Dear Bucknell Friends,

In January, the Alumni Board made its now-annual winter trek back to campus to conduct our committee and board meetings. As we have moved forward under our 2010 strategic plan, we have made a concerted effort to develop, implement, and support initiatives designed to further the Alumni Board's mission – to represent alumni and engage Bucknellians and promote and enhance Bucknell University. Of course the terms "alumni" and "Bucknellians" include not only those graduates, parents, and friends of the University but also its current student body. This winter’s meeting marked a real turning point in our strategic direction concerning the growth of our engagement with our most junior constituents - in the course of 23 hours on campus, the Alumni Board engaged with roughly 1,000 Bucknell students through four separate events!

In what has now become our own Alumni Board "tradition," we joined the Class of 2015 in its'w celebration of First Night, welcoming members of the class into the alumni family. Current (and former) Alumni Board members served as ambassadors on individual freshman halls, discussing what it means to be an alumnus/a and what a privilege it is for each of us to have a lifelong relationship with the University. Following the meetings with the hall groups, we moved with them to a packed Rooke Chapel where we joined in the Class of 2015’s celebration of its members' successful completion of their first semesters at Bucknell and welcomed the freshman class into the Bucknell University alumni community.

The Development Committee met with members of the senior class leading the Senior Gift Drive. In addition to thanking these students for their leadership and hard work, the Development Committee members talked with the students about ways in which the Alumni Board might help ensure the success of the Senior Gift Drive.

Our Career Advisory Committee took on the Herculean task of building a brand new event to build on the connections made last year at First Night with the Class of 2014. The “Options and Opportunities” Event was attended by more than 130 members of the sophomore class. Students had the opportunity over brunch to talk about internships, career paths, graduate school plans, and goals. In addition, several board members spoke to the collective group about their respective career paths and lessons learned along the way.

Through the leadership of the Admissions and Transitions Committee, the Alumni Board created and implemented the “Pennant Program,” an event honoring seniors pursuing careers in education and seniors who have played critical roles as ambassadors for Bucknell through their work in the Admissions and the Development and Alumni Relations Offices. More than 70 students attended the event and were honored with Bucknell Pennants as a sign of our appreciation of their hard work and dedication in promoting and enhancing the University.

It is impossible for us to recount the multitude of fulfilling, engaging, and exciting exchanges we were able to share with Bucknell students through the course of these events. Rest assured that each of our members is working hard to build a strong presence and connection with students, to represent capably and fully the wonderful alumni community into which those students are being welcomed, and to instill in them the value of maintaining a strong and enriching relationship with the University even after their four years on campus draw to a close.

I hope that you enjoy this issue of The Magnet. We look forward to seeing you in April at the upcoming Bucknell Community Service Events held in cities across the United States and around the world. We also look forward to seeing those of you celebrating reunions in June on campus. Please join us at a new event on Friday afternoon of Reunion Weekend honoring this year’s Alumni Award honorees.

‘ray Bucknell!
Erika
Alumni Engagement
*New Spotlight*

BY MICHELE BIAMONTE ‘94, AND LOIS ENGLE
BUCKNELL COLLEGE OF ENGINEERING

Going forward, we will include a new section in the Magnet to highlight the work of other alumni volunteer leaders, as individuals or groups, in order to share information, increase engagement across different alumni communities, and enhance the broader Bucknell alumni experience. This edition, we will be sharing information on the Bucknell Engineering Alumni Association. Please contact magnet@bucknell.edu if you would like to be profiled.

Bucknell Engineering Alumni Association

Background – The BEAA’s mission is to “promote the general well being of the College of Engineering by developing among alumni an active and enduring interest in involvement in the affairs of the University.” The BEAA holds three meetings a year, and has 36 alumni members and up to 12 engineering student board members. All engineering alumni are members of the BEAA.

Programs – The BEAA sponsors programs for students and faculty of the College of Engineering throughout the year.

Homecoming Weekend

- Co-sponsor “Connections for Engineers: Majors and Careers” which connects first-year engineering students with engineering alumni
- Present the Distinguished Engineering Alumni Award
- Induct the junior class and recognize the senior class of engineering students as members of the BEAA
- Co-sponsor “Engineering Student Research Symposium” and the “Engineering Dinner Celebration”

Winter Meeting - National Engineers Week

- Co-sponsor the “Engineering Career Network Event” which connects all engineering students with alumni
- BEAA alumni meet with engineering department chairs and the faculty of their degree
- BEAA celebrates National Engineers Week with the College of Engineering

Summer Meeting - Reunion Meeting

- Sponsor “Cocktails and Contraptions” – a fun, hands-on event open to all alumni and their families

In addition to the events held on campus, they regularly co-sponsor educational tours, regional club and BPN/BEN (Engineering Network) events, and Women in Engineering Admissions programs. Most recently, the BEAA organized a student tour of the McGraw-Hill solar panel facility for 8 students. In addition, they partnered with the Bucknell Club of Princeton offering a BEN event with more than 50 students and alumni in attendance. Suzanne Schicktanz ’80, BEAA President, remarks, “I am honored to lead the BEAA. It is a pleasure to work with the College of Engineering and our Alumni as we further develop and enhance the connections between engineering alumni, faculty and students.” For more information on the BEAA visit www.bucknell.edu/x13692.xml.

Events/Key Dates

*New Spotlight*

Global Community Service Events
April 14-15 and April 21-22, 2012
Be on the lookout for community service opportunities in your area!

Reunion Weekend
May 31st, June 1-3, 2012
Alumni Association Board Meeting June 1
(All alumni are welcome!)
First Night Is A Huge Success…Again

PETER MORGANTINI ’87

The tradition of First Night continued Friday, January 20th, with some new wrinkles and some tried and tested traditions. For the second year in a row, the weather cooperated (i.e., no snow until the day after the celebration), and your Alumni Association Board along with other members of the alumni body returned to Lewisburg to celebrate the passage of first year students into members of the Bucknell alumni community.

Alumni in attendance fanned out across campus and met with individual freshman halls for dessert and an informal chat. We introduced ourselves, shared our experiences as students, and heard about their first semester at Bucknell. The students had just returned to campus two days earlier, so this was truly the “first night” in which they got together as a group, re-acquainted themselves with each other, and reflected on their first term as college students. Despite the 20 degree temperature outside, the ice was broken and good conversation ensued.

The goal for these pre-ceremonial meetings is to give the Bucknell alumni community and the Alumni Association a face and to provide a better sense of what we do. We Give, We Engage, We Return, We Open Doors, and We Volunteer. We shared that the university is going to outlive us all, and it is incumbent upon us all, graduated alumni and current students alike, to steward this University through our generation and into the next.

After the hall meetings, we walked together to the Chapel where Provost Mick Smyer, Dean Susan Lantz, and BUAA President Erika Stanat inspired us with their words. Despite setting the bar exceptionally high last year, and with disco music ringing in her ears from her 4 hour drive down from Rochester, Ms. Stanat framed the evening in her own inimitable way. Asking the alumni board to rise from their center row seats and face the assembly, she began to list the myriad ways we are similar to the first year students. As she mentioned some trait or experience, those standing raised a large Bucknell “B” to signify they shared this quality. A particularly touching moment occurred when Erika said, “we left school to join the military” - several Bs were raised, and a spontaneous, grateful applause erupted from the students. She ended with the imperative, “Come home.”

First Night now has a strong foothold at Bucknell. Thanks to Vic Arcelus and his Admissions & Transitions Committee, along with the Herculean efforts of Sarah Bell, First Night is evolving into a tradition not soon forgotten by the participants. The message of stewardship is being instilled early and often in the current student body, as is the notion of being part of a large family which spans generations. The Alumni Board would love to have your participation next January. Let us know if you are interested!

Recognizing Students Who Give

KAREN WELCH ’97

Many of us made our first financial gifts to Bucknell as part of the Senior Gift Drive, beginning a tradition of giving back financially to support the University. The Senior Gift Drive (SGD), therefore, presents a valuable opportunity for seniors to learn about the importance of philanthropy and giving back to our alma mater.

The Senior Gift Drive is led by a group of 30 student volunteers, including 11 executive committee members, who liaise directly with clubs and organizations across campus. Under the current student leadership and with support from Geoff Hallett ’10 and the Development Office team, the SGD has high aspirations and is striving to surpass prior record levels of class participation with 70%. As of January, 33% of the senior class had already pledged support to the SGD.

The Bucknell University Alumni Association has supported the Senior Gift Drive through matching grant funds in the past; however, as part of our mission to both engage Bucknellians as well as enhance the institution, we have sought opportunities to partner more directly with the Senior Gift Drive program. At our recent Development Committee meeting, we hosted members of the SGD leadership team, including executive co-chairs Wes Pyron and Grace Beauseigneur. The purpose was to thank them for their efforts, celebrate their success, and offer our support in helping them to meet their goals. We had an engaging discussion around promoting philanthropy on campus and the means through which the Alumni Association can best partner with the SGD.

The Development Committee and entire BUAA Board of Directors are working to actively support the senior class event in April to celebrate
the Senior Gift Drive success and congratulate students as they embark on the next stage of their lives as Bucknell alumni. A gift will be presented to seniors by the BUAA to symbolize their lifelong connection with the Bucknell Class of 2012.

The SGD student leaders are extremely inspiring in their dedication and commitment to promoting Bucknell. Both the students and members of the Alumni Board greatly appreciated the opportunity to engage with each other and the Development Committee is looking forward to more actively engaging with the SGD and building a culture of philanthropy on campus.

BUAA Board Members Participate in the Bucknell Externship Program

DEBRA RIZZI '94

The Bucknell Externship Program was founded in the Fall of 2006 and gives sophomores and juniors an opportunity to explore a variety of career fields by “shadowing” professionals in their workplaces. This year 211 students participated in the 2011-2012 Externship Program. Missy Gutkowski, Assistant Director, Program Director of Externships expressed, “The Bucknell Externship Program provides students with a glimpse into the world of work in a particular industry, just long enough to decide if they want to see more. The best part of my job as program director is hearing the stories after students complete externships. The program truly has helped to shape the career paths and career decision making process of over 1,000 students over the past 6 years.”

Many of the BUAA board members participate in the program annually, and this year, Melissa Plaisance ‘82, Senior Vice President of Finance & Investor Relations for Safeway, Inc., and Debra Rizzi, Partner of Rizco Design, provided an overview of their experiences.

At Safeway, Roger Boyd ‘13 had the opportunity to spend the day and meet with several senior level finance executives, including our Treasurer, VP of Investor Relations, SVP Corporate Planning and Business Development, VP of Corporate Planning and Analysis and our VP of Corporate Accounting. Roger had the opportunity to discuss different potential career paths, and find out how each of these individuals wound up in their current positions. He especially enjoyed speaking with the VP of Investor Relations, as he is currently interested in potentially pursuing a career as an equity analyst. The day ended with a meeting with the campus recruiter, and she reviewed the Safeway Internship Program and discussed entry-level positions with Roger.

“I enjoy hosting externs to give current Bucknell students the opportunity to explore potential career paths,” commented Melissa Plaisance ‘82, P'13. “My colleagues have helped me with this for a few years now, and I have never had one decline participation. We all remember when we were trying to find our path, and it is fun to be a small part of a student’s career finding process.”

On January 4-5, 2012, Rizco Design welcomed Connie Huang ‘13 and Julie Fraenkel ‘14, to complete an intensive, on-site internship. The two-day program included an complete overview of the creative process including budgeting, research and brainstorming, conceptualization, design and production. The students were exposed to training sessions on eco-design, understanding printing processes and an on-site tour of New Jersey-based printing plant, Capital Printing Corporation which is managed by Nolan and Brett Russo ’01. Last, the students learned about brand development and brand essence. They reviewed the process of a recent corporate identity for Ursino, a restaurant on Kean University’s campus. Afterwards, the students visited the site and saw how the brand was rolled out and experienced the emotional impact that the brand has on the restaurant’s customers. “As a Bucknellian whose current career is very different from my major, it is rewarding to expose the students to the design world,” commented Debra Zapotocky Rizzi ’94. “This is our third year participating, and are continuously impressed by the students’ enthusiasm and maturity.”

To participate in the Bucknell Externship Program, please contact Missy Gutkowski, mmg019@bucknell.edu.
Sophomore Career Options and Opportunities Brunch

MEREDITH ELLIOTT ROWLEY ’00 AND MARK STELLO ’86

On January 21st, the day after Bucknell’s First Night ceremony, approximately 135 students from the class of 2014 filled the Terrace Room for the first ever Sophomore Career Options and Opportunities Brunch, co-hosted by the Career Development Center and the Bucknell University Alumni Association. The attendance by an engaged group of sophomores was impressive given a snow storm had hit campus on the first weekend of the semester, and a good majority of the student body had not yet awakened while these sophomores took their first step at figuring out their post-Bucknell goals.

The event matched students to tables with one or two alumni from similar majors providing a casual and informal setting to practice networking, and to ask questions and learn about the many diverse professional options and opportunities a Bucknell degree can provide.

An icebreaker exercise kicked off the official program with students attempting to match a list of alumni board member majors with their current occupation. The results illustrated that an academic major is not a sole indicator of your life’s calling or career path and provided a perfect segue into hearing firsthand from a few select members of the BUAA Career Advisory committee who shared their Bucknell experiences, area of study, and varied and diverse career paths. Four speakers

shared words of wisdom and anecdotes from their individual experiences with a common piece of advice - do not be afraid to change the course you are on during your career.

Kate Martuscello ’04 who works in Human Resources at Goldman Sachs shared networking tips and the importance of first impressions and being willing to help other alumni who come after you. Bucknell Alumni Board President Erika Stanat ’90 discussed her Bucknell experiences and post-graduate experiences in the military JAG corps, preparing her for a role as a trial lawyer.

The students also heard from JD Moriarity ‘94 who discussed his career at Bank of America Merrill Lynch, as well as Annie Drapeau ‘88 who discussed her path from Bucknell Chemical Engineering to Vice President of Human Resources at a global Fortune 1000 company. Both encouraged students to be open to new ideas while searching for your strengths following graduation. Pam Keiser from the Bucknell Career Development Center wrapped up the presentation session by encouraging students to utilize the CDC, B-Link and other tools available.

At the conclusion of the program, that included a raffle of 3 Kindle Fires, students were encouraged to mingle with other alumni at different tables than the ones they were originally assigned. Conversations continued well past the scheduled 1pm end time with students engaging with alumni from the Bucknell Alumni Board. Bridget Wilcox, a sophomore management major, shared the following: “The Sophomore Brunch was a great opportunity for current Bucknell students to connect with alumni and to work on networking skills. It was nice to hear about the unique career paths and their advice for applying to internships and jobs. In the end, it became clear that there is no “set in stone” career path for any given major.

This successful event was developed and coordinated by the Bucknell Career Development Center staff, including Pam Keiser, Sarah Bell, and Julee Bertsch along with the Career Advisory Committee of the Bucknell Alumni Board. We look forward to continuing this program in the future along with the First Night program to provide direct connection between alumni and current students.
On January 21, 2012, in furtherance of its mission to connect and engage Bucknellians and promote and enhance Bucknell University, 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. Students honored included seniors earning degrees in Education who will teach following graduation 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 Alumni Board’s “Pennant Program” is, in part, a revival and reinvention of an initiative through which teachers and guidance counselors received Bucknell University pennants to hang in their classrooms. In its new form, 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. Victor Arcelus, chair of the Alumni Board’s Admissions and Transitions Committee and catalyst for the development of this program, noted that “the event provides a unique opportunity to celebrate students who are engaged in work that closely aligns with our mission to represent alumni, engage Bucknellians, and promote and enhance Bucknell University.”

In 2012, twenty-three Bucknellians will graduate with degrees in Education. 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. Patricia Meegan ’12 shared the following after receiving her pennant, “I appreciate how the board recognized the importance of educating young learners. I am looking forward to carrying my pennant with me through classrooms as a symbol of my own educational philosophies as well as a reminder to others and myself that I am well prepared to be a teacher, a leader and a role model to young citizens in the world.”

In addition, approximately seventy-five 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,” 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.”

Alumni leaders who addressed the senior honorees at the event 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 and in celebration of events like Reunion and Homecoming. Elizabeth Pisano ’12 stated that, “as a student member to the Alumni Board of Directors, I have had the opportunity to observe Bucknell alumni embrace a lifelong relationship with the university. The senior pennant ceremony acknowledged our effort as students to promote Bucknell and encouraged us to continue our strong ties with the University after we graduate.”

During this particular weekend in January, the Alumni Board of Directors conveyed its message about one’s lifelong relationship with Bucknell to over 1000 students through four separate gatherings: the Pennant Program, First Night, Sophomore Brunch: Career Options and Opportunities, and a joint meeting between the Development Committee and student leaders of the Senior Gift Drive. Wes Pyron ’12 expressed that “it was encouraging and inspiring to share a room with so many generations of Bucknellians who care deeply and intensely for our university in that they continue to devote their time and energy. Although I am sad my four years of undergraduate studies are ending so quickly, I am comforted knowing that there are ways to still be involved with the University and to give back to an institution that has and continues to do so much for its students.”
Greetings from campus!

Much of my first four months as your Alumni Director have been spent thinking about how our office works off-campus. We all know that Bucknell is three hours from most major northeast cities and even further from significant alumni populations in San Francisco, Boston, Los Angeles, and Chicago. While three hours to campus is a good distance to recruit prospective students, it is a bit of a challenge for alumni because it requires most alumni to give up an entire day just to get to campus.

These geographic challenges make our office’s interactions off-campus with alumni critically important. It also means that our office needs to think about key regions from a broad perspective, and bring consistent and diverse programming to regions with significant pockets of alumni.

We will be restructuring the Alumni Relations Office staff and budgets to better support our regional activities, which include programs like the Club Program and the Bucknell Professional Network. The Alumni Office will also be thinking more about how we take Bucknell on the road by bringing faculty and administrators to talk about current activity on campus, or relevant topics in the news.

The great news is that there are some regions where there is already a very consistent level of programming! For the regions where there is not a consistent level of programming, we will begin to reach out to volunteer leaders to help strategize on how we can move forward. As a volunteer leader yourself, feel free to contact me at jgrill@bucknell.edu to get a more detailed update on our overall strategy, or to learn more about how we are planning to work in your region.