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Homecoming 2013 presented crossroads of the old and the new. The Alumni Association Board of Directors (Alumni Board) began our meetings Thursday night in Academic West, the stunningly beautiful new building (naming rights still available) that will anchor the emerging quad south of Bertrand Library. Following a building tour, the Alumni Board transitioned to the library’s (old) Traditional Reading Room for a social gathering. It was the perfect blend of the old and the new.

Events abounded on campus. Nashville-based singer-songwriter Christopher Williams ’92 performed at Bucknell Hall, and 12-time Grammy winner Emmylou Harris took to the stage at the Weis Center. Perhaps most headline-grabbing, the football team defeated Lehigh 48-10 (that is not a typo). And the Alumni Board covered important territory toward our mission.

We formally welcomed nine new Alumni Board members, including three student members – and elected Melissa Campbell Plaisance as our new president, for a two-year term beginning July 1, 2014. (I fear this makes me the soon-to-be “old” president.) Hailing from California, Melissa is a 1982 graduate, the parent of a member of the class of 2013, current Vice President of our finance committee, and Senior Vice President of Finance and Investor Relations for Safeway Inc. As I plan to pass the baton to Melissa, I’m reminded about the Alumni Board’s exceptional concentration of talent, which would be the envy of any organization in any industry.

At our winter meeting this past February, the Alumni Board launched three cross-committee initiatives focused on key issues for the Alumni Board: alumni engagement, our online presence, and the Volunteer Leadership Summit. Each team presented updates and proposals at our Homecoming meeting this October, outlining the path forward in each area. One promising idea was to more broadly distribute this newsletter, *The Magnet*, published three times a year to highlight the Alumni Board’s ongoing efforts to represent alumni, engage Bucknellians, and promote and enhance Bucknell University. If you’re a new reader, I hope you enjoy it — and we welcome your input.

The Alumni Board and the Office of Alumni Relations co-hosted the Volunteer Leadership Summit on Saturday, November 16, 2013, in mid-town Manhattan. Held immediately prior to the We Do campaign launch in New York City, the Summit involved key volunteer leaders representing volunteer boards and councils — and enabled the Alumni Board to engage with our stakeholders in an important regional area. It was our second leadership summit, but the first conducted off campus.

In the pages that follow, there’s more information about the cross-committee initiatives – plus Bucknell’s website redesign, an alumni app launch, and the alumni travel program.

Homecoming brings reflection on our campus years — and anticipation of our future engagement with Bucknell. Whether old or new, visiting Lewisburg is always coming home.
Thank you to the Alumni Board for an extremely productive and enjoyable fall meeting. We are seeing tremendous strides and introducing exciting program enhancements, and I have never been more proud to be part of the Bucknell community.

Homecoming Weekend was a huge success and we enjoyed seeing everyone who traveled back to campus for the events. The Bison had a near-flawless 48-10 victory over Lehigh, the Tailgate Tent was brimming with fun, we had great fall weather, and campus was filled with a true WE DO spirit.

The latest and largest WE DO Tour event occurred on Nov. 16 in New York. With a crowd of almost 700 Bucknellians, the event was truly incredible. Attendees enjoyed an exciting evening of food and fun and had the opportunity to engage with current faculty and students and learn more about the campaign. You could literally feel the excitement and buzz in the room. I hope to see you and your families at upcoming WE DO Tour Events. Join us in Palm Beach Gardens, FL on Jan. 23 and Naples, FL on Jan. 25. Look for more 2014 dates to be announced soon.

A new Bucknell Alumni mobile app launched at WE DO New York. This will truly be a revolutionary engagement tool for our community. Through integration with Linked and Facebook, the new app allows users to strengthen personal and professional relationships with a location-based mobile directory. I anticipate the introduction of this platform to continuously evolve and to open new doors for Bucknellians to network with each other and with the University. The app is available free in the App Store for Apple iOS devices and in the Google Play store for Android.

Also coming down the pike is a University website redesign. The new design will be innovative, friendly and considered ground-breaking for the higher education field. Alumni-specific content, currently housed within B-Link, will also undergo this complete restructuring to join the new design. With the help of the Alumni Board, web content and structure is currently being evaluated to prepare for an early 2014 launch.

I am happy to see so many deserving 2014 Bucknell Alumni Association Awards nominations, honoring individuals’ achievements and loyalty to the University. Nominations are being evaluated and recipients will be recognized next year at Reunion Weekend.

Congratulations to the Bucknell University Alumni Award recipients who were recognized at the Academic Year Kickoff Dinner on Friday, Oct. 4. Award winners were as follows: Distinguished Citizenship Award: Sue Mathias ’69, Artistic Achievement Award: Charlie Collier ’91, and Distinguished Engineering Alumni Award: Heidi Nepf ’87.

In this season of thanks, a heartfelt thank you to everyone who helps make Bucknell a great community to be a part of, and one that is continuously thriving. Until next time… ’ray Bucknell!

**LIFE UPDATES**

- Shari Aser got married.
- Lynn Mull had a baby (Nora).
- Roxane had a baby girl (Piper) on November 19.
- Carl Marchioli and his wife, Karen, are expecting their first child in January.
- Meredith is leaving the Board to lean into motherhood; Deb will step in as Communications chair.
- Tom Zhu ’14 participated in a 2013 summer internship at Goldman Sachs, Securities Sales and Trading in NYC; launched BuckSell.com on Bucknell campus.
In the fall of 2011, the Alumni Association held the first ever Volunteer Leadership Summit. The event was such a success a cross-committee was established to organize and track the progress of subsequent summits. Under the leadership of Todd Singer and Laurel Ziegler, the 2013 VLS included many new faces, a new venue but the same goal — to gather the alumni community’s most dedicated volunteers to share best practices and learn from one another on how to best serve the University.

The summit was held November 16 in New York City just prior to the “We Do” event. While previously held on campus during Homecoming, this strategic move embodied the spirit of the summit — maximizing efficiencies.

The committee spent the last year fine-tuning a packed agenda. Highlights included a speech by President Bravman who spoke about the importance of volunteers, a moderated interview with Jeb Bachman from the Board of Trustees and a breakout session where the participants where broken into small groups. Attendees were also given a few tokens of appreciation from a stylish pen set to orange and blue M&M’s, of which none made it out of the room. A wide variety of volunteer groups were represented, with sixty participants representing thirteen volunteer groups in attendance. The volunteer groups included the Alumni Board, Bison Club, GALABI, the Bucknell Public Interest Program, regional club representatives and much more.

Initial reviews of the Summit have been extremely positive with attendees appreciating the chance to hear from the President and also from the Board of Trustees. However, for many people, the small group session was the highlight. Wes Pyron ‘12 reported, “The most rewarding part of the day was the small group discussion which created an environment to connect more personally with other Summit attendees, but also to hear more detailed examples and analysis of ideas to further strengthen alumni networks and enrich the interaction and connectedness between alumni, current students, and future students. I felt like a student furiously taking notes and comments, and I’m eager to begin developing these shared ideas and goals into practice, and continue to improve our DC Club’s outreach and presence!”

From the chance to meet other volunteers, to hearing the President speak, the Volunteer Leadership Summit can by all accounts be deemed a success. Most importantly, attendees were presented with a variety of new ideas that they can take to their constituents and develop new opportunities to engage their fellow Bucknellians.
TRAVEL THE WORLD WITH FELLOW BUCKNELLIANS

BY MELISSA PLAISANCE ’82

Are you thinking about planning a trip abroad with family or friends or want to explore some exciting destinations within the United States and don’t know where to start your planning? Would you look forward to meeting other Bucknellians on your travels? Well, we have a solution for you!

For many years, the Bucknell University Alumni Association has worked with a small group of travel companies to organize trips for Bucknell Alumni. If you enjoy traveling to wonderful destinations on exclusive programs supported by knowledgeable guides, then join in on one of the upcoming travel programs in the company of fellow alumni.

The programs we have selected offer travel experiences worldwide to members of the Bucknell family: alumni, parents, and friends. Scheduled destinations throughout 2014 include: Burma, the Panama Canal and Costa Rica, Cuba, Holland and Belgium, Tokyo and Seward Bering Sea. There are also trips to the Alutian Islands, the Italian Lake District, as well as Iceland to Greenland. New domestic destinations include Southeast Alaska and Southwest National Parks. Check out our scheduled destinations at bucknell.edu/x822.xml and join us for an unforgettable travel experience. You also may contact the Office of Alumni Relations at alumni@bucknell.edu or call (570) 577-3223 for more information.

WEBSITE REDESIGN

BY KIMBERLY WETTY ’93

Exciting news for the mighty Bison Community – Bucknell will be releasing a brand-new website and alumni directory app within the next few months! In-depth renovations of the site are currently underway. As a member of the Communications Committee of the Alumni Board of Directors, I was fortunate to receive a sneak peak at the site over Homecoming Weekend.

What stands in the forefront of my mind about the new site is the cutting edge, sleek, and efficient design. The website is focused on attracting prospective students and their families and also aimed at providing current students, faculty, and parents with a new platform that facilitates a more seamless navigation experience.

Another notable update that is particularly relevant to Alumni is the launching of a new mobile app for the alumni directory, making it easier to stay connected on the go with practical and cool features such as a list of scholar and athletic events, LinkedIn profiles, updates from the university, and an overall simple way to connect with Alumni. The estimated launch of the website and the alumni directory app are set before the end of January 2014, so be sure to check for updates and the big release in the near future.

Regardless if you are a frequent visitor to the campus or live on the opposite side of the country, stay connected with Bucknell through B-Link, as the site is always receiving updates. Also, make sure to follow @BUalumninews on Twitter for daily news, reminders, photos, and more. Bucknell plans to do a marketing launch when the new site goes live...stay tuned!

'ray Bucknell
One of the goals of the Bucknell Alumni Association Board is to engage alumni in meaningful ways and encourage them to ‘give back’ to their alma mater. These days, this means so much more than just an annual financial contribution during an annual appeal or capital campaign. More and more alumni are engaged in networking via professional networks, mentoring current students and recent alums, and even teaching classes and workshops.

To make this engagement more deliberate and focused, the BUAA created the Alumni Engagement committee, an ad hoc group of members from each of the BUAA standing committees, and one with a nine month lifespan. The group was charged with expanding the Alumni Board’s thinking as regards promoting to alumni a life-long relationship with the University. In its work, the committee considered how these concepts could be operationalized as the Alumni Board pursues its goals and the University advances its relationship with alumni both on and off campus.

Specifically, the committee was charged with proposing programs and strategies that:

- promote engagement
- recognize alumni engagement
- broadly celebrate alumni engagement
- provide students with the opportunity to witness engagement
- identify specific alumni groups that may be most receptive to programmatic outreach.

A key aspect of all of this work is having alumni serve as role models for other alumni (and students), demonstrating their devotion and commitment to their alma mater.

At the 2013 Homecoming meeting of the BUAA, the Alumni Engagement Committee proposed the following activities:

- **“Dinner With 12 Strangers”** Invite 12 previously unacquainted Bucknellians (alumni, students, faculty/staff) to gather for a meal in a casual setting. A pilot program in DC was oversubscribed!

- **Increased distribution of The Magnet** Expand its reach by adding links to it in all Bucknell digital media, as well as increase the mailing of hard copies to select groups of alumni.

- **Mentoring Program/Leadership Institute** Work with the University to increase intentional mentorship/leadership opportunities for students and alumni.

- **“Alumni Read”** Coordinate with professors and University staff to offer alumni worldwide the opportunity to read and discuss the book selected each year as the first-year student reading assignment.

These proposals are in their earliest stages, but each has been assigned to a standing BUAA committee for further research. Look for updates here in *The Magnet* as the projects progress.
NEW MEMBERS

BY CARL MARCHIOLI '07

- **Communications: Carl Marchioli '07** After graduating from Bucknell, Carl attended Harvard Law School. Following graduation in 2010, he served as a law clerk to Judge Steven Colloton of the U.S. Court of Appeals for the Eighth Circuit. He then served as a law clerk to Justice Antonin Scalia of the Supreme Court of the United States. Carl is currently an associate attorney in the Washington, DC, office of Gibson, Dunn & Crutcher. He lives with his wife, Karen '07, in Rockville, Maryland.

- **Strategic Planning: Christine Kelleher '91** Christine majored in Russian and International Relations at Bucknell and has master's degrees in both Russian and East European Studies, and History from Georgetown University. She is currently a managing director with Avec Capitol, a boutique strategic advisory group that manages capital raises for alternative asset investment firms. Previously, she worked for Georgetown University's investment office. She and her husband, Jason, and their son, Gabriel, live in Washington, DC. She enjoys travel, volunteering at church and school, reading historical fiction, and, most of all, being a soccer mom.

- **Clubs/Young Alumni: Carolyn Wethington '05** After graduating from Bucknell in '05, Carolyn moved to NYC to work as an analyst for Goldman Sachs in their Securities & Trading division. During her time in NYC, she served as one of the co-Presidents of the Bucknell alumni club of NYC for several years and as a co-chair of her class's five-year reunion committee. In June of 2010, Carolyn left Goldman Sachs and NYC to attend Darden School of Business at the University of Virginia for her MBA (she just couldn’t stay away from the orange and blue). Carolyn returned to NYC to start a new career in management consulting at L.E.K., consulting this past September following her graduation from Darden in May of 2012. She currently resides in Manhattan with her husband, Bryan, and 10-month old daughter, Charlotte.

- **Finance: Thomas Rooke '06** Tom is a 2006 graduate of Bucknell University with a Bachelor of Science in Business Administration. Following his graduation from Bucknell, Tom pursued a career in commercial insurance spending his first six years in New York. He specializes in management liability underwriting and currently leads one of Zurich North America's underwriting teams in Chicago, covering Zurich's Midwest region. Tom grew up in Basking Ridge, NJ, and currently resides in Lake Bluff, IL with his wife, Jacqueline '06, and daughter, Mae. In addition, Tom and Jacqueline both currently serve as cabinet members on the Midwest committee for Bucknell's ongoing capital campaign.

- **Finance: Brian Regan '93** Brian is Chief Financial Officer of Shutterfly, Inc. Brian has more than 20 years of finance experience at several high profile Internet-based companies. He has been the CFO of Ticketmaster Entertainment, and Brian also held finance leadership positions at LendingTree and later Expedia, Inc., where he last served as the North American CFO overseeing Expedia.com, Hotels.com, Hotwire, and TripAdvisor. Brian began his career at PricewaterhouseCoopers as a CPA after earning a BS in Business Administration and Accounting from Bucknell in 1993. In his free time, Brian enjoys staying active with his wife, Jennie Greenwald Regan '94, and their three boys.

- **Strategic Planning: Susan Rice '81** Sue graduated with a degree in Economics and English. She received her Masters of Business Administration from American University. Susan, a CPA, served as the Controller for several non-profit organizations and government services companies. In 2006, Susan founded QuickRun Accounting. Susan lives in Virginia.

NEW STUDENT MEMBERS

Thanks to Nancy Pisano, Garry Thaniel, and Josh Grill for their efforts in recruiting, interviewing, and selecting these new members.

- **Development Committee: Colin Hassell '15** Colin is a double major in Mechanical Engineering and Management. President of the Class of 2015 and member of Alpha Lambda Delta Honor Society.

- **Clubs and Young Alumni Committee: Maddie Harrison '16** Maddie is a double major in Political Science and History with a 4.0 GPA. Member of ACE, Colleges Against Cancer, and a participant in the Katrina Recovery Team.

- **Communications Committee: Chris Dunne ’15** Chris is a Neuroscience major and a Research Assistant for the Biology Department, where he is focused on developmental brain research. Presidential Fellow for the Class of 2015, member of Chi Phi Fraternity, and co-founder/secretary of the Bucknell Running Club.

Introducing the NEW...

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.
2012 – 2014 COMMITTEE

PRESIDENT
Katie Malague ’94
katie_malague@hotmail.com

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

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CHAIR, CAREER ADVISORY
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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

2014 EVENTS/KEY DATES

January 23
WE DO Palm Beach, FL

January 25
WE DO Naples, FL

February 1
Alumni Board winter meeting

May 30
Alumni Board Reunion meeting

CONTACT US

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

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