

MINUTES
Cornell Class of 1965 Officers' Meeting
Philadelphia Marriott Hotel
Saturday, February 9, 2008

Members Present: George Arangio, Barry Cutler, Liz Gordon, Duke Grkovic, Myron Jacobson, Grace Morgenstein, Joan Rogow, Ken Schneider, Roberta Tarbell, Jim Venetos, Sharon Williams

Members Participating by Telephone: Glenn Billington, Beth Fowler, Ron Harris, Frank McCreary

Also Present: Penny Haitken, Joan Hens Johnson

The meeting was called to order by Co-Presidents Barry Cutler and Sharon Williams at 2:30 PM.

Minutes of the meeting held in Philadelphia on January 20, 2007, having been distributed and read online, were, on motion made and seconded, approved.

Treasurer's Report, having been distributed and read online, and on motion made and seconded, was approved. Beth Fowler reported via telephone hook-up that there is now a new second page to the report, giving a six-month comparison with the previous year. We have 10 more dues-paying members than at this time last year, and, despite being down \$500, she feels we are in overall good shape financially.

Expanding on the Treasurer's Report, Sharon Williams reported that Justin Mao-Jones, Engineering '08 is the recipient of the Class of '65 scholarship. Discussion ensued in which it was suggested that we look at any trend in what year the class scholarship recipients have been when they received the scholarship.

Presidents' Report:

Barry Cutler distributed a list of Class of '65 statistics (attached). There is a committee working on bad addresses with help from Susan Doney (our alumni advisor). Cornell is in the midst of an Internet look-up, but has not done the class of '65 as yet.

Class membership stands at 454, just ahead of our goal of 450. Membership will be affected by the Class dues-payer rewards plan, which is to take effect starting this summer. The plan is simple on its surface, but may have an unknown affect on class membership. Briefly, the plan is being rolled out in conjunction with the online launch of the Cornell Magazine. Since the Magazine will be available online without a subscription (one of the perks of class dues), there should be another incentive for paying dues. While still in formation, there will be "rewards" available to those who pay class dues, such as possible discounts for reunion, discounts at the Campus Store, various Ithaca shops and restaurants, as well as national retailers and service providers, such as Enterprise Rent-a-Car.

Reunion Report:

George Arangio (just elected to the state of Pennsylvania's Football Hall of Fame!) reported that email addresses are very important to a successful reunion. He stressed using affinity groups as an effective strategy. Between this year and next, it should be a priority to collect as many good email addresses as possible. The class column should put out a call for addresses in every issue of Cornell Magazine.

One way of reaching out to classmates before the next reunion is to create interim events, perhaps piggybacking onto other local events, such as the Cornell/BU hockey game at Madison Square Garden.

We can also create a teaser for reunion, such as the calendar Grace Morganstein passed around (created by the Class of '64).

We briefly discussed the class favor, including a stuffed bear that plays a song, and decided to table the discussion until next year.

We also discussed our class project and were joined by Rich Glick from the Cornell Alumni Fund (**Barry and Sharon—I'm not sure of his title**) to help us with the logistics. He distributed and explained a sample reunion project feasibility chart. He recommends keeping class projects in the \$25,000 range—perhaps as high as \$50,000, depending on the size of a few key individual donations.

It was decided to look towards the 50th reunion for a big project. For the 45th, it was decided to increase the book value of the scholarship fund. A discussion ensued about the mechanics of reaching out to automatic dues renewers for scholarship donations. There should be a letter this spring and a card to go with the dues-payer rewards plan mailing as well as a special mailing next spring. We will include success stories from past scholarship recipients.

Website Development:

Ken Schneider was thanked for his hard work in getting the website to its current level. And while it can be much better, it has become a viable site for the first time. Ken reported on his philosophy—that the site should be a place of focus for all members of the class, where they can read interesting stories and reports on class members and university events and news items. He is hoping to give the site more flexibility in the future.

New Business:

We need to encourage all class members to sign up for a NetID, which will be necessary to read all of the Alumni Magazine online.

Future CACO meeting dates (both in Philadelphia):

February 6-7 2009

February 5-6, 2010

Reunion Dates: June 10-13, 2010

The meeting was adjourned at 4:50 PM

Respectfully submitted,
Liz Gordon
Class of '65 Secretary