CREATING EFFECTIVE REGIONAL WEBSITES

Laura Dickey ‘92 • Gary Pai ‘99 • Mark Rinker ‘84
Why have a website?

- Organizational brand
- Permanent home for club info
- Events calendar
- Online registration and dues collection
- Club news
- Photos and videos
- Social media links
- Officer contact info
Regions with websites

32%
Website platforms

- Harris Chapter Page Tool (NEW) - 19
- Harris Chapter Page Tool (OLD) - 8
- Custom Website - 10
- Alumni Magnet - 10
- Blog - 2
- Google Group/Site - 4

[Image of a pie chart showing the distribution of website platforms]
## Regional platform use

<table>
<thead>
<tr>
<th>Harris (new)</th>
<th>Harris (old)</th>
<th>Custom</th>
<th>A. Magnet</th>
<th>Blog</th>
<th>Google</th>
</tr>
</thead>
<tbody>
<tr>
<td>Charlotte</td>
<td>Palm Beach</td>
<td>NYC</td>
<td>N. England</td>
<td>Shanghai</td>
<td>France</td>
</tr>
<tr>
<td>San Diego</td>
<td>India</td>
<td>PA3</td>
<td>No. Calif.</td>
<td>Eastern CT</td>
<td>Singapore</td>
</tr>
<tr>
<td>Maryland</td>
<td>Central FL</td>
<td>Rochester</td>
<td>Chicago</td>
<td>Hong Kong</td>
<td></td>
</tr>
<tr>
<td>Carolina Tri.</td>
<td>SW FL</td>
<td>So. Calif.</td>
<td>Washington</td>
<td>Canada</td>
<td></td>
</tr>
<tr>
<td>Northern NJ</td>
<td>Rocky Mtns</td>
<td>Austin</td>
<td></td>
<td>Michigan</td>
<td></td>
</tr>
</tbody>
</table>
Welcome to the Princeton Alumni Association of Charlotte (PAAC)! We are a volunteer organization run by Princeton alumni in the greater Charlotte, NC region with the purpose of building and maintaining a strong Princeton presence in the community through a variety of social, educational, and volunteer activities which promote both fellowship and giving back. We invite graduate and undergraduate alumni, current students, family members including surviving spouses, as well as honorary members in the Charlotte, NC area to become a "Charlotte Tiger" and to enjoy all the experiences it has to offer.
PAAC events include social gatherings, Tiger Talks, sporting events, special performances by Princeton student groups traveling to the Charlotte area, as well as opportunities to give back to the community and to the University. We are always open to new ideas!

On Saturday, August 25th, we met the incoming freshmen (Class of 2016) and their families at the annual summer picnic, which was held at the Charlotte Country Club this year. The PAAC would like to wish these students and their families all the best as they begin their unforgettable journey at Old Nassau.

*****
PAAC Membership

MEMBERSHIP

The Princeton Alumni Association of Charlotte is a non-profit organization focused on building and strengthening the Princeton community in the greater Charlotte area. Membership is open to graduates, undergraduates, Alumni, current students, family members including surviving spouses, as well as honorary members. PAAC depends exclusively on dues, donations, and occasional event fees to support the events that we plan and sponsor. We do not receive funding from the University.

Dues to become a “Charlotte Tiger” or member of the Princeton Alumni Association of Charlotte (PAAC) are as follows:

<table>
<thead>
<tr>
<th>Membership Level</th>
<th>Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full/Year for current Princeton students</td>
<td>$50.00</td>
</tr>
<tr>
<td>Full/Year for Young Alumni (who have not yet celebrated their 10th reunion)</td>
<td>$15.00</td>
</tr>
<tr>
<td>Full/Year for Standard Alumni (who have already celebrated their 10th reunion)</td>
<td>$25.00</td>
</tr>
</tbody>
</table>

These prices reflect membership from July 1, 2012 through June 30, 2013.

As a “Charlotte Tiger,” you will receive:

- Discounted pricing for special events
- Special recognition on event programs
- Priority for events where space is limited

Checks should be made out to “Princeton Alumni Association of Charlotte” and mailed to the following address:

Mac Henry ’99, PAAC Treasurer
Suite 4700
100 North Tryon Street
Charlotte, NC 28202-4003
PAAC events include social gatherings, Tiger Talks, sporting events, special performances by Princeton student groups traveling to the Charlotte area, as well
# PANE Events Page

**IMPORTANT:**
1. While copying and pasting from Microsoft products (Word, Outlook, etc.) is technically possible, WE STRONGLY ADVISE AGAINST IT. Do any formatting of your text inside the HTML visual editor in the window below. Reason: Microsoft products embed unnecessary tags in the rich text it creates, and this can cause unpredictable formatting, undesirable artifacts, and alignment problems in the HTML result.
2. In addition, make sure you do not edit multiple articles simultaneously in multiple windows.

<table>
<thead>
<tr>
<th>Topic</th>
<th>Format</th>
</tr>
</thead>
<tbody>
<tr>
<td>Topic 1: Events</td>
<td>Event template</td>
</tr>
<tr>
<td>Topic 2: *Optional</td>
<td></td>
</tr>
<tr>
<td>Topic 3: *Optional</td>
<td></td>
</tr>
</tbody>
</table>

**Author/Publisher Visibility**

- [ ] Author visible
- [ ] Publisher visible

Hint: When checked, both author and publisher names will be visible at the top of the article.

**Headline**

Princeton Global NetNight 2013

Hint: No HTML tags. 60 characters max.

**Sub-head**

One night. One focus. Princetonians around the world.
Guest speaker: David Lax '75, Managing Principal, Lax Sebenius LLC

Hint: Some HTML tags allowed. 256 characters max.

**Main text**

Please join fellow PANE members and other area alumni for Princeton’s Global NetNight 2013. We are delighted to introduce this year’s guest speaker, David Lax ’75 who will speak on choices and career trajectories. Dr. Lax’s guidance and insight draw upon adult developmental psychology, industrial organization economics and business strategy, decision analysis, and evolutionary biology to help people identify and make key choices that affect their career trajectory and ultimate satisfaction.

Dr. Lax also draws from relevant experience. With a PhD in statistics, he taught himself corporate strategy and finance as a young professor and began research on how to conceptualize, prepare for and carry out complex and important negotiations. He left HBS to work as an investment banker and then for a family office making direct equity investments before co-founding and running Lax Sebenius LLC, a small boutique consulting firm that advises senior executives in companies and governments on complex negotiations and helps smaller companies negotiate their most critical deals. As an advisor to global companies, he has had the opportunity to observe many career paths. He also helped found two hedge funds, served as chairman of the board of an oil and gas company and on the boards of other private companies. He participates in pro bono peace-making efforts and was able to assist in the settlement of the civil war in Nepal.
<table>
<thead>
<tr>
<th>ID</th>
<th>Subject</th>
<th>Recipients</th>
<th>Queued</th>
<th>By...</th>
</tr>
</thead>
<tbody>
<tr>
<td>76</td>
<td>Untitled Newsletter</td>
<td>All</td>
<td></td>
<td></td>
</tr>
<tr>
<td>75</td>
<td>PANE Jan. 2013 Newsletter</td>
<td>All</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Sent: 4357</td>
<td>Opened: 1858 (42.64%)</td>
<td>Clickthroughs: 312 (16.79%)</td>
<td>Spam Reports: 0</td>
</tr>
<tr>
<td>74</td>
<td>REMINDER: 12/18 Nassos Holiday Concert in Cambridge</td>
<td>All</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Sent: 4356</td>
<td>Opened: 1783 (40.86%)</td>
<td>Clickthroughs: 88 (4.94%)</td>
<td>Spam Reports: 0</td>
</tr>
<tr>
<td>73</td>
<td>Reminder: Your PANE membership has expired, and a matching donation</td>
<td>NonMem</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>program!</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Sent: 4357</td>
<td>Opened: 1783 (42.87%)</td>
<td>Clickthroughs: 154 (8.64%)</td>
<td>Spam Reports: 0</td>
</tr>
<tr>
<td>71</td>
<td>Nassos Holiday Concert, 12/18 in Cambridge</td>
<td>All</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Sent: 4370</td>
<td>Opened: 2331 (53.80%)</td>
<td>Clickthroughs: 230 (9.70%)</td>
<td>Spam Reports: 0</td>
</tr>
<tr>
<td>72</td>
<td><em>Tonight</em>: PANE/PEN Career Networking and Mentoring Event</td>
<td>All</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Sent: 4359</td>
<td>Opened: 1417 (32.43%)</td>
<td>Clickthroughs: 50 (3.23%)</td>
<td>Spam Reports: 0</td>
</tr>
<tr>
<td>69</td>
<td>PANE Nov. 2012 Newsletter</td>
<td>All</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Sent: 4369</td>
<td>Opened: 1627 (37.24%)</td>
<td>Clickthroughs: 160 (9.83%)</td>
<td>Spam Reports: 0</td>
</tr>
<tr>
<td>70</td>
<td>Interested in Riding a PANE bus to Yale Game?</td>
<td>All</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Sent: 4368</td>
<td>Opened: 1649 (37.75%)</td>
<td>Clickthroughs: 9 (0.55%)</td>
<td>Spam Reports: 0</td>
</tr>
<tr>
<td>68</td>
<td>Upcoming Alumni Events - Reminder</td>
<td>All</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Sent: 4371</td>
<td>Opened: 1657 (37.45%)</td>
<td>Clickthroughs: 548 (21.26%)</td>
<td>Spam Reports: 0</td>
</tr>
<tr>
<td>67</td>
<td>PANE lecture tomorrow: &quot;Translation and the Meaning of Everything&quot; by</td>
<td>All</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Prof. David Bellos</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Sent: 4374</td>
<td>Opened: 1773 (40.65%)</td>
<td>Clickthroughs: 57 (3.21%)</td>
<td>Spam Reports: 0</td>
</tr>
</tbody>
</table>
PANYC Membership

Become a Member

Membership Type
- Membership List: Standard Membership
- Membership Option: 1-year Paid Membership
- Currency: USD

Subscription
- 1-year Paid Membership: Price USD 50.00

Membership Renewal Preference
- Automatic Renewal
- Manual Renewal

Billing Information
- Billing Address:
- Address Line 1:
- Address Line 2:
- City:
- State: New York
- Zip:
- Country: United States
- Phone:

Payment
- Payment Method: Payrol / Credit Card

Terms of Use
- I agree to Terms of Service

Subscribe
Supper and Talk about Influence and Personal Branding

Please join us for a light supper and discussion organized by Tom Gerson '89 on Thursday, March 28, 2013, at 6:30 pm. Tom is a financial advisor at Merrill Lynch and will be hosting the event at his midtown office.

Our speaker is Liz Lynch, a top business development strategist. Liz honed her skills during her corporate career at prominent firms such as Goldman Sachs, Bear Stearns & Company, Time Warner, and Disney. As an entrepreneur since 2000, she has built her reputation as a leading business networking expert, international speaker and seminar leader. Liz is the author of Smart Networking: Attract a Following in Person & Online (McGraw-Hill), and has appeared on CNN, ABC News, Fox News, The New York Times, The Wall Street Journal, Forbes.com, CNBC.com and BusinessWeek.com. She holds an engineering degree from the University of California, Berkeley and an M.B.A. from Stanford University.

Liz’s topic for the evening is “The Visible Leader: Multiply Your Influence and Impact through Branding and Relationships.” She will lead a discussion about what separates top performers in an organization from the rest of the pack; being visible, having a strong personal brand and forging connections throughout the organization and your industry; and how raising your profile can help you gain support for your ideas, get things done more effectively and increase your value. Please join us for the opportunity to learn from Liz’s extensive experience in this field.

This event is part of the Princeton Association of New York City’s (PANYC) series of 40 Plus events where small groups of Princetonians over 40, parents of current students, and their guests come together in informal and intimate settings.

Please note the exact location will only be sent to registered attendees.

<table>
<thead>
<tr>
<th>Event Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Date:</td>
</tr>
<tr>
<td>Capacity:</td>
</tr>
<tr>
<td>Price:</td>
</tr>
<tr>
<td>Attendees:</td>
</tr>
<tr>
<td>Price:</td>
</tr>
<tr>
<td>Members:</td>
</tr>
<tr>
<td>Location:</td>
</tr>
</tbody>
</table>

Share this event:
Panelists’ club websites

PAA of Charlotte (Harris Chapter Page)
- Mark Rinker ’84, mrinker@netspend.com

PA of New England (Alumni Magnet)
- [http://paneonline.org](http://paneonline.org)
- Laura Dickey ’92, ljdickey@provalid.com

PANYC (Custom Website)
- [http://panycweb.org](http://panycweb.org)
- Gary Pai ’99, gary@garypai.com
Regional clubs directory

Find all regional web and social media links

- alumni.princeton.edu/regions
Resources

Harris Chapter Pages
- Launching new Harris chapter
- Support for existing Harris chapter pages
  - tigernet@princeton.edu
Resources

External Solutions

• Bloggs and Web Publishing
  • WordPress (www.wordpress.com)
  • Blogger (www.blogger.com)

• Data-driven Community Sites
  • Alumni Magnet (www.alumnimagnet.com)

• Other Solutions
  • WordPress (www.wordpress.org)
  • Joomla! (www.joomla.org)
  • Google Sites (sites.google.com)
Resources

Exploring Website Options

• Discuss needs with Office of Alumni Association
  • tigernet@princeton.edu