

A Salute to Matti

Matti Kibrick Gershenfeld, 83, Co-Chair of our Emeritus Society's Steering Committee, passed away on November 10, 2008 at the Protestant Home in Philadelphia after enduring a long struggle with the complications of multiple organ failure.



This difficult period was a total contrast to a long, vigorous, successful and dynamic life. A renaissance woman and world-renowned psychologist, she founded the Couples Learning Center in Jenkintown, PA in 1970. Interviewed in 2001 by the *Wharton Alumni Magazine*, she said: "I don't look at the world like other people. I'm into changing the world."

In a many faceted and diverse career, she did just that as city planner, television host, teacher, activist, organizational leader, trainer, consultant, author, marital therapist and psychologist. But her

favorite roles were spouse, mother, grandmother and friend.

The daughter of Russian immigrants and mother of four, after Overbrook High, Matti got her undergraduate degree from Penn in 1946, her MBA at Wharton in 1951 (the only woman in her class) and her doctorate from Temple, where she taught for many years. She also authored eight books on group dynamics, marital therapy and psychology. One of them is in its seventh edition. Along the way, she appeared on *Oprah*, *Good Morning America*, *Donahue* and *Today*.

A volunteer for many organizations, and a past President of the International Council of Psychologists, she was also named a Distinguished Daughter of the State of Pennsylvania in 2001.

Matti's important role as one of our founders reflects totally on her care for others, her innovative ideas and her love of all things Pennsylvanian. We will not just miss her. As our Society moves ahead, we will be guided by her infectious enthusiasm for making good things happen. Godspeed, Matti!

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J.D. Power to Address Our Society Luncheon at Mid-May Reunion

Autumn, 2008 Quiz Answers

(1) Signer of Declaration of Independence and Constitution: **Benjamin Franklin.** (2) Olympic City in 1900: **Paris, France** (3) Other Ivies with female Presidents: **Brown - Ruth J. Simmons; Princeton - Shirley Tilghman** (4) Penn Relays first year: **1895** (5) First and last (2007) Heisman Winners: **Jay Berwanger - 1939 - Univ. of Chicago and Tim Tebow - Florida - 2007.** Bonus Question: Only two-time Heisman Winner: **Archie Griffin - Ohio State - 1974 & 1975**

A Gift For You!

Fill out the enclosed card and get our handsome lapel pin (one per alumnus/a) • Answer the quiz correctly for a Wharton/Penn t-shirt • Get in touch on other Society matters at 1.215.573.1825 or contact: emeritussociety@wharton.upenn.edu

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SPRING 2009 NEWSLETTER

Our May 15-17 Reunion Lunch Has Extra-Special Power

The third weekend in May will be a great time for all Penn and Wharton "reuners", but our Emeritus Society has one very special attraction that's ours alone. Everyone coming back can attend wonderful seminars with our notable faculty, enjoy family picnics, class dinners and all-alumni mixers – as well as get the latest campus news from Dean Thomas Robertson and President Amy Gutmann, tour Philadelphia by trolley and visit the Academy of Natural Sciences.



Newly installed Class of '58 Society Members tell us what they've been doing for 50 years at last May's Reunion Luncheon in Huntsman Hall's Colloquium Room – recognize anybody?

helped establish a company which serves virtually every automotive manufacturer and importer in the United States market.

Beyond the automotive world, his company also helps clients determine customer satisfaction in financial services, telecommunications, travel, home building, utilities and healthcare around the world. It's a fascinating business, and you'll have a front-row seat to hear all about it. His is a breakthrough company and we'll be able to better understand what makes it unique and cutting-edge, as well as enjoy each other's company while we savor fine food and drink.

Do join the Society for this special occasion and register for reunion now at: www.wharton.upenn.edu/reunion.



Sun Zheng, Director of Quality at Shanghai General Motors, presents a gift to Dave Power and son Jamey at the J.D. Power and Associates California headquarters.

But only members of our Society will be eligible to see James D. Power, WG'59, the founder of J.D Power and Associates – perhaps the most prestigious marketing information company in the world. Our speaker at the Saturday, May 16 luncheon honoring our newest member class – 1959 – Mr. Power will tell us how

Emeritus Extras: News & Notes

Still Making History In spite of the economic downturn, Penn and Wharton alumni have proven equal to the task and loyal. At 2008's end, 66% (\$2.3 billion) of the University's record-breaking \$3.5 billion Making History Campaign had been raised, breaking all records. Overall campaign is at nearly 90% of FY'09 goals, well ahead of the FY'08 pace. An integral part of this history-making effort, *The Campaign for Wharton* measures up, too. With a \$550 million goal by end of June 30, 2012, we have raised \$300 million, or 55%, as of April 1. We do need to continue this good work. If you haven't contributed this year, please give it some thought before June 30 and go to www.wharton.upenn.edu/giving.html. Thanks!

Keeping Current An exciting new course offering – and new dual-degree program – point up Wharton's dedication to adapt to the times. "The Economics of Financial Crises: Causes, Consequences and Policy Options", was quickly oversubscribed, so it's planned again for fall. Goals are to educate Wharton students

Continued on page 3

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. See the enclosed card for more information.

Remember 1959?

Here are some top-of-the-news events that took place in the year our new members got their MBAs:

- January 1 – Havana: Fidel Castro seizes power; President Batista flees
- January 25 – American Airlines initiates first-coast-to-coast jet flights from NY to LA on Boeing's new 707
- April 7 – Oklahoma ends 50 years of prohibition
- June 11 – U.S. Post Office bans *Lady Chatterley's Lover* from the mails
- June 15 – New York Stock Exchange reports 13,000,000 Americans own corporate stock
- June 26 – Queen Elizabeth II and President Eisenhower jointly open the Saint Lawrence Seaway, providing water access to the Great Lakes from the Atlantic Ocean
- July 25 – Vice President Nixon and Soviet Premier Khrushchev have their celebrated "kitchen debate" in Moscow
- August 12 – Little Rock's Central High School is integrated as Governor Faubus condemns "illegal outsiders"
- August 21 – Hawaii becomes the 50th State
- October 11 – The Vatican announces Elizabeth Seton as the first American-born to be beatified for sainthood
- November 16 – *The Sound of Music*, with a \$2,325,000 advance sale, opens on Broadway
- November 19 – Ford Motors discontinues production of the Edsel



Unveiled at a top-rated television special "The Edsel Show" on October 13, 1957 and moth-balled just two years later, this car was, until this year, perhaps the most spectacular failure in the history of the U.S. auto industry.

- December 19 – Walter Williams, the last Civil War Veteran at 117, dies peacefully at home in Houston

Emeritus Spotlight: J.D. "Dave" Power III



A household name, and called the "high priest of consumer satisfaction" by the business press, the market research company bearing Dave Power's name has become

synonymous with automotive-quality and customer satisfaction rankings. While in Philadelphia to celebrate his 50th Wharton Reunion, he has agreed to be our speaker at the May 16 lunch welcoming his class to the Emeritus Society.

A native of Worcester, Massachusetts and 1953 BA graduate of The College of the Holy Cross before coming to Wharton, Dave Power has always had unbounded curiosity about people's reaction to what they buy — and don't buy — and why they act the way they do.

Industrious from the very beginning, he sold magazines door-to-door at 10 and had a Social Security number by 16. At St. Peter's High, he mowed lawns, shoveled snow and stocked shelves at a nearby store. At Holy Cross, he was bartender/waiter at a local restaurant and did heavy contracting work in the summer.

By graduation, he had learned a lot about consumer attitudes. He believes the Holy Cross Jesuits helped develop his inquisitiveness. "I learned how to dig down for the basic truths and ask the right questions," he says. His formal education was breached by four years in the U. S. Coast Guard as a junior officer on icebreakers at both the North and South Poles. Then he came to Wharton.

His Wharton experience helped intensify feelings about the shortcomings of market research. These were confirmed when he joined Ford Motor as a financial analyst. "There was no interest in finding out what customers really thought," he says. "Instead, we were constantly asked to 'torture the data until it confessed', giving us the answers the execs wanted."

After further disillusionment at stints with GM and McCann-Erickson Advertising, he established a fledgling market research agency in 1968 in Los Angeles. Going to work for the

McCulloch Corporation, a chainsaw manufacturer, his research confirmed their saws needed to be smaller and less expensive. In response to changes, the McCulloch company's sales took off.

It was a breakthrough when Dave Power knocked on the door of a small Japanese company and met a visiting executive — a Mr. Toyoda. The prevailing U.S. attitude was that the Japanese couldn't produce anything but motor scooters. "But the Japanese were willing to listen to our data, and were hungry for information," Dave says. Toyota eventually built Power's research into its business model — a relationship that continues today.

Shortly after, when Power's wife Julie was tabulating data from Mazda owners and found a major O-ring problem, the *Wall Street Journal* found out. This keyed a newsbreak — not so good for Mazda, but great for J.D. Power. This study proved its integrity to press and public. "From that point on, the media delivered our message to top management throughout the industry," he says.

And the industry has expanded. Most every major global automotive manufacturer is now a J.D. Power client. The firm also conducts research, analysis and consulting for the telecom, healthcare, financial services, insurance, travel, homebuilding and utilities industries.

Based in Westlake Village, CA with 750 employees in 12 world offices, the company generates nearly \$150 million in yearly revenues. The firm became part of the McGraw-Hill Companies in 2005, and recently Dave Power has stepped back from daily operations, but is hardly retired. As the founder and expert in the field of customer satisfaction, he still speaks to clients, industry and civic forums around the world — and to us.

What do clients say? Gordon Bethune, former Chairman of Continental Airlines; "J.D. Power and Associates articulates our customers' views and feelings about our business. No other source of information is as accurate in helping us direct our organization." What does Dave Power say? "It's the consumers who are talking — we're just listening."

And we would do well to listen to him! See you at lunch on May 16!

Insider's Guide to Money When You Need It!

After 50-plus years out of college, you Society members are most likely settled in your homes with little or no mortgage, the car is paid off, the vacation budget provided for and there are no major debts. Even so, we still have to live day-to-day. With most major equity and debt investments off now by a major amount, it's dispiriting at the least to think you might have to sell something at fifty cents on the dollar if you need cash. Well, there are other ways!

We've taken a look at major sources for providing funds when you need them. Though not totally comprehensive, we believe this can give you enough information to point you in the right direction. Because of the length of the list, we have divided it into two parts, so this article will be continued in the Fall Issue. Here we go!

Mortgage Refinance

If you still carry a mortgage, with rates down so low, it may make sense to refinance your home and add the cash you need. Decide whether fixed or variable loan is best for you, but with low rates, fixed may be the answer. Thirty-year

fixed mortgages are now hovering around 5.0% at early April publication date.

Due to recent mortgage bungling, most home-based mortgages and loans are now based on a 45% limit of debt-to-income. Monthly debt payments shouldn't exceed 45% of your monthly income. You will need to include service on this new debt within that limit.



You also must decide on length of mortgage and must look closely at closing costs. They are often a deal killer. New York State collects 0.001 percent Property Transfer Tax. On a home sold for \$400,000, for example, you'll pay an extra \$1,600. Forewarned is forearmed.

News & Notes

Continued from page 1

about what's going on now through interactive lectures and the creation of a forum to discuss, analyze and propose solutions. Faculty experts in specialties from pension funds to private equity to the global auto industry are involved. The new dual-degree program combines Wharton's MBA discipline with a Masters in Environmental Studies through Penn's School of Arts and Sciences. It will groom students for leadership roles in environmental management, finance and other related business specialties. **Final Four Redux** In March 1979, Penn wowed the basketball world. First, by recording one of the biggest NCAA tournament upsets ever by beating #1 seed Duke 72-71 in the Eastern Regionals Second Round in Raleigh, NC. Shortly thereafter, they found themselves on their way to the Final Four in Salt Lake City. Though they did not win (Michigan State/Magic Johnson beat Indiana State/Larry Bird in the

final), Penn is still only the second Ivy League basketball team to ever make it that far (Princeton with Bill Bradley in 1965 was the other.) Now, 30 years later, we can still point with pride to their great accomplishment. **Mentoring Update** Last time, we reported on the opportunity to judge and recommend winners for proposed businesses submitted by Wharton Entrepreneurial Program students. Since then, a pilot program has been established within the Philadelphia Chapter of Wharton MBA Alumni with the help of the Wharton Entrepreneurial Center and Small Business Development Center. There are three different ways you can check to see if it's for you: (1) look at various concept papers and business plans for new ventures so you can pick one that matches your interests. Then, if you like, mentor the student who wrote the plan; (2) volunteer to mentor an existing small business that has indicated problems that fit your background; (3) mentor alumni that have indicated the need for help in changing their careers — again in careers that mirror your own. Two sources for

Home Equity Line

With or without a mortgage, if you have adequate equity in your home, you can qualify for an equity line. There are usually little or no closing costs, and, though some bankers call this a second mortgage, it doesn't feel like one. Other than supplying copies of two years' tax returns and the declaration page of your homeowners insurance, there is little or no paperwork, or delay in filing the very minimal application.

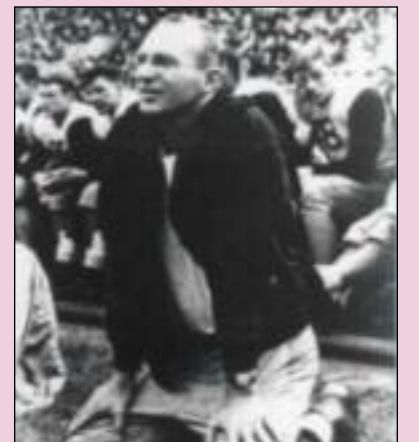
Debt-to-income ratio is also used in granting your equity line. Once approved, you normally have ten years to draw on it, then ten years to pay it back. There is no charge if you don't use it. Rates for home equity lines are now at 5.25% and are variable.

You can get a fixed rate if you apply for a home equity loan instead, but the rates are currently about 8%, there are closing costs, more involved applications and it takes longer to complete. Even with a variable rate, a home equity line usually seems best now with all its advantages. *(To be continued in Fall Issue)*

further information? www.whartonconnect.com and our own Milt Silver, at silverm@drexel.edu.

Penn/Philly Quiz

(It's on the enclosed card)



Perhaps Penn's best-known football coach, his 16-year tenure (1938-1953) included 84 wins, nine Ivy Championships, 16 All-Americans and the national attendance record. Name him on the card quiz.