

AUTUMN 2015

Our “Crandall Challenge” Action Program Focuses On Your Good Works!



WGES members find that engaging in community events serving others is a great way to stay involved!

Our traditional life pattern has been to stop working at 65, then play golf and smell the roses. Some love the idea, some don't. Five years ago at our Reunion Luncheon, Bob Crandall offered us an intriguing alternative plan.

Bob challenged us to use the great education – plus some time, money and effort – to benefit the common good. He described his idea as a “Geezer’s Crusade”: well-educated seniors working to make a better world.

He thinks those who have at-

tended Wharton, or other great schools competitive with Wharton, have broader experience, greater capability and more wisdom than citizens at large. Bob believes these assets should be put to use to serve society.

Bob’s specific hot button is the Washington mess. He hopes we’ll urge our nation’s politicians to be more productive than just spouting ideology while ignoring major problems. While we agree Washington should be better, not everyone is up for the intense combat improving national politics requires.

That may be a tall order and not suitable for everybody. There are, however, important contributions that can be made locally and regionally to improve community life without involving the high level of conflict inherent in political debate.

We applaud this idea, want to support it and make it a top priority on member’s minds. To promote it and give it substance, we’ve created a program to focus on the need, provide a way to respond and give it the attention it deserves.

Here’s how it works:

- 1) Tell us what you have done or are doing in “staying involved” with a purpose. We’ve put a framework below followed by three examples.
- 2) Send the completed story to us by email or hard mail, using the contacts below. We’ll post them on a special new segment on our website segment titled “Crandall Challenge Action”.
- 3) All stories submitted by the end of February, 2016, will be considered for an award made at next year’s reunion lunch as the “Crandall Challenge Action of the Year.”
- 4) Introduced at the luncheon and given a suitable plaque, the winner will also be our luncheon guest and have their reunion registration fees paid.

Only one story will be a winner each year, but up to three “Honorable Mentions” will also be posted on the website.

Intriguing WGES Special Events: Past & Future

Before details on new activities, a quick look at recent happenings. Our eighth Reunion Luncheon in mid-May was the best-attended ever. More than 55 attendees enjoyed fine food and drink, plus engaging comments by Prof. Mauro Guillen, on the increasing importance of globalization to our world.

In April and May, Dean Garrett brought his “Global Conversations Tour” to Miami and



WGES members spaced out at the Smithsonian’s Udvar-Hazy Center near Washington’s Dulles Airport in May after a gala lunch nearby.

San Francisco, WGES members joined with other Penn graduates to meet and greet, plus hear the Dean’s ideas on alma mater’s future.

Also in May, WGES sponsored a luncheon and tour of Smithsonian’s Udvar-Hazy Center near Washington’s Dulles Airport. Members and friends spent time with fabulous space items, including a Concorde, space shuttle and the B-29 Enola Gay. Plans are under way for another DC-area excursion next spring.

On Thursday, December 10, WGES members are invited to, a holiday dinner at the City Tavern, 138 South Second Street at Walnut Street. Founded in the late 1700s, this eminent dining spot features colonial and contemporary fare with staff in period costume and a gracious tavern style ambience. In addition to fine food and excellent com-

Crandall Challenge

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Your initial thoughts may be that you're not interested in grandstanding or self-promotion. That is not what this is about. Your story — or another member's story you nominate — is truly educational and helpful. It can be both instructive and inspirational!

A lot of talented members may be ready to do more in life, but haven't really settled in and come to grips with how to do it.

Stories of those who have can be a very positive influence on their thought processes. Look at this as a personal seminar on citizenship that benefits everyone involved — and those well beyond.

Here's the framework for your story:

- Name – Graduation Year – Contact Details
- Brief Description of Project & Purpose
- How It Came About
- How It Works & Results
- What It Means To You

Here are three examples:

Example One

- Jim A. - 1959 – Coastal Florida
- *Income Tax Preparation – with a difference*
 - Tax prep is scary and difficult for many older, lower income citizens. Help is provided in many places, but often on a one-time, catch-as-catch-can basis. Lack of filer preparation frustrates helpers and increases prep time. We found ways to streamline the system, eliminate recurring problems and reduce volunteer turnover.
 - We initiated early-in-the-year seminars that stipulate, for prep help later; mandatory attendance. Each volunteer is assigned same filers each year. We put each filer's records in a data bank for yearly reference.

In eight years with thousands of filers, we have only had a handful of problems with the IRS. All were solved without financial difficulties.

- *It's very satisfying to work in a program that works so well in an area known for frustrations, anxiety and delays. To know that everyone involved feels good about the outcome gives me great peace of mind.*

Example Two

- Albert N. – 1965 – Central Ohio
- *Fall Car Wash Carnival*
- *Fund-raising car washes are everywhere. Hard to be different and attract more than a local crowd, We found ways.*

Our car wash carnival is for the local high

school booster club on my farm after Labor Day. We added the following items to entice the family: blow-up fun house, outdoor grill fare, jewelry and knick-knack flea market, sale of high school branded sportswear, pony rides. Also, have an all-day talent barn show with high-powered sound system. It brings out the teens.

Car wash funds have provided an electric football scoreboard, seat backs for the bleachers and workout equipment. The booster club wants us to do a spring carnival as well.

- *Amazing and exciting how this thing has grown. Five years ago we got 23 cars. Now we get hundreds. It's fun and keeps me going. Even find myself thinking of new additions while I'm going to sleep.*

Example Three

- Will T. - 1956 - Northeast Pennsylvania
- *My Fourth of July Art & Writing Contest on Liberty and Freedom*
 - *Three years ago, my granddaughter showed me a color drawing and essay she'd written for civics class. The subject was what being an American meant to her. Just before Fourth of July, she won first place in her class contest. It occurred to me that too many of us take those things for granted and we should have a larger contest on the same subject. I started one in our hometown.*
 - *After meetings with the school, mayor, local newspaper and a sponsor (local department store), we introduced the contest a year ago. Entries can be art or copy or both, and must be delivered to Town Hall by June 30th. We go over all of them, then decide on first, second and third prize. They are announced at the annual Fourth of July Picnic with winners present and congratulated. Entries are posted at Town Hall and sponsor shopping certificates given to winners.*

Entries more than doubled our second year, with much of the increase from older residents. The contest is mentioned in local media, in school programs and is talked about well beyond the holiday. I feel it gives those who live here another important positive element of togetherness.

- *It is most rewarding to discover something I felt needed doing had such a positive reaction among neighbors and those I spend my life with. For want of a better name, you could label it, "psychic income."*

Now we're looking forward to hearing what you've been up to!

Send your story to:

Email: emeritusociety@wharton.upenn.edu
Regular mail: Helen Formanes, 344 Vance Hall, 3733 Spruce Street, Philadelphia PA 19104

Special Events

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pany, Don Huesman, Managing Director of Wharton Alumni Management Education will speak. In

a "WGES Introduction to MOOC", he'll describe our school's objectives and strategy developing online educational programs via Massive Open Online Courses.



The WGES Philadelphia Holiday Dinner on December 10th features a notable restaurant founded in the late 1700s

Don't forget next year's amazing **Italian Lakes trip, August 3th-September 7th.**

WGES members and Penn's Old Guard will lead the way for a week of fun and special events in a fabled destination — the picturesque towns and villages bordering Lakes Como and Maggiore.



S. Longstone

Malcesine on Lake Garda, one of many fascinating villages on the WGES Italian Lakes Tour in August.

The tour will also include Milan and Ascona, Switzerland. A full week at Stresa's Hotel La Palma means that you'll only have to unpack once. The group is limited to 36 travelers, the price is right and bargain airfare is included. Book now to join a very special WGES event.

Lots more on the way. Stay tuned!

To Contact Us:

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

emeritusociety@wharton.upenn.edu.

For our website, visit www.wharton.upenn.edu/alumni/emeritus-society/

We look forward to hearing from you.