

We Have Something For You!

Yes indeed! Actually, a few things:
(1) Send us the enclosed card, and you'll receive a brand-new Emeritus Society lapel pin like the one you see here. Featuring Penn, Wharton and our Society, it's a conversation piece you can wear with pride! Come to our Reunion Lunch in May and you'll get it then. If not, it will be put in the mail shortly after.
(2) Give to the Wharton Fund this campaign year (ending June 30th), and you'll also get a pin (but only one per alumnus).
(3) Get five of seven answers correct on our quiz, and we'll send you a Wharton t-shirt. Please specify size when you answer the questions on the card. Do tell



us what you think of the newsletter, the Society and anything Penn-related that interests you on the enclosed card. Need more information on anything concerning the Emeritus Society? Contact Helen Formanes at (215) 573-1825 or emeritussociety@wharton.upenn.edu.

Tom Vincent WG56 - Editor

Early American Emeritus Quiz:

A very important event took place in 1776 in Philadelphia. Not that we expect you to remember that far back, but if you can answer five out of seven questions in the following quiz correctly, you will win a Wharton t-shirt for yourself or for one of your grandchildren!

(1) What was the event?



Does this image remind you of anything?

- (2) On what date did it occur?
- (3) Where did it take place?
- (4) What famous painter recorded the scene?
- (5) How is it still remembered today by the US Department of Treasury?
- (6) In that Treasury feature, which well-known founder of Penn is in evidence?
- (7) Which three other historical persons are also present?

Send your answers to us on the enclosed reply card.

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Insider's News— Plus Special Gifts from the Wharton



SPRING 2008 NEWSLETTER

A Special Reunion for You!

The new Wharton Reunion brochure calls the Emeritus Society “notable” and “made up of alumni with the longest-standing relationship with the school – over 50 years as part of Wharton’s alumni network.” That’s very nice, but what’s also important is that we’ve been around long enough to really know how to have a good time!

“Good time” can include a lot of different things, like a family picnic, all-alumni mixer, class dinner – even an organized trolley tour of the City of Brotherly Love. And it can also include a town meeting with our new dean, Tom Robertson, terrific seminars featuring our world-class faculty and administration, and an inside “conversation” with President Amy Gutmann.



Best of all, the Emeritus Society Reunion Luncheon on Saturday, May 17th, will honor our newest member class – 1958 – and feature a notable speaker. Mr. Yotaro Kobayashi WG 58 and former President and CEO of Fuji Xerox Co., Ltd. Now the Chief Corporate Advisor for the company, Mr. Kobayashi is coming all the way from Tokyo to attend the reunion with us.

His presentation will reflect on the Challenges and Values of Wharton MBAs in Japan. He has said that: “the Wharton MBA has been my passport throughout a career in the international world of business— as well as connecting me to brilliant people in the global Wharton alumni network.” We can expect to learn new insights about a successful and pioneering company with global reach and what makes it unique, as well as enjoy a great lunch.



The 1958 Brussels World's Fair had 41,000,000 total attendance – more people, but not as much fun, as our Penn/Wharton Reunion 50 years later on May 16th-18th!

Register for reunion now at www.wharton.upenn.edu/reunion. It's going to be a wonderful weekend and we hope you'll join us.

Emeritus Newsbreak!

Growing Our Own Penn's ambitious \$3.5 billion dollar Making History fund-raising campaign has very specific goals, made possible by our 24 newly-acquired acres of land. As President Gutmann notes: “this is an unprecedented way to transform the Penn campus, establish a major physical presence along the Schuylkill River and connect Center City and University City in powerful ways.” Among the many new campus buildings will be state-of-the-art homes for advanced medicine, public policy, neural and behavioral science and nanotechnology. There will also be a bi-level athletic facility to the north of Franklin Field, a recreational green in front of The Palestra and a new park near Hutchinson Gym with great skyline views. Locust Walk and

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Emeritus Society Member?

It's simple. If you're a Wharton Graduate Alumnus for 50 years, you're a member! No dues, no demands, no hidden clauses! But what you make of your membership is another story. Education and fellowship go hand-in-hand through life. We intend to enhance benefits of both while moving through our later years. See the enclosed card for more information.

Chart House Brunch, April 13

For those who can't wait for the May 16-18 Reunion and live nearby, the Society has organized a Sunday Brunch at the Chart House on the Delaware at 555 Columbus Blvd. From 11 am to 2 pm, you'll enjoy a delicious meal, share a table with WG alumni and have wonderful river views. It's a la carte (\$18-\$27) and you can reserve by calling 215-625-8383 and asking to join the Wharton Graduate Brunch group!

A Long Look Back to 1958

Check out these major happenings the year this year's WG Emeritus Class got their MBAs and were finally forced to go to work:

- United States First-Class Postage goes from three to six cents
- De Gaulle is named Premier of France and Khrushchev replaces Bulganin as Soviet Premier
- The College of Cardinals elects Angelo Giuseppe Roncalli, Cardinal of Venice, to become Pope John XXIII on the 11th ballot
- Harry Winston gives the Hope Diamond – all 44.5 carats – to the Smithsonian
- King Faisal, the Crown Prince and the Premier of Iraq are all executed by the Iraq Army
- Elvis Presley enters the US Army as #53310761
- After Werner Von Braun claims the US is several years behind the USSR in space research, NASA is created to begin the US space program
- NFL Colts beat the Giants 23-17 in overtime in “the greatest game ever played”
- New York Port Authority opens Idlewild Airport to jet airliners and Pan Am begins regular Boeing 707 service to Paris

Emeritus Spotlight: Yotaro Kobayashi

Mr. Kobayashi, WG58 and lifelong resident of Tokyo, is the former Chairman of the Board at Fuji Xerox Co. Ltd.– the 145-ranked company among the Fortune 500 Industrials. Coming back to Philadelphia for his 50th Year Reunion in May, he has agreed to be our principal speaker at the Saturday lunch welcoming his class to the Emeritus Society.

Mr. Kobayashi joined the Fuji Photo Film Co., Ltd. in his graduation year from Wharton and was subsequently assigned to the parent company in 1963. After joining the Board of Directors in 1968, he was promoted to Executive Vice-President in 1976 and then to President and CEO in 1978. After also serving as Chairman of the Board starting in 1992, he was most recently named Chief Corporate Adviser in April of 2006.

In 1956, prior to attending Wharton. Mr. Kobayashi received his BA from Tokyo's Keio University and now serves on their Board of Directors. A golfer most of his life, business duties have helped alter his handicap from 5 to 13. He also stays in touch with the sport by serving on the Board of Callaway Golf. Other board memberships include Nippon Telegraph and Telephone and Sony.

He and his wife Momoyo, have three active children: Chiho, a graduate of Maryville College; Kaku, a BA alumnus of Keio University now working for Mitsubishi; and Maki, whose undergraduate degree is from Sacred Heart, and who is now employed by All-Nippon Airlines.

In Japan, Mr. Kobayashi's accomplishments include Chairman of the Board of the International University of Japan, the Japan Folk Art Museum and the Aspen Institute of Japan. He is also Co-Chair of the Pacific Asia Group Trilateral Commission and Japan Chair of the New Japan/China 21st Century Friendship Committee. He was also awarded the Blue Ribbon



Yotaro Kobayashi, WG58

Medal from the Japanese Government in 1991 and serves as a lifetime Trustee of Japan's Association of Corporate Executives.

His achievements have been recognized in our country as well. In addition to a 1984 Doctor of Humane Letters, Honoris Causa, from New Jersey's St. Peter's College, in 1988 he was the first recipient of the University of Texas Meyerson Award for Distinguished Service to Higher Education and International Understanding. He is also presently a member of Stanford University's Institute of International Studies.

His abilities have also been recognized in other lands. Awards include the Insignia of Commander First Class of the Royal Order of the Polar Star from the Kingdom of Sweden in 1995 and the Royal Order of Merit from the Kingdom of Norway in 1997. In 2001, he received an Honorary Doctorate from Xi'an Jiatong University in Xi'an and in 2003, a Doctor of Science Degree Honoris Causa, from Mapua Institute of Technology in Manila, Philippines.

Apart from business, family and golf, he's a baseball, American football, soccer and sumo fan and knows something about sports -- he used to play baseball and tennis competitively. Mr. Kobayashi has a reputation for making an audience think and react to his remarks. We are honored to have him speak to us at our May 17th luncheon.

Insider's Guide to Sleep

This column offers tips on three areas of probable concern to people of our high intellect, cosmopolitan nature – and age. Today's subject is getting to sleep. Please let us know on the enclosed card about other topics you'd like us to deal with in the future. We'll get right to it.

Trouble getting to sleep? There may be several causes. Start with what you do during the day. Although some people can drink coffee all day and sleep like a baby, it is generally good advice to slow down caffeine intake later in the day. Also, not everybody realizes how much caffeine is in chocolate. Go easy on the chocolate desserts or snacks at – or after – dinner.

Nightcaps

A good substitute for nighttime intake is a glass of milk, wine or a beer. No kidding. Particularly after a rough day, they can help relax you and put you at ease. The same

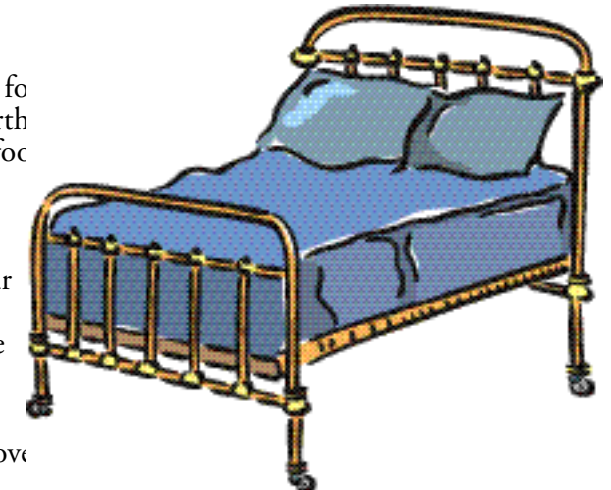
is true for a cup of tea, provided it is not caffeinated. Try chamomile tea. The important thing is to have help in gearing down for the night.

Now let's look at what to do once you're horizontal. In addition to making yourself breathe more deeply and slower, here are a couple of other easy ways to help welcome Morpheus. Both can be done under the covers.

Rub-a-dub

First, rub the ankle of one foot rather rapidly back and forth the bottom of your other foot to 15 times. Then reverse the procedure. For some reason, this often sends a relaxing wave up from your feet through your entire body, helps put you at ease and loosens your muscles for the night.

The other exercise is to move



Newsbreak

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Woodland Walk will be extended and new office and residential towers will rise along the Schuylkill on Walnut and Chestnut Streets. You can get lots more information on the progress of this 30-year plan at www.pennconnects.upenn.edu – and you can also get out your pen and check book to help us make it all happen. Many thanks!... **Dean with a Mission** Tom Robertson, who took up his new post as 13th dean of Wharton this summer, has a special objective in his portfolio. He believes business school students should learn how to make the world work better, as well as learn how to make corporations more productive. In terms of what's happening at leading business schools, he says: “you...tend to find discussion around developed economies... leaving a further 150 countries that are never

mentioned. Companies are starting to see that it is time...to focus at the bottom of the pyramid, as the future economic growth of the world is in these countries. Money is not the problem. It is the ability to use the money. There is a tremendous need for management, leadership and entrepreneurship [in the developing world]. Wharton should help to create social value.”... **Wharton MBA Mentoring Update** In addition to venture capitalists, retired and senior managers, alumni and university faculty members, Milt Silver reports Wharton mentoring participants also include representatives of LORE (Loosely Organized Retired Executives), The Ben Franklin Partnership, City of Philadelphia and State of Pennsylvania. Positive comments include this from Jamila Payne of Milla by Mail Direct; “The mentor program has been great! My mentors have helped me develop sound business

hands and feet in small circles from your wrists and ankles. At the same time, tense your entire body as you would if shivering in intense cold. Do this for 5-10 seconds, then relax. Again, this helps put your entire body at ease and more in the mood to welcome sleep. Have a good night!

strategies that have drastically increased company revenues. They...are available when I need to discuss new business ideas and always provide valuable feedback.” For more information, contact Milt via the form on back page... **Homecoming Happenings** If you weren't in Philadelphia on October 20th last year, you missed a very good time – and an excruciatingly close football game! The festivities started with a great brunch in Houston Hall with the Old Guard and plenty of spine-tingling live Penn music. This was followed by either an exhilarating walk or pleasant golf cart ride (courtesy of the university) to Franklin Field for a triple-overtime game with Yale that turned out to be a true classic. Yale finally won 26-22, but everybody there got their money's worth. Penn sports fans can't wait for fall to come! Put Nov. 1st with Brown on your calendar now, while you're thinking about it!