

The Wharton Graduate Emeritus Society  
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## “New-Style” Reunion Lunch! New Quiz Gift!

### News & Facts

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comparison, the overall Wharton Fund has reached 45% of its dollar goal. We’re doing better than average, but can’t rest on our laurels. If you haven’t joined in yet, please help us show those young MBAs that we’re alive, kicking – and still care! For more information, visit: [wharton.upenn.edu/alumni-giving/index.cfm](http://wharton.upenn.edu/alumni-giving/index.cfm)

**Are You An Online Entrepreneur?** Three Emeriti each judged six to seven business concept papers and provided feedback in the first phase of last year’s Wharton Entrepreneurial Program – all done online. We’ve been invited back, so if you think you might like to be involved, you can find out lots more on our website. With this contemporary system, you can easily and comfortably be a “judge” without ever leaving the house.

**Wharton Business Plan Competition Revisited** Last fall’s newsletter reported on WBPC Finals. This year’s finals are scheduled for Wednesday, April 27th at 1 pm. If you’d like to attend and see what it’s all about, call on Milt Silver, at [silverm@wharton.upenn.edu](mailto:silverm@wharton.upenn.edu)



Reunions in Philadelphia are amazing: 2010’s mixer let alumni “meet” the Founding Fathers at the historic and inspiring National Constitution Center

**drexel.edu.** He can also tell you more about the opportunity to review new venture business plans for next year’s finals (in areas of your interest) with no obligation other than to look and comment – online.

**Other Mentoring Options** Milt also works with Wharton’s MBA Career Management Office, which provides information and other resources for MBAs who seek a career change. He says nothing beats an in-person, on-the-

phone, or even email exchange with someone who has been there, in terms of figuring it all out. Interested in helping? Get in touch with Milt.

#### To Contact Us:

For comments, questions or any other WGES topic, use the “Comments” line on the photo quiz card, call 1.215.573.1825, or contact [emeritussociety@wharton.upenn.edu](mailto:emeritussociety@wharton.upenn.edu).



SPRING 2011 NEWSLETTER

## Our Reunion Luncheon speaker, John Sculley, WG’63, will also address future members!

On Saturday, May 14 along with the newly-inducted 50-year class of 1961, the returning 30-35-40-45-year reunion classes of 1981, 1976, 1971 and 1966 are cordially invited to join our reunion luncheon and sample what’s in store in years to come. There will be a special reception with music, a catered lunch with wine, plus time with a legendary Whartonian, John Sculley, WG’63.



At 2007’s Reunion Luncheon, new members first gave us a brief, personal look back – now it’s a popular happening every May

Apple and Pepsi two of the world’s best-known companies. John created the Pepsi Challenge, a consumer taste test and advertising campaign that dramatically increased the product’s market share. Apple’s Macintosh became the world’s best-selling personal computer when he was CEO in the ‘90s. He has been hailed for bringing consumer goods strategies and techniques to the marketing of technological products. His presentation is going to be enlightening and memorable.

We look forward to having you with us at this unique and noteworthy occasion.

If you’re in one of the four not-yet-member classes, just add the Emeritus Society Reunion Luncheon to your list of events when you fill out your registration. Because seating is limited, it would help us greatly if you could register right now at:

[www.wharton.upenn.edu/reunion](http://www.wharton.upenn.edu/reunion). We look forward to welcoming you, your classmates and friends at this very special celebration.

John isn’t a member quite yet either, but will be soon. The Society aims to reach out to all future members. We believe having a speaker from this group demonstrates that we mean it. For the first time, due to the expected larger attendance, the luncheon will be held at The Inn at Penn.

John Sculley needs no introduction. He played a major role in making

## 1961–The 50-Year MBA Horizon



For nearly 30 years (1961-1989), Checkpoint Charley at the Brandenburg Gate was the official boundary between East & West Berlin

- **Jan 20**– JFK is sworn in as the 35th U.S. President and the youngest in our history
- **Mar 1**– Peace Corps formed to aid developing nations, to be run by Sargent Shriver, president’s brother-in-law
- **Apr 25**– Cuban exiles invaded their home land in a failed attempt to overthrow Castro at The Bay of Pigs
- **May 25**– First American in Space was Alan Shepard, who rocketed 115 miles high in a 15-minute flight

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#### Check Out Our Website

You have two choices: either visit [www.wharton.upenn.edu/alumni/emeritus-society/index.cfm](http://www.wharton.upenn.edu/alumni/emeritus-society/index.cfm) or go to [www.wharton.upenn.edu/alumni](http://www.wharton.upenn.edu/alumni), click on “Get Involved” on the top menu bar, then “Emeritus Society” on the vertical menu. Either way, you’ll get lots of good stuff on upcoming events, alumni news, reunion scheduling and planning, a faculty album from the old days, “remember when” postings by alumni, Wharton Alumni Club contacts, back issues of this newsletter, and a whole lot more. We welcome your ideas about added content and we need your email address. Please put it on the quiz card and send it in – even without quiz answers!

## News & Facts

**Member Survey Results** More than 50 of you responded to the survey sent with last fall's newsletter. We don't have room to provide detailed information here (that will come later on our website), but can give you a few top line results. The leading interest category for activities and events was "Seminar." Nearly one-third of you (33%) indicated either "very interested" or "some interest." "Reunion Lunch" was next in popularity, with 29% of you interested on the same basis. Next in line, 21% of you were interested in a New York Theater Party and 16% in Penn Football and in Homecoming Dinners. More on the website soon.

**Fund Facts** As of February 28, 210 Emeritus Society Members have contributed \$140,000 to the 2010-2011 Wharton Fund. This is 58% of our member goal and 53% of our dollar goal. By

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## 50-Year Horizon

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• **Jun 13**— New York City birthrate jumps noticeably exactly nine months after a major four-hour blackout

• **Aug 17**— U.S. Public Health Service licenses the Sabin oral polio vaccine for widespread use

• **Aug 31**— Launched by the 1948 blockade, Berlin Wall goes up, ending 2,000 refugees daily exiting the east

• **Sep 18**— U.N. Secretary General Dag Hammarskjöld dies in a suspicious plane crash in northern Rhodesia

• **Oct 9**— Roger Maris breaks Babe Ruth's 34-year-long home run record with his 61st against the Red Sox

• **Oct 18**— Chubby Checker introduces The Twist, a rock & roll dance that took the country by storm

• **Oct 30**— Stalin's body moved out of Red Square after eight years with Lenin, following news of his many purges

• **Dec 31**— *Breakfast at Tiffany's*, *Judgment at Nuremberg* and *West Side Story* declared the year's best movies; *Catch-22*, *The Agony and the Ecstasy* and *Tropic of Cancer* the most heralded books.

## Emeritus Spotlight: John Sculley WG'63



*John Sculley: a remarkable journey far beyond Pepsi and Apple*

There are three unique things you should know about John Sculley, featured speaker at our Saturday, May 14 Reunion Lunch at The Inn at Penn.

First, we can barely hint at his remarkable life and career in these few words, so we'll note his autobiography later on. Second, we can't think of another executive who demonstrates such a high level of management ability and entrepreneurship across so many fields of business.

Third, his accomplishments in highly demanding, competitive environments are truly phenomenal in view of a major physical problem he has had all through life. His penchant for business involvement with "opportunity for game-changing transformation" is nowhere better exhibited than in his own transition.

A week after John was born in April 1939 in New York City, his family moved to Bermuda, where his Mother's family had arrived in 1620. At 11, he enrolled in St. Mark's School in Southborough, Massachusetts. After St. Mark's, he got a bachelor's degree in architectural design from Brown University in 1961 and his MBA here at Wharton in 1963.

Incredibly, in all those years, he dealt with a severe stutter and stammer, with him since early childhood. It didn't slow him down, though. Elected class president when he got to St. Marks, he kept that position until graduation. His speaking got much better at Brown and Wharton.

When he went to work, it became a major rallying point. Public speaking was vital in business. He knew concentration, increasing confidence and learning to live with the problem were keys to the future. He handled it. Now he speaks all over the world to groups about his belief that this is a great time to create shareholder value in private companies. Listeners pay attention.

In 1967, John joined PepsiCo as a trainee. In three years, he became the company's youngest marketing vice president. While there, his consumer research study evolved into "The Pepsi Generation" and "Pepsi Challenge." These marketing programs helped Pepsi pass Coke as the country's largest-selling packaged soft drink.

John's responsibilities also included managing the PepsiCo International Food Division – the company's only money-losing area. In three years, it made \$300 million revenue and \$40 million profit. In 1983, Apple's Steve Jobs called and the famous "sugar water/change the world" quote was heard 'round the world.

Apple wanted John to apply his considerable consumer package goods marketing skills to personal computers. When he joined Apple, it paid off in dramatic fashion. He helped launch the Macintosh computer with the legendary "1984" commercial, introduced "Apple Desktop Publishing" and Apple's "Powerbook." These game-changing creations helped Apple become the world's best-selling personal computer in the late 80s.

After 10 years at Apple, John started a company with his brothers to mentor and build up private companies, eventually sold to private equity firms or public corporations. He now mentors hard-charging CEOs in healthcare, financial services, social media marketing, employment staffing and 3D animation entertainment. His incredible drive is led by the need to discover how things work and find a better way!

John now lives in Palm Beach, Florida and travels the world for fun – when he has time. Awarded "Marketing Person of the Year" by *Ad Week* and *Advertising Age* and "Marketing CEO of the Decade" by *Financial World* magazine, John was also selected by Mikhail Gorbachev for the "International Foundation for the Survival and Development of Mankind" board. We eagerly await his remarks on May 14.

John's notable autobiography is *Odyssey: Pepsi to Apple: A Journey of Adventure, Ideas and the Future*. If you ask, we bet he'll sign your copy at the luncheon!

## When You Come Back

*This column will give you a heads up on a few fun things to do on your next visit back to school, which we hope is May Reunion! We've concentrated here on (1) a special thing to do on campus (2) a convenient, unique restaurant (3) a famous city attraction.*

**Campus Spot: The Elite Eight Outdoor Art Treasures** When you come back for reunion, you'll want to take a stroll past all eight of the priceless Penn campus "photo op" outdoor works of art. We'll give these to you in walking order, but it will be helpful to take a campus map along.

Three of these treasures center on Ben Franklin: (1) **Youthful Ben** in front of Weightman Hall on 33rd St, as he arrived here in 1723 at 19 years old. (2) **Seated Ben**, a little more sedate and stately, is in front of College Hall in Blanche Levy Park, centered between 34th, 36th, Walnut and Spruce Streets, best entered by Locust or Woodland Walks. (You'll find the third Ben further up the road a little later.)

Blanche Levy Park has three other of these special pieces, too. They include (3) **Split Button** by Claes Oldenburg, in front of nearby Van Pelt-Dietrich Library Center, quite close to Seated Ben. It's been a Penn icon since 1981. In between Myerson Hall and Fisher Fine Arts Bldg is



### Take our Phila-Penn Photo Quiz

*(It's on the enclosed card)*

Sitting with Ben on Locust Walk is a great photo opportunity when you come back for Reunion. But before that, name eight great spots in our city and on campus on the enclosed card photo quiz, and win a custom Wharton necktie you can wear at reunion— and after.



*The Penn campus is a virtual cornucopia of brilliant outdoor art, including Robert Indiana's internationally-acclaimed LOVE*

(4) **Jerusalem Stabile** by Alexander Calder. It's very big and very red. A short walk away, just beyond where Locust and Woodland Walks split is (5) **LOVE**, by Robert Indiana, one of several variations on the original he created in 1966 (see photo).

Leaving the park and heading up Locust Walk, you soon come to (6) **Ben on the Bench** at 37th St and Locust Walk (see photo). This is one spot where you may want a camera, as it's a very popular souvenir and there's no charge. Continuing on up Locust Walk to 39th St, Alexander Liberman's (7) **Covenant** looms overhead in all its scarlet glory. Although highly polarizing in 1975 when installed, it's now frequently used as a focus in giving directions. One thing is sure – you can't miss it!

The final stop on our tour is at the northeast corner of Woodland Walk, at 37th and Spruce Streets, and it's really different. It's (8) **The Class of 1956 Trolley Car**, a replica from the days when street level trolleys took students all over the campus and the city. Though not built until 2006, it is historically correct. One end exhibits a recreation of a period trolley interior. The other end toward Spruce Street houses the stairway down to the SEPTA 37th and Spruce Street rail station platform – believe it or not. If you have the kids with you, they won't want to miss this one!

### Restaurant: Bobby's Burger Palace

Opened in early 2010 at 3925 Walnut Street in the "Radian" - practically on campus - this is one of well-known chef Bobby Flay's latest spots, with burgers made to order. Open until midnight weekends, it's

an oasis for an intriguing variety of burgers, turkey, chicken, cheese, salads, sides, sodas, shakes, malteds, beer and wine.

They have kid's menus, too, and you can also get your burger crunchy – topped with potato chips. Prices are friendly and the service is good. This author of nine cookbooks and Food Network Star owns restaurants all over the U.S and in the Bahamas. He knows how to give you what you like and he serves it in style. For more information, call 215.387.0378 or visit [bobbysburgerpalace.com](http://bobbysburgerpalace.com)

### City Attraction: Elfreth's Alley

In 1702, a block-long Philadelphia street, connecting two blacksmith shops, opened near the waterfront. To this day, it has been continually inhabited and is now one of the oldest and most vital early American streetscapes. A National Register Historic



*Alexander Liberman's monumental interlocking steel pipe Covenant, high above Locust Walk at 39th*

District, more than 3,000 immigrants and citizens have lived here in those 300-plus years. Today, 32 homes built between 1728 and 1836 line both sides of the alley.

On 2nd Street between Race and Arch Streets, it features a Museum and Gift Shop at 124-126 – the only buildings open to the public. There are Museum Tours, and the Gift Shop sells craft goods, decorative items and books, including a Self-Guided Walking Tour of the exteriors. The museum can also give you information about free cell phone tours, which feature detailed stories of the homes, or you can visit [elfrethsalley.org](http://elfrethsalley.org) to find out more.

This is one of the most important "living streets" in America – a place where you can innately feel and see what early American life was all about. Don't miss it!