

# LIAA MEMBERSHIP

## Become a Supporting Member of the Lauder Institute Alumni Association!

While membership in LIAA is extended to all graduates of the Lauder Institute, alumni are asked to support the activities and administration of LIAA by becoming Supporting Members.

### Membership Benefits:

Members will benefit from a series of year-round international events, speakers, and programs at discounted rates. Additionally, LIAA is negotiating discounts from other organizations to be available to Supporting Members.

### Fees:

Membership dues are only \$75 per year.

### Become a Supporting Member now!

To become a Supporting Member, visit [www.lauder.wharton.upenn.edu/liaa\\_membership.asp](http://www.lauder.wharton.upenn.edu/liaa_membership.asp)

Or cut out the following form and send it with a check to:

LIAA  
P.O. Box 3577  
New York, NY 10185-3577

Name \_\_\_\_\_  
Address \_\_\_\_\_  
\_\_\_\_\_  
City/State \_\_\_\_\_  
Country \_\_\_\_\_ Zip \_\_\_\_\_  
Telephone No. \_\_\_\_\_  
E-mail \_\_\_\_\_  
Graduation Year \_\_\_\_\_

## GET INVOLVED!

### *Programming and Events:*

Organize activities for Lauder alumni throughout the world.

### *Marketing and Membership:*

Increase awareness of LIAA among Lauder alumni and the larger business and academic community. Promote events. Manage membership processes. Maintain the website.

### *Finance and Corporate Sponsorship:*

Manage existing LIAA finances and fund ongoing events. Seek out and obtain corporate sponsorship for LIAA on both an ongoing and per-event basis.

### *University Relations:*

Coordinate with Lauder, Wharton and the broader University of Pennsylvania communities to showcase LIAA and the Lauder Institute as an integrated part of the larger University

### *Career and Professional Development:*

Create opportunities for ongoing professional development and strengthen the Lauder alumni network.

### *Alliances and Partnerships:*

Develop, coordinate, and maintain mutually rewarding relationships with non-university related entities.

### *Global Business Forum/Alumni Reunion:*

Assist in planning the next Global Business Forum & Reunion to be held on October 19-21, 2007 in London. Develop an agenda and invite speakers. Organize reunion dinner and other reunion activities.

Visit

[www.lauder.wharton.upenn.edu/liaa\\_home.asp](http://www.lauder.wharton.upenn.edu/liaa_home.asp)  
for more information.

Bringing Your  
World and the  
Business World  
Together

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More than  
1,100 Alumni



The Lauder Institute  
Alumni Association  
UNIVERSITY of PENNSYLVANIA



## About LIAA

Founded in 2004, the Lauder Institute Alumni Association (LIAA) is an organization dedicated to supporting the goals and mission of the Lauder Institute by fostering a strengthening of the bonds which tie Lauder graduates to the Lauder Institute itself and to each other.

All graduates of the Lauder Institute become members of LIAA at the time of their graduation. The mission of LIAA is to:

- bolster the image, awareness and reputation of The Lauder Institute among top executives and key constituencies
- provide opportunities for professional development, networking, volunteering and friendship building among alumni, current students and the Lauder Institute Board of Governors
- maintain the intellectual stimulation of the Lauder experience through a speaker series and events in different club cities
- support and assist the Lauder Institute in its recruiting and fundraising activities

### 2004 LAUDER INSTITUTE GLOBAL BUSINESS FORUM & ALL-ALUMNI REUNION

In April 2004, over 250 Lauder Institute alumni and their guests gathered in New York City for a weekend on activities held in conjunction with the inaugural Lauder Institute Global Business Forum & All-Alumni Reunion. The highlights of the weekend's activities were the Global Forum and the Gala Dinner/Dance held on Saturday, April 3.

#### **Global Business Forum**

Alumni, Lauder Institute Governors and distinguished guests gathered at the Metropolitan Club for a day-long conference featuring prominent figures from the world of business, politics and academia. The highlights of the day were keynote addresses by Richard Parsons, Chairman and CEO of Time Warner, Inc. and Gustavo Cisneros, Chairman and CEO of the Cisneros Group of Companies

#### **Reunion Dinner/Dance**

After an afternoon of cultural and social activities, Lauder Institute alumni gathered in the Starlight Roof of the Waldorf-Astoria Hotel for a night of dinner and dancing to the sounds of the Starlight Orchestra.

LIAA would like to extend special thanks to **The Estee Lauder Companies, Procter & Gamble, ContiGroup Companies** and **Warner Music Group** whose generous corporate sponsorship made the events of the weekend possible.

**SAVE THE DATE!!!**

**2007 Lauder Institute Global Business Forum & All-Alumni Reunion**  
**London, UK**  
**October 19-21**

### OTHER LIAA EVENTS

Over the past several years, LIAA has organized and sponsored a series of events and activities around the world.

#### **Bay Area**

- Reunion/Beach Party hosted by Eric ('97) & Holli Bohren

#### **London**

- Breakfast Discussion with Leonard Lauder
- Cocktail Party at Booz Allen Hamilton

#### **Tokyo**

- Alumni/Student Gathering

#### **New York City**

- Women's Network Meeting
- Lecture by Ambassador Soderberg
- LIAA Personal Finance Panel sponsored by Neuberger Berman
- Bryant Park Alumni/Student Mixer
- Iraq War Panel

#### **Washington, DC**

- Annual Alumni/Student gathering in conjunction with students' Day in DC

#### **Philadelphia**

- Alumni/Student Gathering