksgiving would come early to her team. Once again, “the magic of the Bucknell connection” occurred as Leslie Convey ’00, GM of MY M&M’S® at Mars, was informed of Wharton’s taste test challenge. With the Wharton logo in-hand and approval to reprint it, Leslie surprised the team with a customized bag of red, white and blue MY M&M’S® and a signature glass bowl and scooper before the holidays.

Lena commented to Leslie, “You have no idea how happy you have made Wharton Exec Ed. These professionals are acting like they have never gotten M&M’S® before!” In which Leslie responded, “I absolutely love what I do and I am happy to have delivered some smiles!”

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2015 EVENTS/KEY DATES
January 30
MOCK INTERVIEWS & FIRST NIGHT
(Alumni Participation Welcomed)

January 31
ALUMNI BOARD WINTER MEETING

May 29
ALUMNI BOARD REUNION MEETING

CONTACT US
The Bucknell University Alumni Association Board of Directors
Bucknell University Alumni House
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Lewisburg, PA 17837

Send your BUAA Magnet submissions or feedback to magnet@bucknell.edu.

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