



MEETING MINUTES OF THE REUNION 2012 PLANNING COMMITTEE Saturday, December 3, 2011

Present:

Christina Green '93
Jim Goodall '69
Karen Eggleston '68
Tracy Nadler '69
Pat Balcom '67
Bill Price '70
Dave Valentine '57
Kelly Flood '84
Edward Heinrich '62
Mary Nash Keefe '67
Lisa Marceau Schnorr '87

Also:

Betsy Oberst (Staff)
Melissa Manwaring '01 (Staff)
Michelle Spinner '98 (Staff)
Lisa Potter (Staff)
Jessica Moquin (Staff)
Robert Moore (Honors Program)

Teleconferenced in:

Don Blauvelt '62
Bridget Curran '92
Marc Beck '93
Kim Morella '87
Julie Thompson '98
Keith Chamberlain '87
Liz Gocs '87

OPENING REMARKS:

Betsy Oberst welcomed everyone and thanked all for giving up their Saturday during the holiday season to attend the meeting. Introductions of attendees took place.

❖ AGENDA ITEM (I) REUNION UPDATE FROM LAST MEETING

- Betsy informed the committee that the Blackfriars alumni are joining us this reunion as a mini-reunion group as well.
- Melissa informed the committee that Battle Island has been contacted as the possible location for this year's golf outing. Committee members were happy with this location. Both Keith Chamberlain and Ed Heinrich have volunteered to assist Melissa with whatever needed to be done for this event.

- Betsy mentioned that the Elks Club has already been booked for a wedding during Reunion Weekend and is therefore not available for the Greeks and Friends Social. Melissa has called the Moose to inquire with them about availability. Committee members were concerned that the Moose Lodge is too small. There was considerable discussion regarding other possible locations. Suggestions included: Lee Hall Gym, Hewitt Ballroom, Laker Gym, the new convention center at the Best Western (if open by then?), The Foundry and Fallbrook. **Betsy also noted concern that current students attended this event last year and this event with alumni and alcohol is NOT appropriate for under-age students to attend. There are considerable liability issues. Organizations with current student members need to tell students they are not able to attend this Reunion event. Those at the meeting thought moving the event to an on-campus location may help to dissuade students from attending.**
- Betsy mentioned that Sigma Gamma is looking to do a special event at reunion in honor of their 65th anniversary. They are considering either a Friday night event after the BBQ at Fallbrook or something on Saturday evening after the dinner.
- DKK may again be interested in sponsoring a fundraiser concert on Friday after the BBQ.
- Those present felt offering something right at Fallbrook following the BBQ might attract more attendees. (Many people did not want to leave Fallbrook last year when the BBQ ended.)
- DKK and Gamma may want to consider co-sponsoring an event. Betsy will try to arrange a conference call with the 2 groups to discuss possibilities – providing the feedback from the meeting attendees re: venues, etc.
- Kim Morella mentioned an interest in putting together a Communication Studies reunion as well for this reunion.
- Kim Morella suggested a wine/alcohol tasting event either as a stand-alone event or attached to another event, for example – a special event during the 25th class reception. She will be sending more information to Betsy for review.
- Lisa Schnorr mentioned that she works for Constellation Brands, one of the largest wine distributors and would be willing to help support a wine-tasting event. Betsy will follow up with Lisa re: possibilities. There was also a suggestion to hold a wine-tasting for all Reunion attendees as part of an art gallery exhibit of student and/or alumni work.
- Michelle mentioned that the DJ for Friday night BBQ has been reserved.
- Betsy suggested we book the same band as last year for the Saturday dinner - The Billionaires. They are a fun party band. Karen Eggleston asked if we could have the students perform again from Vocal Effect this year. The committee members who attended the dinner last year agreed that the students were a highlight of the event. Betsy will make an inquiry with the staff member who advises The Vocal Effect student group.
- Betsy mentioned that everyone will receive pre-metered holiday postcards to send out to alumni to encourage them to attend Reunion. **(These are included in this packet – let us know if you need more!)**

Theme/Taglines:

- Some discussion took place regarding themes/taglines for the weekend for marketing purposes. Some ideas included:
 - Time in a bottle
 - Taking a trip through time (and showcasing photos of the past in Tyler)

- Plus 1 = More Fun! (to play off 150th Sesquicentennial year ending.)

❖ **AGENDA ITEM (II) REVIEW/BRAINSTORMING ACTIVITY IDEAS/SUGGESTIONS – DRAFT #1 OF ACTIVITY PLANNER**

- We began drafting Draft #1 of the activity planner. Draft #1, which has all the changes from the meeting, has been enclosed with these minutes. A review of the discussion is below.

Thursday, June 6

- Betsy noted that we generally “start” Reunion on Friday, but some groups have chosen to kick-off the weekend with a dinner on Thursday, for instance a Golden Alumni Class. As of now, no group has indicated an interest in a Thursday event.

Friday, June 7

- Betsy noted that each class/group will have a table in the Johnson Lounge during registration. Volunteers can “staff” their class/group table as a greeter. We will ask for volunteers as reunion gets closer!
- Betsy explained Headquarters check-in process and hours, beginning at 12:00 noon on Thursday.
- Jim Goodall mentioned that the proposed “Nunzi’s” Reunion will have to be pushed back to 2013 based on needing more time to gather memorabilia and put together a slide show, etc.
- Beta Tau Epsilon and Phi Sigma Phi would like to hold a get-together from 2-5 at Old City.
- Omicron Xi would like to hold a get-together starting at 3pm at The Shed.

- Betsy mentioned that we get frequent comments that all campus buildings aren’t open the entire weekend to walk through.
 - On Friday, all buildings will be open, unless they’re offline for renovations.
 - On Saturday, select buildings will be open, typically the buildings with new renovations, etc.
 - On Sunday, buildings are not open
 - Betsy also mentioned that we offer formalized campus tours. Normally we offer 1 or 2 on Friday, and 1 or 2 on Saturday
 - We also offer “selected” special tours, i.e., Sheldon Hall, the new Campus Center, the new Village townhouse complex. It was mentioned that maybe this year we could offer a hardhat tour of the new sciences complex. Betsy will inquire.
 - In addition, the committee inquired if could bring back the city tour that Rosemary Nesbitt used to do. Betsy will check with the new city historian to see if he would be interested and willing to do one. The committee also suggested having a hop on/hop off option for this bus tour having it stop at Save Haven, the Fort, the Maritime Museum, the Richardson Bates Museum and the locks.
- Betsy mentioned that Rice Creek Field Station is another space open for tours and/or on-your-own hiking trails.

- Betsy mentioned that the campus fitness centers are open for free use to alumni for the weekend.
- Betsy mentioned that Lee Hall Pool and Gym is open for select hours on Sat.
- Betsy said the 50-year class is invited to a Reception & Remembrance Ceremony at Shady Shore on Friday afternoon, hosted by President Stanley.
- Betsy mentioned that there is a special reception for reunion volunteers from 4:30-6pm at the President's home on Fri. to which all committee members are invited.
- Betsy noted that the Friday night all-alumni BBQ is a Reunion staple, and we would like to continue the tradition
 - 6 – 9 p.m. at Fallbrook
 - Require bussing to and from Fallbrook
- Betsy mentioned that there is discussion about DKK and/or a Sigma Gamma event that may take place in the evening.
- The committee suggested an event out at Fallbrook as an after BBQ event.

Saturday, June 8

- Betsy made note that there is an Alumni Board of Directors meeting on Saturday morning, - just an fyi for the committee.
- Betsy mentioned that we offer a (ticketed) continental breakfast in the morning for anyone interested.
- Many tours are again offered in the morning.
- The committee suggested offering the city tours again on Sat. morning and the hop on/hop off bus option.
- Betsy also mentioned that she would like to schedule a science complex presentation for those who may be interested.
- The President's College Update on Saturday will be offered again. Location is TBD
- Betsy moved onto a discussion of the various class/group luncheons
 - 50th Anniversary and Golden Alumni Society Luncheon takes place on Saturday afternoon, usually in Sheldon Hall. Unfortunately, we may not be able to confirm that Sheldon can be used yet this year based on renovations, so the location for this event is still TBD.
 - Many classes and groups participate in the Picnic on the Lake
 - DJ, tent, food, games for kids, etc.
 - Current groups interested in participating in the picnic include: Theta Chi Rho, the Honors Program, Class of '67, Class of '87, Omega Delta Phi, Phi Sigma Phi, Sigma Gamma, and Delta Chi/TKE, and possibly the 91-93 cluster.
- **Let us know if your class/group is interested in gathering at the Picnic!**
- Omicron Xi would like to have a meeting from 12-1, then lunch to immediately follow at the Foundry.
- Betsy moved on to Saturday afternoon get-togethers
 - Beta Tau Epsilon would like to have a get-together on Saturday afternoon from 3-5:30. They are requesting Sheldon Lower Lobby, but have been informed that we cannot confirm the use of Sheldon at this time. They also

mentioned possibly at the Village community area, but there is concern that space may be too small. Michelle will work with the group in finding a suitable location in the case that Sheldon is not available.

- Sigma Tau Chi would like to hold their informal open house from 3-5 on Saturday afternoon at their house.
- Theta Chi Rho would like to have a gathering pre-dinner at 4pm in the Hearth Lounge of the Campus Center.
- Class of '87 is invited to the President's home for a reception from 4:30-6
- The Saturday Greeks & Friends Social is being planned again. The location for this was discussed quite a bit in the updates section, please review that part in the minutes.

Sunday, June 12

- Typically our closing event on Sunday is an all-alumni breakfast at Lakeside Dining Hall – people have really liked this closing event.
 - We would urge most people to attend
 - Some groups occasionally do a separate breakfast
- The Newman Center also offers a mass on Sunday morning

Other Ideas for the Weekend:

- Committee members also suggested having an art showcase on display with either alumni and/or student art.
- Committee members also suggested doing a special event or special recognition of Oswego Alumni who are veterans.

❖ AGENDA ITEM (III) DISCUSSION IDEAS FOR CLASS/GROUP LETTERS

- Betsy urged that the volunteers need to develop the content for the class/group letters – the Alumni Office will do the printing, copying, stuffing, sending. We will need to start drafting letters in January.
 - Betsy noted that there are samples of past letters in the Handbook
A few are also included in this packet.

❖ AGENDA ITEM (IV) REUNION GIVING UPDATE – JESSICA MOQUIN

- ❖ Reunion Class Gift fundraising for 10th, 20th Cluster, 25th and 50th anniversary years
- ❖ Reunion Giving chairpersons are forming committees
 - Class of 2002 – five committee members
 - Class of 1991, 1992, 1993 – 1991 *chair needed*
 - Class of 1987
 - Class of 1962 – six committee members
- ❖ Solicitations
 - Direct Mail:

- First Round sent between 9/15 and 9/28
 - Second Round sent on 11/15
 - Third Round to be sent 1/5/12
 - E-Blasts
 - First and Second Round sent on 10/18 and 11/1
 - Third Round to be sent on 12/15
 - TeleFund
 - Started 11/1 and will conclude 12/8
- ❖ All classes are competing for the *Reunion Giving Class Participation Cup* which will be awarded during Reunion Weekend

Progress:

- ❖ Participation currently is:
 - Class of 2002 – 1.3% (15 donors out of 1,072)
 - Class of 1987 – 4.2% (45 donors out of 1,057)
 - 20th Cluster – 3% (103 donors out of 3,360)
 - Class of 1962 – 20.1% (61 donors out of 303)
- ❖ Support raised has reached:
 - Class of 2002 – \$2,590 of \$7,500 goal (34.5%)
 - Class of 1987 – \$3,015 of \$25,000 goal (12%)
 - 20th Cluster – \$11,765.74 of \$46,000 goal (25.5%)
 - Class of 1962 – \$7,532.99 of \$30,000 goal (24.8%)

❖ AGENDA ITEM (V) OTHER

- Betsy stressed that the Alumni Association does NOT make money on Reunion Weekend; rather, we look at Reunion as an “investment” - a way to get people back and connected to campus
 - She also stressed that we are VERY mindful of keeping Reunion as affordable as possible
- Question from Committee – Has Lil’s been bought? Betsy will see if she can find out.
- Class of 1967 has requested a group picture to be taken at event
- Committee suggested having an on-campus shuttle throughout the weekend

CLOSING REMARKS:

Between now and the next meeting, you should:

- Send out holiday postcards.
- Work on beginning drafting class letters (suggested things to include in class/group letters attached)

Betsy, again, thanked all for coming and wished everyone a Happy Holiday season!

MEETING #3 Saturday, January 14 at 10:00 a.m. (King Alumni Hall)
 **Snow Date *Saturday, January 21 at 10:00 a.m.*

MEETING #4 Saturday, February 11 at 10:00 a.m. (King Alumni Hall)
 **Snow Date *Saturday, February 18 at 10:00 a.m.*

*****PLEASE CALL 315.312.2258 IF YOU ARE UNSURE ABOUT THE WEATHER.***

Call-in # is 1.888.537.7715

Participant Passcode is 69715481#

Please note: the call-in option is intended primarily for those who live too far away to participate in person – we really welcome your attendance as it generates the most lively discussion, ideas, etc.!

If anyone will require on-campus housing in Sheldon Hall for a meeting, we must know prior to the meeting as we have to book and pay for rooms.