

## Expanding WGES Horizons in 2015



David Ball

San Francisco's May 4th "Global Conversations" meeting includes a notable cocktail reception for WGES and The Penn Old Guard

Our outreach from Philadelphia to events in the rest of the country started last fall in Boston and San Francisco. It continues to expand this year, with new activities added as well. Some plans afoot will need your kind counsel to develop properly.

**Global Tours** First off, Wharton Dean Geoff Garrett will bring his "Global Conversations Tour" to Miami on April 29th and to San Francisco on May 4th. This will be a great opportunity to meet our new Dean and hear his thoughts on the future of Wharton. For specific

details on the event, reach us at the contacts listed on page two.

**Visits to Space** Washington DC area members will sponsor a tour of the Smithsonian's Steven F. Udvar-Hazy Center in suburban Chantilly, Virginia in May. Located adjacent to Dulles Airport and opened in 2003, this museum showcases many thousands of aviation and space artifacts the National Mall museum couldn't house.

This includes a Concorde, space shuttle Discovery, Gemini space capsule, the fastest jet ever -- Lockheed's Blackbird -- and the Enola Gay, the B-29 that dropped the first atomic bomb. There are also an IMAX theater, planetarium, interactive Discovery Stations and Flight Simulators. This attraction is worth a special trip.

**Italian Travel** In fall, 2016, WGES will enter the travel and tourism business, as this issue's Italian Lake District article will explain. Additional events still in the works for this year will be promoted by email and our website. We also urge you to tell us what local events and activities you'd prefer. Your ideas will help us bring members together for rewarding experiences.

**Broadway Babies** Also in the fall, we're planning the Society's first Broadway outing. We plan a September Wednesday matinee date with lunch at the Penn Club first. We will be under the excellent care of Andrew Shaifer, Carl's son and a seasoned show business veteran. Andrew will tell us about the show plus a little Broadway background at lunch, then accompany us to the theatre. Which show is still under consideration. Tell us what you'd like to see!

**Classy Emails** Speaking of getting together, members of our steering committee are working on a project to create a special email address for each member class. Most contact after graduation is between classmates. We believe this can be a real communications boost in creating more togetherness after all these years. More about this later!

**Members Award** Another project in the works is a possible award for the WGES "Member of the Year". Still in very formative stages, the idea is to further Bob Crandall's call for action by highlighting members who really take it to heart. The focus would be to encourage increased

## Our May 16th Reunion Luncheon Featuring The Lauder Institute's Director and City Mural Trolley Tour

Many exciting activities take place at Wharton Reunions, but year in and year out, the main event is our annual WGES luncheon. On Saturday, May 16th at 12:30 p.m. on the Eighth Floor of Huntsman Hall, the Classes of 1965 and 1970 will be inducted into our Society. All members from classes prior to 1965 are also cordially invited to join us, and bring their families and friends as well.

They will take part in a reception that includes welcoming remarks from Dean Geoff Garrett, a short concert by the Penn Glee Club and suitable refreshments. The reception will be followed by a delicious three-course lunch with wine, and a notable speaker with world-class credentials.



Prof. Mauro Guillen

After this, attendees will be welcomed to a special trolley tour of the world's largest collection of outdoor public mural art.

Our speaker, Mauro Guillen, is the Felix Landman Professor of International Management at Wharton and Director of The Lauder Institute at Penn. He previously taught at MIT's Sloan School of Management. Prof. Guillen received both a PhD in sociology from Yale and a Doctorate in political economy from the University of Oviedo, Spain. He holds dual United States and Spanish citizenships.

Best known for comparison studies of company and management practices worldwide,

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involvement in community leadership.

Bob's message is that WGES members' experience and leadership skills can make important contributions to major community issues at local and national levels. We believe we could put together a nomination form and make it available. Do you think an award is a good idea and if so, would you have a member nominee in mind? This can only work if you think it's good for WGES and have nominees. Please give us your honest opinion!

**WGES Campus Video** On another outreach front that brings you right back to Philadelphia, we want to make sure you're aware of the new Campus Video available on our website. It not only shows you what's changed in areas we frequented some 45-plus years ago, but showcases additional new campus developments as well.

You'll find this video right in the center of the website's home page. Less than 12 minutes long, it goes by quickly and pleasantly, thanks to the untiring efforts of Mark Lloyd and Paul Schurr. Stay tuned for other new developments as 2015 rolls along!

## Luncheon

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he is noteworthy for expertise in teaching globalization's effects amidst the rise of emerging market multi-national companies. His subject for us will be "New Business Opportunities in the Years to Come."

Dr. Guillen was born in Leon, Spain. In college, he was a member of the University of Oviedo basketball team winning Spain's 1987 national championship. Deeply interested in history and architecture, he is married with two teenage children. His wife is a Professor of Political Science at Temple. Dr. Guillen's interesting views on international business has made him a frequent commentator on National Public Radio, BBC and



One of the many outdoor murals on our trolley tour is "Pride And Progress", at 1315 Spruce Street

CNBC.

The outdoor mural art tour will be accompanied by commentary from a City of Philadelphia Mural Arts Program docent who intimately knows the history, creative process and artists of about 20 murals we'll visit. This is a rare chance to see an unusual and dramatic pantheon in the city's contemporary art scene. Those on tour will be dropped off on campus well in time for their evening activities.



Wharton Dean Geoff Garrett will take time from his Global Conversations Tour to visit us

Plan your reunion around our Emeritus Society Luncheon and you can count on a memorable weekend. But do sign up now, as many events have limited space. To reserve any reunion event, visit: [wharton.upenn.edu/reunion](http://wharton.upenn.edu/reunion). We look forward to welcoming all members of the Society to this very special time together.

## Join Us In The Italian Lakes Next Year



Garden entrance to Villa Carlotta in Tremezzo on Lake Garda

Great news! Penn Alumni Travel is offering a special trip to the iconic Italian Lake District next year for WGES and Penn Old Guard members. The itinerary will be similar to tours they run now, but will be especially designed for the comfort, style and ease of our members.

The tour comprises eight days and nine nights, departing on August 30, 2016 to Milan, and finishing on September 7th.

Centering on Lakes Como and Maggiore, visits will be made to the celebrated towns of Orta, Stresa, Bellagio, Como, Cannobio, Italy and Ascona, Switzerland.

The tour includes luxury motor coaches with restroom facilities, first-class accommodations, many meals, reception and special events, plus faculty host Dave Wallace, the Judith Rodin Professor of English at Penn.

Additional highlights include private boat tours of the best-know islands

and their villas, and visits in Milan to Leonardo's The Last Supper, the incomparable Cathedral (Duomo) nicknamed "The Wedding Cake", plus La Scala Opera House and the Galleria Umberto.

The per person prices is \$2,995, which includes airfare from Eastern U.S. cities to Milan and airport transfers there. Remarkably, there is no extra cost for solo travelers. Another major tour advantage is Stresa's Hotel

La Palma. Centrally-located, with a notable restaurant, lakeside pool, beach, fitness room, whirlpool, sauna, solarium, wifi and your own balcony or terrace, it's your home all week. You'll only have to unpack once!

Our group is limited to 36 travelers. This itinerary and value will be very popular and sell out quickly. With this in mind, please email us now at [emeritusociety@wharton.upenn.edu](mailto:emeritusociety@wharton.upenn.edu), or call 215-573-1825 to be added to our priority reservation list. The tour will open for reservations approximately nine months before departure, with priority list notified first. Make sure you don't miss this great opportunity. Get in touch with us by the end of May. Many thanks.

### To Contact Us:

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

[emeritusociety@wharton.upenn.edu](mailto:emeritusociety@wharton.upenn.edu).

For our website, visit

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

We look forward to hearing from you.