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bucknell.edu/proud-alum
When I was growing up, my parents would often say that one of the best parts about having children is that there’s always something to look forward to. Like packing for a long trip, anticipation of the journey underscores excitement about the road ahead — the sights you’ll see, the activities you’ll enjoy, the memories you’ll create, the images that will long linger in your mind.

At First Night this February, the Alumni Board joined the freshman class to celebrate the successful completion of their first semester at Bucknell and formally welcome them into the Bucknell family. Looking across chapel pews brimming with students, I reflected on our “family” — a global community of more than 50,000 Bucknell graduates. Like most families, we celebrate each other’s accomplishments, and we stand by each other during challenging times. Our participation that night was a reminder that others came before them — and of the lifelong connection they have to look forward to.

They’re at the beginning of their journey, with so much on the horizon: classes that will shape their thinking, extracurricular programs that will develop their leadership capabilities, friendships they’ll rely upon for decades. It’s a starting point filled with hope, promise, and potential.

First Night was just one of several touch points with students during our winter meeting, which has increasingly become an opportunity for the Alumni Board to engage with current students. Through a range of events — including First Night, a sophomore career brunch, junior class mock interviews, and the Pennant Program — we reached more than a thousand students over the weekend. Each contact illustrated that our network spans generations, gently highlighted by the student who informed me she was born the year I graduated. In the pages that follow, there’s more information about these activities, plus committee news and an update on our recent elections.

Exhibiting the breadth of our Bucknell family, we also convened a small group of past Alumni Board representatives during our winter meeting to envision ways to better engage the considerable talent and dedication of the hundreds of Bucknellians who previously served on the Alumni Board. Their discussion outlined the potential scope and approach, including a small advisory council to assist with planning and coordination. We welcome your input as we develop a path forward in the coming months.

As I prepare to pass the torch to Melissa Plaisance when my tenure concludes this summer, I’m grateful to the Alumni Board (past and present) and our extended Bucknell family for their ongoing efforts to open doors, volunteer, give back, engage, and return. One of the best parts about being a Bucknellian is that there’s always something to look forward to.
By Josh Grill, Executive Director of Alumni Relations

A big thank you to the Alumni Board for a productive and enjoyable winter meeting. The alumni community continues to positively engage current students. Successful events demonstrating this outreach included First Night, the Sophomore Career Brunch, and the student panel. We are looking forward to a busy spring season full of events and involvement opportunities. Please continue to use the Regional and Campus Events Calendar to stay connected.

The 2014 WE DO Tour kicked off in Palm Beach Gardens and Naples, Florida in January. The next stop is New York City on Thursday, April 10 for a Management Education Initiative Event. We look forward to visiting Washington, D.C. and Chicago this fall.

For the sixth year, Bucknellians will be participating in annual Worldwide Community Service Month through Regional Clubs. Please look for involvement opportunities occurring in your geographic area this March or April. Volunteers will show Bucknell pride by sporting a WE DO t-shirts and “Flat Bucky” at events.

Reunion Weekend 2014 preparations are well underway. Class years ending in 4’s and 9’s will celebrate a reunion this year. The Classes of 1989 and 1964 will celebrate milestones, commemorating 25th and 50th years respectively. Please mark your calendar for Thursday, May 29 - Sunday, June 1, 2014. Online registration and the schedule of events are live now. Join in on the social media conversation by using #BucknellReunion.

I also encourage you to support Bucknell athletes as they visit your regional areas. An All Sports Calendar is available at bucknellbison.com.

A final note, thank you to everyone who helped make the Bucknell Alumni App launch a success. Over 3,200 users have downloaded the app since its soft launch at WE DO New York on Saturday, November 16, 2013. We are thrilled to hear about all the personal connections and professional networking stories resulting from this new platform.

I wish you and your family a safe spring season and look forward to seeing you all soon.

Life Updates

- Roxane Adler Hickey ’00 and her husband welcomed a baby girl named Piper.
- Carl Marchioli ’07 and his wife welcomed a baby boy named John Carmine.
- Annie Seibold Drapeau ’88 attended the World Economic Forum annual meeting in Davos, where she addressed a group of business and government leaders about rebuilding trust in business.
- Katie Malague ’94 left the White House Office of Management and Budget for a job with the U.S. Department of the Treasury, where she’ll serve as deputy director for the Office of Strategic Planning and Performance Improvement.

Reconnect with your classmates on the new Bucknell Alumni App! bucknell.edu/alumniapp
Despite forecasts of bitter cold and drifting snow, nearly 50 alumni returned to campus from across the country on January 31 to celebrate what has now become an eagerly awaited Bucknell tradition – First Night. This year marked the 14th anniversary of this celebration of first-year students’ entrance into the 50,000+ member Bucknell alumni family. Over the preceding months, the Bucknell University Alumni Association Board of Directors worked with the University to coordinate an event highlighted by an intimate alumni conversation with each first-year hall group that introduced the students to the five pillars of what it means to be an alum: open doors, volunteer, give back, engage and return. For many first-year students, this was the first opportunity to engage with alumni — hopefully the first of many as alums reach out to them throughout their time on campus and beyond as mentors and friends.

Following the hall group meetings, the First-Years and alumni gathered in Rooke Chapel for an inspiring ceremony that culminated with the presentation to President Bravman of a book of first-semester memories as created by each hall group. Following the events in the Chapel, the newly-minted alumni processed along the luminary-lit path to the President’s house to serenade him with the Alma Mater.

As always, we have to thank Heather Dawson and her team for their hard work to create yet another memorable First Night experience for students and alumni alike.
MELISSA PLAISANCE ’82 ELECTED AS BUAA PRESIDENT AND BOARD OF DIRECTORS VP POSITIONS SECURED

BY CARL MARCHIOLI ’07

During the homecoming meeting in October 2013, the Board elected Melissa Plaisance ’82 as President for 2014-2016. “I know there are big shoes to fill,” said Melissa. “Our last two Presidents, Erika Stanat and Katie Malague, have set us on a very productive course.”

Melissa, who previously served as Vice President of Finance, hopes to ensure the financial security of the BUAA’s existing programs, while finding new sources of income that allow the BUAA to expand its activities even further in the future. Melissa is the Senior Vice President, Finance & Investor Relations, for Safeway Inc., and lives with her husband in Alameda, California. Her daughter, Allison, is a graduate of the Bucknell Class of 2013, and is currently working for Urban Outfitters in Philadelphia, in digital marketing for its Anthropologie brand. Allison’s son, Michael, is currently a student at Boston College.

The Board also held vice presidential elections during the most recent winter meeting. Bob Scott ’85 was elected First Vice President. Bob previously served on the Clubs & Young Alumni Committee and lives in Millington, New Jersey. Tara Lebda ’94 was elected to a second term as Vice President of Membership & Nominations, and lives in Charlotte, North Carolina. Matt Garman ’96 was elected Vice President of Finance. Matt, who previously served as a member of the finance committee, lives in Chatham, New Jersey. Christine Kelleher ’91 was elected Vice President of Strategic Planning. Christine previously served as a member of the strategic planning committee and lives in Washington, DC.

BUCKNELL.EDU IS NEW!

BY DEBRA ZAPOTOCKY RIZZI ’94

“Bucknell is New Today” was the statement that appeared on the home page on March 7 as Bucknell.edu took on a fresh new look.

What can you expect? The navigation is simpler and targeted at the user experience. Users are able to create a custom home page, selecting content they are most interested in seeing. The site is fully responsive and works well on any device. With a mix of dramatic pictures, videos, stats, stories, and facts the site encourages exploration by prospective students, and supports the search for targeted, practical information by current students, faculty, staff, alumni and parents.

Developed by Fastspot, a web design firm in Baltimore, Maryland, their conceptual approach for the site focused on accurately conveying key attributes of the Bucknell brand: intellectual and academic achievement and creating world leaders. For example, they developed “Pathways” as an editorial and creative vehicle to tell specific “big picture” stories about the University. Overall, the site now conveys a more sophisticated, worldly impression of Bucknell.

We welcome you to peruse the pages – you won’t be disappointed. Stay connected – Bucknell.edu/Proud-alum.
PRACTICE WITH THE PROS: MOCK INTERVIEWS

BY KIMBERLY WILSON WETTY '93 AND MARC STELLO '86

On January 31, 37 juniors from the class of 2015 participated in mock interviews with members of the Alumni Association Board and other supportive Bucknell alumni. This opportunity allowed students to get some interview experience and career advice from fellow Bucknellians in a low-pressure environment. Each mock interview was 30 minutes long and included a combination of practice interviews, communication skills, technique critiquing, and general career mentoring.

All alumni who participated were very impressed with the students and the talents that they gained from their involvement at Bucknell. Students showed maturity, depth and confidence in their chosen fields. And, those students who were still “undecided” or unsure where their careers might lead were eager for assistance, ideas and advice. In most cases, students had several internships and were highly involved on campus, showing they are making the most out of their college experience.

The Bucknell University Alumni Association would like to thank the Career Development Center (CDC) for coordinating this successful event again this winter. Alumni participants provided strong feedback on the rewarding experience assisting our students and we are hoping to continue this program in the future with increased participation from interested alumni and parents. If you are interested in participating in future mock interview programs, please email cdc@bucknell.edu.

BUAA SUPPORTS OUR STUDENTS IN “CAREER OPTIONS & OPPORTUNITIES”

BY MARC STELLO ’86

Continuing for the third consecutive year following Bucknell’s First Night ceremony, the Bucknell University Alumni Association in collaboration with the CDC, hosted a sophomore brunch program titled “Career Options & Opportunities.” There were 132 students from the class of 2016 who attended this event and were able to hear from a variety of alumni about career options and career paths, as well as to network within their declared area of study with similar alumni in those fields. Kate Martuscello Smith ’04 from Goldman Sachs moderated the program, with participation from Annie Seibold Drapeau ’88, Debra Zapotocky Rizzi ’94, and Peter Morgantini ’87, providing commentary on their own career choices and career paths. Our students heard alumni stories regarding the need to seek out their own career path, network with their fellow Bucknellians, and be open to abandoning career plans for opportunities that may provide even greater career advancement and fulfillment than they may envision in the early parts of their careers.

In addition to the alumni stories, students were seated at tables with one to two alumni in their area of study and actively participated in discussions with alumni present, and were also encouraged to utilize the 48 participating alumni for future guidance and networking. As in years past, student feedback was very positive. The students were engaging and very appreciative of fellow Bucknellians showing interest in their future development and careers.
A sortable map feature will help Bucknellians connect, highlighting directory postal addresses.

The Bucknell Alumni App is available free in the App Store for Apple iOS devices and Google Play for Androids.

Learn more at bucknell.edu/AlumniApp

The Bucknell Alumni App is powered by EverTrue. Directory information is secure, and users will be limited to the Bucknell community. If you choose to opt-out of the directory portion of this app, please fill out the Bucknell Alumni App Opt-Out Form, located on bucknell.edu/AlumniApp. Alumni who have previously elected not to be listed in the directory need not make a new request. Please contact the Bucknell Alumni Office at alumni@bucknell.edu or 570-577-3223 with questions.

Introducing...

the Bucknell ALUMNI APP!

Connect with Bucknellians worldwide!

Through integration with LinkedIn and Facebook, the new Bucknell app allows users to strengthen personal and professional relationships with a location-based directory. Networking with the Bucknell alumni community and engaging with the University has never been easier.

Learn more at bucknell.edu/AlumniApp

The Bucknell Alumni App is available free in the App Store for Apple iOS devices and Google Play for Androids.

A sortable map feature will help Bucknellians connect, highlighting directory postal addresses.

Say it isn’t “Snow?” BUAA member, Scott Stieler ’87, captured this great shot of Academic West after a recent storm.
SENIOR AMBASSADORS CELEBRATED THROUGH 2014 PENNANT PROGRAM

BY SHARI ASER ’98

On Saturday, February 1, 2014, in furtherance of its mission to connect and engage Bucknellians and promote and enhance Bucknell, the Alumni Association Board of Directors recognized select members of the Senior Class for their service in the past, present, and continuing into the future as ambassadors for the University.

Shari Aser, chair of the Alumni Board’s Admissions and Transitions Committee, addressed the senior honorees at the event. She thanked them for their leadership and encouraged them to continue to serve as stewards for the University after graduation by opening the doors of opportunity for Bucknell students, volunteering and engaging with Bucknell as alumni, giving back to the University with support of the Annual Fund, and returning to Bucknell to reunite with friends and mentors as frequently as possible in celebration of events like Reunion and Homecoming.

Students honored included seniors earning degrees in Education who plan to teach K-12 following graduation; participants in the Teach for America program; and senior ambassadors for Bucknell who serve vitally important roles on campus as student callers, Homecoming hosts and hostesses, admissions tour guides and office staff, and student Alumni Board representatives.

The Pennant Program recognizes the influence these Bucknell leaders have both on and off campus in enhancing the University’s relationship with prospective students and its alumni. This year we had a record number of attendees — over 56 students participated in the ceremony. Forty-six Bucknellians will graduate with degrees in Education and there are currently five students who have accepted a job with Teach for America. They will move on to serve in the noblest of professions as educators, joining a large community of Bucknell alumni teachers impacting the lives of students across the country and around the world. In addition, approximately 70 seniors regularly promote and enhance the University through their roles with the Admissions Office and in support of the Office of Development and Alumni Relations. “One of our most significant assets in our efforts to recruit prospective high school students is the tremendous team of committed, engaged, and professional Bucknell students who work in Admissions. It was a privilege to work with the Alumni Board to develop the Pennant Program and to participate in the Program’s ceremony to honor these students and the great work they do for Bucknell,” said Patricia Flannery, Assistant Director of Alumni Relations and Alumni Admissions Program. Josh Grill, Executive Director of Alumni Relations, also participated in the event, noting “The powerful and positive impact these seniors have on alumni relations is immense. These students provide a strong and meaningful connection between the University and its alumni and their hard work is greatly appreciated by my team and the University’s leadership.”
Southwest National Parks

11 DAYS OF AMERICA’S NATURAL WONDERS

*Enjoy the Southwest: dry and on the rocks*

For details or to reserve: W: bucknell.orbridge.com P: 866.639.0079
Since the release of the Campus Climate Report in September of 2011, a 68-page report that commented on a variety of campus issues such as excessive alcohol consumption, dominance of fraternities and sororities and lack of intellectual discussions taking place outside of the classroom, the Bucknell University Alumni Board has been engaging with students to understand the makeup of today’s social environment on campus.

During the winter meeting on February 1st, a student panel discussion was arranged with the help of Dean of Students, Susan Lantz, who solicited a diverse group of students to represent Bucknell’s student body including Ryan Collins ’14, Loren Jablon ’15, Manisha Chase ’16, Chet Otis ’14, and Audrey Wagner ’14.

Moderated by Melissa Plaisance ’82, the students were questioned about the Campus Climate Report and its impact on the student body. The panel communicated that they felt that since the report’s release there has been a stronger sense of community over the past couple of years and awareness has been raised about the social issues that Bucknell is facing. As a solution, the students expressed that meeting regularly in groups to reflect on key issues, and creating student-to-student mentoring and networking opportunities would aid in fostering progress.

A major part of the discussion was on two specific issues; high risk drinking and sexual misconduct on campus. Panelists discussed the increase in alternative events offered to reduce high risk drinking as well as ongoing efforts to encourage students to seek University resources. Panelists agreed that the Speak UP Bucknell program was resulting in positive changes and students are becoming more aware of broad initiatives. Speak UP Bucknell is a peer education group, coordinated by the Women’s Resource Center and Psychological Services that works to prevent sexual misconduct on campus. Speak UP Bucknell presents workshops on topics such as sexual assault and dating violence and also conducts campus outreach. During the 2012-2013 academic year, Speak UP Bucknell peers presented to approximately 1,250 students.

The discussion ended with the question, “If you were in an elevator with someone who asked why should they go to Bucknell, what would you tell them?” Manisha Chase ’16 stated, “Bucknell is a place where professors know your name vs. knowing you as a number.” Without hesitation the remaining panelists indicated that while Bucknell has difficult social issues to solve, it is still a place where you will meet some of the best people, and that once you’re a Bucknellian, you are always a Bucknellian. Of course these sentiments are shared by all of the Bucknell University Alumni Association Board!
KUDOS TO KATIE

WITH OUR ENLARGED COFFEE MUGS HELD HIGH, THE BUAAN EXECUTIVE COMMITTEE WOULD LIKE TO TOAST KATIE MALAGUE, PRESIDENT 2012-14, AND THANK FOR HER AMAZING TENURE. AS THE IRISH WOULD SAY, “IT’S BEEN GREAT CRAIC!”

“Consider Katie to be one of my closest Bucknell friends, and our paths barely crossed while we were on campus. I feel lucky to have had the opportunity to speak with her every other week. She is an extraordinary leader and I am grateful to have her in my life.”

VICTOR ARCELUIS, FIRST VICE PRESIDENT

“I loved the emotion Katie showed during her election speech in 2011. I knew she was committed but in her subsequent leadership these past two years, she showed she was the real deal. I love quoting her, “If we aren’t having fun, what’s the point?”

TARA GARRITY LEDA, VICE PRESIDENT OF MEMBERSHIP AND NOMINATIONS

“I like the later start time that Katie instituted for our morning meetings, and her amazing ability to always connect with an audience and deliver a great punch line.”

JOEL T. BERELSON, CHAIR, CLUBS AND YOUNG ALUMNI

“Over the past two years, Katie has embodied the idea behind and the meaning of the “WE DO” campaign. She has provided tangible evidence for all of us and all Bucknellians that it really is possible to try a little harder, push a little further, give a little more, and achieve success that once seemed unattainable.”

MATTHEW GARMAN, MEMBER AT LARGE

“I was introduced to Katie during our first Board related weekend on campus together ... I vividly remember how gregarious and funny she was. I always enjoyed her committee reports more than any one else’s, she had an uncanny way of making them entertaining. Years later, she is an outstanding leader, mentor and friend.”

MELISSA CAMPBELL PLAISANCE, VICE PRESIDENT OF FINANCE

“I’ve really been impressed with how Katie has moved us forward, always mindful of our mission and strategic goals – and always with humor and a smile.”

JIM HUGHES, CHAIR, CAREER ADVISORY

“Katie is an original, but there is one recurring theme which varied slightly with each telling: ... Katie: “So, I was walking down the street in (Washington, London, New York ...) and I saw someone wearing a Bucknell (t-shirt, ball cap, sweatshirt...) and I waved and said (“Ray Bucknell”, “Go, Bison!”, “Class of ’94!”). We were like family!”

BARRETT SIDES, CHAIR, DEVELOPMENT

“One of my favorite highlights was riding with Katie in a horse drawn carriage around Lewisburg after my very first board meeting. Little did I know that this very entertaining would one day turn out to be such an effective leader for the Alumni Board and Bucknell.”

BOB SCOTT, MEMBER AT LARGE

“Katie’s pep and self-deprecating wit were always the perfect ice breaker and glue to keep our group focused and engaged. You said the BUAAN would be the envy of any organization or company. I say, you are the boss we all wish we could have wherever life takes us!”

MEREDITH ROWLEY, CHAIR, COMMUNICATIONS

“Once in a while you have the privilege to get to work with someone who is truly remarkable. A person who can think about the little things to make an experience better for everyone, while keeping an eye on the vision, and motivating a team of people towards advancing that vision. Katie is that person.”

JOSH GRILL, EXECUTIVE DIRECTOR OF ALUMNI RELATIONS

“Katie has made community-building a priority over her past two years, and it has strengthened the Board. Moving the ‘Friday’ night Board gatherings back to campus encouraged a wider variety of members to engage socially, provided a glimpse into some of the really unique places at Bucknell, and supported the school’s goals of socializing on campus vs. downtown. Well done!”

MICHELE MATZ BIAMONTE, MEMBER AT LARGE

“THE MUGS! I love how she always thinks outside the box and finds ways to implement new and creative ideas.”

SHARI ASER, CHAIR, ADMISSIONS AND TRANSITIONS

Katie Malague
President
2012-14
2012 – 2014 COMMITTEE

PRESIDENT
Katie Malague ’94
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FIRST VICE PRESIDENT
Victor Arcelus ’96 M’98

VICE PRESIDENT OF FINANCE
Melissa Campbell Plaisance ’82

VICE PRESIDENT OF MEMBERSHIP AND NOMINATIONS
Tara Garrity Lebda ’94

VICE PRESIDENT OF STRATEGIC PLANNING
Frank Davis ’82

CHAIR, ADMISSIONS AND TRANSITIONS
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CHAIR, CLUBS AND YOUNG ALUMNI
Joel Berelson ’85

MEMBER AT LARGE
Michele Matz Biamonte ’94
Matthew Garman ’96
Robert Scott ’85

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2014 EVENTS/KEY DATES

April 10
Management Education Initiative Event, NYC

April
Worldwide Community Service Month

May 29 – June 1
Reunion Weekend

May 30
Alumni Board Reunion meeting

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