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Winter Storm Jonas hit the East Coast in January this year, and disrupted many things... including the winter meeting of the Bucknell University Alumni Association Board of Directors. Lots of planning had gone into our meeting that was scheduled for Saturday, January 23, in Philadelphia. We had planned to start Friday night with an event sponsored by the local Philadelphia alumni club at the Barnes Foundation. We were expecting a sell-out crowd — 170 people had signed up to attend a very special evening that included a reception followed by a presentation from Professor Roger Rothman, a distinguished Professor of Art & Art History at Bucknell, and free time to explore the galleries that house over 3,000 masterpieces. Instead, the locals were braced at home as snow came down rapidly, and made the city a difficult place to navigate, and from my perspective on the West Coast, it seemed the entire East Coast was immobilized.

Because our meeting was planned to be off campus, and would not have events with students, we were anticipating time to get to know one another better, and even had prepared an ice breaker exercise. We were looking forward to lunch with Chris O’Brien ’80, who currently serves on the Bucknell Board of Trustees, and we were going to gather in small groups to further the discussion from the Alumni Leadership Summit regarding On-Campus, Off-Campus and Online Engagement, as well as Diversity.

The best laid plans led to angst as the weather predictions started rolling in, and as the date drew near, and the predictions got worse, we made the initial call to postpone the meeting. Committee meetings were held via conference call on Saturday morning and each committee chair submitted notes for the record. After trying to find another weekend when we could get a quorum failed, the meeting on Saturday morning and each committee chair submitted notes for the record. We chose to postpone the meeting. Committee meetings were held via conference call on Saturday morning and each committee chair submitted notes for the record. After trying to find another weekend when we could get a quorum failed, the meeting was canceled.

“In this truly transformative change at Bucknell, one that will greatly enhance our ability to attract outstanding students who might not otherwise have the opportunity to attend our University,” said Bucknell President John Bravman. The pledge is a significant contribution to the WE DO. campaign, which has now raised close to $400 million. To honor the largest pledge in Bucknell history, the University’s iconic Academic Quadrangle will be renamed to ensure the Malesardi legacy will continue on in name and spirit for years to come.

CBS Corporation’s President, CEO and Chairman, Leslie Moonves ’71, President, CEO and Chairman of CBS Corp., will address Class of 2016 graduates on May 22 at the University’s 166th Commencement.

As an undergraduate, Moonves majored in Spanish and performed in several plays at Bucknell. Upon graduation, he realized his talents were best suited behind the scenes and has gone on to lead the $30 billion organization that is CBS Corporation, a media network that has been awarded America’s Most Watched Network 12 out of the last 13 years.

“We are extremely pleased that Mr. Moonves accepted our invitation to speak at what is sure to be one of our most memorable experiences at Bucknell,” said Connor McLaughlin, Associate Director of Alumni Engagement.

Moonves will undoubtedly impart words of wisdom that resonate with our class and the Bucknell community at large.”
WELCOME, POSSE 12!
BY RAJ THANGAVELU ’98

“Simply put, Posse is family. At Bucknell, Posse was my support system and encouraged me to be the best person I could be. I made lifelong friends (both Scholars and non-Scholars alike), everlasting memories, and have a network of future leaders. I am forever grateful for the experiences I had on campus and look forward to new ones that await me in the future.” – MICHEL AJJAN ’14

These words perfectly describe the Posse program and its impact on Bucknell students. Posse started in 1989 and its mission is rooted in the belief that a small, talented and diverse group of student can help to jumpstart both individual and community development. One of Posse’s primary aims is to train a group of student leaders from diverse backgrounds; expand the pool from which top colleges and universities can recruit outstanding young leaders from diverse backgrounds; and bring a great mix of ethnicity and gender. Two other Posse cities, Boston and Los Angeles, are also affiliated with Bucknell. They too are sending ten students each.

The nomination process is not easy. To receive a full-tuition scholarship, a candidate must first be nominated and fill out an application. After that, there are multiple interviews; first in a large group setting and then the more traditional interview. Finally, the candidate must apply to the school to be selected. Once selected, the recipients are required to attend weekly training sessions that address four areas including team building, leadership, academic excellence and cross-cultural communication. The trainers work very hard to ensure that the Posse Scholars are ready to attend Bucknell.

Over the past several years, Bucknell has gained as much from the Posse Scholars as they have from Bucknell. They have been leaders on campus and have served in a variety of positions. Additionally most are graduated and have gone on to successful careers or graduate schools.

We welcome the Posse 12 class to Bucknell for the fall of 2016!

In 2015, Bucknell showcased a record-breaking application rate of 10,967 applications that resulted in fulfilling 938 spots. Many reasons for the increase included dropping the additional Bucknell-required essay on top of the Common Application personal essay and short essay on academic interest, lowering the application cost from $60 to $40, and driving traffic to Bucknell’s new mobile-friendly website to meet the needs of prospective students that communicate on mobile phones and tablets.

So, how are we doing this year? According to Rob Springall, Dean of Admissions, “I am very pleased to report that the pool is as diverse as last year’s and reflects a continued high level of interest in Bucknell. We are now in a mode of interest in Bucknell.” We are now in a mode of interest in Bucknell.”

If you know just one bright, interesting, thoughtful high school student whom you think would thrive at Bucknell, Just One is your opportunity to help us identify future multicultural and international students to build the next generation of Bucknellians.

LEARN MORE: BUCKNELL.EDU/JUSTONE

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LEARN MORE: BUCKNELL.EDU/JUSTONE
The mere process of sitting down to write this piece puts me back in my apartment on the pedestrian street Store Kannikestræde, my favorite coffee shop with the big windows where I used to watch Danes linger in the street, and my design studio, empty as I worked until 2 AM.

I took my four months studying in Copenhagen to take advantage of opportunities to do things differently. This began with choosing to focus my studies for the semester on graphic design, capitalizing on the principal reason why I chose Denmark—Danish design. Instead of the business-focused courses I was so used to as a School of Management student at Bucknell, I found myself studying furniture design, collecting postcards and paper scraps from country to country to put in my visual journal, and designing posters on train rides through Italy. I traveled through Denmark and the Netherlands with my design course, visiting museums and studios in the likes of Aarhus, Odense, Rotterdam, and Amsterdam and delving into the works of designers such as Arne Jacobsen and Wim Crouwel. I was plucked out of my business comfort zone and submerged completely into an art-centric world, and I embraced it fondly.

Although I learned a lot through my courses, I found that a large portion of the learning and growing I did came from experiencing what I used to hear about online and on TV firsthand. This came in the form of realizing that the synagogue I was sitting in during the high holidays, the synagogue right around the corner from my apartment, was the same one where a gunman opened fire earlier in the year. It came in the form of realizing many of my friends were in Paris during the time of the attacks, then coming together with the European community I felt very much a part of to stand with the city.

It came in the form of traveling from Hungary to Croatia during one of the largest human rights issues our generation has seen—the refugee crisis that was, and is, very present on that border. It came in the form of seeing firsthand the stark divide of Danes on their views on giving refugees the opportunity to call Denmark home, and reflecting on the idea that my parents’ families attained asylum in Europe as refugees just a few decades prior. Each tragedy and display of hardship, however, served as yet another opportunity to do what everyone says you do when you go abroad—grow.

In addition to everything I learned, my semester abroad gave me the opportunity to enjoy. Sitting in the fourth row at the Camp Nou, a stadium I had seen so many times on my TV, alongside two other Bucknellians to watch my favorite club, FC Barcelona, play to this day feels surreal. I bathed in the Budapest baths, went island hopping in Croatia, skied for the first time in my life in the Swiss Alps, screamed with local fans in Lithuania as their team advanced in the FIBA Basketball Tournament, drank the greatest hot chocolate in a cafe nestled in a Norwegian mountainside, and chased the Northern Lights in Iceland.

And with all of that said, when people ask me what the highlight of my semester abroad was, I tell them about that one time in September when I got off at the Nørreport Metro Station, the station closest to my apartment in Copenhagen, after a week of traveling with friends, let out a sigh of relief, and felt immediately and entirely at “home.”
INTERVIEW WITH MELISSA PLASANCE, PRESIDENT, BUAA BOARD OF DIRECTORS

BY KIMBERLY WILSON WETTY ‘93

Describe for me how the BUAA works/operates from the Executive Committee and the entire board, to working with the University, Alumni and Students?

The BUAA is comprised of about 50 voting alumni members and 10 non-voting student members. The board conducts its business through a committee structure, and each committee chair is a member of the executive committee, along with the President, First Vice President, and up to four members-at-large. The executive committee meets via conference call bi-monthly. The executive committee calls are often preceded or followed by committee conference calls.

The full board meets in person three times a year, typically on campus. During those meetings, in addition to committee meetings, there are opportunities for us to hear from University staff and faculty, and to interact with students. When you took the role of President of the Bucknell University Alumni Association, what were some of your goals or objectives you hoped to accomplish during your term?

As President, I wanted to be sure to listen to our membership, both members of the current board, former board members, and alumni at large to set the agenda for the following two years. Our executive team began our term armed with data from a board survey and an alumni survey, and we convened a focus group of both members of the current board, former board members, and staff and faculty, and to interact with students.

When you took the role of President of the Bucknell University Alumni Association, what were some of the duties and outstanding projects that the Committees have been working on?

Each of our committees carries out meaningful activities and projects that advance our mission, which is to represent and engage alumni, as well as promote and enhance Bucknell University.

• Finance — prepares an annual budget and tracks our revenues and expenses, and oversees our grant program and scholarship endowment. In the last two years, we transformed our funding model, by moving our “reserves” into an endowment that (at current returns) is expected to fund approximately one-third of our expenses going forward, another third is expected largely from the Travel Program revenues, and the final third is to be funded by the University through the Alumni Relations budget. The committee has approved funding for five BPIP grants each year, allowing Bucknell students to pursue non-profit, public interest summer internship programs and has funded grants for events that bring alumni and students together.

• Membership & Nominations — ensures that we recruit and retain strong alumni membership and oversees the annual alumni award process. Countless hours are spent on the phone between meetings to ensure the proper selections are made. In addition, M&N keeps track of member engagement and tries to ensure membership satisfaction and retention, which is critical to enable a high functioning board.

• Strategic Planning — assists with our survey work and benchmarking versus other University Alumni Associations, in order to produce a strategic plan every two years. The strategic plan serves as the guide for the executive committee for the President’s two year term. The strategic plan to be discussed at the committee not only compiles the plan, but produces a mid-term and bi-annual report of progress against the stated objectives. A tremendous amount of coordination is required, and the outcome has been outstanding.

• Clubs & Young Alumni — is responsible for coordinating with local Bucknell Clubs on a number of events, including: the Welcome Event in over 20 cities in September, welcoming new students to campus; the Annual Regional Events (VR) volunteer events that take place throughout the U.S. in the Spring; and has created a new program, Table for 12, to engage alumni who do not frequently attend Bucknell events, in a small group meal in their local community. These events are critical to enhancing engagement.

• Career — organizes the Sophomore Brunch, which allows sophomores to learn some networking techniques and interact with alumni in various career pursuits, works with the CDC throughout the academic year, on such topics as the junior mock interview program which may soon go virtual to keep up with the times and allow for even greater participation.

Admissions & Transitions — from the Admitted Students Alumni Panel, First Night, the Pennant Program and the Senior Sunset event, admissions and transitions touches Bucknell students throughout their on-campus tenure, and sets the path toward life-long engagement.

Communications — assists every committee in getting their message across, helps us keep in touch with former board members through the Mail List, and to reach alumni and students on an ongoing basis through a newly energized social media outreach. In the last two years, the professionalism of our written and published communications has grown tremendously. Our strategic plan document was transformed into a “work of art” and was published on our area of the alumni relations website. In addition, the Magnet has been a beautifully designed newsletter. The committee is contemplating moving the Magnet to digital form (via email) to reduce the cost of printing and mailing, while being kinder to the environment.

Given your years of volunteer service for the university, what have you seen change most at Bucknell?

Bucknell has continued to grow in national recognition and stature among liberal arts institutions, and has developed strong colleges, including the College of Arts & Sciences, the College of Engineering, and the recent approval of a College of Business Management.

What advice do you have for BUAA members and alumni about leadership and volunteerism?

As with anything, if you follow your passions, you often can find truly satisfying experiences. I really enjoyed my time at Bucknell, and was motivated to remain engaged, even though I moved to the west coast a year after graduation. I did what I could in the early years from far away, and for instance, helped with west coast admissions activities including college fairs and reaching out to admitted students, as well as my class reunions. When my children grew up and became more independent, I began to explore other opportunities to get involved, and was invited to be on the Alumni Board. It has been an honor and privilege to be engaged and to lead the BUAA, and I have met and become friends with Bucknellians of all ages, who are involved in a wide variety of daily pursuits, and live in places scattered all around the country. My life has truly been enhanced by this experience. So my advice is to follow your passions, and the work involved can be very rewarding.

What is your favorite place on campus and why?

My favorite place on campus is the Academic Quad, which is being renamed in honor of the recent significant financial commitment to the University from Bob and Doris Malesardi. To me, it will always be the center of campus, where I transversed every day to class and where my daughter and I both experienced our graduation from Bucknell. In addition, I have had the privilege of congratulating two classes of Bucknell graduates at commencement ceremonies the last two years, as President of the BUAA.

The Rhine | 8.26.16 - 9.3.16

On this meandering journey aboard the 361-foot Avalon Tranquility II, cruise the ancient trade route along the scenic shores of Germany and France, dotted with wonderful small villages and fascinating historic towns. Lovely guided sightseeing in Strasbourg, Koblenz, and Heidelberg. Enjoy a visit to La Petite France district and the gothic cathedral in Strasbourg, the Gutenberg Museum in Mainz, and Siegfried’s Mechanical Musical Instrument Museum in Rudesheim. Also, admire Cologne’s “Kölner Dom,” Germany’s most renowned cathedral whose Gothic architecture took longer than 600 years to construct, pass beneath the legendary Lorelei rock towering above the Rhine, and see the canals of Amsterdam. Aboard the ship, relax and refresh with onboard lectures, activities, entertainment and incredible views.

INCLUDED IN THE TRIP:

• A 7-night cruise aboard the Avalon Tranquility II
• 7 breakfasts, 6 lunches, and 7 dinners served with wine and beer — including special welcome and farewell dinners
• Full-service of a dedicated Orbridge Travel Director in addition to the ship’s Cruise Director and expert local guides
• On-board lectures, activities, and nightly entertainment
• Exclusive Orbridge tour to the Netherlands’ premier art trove, the Rijksmuseum
• Guided sightseeing in Cologne, Koblenz, Heidelberg, and Breisach
• Visit to La Petite France district and the gothic cathedral in Strasbourg, the Gutenberg Museum in Mainz, and Siegfried’s Mechanical Musical Instrument Museum in Rudesheim
• Airport transfers for guests arriving and departing during the suggested times
• All port charges, excursion transportation, entrance fees to included sites, and gratuities to ship crew

Orbridge Travel Director, Cruise Director, local guides, drivers, and porters

WWW.BUCKNELL.EDU/TRAVELPROGRAM
With the start of the spring semester came the re-opening of one of Bucknell’s most historic structures, the Carnegie Building.

The Carnegie Building, though new in edition, finds its origins dating back over a century to 1905. The building gifted to the University from Andrew Carnegie was the University’s first campus library. The original Carnegie Building did not feature artificial lighting, instead capitalizing on natural light via a bright atrium. The interior of the original structure was designed by then University President John Harris.

The original layout, however, saw its fair share of alterations before reaching its current model. Architects and designers sectioned off the open spaces into smaller rooms and offices, and students protested when the University almost knocked the building down during the 1997-1998 school year.

Barring all of the changes, the current design pays homage to the original layout, offering students a wide, airy space to do work in. Furthermore, the revival of the previously boarded-up atrium brings back the emphasis on maintaining a bright environment. The building’s other architectural nuances include detailed woodworking, cork floors, and copious skylights.

Subsequent to nearly eight months of construction, the newly restored building has been quick to establish its presence on campus. Much of this can be attributed to the wealth of student resources that now call Carnegie their home, including the University’s Office of Accessibility Resources, Grist Institute for African Studies, Teach and Learning Center, and Writing Center. In addition, the Geology Department’s labs make up the basement of the building.

Many of these student and faculty resources made the move over to the Carnegie Building from their previous home in Roberts. This not only allowed the University to get construction underway on the Roberts dorms, but it also allowed these organizations to move to a more visible location on campus.

Senior Peer Writing Consultant at the Writing Center Anna Jones ’16 was thrilled to already be taking advantage of the new facilities. “It’s nice that we are pretty easy to find now, rather than just being hidden in Roberts,” she said. “The additional classrooms and spaces also give us the freedom to take writers into quieter areas on busy days.”

Beyond the array of resources, the new Carnegie Building also serves as an ideal space for students to focus on their studies. Sarah Cattano ’18, a Kress Resident on campus, has already integrated the building into her daily routine.

“They seem to have designed Carnegie with students in mind; it’s a great break from the usually busy library,” Cattano said. “It offers a fantastic atmosphere for both collaboration and quiet studying, and the long tables and many study spaces are wonderful to have so close to my dorm.”

With the restoration of Carnegie, the University has made an effort to bring alumni, students, parents, and friends of Bucknell University together to improve their local communities. Find opportunities to give back in your city by visiting the Regional and Campus Events calendar at Bucknell.edu/Alumni.

AVID KHORRAMIAN ’17

NEW BUA Members AND VP ELECTIONS

CARL MARCHIOLI ’07

In February, the Board elected four fantastic vice presidents. Each member will serve from 2016 to 2018.

Debra Zapotocky Rizzi ’94 was elected First Vice President. Deb is the president and co-founder of Rizzi, a creative agency campaign. She most recently served as the chair of the Communications Committee where she utilized her branding and design skills to establish the BUAA’s branding guidelines and to enhance the Board’s programming. When she assumes her role later this year as the Board’s second in command, her wish is to support the ideas and wishes of the University and BUAA President, but even more so, to use her strategic skills to listen, learn, and establish notable programs that will positively impact the students of today and tomorrow.”

Susan Gregg Rice ’82 was elected Vice President of Finance. Susan is the president of Rice Sterling and Associates, an accounting services and consulting company in northern Virginia. A veteran member of the Finance Committee, Susan hopes to continue the exceptional work and service that the committee has performed in recent years. She also plans to “continue to look for new revenue streams for the Board and to make the most of the ones we have, ensuring they are consistent with our plan and message.”

With these four vice presidents, along with the leadership of President-elect Tara Garrity Lebda ’94, the Board is positioned to have a productive and successful two years.

Christine Zapotocky Kelleher ’91 was elected to her second term as Vice President of Strategic Planning. Christine is a managing director at Avec Capital, a firm that provides marketing and business development services to alternative asset investment managers. During her first term as vice president, she spearheaded the development of the Board’s most recent strategic plan, resulting in a document that catalogues and markets the Board’s significant efforts and provides a foundation as the Board moves forward. Her vision for the next two years includes “helping the Board formulate what we want to achieve, determining how to measure success, and celebrating our achievements, which are rich and many.”

Tom Rooke ’06 was elected Vice President of Membership and Nominations. Tom is currently a regional underwriting officer with Zurich North America. Aside from serving on the Finance Committee and the Membership and Nominations Committee, during his tenure on the Board, Tom has served as the co-chair of the BUAA Awards Committee. He also is a campaign cabinet member for the WE DO Campaign.

As vice president, Tom looks forward to “building on the strong foundation established by recent leadership and to spearheading efforts to seek talented alumni who represent the best in Bucknell.”

Join the Bucknell CARES movement!

Bucknell CARES is an annual, nationwide volunteer effort to bring alumni, students, parents, and friends of Bucknell University together to improve their local communities. Find opportunities to give back in your city by visiting the Regional and Campus Events calendar at Bucknell.edu/Alumni.

Ray for Jackie Eppinger ’15, designer of this year’s Bucknell CARES t-shirt! T-shirts will be distributed to volunteers at 2016 Bucknell CARES events. Thank you to all those who submitted creative entries!
2014 – 2016
BUAA EXECUTIVE COMMITTEE

PRESIDENT
Melissa Campbell Plaisance ’82, P’13

FIRST VICE PRESIDENT
Robert Scott ’85, P’17

VICE PRESIDENT OF FINANCE
Matthew Garman ’96

VICE PRESIDENT OF MEMBERSHIP & NOMINATIONS
Tara Garrity Lebda ’94

VICE PRESIDENT OF STRATEGIC PLANNING
Christine Zapotocky Kelleher ’91

CHAIR, ADMISSIONS & TRANSITIONS
Shari Aser ’98

CHAIR, CAREER ADVISORY
Anne Seibold Drapeau ’88

CHAIR, COMMUNICATIONS
Debra Zapotocky Rizzi ’94
debra@rizcodesign.com

CHAIR, DEVELOPMENT/CONSTITUENT ENGAGEMENT
Laurel Ziegler ’99

CHAIR, CLUBS & YOUNG ALUMNI
Joel Berelson ’85

MEMBER AT LARGE
Victor Arcelus ’96
Lisa Morrison Bogan ’78, P’13
Rich Karcher ’05
Brian Regan ’93

2016 EVENTS/KEY DATES

June 2 – 5, 2016
REUNION WEEKEND
Register online: Bucknell.edu/Reunion

June 3
ALUMNI BOARD MEETING

October 21 – 22
HOMECOMING
Including: Sophomore Career Lunch, Pennant Program, First Night

CONTACT US

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Bucknell University Alumni House
90 University Avenue
Lewisburg, PA 17837

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

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