University of Miami Alumni Association

Soaring to New Heights

Annual Report 2006–2007
Reflections on Success

As I share with you the latest regarding the University of Miami Alumni Association in this year’s executive summary, I reflect on my last two years as president.

When I first took on this distinguished role, the Alumni Association was beginning to implement its second strategic plan. Since then, we have implemented several initial stages of the plan, launched two successful national tours featuring top University administrators, started a Parents Program, expanded Alumni Weekend, and increased alumni participation overall by 2 percent.

In partnership with the volunteers, the Alumni Association staff of dedicated, talented, and enthusiastic professionals, led by Donna Arbide, M.B.A. ’95, has made these successes possible. My position as president was enhanced by their selflessness and hard work. I am truly grateful to everyone, both in front and behind the scenes, who helped and supported me and all my fellow volunteers in our labor of love.

I am truly proud to continue a long family legacy at the University, following my mother, Beryl “Bunty” (Class of 1933), my father, Patrick (Class of 1935 and former chairman of the UM Board of Trustees), and my brother, Chris (Class of 1973). This campus has been another home for me, and the Alumni Association an extension of my family. I am honored to have been a small part of this institution’s great history.

It is with great confidence that I hand the reins of leadership to Jackie Nespral, A.B. ’89, and pledge my continued involvement and support of the Alumni Association and the University. It was a memorable two years and I look forward to many more.

— Gregory M. Cesarano, J.D. ’76
President, UM Alumni Association

Message from the UMAA President and UMAA Executive Director

We are excited to share with you the accomplishments of your Alumni Association over the last year, thanks to the efforts of all of our alumni. The University of Miami Alumni Association’s (UMAA) membership has grown to include more than 146,000 living alumni in 50 states and 148 foreign countries. We have reached out to the highest number of University of Miami graduates, soon-to-be graduates, and family and friends through national outreach, engaging programs, and various volunteer opportunities.

In 2006-2007 your Alumni Association hosted many events including Alumni Weekend, with the first-ever appearance of Alumni Avenue attended by more than 900 alumni; a national education tour featuring University Provost Thomas J. LeBlanc, Ph.D., in several cities; a reception honoring alumnus Wayne Firestone, A.B. ’86, international president of Hillel; a special student and alumni screening of The Gridiron Gang starring alumnus Dwayne “The Rock” Johnson, B.G.S. ’95; and 20 Summer Send-Off receptions across the country to welcome incoming students to the University. We also welcomed new and transfer students and their families in the fall with the inaugural Legacy Reception, allowing students and alumni to connect at a special ceremony during orientation week.

With the continued success of our online publications @Miami and e-Alumni Connections, the UMAA keeps alumni informed of University events and connects alumni with their alma mater. Our marketing efforts in 2006 featured the rollout of the Miami magazine bin program, which makes the publication available on all three UM campuses. The University-wide distribution of the magazine has allowed alumni, students, faculty, and staff to learn more about the UM community and the efforts of the Alumni Association.

In addition, the UMAA garnered awards from the Council for Advancement and Support of Education (CASE) for our online newsletter, @Miami (Grand Award), and for Overall Alumni Relations Programs (Award of Excellence).

Finally, our Annual Fund is stronger than ever, reaching an alumni participation rate of 19 percent—our highest percentage to date. We are grateful for the loyal participation of our alumni to their alma mater.

It has been a great year—one marked by many accomplishments and milestones. Your Alumni Association strives to continue fulfilling its mission in being Your UM Connection.

For the University of Miami,

Gregory M. Cesarano, J.D. ’76
President, UM Alumni Association

Donna A. Arbide, M.B.A. ’95
Executive Director, UM Alumni Association
This year the University of Miami Alumni Association strategically enhanced alumni involvement through various outreach efforts to alumni, parents, and prospective and current students to offer campus-based and national outreach events and educational programs as well as a wide range of volunteer leadership opportunities.

Program Highlights

**ALUMNI EDUCATION: A LIFETIME OF LEARNING**

**Distinguished Alumni Lecture Series**
This successful program featured guest speaker Hal Rosenbluth, B.G.S. ’74, the co-founder and chairman of the board of Take Care Health Systems. Rosenbluth visited campus in September to interact with students from the School of Nursing and Health Studies and the School of Business Administration and to discuss topics such as “Reinventing the Delivery of Primary Healthcare” and “Starting New Ventures.” Rosenbluth spoke in three different classroom lecture sessions to more than 100 students.

**Wayne Firestone Reception**
The UMAA forged a new partnership this year with Hillel: The Foundation for Jewish Campus Life through a special program with Wayne Firestone, A.B. ’86, international president of Hillel, at the home of President Donna E. Shalala. More than 180 guests heard from Firestone regarding “Hillel on Campus: Enriching Jewish Lives through Student Involvement and Social Advocacy.”

**Ethics Film Series**
The UMAA continued its partnership with the University’s Ethics Programs and School of Communication, along with support from philanthropist and community leader Adrienne Arsht, to promote the Ethics Film Series. More than 300 guests attended three movie screenings designed to promote a dialogue of “real-life” and decision-making dilemmas. Panel discussions, led by UM faculty experts, provided participants with the opportunity to ask questions, discuss their thoughts and feelings on the film, and engage in intellectual debate.

**AlumNites**
AlumNites was in full swing with two separate events. In March the UMAA hosted “Daring to be Great,” with guest speaker Doug Hirshhorn, Ph.D., at the Banker’s Club in downtown Miami before an audience of 200. Hirshhorn shared his thoughts on achieving one’s best ability by providing his peak performer tips. He revealed the secrets of being at the top of your game and provided the tools and motivation to make it happen. Alumni volunteers served as the program’s host committee and assisted with marketing and sponsorship components.

In April the UMAA, in conjunction with the Rosenstiel School of Marine and Atmospheric Science and the College of Arts and Sciences, presented the lecture “The Future of Florida and the Gulf Coast in the Face of Global Warming” featuring Tim Dixon, professor of marine geology and geophysics, and Hal Wanless, M.S. ’68, professor and chairman of geological sciences. They shared their expert findings with 150 guests and discussed the dangers that rising sea levels and storm potential resulting from global warming present to coastal environments and their inhabitants.

**ALUMNI WEEKEND: CELEBRATING TRADITION**
Alumni Weekend and Homecoming, the UMAA’s largest on-campus signature program, returned bigger and better after being canceled the previous year due to Hurricane Wilma. More than 1,800 alumni participated in the various events throughout the weekend.

The Audrey R. Finkelstein UM Experience continued to serve as the cornerstone alumni education program during Alumni Weekend, featuring five of the University’s schools and colleges with lectures on oceans and human health, Latin America’s move to the left, and wealth management for retirement. More than 170 guests took part in the daylong program that allowed alumni to be students in the classroom and hear from some of the University’s distinguished faculty members.

In addition to the traditional weekend favorites—the Audrey R. Finkelstein UM Experience, Old Timers Reunion, and the Pregame Celebration—the UMAA launched its newest reunion program, Alumni Avenue. This new reunion platform provided alumni an opportunity to return to campus and reconnect with their alma mater and former classmates regardless of when they graduated. Alumni Avenue featured the Recent Grads Reunion in addition to 5th, 10th, 25th, 30th, 40th, and 50th class reunions, as well as 13 affinity reunions and three school and college gatherings.

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addition, the UMAA took Pascal Goldschmidt, M.D., Broward County, Washington, D.C., and Atlanta. In the national outreach tour “Leading a New Era of Academic Excellence,” Provost LeBlanc was able to hear his vision for the University’s future through the opportunity to interact with UM Executive Vice President and Provost Thomas J. LeBlanc, Ph.D., and hear his vision for the University’s future through the national outreach tour “Leading a New Era of Academic Excellence.” Provost LeBlanc was able to meet hundreds of alumni in key markets, including Broward County, Washington, D.C., and Atlanta. In addition, the UMAA took Pascal Goldschmidt, M.D., new dean of the Miller School of Medicine, on the road in 2007. He was featured at The Waldorf in New York City, with more than 200 alumni and friends in attendance.

Making Music at Carnegie Hall
The UMAA partnered with the Phillips and Patricia Frost School of Music for an unforgettable evening at Carnegie Hall. More than 500 alumni and parents attended the Frost School of Music Wind Ensemble’s world-premiere performance of Wolf Rounds, composed by Christopher Rouse, one of America’s most celebrated composers of contemporary orchestral music. In addition to the performance, guests were treated to an exclusive reception following the concert.

‘Canes Film Screening
In follow-up to a successful event in Los Angeles last year, the UMAA partnered once again with the School of Communication to feature the University’s award-winning student films at the ‘Canes Film Screening at Paramount Studios. This event connected more than 600 alumni, parents, and friends of the University, including alumni David Isaacs, A.B. ’71, writer for M*A*S*H; Cheers; Frasier; Hurricane Chuk; Michael Robin, A.B. ’85, executive producer/director for Nip/Tuck, The Closer, State of Mind; and Barry Waldman, A.B. ’85, executive producer of National Treasure Book of Secrets, Deja Vu, National Treasure, Bad Boys 2, and Pearl Harbor.

NATIONAL ALUMNI CLUB PROGRAM
The National Alumni Club and Contact Program continues to provide an opportunity for alumni to become engaged and serve in leadership roles. New leadership was recruited and established in Austin, Broward, Columbia, Charlotte, Houston, Jacksonville, Las Vegas, Los Angeles, Orlando, Phoenix, San Diego, Tallahassee, and Washington, D.C., as well as international leadership in Brasilia and London. This year the UMAA’s 22 national alumni clubs proudly hosted 229 events across the country.

PARENT OUTREACH: PARENTS ARE PART OF THE ‘CANES FAMILY
The UMAA Parents Program was launched in 2007 to serve as the bridge between students and their families and encourage a strong community and spirit among all members of the University family. Through the newly formed Parents Council, parents are able to get involved in their child’s education, contributing directly to aid its quality. This 74-member council participates in meaningful opportunities on campus and regionally to connect parents to their son or daughter’s alma mater.

FORGING RELATIONSHIPS WITH FUTURE ‘CANES
Book Award Program
This program continues to increase University awareness among potential students by honoring high school juniors who have achieved academic excellence and demonstrated exceptional leadership skills at select high schools around the country. In 2007, 140 high schools across the country (a 19-school increase from 2006) participated in the program, each nominating an outstanding high school student to be presented with a UMAA Book Award. UM alumni provided funding for this program and also served as book presenters.

Summer Send-Off Receptions
New and transfer students were introduced to the UMAA and initiated as “alumni in training” at the Summer Send-Off receptions hosted by alumni and parents in cities across the country. These receptions were held in 20 cities and connected more than 700 students, alumni, and parents.

Legacy Program
The University welcomed 203 legacy students to campus last fall. These students carried on the family tradition of their parents or grandparents who also attended the University of Miami. The legacy students and their families were invited to the UMAAs inaugural Legacy Reception, held during new student orientation week to connect students to other legacy families and their future alumni association.

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STUDENT OUTREACH: STRENGTHENING THE UM BOND

UM Ambassadors
The UMAA continued to raise the visibility of alumni involvement on campus through the Student Advancement Program. The UM Ambassadors, the Alumni Association’s official student leadership group, carried out the “alumni in training” theme at key events throughout the year, including ‘Cane Kickoff (part of student orientation), the President’s Freshman Welcome Picnic, and the ‘Cane Fest Involvement Fair. In addition, the group sponsored the Freshman Welcome and Final Exam Care Package program for parents to spread the UMAA message to more than 1,000 students.

Class Ring Program
In early April, UM Trustee and Alumni Board member Dany Garcia Johnson, B.B.A. ’92, and UMAA President Greg Cesario, J.D. ’76, hosted the Third Annual Class Ring Ceremony, where more than 200 rings were presented by President Donna E. Shalala. Nearly 800 guests gathered at the BankUnited Center to share in the celebration of UM tradition and accomplishment. The ring program, designed to strengthen institutional pride and build alumni awareness among juniors and seniors, doubled its success rate over the previous year and raised more than $65,000 in revenue to support student alumni programming.

Black Alumni Scholarship Fund
Through the continued partnership with the Woodson Williams Marshall Association (WWMA), the Black Alumni Society successfully spearheaded fundraising efforts for the Black Alumni Scholarship Fund. For the past four years, the Black Alumni Society and the WWMA have joined forces to review scholarship applications and select the award recipients. In 2007 the two organizations awarded ten students scholarships with a combined total of $50,000.

UMAA Achievements by the Numbers
- The Alumni Association has increased the number of valid addresses for alumni by 3,487.
- Mailed more than 12,000 new UM Alumni Association membership cards.
- Invited 45 prominent alumni to participate in University commencement ceremonies as alumni marshals.
- Welcomed more than 3,800 new graduates to the Alumni Association in December and May at the various commencement ceremonies.
- By the end of May 2007, the UMAA expanded its membership to include over 146,000 living members in its family.
- Increased the number of UM Hurricane license plates from 28,127 to 28,568 for a total of $739,494 in revenue.

he Alumni Association received great news in March 2007 when the City of Coral Gables approved the University’s amendments to its master plan. The city’s approval allowed the UMAA to move forward with plans to build a new alumni center on the Coral Gables campus. The Robert and Judi Prokop Newman Alumni Center will serve as home to more than 146,000 living UM alumni. The building will boast a grand ballroom, Gumenick Family Lobby, Dany and Dwayne “The Rock” Johnson Living Room, Randy Johnson Conference Room, Bruce E. Toll Alumni Library, Sebastian’s Café, business center, and an alumni donor wall. As of May 31, 2007, the UMAA raised over $18 million toward the center and now awaits the groundbreaking in 2008!

PAVING THE WAY FOR FUTURE ‘CANES
In an effort to raise funds for the new alumni center, alumni across the nation have generously hosted receptions aimed at boosting sales of beautifully engraved pavers that will be a part of the new facility. In 2006-2007, the UMAA held paver receptions in several cities, including Los Angeles and Chicago, to encourage alumni to purchase a paver and leave their personal touch on the landmark building. Revenue generated through sales of the 4x8-inch and 8x8-inch pavers exceeds $180,000, with more than 250 pavers sold. The stone pavers will provide a highly visible link between alumni and the University.

Generosity Supports Future Generations
Many alumni have generously donated to the building campaign since its inception. Below are individuals who have made a donation of $1 million or more to support the new Robert and Judi Prokop Newman Alumni Center.
- Jerome Gumenick, B.B.A. ’52, and family
- Dany Garcia Johnson, B.B.A. ’92, and Dwayne “The Rock” Johnson, B.G.S. ’95
- Randall C. Johnson, A.B. ’71
- MBNA
- Robert and Judi Prokop Newman, B.B.A. ’65
- William “Art” Roberts, B.B.A. ’64
- Mack, B.S.E.S. ’49, and Betty Roper
- Bruce Toll, B.B.A. ’65
- Anonymous Gift
- Anonymous Gift—Local Business
The UMAA’s Annual Fund experienced its best fundraising year in its history. Thanks to the generosity of 22,380 alumni, the Alumni Annual Fund surpassed the $4.9 million mark and achieved an alumni participation rate of 19 percent. While the year proved to be a challenging one for many charitable organizations, the Alumni Annual Fund inspired alumni giving in unprecedented numbers. Alumni gifts help to ensure an outstanding UM education for future generations and they support the University’s quality improvement, which enhances the value of your degree.

TRACKING OUR SUCCESS

• The Alumni Annual Fund raised $4,929,145, a 4.6 percent increase in alumni financial support compared to 2006.
• Alumni participation increased from 12 to 19 percent since 2001.
• In 2007 there were 1,620 new alumni donors.
• More than 225 students, known as Calling ’Canes, were hired and trained to educate and solicit alumni, parents, and seniors on behalf of the Alumni Annual Fund, raising in excess of $1,000,000 in pledges.
• Six additional calling stations were added, resulting in a 31-station automated calling center.
• The Alumni Annual Fund e-mailed its first flash video to 28,948 alumni to educate them on the impact of Alumni Annual Fund gifts and to promote online giving.
• Three regional fundraisers were added to the Alumni Annual Fund team to target giving populations in geographic markets. In 2007 their efforts raised $53,000 in alumni gifts.

MAKING ’CANE CONNECTIONS THROUGH THE CALL CENTER

The Calling ’Canes program reconnects alumni with the University and, at the same time, connects UM students with alumni.

“The Calling ’Canes program gives students an opportunity to build rapport with alumni, and alumni truly enjoy hearing updates about their alma mater,” says Tiffany Bowser, director of telemarketing and alumni data management.

Through the phone-a-thon program, University students call alumni, parents, and fellow classmates to educate them about the importance of making a gift to UM. Beyond seeking support, student callers also give updates on the various schools and colleges throughout the University. Alumni often inquire about professors and staff they knew as students, and ask callers to relay messages.

“It is nice to talk to alumni and listen to their memories of the University,” says Maria Wilson, a senior majoring in biology/premed. “Often an alumnus will tell me how they met their husband or wife when they went to school here.”
he University of Miami Alumni Association continues to expand its online services to encourage alumni involvement and strengthen their connections with each other and their alma mater. From newsletters and flash video to ibis license plates, this year the UMAA focused on several new improvements to the online community.

**UMAA Website**
- Continued to improve the website by implementing easy-to-use navigational tools
- Average monthly visits: 12,000
- Average monthly page views: 23,000
- Average monthly visitors: 8,000 (4,000 return visitors)
- Five most-visited pages: Benefits and Services, Groups, Career Services, Giving, Staff Listing
- Won League of American Communications Professional Spotlight Awards for the UMAA website and @Miami.
- Launched an interactive online discussion series with life coach Doug Hirschhorn, Ph.D.

**Online Community**
In addition to improving the UMAA home page, the Alumni Association expanded its online features and upgraded its online community. A new online directory with a more robust search engine was launched, along with improvements such as 'Cane Connections and Online Class Notes. Alumni can now look for fellow classmates by searching more than 18 categories as well as upload a personal photograph. More than 642 online class notes were received compared to 239 last year.

**Electronic Publications**
- @Miami, the UMAA’s monthly electronic newsletter, reached a record high of 64,612 subscribers from 40,000 in 2006.
- e-Alumni Connections, the UMAA’s bi-weekly events bulletin, reached 31,523 subscribers.
- The UMAA won the CASE District III Grand Award for @Miami, the UMAA monthly newsletter.

**Online Community**
*Cane Connections a Click Away*

**Awards and Honors**
*A Tradition of Excellence*

Edward T. Foote II Alumnus of Distinction Award
Alex E. Rodriguez, Honorary Alumnus '04
This award recognizes a distinguished alumnus who has brought honor and recognition to the University for outstanding personal or professional achievement.

Henry King Stanford Alumnus of the Year Award
Ernesto J. D’Escooubet II*, B.S.E.E. ’65, M.S.E.E. ’70
This award is presented to a graduate who has rendered continuous exemplary service to the University.

William R. Butler Community Service Award
Neal R. Sonnett, A.B. ’64, J.D. ’67
This award is named in honor of retired University Vice President William R. Butler to recognize distinguished University of Miami alumni who have demonstrated an unparalleled commitment to volunteerism.

Inside Out Award
Suzanne Sayfie, Executive Director, The Miami Project to Cure Paralysis
The definition of the Inside Out Award reads somewhat like a riddle. It is presented to “a member of the University of Miami administration, faculty, or staff who is working on the inside helping to bring those on the outside who used to be inside but are now outside back inside.”

Orange: Outstanding Service Award
David B. Panitch, B.B.A. ’80
This award is presented to an alumnus who has participated in and supported the activities of the University of Miami and University of Miami Alumni Association in an outstanding manner.

Green: Outstanding Fundraiser Award
Donald E. Kubit, M.Ed. ’70, J.D. ’74
This award is presented to an alumnus or group who has shown superior leadership and involvement with the Annual Fund and other development activities.

White: Outstanding Affiliate Group Award
AMIGO S of the Cuban Heritage Collection
This award is presented to an affiliate group or group member for dedicated service in promotion of the welfare of the University of Miami.

Outstanding Young Alumnus Award
Jonathan Vilma, B.B.A. ’04
This award is presented to a recent graduate (within the last ten years) who has demonstrated a strong commitment to the University of Miami through personal effort and enthusiastic participation.

Student of Distinction Award
Misha Dacic, B.M. ’06
Priyanka Handa, B.S. ’06
In 2000 the University of Miami Alumni Association established this award to recognize students for bringing honor and recognition to the University of Miami through their outstanding personal achievements.

**PRIDE Banner Recipients**
The National Alumni Club Banner Recognition Program is designed to motivate and reward national alumni clubs throughout the country that plan and execute events or programs in each of the five PRIDE areas during one fiscal year. The five PRIDE areas are:
- Professional and social networking
- Recruitment of students and scholarship fundraising
- Athletics-related programs
- Devotion to community
- Education of alumni

Nine clubs had a “banner” year and were recognized with a national alumni club banner. For the third consecutive year, the Atlanta Hurricane and Alumni Club, Chicago Alumni Club, and the Southwest Florida Alumni Club received banners. Other recipients included the Greater Miami Alumni Club, Greater New York Alumni Club, Houston Alumni Club, Phoenix Alumni Club, San Diego Alumni Club, and Washington, D.C. Alumni Club.

*Awarded Posthumously*
Investments in our alumni, through the University of Miami Alumni Association, are investments in the future. With the recent graduating investments in our alumni, through the University of Miami Alumni Association, our alumni family has grown to include more than 146,000 living alumni members. UMAA programming reaches out to Canes living in over 50 states and 148 countries. Your Alumni Association reflects upon the importance of its permanent constituency and values the continued funding, including personal alumni gifts and corporate sponsorships, that enables us to continue this partnership.

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Fernando A. Amandi, ’72
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Jose Armano, M.S. ’01
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Samuel H. Ballam, B.B.A. ’72
Patrick K. Barron, B.B.A. ’75
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