

When You Return!

Whether or not you'll be with us at Homecoming, we hope you get back to Philadelphia and Penn soon. To give you a point of reference for important parts of any trip, we're introducing this column. It features (1) a special place on campus, and (2) a convenient, unique restaurant. Let us know what you think of our choices.



The Perelman Center for Advanced Medicine, shown in this rendering, is finished inside but the Penn coat-of-arms and trees are still in progress. Once inside, you won't miss them.

Campus Spot – Perelman Center for Advanced Medicine This \$302 million, 500,000 square foot outpatient facility is the largest capital project ever undertaken by the University's health system (UPHS). It combines 12 clinical specialties, multi-disciplinary teams and state-of-the art technology in a groundbreaking building with an uplifting style designed to enhance comfort and conven-

ience for patients and their families.

A soaring glass atrium and lobby, 225 exam rooms, 84 private chemotherapy infusion bays and eight 600 square foot operating rooms are just the beginning. The totality of this facility means increased excellence for Penn Medicine and the patients they serve. It's all put together in a comfortable and easy-to-navigate environment and visitors are welcome. You've never seen a hospital like this before. (3400 Civic Center Blvd. 215-662-2560)

Restaurant – The White Dog Café Starting as a take-out coffee and muffin shop at Judy Wicks' house at 3420 Sansom Street in 1983, this popular spot is now housed in three adjacent Victorian townhouses at the same address. They even have their own store. The name derives from the pet of the 1870s homeowner, Madame Blavatsky.

Judy Wicks still holds forth and the food shows she has the right stuff—including a James Beard Award. The contemporary American menu has influences that range from native American to Southeast Asia. Dishes change frequently, but favorites include Wild Mushroom Soup; Artisan Cheese Plate; Organic Beet, Fruit & Goat Cheese Salad; Spiced Lamb Bolognese; Thyme Roasted Amish Chicken Breast; Fennel Crusted Yellow Fin Tuna and Espresso Crème Brûlée. They have special events, too. Unfortunately, you just missed the "Day of The Ripe Tomatoes!" (3420 Sansom Street 215-386-9224)

The Wharton MBA Emeritus Society
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344 Vance Hall
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Football in NY & Philadelphia, Plus Business School IQ Test!

Spring Quiz Answers

Because so many answers were possible to the Penn/Philly Quiz, we limited them to the top three in each category. The number in the parentheses after the category is the number of different answers you offered. The combined answers are a veritable treasure trove of things Philadelphian and Pennsylvanian.

• **Penn Presidents (7):** Gutmann, Stassen, Harnwell • **Philadelphia Streets (25):** Spruce, Sansom-South-Walnut (tie), Pine • **Penn Football Coaches (13):** Munger, Bagnoli, Woodruff • **Unique Philadelphia Buildings (30):** City Hall, Independence Hall, Museum of Art • **Penn Signers of Declaration of Independence or Constitution (12):** Franklin, Morris, Wilson • **Unique Philadelphia Foods (12):** Cheese Steak, Scrapple-Soft Pretzel (tie), Hoagie

Keep In Touch!

For anything you need from – or need to know about – the Wharton MBA Emeritus Society, call Helen Formanes at 215.573.1825 or email us at: emeritussociety@wharton.upenn.edu

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AUTUMN 2009 NEWSLETTER

Homecoming November 5-8: Union League Dinner and Princeton!



Penn-Cornell at Franklin Field, November 25th, 1926. Ground will be broken here 83 football seasons later for 24-acre Penn Park, which will extend from Franklin Field and the Palestra to the Schuylkill River -- increasing campus green space by 20 percent.

the Penn Pipers, will serenade us again and, based on last year's memorable event, this evening will be one for the books.

New York Outing - October 17th Penn-Columbia Football

Join us for a fun day of great football where Manhattan meets the Bronx at Columbia's Baker Athletics Complex, convenient to major highways. Tailgate from 11:30 am at Wein Stadium's adjoining picnic complex. If you don't bring lunch, stadium concessions open at noon. Game starts at 1:30 pm.

Price for Emeritus Society members and friends is \$15 each, or two for \$25, including game ticket and choice of four beers or soft drinks. Parking is nearby and directions will be sent with tickets when we get your check.

Make check to "Tom Jones" and send it to him at 430 East 63rd Street-Apt. 7E, New York, NY 10065. Tickets will be mailed on or about October 1st. If you're a late decider, email Helen Formanes at Penn: (formanes@wharton.upenn.edu) or call 215-573-1825. We'll email directions and you can buy a ticket at the stadium. Here's looking forward to a special day!

The dinner charge is \$60 inclusive, with cash bar available. Jacket and tie are requested. If you need accommodations, the Union League and three nearby hotels will have rooms. Checks to "Trustees of the University of Pennsylvania" should be sent to Wharton External Affairs, 344 Vance Hall, 3733 Spruce Street, Philadelphia, PA 19104.

On Saturday at 11:30 am, all Emeritus Society members will be welcomed to a gratis buffet lunch with the Old Guard at Houston Hall's Hall of Flags. Because of regional television, the Princeton football game kicks off at 3:30 pm. With time to spare after brunch, you can join in on the tailgating at Quakerfest on the College Green.

Or, you might want to visit the amaz-

Reunion Review

Last May's Reunion Lunch, honoring the newly-inducted class of 1959, was special for many reasons: several '59-ers gave us a quick recap of their careers and lives since graduation; Dean Robertson gave us the latest on campus happenings; the Penn Glee Club got us in the Quaker mood; the food and drink were the best. But the piece de resistance was our keynote speaker.



Jack Smith, W'51, WG'52, Emeritus Society Steering Committee Chair, and J.D. "Dave" Power, WG'59, founder of J.D. Power & Associates, catch up before the Reunion Lunch in Huntsman Hall.

In an era when the future of autos and other major U.S. manufacturing industries is uncertain at best, we got a straight from-the-shoulder analysis from J.D. "Dave" Power, WG'59. Dave came all the way from California to tell it like it is.

Starting with his career beginnings in Detroit, he reviewed the prevailing attitude on market research in 1950s Motor City. Then he recounted an unusually productive meeting with a "Mr. Toyoda" shortly after he moved to Southern

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Homecoming

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ing Perelman Center for Advanced Medicine that stands on the former site of the Civic Center at 34th Street. This incredible new building welcomes visitors and is dealt with in more detail in the "When You Return!" column.

There's lots more going on all over campus and you'll shortly get a University brochure that covers it all. For dinner, game tickets, accommodations, and more on Homecoming, see phone and email contacts for Helen Formanes on the back page.

Reunion Review

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California to start his own business. Dave believes that J.D Power & Associates' rise to the top in evaluating customer satisfaction is based on integrity and truly caring what consumers think. He also detailed his views on the differing attitudes of foreign and U.S. carmakers today. Looking into the future, he compared what happened to television sales when solid state systems took over from cathode tubes (retailers started selling many brands). He believes automotive sales are now headed in the multi-brand direction and that more manufacturer names will be in our market with less market share, as in Europe. Speaking without notes and pulling no punches, he gave us a close, revealing look at a vital industry. It was a rewarding experience.

Access to people like Dave Power doesn't happen to everybody. Getting this kind of information on a person-to-person basis is both unusual and a rare privilege which Society members fully appreciate. Plan to come next year. Put May 14-16 on your calendar now – particularly if you're in the upcoming inductee Class of 1960. We guarantee it will be special.

Emeritus Spotlight: Bob Natiello, WG'56



Last fall, Bob Natiello's memoir "How Jiminy Cricket Helped Me Even The Score with the Dodgers", was featured by Dave Anderson in the Sunday NY Times Sports Section. Want to read it? Just check the return card!

Wikipedia defines a "renaissance man" as a man with "extraordinarily broad and comprehensive knowledge." In Bob Natiello's case, that doesn't go far enough. They would have to add "continuous action and remarkable accomplishment".

A Brooklyn native and Brooklyn Prep graduate, as a high-school freshman, he remembers his Joe Paterno-quarterbacked team losing only one game – to St. Cecilia's of Englewood, NJ, coached by a very young Vince Lombardi!

Enrolling at Villanova in 1948, he majored in English and graduated in 1952. To nobody's surprise, the school later awarded him the Villanova medal for outstanding contributions to the University. After his BA, Bob served more than two years of active duty with the United States Marine Corps.

At Wharton graduate, he was a marketing major and spent off hours working in his father's Wilmington, DE restaurant, The English Grill. After earning his MBA in 1956, Bob spent almost 20 years on Madison Avenue at Compton and BBDO as Account Supervisor and later, Management Supervisor, rising to the title of Senior Vice-President.

At BBDO, he created award-winning campaigns for General Electric and planned television specials for DuPont. At Compton, he wrote marketing plans for Tide, Ivory Liquid and other well-known P&G brands.

After Madison Avenue, he produced New York's first weekly real estate television show and wrote a program which won New Jersey Cable Television's "Best Business TV Program" Award. He also

created and produced the first weekly mutual fund radio program for WEVD.

When music called, he authored song lyrics in national commercials for Giacobazzi Wines and Tuscan Pops. But the big event was his song "Déjà Vu", for which he wrote the lyrics. The song went gold as both single and album.

Retiring to Sedona, Arizona, in 1996 to rest up? Get serious! Bob quickly settled in to write fiction and non-fiction, among other things. A member of the Society of Southwestern Authors, his story "J.D Salinger's Tobacco Dependency" won the Society's 2003 literary humor prize.

That's not all! Bob has also served as President of Sedona's Jazz on the Rocks, the Southwest's oldest, largest jazz festival, as well as Trustee of Arizona Opera and President of the Northern League of Arizona Opera – a rare trifecta!

Bob keeps in shape by swimming three miles a week, lifting weights and keeping up with his kids and grandkids. He has five of the former and 12 of the latter, who live all over North and South America. His wife, Peggy, whom he met in college, is a published author and has a Ph.D. in psychology.

Geographical distance doesn't mean he's forgotten Penn. Serving on many Wharton Fund Drives, he's a member of both the Benjamin Franklin and Charles Custis Harrison Societies and chaired his 30th reunion. Bob feels it's a distinct honor to continue his connection with Penn and Wharton. We feel "renaissance man" is a totally inadequate description of this man and his amazingly productive life.

Emeritus Society Member?

It's simple. If you're a Wharton graduate alumnus/a 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.

Insider's Guide to Money When You Need It!

Our spring column discussed Mortgage Refinancing and Home Equity Lines. Now we'll deal with Reverse Mortgages, Margin Accounts, and Personal Loans.

Although the overall financial situation may not be quite as dire as it was last winter, it's good to have highlight information on these options to decide whether they make sense for you or not. If you want more information, have comments or questions, get in touch with us via the contacts mentioned on Page Four.

Reverse Mortgages

This lets you borrow directly against your home's equity. If you stay put, you don't need to pay back the loan and it's tax-free. This may appeal if you want to sell and move to a condo and the real estate market hasn't cooperated. It also may make sense if living expenses – particularly health care outlays – rise as we get older.

You keep your home's title without principal or interest payments. On the minus side, closing costs are high compared to a home equity line, but can be folded into

the mortgage. This works best when outstanding mortgage is low and other financial avenues don't fit. It requires full investigation because, once completed, somebody else owns your house.

Margin Accounts

You can borrow against the value of your investments at variable interest. It's low now – from 4.25 to 7.125 %, based on amount borrowed. The amount borrowed is limited by your holdings' value,



usually 50% of NYSE stocks with lower percentages for other exchanges.

You can have the margin loan available when you need it, incurring no cost when you don't. Unlike most other loans, it's flexible in a variety of circumstances. But when your portfolio varies, so does your margin requirement. A drop in the mar-

ket might mean you must sell some of your holdings at an inopportune time. Margin accounts can be a good source of funds, but be sure you stay well under the maximum margin amount.

Personal Loans

Most often used to buy a car, major appliance or for home remodeling, they are multi-year loans, with rates generally somewhat above home equity lines, presently from 8-15 %. The higher rates are due to the relative lack of available collateral from the borrower and resultant higher degree of risk.

These loans are usually used by those starting out in adult life. Without adequate time to build collateral, they still have financing needs. Bankers add interest – and increased scrutiny and financial analysis of applicants – as a hedge against increased risk. In most cases, our age group can find less expensive – and much less involved – alternatives.

Life Insurance and Private Loans, Selling Things and Going Back to Work will be dealt with in our next issue.

Campus Catch Up

Two New Connectors – One Reminder You may have discovered in the spring issue that our Society now has its own email address, emeritusociety@wharton.upenn.edu. Use it to ask questions, make comments or get help in reaching Penn and Wharton friends. We'll also have our own website up and running by the end of the year. In addition to an identifying homepage, it will feature thumbnail bios of the Steering Committees, copies of past and current newsletters, list of coming events, an interactive "Remember When" page, photo albums, a "connection" page and links to most everything Penn and Wharton, including alumni clubs. To help us out, please do go to whartonconnect.com, sign on and update your contact information. Our outreach and service to members can only be as good as the accuracy of our database. Many thanks!

Farewell Miss America Evelyn Ay Sempier, CW'55, of Malvern, PA, was Miss America of 1954 and died last October 18th. She was the only Miss Pennsylvania to win the national award, was a junior at Penn and lived in Ephrata when she entered the competition. After her title year and graduation, she worked for local hospitals and assisted-living facilities. Now, 54 years later, some of us still remember the winning beauty and strength of character she displayed when interviewed on television. She was well ahead of her time and will be missed. Her husband, Carl G. Sempier, W'53, died in 2007. **Money Matters** At fiscal year end (June 30th), with three years remaining in the Making History Campaign, Penn has raised 70 percent of its \$3.5 billion goal. The past year was the second best performance in the University's history, with \$440 million collected from pledged donations and \$398 million of new commitments made by loyal alumni and friends. Wharton's contribution to

this total was \$7,303,140 in pledged receipts and \$7,062,610 in new commitments. Of this amount, the Emeritus Society contributed \$206,380 from pledged receipts and \$207,870 in new commitments. Let's keep it going for the next three years!

Top-Ranked Business School Quiz

(It's on the enclosed card)



It's always good to check out the competition, so look at the quiz on the return card. Name the highest-ranked business schools (in addition to our own, of course) with an "extra" name in their title. You can win a t-shirt or WES lapel pin.