



THE E-NEWSLETTER FOR DREXEL ALUMNI / OCTOBER 2014 · VOLUME 10 · ISSUE 10



## Details in Brief

Click the video for a preview of the October 2014 *Drexel Details* alumni e-newsletter hosted by Miranda Shroyer, a LeBow College of Business student from the Class of 2018.

### Alumni Spotlight By Priya Ratneshwar

**Stan Silverman: Lessons in Leadership**  
Trustee, BS chemical engineering 1969, MBA business administration 1974

Since it began offering programs in fall 2013, Drexel University's Charles D. Close School of Entrepreneurship has quickly established its reputation as an incubator for budding young entrepreneurs to dream up—and start up—new business ideas. But it's not just undergraduates who benefit from the School's innovative curriculum.

After accompanying Close School faculty, students and staff on a pilot travel program to Silicon Valley, two-time Drexel alumnus and vice chairman of the Board of Trustees Stanley W. Silverman '69, '74 was inspired to add a new entry to his already storied list of accomplishments.



"If I look back and think about the common denominator in my life, it's that I want to make a difference in people's lives," he says. >>

## Alumni Career Services

### How to Maximize New Business Opportunities Through Referrals: An Online Alumni Career Services Workshop

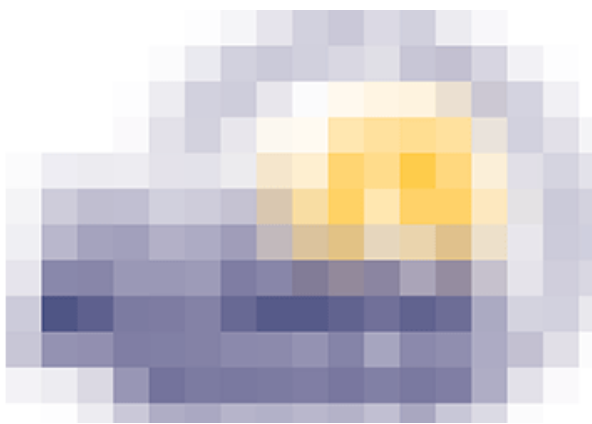
Growing any business is more than just making cold calls. Regardless of the industry, new business opportunities require networking and relationship building. Have you ever devoted the time to learn how it's done? On Thursday, Oct. 23, **Fred Kaplan, CBM, MBA '83**, will teach you the 12 steps to building a referral pipeline. Then, leave with the skills to convert potential sources into active referral partners! >>

### Engineering Industry Round-tables: An Alumni Career Services Program in Philadelphia

Do you want to make connections with Drexel alumni employed in engineering fields? If so, join the Alumni Association on Tuesday, Oct. 28, for a networking reception and interactive, small group conversations, designed to help you build lasting industry relationships and gain valuable market insights. Drexel alumni who are leaders in various engineering sectors will lead conversations about the catalysts, obstacles and trends in these dynamic fields. >>

### How to Successfully Manage Your Career Transition: An Alumni Career Services Program in New York

Join the Alumni Association and a panel of distinguished alumni who have successfully transitioned their careers on Thursday, Nov. 6 to learn firsthand about the challenges and rewards of moving forward on your professional path and how transferring your current skill set can play a major role in your next career success. >>



## The Alumni Association Celebrates 50 Years and Gets a New Look!

Like a fine wine, the Alumni Association just seems to get better with age. And 2015 marks the 50th anniversary of the Alumni Association which can only mean one thing. It's time to celebrate! We have an entire year of celebrations planned to commemorate this special anniversary— including special events, giveaways, contests and fun activities online and on social media.

You'll also notice our new look as we launch our brand new logo! We've provided a blurry version above for your first sneak peek, but you'll have to wait until Monday, Nov. 10 for the full reveal! We know you're going to love it, so we've made sure to fill 2015 with opportunities to get brand new Alumni Association swag so you can really show it off. Stay tuned for more information in the upcoming months about how you can participate in 50th anniversary celebration from January to December, 2015!

## CAN DU Alumni Fall Service Project at The Lee Cultural Center



More than 80 Drexel alumni and students have already registered for the CAN DU Fall Service Project on Oct. 25. There is still time to sign up, but space is limited, so register today! If you have a passion for community service and giving back, join us at the Lee Cultural Center in West Philadelphia as we clean up debris, landscape, create a mini-library for the students' use, and take on various other indoor and outdoor projects. >>

Can't make it on Oct. 25, or don't live nearby? CAN DU is collecting children's books in new and like-new condition, along with school and art supplies (paper, crayons, notebooks, pencils, calculators, etc.) that could be used by the children in the Center's after-school programs. In addition, you can donate playground and recreation supplies including, but not limited to: baseballs, bats and mitts, kickballs, basketballs, jump ropes, sidewalk chalk, tennis balls and rackets, Whiffle balls and bats. [Click here](#) for more information and to learn how to shop for supplies via our Amazon Smile wish list.

**Want to know what's so great about volunteering with CAN DU? Click [here](#) for our top 10 list of CAN DU moments and see for yourself!**

## Nominations Now Open for the 2015 Alumni Association Awards

Each year, the Drexel University Alumni Association recognizes alumni for outstanding achievements in their profession, in the community and within the University. The Alumni Association also recognizes outstanding students for demonstrated leadership throughout their time at Drexel.

## Become a LinkedIn Expert: An Online Alumni Career Services Workshop

LinkedIn can help you develop warm job leads and make it possible to communicate with people in your field at companies of interest. On Thursday, Nov. 6, join the Alumni Association and the Steinbright Career Development Center to learn how to use LinkedIn to network with alumni and professionals to turn relationships into opportunities. >>

## Leadership with Stan Silverman, BS '69, MBA '74, Trustee: An Alumni Career Services Program in Philadelphia

How can you go beyond simply holding the job title of "manager" to being a true leader who can inspire colleagues to achieve extraordinary results? On Wednesday, Nov. 12, the Alumni Association will host a leadership discussion with **Stan Silverman, BS '69, MBA '74**, Trustee, former CEO of a global company, public and private board member and advisor to current and aspiring leaders. Silverman will share his insight into what effective leaders know and do. >>

## Lessons from the CFO: An Alumni Career Services Program in Costa Mesa, Calif.

Throughout his career, **Kyle Wescoat, BS '74** has served as the CFO of various public and private companies, guiding them through challenging times of transformation and leading them to exceptional results. In his dynamic presentation on Thursday, Nov. 13, Wescoat will trace his career path from Drexel to today, discuss the role of and expectations facing middle-market CFOs, and give you practical advice based on his own 30+ years of professional experience. >>

## Résumés, Cover Letters and Interviewing to Get the Job You Want: An Alumni Career Services Program in Washington, D.C.

Are you seeking a new career opportunity? **Robb Mulberger, MBA '75** has spent the last 40 years putting professionals in jobs and will share practical how-to instructions and step-by-step processes that maximize the odds of success for every job seeker. Learn how to decipher the hiring criteria and processes of employers, plan your strategy, write winning résumés and cover letters and ace the interview in this dynamic presentation. >>

## Career Columns by Drexel Alumni

**Leadership Unlimited**  
by **Terry Wall, MBA '97**  
"Four Best Practices to Destroy Employee Retention"

These best practices will send your employees running for the exit. Do any sound a little *too* familiar to you?



**Your Career Retainer**  
by **Chris Bilotta, BS '77, MBA '84**  
"Ways Leaders Undervalue Their Employees"

Effective leadership requires an awareness of your own style and approach, but an equal awareness of your employees' characteristics, tendencies, strengths, and the manner in which they want to be led.



All members of the University community are invited to participate in the Alumni Awards process by nominating exceptional alumni and students for consideration by the Honors and Awards Committee of the Alumni Association Board of Governors. Nomination materials must be received no later than 5 p.m. on Friday, Dec. 5. To view the Alumni Association Awards categories and criteria, and to submit your nomination, [click here](#).

## Alumni Travel Program Featured Excursion: Alaska Passages July 14 to 24, 2015



Discover Alaska's rugged beauty while cruising on the elegant Oceania Cruises Regatta. From Seattle, sail north to the picturesque Alaskan ports of Ketchikan, Wrangell, Juneau, Skagway and Sitka, marvel at the magnificent Hubbard Glacier, and return to Seattle via the lovely city of Victoria, B.C.

**Early booking discount extended!** Get 2-for-1 cruise fares with free airfare and a bonus \$2,000 early booking savings per stateroom if booked by Wednesday, Oct. 10. >>

As part of our commitment to lifelong learning, the Alumni Association offers unique group travel opportunities to Drexel graduates. These alumni travel programs combine educational forums and excursions to places of historical and cultural interest, with the opportunity to enjoy unplanned experiences and meet local people. To join our travel mailing list and receive information on our upcoming trips, email the Alumni Office at [alumni@drexel.edu](mailto:alumni@drexel.edu), and please include your name, class year and address. More information on the Alumni Travel Program is also available [click here](#).

## Congratulations Donn Cahill, BS '79!

Don Cahill, BS '79, was the lucky recipient of our Summer Swing raffle prize—a personalized jersey from the Philadelphia Phillies! Cahill, along with 215 other Drexel alumni who attended Alumni Association receptions at major and minor league baseball games this summer, was entered into the drawing. Congratulations, and wear it proud!

## Drexel Athletics Hall of Fame: Class of 2014



Alumni and Dragon fans are invited to the Athletics 2014 all of Fame Induction and Reception on Thursday, Oct. 30. This year's inductees include: Brian Holden, men's basketball from 1992 to 1995; Michelle Maslowski, women's basketball from 1998 to 2002; Jeffrey Miller, men's lacrosse from 1974 to 1977; Pam Zukowski, field hockey from 199 to 2001; and the 1972 men's soccer team. In addition, Chuck Pennoni will receive the Athletics Director Legacy Award.

The evening will kick off with a reception, followed by the induction and unveiling ceremony at the Janet and Barry Burkholder Athletics Hall of Fame. >>

## Drexel Bookstore Alumni Loyalty Program

Drexel alumni are invited to join a new loyalty program on behalf of the University Bookstore. Sign up and get exclusive discounts and special offers delivered straight to your inbox that can be used online or for in-store purchases. Your first offer? Sign up for the program and get 25% off on spirit gear! >>

As a member of the Alumni Association, you get a number of benefits and



Pictured from left to right are: Jerry Corrigan, BS '83; Kristy Kulak; Charles Kulak, BS '76; and Fran Zarzecki.

## In Case You Missed It: Revisiting Frankenstein at the Mutter Museum

More than 100 alumni and guests gathered at the Mutter Museum in Philadelphia on Tuesday, Sept. 16 for an after-hours reception and conversation with Dr. David Guston, professor of politics and global studies, co-director the Consortium for Science, Policy and Outcomes and director of the Center for Nanotechnology in Society at Arizona State University and Dr. Gwen Ottinger, assistant professor in Drexel's Center for Science, Technology, and Society. Drs. Guston and Ottinger led an interesting discussion on the unintended consequences of technological innovations. Afterwards, guests had the opportunity to tour the Mutter's collection of medical oddities, anatomical and pathological specimens, wax models, and antique medical equipment.

## Wall Street Legend Abby Joseph Cohen to Speak at a Benefit for Drexel Hillel



Few names are better known in the world of stock market forecasting than Abby Joseph Cohen of Goldman Sachs. Cohen has been recognized as a leader in US Portfolio strategy for two decades and was previously ranked No. 1 by numerous industry surveys. She has been the subject of a Harvard Business School case study and a *BusinessWeek* cover story. Cohen is also deeply involved in many charitable causes, including the efforts of Hillel to enrich Jewish student life on college campuses.

Cohen will speak at Drexel on Thursday, Nov. 6 at 6 p.m. in Main Building at a benefit event for Drexel Hillel's programming for students. The event includes a reception and dinner prepared in accordance with dietary laws by the acclaimed Citron & Rose restaurant and catering company. >>



services such as this. Want to learn more? Visit the Alumni Association website today! >>

## Upcoming Alumni Events

### Philadelphia Metro

**CAN DU Alumni Fall Service Project at Lee Cultural Center**  
Saturday, Oct. 25, 2014  
Lee Cultural Center, Philadelphia

**Engineering Industry Roundtables: An Alumni Career Services Program**  
Tuesday, Oct. 28, 2014  
Hotel Palomar, Philadelphia

**Leadership with Stan Silverman, BS '69, MBA '74, Trustee: An Alumni Career Services Program**  
Wednesday, Nov. 12, 2014  
The Union League, Philadelphia

**Drexel Men's Basketball vs. Saint Joseph's University**  
Monday, Nov. 17, 2014  
Daskalakis Athletic Center, Drexel University, Philadelphia

**The Charms of Fairmount Park: Holiday House Tour**  
Sunday, Dec. 7, 2014  
Rembrandt's and Fairmount Park, Philadelphia

**Drexel Men's Basketball vs. La Salle University**  
Saturday, Dec. 13, 2014  
Daskalakis Athletic Center, Drexel University, Philadelphia

### Around the World

**Los Angeles Area Alumni Happy Hour**  
Friday, Oct. 21, 2014  
Duke's, Malibu, Calif.

**How to Maximize New Business Opportunities Through Referrals: An Online Alumni Career Services Workshop**  
Thursday, Oct. 23, 2014  
Online

**The Secret World of Espionage at The International Spy Museum: Alumni Reception, Talk, and Tour**  
Saturday, Oct. 25, 2014  
The International Spy Museum, Washington, D.C.

**How to Successfully Manage Your Career Transition: An Alumni Career Services Program**  
Thursday, Nov. 6, 2014  
The Strand Hotel, New York

**Become a LinkedIn Expert: An Online Alumni Career Services Workshop**  
Thursday, Nov. 6, 2014  
Online

**Lessons from the CFO with Kyle Wescoat, BS '74: An Alumni Career Services Program**  
Thursday, Nov. 13, 2014  
Scott's Restaurant and Bar, Costa Mesa, Calif.

**San Diego Alumni Holiday Happy Hour and Toy Drive**  
Thursday, Nov. 13, 2014  
Cusp Restaurant, Hotel La Jolla, La Jolla, Calif.

**Drexel Men's Basketball at University of Colorado**  
Friday, Nov. 14, 2014  
Center for Community and Coors Events Center, University of Colorado, Boulder, Colo.

**Seasonal Dinner at Lotus Farm to Table**  
Wednesday, Nov. 19, 2014  
Lotus Farm to Table, Media Pa.

**Résumés, Cover Letters and Interviewing to Get the Job You Want: An Alumni Career Services Program**  
Thursday, Nov. 20, 2014  
St. Gregory Hotel and Suites, Washington, D.C.

### Colleges & Schools

**Drexel Law Alumni Reception**  
Thursday, Oct. 16, 2014  
Stout Midtown, New York

**CCI Cybersecurity Institute Symposium: The Anatomy of a Healthcare Data Breach**  
Thursday, Oct. 16, 2014  
Paul Peck Alumni Center, Drexel University, Philadelphia

**CNHP Reception for Couple & Family Therapy Alumni and Friends**  
Friday, Oct. 17, 2014  
Rock Bottom Restaurant and Brewery, Milwaukee, Wis.

**DUCoM Alumni Reception at the American Academy of Ophthalmology Annual Meeting**  
Saturday, Oct. 18, 2014  
Chicago Marriott Downtown Magnificent Mile, Chicago

**DUCoM Alumni Reception at the American Association for Laboratory Animal Science National Meeting**  
Sunday, Oct. 19, 2014  
Grand Hyatt, San Antonio

**DUCoM Alumni Reception at the American College of Gastroenterology Annual Meeting**  
Sunday, Oct. 19, 2014  
Philadelphia Marriott Downtown, Philadelphia

**AWCoMAD Discussion with Arrested Development Creator**  
Tuesday, Oct. 21, 2014  
Bossone Research Center, Drexel University, Philadelphia

**CoAS: Kaczmarszik Lecture with Dr. Margaret J. Geller**  
Wednesday, Oct. 22, 2014  
Main Building, Drexel University, Philadelphia

**CoE Alumni Association Lancaster Square Hard Hat Tour and Reception**  
Wednesday, Oct. 22, 2014  
Lancaster Square and Landmark Americana, Philadelphia

**SPH Grand Rounds Lecture Series with Dr. Aletha Maybank**  
Wednesday, Oct. 29, 2014  
Nesbitt Hall, Drexel University, Philadelphia

### Campus & Community

**Chocolate: The Exhibition**  
Now through Jan. 24, 2015  
The Academy of Natural Sciences of Drexel University, Philadelphia

**D.R.A.G. Head of The Schuylkill Regatta Social**  
Saturday, Oct. 25, 2014  
Landmark Americana, Philadelphia

**LGBTQA Student Center One Year Anniversary Celebration**  
Wednesday, Oct. 22, 2014  
LGBTQA Student Center and Paul Peck Alumni Center, Drexel University, Philadelphia

**Mega-Bad Movie Night: The Lost World**  
Thursday, Oct. 23, 2014  
The Academy of Natural Sciences of Drexel University, Philadelphia

**Sustainable Chocolate Day**  
Sunday, Nov. 2, 2014  
The Academy of Natural Sciences of Drexel University, Philadelphia

**Co-op Scholarship Fundraiser**  
Wednesday, Nov. 19, 2014  
The Rotunda, Philadelphia

**San Jose Sharks vs. Philadelphia Flyers: Alumni Reception and Game**

Tuesday, Dec. 2, 2014  
SAP Center at San Jose, San Jose, Calif.

**Untraditional Wines for Traditional Times: A Wine Tasting and Networking Event**

Wednesday, Dec. 3, 2014  
Valenzano Winery, Shamong, N.J.

**Wildlife in Wild Lights! A Night at Phoenix ZooLights**

Thursday, Dec. 11, 2014  
Phoenix Zoo, Phoenix.

**Drexel Men's Basketball vs. Penn State University**

Saturday, Dec. 20, 2014  
Allentown Brew Works and PPL Center, Allentown, Pa.

**AWCoMAD "War of the Worlds: A Radio Broadcast"**

Thursday, Oct. 30 through Sunday, Nov. 2, 2014  
Black Box Theater, Drexel University, Philadelphia

**CNHP Reception for Nurse Anesthesia Alumni and Friends**

Saturday, Nov. 1, 2014  
Back Porch Cafe, Rehoboth Beach, Del.

**LeBow Alumni and Friends Reception**

Wednesday, Nov. 5, 2014  
Philadelphia Museum of Art, Philadelphia

**CNHP Reception for Music Therapy Alumni**

Friday, Nov. 7, 2014  
Galt House Hotel, Louisville, Ky.

**CCI Center for the Study of Libraries, Information & Society Inaugural Lecture**

Tuesday, Nov. 11, 2014  
Paul Peck Alumni Center, Drexel University, Philadelphia

**SPH Grand Rounds Lecture Series with Dr. David Mooney**

Wednesday, Nov. 12, 2014  
Nesbitt Hall, Drexel University, Philadelphia

**SPH American Public Health Association Alumni and Friends Reception**

Monday, Nov. 17, 2014  
New Orleans Convention Center, New Orleans



**Details** is a monthly publication of the **Drexel University Alumni Association**  
For more information, call **1.888.DU.GRADS** or e-mail [alumni@drexel.edu](mailto:alumni@drexel.edu)



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