

New year begins for PURA

On May 24, PURA members met for the Annual Meeting/Luncheon to thank those who have served and make plans for the coming year.

The annual transition meeting began with a welcome by PURA outgoing president Chip Rutledge. PURA committees then met to discuss plans and activities for next year and reported later on these plans.

The members adjourned to the West Faculty Lounge where Bob Bain, incoming vice president, gave a moment of inspiration and everyone enjoyed a delicious lunch.

The featured speaker, John C. Hertig, director of the Alfred Mann Institute for Biomedical Development at Purdue, shared how projects are selected to move forward into commercialization. Five out of 11 selected projects are now ready to be or are on the market. These products are very exciting and offer new technology to doctors and hospitals.

Following the keynote presentation, Rutledge and Sue Hiser, vice president,



Sue Hiser accepts leadership of the Purdue University Retirees Association as outgoing president Chip Rutledge hands over the PURA key.

recognized the outgoing committee chairs and members.

Rutledge then passed the PURA key to Hiser, who will serve as PURA president for 2012-13. Rutledge will continue his service to PURA as past president on the Executive Committee.

For a full list of PURA officers, committee chairs and committee members, see pages 2-3 of this issue.

Trustees select University's 12th president

Purdue Trustees on June 21 unanimously selected Indiana Gov. Mitchell E. Daniels to be Purdue's next president. Daniels will start his term in January 2013. Provost Tim Sands (pictured below with Daniels) will serve as acting president after France A. Córdova completes her term on July 15.



Kickoff luncheon scheduled for Sept. 10

Purdue retirees are invited to join former colleagues and bring their friends to the PURA Annual Kickoff Luncheon at Four Points by Sheraton (formerly University Plaza Hotel) on Monday, Sept. 10.

The kickoff luncheon will begin at noon. Doors to the Grand Ballroom will open at 11:30 a.m., and drawing for door prizes will begin at 11:45 a.m.

The reservation form for this special occasion is on page 7 of this issue. Reservations must be received no later than Friday, Aug. 24.

PURA officers, committees prepare for year

New leadership takes charge

New officers for the Purdue University Retirees Association (PURA) were elected and took office during the May 24 annual meeting and luncheon.

Those who are serving during the 2012-13 PURA session are:

- President: Sue Hiser.
- Vice President: Robert Bain.
- Secretary-Treasurer: Melinda Bain.
- Historian: Carolyn Jones.

Chip Rutledge will serve as past president.

Assignments for the 2012-13 PURA standing committees are:

Benefits: Don Gentry, Chair; George Asteriadis; Marion Bonacorsi; Charles H. Brown; Judy Davis; Fred Ford; Harry Morrison; Linda Mura; Betty Nelson; Joseph Pearson; Clifford Swensen; Joseph Uhl; Lois Wark; Robert Bain (Ex-Officio); Sue Hiser (Ex-Officio).

Campus and Community Activities: Co-Chair - to be determined; Diane Stevenson, Co-Chair; Shay Kohne; Richard C. Nelson; Suzanne Topping.

Communications: Jill May, Chair; Sam Conner; William (Bill) Evers; Karen Lembcke; Ted Luce; James McCammack; Jo Ann Thomas.

Endowment: Betty M. Nelson, Chair; Melinda Bain, Secretary/Treasurer; William Griggs; W. Scott Rumble; Sue Hiser, Ex-Officio.

Hospitality: Jeris Eikenberry, Co-Chair; John D. Miller, Co-Chair; Gayle Archer; Jane Brown; Gail Carlton; Doris (Dee) Cox-Peterson; Eldon Fredericks; Deanna Johns; Dorothy Jones; John Moser Jr.; Hubert Schmieder.

Kickoff Luncheon: Sarah Johnson, Co-Chair; Ann Pickett, Co-Chair; Elizabeth Arvidson; Mike Drayer; Jeanie Kalhust; Susanne Robinson; Sue Hiser, Ex-Officio; Robert Bain, Ex-Officio.

Program: Reuben Peterson, Co-Chair; John Trott, Co-Chair; Ken Coleman; Ann Hunt; Don Jones; Dale Margerum; Eldon Ortman; Sue Scholer; Doug Sprenkle; Betty Suddarth; Olivia Wood; Marilyn Ziemer.

Purposeful Living in Retirement: Scott Rumble, Chair; Margaret (Peggy) Favorite, Special Assistant; Mary Hood; Chris Johannsen; Lowell Landrum; Bryan Metzger; Stan Mithoefer; Betty Suddarth.

Trips & Tours: Dan Collins, Chair; Carol Barrett; Linda Hawkins; Wayne Hilt; James Marciniak; Nancy Yuochunas.

Website updated with new design

The Purdue University Retirees Association website (www.purdue.edu/retirees) has undergone a redesign to make resources easier to find.

The main change on the site will be found in the navigation bars. The new design will feature both gold and gray navigation bars.

The gold bar features links about general information about PURA; benefits/health insurance information; PURA committees; events organized by PURA; the archives of the PURA newsletter; campus perks offered to retirees; and a link to information such as the redesigned retiree information brochure (formerly known as the Retiree Handbook), which was distributed this spring.

The gray bar features information that was formerly housed on the right-hand side of the page: Purdue resources, athletics, campus and community entertainment, and links to various community resources.

In addition, the social media icons of

Facebook, Twitter, Google+ and others are featured at the top so users can share items on the site via email or social media.

The redesigned site also incorporates elements such as gold horizontal bars at the top of the page. The result is a more modern and clean design and improved navigational experience.

Please check out the new site frequently for news and event updates that may come between newsletters. If you have questions or concerns about the content or navigation, please contact Jill May at jillmay@purdue.edu.

The screenshot shows the Purdue University Retirees Association website. The top navigation bar is gold with links for Home, About PURA, Benefits/Health Insurance, Committees, Events, Newsletter, Perks, and Retiree Information. Below this is a gray bar with social media icons for Facebook, Twitter, and Google+. The main content area features a 'Latest News for Purdue Retirees' section with a photo of a group of people and several news items, including 'Benefits Committee renews health insurance plans', 'Purdue retirees applaud retiree medical plans, according to survey', and 'Chiscon honored with Betty M. Nelson Special Recognition Award'. A 'Faculty, Staff News' sidebar is on the left, and a 'Purdue News' sidebar is at the bottom left. The footer contains various utility links like 'Women at Purdue', 'Parade Board', 'Writing Lab', 'OnePurdue Portal', 'Directory', and 'Campus Map'.

PURA

Purdue University Retirees Association

JULY 2012 • VOLUME 36, NUMBER 3

The *Purdue University Retirees Association Newsletter* is published for official retirees of Purdue University by the Office of Marketing and Media. For change of address, please use the form on the back page of this newsletter or email julie1@purdue.edu.

Any suggestions or ideas for PURA should be referred to Office of Retiree Affairs, 401 S. Grant St., West Lafayette, IN 47907-2024. Telephone 765-494-1779 or 877-725-0222. Email masalla@purdue.edu.

Marketing Consultant: Kim Delker
Copy editor: Dan Howell
PURA communications committee chair/editor: Jill May



Dorothy Teegarden, professor and associate head for research in the Department of Nutrition Science, accepts the Hansen Award from President France A. Córdova during Purdue's annual retirement banquet in June.

Nutrition Science honored by PURA

Purdue's Department of Nutrition Science has won the 2012 Arthur G. Hansen Recognition Award.

Sponsored by the Purdue University Retirees Association and the Office of the President, the award was presented June 19 at the university's annual retirement banquet in Purdue Memorial Union. Nutrition Science received a trophy and will be listed on a plaque in the corridor of the Union. The award also includes \$2,500, funded by TIAA-CREF, to be used to help strengthen the department's ties to its retirees.

The award is named for Arthur Hansen, Purdue's eighth president, who established the retirees' association in 1976. The award is given annually to a Purdue school, department, office or division that cultivates and maintains meaningful relationships with its retirees.

Benefits committee turns attention to 2012

The Benefits Committee of the Purdue University Retirees Association has spent the past four months looking into options for health insurance policies for 2013. The committee had discussions with three national health insurance carriers, including current company United Healthcare, to determine available options. The conclusion was that we have the best options with a Medicare Supplement Plan (PURcare) and a Medicare Advantage Plan (PPO) and therefore plan to continue providing all Purdue University Retirees those options in 2013.

The committee will explore expansion of vision care coverage, offering a dental plan option for 2013 and will determine the need to re-institute an annual physical exam for participants versus the medical review with individual procedures being covered.

After reviewing three companies and their proposed services and plans, the committee decided to make every attempt to renew our plans with United Healthcare for 2013. We hope to get some assurances of gaining expanded utilization data, other processing changes, and reasonable premium rates compared to the market values. The final renewal should be completed by the middle of September, in time for all participants to receive information on any changes for 2013. PURA members do not need to re-enroll or shop for medical or prescription drug plans for 2013 if they stay with one of the Purdue Retirees Plans (PURcare or PPO). We will do all of that for returning members.

We continue to monitor the federal scene for possible changes or regulations that will affect our current and future options. Members should let a Benefits Committee person know if they wish additional changes to be considered.

PURA health insurance reminders

1. Medicare does not cover medical costs when you travel outside the United States, but PURA plans do.
2. While Medicare pays for many Home Health Care services, PURcare coverage provides an additional \$5,000 per year for coverage of doctor-prescribed services. Please read the UHC material for more information or call Kate LaMar in Purdue Human Resources for assistance.
3. Females: Screening for cervical and vaginal cancers, including Pap tests and pelvic exams, are covered by Medicare Part B once every 24 months. Bone density tests are also covered by Medicare Part B once every 24 months, and mammograms are covered once every 12 months. Make sure it has been at least 12 or 24 months, not less when having these procedures. Males: PSA blood tests and digital rectal exams are covered by Medicare Part B once every 12 months. In each case, participants should make sure their doctors code the test correctly.
4. Please use claim forms mailed from United Healthcare when filing for Vision Care reimbursement.

Local Support: PURA members continue to receive outstanding support from Purdue Human Resources, please contact Kate LaMar klamar@purdue.edu or 765-494-1694, if you have a question. Purdue Human Resources has also funded a healthcare consultant, Laurie Cooper from Aon Hewitt, Inc. that has assisted the committee in its reviews and preparation for 2013.

Fall Trips and Tours include wineries, Frank Sinatra

Indiana Wineries

A date in late October will be selected for a trip to Indiana wineries.

This trip will allow participants to learn more about Indiana wineries, offer a tasting at three wineries, and provide discounts on winery purchases. Participants will be able to enjoy the crisp cool fall air and obtain wine for holiday gift giving or for later enjoyment.

The date hasn't been finalized, but the day will be set up like this: The trip will begin at 8:30 a.m. at Nelson Hall, formerly the Food Science Building, where marketing director for the Indiana Wine Grape Council Jeanette Merritt will provide a brief overview of the wine industry in Indiana. Then we'll travel by

bus to the Easley winery in Indianapolis for a tour and tasting, followed by a buffet lunch. After lunch, we'll board the bus for a short trip to Mallow Run winery for a tasting, followed by a short drive to Chateau Thomas winery for a third tasting. As we leave the Chateau Thomas winery, everyone will receive a carry out box meal to enjoy on the bus trip back to Purdue. Plans are to arrive back at Nelson Hall around 6 p.m.

This full-day excursion includes 3 winery stops with tastings and purchase discounts, two meals, transportation, an opportunity to learn more about wineries in Indiana, and time to enjoy the company of fellow Purdue retirees.

More details will be coming soon.

Sept: 20: 'My Way, A Tribute to Frank Sinatra' at Lafayette Civic Theater

The Trips and Tours Committee invites you and your guests to join your PURA colleagues for an evening of music from Old Blue Eyes. Enjoy more than 50 of Sinatra's hits, from his early crooning days in the '40s to his late career songs like "My Way" and "That's Life."

Tickets are \$15, which includes appetizers catered by Adelino's. Buy-your-own wine and soft drinks will be available. The pre-performance mixer starts at 6:30 p.m. and the curtain goes up at 7:30.

Make reservations for you and your guests by calling Civic at 423-7529.

Visit Zoo, Lynn Hall with fellow retirees

Retirees and their guests are invited to join tours sponsored by the Campus and Community Activities Committee this fall.

Sept. 6: Columbian Park Zoo

A zoo educator will share information about the zoo's history and renovation project, as well as ways to get involved.

The day's activities include a meet-and-greet with several of the zoo's animal ambassadors and a sneak peek behind-the-scenes in the new education center.

Those attending should meet at the zoo's main entrance at 2 p.m. Sept. 6.

Please mail in the registration form (at right) by Aug. 29.

Oct. 9: Medical Education facility

You will be proud to learn more about this unique partnership between Purdue and the Indiana University School of Medicine. We will tour our local medical school, including the anatomy lab and the former home of the county morgue. Director Gordon Coppoc will provide a demonstration of how today's students do part of their learning on a simulated mannequin. Second-year medical students can share their local and international learning experiences.

We will meet at 4 p.m. at the Lynn Hall main entrance. Please mail in the registration form (at right) by Oct. 1.

CAMPUS AND COMMUNITY ACTIVITY RESERVATION FORM
for Sept. 6, 2 p.m., tour of Columbian Park Zoo

PRINT INFORMATION AND SEND FORM TO:
Michele Salla, Purdue Human Resources, 401 S. Grant St., West Lafayette, IN 47907-2024 OR email reservation to Michele Salla at masalla@purdue.edu.

Reservations should be submitted as soon as possible. Guests are welcome.

Print All Name(s) _____

Address _____

Telephone number _____

Email _____

CAMPUS AND COMMUNITY ACTIVITY RESERVATION FORM
for Oct. 9, 4 p.m., tour of Lynn Hall Medical Education facility

PRINT INFORMATION AND SEND FORM TO:
Michele Salla, Purdue Human Resources, 401 S. Grant St., West Lafayette, IN 47907-2024 OR email reservation to Michele Salla at masalla@purdue.edu.

Reservations should be submitted as soon as possible. Guests are welcome.

Print All Name(s) _____

Address _____

Telephone number _____

Email _____

Retirees enjoy Spring Fling, campus activities



ANOTHER SUCCESSFUL SPRING FLING

The PURA tent at this year's Spring Fling was again a big hit. The hospitality committee distributed 2,600 green bags provided by Fidelity Investments. Included in the bag was information about retirement planning. The committee ran out of bags (which were larger than last year's bags) by 1 p.m. The PURA members were proud to see a "sea of green" covering the campus that afternoon!

PURA GOES TO PAPPY'S

Juke box hits from the '40s, '50s and '60s brought back fond memories for the more than 40 PURA members who spent a couple of nostalgic hours on May 9 revisiting those special decades. We amazed ourselves at how easily all the words — not to mention the tunes — came back as we chose favorites from a list of almost 100 ... at a nickel a play! And talk about perfect food for a date: Burgers, fries and shakes from Pappy's grill and soda fountain! Conversation and laughs were abundant as we enjoyed this trip back in time.



TOURING MACKEY

Eighty PURA retirees enjoyed a behind-the-scenes tour of the Mackey Complex on April 26. PURA members were guided by John Purdue Club administrators Mike Braughton and Ben Kewman. The tour included locker rooms, lounges, study rooms, concession areas, sports medicine, sports performance facilities and the Cardinal Court. Retirees also got to sit in the premium gold seats on the Mackey Arena floor.

HAIL Purdue!



Jo Thomas: Advertising in the 1950s

Were ad men really madmen in the 1950s? When I started a position as a copywriter with the Chicago branch of Young and Rubicam Advertising Agency, I didn't know what to expect, but what I found was a high pressure, intense business, immersed with creativity that often felt like a carnival.

My first lesson was that the client was always right even if he was grossly wrong. After all, their projects funded the agency. I remember a typical ploy that felt intensely creative and carnivalesque. One of the ad men had arranged for a client to enjoy a baseball game in the company of a well-known columnist and TV figure. Sometime during the game, the celebrity suggested to the client that it would be wonderful if he would sponsor the local Emmy show. The client was delighted; agency, not so much. A commercial takes a lot of planning, but the Emmy show was immediate. The show's director needed a food stylist to set up camera-ready ice cream, but no one was available. My previous job had been in the test kitchens of Wilson Meat Packers, and I had been on a lot of advertising shoots. I called a stylist I knew, and she agreed to do the project as a favor to me. The TV personality who was graciously doing the spot was Fran of Kukla, Fran and Ollie. Everything was shot in one day, and the advertisement aired that night amid sighs of relief. I got little thanks, but satisfaction came in the serendipity of understanding that connections can save the day in advertising.

The top people at Young and Rubicam Advertising were very dedicated; they wanted the newcomers to appreciate the field, so we attended classes on the history of the firm. We learned that the two men had started with one product, Postum. Over the years, they garnered many more products from General Foods and others. In the '50s, they were the largest advertising agency in the world, with offices in London, Spain and Tokyo.

Employees were all divided into

THOSE WERE THE DAYS



Ad copy prepared by Jo Thomas when she was at Young and Rubicam.

account groups headed by an account man who served as liaison between the client and the agency. Our groups included writers, artists, and media advisers who did demographics on where the dollars should be spent. Production wrapped up the whole ad or commercial. We learned that most agencies fired the entire group if an account was lost, but at Y&R employees were absorbed until new accounts were acquired.

While I don't recall any madmen at the agency, there were many characters. The copy chief always had the daily racing form peeking out of his wastebasket. The storyboard man thought his name was funny, so he collected funny names. His top drawer was filled with treats under a sign that said "sweets for the sweet and nuts for the nutty." At New Year's, he ran through

the office in a baby cap and huge diaper. One of writers had many awards for his work, including a commercial he wrote for Harpo Marx. He was also a very good sailor, so he took leave to try out for the Olympics in Greece, sending back amusing letters with biting remarks about the cab drivers he met while he was there. He was restless when he returned, so he said goodbye to advertising and set up a store called Land's End.

There were only two women writers when I worked at the agency, Maggie Ludden and me. All the other women employed on the staff were secretaries. Usually, women who worked as writers were expected to wear hats so that others would know they were not secretaries, but Maggie and I refused to do this. Later, I applied for a job at another agency that had 42 men writers and two women writers on their staff. The copy chief was very enthusiastic about hiring me, but the man over him said the agency didn't want things to be unbalanced. A year later, the firm called because one of their women left, and management felt they could now hire me.

Working in advertising during the 1950's was like working in a different world from our 21st century; it was not politically correct. When women were hired, they were paid less than the men doing the same job, and they were directly informed of the difference. My own secretary at the ad agency did the men's jobs before mine, even if mine were more urgent, because men were considered to be more important. Like any good 1950s woman, I never complained. That was just the way it was.

The men I met in advertising were certainly "one-of-a-kind" individuals with very unique ways of looking at life, and they ran the world of advertising at the time!

Jo Thomas was Youth and Home Economics Extension Agent in Pulaski County. In Jennings County, she served as Consumer and Family Science Educator and County Extension Director.

PURA is hoping that you have had a unique experience you will share with us. Has anyone served in the Korean or Vietnam wars? Did you own an unusual business before you came to Purdue? Were you in the Peace Corps? Did you have some hair-raising experience as a youth? Send your memories to Jo Thomas, Column Coordinator, at mjo13@frontier.com for consideration.

TIAA-CREF announces individual counseling sessions

PURA members are eligible for individual counseling and discussion of personal financial plans with an experienced TIAA-CREF financial consultant. The sessions are no cost and are confidential.

Financial goals can be achieved by investing in financial programs such as mutual funds, brokerage, life insurance and annuities. Meetings with TIAA-CREF consultants are personalized, and they provide objective advice.

A detailed evaluation will answer these questions for participants:

- What retirement income options best fit your situation?

- Are you setting realistic goals for key life events and retirement?

- What investment mix and strategy is best for you to increase your portfolio's potential, including protecting against cost-of-living increases?

Sessions are available on these dates:

- Purdue University West Lafayette Campus: July 18, Aug. 29, Sept. 6, Oct. 18, Nov. 14, Dec. 5.

- Purdue University Calumet Campus:

Sept. 21, Nov. 8, Dec. 12.

- Purdue University North Central Campus: Aug. 2, Nov. 22.

- Indiana University-Purdue University Fort Wayne Campus: Sept. 12, Nov. 7.

- TIAA-CREF West Lafayette Office: July 17, 19, 24, 26, or 31; Aug. 1, 8, 14, 15, 16, 22, 28, 29, or 30; Sept. 5, 12, 18, or 25.

To register for an individual counseling session, call Erin Robertson at (317) 706-6209 or (877) 267-4507 ext. 25-6209 or email Erin at erobertson@tiaa-cref.org.

Purdue University Retirees Association

You're invited to join fellow Purdue retirees
the PURA Annual Kickoff Luncheon
Noon • Monday, Sept. 10, 2012

Doors open at 11:30 a.m.

Four Points by Sheraton (Formerly University Plaza Hotel)
3001 Northwestern Ave., West Lafayette

Please use the form below to make reservations for you and your guests. The luncheon cost is \$16 per person. Registration forms and payment must be received by Aug. 24, 2012. Questions should be directed to Michele Salla at 494-1779.

PURDUE UNIVERSITY RETIREES ASSOCIATION ANNUAL KICKOFF LUNCHEON
Sept. 10, 2012

Name(s) _____

Number of reservations @ \$16.00 _____ Amount enclosed _____

Please make checks payable to Purdue University. Thank you.

Mail to: Michele Salla
Human Resource Services
401 S. Grant Street
West Lafayette, IN 47907-2024

Due by: Monday, Aug. 24, 2012

Check and approve your address information

The Purdue University Retirees Association is working hard to keep up-to-date with addresses, phone numbers and email addresses for retirees.

Retirees are asked to check carefully the accuracy of their name and address as it appears on the mailing label (above) of this issue of the PURA Newsletter.

Please make any changes on the form below and mail to the address indicated or email to julie1@purdue.edu. Thank you.

Purdue University Retirees

Please help us keep your information accurate. Send any changes from the mailing label that appears above on this issue of the PURA Newsletter. Thank you for your help.

Name _____

Address _____

City _____ State _____ Zip code _____

Phone _____ Email address _____

Return this form to:

Julie Thedans
Purdue University Retirees, Human Resource Services
401 S. Grant St.
West Lafayette, IN 47907-2024