In-person and Virtual Event Collaborations: Opportunities, Approaches and Success Stories

Stephanie Bachas-Daunert ‘10
Brendan O’Connor ‘90

Committee on Regional Associations
February 16, 2023
Introduction

Stephanie Bachas-Daunert ’10
President – Princeton Club of Northern CA

- President of PCNC
- Previously served as VP of Events and Events Chair of PCNC
- Second year member of CORA
- Executive Committee of the Princeton University Alumni Council
- ALPA member, PWN member, Princeton Diversity Discussions West Coast Wednesdays, Annual Giving volunteer
- PhD in Environmental Engineering from Stanford. Postdoctoral Scholar at Stanford in Infectious Diseases & Geographic Medicine researching the effects of environmental contaminants on the human gut microbiome.

Brendan O’Connor ‘90
President – Princeton Club of Northwestern NJ

- President of PCNWNJ
- Previously served as VP, Secretary and Membership Chair for PCNWNJ
- First year member of CORA, ACEC
- Annual Giving volunteer (Leadership and Participation gifts)
- 10+ years as an ASC interviewer (previously an ASC315 Co-Chair for 3 years)
- Class of ’90 Alumni-Faculty Forums Chair for Reunions (30th, and maybe 35th?)
- Reside in Basking Ridge, NJ (~50 minutes north of Princeton)
What we’ll be discussing

• Opportunities and approaches for successful event collaborations between:
  • Regional Associations (RAs)
  • Princeton Affinity groups
  • Other Princeton affiliates (e.g., Undergrad Alumni Classes, APGA)
  • Non-Princeton groups

• Success stories

• What is event success?
  • “Good event turnout with delighted attendees who promise to attend future events”
  • Bonus: ... and become more engaged in other alumni activities

• Higher order success
Why collaborate on events?

• Reach broader, more diverse audiences
• (Re-) Connect alums across notional boundaries
• Tap into better ideas from a wider range of sources
• Share event planning/organizing workload
• Better cadence of higher quality events, especially for smaller and/or more remote regional associations
• Attract “critical mass” audiences for more specialized or niche events
• Cost sharing, in some cases
• Improve turnout
Collaboration building blocks

• 158 Regional Associations worldwide
• Seven Princeton Affinity Groups
  • A4P, ABPA, ALPA, BTGALA, NAP, PVETS, PWN
• Princeton Graduate Alumni (APGA)
• Princeton Undergraduate Alumni Classes
• Princeton Office of Alumni Engagement
• Event formats – in-person and virtual
• Event ideas – endless!
• Collaboration form: Co-promotion (low commitment), co-planning (higher), co-funding (highest)
### PCNC Undergrad Alumni Classes

<table>
<thead>
<tr>
<th>Category</th>
<th>Groups</th>
</tr>
</thead>
<tbody>
<tr>
<td>In-person events</td>
<td>Proximate RAs; Any Affinity Groups/Grad/Undergrad</td>
</tr>
<tr>
<td>Virtual events</td>
<td>Any RAs; Any Affinity Groups/Grad/Undergrad</td>
</tr>
</tbody>
</table>

#### Groups

- A4P
- ALPA
- ABPA
- BTGALA
- NAP
- PVETS
- PWN
- APGA

#### Subcategories

- Undergrad Alumni Classes
Illustrative Collaborations
Involving PC of Northwestern NJ
PPRR in Northern NJ

• Long time Northern NJ collaboration between PRRR Committee of NNJ, PCNWNJ, PAAEHs and PAANNJ

• Tradition: PCNWNJ authorizes funding for this event during our first Board meeting of each new fiscal year

---

PC of Northwestern New Jersey

The Princeton Prize in Race Relations identifies and recognizes high-school-age students who significantly engage and challenge their schools or communities to advance racial equity in order to promote respect and understanding among all people.

Please Join the Princeton Prize in Race Relations Committee of Northern New Jersey

Sunday, April 24, 2022
4:00 to 6:00 p.m.
At the Annual Awards Ceremony and Reception honoring the 2022 Recipients
NNJ Lunar New Year Celebration

- Collaboration between A4P and the NNJ Regional Associations
- Other co-sponsors included PWNNNJ, PPRR and the Great Class of 1977
- So many Class of 1977 class members attended that it was almost like a mini-Reunion!
2022 Orange and Black Day

- PCNWNJ was planning an in-person event for O&B Day
- PWNNNJ was also planning to host an O&B Day event
- PCNWNJ and PWNNNJ agreed to combine forces and host one larger event
- The Great Class of 1990 was a co-sponsor, and partially funded its members’ attendance
Northern NJ Holiday Happy Hour

• Virtual collab between PCNWNJ, PAAEHs and PAANNNJ

• Attendees really enjoyed seeing friends and classmates from outside their own Regional Associations
“How to Un-Busy Yourself”

- Planned as a PCNWNJ-only virtual event
- PWNNNJ noted the speaker, and the topic, and asked if they could co-promote it. PCNWNJ said “Yes, please.”
- PWNNNJ promoted it within NNJ, and through many other PWN chapters
- 70-80 attendees, most of them from outside PCNWNJ
NNJ Virtual Trivia Night

- PCNWNJ, PAAEHs and PAANNJ combined to offer a NNJ Princeton-themed virtual Trivia Night
- Run by Lily Partridge ’82
- Very fun, and surprisingly competitive
‘How to Intern Successfully’

- PCNWNJ invited Rob Khoury ’90 to speak with our Club members
- ... Might there be other Regional Associations with ‘90 connections who would co-sponsor this?
- Agustin Rodriguez ’90 is President of PA of Virginia. PAVA became a (non-adjacent) RA co-sponsor
“Every Day the River Changes”

- PCNWNJ, PAAEHs and PAANNJ began to plan a virtual event for “Every Day the River Changes”
- Jordan Salama ’19 agreed to speak at our event
- PWNNNJ runs a regular Book Club for its membership and this book was on their future reading list
- PWNNNJ and the three NNJ RAs agreed to partner and host one event for our region
- Given their deep experience with virtual book club events, PWNNNJ took the lead; the result was fantastic
All-Ivy Poker Night

• Columbia University Club of NJ reaches out periodically to invite various PCs and PAAs in NJ to their All-Ivy events

• PCNWNJ selectively extends these invitations to its membership
Considerations for collaborations

• Understand what each alumni group is interested in, and what each group brings
• Budget/co-sponsorship/allocation of work: agree on these up front
• In-person event considerations: geographic overlays and adjacencies between Princeton alumni groups; travel distances / travel time
• Virtual event considerations: time zones; personal connections and shared interests; logistics for tangible products needed (e.g., chocolate or wine tastings) for event participants
• Other considerations/issues: sorting out co-sponsor calendar conflicts; managing event messaging frequency; if there is any prior event history or event ownership concerns
Success Stories from PCNC and other Regions:

In-Person Collaborations

25 regional associations, 6 affinity groups, and APGA
A4P Lunar New Year Celebrations
Affinity group geographic overlay with regional associations

In Person

Virtual

Lunar New Year of the Tiger Celebration
Sponsored by A4P, PCNWNJ, PAAEHs, PAANNJ, PWN of NNJ, PRR of NNJ, and Class of 1977
Author/Filmmaker Events

Affinity group geographic overlay with regional associations; virtual access across geographies

In Person

Virtual

Virtual

Virtual

Happy Hour Book Club

Author: Ann Tashi Slater '84

Title: "American Dreams"

Date: Thursday, May 7th, 2020

Time: 4:00 PM - 5:30 PM PDT

Location: Online event

Description:

In this virtual event, author and professor Ann Tashi Slater '84 will talk about reconnecting with her Tibetan roots and embracing her Asian American identity. She'll discuss her journey from Princeton to teaching in Tokyo, share new writing related to identity and family history, and discuss ways of exploring our family stories.

Date: October 25, 2020

Time: 6:30 - 7:30 PM EDT

Location: Online event

What Our Family Histories Can Teach Us About Ourselves

Panelists: Anne Carson, Dayanita Singh, and Michael Robin

Description:

In this virtual event, author and professor Ann Tashi Slater '84 will talk about reconnecting with her Tibetan roots and embracing her Asian American identity. She'll discuss her journey from Princeton to teaching in Tokyo, share new writing related to identity and family history, and discuss ways of exploring our family stories.

Academy Award Nominee ABACUS: Zoom Panel with the Documentary's Producer and its Protagonists

Date: August 12, 2020

Description:

This virtual event features an interview with the producer of the Academy Award-nominated ABACUS: Small Enough to Jail. The producer will discuss the film's story about a former Princeton student who was unjustly imprisoned for his role in a financial scam.

Hispanic Heritage Month

Tiger Author Talk

Facilitated by John Morán González '88

Editor of The Cambridge Companion to Latina/o American Literature

Date: Monday, October 3, 2022

Time: 5:30 - 7:30 PM

Location: Online event

Description:

This virtual event features a discussion with a Princeton alumna who will share her experiences and insights on Latina/o American literature. The event is part of the Hispanic Heritage Month celebration.

Liked by princetonclubofjapan and 6 others

princetonclubofjapan: What an amazing event! Thank you to Abigail Hing Wen S‘95 for discussing your book with us. And thanks to co-hosts @harvard4a and @a4ptiger (and @gibsonundraandrutcher for the space)! Great to see so many #princetonalumni and #harvardalumni

Liked by princetonclubofjapan and 6 others

princetonclubnorcal: Have you checked out our new website yet? We announced it this week! It’s at pcnc.org and has been in the works since 2019—we’re excited to share it with you! To join or renew your membership, go to pcnc.org/membership 😊

Liked by princetonclubofjapan and 6 others

princetonclubnorcal: Please join us in attending this talk by author Ann Tashi Slater ’84 on Oct 26th. More info at pcnc.org 📚

Liked by princetonclubturkey and 5 others

princetonclubnorcal: Join us for a panel with the producer and protagonists of Academy Award nominee documentary ABACUS: Small Enough to Jail (@abacusmovie). All Princeton alumni are invited to watch the screening and participate in the discussion.

Liked by princetonclubofjapan and 6 others

princetonclubnorcal: Please join us in attending this talk by author Ann Tashi Slater ’84 on Oct 26th. More info at pcnc.org 📚

Liked by princetonclubturkey and 5 others

princetonclubnorcal: Join us for a panel with the producer and protagonists of Academy Award nominee documentary ABACUS: Small Enough to Jail (@abacusmovie). All Princeton alumni are invited to watch the screening and participate in the discussion.
Happy Hours/Winery Visits/Cruises

Collaborations boost in-person turnout & ability to reach minimum spends/tickets

Ivy Alumni Summer Vineyard Party
Folktales Winery & Vineyards, Carmel
Princeton Women’s Network Events

Geographic overlay with regional associations; multiple relaunches this year

PWN Relaunch Events

PCNWNJ with PWN + 3 Regional Associations

PWN Events

View Insights

Boost Post

Boost Post

PCNWNJ

Northern California

PCA

PCWJ

Princeton Club of Washington, D.C.

PWN Event: Brunch and Publishing with a Purpose at Princeton University Press

9:30AM - 11:00AM Sat 18 Jun 2022, Eastern timezone

Join PWN-DC for brunch and a discussion with Christie Henry, Director of Princeton University Press. She’ll share her experiences at Princeton University Press and the possibilities and challenges facing the publishing industry.

Tell a friend | read more | Add to Calendar
Sports Outings

Collaborations boost in-person turnout & ability to reach minimum spends/tickets

Tickets to Game

PC South Florida + PC Fort Lauderdale

Watch Party

Princeton v. Dartmouth Viewing Party

12:30PM - 4:00PM Sat 5 Nov 2022, Eastern timezone
Watch the undefeated Tigers take on Dartmouth with fellow Tigers and Dartmouth alumni.
Add to Calendar

Watch Party

FOOTBALL
GAME WATCH

FRIDAY, NOV 5, 5:00-8:30PM

Join us for Princeton-Dartmouth football watch & happy hour this Friday at The Park on South Lamar pub. We'll grab a few tables on the outdoor patio, enjoy the game, and imbibe a few quality beverages. We hope you can join!

3 likes

igersinaustin Join us this Friday for Princeton-Dartmouth football game watch & happy hour at The Park on South Lamar from 5-8:30pm. We'll grab a few tables on the outdoor patio and share a few tasty beverages. We hope you can join!

Liked by tigersinaustin and 8 others

princetonclubstlouis Please join us tomorrow night at Lester's for a joint event with the Harvard Club of
Regionally Relevant Events

Geographic relative proximity allows for annual or biannual special events

Tiger Weekend in Key West
January 7-9, 2023

Make your reservations now for a weekend in Florida's southernmost city, including Saturday lunch by the water, Saturday private dinner with Princeton author Roberta Isleib '75 (Lucy Burdette), Sunday walking tour of culinary landmarks and Monday boat trip to Dry Tortugas National Park.

Pat O’Connell ’74 in Miami with PCSoFla
Paul Atkinson ’74 in Bonita Springs with PCSWF

Princeton at Art Basel 2022!
The Princeton Club of Fort Lauderdale/Broward County and the Princeton Club of South Florida sponsored two special events celebrating Art Basel | Miami Beach, one of the world’s premiere modern art exhibitions:

- Breakfast talk and curated Art Basel tour of Princeton-adjacent art with Princeton Visual Arts Professor Jeff Whetstone, and
- Reception and violin concert at Golden Beach home of noted musicians and collectors Sean (’03), Lauren (’06) and David (’08) Carpenter.

Reimagining Texas Independence Through 21st Century Eyes
Saturday, February 18th
In-person 2-4pm in Houston
Zoom Presentation at 2:30pm

4 likes
tigersinaustin Reunite with fellow Tigers from Texas, the Great Class of ’89, @alpa.princeton and @abpa_princeton this Saturday to learn more about Texas history.

AAPI-DC Event: Special Group Tour of the Library of Congress Asian Reading Room
4:00PM - 7:00PM Fri 17 Jun 2022, Eastern timezone
Asian American Alumni Association of Princeton-DC Region presents a private insider tour of the Library of Congress Asian Reading Room.

paahouston
Success Stories from PCNC and other Regions:

Virtual Collaborations

25 regional associations, 6 affinity groups, and APGA
Virtual Wine Tastings

Tiger-Owned Wineries: Marimar Estate, Kingston Family Winery, Moone Tsai, Wente

No need for geographic proximity; considerations for time zone compatibility & wine shipping availability
Virtual Wine Workshops
Led by Certified Sommelier Lisa Drakeman *88 h’35
Lisa is also President of PC Hilton Head and a CORA Member
No need for geographic proximity; considerations for time zone compatibility

Virtual Wine Workshops
Led by Certified Sommelier Lisa Drakeman *88 h’35
Lisa is also President of PC Hilton Head and a CORA Member
No need for geographic proximity; considerations for time zone compatibility

Sommelier Secrets
Blind Tasting is a Developed Skill

A restaurant or wine shop experience can be absolutely mystifying, with wine professionals throwing around baffling phrases like carbonic maceration and malolactic fermentation. We will try to demystify this experience by lifting the veil on the blind tasting process. We will learn about the terms wine professionals use and what they mean. Blind tasting is a method for assessing a wine’s characteristics by focusing on appearance, aromas, flavors, and structure. Wines vary, exhibiting different combinations of these qualities. Developing blind tasting skills involves building a knowledge base of specific wine profiles.

Carbonic maceration is fermentation with whole berries, which imparts flavors of kirsch and bubblegum. Wine makers sometimes use this to enhance the flavors of a wine and to create a somewhat uncomplicated wine, such as a basic Beaujolais.

Malolactic fermentation softens a wine’s acidity and results in the buttery flavors found in many Chardonnays, for example.

Tasting Kit Essentials
Wine flavors and aromas can seem very subtle at first. With practice, you will recognize elements like fruits or oak characteristics. One way to enhance your learning curve is to create a tasting kit. You can sniff and taste these items to help build recognition of the flavors and aromas when you taste a wine.

Consult the attached list of common wine aromas and flavors. Assemble items from the list, like cloves, cinnamon, fresh fruits, or vegetables. Many of these are pantry staples. Some are not: Blackcurrants, a classic flavor of Cabernet Sauvignon, are not well known in the US because they were banned for many years. They are readily available in the UK. Ribena, a popular British juice drink is a great example of blackcurrant flavor. You can purchase this on Amazon and in some grocery stores like Publix and Trader Joe’s.

Lisa N. Drakeman, Ph.D. *88 SP’92 P’12 is a Certified Sommelier, who holds a Doctorate in California Winemaking. A certified wine educator, the Wine and Spirits Education Trust. Lisa has a love of wine and offers private classes. Her website is www.LisaDrakemanWine.com. She is also a member of the Princeton Alumni Council Executive Committee.

© 2023 by Lisa N. Drakeman. All rights reserved. Graphic design by Cindy Drakeman ’02.

Sommelier Secrets
Blind Tasting is a Developed Skill

A restaurant or wine shop experience can be absolutely mystifying, with wine professionals throwing around baffling phrases like carbonic maceration and malolactic fermentation. We will try to demystify this experience by lifting the veil on the blind tasting process. We will learn about the terms wine professionals use and what they mean. Blind tasting is a method for assessing a wine’s characteristics by focusing on appearance, aromas, flavors, and structure. Wines vary, exhibiting different combinations of these qualities. Developing blind tasting skills involves building a knowledge base of specific wine profiles.

Carbonic maceration is fermentation with whole berries, which imparts flavors of kirsch and bubblegum. Wine makers sometimes use this to enhance the flavors of a wine and to create a somewhat uncomplicated wine, such as a basic Beaujolais.

Malolactic fermentation softens a wine’s acidity and results in the buttery flavors found in many Chardonnays, for example.

Tasting Kit Essentials
Wine flavors and aromas can seem very subtle at first. With practice, you will recognize elements like fruits or oak characteristics. One way to enhance your learning curve is to create a tasting kit. You can sniff and taste these items to help build recognition of the flavors and aromas when you taste a wine.

Consult the attached list of common wine aromas and flavors. Assemble items from the list, like cloves, cinnamon, fresh fruits, or vegetables. Many of these are pantry staples. Some are not: Blackcurrants, a classic flavor of Cabernet Sauvignon, are not well known in the US because they were banned for many years. They are readily available in the UK. Ribena, a popular British juice drink is a great example of blackcurrant flavor. You can purchase this on Amazon and in some grocery stores like Publix and Trader Joe’s.

Lisa N. Drakeman, Ph.D. *88 SP’92 P’12 is a Certified Sommelier, who holds a Doctorate in California Winemaking. A certified wine educator, the Wine and Spirits Education Trust. Lisa has a love of wine and offers private classes. Her website is www.LisaDrakemanWine.com. She is also a member of the Princeton Alumni Council Executive Committee.

© 2023 by Lisa N. Drakeman. All rights reserved. Graphic design by Cindy Drakeman ’02.
Virtual Wellness Events
Collaborations with Princeton & Ivy alumni groups
No need for geographic proximity; boost Zoom attendance

PRINCETON CLUB YOGA & MINDFULNESS MEDITATION WORKSHOP
SUNDAY 4/19/20
9 AM - 10:30 AM PDT
INFO AT PCNC.ORG

Yoga and Mindfulness Meditation for Princeton Alumni + Their Moms
Sunday, May 10th, 8 am - 10:15 am PT
(Mother's Day)

Ayurveda: Ancient Wisdom for Modern Times
(Collaboration with Columbia Alumni of Northern CA)
MARCH 25, 2021

Columbia Alumni Association
NORTHERN CALIFORNIA
Virtual Seminars
No need for geographic proximity; considerations for time zone compatibility

A4P, PCNC, & PANYC

First Trans-Pacific Lecture

Seminar for Clubs of the Pacific

A Conversation with Professor Beth Lew-Williams (Collaboration with A4P and PANYC)
JULY 15, 2020

View Insights
Boost Post

"Through the Ocean to the Mantle" – A virtual discussion with Professor Frederik Simons of the Geosciences Department
Friday, January 13, 2023, 5:30 pm Pacific Time

Please join the Princeton Clubs of Northern California, Oregon, Western Washington, Hawaii and Japan for a virtual discussion with Professor Simons of the Geosciences Department. We are excited to bring the clubs of the Pacific together for this exciting conversation.
Princeton Diversity Discussions
No need for geographic proximity; build relationships with affinity & regional groups in regions

West Coast Wednesdays
Texas Diversity Discussions
Washington, DC Diversity Discussions

Event series led by Jenny Korn ‘96
jkorn@alumni.princeton.edu
Trivia & Poker Nights
No need for geographic proximity; build relationships; boost turnout to have enough players

PANE Virtual Trivia Night
One of a repeating series of events.

Princeton & New England Trivia with other organizations

PC of Northwestern New Jersey

Please join the
PAA of Essex and Hudson,
PAA of Northern New Jersey
and
PC of Northwestern New Jersey
for
A Northern NJ Trivia Night
Social Media Collaborations

Instagram Takeover: Princeton Club in Japan <-> PCNC

No need for geographic proximity or time zone considerations; build relationships & boost profiles globally
Social Media Connections

Commenting & Connecting with Other Clubs/Alumni Associations

No need for geographic proximity or time zone considerations; build relationships & boost profiles globally

View Insights

Post Interactions

princetonclubnorcal: We’re thrilled to share the relaunch of the Princeton Women’s Network of Northern California (PWNCC)! Over 120 alumnae attended the relaunch led by co-chairs Samantha Parent Walravens ’90 and Ann Marie Lavigne ’98. Many thanks to Catarina Schwab ’96 for hosting and the event speaker Katie Hall ’80. More info at

liked by princetoninboston and 44 others

liked by princetonclubofjapan and 14 others

paa_taiwan: Princeton lost the basketball game to Yale in New Haven this morning (Taipei time). Nevertheless, we had a good time with our friends from Yale over breakfast. #princetonalumni #princetonontaiwan #paataiwan

liked by princetonclubofjapan and 22 others

princetonclubturkey: Happy New Tiger Year 🐯
Event collabs – get going!

- Think of an event which would be made better through collaboration
- Find Regional Associations, Affinity Groups, the Grad Alum Association and/or Undergrad Alumni Classes which you’d like to collaborate with
  - Personal Princeton network (friends, classmates, etc.)
  - TigerNet Leadership search
  - Contact info from Affinity Groups, APGA and Class websites
  - Alumni Engagement office (e.g., Kat Kennedy and her team) for suggestions and contact info
  - Connect/follow other Princeton alumni groups on social media (PCNC and PC Japan collaborations started this way!)
Questions?

sbachas@stanford.edu
b_m_oconnor@hotmail.com