

# PennDesign Annual Report 06/07



## FROM THE PRESIDENT

I'm pleased to report on the **landmark numbers** PDAA reached this year!

A **landmark number of living alumni** ... 9,000 and growing...

A **landmark number of tours** ... 5 building, river and park tours in Philadelphia, Boston, Denver and Miami...

A **landmark number of attendees** ... 144 alumni and friends at the PennDesign Reception during the APA conference in Philadelphia...

A **landmark number of regional events outside Philadelphia** ... 7 events from Los Angeles to Miami and in between...

A **landmark participation rate** ... in alumni giving to the Annual Fund...

Please join me in celebrating these accomplishments, and **read on for more about all that we've done this year!**

We look forward to building on these initiatives in the coming year, and need your help to do so. Please email us to get involved!

**Nancy Goldenberg MCP'80**  
President, PennDesign Alumni Association  
[pdalumni@design.upenn.edu](mailto:pdalumni@design.upenn.edu)



# PennDesign Alumni Association / PDAA

## WHO WE ARE

PDAA is a free life-long association for all graduates of PennDesign (formerly the Graduate School of Fine Arts and GSFA), governed by a professional group of alumni and students from PennDesign disciplines.

## BOARD DIRECTORY

### Executive Committee

Nancy Goldenberg MCP'80, President  
Rashida Ng MArch'01, Vice President  
Eleanor Sharpe MCP'99, Treasurer  
Catherine Gibson Broh MArch'96, Secretary

### Board Members

Esperanza Altamar MFA'00  
Lisa Armstrong C'82 W'82 MArch'87  
Ronald Bednar MCP'90  
Mark Brosseau MFA'01  
John Carr MFA'01  
Danielle Denk MLA'00  
Jordan Goldstein MArch'96  
Robert Hotes MArch'91 CRT'93  
Susan Huffman MCP'70  
Christianne Kapps MFA'01  
William McCullough MArch'92  
Nancy O'Donnell MLA'92  
Peta Raabe MLA'82  
Shawn Rairigh MCP'00  
Eileen Rojas MS'98  
Robert Shamble MArch'86  
Lisa Kolakowsky Smith MS'97  
Harris Steinberg C'78 MArch'82  
Nancy Rogo Trainer MArch'85  
Alan Urek MCP'82

### Student Representatives

Jake Levine MArch'08  
Misako Murata MArch'08 MLA'08

## WHAT WE DO

We support the School by connecting alumni, students and the larger community through communications and events that build comradery, raise awareness and increase alumni participation in fundraising efforts.

## EVENTS

### Fall 2006

Aug 5 Behind-the-Scenes Citizens Bank Park Tour  
Aug 13 Boston: Forest Hills Sculpture Tour  
Sept 10 Chicago: Alumni Picnic @ Lincoln Park Zoo  
Oct 25 Los Angeles: Alumni Lunch & Presentation  
Nov 2 Alumni Reception @ NTHP-Pittsburgh  
Nov 15 Chicago: Alumni Reception  
Nov 28 Donor Recognition Event

### Spring 2007

Jan 16 Miami: Alumni Meeting & Happy Hour  
Mar 16 Alumni Gallery Reception @ Gross McCleaf  
Mar 22 Denver: Union Station Development Tour & Lecture  
Mar 23 Career Day Alumni Luncheon  
Apr 9 Miami: Back-Stage Tour @ Carnival Center  
Apr 16 Alumni Reception @ APA-Philadelphia  
May 4 Alumni Reception @ AIA-San Antonio  
May 12-13 Alumni Weekend Picnic and Programs  
Jun 14 Secrets of the Schuylkill Boat Tour

## COMMUNICATIONS

### PennDesign Online

This newsletter, distributed by email from September through June, is our primary means of communication. Circulation increased by 18.7% this year.

### PennDesign Annual

This full-color print newsletter of School and Faculty news is published and mailed to all PennDesign alumni each January.

# Alumni Giving / Annual Fund

## HOW WE DID

The Annual Fund reached landmark levels in terms of dollars AND donors this year! Thanks to your generosity, our dollar total increased by nearly 9% since last year, and alumni participation passed 14%. Continue this exciting trend by giving to the 2007-2008 Annual Fund this fall!

## ANNUAL FUND

Fiscal Year	Dollars	Donors
2007	\$222,679	1084
2006	\$204,438	1012
2005	\$158,025	963
2004	\$168,048	974
2003	\$137,733	710

## SPECIAL THANKS

To the 186 alumni who made landmark first-time contributions of \$13,167 to the PennDesign Annual Fund this year!

To the 773 alumni who made Annual Fund pledges via our spring phonathon, which reached 2,306 alumni and resulted in \$73,900 in pledges this year!

To all 1,087 alumni donors who enabled us to achieve 14.2% participation this year!

Your Annual Fund contributions make a PennDesign education possible for our worthiest students!

How much does a PennDesign education cost?	
<b>TUITION</b>	\$33,630
<b>GENERAL FEES</b>	\$2,010
<b>EXPENSES</b>	\$21,210
<b>TOTAL</b>	\$56,850

## ALL FUNDS

This year PennDesign added \$5,493,901 in new contributions, up 32% from last year, thanks to generous gifts from alumni, friends, corporations and foundations.

PennDesign's newly endowed funds include the Shedd Architectural Archives Endowment, Shedd Landscape Studies Endowment, and Sheldon Fox/Kohn Pederson Fox Endowed Lecture. Consider honoring a friend or loved one by creating an endowed fund in their name!

## DONOR SOCIETIES

Annual Fund donors qualify for membership in the following donor societies. Please consider giving more this year, as the cost of a PennDesign education continues to rise.

Donor Society	FY07	FY06
Contributors \$1-249	869	776
Design Council \$250-499	101	119
Chairman's Society \$500-999	54	55
Dean's Circle \$1,000-2,499	40	39
Benjamin Franklin Society \$2,500 and above	23	23

[www.upenn.edu/gifts](http://www.upenn.edu/gifts)

# Alumni Programs / Resources

## WHY PARTICIPATE?

Engaging with students, faculty and your local Penn/PennDesign community can be extremely rewarding!

## REGIONAL PROGRAMS

Connect with alumni in your area through programs organized by our regional directors:

### PennDesign Boston

Jessica Bartenhagen MLA'02  
Eve Beebee Isenberg C'94 MArch'03

### PennDesign Chicago

Bill Bickford MArch'02

### PennDesign DC

Julie Guerrero Schor MCP'97  
Alexa Viets MCP'98

### PennDesign Denver

Patric Dawe MArch'67 MCP'67 CRT'67  
Marsha Wooley MFA'88

### PennDesign Florida

David Feinberg BArch'61  
Valerie Jesraly Seligsohn MFA'66

### PennDesign Kansas/Missouri

Nick Peckham BArch'67 MArch'73

### PennDesign Los Angeles

Beth Wells Gensemer C'79 MArch'82

### PennDesign New York

Bridget Dugan MCP'87

### PennDesign San Francisco

Jennifer Hagan MCP'01

## CAREER SERVICES

Hire alumni and students and search for jobs via Career Services' website:

[www.vpul.upenn.edu/careerservices/design](http://www.vpul.upenn.edu/careerservices/design)

Career Connection Day on March 23, 2007 attracted landmark numbers of firms/organizations (68) and students (300)! All alumni employers in attendance were invited to lunch in the Architectural Archives prior to the event. Hold the date of March 28, 2008 for next year's program.

## ALUMNI DIRECTORY

Find fellow Penn graduates and register for alumni events in your area via Penn's Online Community:

[www.alumniconnections.com/olc/pub/UPN](http://www.alumniconnections.com/olc/pub/UPN)

## DEPARTMENTS

Architecture

[www.design.upenn.edu/new/arch](http://www.design.upenn.edu/new/arch)

City and Regional Planning

[www.design.upenn.edu/new/cplan](http://www.design.upenn.edu/new/cplan)

Fine Arts

[www.design.upenn.edu/new/finar](http://www.design.upenn.edu/new/finar)

Historic Preservation

[www.design.upenn.edu/new/hist](http://www.design.upenn.edu/new/hist)

Landscape Architecture

[www.design.upenn.edu/new/larp](http://www.design.upenn.edu/new/larp)

## ALUMNI OFFICE

Learn more about development and alumni relations opportunities via our website:

[www.design.upenn.edu/alumni](http://www.design.upenn.edu/alumni)