

## *Enjoy Our Homecoming Dinner At A National Historic Landmark!*

The Annual WGES Homecoming Dinner on Friday, November 8 that a restaurant singled out by our country in the most distinguished way -- registration as a national historic landmark.



*A sentinel for the Philadelphia Museum of Art high above, The Water Works Restaurant includes a gazebo, Grand Pavilion, museum and multiple gardens on its plentiful grounds.*

One of America's first municipal water delivery systems, The Fairmount Water Works have been transformed over the years into Philadelphia's most distinctive social gathering spot -- The Water Works Restaurant. With the Philadelphia Museum of Art towering high above it, an evening here combines amazing architecture, breathtaking views, mouthwatering cuisine and first-class service.

Starting at 6 p.m., a cash bar will be ready to serve members and their guests arriving at the Solarium Room. Diners are also welcome to stroll the copious grounds and gardens before the main event. The cocktail hour will be followed by a tasteful, elegant dinner served by true professionals, accompanied by thought-provoking, stimulating conversation.

Remarks by our Steering Committee Chairman, Carl Shaifer, WG'57, will be followed with a short presentation by Lizann Rode, Executive Director of Alumni Relations at Wharton External Affairs. Lizann will introduce "Lifelong Learning" with Wharton. This program connects faculty and alumni experts on campus and around the world with our alumni, involving them in forums, online courses, videos, websites and executive education courses. It's an exciting, career-long way to learn.

Reservations for the Friday night dinner at The Water Works Restaurant are \$60

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### Have You Clued Us In?

In order for you to get upcoming issues of this newsletter in a timely fashion, we need two things: • Your preferred format -- whether you want to receive newsletters by mail, by email, or both. • If you want an emailed copy, it's obvious that we need your current email address (even if you've given it to us before). Use the quiz card's bottom line or reach us via the "To Contact Us" information on page four. Thanks!

## *Reunion Luncheon a Resounding Success*

Just ask two participating alumni -- Grant Greapentrog, WG'61, and Bob Blumenthal, WG'63. Both members gave accolades like "well planned," "most pleasurable," "got a lot out of the event," when talking about our May Reunion get together. Carl Shaifer, WG '57 and WGES chair, officiated at the luncheon for the classes of 1963 and 1968 and friends and families. Bob Blumenthal (who came all the way from Memphis) and Al Berkeley, WG'68, served as class reunion chairs.

Dean Thomas Robertson gave a much-appreciated address to the group concerning future plans for our university. Other luncheon highlights included catching up with classmates and friends, learning something new via a fine speech by keynoter Carlos de la Cruz, W'62, WG'63, and being serenaded by the Penn Glee Club.



*Part of our newly inducted 50-Year Class of 1963 and their wives at the May Reunion Luncheon. How many do you recognize?*

Membership pins were awarded to our new members and the lunch was excellent.

A very special activity the same day was a WGES visit to the Barnes Foundation, recently moved to Philadelphia. It has grown over time to include permanent works from such masters as Renoir, Matisse, and Picasso. Also, among its wonderful exhibits are historic sculpture, exquisite fine jewelry, and elegant

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## Unique Loan Program Paves The Way For Better Grad School & Start-up Mentoring

For undergrads needing funds for graduate school or starting a business, a potentially beneficial organization called PAVE (as in “pave the way”) has emerged. It is a new, forward-looking loan-mentoring-scholarship program that is gaining mounting interest in education and commerce.

PAVE connects worthy students with “backers” who finance the dollars needed to meet the desired educational or business goal. Backers then receive a portion of the borrower’s projected income/salary in future years. The norm at this point is 7% over ten years. A program-plus occurs when the backer is a mentor as well as a source of funds.

It stands to reason that if the backers are able to help students prosper in graduate school and later in business, results will be better and will show through on the bottom line. This increases both backer’s payback and quality of the student’s career. It’s a win-win situation. It’s also a very interesting add-on to mentoring-at-large.

There is a lot more information available on the organization’s website at: [www.pave.com](http://www.pave.com). There’s also an interesting and innovative lead story on this loan and mentoring program on the front page of the *New York Times* Business Section of Sunday, July 20th.

## Brand New Ben Franklin Museum Awaits Your Visit At Homecoming!



*The Franklin Court site of Ben’s thought-provoking new museum is outlined by a huge metal skeletal “ghost house” of his original home and print shop.*

Opened on August 24th, this 21st century treasure-trove of “please touch” exhibits, computer-animated games, 3D simulations, and other interactive devices, is a \$23 million high-tech exploration of Philadelphia’s favorite citizen.

On the Franklin Court site of his home and print shop – now outlined by a huge metal skeletal “ghost house” – the 9,500 square foot space is devoted to revealing the character and wisdom of this American icon in exciting and unusual ways.

You can play songs on a “virtual armonica,” a colorful instrument Mr. Franklin invented. You can see a simulation of him at his desk working on his autobiography. Or, put your name upside down and backwards in “Olde

English” type as he would have on his printing press. You’ll also get the inside kite story – not the one used to demonstrate electricity – the one he used to pull him across a pond while swimming.

During his life, Mr. Franklin was a printer, writer, editor, inventor, politician, diplomat, founder of important institutions (including our own) and many other things. His life, times and legacy are a virtual kaleidoscope of activity that demonstrates his unequalled intellect and spirit. It’s here for people of all ages to discover and enjoy. Open every day except major holidays from 9 am to 5 pm, admission is \$5 and children under 16 are \$2. A great addition to your Homecoming Weekend plans, it’s a truly meager cost for a visit with such a great man.

## Insider’s Guide to the WGES Website

[www.wharton.upenn.edu/alumni/emeritus-society/index.cfm](http://www.wharton.upenn.edu/alumni/emeritus-society/index.cfm)

You’re looking at the home page of our website – the gateway to more information than you probably want, which is okay. Like an encyclopedia, it makes everything available, and you just use what you need. Look at it as a smorgasbord that allows you to make a meal of information exactly to your liking.

Our role here is to tell you what’s available and how to access and process it. We hope to save you time and effort in getting closer to what you want faster and easier.

The first important point is that this website is a lot bigger than WGES. The six words on the top right menu bar above the search box access the Wharton and Penn websites. Check those out at your leisure. Our main concern here is information about our doings. We’ll use lines and callouts to give you a quick picture of the Wharton Graduate Emeritus Society’s offerings. Have fun!

**Main WGES Menu Bar:** Access nine different types of information and news about the society. Left to right, they are:

- **Home** – This is the page you’re viewing.
- **News & Views** – Speeches, perspectives, poetry, memories, keynote speaker profiles, Crandall Challenge news, “In Memoriam” obituaries, and the WGES E-Bulletin. Your word and photo contributions are welcome!
- **Events** – Review of May’s Reunion Luncheon and Barnes Foundation Tour and news about the November 8th Homecoming Dinner at a very special place.
- **Faculty** – Photos and words about some of our favorite professors over the years.
- **Newsletter** – Copies of recent newsletters for your review and research.
- **Then & Now** – The place to post your memories of your time at Wharton, plus present-day news of campus developments in Philadelphia and San Francisco.
- **Steering Committee** – Brief bios and photos of this 20-plus member group.

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# Insider's Guide to the WGES Website

www.wharton.upenn.edu/alumni/emeritus-society/index.cfm.

## Wharton & Penn Menu Bar (Upper right hand corner – white text on black field)

- Quick Links • News • Directories
- Wharton Home Page • Penn Home Page

## Main WGES Menu Bar (Details Lower Left)

(White text on light blue field)

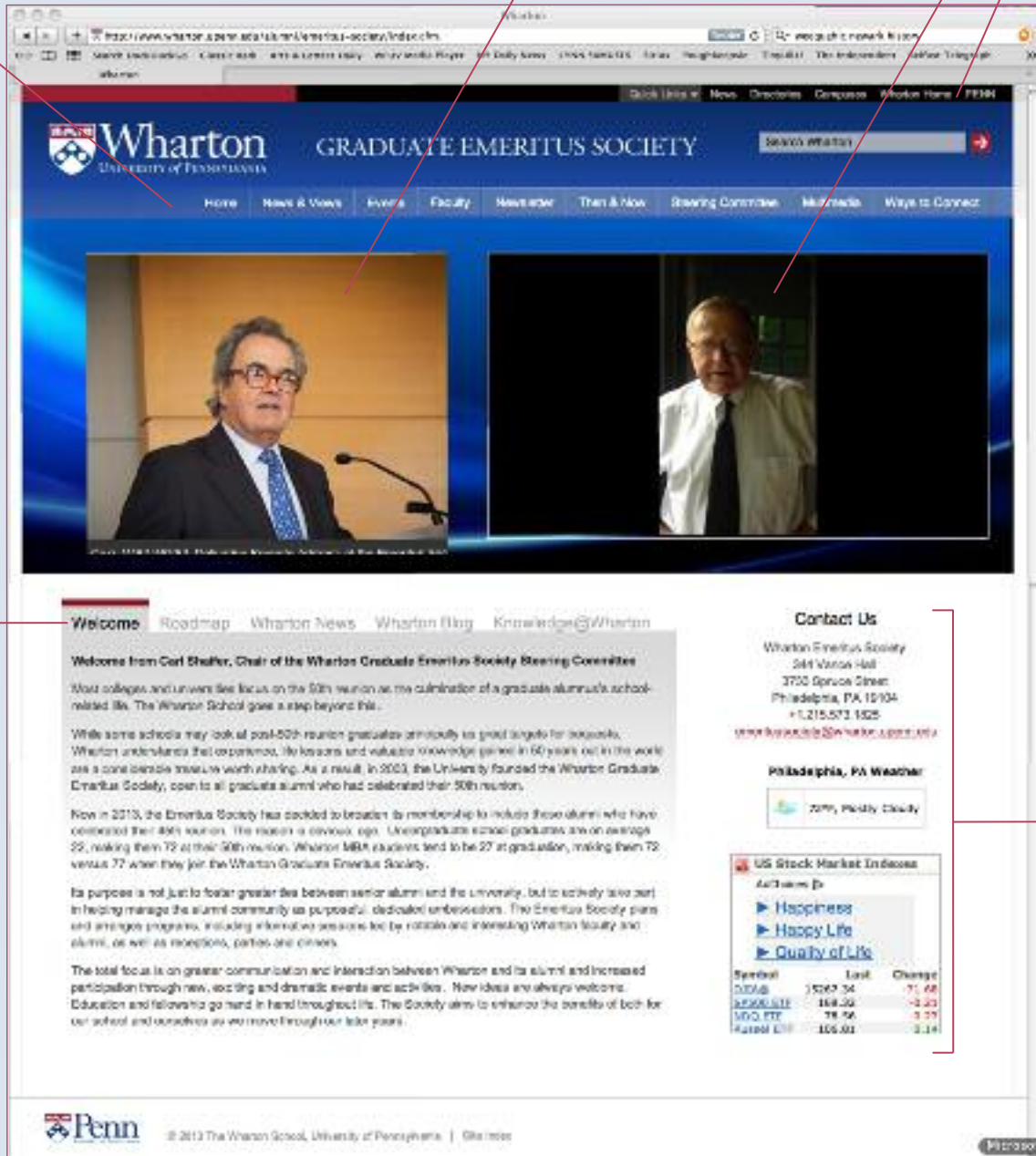
- Home Page • News & Views • Events • Faculty
- Newsletter • Then & Now • Steering Committee
- Multimedia • Ways To Connect

## Revolving Photos

People and places from our current events.  
This is Carlos de la Cruz from our May Luncheon

## Video

Five-minute greeting from Carl Shaifer, WG'57, Chairman of our Steering Committee. This video also positions our so-



### Welcome Roadmap Wharton News Wharton Blog Knowledge@Wharton

#### Welcome from Carl Shaifer, Chair of the Wharton Graduate Emeritus Society Steering Committee

Most colleges and universities focus on the 50th reunion as the culmination of a graduate alumna's school-related life. The Wharton School goes a step beyond this.

While some schools may look at post-50th reunion graduates primarily as good targets for donations, Wharton understands that experience, life lessons and valuable knowledge gained in 60 years out in the world are a considerable treasure worth sharing. As a result, in 2003, the University founded the Wharton Graduate Emeritus Society, open to all graduate alumni who had celebrated their 50th reunion.

Now in 2013, the Emeritus Society has decided to broaden its membership to include those alumni who have celebrated their 40th reunion. The reason is obvious: age. Undergraduate school graduates are on average 22, making them 72 at their 50th reunion. Wharton MBA graduates tend to be 27 at graduation, making them 72 versus 77 when they join the Wharton Graduate Emeritus Society.

Its purpose is not just to foster greater ties between senior alumni and the university, but to actively take part in helping manage the alumni community as purposeful, dedicated ambassadors. The Emeritus Society plans and arranges programs, including informative sessions led by notable and interesting Wharton faculty and alumni, as well as receptions, parties and dinners.

The total focus is on greater communication and interaction between Wharton and its alumni and increased participation through new, exciting and dramatic events and activities. New ideas are always welcome. Education and fellowship go hand in hand throughout life. The Society aims to enhance the benefits of both for our school and ourselves as we move through our later years.

### Contact Us

Wharton Emeritus Society  
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Philadelphia, PA 19104  
+1.215.572.1525  
[www.wharton.upenn.edu/emerg](http://www.wharton.upenn.edu/emerg)

### Philadelphia, PA Weather

70°F, Partly Cloudy

### US Stock Market Indices

Symbol	Last	Change
DOW	12067.34	-71.68
S&P500	1448.56	-2.23
NASDAQ	2818.56	3.57
Russell 2000	105.01	2.14

## Welcoming Menu Bar:

(Grey text on white field)

- Welcome from Carl Shaifer, WGES Chair • Roadmap to WGES Website
- Wharton News • Wharton Blog • Knowledge@Wharton

## Additional Information

(Lower right-hand section)

- Contact Us • Philadelphia Weather
- Stock Market (daily)



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 Philadelphia, PA 19104, U.S.A.

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## Join Our Homecoming Dinner at a National Historic Landmark

### WGES Website

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• **Multi-Media** – Five videos: the May 2012 Reunion Luncheon, keynote speech from that event, plus three Steering Committee members comments on our society’s value.

• **Ways to Connect** – Options for getting more involved, including a list of Cass Correspondents, words on mentoring from Milt Silver and links to Alumni Clubs, Flickr, Lifelong Learning, LinkedIn, Twitter, Wharton’s Facebook Page, *Wharton Magazine* and You Tube.

Contacts, Weather and Stock Market News: The first is quite consistent; the latter two less so.

### Homecoming

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per person and should be in by November 1st. Checks to “Trustees of the University of Pennsylvania” may be sent to WGES, % Helen Formanes, 344 Vance Hall, 3733 Spruce Street, Philadelphia PA 19104. Please indicate each guest’s choice of SALMON or STEAK. The restaurant’s dress code is business casual. For more information, call Helen at 215-573-1825 or email her at [formanes@penn.wharton.edu](mailto:formanes@penn.wharton.edu). This is one of our country’s most amazing restaurants. Do join us!

### Reunion Luncheon

*Continued from page 1*

antique furniture. Our website will give you more information on the luncheon and Barnes Foundation – and gear you up for next May’s version. Don’t miss it!



### The Penn & Wharton Grads in Government, Politics & Law Quiz

This long-term mayor of a U.S. city famous for what happens there “staying there,” is as colorful and dynamic as the city itself. Though not on our quiz, eight grads in these three fields who have made names for themselves are. Match them up on the quiz card and get the mayor’s name, too. With six correct, you’ll win something very nice and quite “Wharton.” That’s it – you don’t even have to run for office!

### To Contact Us:

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

For our website, visit <http://www.wharton.upenn.edu/alumni/emeritus-society/index.cfm>. We look forward to hearing from you.

### Spring 2013 Quiz Answers

- |                            |                        |
|----------------------------|------------------------|
| 1. (d) Walter Annenberg    | 5. (f) Elon Musk       |
| 2. (g) Geraldine Loybourne | 6. (h) Eugene DuPont   |
| 3. (a) Leonard Lauder      | 7. (b) Lucille Roberts |
| 4. (c) Steve Wynn          | 8. (e) Jon Huntsman    |