This year Nancy Newman ’78, Chair of the Alumni Council, has challenged alumni leaders to CHEER our alumni on as they do the dedicated work of Princeton’s informal motto “In the Nation’s Service and the Service of all Nations.” You as Class Leaders should be looking for ways to CHEER—Celebrate, Honor, Embrace, Engage and Recognize - the members of your class who help you in your jobs as Class Officers. CHEER does not only apply to your volunteers. As class officers, you can use CHEER to invigorate your classmates.

CELEBRATE their successes by highlighting them in Class Notes
HONOR them for Class Loyalty by publishing honor rolls on your websites
EMBRACE them through personal outreach
ENGAGE them by hosting interesting class events that inspire them to participate
RECOGNIZE your classmates by asking for their input

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Letter from the Chair

I would like to take this opportunity to thank all of you who work so hard, with such great spirit, to keep your classes energized and motivated, and for your help to further the mission of our great University. The Alumni Council Class Affairs Committee members are your direct liaison to the Alumni Association and are ready to help you in any way possible. We hope you enjoy this issue, and look forward to hearing from you with ideas for future issues.

Rick
Richard L. Klein ’82, Chair

Committee Members
Maria C. Kourepenos ’85, Vice Chair
Elizabeth Arnold ’98
Patrick J. Blake ’86
Regina Lee ’85
Adam Lichtenstein ’95

University Liaisons
Alumni Association
Marguerite D. Vera ’79
Dorothy R. Werner

PAW
Fran Hulette, Class Notes Editor
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609-258-5837, maryalex@princeton.edu
609-258-3243, acmail@princeton.edu
This regular feature of ClassExchange answers questions that class officers are asking, or should be asking. Its name is a nod to Princeton’s tenth president, John Maclean (1800-1886), whose enthusiasm for engaging alumni in the life of the university was legendary.

**Hosting a Small Event**

*Dear John Maclean,*

*A classmate has kindly offered to host a casual gathering for neighboring classmates in their town. Do you have suggested tips for organizing such an event? Are there resources available from the Office of the Alumni Association?*

**Answer:** It’s great that you have a willing volunteer! Remember to “CHEER” your volunteer on, and follow up afterwards to learn how it went. Here are some suggestions:

1. **Finances**—in general, a private gathering would have to be self-funded by the participants or the host, given that the reach in attendance is limited and as such the use of class funds would be inappropriate. Sometimes there is an outside sponsor willing to provide a venue with food and drink from its marketing budget; in such cases one should be careful that your classmates are “invited as guests” rather than “co-sponsors.”

2. **Theme**—if you’re planning a pizza party among your favorite former college roommates, likely they’ll be there whenever and wherever you choose. For reaching other classmates, you probably want to incorporate a theme—perhaps a curator’s tour of a local museum, or a speaker panel on a popular topic, and a service activity. Or, start with your former roommates as your core group and invite classmates for a tailgate. Perhaps you could include classmates from the surrounding years, or co-sponsor your event with the local regional alumni association.

3. **Coordination**—before you get too far along, be sure to check with your class agent and other class officers to insure that there are no schedule conflicts with possible class events or events sponsored by the Office of the Alumni Association or Development Office.

4. **Publicity**—your class officers can help with sending an email “blast” to your nearby classmates, or arranging for other forms of mail to publicize your event. At the event, take photos and submit it to your class secretary for the PAW!

5. **The unknown**—sometimes we think if we build something, they will come. In reality, we just don’t know. There could be various contingencies—speaker cancels, bad weather, no rsvp’s/too many rsvp’s, everyone shows/few show… these all make for a good story to tell, so have fun however it turns out!

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**Address Changes**

When you get changes of contact information from your classmates, please send them directly to Alumni Records:

**email**: alumrecs@princeton.edu
**phone**: 609-258-3114, or
**address**: Box 34, Princeton, NJ 08544

**Non-Profit Status**

Classes are considered non-profit organizations and have their own EIN numbers with the IRS. If you need a copy of your certificate, just contact the Office of the Alumni Association.

**Note:** To keep in good standing, you must be careful to file your Class Financial Reports with the University Treasurer’s Office in a timely matter. This allows them to file with the IRS on your behalf.

Most classes also have a New Jersey non-profit certificate on file. For certificates in other states, you will need to contact that state office.

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**Deceased Classmates**

Please notify the Alumni Association as soon as you hear about the death of a classmate.

This will enable us to notify all University Departments in a timely manner.

Sending a memorial to the PAW does not guarantee the information will be forwarded to the University’s records.
Community Service

Community service is a great way to engage with classmates in fun and meaningful group activities. We can help you get started.

The Alumni Council Committee on Community Service challenges all Princetonians to participate in at least one community service project between March 20 and June 20, 2014, as part of the SPRING INTO SERVICE! initiative.

For classes celebrating a major Reunion this year, projects might take place on campus. For others, multiple classes could join forces within their local regions for hands-on volunteerism, or classes could set up an on-line tracking system to record individual volunteer hours.

Community service projects take many forms. Some examples: improving a community garden or nature trail or playground; volunteering in a soup kitchen; collecting items for a charity; raising money for a charity in a creative way; organizing a forum to showcase service projects; launching a major long-term initiative like Project 55.

Visit http://alumni.princeton.edu/volunteer/committees/communityservice/ for lists of past projects, project guides, a seed grant application and information about the annual Award for Community Service. Follow us on Twitter at @PrincetonServes.

Please keep us informed about your community service plans, and do send pictures of your activities so we can recognize your efforts and encourage others to participate.

The Committee on Community Service and the indefatigable Alumni Council staff stand ready to help. Please feel free to contact us c/o Marguerite Vera ’79, mdvera@princeton.edu.

The 100th Anniversary of Alumni Day
February 21, 2015

Every Class Needs To Participate

On February 21, 2015, Princetonians will celebrate the 100th Anniversary of Alumni Day.

Alumni Day was first observed on Lincoln’s birthday in 1915 and is now held on the Saturday nearest to February 22 every year. The event was designed to give alumni a taste of University life while classes are in session. Alumni Day 2015 will be a once-in-a-lifetime event and a wonderful opportunity for you to encourage your classmates to come back to Princeton and celebrate together.

There are many different events you can plan: host a class event, such as a dinner or reception, during the weekend to reconnect friends and strengthen class bonds. Reach out to your satellite classes and combine your efforts to put together events that are memorable, fun and well attended. Commemorate the day with a special class token. With a little planning and some creative thinking, you can make the day memorable so that your classmates will not only remember the 100th Anniversary of Alumni Day, they will remember what you did to make it extra special for them as a class. Please remember to include information in your upcoming class newsletters so that your classmates can save the date and begin to make travel plans. And remember, an event like this only happens every 100 years.
Facebook Tips for Classes

From the Alumni Relations and Communications (ARC) Committee

Among social media channels, Facebook can be highly effective in reaching and communicating with your alumni class, providing a way to engage and encourage interaction among your members.

Whether you are hoping to generate more engagement among your Facebook group or are just setting one up, here are some basic tips:

- **Set up a closed group.** Your Facebook group should be open only to your classmates. A closed group means that you invite people to join it, or they can ask to join, and they are approved. When members of a group know it’s a closed group, it has the effect of encouraging openness and interactivity and helping foster community.

- **Assign multiple administrators.** It’s important to share the responsibility for posting and monitoring the site to keep it fresh and relevant. If two or three people are administrators, it means it won’t go down if one person is unavailable.

- **Encourage your classmates to join.** Actively encourage your audience to join your Facebook group by inviting them via email and other forms of class communications, including print.

- **Keep posting consistently.** It’s ideal to have someone post to your group at least once a week—class secretary, president, anyone responsible for technology or communications—to keep the group fresh. Make sure content is engaging or useful—trivial posts will waste the time of classmates and tell them the source isn’t important or useful.

- **Use posts to generate comments and good feelings.** Anything that ties back to Princeton and campus—photos of the football bonfire, news story on the university website, old photos of classmates, class website—can make great material for Facebook.

- **Consider your audience and be inclusive.** Since postings will be seen by a totality of your classmates, consider whether the item you’re posting is of interest to a majority. Certain items are best posted on a personal page rather than the group page, for example, photos of a dinner party with classmates, unless the event was open to all classmates or all those in the locale or region.

- **Establish a review process for content.** To ensure that content reflects the diverse interests of your class and not those of an individual, for example, a class officer, appoint a communications “committee” to log, review, and approve suggested posts in a timely way.

- **Adopt a subtle approach when necessary.** Certain life events, for example, the death of a classmate or a classmate’s loved one, should be handled with sensitivity, with deference to the family’s wishes on how it should be communicated.

- **What not to post:** Avoid posting items that are overtly commercial. And it may seem obvious, but you should avoid posting anything related to sex, religion, and politics—a basic principle.

Finally, for class secretaries: Monitoring postings on your class Facebook group can be a great way to keep up with the goings-on of classmates and gather news and material for PAW Class Notes. Just remember to follow Class Notes guidelines as you would when gathering news via other sources.

Want more information? ARC members are available to help.

Contact Beth Chute ’83 at beth.chute@gmail.com or Susan Conger-Austin *83 at susan.conger@gmail.com.
**ELECTIONS**

For major reunion classes, NOW is the time to start the process of electing new class officers. Read your class constitution and follow the guidelines there. For more information, visit the Class Officer’s Handbook online or contact the Office of the Alumni Association.

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**CONFERENCE CALLING FOR OFFICERS**

The Office of the Alumni Association has a bridge line available for your use. It’s not an 800 number, but it makes getting together easier. To reserve the line, write to classaff@princeton.edu or call 258-5837.

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**CLASS NEWSLETTERS**

Outside of the PAW’s Class Notes, Class Newsletters are one of the most important vehicles for Class communication. Great newsletters should not be cumbersome, but instead should immediately grab classmates’ attention with photos, snippets of recent events and an outline of upcoming events. Newsletters are a terrific and easy vehicle to praise fellow classmates and volunteers, thank those who have paid their class dues and/or have financially supposed class projects. It is also an effective way to promote your Class website, Facebook page or other social media outlets.

There is no hard and fast rule about how many newsletters should be sent out, either by snail mail or broadcast emails. Keep in mind, however, it might be easier to communicate more regularly than to write everything in one long letter. Sharing information frequently about your class activities might trigger your classmates to pay their class dues. Sharing information about what your class does gives your classmates a reason to pay their class dues, and encourages others to get involved because you have added value by letting them know that your class is active. Invite your Regional Class Vice Presidents or classmates who plan events away from Princeton to send you information and pictures from these events that you can include in your class newsletters. The old saying “a picture is worth 1000 words” rings true in your newsletters. It is undeniable; people love to see themselves at your events in pictures.

If your class is a busy class, consider a bi-annual or quarterly newsletter. Make sure to put your newsletters up on your website and if you are using email, send a hard copy to classmates who have not provided good email addresses. You want to be sure to reach as many classmates as possible. The key take away point is: consistent and continual touch-points with your classmates will result in a Class this is engaged, cohesive and dynamic.
The Princeton Class of 1957 is justifiably proud of its Classmate Fund that has been, for more than a quarter century, serving the needs of members of the Princeton Class of 1957 and their spouses who have been the victims of unfortunate circumstances. Over these years the Fund has assisted more than 30 members of the ’57 family, in many cases enabling them to get back on their feet and resume independent control of their lives.

Presently in 2013 the Fund is helping 8 individuals. The awareness of and support for the Fund is strong within the Class of 1957, and that fact enables and encourages class members to refer to the Fund classmates or spouses who have fallen on hard times.

The Fund evolved from the unexpected death of a classmate in 1985 at the age of 50 leaving his wife and six children in precarious circumstances. With help from classmates our late classmate’s widow laid the groundwork for an income earning pursuit that enabled her to reestablish her independence and to meet her family’s needs.

In 1987, at 1957’s 30th Reunion, incoming Class President Fred Reynolds and his classmate Shep Davis committed to going forward with a formal organization to meet such needs. Shep, as Trustee and President, and Fred, as a prospective Trustee, spent the better part of two years attaining IRS and State of New Jersey approval. Other classmates assisted. Much needed legal advice was provided by Bill Goldstein. Eldon Mayer and Elliott Otis added valuable consultation. The Classmate Fund commenced operation in late 1988 with Fred Reynolds and Bruce Rosborough as the initial Trustees. In the next few years those Trustees were joined by Nate Bachman, Bob Kent, and George White. The current Trustees are Shep Davis, President, Nate Bachman, VP, Bob Kent, VP, George White, Secretary, Charles Bernheim, Don Streett, Rusty Swan, Fred Reynolds, Ex-Officio, and John Storm, Agent.

Two tasks were paramount: raise funds and respond to the needs of classmates. Trustee Robert Kent was a vocal advocate and fundraiser for the Fund in its early years. Subsequently, Trustee Nate Bachman starred in fundraising with challenge pledges which resulted in substantial new resources. Another successful campaign was led by classmate Murray Peyton together with Trustees Bob Kent and George White in 2010. The Fund maintains currently a seven figure corpus conservatively managed. In addition, generous annual giving by classmates further insures protection for the future.

When the Fund is petitioned to accept a beneficiary, its leadership performs its due diligence to establish the terms and conditions of each support commitment. The recipient is encouraged to maintain communications with the Fund leadership. In several instances over the years the assistance, in a relatively short time, has enabled the beneficiary to resume life without continued support. In other instances the circumstances, usually health issues, have required continuing support to supplement the recipient’s other resources which, at this point in our lives, are primarily Social Security and possibly a modest amount of savings. Davis and his fellow Trustees ensure that there is personal ongoing contact with beneficiaries. Other caring classmates contact the beneficiary to be certain that needs are being met as well as to provide guidance and friendship without threatening the beneficiary’s sense of pride, privacy, and independence.

On the 25th anniversary of The Classmate Fund the Class of 1957 is proud of the Fund’s accomplishments and is pleased to encourage similar endeavors in the Princeton University community and in other community organizations in our country. It is the essence of Princeton’s ideal of service to one’s fellow man. We believe it to be a good model as well for other groups in our society as it answers real need without government involvement. Anyone contemplating such a course is welcome to contact Fund Trustee and President Sheppard Davis.

If you have interesting things to share about your class, send it in for next year’s Class Exchange.
Event Reports

Event reports are quick and easy to submit and make your class eligible to win one of the awards listed below!

Simply go to [http://alumni.princeton.edu/volunteer/resources/](http://alumni.princeton.edu/volunteer/resources/) and login using your TigerNet id. Then select Events and you will see the link to the report. Please make sure you use actual attendance not approximate numbers. If you do not use the internet, simply call the Office of the Alumni Association.

Class Awards Presented at Reunions

We know you are all having wonderful events with great participation!
Please let us know how you’re doing!

To qualify for any of the Class Awards listed below, an officer must submit a Class Event Report to the Alumni Council by the deadlines at the end of the fiscal year. The awards are then presented at the next Reunion luncheon. The only exception is the ’42 Senior Dues Award which is given the same year it is won. The winners for FY2013 are listed in **bold**.

**Dues Awards**
- 1932 Plaque for the highest percentage of dues payers in a class more than 25 but less than 50 years out of Princeton.  
  *Class of 1964*
- 1941 Plaque for the highest percentage of dues payers in a class more than one but less than 25 years out of Princeton.  
  *Class of 2007*
- 1942 Senior Dues Award for the class more than 50 years out of Princeton, whose class roll at the start of the fiscal year is 100 or more and which by May 1 has attained the highest percentage of dues payers.  
  *Class of 1953*

**Attendance Awards**
- 1898 Trophy for the largest percentage of its members attending any gathering outside of Princeton during the year between Reunions.  
  *Class of 1977*
- 1928 Trophy for the largest number of its members attending any gathering outside of Princeton during the year between Reunions.  
  *Class of 2011*

**Young Alumni Award**
- 1932 Trophy for the class less than 10 years out which has had the most complete program of communications, activities and dues participation.  
  *Class of 2011*

**Remember! You must send us an Event Report to be eligible to win!**
CALAEN FOR CLASS OFFICERS

REUNIONS 2014
THURSDAY, MAY 29
TO SUNDAY, JUNE 1
CLASS OFFICERS’
LUNCHEON
Thursday, May 29, for new and current officers.

THE ONE AND
ONLY PRE-RADE
SEPTEMBER 7
Come and welcome the new Freshman as they walk through FitzRandolph Gate and learn traditional Princeton songs and cheers.

FALL FOOTBALL
SATURDAYS
OCTOBER 25
Harvard at Princeton
NOVEMBER 15
Princeton at Yale
Two big games, ideal times for class tailgates or post game parties.

ALUMNI DAY 2015
FEBRUARY 21
100th Anniversary!
Lectures, lunch with your classmates, awards and the Service of Remembrance.