

MINUTES
Cornell Class of 1965 Officers' Meeting
Philadelphia Marriott Hotel
Saturday, January 20, 2007

Members Present: George Arangio, Barry Cutler, Beth Fowler, Liz Gordon, Duke Grkovic, Myron Jacobson, Bob Kessler, Frank McCreary, Grace Morgenstein, Joan Rogow, Judy Kellner Rushmore, Roberta Tarbell, Sharon Williams

Also Present: Joan Hens Johnson

The meeting was called to order by Co-Presidents Barry Cutler and Sharon Williams at 2:40 PM.

Minutes of the meeting held in Philadelphia on February 18, 2006 were distributed and, on motion made and seconded, approved.

Treasurer's Report was distributed and, on motion made and seconded, approved. The current balance is flat with last year. Expenses for 2005-2006 were somewhat lower than 2004-2005 due to fewer reunion expenses. Both the Library Resource Endowment and the Scholarship Endowment continue to grow as expenditures are paid out of interest earned. A complete copy of the Treasurer's Report is attached to the Minutes.

George Arangio pointed out that we have approximately \$2500 worth of assets on hand in inventory of unsold and unused Reunion hats and polo shirts.

Sharon Williams reported that the Class of 1965 has donated \$29,441,914 since graduation. There was some discussion that it would be useful to compare that figure with those of other classes.

Treasurer Vacancy: Allison Pettingall has had to resign as Class Treasurer, although she will be able to stay on the Class Council. The nominating committee, comprised of Judy Rushmore, Chair, and George Arangio, Barry Cutler, Bob Kessler, and Sharon Williams, put forth the name of Beth Fowler for consideration. The entire Class Council was asked for additional nominations through email, but none were forthcoming. Accordingly, Beth Fowler was elected Treasurer by a unanimous vote of those present, which constituted a majority of the Class Council as called for in the by-laws.

Committee Structure: Barry Cutler introduced the concept of committee structure in order to advance the business of the class more efficiently and effectively between annual meetings and in order to involve more classmates beyond those already on the Council. After considerable discussion, it was agreed that the following will become standing committees of the Council:

- Reunion Committee
- Membership Committee
- Website Committee
- Affinity Committee
- Memorial Committee

It was further agreed that in lieu of a class projects committee, the Council as a whole would function as such, turning over agreed upon class projects to an ad hoc committee specific to each project approved.

Affinity Committee: The University has placed an emphasis on affinity marketing in order to increase the number of alumni connected in some way to the University. This involves the University's use of lists of alumni by affinity group, such as fraternities and sororities, sports teams, even freshman dorms. The class can use these lists to help increase class membership and attendance at reunions. Joan Johnson was appointed Chair of the Affinity Committee.

Memorial Issues: There was a brief discussion of how to handle condolence letters and how to take appropriate note of classmates' deaths. Anyone who has been notified of the death of a classmate should inform the alumni office who will confirm the accuracy and write a condolence letter. We also discussed the possibility of having an appropriate and tasteful memorial ceremony at each reunion as well as listing the names of deceased classmates and their dates of death on the Class website.

Website Development: Sharon Williams presented information on a new website developer, R. J. Sherman, whose company, CRWebconnections, already handles the website development for the classes of '73, '75, '78, '82, and '84. The company is approved by the University and charges very reasonable fees (\$30 an hour for design, \$25 an hour for updating, and \$15-20 an hour for other tasks). There was consensus agreement to engage R. J. Sherman, pursuant to approval by the Class Webmaster.

Membership: Bob Kessler has agreed to spend some time reaching out to classmates who have been involved with Cornell on some level in the past, but who are no longer active.

Class Projects:

- **Sun Digitization:** Liz Gordon reported that our class donation of \$5000 has been gratefully accepted by the Cornell Library to digitize the issues of the 1964-1965 Academic Year of the Cornell Daily Sun. This is an important project for the Cornell Libraries and a website will be produced and maintained by the Library so researchers will have 24/7 full-text access to a digital archive. The Library expects to have 21 volumes available online by the end of February 2007 at cdsun.library.cornell.edu.
- **Donation of art to Johnson Art Museum:** Roberta Tarbell is in the process of researching the cost of a gift of art by a classmate.
- **Other:** There was discussion of what kind of projects would be appropriate for our class to undertake. Discussion centered on the issue of whether to use excess class funds to increase marketing to our classmates in order to increase membership in the class and to increase attendance at reunions or whether to use the money to give something to the University. Further, we discussed whether the gift to the University might be in the form of an endowment or outright gift to help others outside of the University, i.e., provide the engineering to provide water for a community in need.

Reunion: George Arangio thanked Myron Jacobson for stepping in to fill a vacancy so generously and effectively. He said that the cycle toward reunion is on track. He said further that the use of affinity groups and the creation of a special affinity committee would help with reunion planning.

Duke Grkovic is an investor in a movie called **The Ultimate Gift**, starring James Garner, Brian Dennehy, and Lee Meriwether. It will be released by Fox on March 9, 2007. According to Joan Johnson and Sharon

Williams, it is a powerful and life-changing movie. There may be a way to use the movie to further our class interests.

Judy Rushmore was given a video of the class's 25th reunion. Liz Gordon will view it and see if we can use it for future reunions.

The next annual meeting will be held February 8-9, 2008 in Philadelphia.

The meeting was adjourned at 4:30 PM

Respectfully submitted,
Liz Gordon
Class of '65 Secretary