

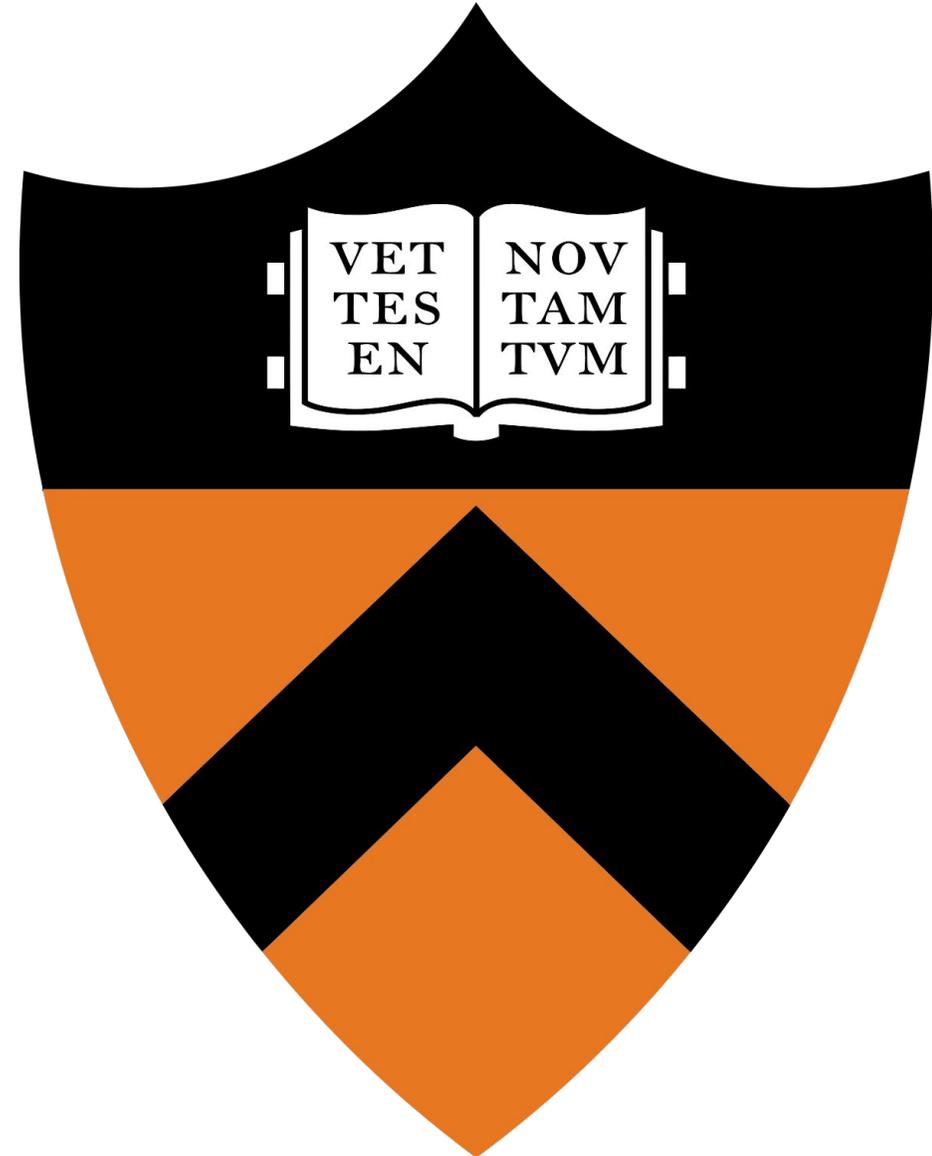


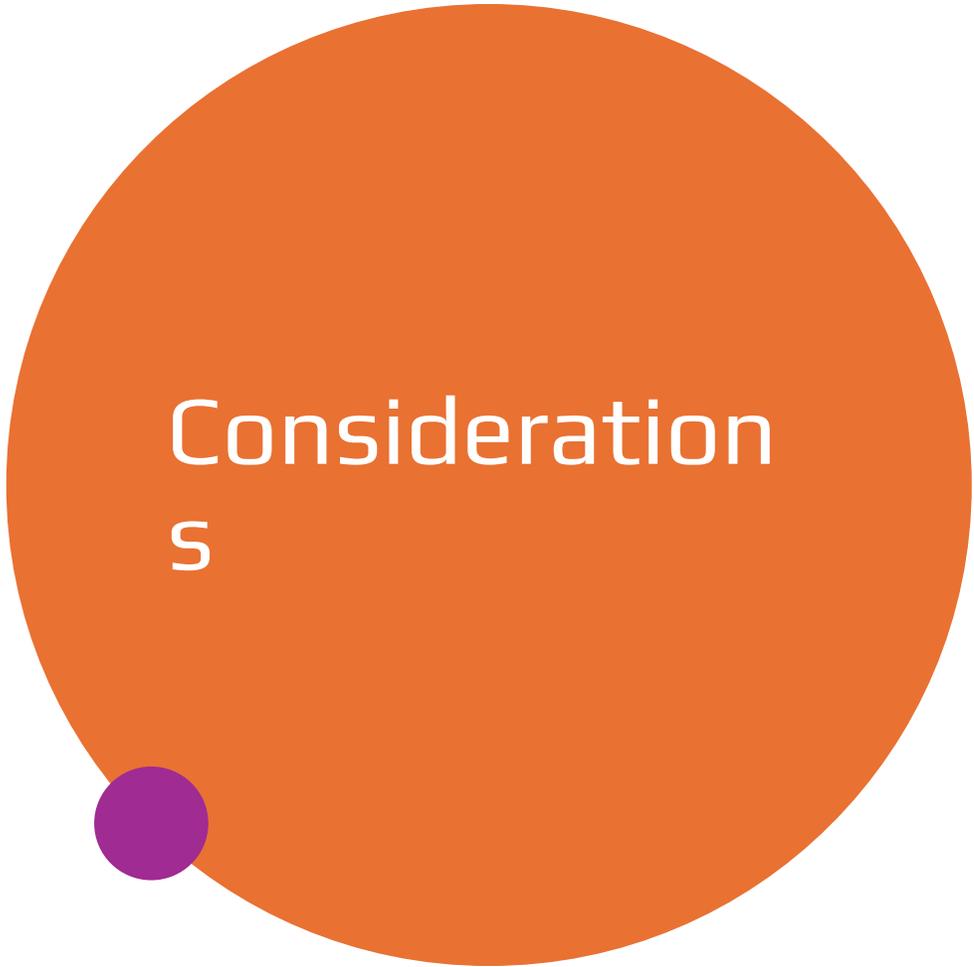
Curating Virtual Events

April 18th, 2023

Context

- Low engagement club
 - Older population
 - Inactive board
 - No regular events other than ASC that operated separately
- COVID hit
 - Desire for community
 - Younger alumni back in the area
- CORA grants for Zoom subscription





Considerations

Events had to be:

- Low-effort
- Low budget
- Interesting
- Diversified



Podcast Thursdays

- Every 3rd Thursday, we would discuss a podcast Laura and I selected
- Sent out reminders at the beginning and middle of the month, as well as the day before
- Collaborated with nearby clubs
- Example episodes:
 - Princeton's Politics & Polls podcast: [Reopening of College Campuses](#)
 - New York Times 1619 project: [Episode 3: The Birth of American Music](#)
 - WNYC's Radiolab: [Right to be Forgotten](#)
- We had regulars!
- Downside: Was a lot of effort for Laura and I to single-handedly maintain given school and full time roles

Virtual Baking

- Every quarter, Laura and I would do a virtual baking session as a way of sharing cultures and creating community
- Collaborated with nearby clubs
- Example recipes:
 - Dominican cupcakes
 - Jamaican spice bun
- Did not get a lot of traction. Likely because there was a lot of commitment required (e.g., buying groceries ahead of time)

Virtual Screenings

- Screened Hamilton over Zoom
- Lots of traction
- Downside:
 - Screenings might be hard to organize given copyright challenges
 - Must have something with lots of buzz
 - Harder to get younger audiences who might have access to multiple streaming services

Other Ideas Considered

- Book clubs with Brown Club of Miami and other Ivy+ Schools
- Lecture Series
- Wine Tastings
- Virtual yoga nights
- Princeton Reflections (different generations/ethnicities sharing about their Princeton experiences)

Best Practices for Engagement

- Collaborations with other Ivy+ clubs and affinity groups such as ABPA, A4P, ALPA
- Early promotion
- Know your audience
- Leveraging CORA and expertise of the Princeton staff

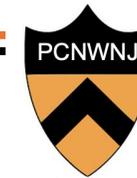


Success Stories from PCNC and other Regions:

Virtual Collaborations

**Special Thanks to Stephanie
Bachas-Daunert '10**

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



Liked by princetonclubofjapan and 8 others
princetonclubnorcal Excited to announce our virtual wine tasting with local alumni-run winery @marimaresta! Our event on 8/19 is open to Princeton alumni, and we'll be co-hosting with @princetoninboston and the Princeton Association of New York City 🍷❤️ More info at pcnc.org/events/



View Insights Boost Post

Liked by princetonclubofjapan and 17 others
princetonclubnorcal Thank you to the 30 alumni who attended our virtual wine tasting with @moonetsaiwines on 10/20. Huge thanks to our co-hosts @princetoninboston and PANYC! 🍷❤️



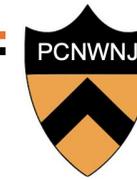
View Insights Boost Post

Liked by princetonclubofjapan and 11 others
princetonclubnorcal We had so much fun at our virtual wine tasting! Thanks to our co-organizers—working with @princetoninboston & PANYC always gives us something to smile about! 🍷😊❤️



Liked by princetoninboston and 8 others
princetonclubnorcal We are excited to announce our upcoming wine tasting with @moonetsaiwines on Oct 20th at 5 pm PT! See pcnc.org for more info. Thanks to our co-hosts. @princetoninboston and Princeton





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 difference combinations of these qualities. Developing blind tasting skills involves building a knowledge base of specific wine's 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 what would otherwise be a somewhat un-complicated 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 Kroger.

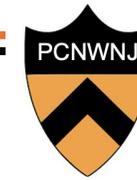


Lisa N. Drakeman, Ph.D. *88 S*88 P*02 H'35 is a Certified Sommelier, who holds a Diploma with Merit from the world's leading wine educator, the Wine and Spirits Education Trust. She shares her love of wine on her website www.finallyourwinesyles.com. She is a member of the Princeton Alumni Council Executive Committee.

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Graphic design by Cindy Drakeman '02.



ASSOCIATION of
PRINCETON GRADUATE ALUMNI



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

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Liked by princetoninboston and 23 others

princetonclubnorcal Join us for a bicoastal Yoga and Mindfulness Meditation Workshop with @princetoninboston this Sunday 4/19 from... more

Yoga and Mindfulness Meditation for Princeton Alumni + Their Moms

Sunday, May 10th, 9 am - 10:45 am PT (Mother's Day)

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Liked by princetoninboston and 13 others

princetonclubnorcal Join us for a bicoastal Yoga and Mindfulness Meditation Workshop with @princetoninboston this Sunday 5/10 from... more

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

MARCH 25, 2021

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Liked by onlyoneanita and 3 others

princetonclubnorcal Please join us today (3/25) for an event on Ayurveda with @columbianorcal from 4-4:45 pm PT. More info at pcnc.org... more



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Liked by princetonclubofjapan and 8 others

princetonclubnorcal Thank you to the 35 #princetonalumni and @columbianorcal members who attended our seminar on aging last night! And thanks to our speakers, The Three Bobs '68!

Stress Relief + Coping Strategies (Collaboration with Columbia Alumni of Northern CA)

Date: September 22, 2020 Posted by: Nicola

[View Insights](#) [Boost Post](#)

Liked by princetonclubofjapan and 4 others

princetonclubnorcal Join us tomorrow (9/22) from 7:00 pm PT for a collaborative event with @columbianorcal 🧘 Learn how to leverage existing stress coping strategies, shift your mindset about





Virtual Seminars

No need for geographic proximity; considerations for time zone compatibility

A4P, PCNC, & PANYC



A Conversation with Professor Beth Lew-Williams (Collaboration with A4P and PANYC)

JULY 15, 2020

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[Boost Post](#)



9 likes

princetonclubnorcal Join us at 4 pm PT this Wednesday (7/15) for a conversation with Princeton Professor Beth Lew-Williams. More info at... [more](#)

First Trans-Pacific Lecture



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Liked by princetoninboston and 10 others

princetonclubnorcal Thanks to the 33 #princetonalumni who attended our first Trans-Pacific Lecture, co-hosted by... [more](#)

princetonclubofjapan It was SUCH an excellent talk; we were all impressed by the amount of details and fascinating stats. Thank you @paa_taiwan and PAA Hawaii members for participating! 🙌🌸

Seminar for Clubs of the Pacific



"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

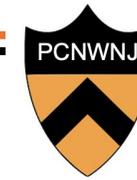
Please join the Princeton Clubs of Northern California, Oregon, Western Washington, Hawaii and Japan for a virtual discussion with Professor Simons of the Geosciences Department. We are excited to bring the clubs of the Pacific together for this exciting conversation.



PAA Taiwan
PAA Hawaii

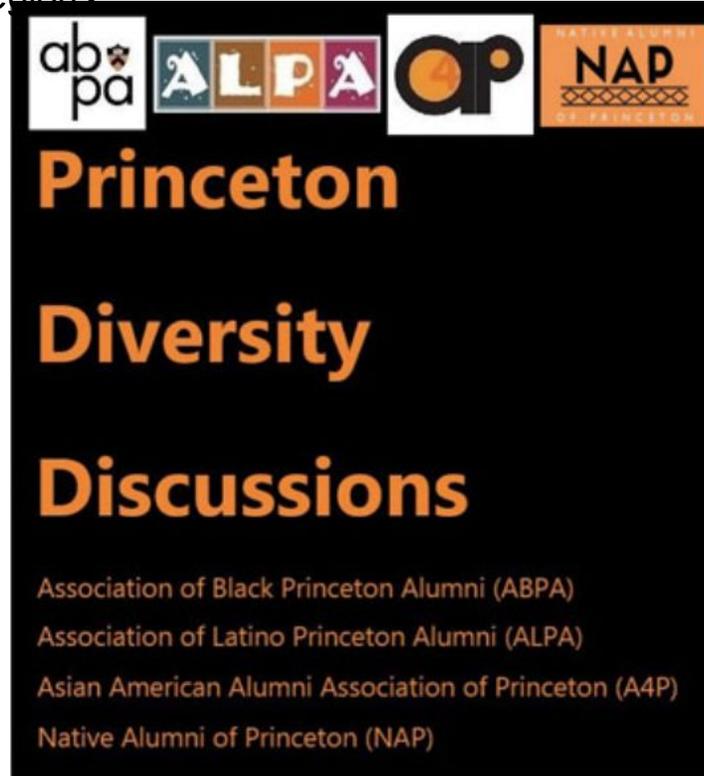
PC Oregon
PC Western WA

PC Japan



Princeton Diversity Discussions

No need for geographic proximity; build relationships with affinity & regional groups in regions



abpa ALPA A4P NAP

**Princeton
Diversity
Discussions**

Association of Black Princeton Alumni (ABPA)
 Association of Latino Princeton Alumni (ALPA)
 Asian American Alumni Association of Princeton (A4P)
 Native Alumni of Princeton (NAP)

West Coast Wednesdays
Texas Diversity Discussions
Washington, DC Diversity Discussions

Event series led by Jenny Korn '96
jkorn@alumni.princeton.edu

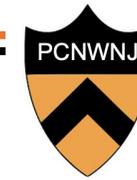


PC SC
PRINCETON CLUB of SOUTHERN CALIFORNIA



paahouston



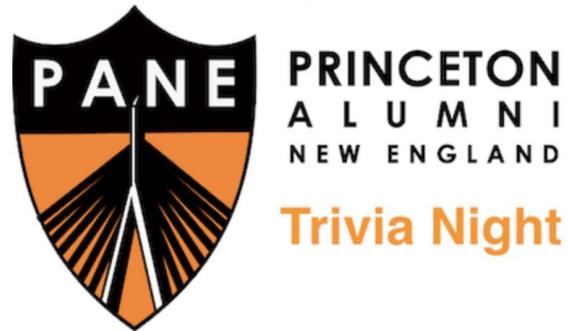


Trivia & Poker Nights

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