LETTER FROM THE CHAIR

Dear Class Officer,

The Class Affairs Committee of the Alumni Council is pleased to send you this latest in a series of ClassExchange newsletters offering suggestions which may make your “jobs” as class officers easier. This issue focuses on single-day, low-budget, relatively easy-to-plan class events aimed at a modest number of classmates. Any turnout can be considered a success and a bridge to similar events in other venues, or even larger mini-reunions. As is true for all of our tasks, the staff of the Office of the Alumni Association is ready and willing to assist you in planning and promoting your event.

ClassExchange is mailed to all class Presidents, Vice Presidents, Secretaries, Treasurers, Reunion Chairs and Class Associate Chairs. If there are others in your class who would benefit from this newsletter, please let us know and we will send you extra copies.

If you can think of any other topics that you would like to see covered in future issues of ClassExchange, please email me at joelrudell@kmollp.com.

We hope you enjoy this issue.

Joel M. Rudell ’65
Chair

CLASS OFFICERS HANDBOOK

Did you know your handbook is on-line?
Visit the Class Affairs web site alumni.princeton.edu/~ca
If you need a paper copy, just let the staff at the Office of the Alumni Association know!

PLANNING A CLASS EVENT

Jean Telljohann ’81

Planning a class event is one of the more enjoyable responsibilities of holding a class office. It is also an opportunity to connect with classmates who may not participate in traditional alumni activities such as tailgate parties or reunions. Successful events can be simple and inexpensive.

Start by scanning the list of classmates who live in your community. The Class of 1981 has had events inspired by classmates or other alumni who

- own an art gallery,
- have recently published a book,
- have access to free tickets at the American Museum of Natural History, or
- are professional dancers or cabaret singers.

An event organized around a community service activity could also be successful if a classmate works for a nonprofit or serves on its board. If the classmate’s work suggests an event that you would enjoy planning and attending, you are off to the right start. Contact the classmate to ascertain if they will help by hosting or organizing. The next decision is to determine whether your event is more appropriate for adults or for families. Set a date and time and run the plan by a couple of other classmates to ensure that you have a few people committed to attend and help with talking up the event. Publicize the event. Send an email blast with the details of the event; use a clear subject line. If time permits, include the details in a PAW column. If the space is free and the refreshments do not include a full meal, the class budget can probably cover the event. If not, ask for checks in advance to avoid being left out of pocket by no-shows. At the event, make everyone feel welcome. Follow up with a blurb to your class secretary, especially if the event has drawn people who are not often mentioned.

Quick help for you in your volunteer work!
http://www.alumni.princeton.edu/resources/

CLASS ELECTIONS

For major reunion classes, NOW is the time to start the process of electing new class officers. The first thing you should do is re-read your class constitution and follow the guidelines there. For more information, visit the Class Officer's Handbook on-line or call the Class Affairs staff at the Office of the Alumni Association.
A great memory from my Princeton senior year was at a hockey game in Cleveland. The Tigers played in a Holiday tournament that year and faced Ohio State in a very unlikely matchup. As it turned out my two roommates were also from Northeast Ohio (a provincial lot, we were) so we all joined up with a few other friends from the area as David battled Goliath on Goliath’s home turf. It didn’t matter to us; we were fully in charge, unapologetic in our loyalties, and thrilled to support the cause in hostile territory.

This memory was a reminder to me recently that Princeton plays a lot of sports in a lot of places around the USA. Granted, football occurs in one of eight places on the East Coast (with the occasional exception of San Diego and the like!), but our teams travel throughout America on their regular schedules and at tournament times in all the various sports. These occasions create great opportunities for regional classmates to join forces with regional associations and renew contacts, loyalties and friendships. Every class officer should be aware of the season’s schedules and try to organize - even if they can’t attend - an outing when Princeton teams come to the area.

These outings can be as simple as designating an area in a parking lot for all to assemble. I have organized such get togethers at football games in New Haven on a number of occasions. On the other end of the organizing spectrum, the right blend of orange and black banners, bunting, ribbons can enliven the festivities and greatly complicate the organizers lives. Susan Schwab ’73 has organized these grander events at other New Haven football games - with tents, food, the marching band, and even an occasional hot toddy. I can say the well organized fetes are remarkable and as appreciated by the attendees as they are gratifying to the organizer. I can say from experience, however, that the simple, easily-organized outings are also appreciated because they too give Princeton friends a chance to get together, no matter how humble the preparations.

So, as a class officer, take a look for Princeton’s regional appearances during next season’s sports schedule at “goprincetontigers.com.” The Office of the Alumni Association can provide postcards and mailing labels for area classmates, as well as, perhaps, other “bordering” classes. Send out a postcard and you will be surprised at the turnout.
SINGLE DAY EVENT IDEAS

Successful events don’t have to be big events like class trips or mini reunions. As long as classmates are spending time together and enjoying each other, the event is successful! Here are some fun ideas for you, events that have worked for other classes, with little or no cost to the class.

• 1946 attended a PU Regional Town Meeting and then went to dinner at a local restaurant
• 1954 and others have monthly luncheons
• 1956 and others have annual away football tailgates at Harvard, Yale, Dartmouth, Brown
• 1959 spent a day visiting Philadelphia, followed by a reception at a classmate’s home
• 1961 had an early spring golf outing for those in Florida
• 1964 had an “open house” at a classmate’s vineyard in CA
• 1965 had a post PU-Columbia Basketball game party in NYC
• 1981 met at an art gallery in DC
• 1986 had a swim party at the home of a classmate
• 1988 had a kids’ play-day in a local park, giving the parents a get-together
• 1991 had simultaneous pub parties in different cities
• 2003 met at the Seattle Comedy Club

Learning from the Beatles & Deion Sanders: What is a Successful Class Event?

Stephen K. Shueh ’97

One question that often comes up among class officers is, “How do we know if our class event is a success?” Here are some quick insights.

Come Together – Beatles

Any event that brings classmates together is successful. It can be 2 classmates or 200. If you haven’t been getting the response you hoped for, maybe you should start with a few small regional gatherings and work your way up to bigger ones.

Must be the Money – Deion Sanders

Budget to break even. Stay within budget.

We are Family – Sister Sledge

Engage people who have been out of the loop, and create a sense of community. If only a few classmates tell you they weren’t sure about coming, but they’re glad they did, it’s a success! And don’t forget the spouses/significant others.

Reaching for My Goal – Brian McKnight

Class events should help you reach goals you’ve set for your class. For example, if your goal is to reach out to classmates around the world, then work hard to encourage events in different countries.

Geezers Need Excitement – The Streets

Fun doesn’t end with college. Use events to create buzz, and make sure you step up the marketing so that classmates know what’s going on. Using Volunteer Services on TigerNet--www.tigernet.princeton.edu--is a fabulous resource to create mailing labels and blast e-mails. Orange postcards also work well to get the word out to classmates that don’t have email.

Ask Adrienne...

“What about insurance? Are class officers and the class covered if something should go wrong?”

The short answer is “Yes”—as long as your class remains part of the University’s group exemption. (Yes, treasurers, this means you must submit your annual financial report—and the Reunions financial report in a major reunion year—to the University.) Under most circumstances, University insurance will cover damages that would be required to be paid on behalf of a volunteer, class or class officer acting in an official capacity on behalf of the University. Our general liability insurance covers both bodily injury and third party property damage. If you are holding an event at a site that requires evidence of insurance, our Office of Risk Management can help by reviewing the agreement or contract and providing a certificate of insurance to the venue.

If you have any questions, particularly regarding a specific event, please call or email me at 609-258-5844 or adp@princeton.edu.

— Adrienne
SAVE THESE DATES...

All Hands Meeting on Campus for 2006 Major Reunions • April 22, 2:00 pm - 4:00 pm

Reunions 2006 • June 1 - June 4
   New Class Officers Training • Saturday, June 3, 8:30 am - 9:30 am, Maclean House Library
   Please encourage all new—and almost new—officers to participate - breakfast included!

Future Reunion dates:
   2007 • May 31 - June 3
   2008 • May 29 - June 1
   2009 • May 28 - May 31

Football Event • October 21 • Princeton vs. Harvard – Class Tailgates in Jadwin Gym

On-Going Events
   • For alumni events on campus and around the world, go to http://alumni.princeton.edu/Events/
   • Are your class events listed on http://alumni.princeton.edu/Associations/ClassEventsCalendar.asp? No?! Send the information to tigerdot@princeton.edu or call 609-258-5451 so she can post it!

Planning Your Class Reception or Dinner?
The Office of the Alumni Association can help you reserve space on campus for any gathering.
Check the article inside!