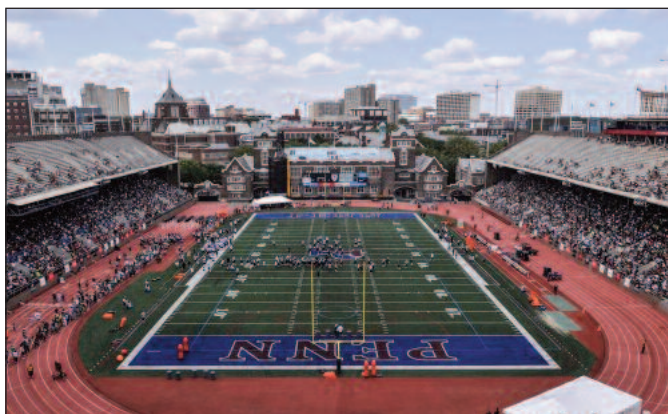


Take a Look at Homecoming's Special Events: October 31st–November 2nd



Franklin Field has been hosting Penn football games for over a century.

Late this month, you'll find West Philadelphia hopping with special activities appealing to every possible taste. A full listing of each day's functions is at www.alumni.upenn.edu/homecoming, and you can register there, too. For Society members, these are among the most interesting highlights awaiting your choice.

Friday Evening: *80th Annual Alumni Award of Merit Gala* is at the Annenberg Center for Performing Arts from 6 P.M. to 10 p.m. Included are a cocktail hour, awards presentation and dinner — all in a perfect location for mingling with friends.

Saturday: *The Old Guard Brunch at Houston Hall's Hall of Flags* welcomes any members who have celebrated their 50th reunion. Brunch buffet will be served from 11 a.m. to 1 p.m., followed by golf cart rides to Franklin Field for those who want a lift.

Penn-Brown Football at 1 p.m. in the nation's first football stadium (1895). Franklin Field also boasts the world's first scoreboard, constructed the same year. Many Penn fans are coming out to celebrate Al Bagnoli's final year at the team's helm. If you're not into football, there's an alumni hockey game and a Penn collegiate game immediately following, starting at 1 p.m. at the Class of 1923 Rink.

Other afternoon activities include *Wine and Sushi at Penn Hillel*, Steinhardt Hall (4 to 5:30 p.m) and the *Blutt Band Slam Competition and Quaketacular Beer Garden* at College Green from 4 to 6 p.m. This will give you a chance to relax with a brew while you choose your favorite among musical genres, including jazz, classical and rock and roll.

In the evening, the Grammy award-winning singer **Patti Austin**, will perform at the Annenberg Center's Zellerbach Theater. Her repertoire includes jazz, soul and rhythm & blues which has helped her create a nationwide following. If you'd just rather sit back and enjoy dinner with friends at one of Philadelphia's better restaurants, the university has a broad list that will help make it easy to pick the right one.

Sunday: Choose from *Trolley Tours* of the city that leave from The Inn at Penn, or have brunch and a private, guided tour at the renown, 92-acre *Morris Arboretum* of the University of Pennsylvania. Either way, you'll find yourself realizing that Homecoming weekend at Penn is a festival of great things to see and do. Enjoy yourself!



A night out with Patti Austin promises truly memorable music.

Online Critique

This is our second "online only" newsletter. We'd be much obliged if you would tell us how you feel about it. Please use the contacts listed on page two. Also, if you know classmates or other alumni who don't have email or computers, you can help them in two ways. Either print out a copy and give it to them, or forward our website address and send them to their local library who will print it. We're all in this together and we appreciate your reaching out. We also look forward to bringing you more news and information about Wharton and the WGES.

New Regional WGES Events in Boston and San Francisco

To date, most of our activities have centered on Philadelphia, but that's about to change. Realizing members live all over the country — and the world — it will be much easier to participate in more local Society events. This outreach starts on the West Coast late this month and in New England early next month. From there, it will spread to additional areas where local and regional members can conveniently get together.

At 4:30 p.m. on Friday, October 31st at the *Anchor and Hope Restaurant at 83 Minna Street in San Francisco*, WGES Members will gather with other Penn and Wharton alumni to celebrate a Homecoming Happy Hour. Reduced drink prices and \$1 oysters and mini-meatball subs will be a feature, not to be outdone by enjoying Halloween in this central location — no costume necessary. Register free online on our website listed below prior to noon on October 20th.

WGES Notes & News

All About MOOC Up to now, most concerns about “massive open online course” have been related to their effect on bricks and mortar colleges and whether or not students follow through after registering. Analysis of more than one million online pupils signing up for 16 Penn Coursera offerings has shed some valuable light.

Overall, only four percent of students finished their courses and just 50% viewed one or more course lectures. A follow up survey indicated most MOOC users are relatively well-off young men wanting to supplement their education. It also stated better access to technology is needed to help the educationally disadvantaged gain online access.

Results were somewhat better when looking at business school MOOCs. Of 875,000 students enrolled in nine Wharton MOOC courses, nearly 80 percent came from outside the U.S. and half of those lived in developing countries. This indicates business MOOCs aren't challenging traditional schools and appeal to those who don't have access otherwise.

For more complete information on these developments, see page 28 of the September-October *Pennsylvania Gazette*.

Wharton Graduate Class of 2016 Profile

Student makeup has changed markedly since we called Wharton home. Fifty years ago, Wharton Graduate classes totaled less than 200 and were made up mostly of white males from the northeast and mid-Atlantic who enrolled directly from undergraduate schools. It's different now.

This fall's incoming class of 859 is 40% female, 31% international (from 71 countries) and worked for an average of five years before enrolling. Also, 30% of the U.S. student enrollees are minority or multiethnic, and nearly half of the total class majored in humanities, social sciences or economics as undergraduates. Glad they are here and we wish them the best!

Wharton Fund Record Numbers for this important barometer of care for our school set a new record in the recently completed 2013-14 year. Cash gifts were \$12,700,000 – a 43% increase over the previous year. WGES did well, too. Our gifts from 712 members (up 7%) totaled \$860,000 – up 4%. Think we can get to a million this next year?

Spotlight: Thomas K. Hadlock WG'66 – Our New Steering Committee Chair



Born in Chicago, but a suburban New Yorker from early on, our new Steering Committee Chair has spent all of his adult life in the advertising agency business. A

graduate of the Loomis Chaffee School in Connecticut and New York's Hobart College prior to Wharton, he later worked at several of Manhattan's best-known agencies.

Starting at BBDO, then Grey and DDB, he has handled a vast range of consumer, industrial, financial and publishing accounts over the years. Tom has been at a smaller agency, Seiter-Miller, since 2003, where he now focuses on technology-driven accounts.

His primary responsibility is online marketing for Kyocera Mita Americas, developer of printing software for the international company's digital printers and copiers. Beyond accounts, as the Business Marketing Association

of New York's President, he has expanded membership, become a national board member/advisor and built an enviable list of major company contacts.

Growing up in Larchmont, New York, his parents worked in publishing. Tom grew up learning lots about media as well as sports. The latter stayed with him in terms of tennis, squash and skiing. A Manhattan resident for many years, he and his wife Yolande have one daughter and two grandchildren who live nearby. They spend weekends together in Westhampton at the beach year round.

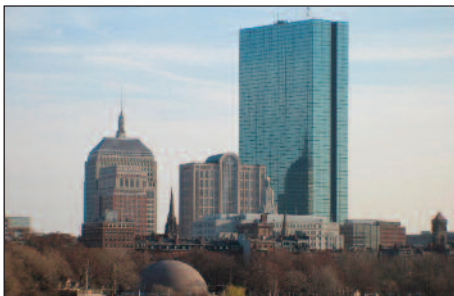
Over the years, he has also been involved in a broad array of leadership experiences. They include lecturing at The New York Institute of Technology, advising the President of Lehigh University, being an Episcopal Church Leader at the Diocesan level, working as a published author and speaking Japanese.

Any organization feels proud when their leader has demonstrated they know their way around the world. In our case, the track record and obvious abilities of our new chair promise a very good road ahead indeed for The Wharton Graduate Emeritus Society.

Regional Events

Continued from page 1

Just three days later, at **6 p.m. on Monday, November 3rd at the Fairmont Copley Plaza Hotel, 138 St. James Street in Boston**, our members will meet for a cocktail reception, special program, dessert and coffee. The event



Nov 3rd in Boston heralds the beginning of the WGES outreach program.

is co-sponsored with the Penn Old Guard and the program topic is “Discoveries in Cancer: What They Mean for the Penn Family and the World.”

Presenting the latest research findings will be Chi W. Dang, M.D. Ph.D., the John H.

Glick M.D. Abramson Cancer Center Director's Professor and Director of the Abramson Cancer Center. Joining Dr. Dang will be Carl H. June, M.D., the Richard W. Vague Family Professor in Immunotherapy and Director of the Translational Research at the Abramson Cancer Center.

You can register for the event on our website: www.wharton.upenn.edu/alumni/emeritus-society/. The event fee is \$20. This is a great opportunity to get together with friends and classmates in the New England area, have a few drinks and get the latest information on an important subject that concerns us all. More information on other local events soon!

To Contact Us:

For comments, or any other WGES topic, call 1.215.573.1825, or email:

emeritussociety@wharton.upenn.edu.

For our website, visit

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

We look forward to hearing from you.