



July 2015

Chapter Team

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Don't Forget

You are REQUIRED to have a Virginia Tech PID (vt.edu email address) to access the Chapter Forms database.

The Chapter Newsletter is a communications tool between the Virginia Tech Alumni Association and its chapters.

If you have any comments or suggestions, please send them to your chapter liaison. If you have problems viewing the newsletter, please contact [Ginny Ritenour](#), Chapter Program Coordinator.

Dear Chapter Volunteers,

There are many changes in the air in Blacksburg. Tom Tillar, who has served Virginia Tech for over 40 years, has announced his retirement as Vice President for Alumni Relations, effective at the end of December. We will celebrate with Tom at Chapter Officers Forum in September. Although he is retiring from his role with Alumni Relations, Tom is excited about the next chapter of his career with the Pamplin College of Business, helping develop their new Business Learning Community. He has requested that he have no direct reports and a small office! A national search for Tom's replacement is underway now with the hopes of having someone in place by October. Find more information on Tom's transition [here](#).

We are pleased to welcome our new Vice President for Advancement, Charlie Phlegar '78, who will create and lead our new Advancement Department. This new model will merge Alumni Relations, University Development, and University Relations under one department. We are excited about Charlie's experience and vision and look to great new successes under his leadership. Find more information on Charlie [here](#).

Our fall [Chapter Officers Forum](#) is quickly approaching and we are looking forward to welcoming our volunteers back to campus. We have an exciting schedule planned focusing on Hokie Nation Networking, as well as our annual chapter awards reception and dinner. The event is taking place on September 5 through 7; the complete schedule and more information can be found on our [website](#).

As a reminder, be sure to review the [Chapter Awards Requirements Checklist](#) while planning activities for the coming year. This simple, one page document should be your guide for determining the programs and events you will host throughout the year. Please contact your chapter liaison if you have questions or concerns about meeting any of the requirements.

As we gear up for yet another busy fall, please let us know how we can assist you in the upcoming year. We look forward to seeing you back on campus this fall for Chapter Officers Forum, our class reunions, college homecomings, or Homecoming Weekend. You can find a complete listing of events on our [website](#).

Enjoy the rest of your summer!

Debbie

Chapter Event Highlight: Student Send-Off Picnics

Student Send-Off Picnics are a long-standing tradition for our alumni chapters and this year was no exception. From Seattle to Jacksonville, our alumni volunteers pulled out all the stops to welcome incoming freshmen to the Hokie Nation and send returning students back to campus in style.

Traditional cook-out style picnics are the most popular format and are a classic way to celebrate summer with fellow alumni and students. Many of these take place at the homes of local alumni; this year, volunteers in Northeast Ohio, Knoxville, Denver, New Jersey, Chattanooga, and Middle Tennessee Chapter areas opened their homes for the occasion.

Other picnics are hosted at local parks where attendees take part in a potluck or catered meal; chapters in Alleghany Highlands, NC Triad, Pittsburgh, National Capital Region, Seattle, and Fauquier (Virginia) opted for these outdoor events this year.

Many chapters host an evening social-style event for students, families, and alumni at local venues; the Jacksonville, TideNeck, and Southside Chapters all hosted dinner-style events in their areas this summer.

Some chapters take this opportunity to host something a little different and unique for alumni and students in their localities. The First State Chapter hosted an Ice Cream Social, perfect for families, and the North Alabama Chapter added a camp out opportunity to their picnic, providing an additional night and morning of Hokie fun. Fredericksburg hosted their annual "Welcome Freshmen Crabfest & Picnic," taking advantage of a popular local summer pastime.

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The Middle Tennessee Chapter welcomed students and alumni at the home of Ken & Judi Gerdesmeier



Chapter President Brent Blevins '03 and Vice President Bill Callahan '77 present a scholarship award to a local student



Roanoke Valley Hokies gathered at Mill Mountain Park for a hot dog lunch and introduced their scholarship winners

The Baltimore Chapter hosts an annual Scholars Dinner in early summer at the historic Garrett Jacobs Mansion in Baltimore. This is one of the chapter's premier events, celebrating the young scholars receiving their scholarships. The dinner is prepared by local chefs and includes a university speaker; the chapter was joined this year by Major General Randal Fullhart, Commandant of the Virginia Tech Corps of Cadets.

Also including a speaker component to their summer picnic, the Annapolis Chapter welcomed Virginia Tech women's basketball player Rayna DuBose, who shared her Virginia Tech experience with alumni and the incoming students. They also hosted a raffle to benefit next year's scholarship program.



The Roanoke Valley Chapter shared a terrific example of how to decorate for your summer picnic buffet!



Southeastern Michigan alumni and students celebrated the summer at the home of Shankar Narayanan

The Charlotte Chapter hosted a "Welcome to the Hokie Nation" Football Preseason Tailgate with Athletic Director Whit Babcock. Their tailgate also included two community service projects, providing a unique opportunity to introduce the students to the chapter's dedication to "Ut Prosim."

Student picnics can take any form and we encourage you to host one in your area; they often include cookout food (potlucks or catered), cornhole, and other games. Some chapters use this as an opportunity to raise money for their scholarship program – although we encourage you to let students attend for free. Work with your chapter liaison to get your student picnic scheduled for next summer!



The Palmetto Chapter's summer picnic took place at Paris Mountain State Park in South Carolina



The Jacksonville Chapter prepared cute gift bags full of Hokie goodies for their incoming freshmen

Community Service Highlight: Clothing Drives

Participating in local clothing drives is a simple yet meaningful and effective way to participate in community service programs in your area. Several chapters hosted collections for clothing drives last year and found this to be a new opportunity for combining their service projects with other ongoing events.

The Southwest Virginia Chapter hosted a Koats for Kids Kloset drive this past winter. The project is coordinated through Virginia Highlands Community College and maintains an inventory of gently used coats for local children in need. The chapter collected 80 coats to be donated, in addition to scarves, mittens, and gloves.

The Alleghany Highlands Chapter participates each year in a drive for the Christmas Mother charity in their area. They collect coats, hats, gloves, and all “warm things” to donate.

The San Antonio Chapter hosts an annual “Hokie Pokie Sock Drive” where they collect socks to be donated to a local children’s hospital.

Virginia Tech Career Services began a program two years ago called “Career Outfitters,” collecting gently used men’s and women’s career clothing for new graduates preparing for interviews and entering the workforce. Chapters may contribute to this by collecting clothes and sending them to our office. At Chapter Officers Forum this year, we’re encouraging participants to bring clothing with them to donate as a group to the organization. More information about Career Outfitters can be found on their [Facebook page](#).

Clothing drives are an easy project to work in to your existing programs by simply adding an encouraging note to your event invitation and providing a donation box at the event. Check in with your chapter liaison for more ideas!

Chapter Team Members Attend Annual ACC Clubs & Reunions Conference



On June 11 and 12, five Chapter Team staff members attended the annual ACC Clubs and Reunions Conference, hosted this year by the University of North Carolina in Chapel Hill.

This is an annual conference for alumni relations professionals exclusively from the ACC schools to get together and discuss strategies for alumni engagement. This get-together always proves to be inspirational and informative and this year was no different; the team came back energized with new ideas for programs and services for our alumni.

From social media, chapter programs, and young alumni, to special constituency events and topics encouraging diversity and inclusion, the team discussed an array of subjects with our counterparts across the ACC.

The group even took time to pose for an all-ACC-alumni selfie, proving that we actually CAN get along (when it’s not football season!).

Staff Highlight: Katie Lafon, Director of Alumni Relations for College of Science

Katie Lafon joined the Alumni Association team in April of 2015 as the Director of Alumni Relations for the College of Science. Katie's responsibilities include planning, coordinating and executing events for the College of Science. As a member of the College of Science Advancement team, Katie



works closely with others in her college to ensure that the needs of alumni, donors, stakeholders, the college and the university are being met in the most strategic and fulfilling way possible.

Katie has been with the university for over eleven years. Previously, she has worked within the College of Agriculture of Life Sciences with Virginia Cooperative Extension where she was employed in various roles but most recently as a faculty member in the State 4-H Office. She also has experience with University Development serving in the Office of Special Events during the last Campaign.

Katie earned two degrees from Virginia Tech; a bachelor's degree in natural resource recreation with a minor in forestry (2002) and a master's degree in education (2003). She also holds a certificate in Special Events Management from George Washington University. Her husband and three children reside on the family beef-cattle farm in Blacksburg.

Virginia Tech Licensing and Trademarks Update

Virginia Tech's Office of University Relations recently added a new licensing director, Kristan Cole. Kristan has been hard at work reviewing policies and working on standardizing procedures relating to the use of Virginia Tech's marks by university departments and other organizations.

With Kristan's assistance, University Relations has developed and issued new guidelines for alumni chapters' use of Virginia Tech's trademarks. These guidelines will necessitate revisions to some of the chapter logos currently in use (even those approved within the last two years).

Katie Marquis, Assistant Director of Alumni Relations, will be conducting an audit of chapter logos throughout the next few months. She will be contacting you for an electronic version of your latest logo and reviewing it for acceptance within the guidelines. She may then either suggest any necessary revisions or, if she believes it meets the new guidelines, forward the logo to University Relations for approval.

Be on the lookout for information from Katie.

Registration still open for Chapter Officers Forum!

Registration is still open for this fall's Chapter Officers Forum, September 5 through 7. A complete schedule and a list of who's attending can be found on our [website](#).

If you've already registered for Chapter Officers Forum, we may be contacting you in the next few weeks about participating in some of our panel discussions and breakout sessions.

We look forward to seeing you there!

HOKIES on FACEBOOK



Atlanta Hokies join together to tailgate and spectate at an Atlanta Braves baseball game in June



Alumni and students enjoyed dinner following the Grand Strand/Myrtle Beach Chapter's Golf Tournament



The Denver Chapter kickball team gathers for a photo op after another exciting win!



The New England Chapter hosted a Hokie Happy Hour at Alibi Bar in Boston in July



Jacksonville alumni won First Place at a Virginia Colleges Trivia Night. Go Hokies!



The Shenandoah Chapter hosted its annual River Flotilla for area alumni, students, and friends, followed by a picnic



The NC Triad Chapter held a Strong Together reception to highlight the launch of [InclusiveVT](#)



Delaware's First State Chapter enjoyed their "Spring Fling" speaker event with a gourmet farm-to-table dinner



Richmond Hokies attended a Richmond Squirrels baseball game, joined by Defensive Coordinator Bud Foster



San Antonio alumni had the opportunity to meet with Virginia Senator Creigh Deeds during a recent visit



The Villages Chapter organized a golf outing at Churchill Greens in Florida

Dates to Remember

- August 10 at 7 PM: Chapter Chat – New Chapter Volunteer Training
- August 24: Classes begin
- September 5-7: [Chapter Officers Forum](#)
- September 7: Labor Day, Offices Closed
- October 10: Chapter Chat
- October 24: Holtzman Alumni Center Open House and Homecoming Tailgate
- November 10: Chapter Chat
- November 25-27: VT Offices Closed
- December 18: Fall Commencement