Volunteer Weekend and *Aspire* Celebration

To complement the Aspire campaign celebration, the Alumni Association is planning gatherings and workshops for its leaders to meet and share best practices with fellow volunteers. This will be a full weekend of activities which start on Thursday night, October 18, and continue through the Harvard-Princeton football game on Saturday, October 20.

**Thursday, October 18**

4:00 – 8:00 p.m. **Registration**  
*Chancellor Green*

6:00 – 8:00 p.m. **Reception**  
*Chancellor Green*  
Welcome by Henry Von Kohorn ’66, President of the Alumni Association of Princeton University

**Friday, October 19**

7:30 a.m. – 2:30 p.m. **Registration**  
*Chancellor Green*

7:30 – 8:45 a.m. **Grab and Go Breakfast**  
*Tent, McCosh Courtyard*

8:00 – 9:15 a.m. **Leadership that Empowers and Engages**  
FOR CLASSES  
*McCosh 46*  
**Moderator:** James Barron ’77  
**Discussion Leader:** Maria Kourepenos ’85

FOR REGIONAL ASSOCIATIONS  
*McCosh 28*  
**Discussion Leaders:** Andrew Hoffman ’89, Charlene Huang Olson ’88, and Members of the Committee on Regional Associations

FOR PRINCETON PRIZE IN RACE RELATIONS LOCAL COMMITTEES  
*McCosh 62*  
**Discussion Leader:** Debbie Scott Williams ’84  
**Panelists:** Emily Chang ’16, Nancy Fox ’75, David Marshall ’93, Hannah
Charting Your Volunteer Career at Princeton
McCosh 30
Moderator: Jolanne Stanton ’77
Discussion Leaders: Kenneth M. Bruce ’83, Isabel McGinty *82, Buddy Moran ’80, Amanda Samuel ’92
Princeton has a wealth of volunteer opportunities for alumni—if you know where to look. Are you interested in interviewing prospective Princeton students with the Schools Committee? Planning networking nights in your city with the Careers Committee? Organizing a Princeton club in your region? In this panel discussion, we'll hear from Princeton alumni who have long volunteered for Careers, Schools, Annual Giving, the Princeton Prize in Race Relations, and more, and how you can get involved.

9:15 – 9:30 a.m.
Coffee Available
Tent, McCosh Courtyard

9:30 – 10:30 a.m.
The Financial Health of Your Class
McCosh 62
Discussion Leaders: Adam Lichtenstein ’95 *10, Charles Plohn, Jr. ’66
Learn the hard cold facts about why you need to collect dues. Talk with a panel of seasoned class treasurers about successful strategies for increasing dues participation and keeping your class’s finances on track.

Creating Effective Regional Websites
McCosh 66
Moderator: Gary Pai ’99
Panelist: Laura Dickey ’92, Mark Rinker ’84
A regional club’s website is a critical extension of its identity and a trusted hub of information about the organization. With user-friendly web publishing tools now available, maintaining a club website no longer needs to be delegated to someone with a tech background or computer programming expertise. Rather, any club leader with comfort using a computer can become that club’s webmaster. Learn from regions managing their websites using various services, including Alumni Magnet, Harris Connect chapter pages, and web developers. Discover best practices for web page design and navigation. Discuss strategies for managing and creating fresh content. And share ideas for driving alumni to your site.
Launching and Sustaining a Successful Community Service Project
McCosh 64
Moderator: Jeff Wieser ’74
Panelists: Chuck Freyer ’69, Mary Sweeney Koger ’86
“In the Nation’s Service and the Service of All Nations (or maybe just In the Service of your Local Community!)?” Princetonians are committed to community service. Join us for a panel and discussion of ideas, best practices and innovative approaches to energizing your class or regional association around a project that will gather Tigers and “do good.”

Sizzle or Fizzle: Best Practices for Events Planning
McCosh 28
Moderator: Andrew Hoffman ’89
Panelists: Brian Childs ’98, Sally Metzler-Dunea *97, Jessica Nickel ’98
Experienced alumni event planners will share ideas for a variety of events from social to educational including career networking and signature events. Be inspired and learn everything you need to know to plan successful events that appeal to a broad range of Princetonians.

Effective Communications: A Practical Guide
McCosh 46
Discussion Leaders: Beth Chute ’83, Debbie Godfrey *84
Why reinvent the wheel? Learn some tried and true tricks to great communications, taken from real alumni volunteer experiences.

10:30 – 10:45 a.m.  Coffee Break
Tent, McCosh Courtyard
10:45 – 11:45 a.m.

**Your Class Constitution, By-Laws and 501(c)3**

*McCosh 62*

**Discussion Leader:** Rick Klein ‘82

You aren’t supposed to make it up as you go along. Every class has a constitution and by-laws — and there are many reasons why you should see that they are up to date. Join veteran class officers for a discussion of the elements and benefits of a good class constitution.

**Smooth Transitions: Leadership Recruitment, Recognition and Succession**

*McCosh 28*

**Moderator:** Charlene Huang Olson ‘88

**Panelists:** Tamsin DeFriez ’92, Rich Holland ’96, Lisa Washington ’89

Nothing ensures that a group will function smoothly more than strong, steady leadership. This session deals with techniques for recruiting new leaders, supporting and celebrating effective leaders, and planning for and implementing changes in leadership.

**Building Your Organizational Brand with Social Media**

*McCosh 46*

**Discussion Leader:** Maisha Walker ’94

**Panelists:** Jason Bell ’04, Christine Murphy ’07, Elise Wright ’83

Setting up a Facebook, LinkedIn, or Twitter account is easy. Building an organization’s brand on social media takes some strategy. But with a little bit of planning and some dedicated volunteers, social media can be instrumental in creating awareness of an organization’s achievements, promoting an organization’s events, sharing photos and videos from programs, and establishing a dialog between the organization and its constituents. Learn how volunteers are using social media to expand their organization’s or program’s brand, and discuss best practices for starting or improving your group’s social media presence.

**Preserving Our Heritage: From Beer Jackets to Oral Histories**

*McCosh 66*

**Moderator:** Bruce Leslie ’66

**Panelists:** Sev Onyshkevych ’83, Tom Swift ’76, John Wriedt ’85

The mystic chords of memory that bind Princetonians together can be preserved through a variety of engaging activities. Whether collecting beer and reunion jackets as well as other Princetoniana memorabilia or recording memories for the Mudd Library oral history collection, preserving our heritage brings us together across classes and years. The panel will describe how the Princetoniana Committee has pursued these activities and how you can make them into regional association or class projects.

**Rally Attendees: Ways to Increase Event Participation**

*McCosh 64*

**Moderator:** Mike Coccaro ’73
Panelists: Lee Dudka ’77, Anthony Fittizzi ’97, Brittani Kirkpatrick Ivey ’05, Jim Robertson ’91
Experienced alumni volunteers will share ideas and tips for planning a successful event. We will discuss the importance of recruiting and building a team of volunteers to support an event as well as ideas about marketing to a large group or one on one outreach. This session will also offer participants the opportunity to share creative ideas to rally attendees.

12:00 p.m. Volunteer Recognition Luncheon
Frick Chemistry Laboratory
2:00 – 3:15 p.m.  

**Aspire Colloquia I**

**ARTS IN A GLOBAL CONTEXT**  
*McCosh 10, Wood Auditorium*  
**Michael Cadden**, Chair, Lewis Center for the Arts  
Students from The Global Seminars Program

**THE FUTURE OF NETWORK TECHNOLOGY**  
*McCosh 50, Helm Auditorium*  
**Larry L. Peterson**, Robert E. Kahn Professor of Computer Science; Director, Planetlab  
**Eric E. Schmidt ’76**, Executive Chairman, Google Inc.; Former Trustee, Princeton University

3:45 – 5:00 p.m.  

**Aspire Colloquia II**

**THE ECONOMIC OUTLOOK**  
*McCosh 50, Helm Auditorium*  
**Alan S. Blinder ’67**, Gordon S. Rentschler Memorial Professor of Economics and Public Affairs  
**Paul R. Krugman**, Professor of Economics and International Affairs; Nobel Laureate in Economic Sciences  
**Robert A. Johnson *86**, Executive Director, Institute for New Economic Thinking; Senior Fellow and Director, Project on Global Finance, Roosevelt Institute

**WHAT’S NEXT IN ENERGY**  
*McCosh 10, Wood Auditorium*  
**Emily A. Carter**, Director, Andlinger Center for Energy and the Environment; Gerhard R. Andlinger Professor in Energy and the Environment; Professor of Mechanical and Aerospace Engineering and Applied and Computational Mathematics  
**The Hon. George P. Shultz ’42 H73**, Thomas W. and Susan B. Ford Distinguished Fellow; Chair, Energy Policy Task Force; Member of the Working Group on Economic Policy, Hoover Institution, Stanford University; Former U.S. Secretary of State  
**Merrick G. Andlinger ’80**, President, Andlinger & Company, Inc.  
**Robert H. Socolow**, Professor of Mechanical and Aerospace Engineering; Co-Director, Carbon Mitigation Initiative.

5:00 – 10:00 p.m.  

**Registration**  
*Jadwin Gymnasium*

6:00 – 10:00 p.m.  

**Reception, Dinner and Aspire Celebration**  
*Jadwin Gymnasium*  
Hosted by President Shirley M. Tilghman and Campaign Co-Chairs Robert S. Murley ’72 and Nancy B. Peretsman ’76

As of October 18, 2012
Saturday, October 20

8:30 – 9:45 a.m.  Breakfast and Brainstorm: Navigate Out of Your Comfort Zone
Prospect House

10:00 – 11:00 a.m.  Obama or Romney: The First 100 Days
McDonnell A02
Brandice Canes-Wrone ’93, Donald E. Stokes Professor in Public and International Affairs; Vice Dean, Woodrow Wilson School
Todd S. Purdum ’82, National Editor, Vanity Fair; Former White House Correspondent, The New York Times
Ramesh A. Ponnuru ’95, Senior Editor, National Review; Columnist, Bloomberg View

10:30 a.m.  Tiger Tailgate before the Harvard Game
Fine Plaza (Rain location – Frick Chemistry Laboratory)

1:00 p.m.  Harvard vs. Princeton Football Game
Princeton Stadium
(Reserved tickets may be picked up on Friday at Jadwin Gym after the Aspire Celebration dinner, or on Saturday at Will Call at the Princeton Stadium beginning at 11:30 a.m.)