



November 2012

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,

Our Alumni Association Board of Directors met at the Holtzman Alumni Center in mid-November, allowing us the opportunity to meet with the members of the Board's Chapters Committee. The input and guidance we receive from this committee is critical to the development of new programs and resources in the coming year. Chaired by Kendley Davenport '84, our committee generated several new and exciting ideas for the Chapter Team to consider, including the development of succession planning guidelines for chapter leadership, engaging students with the chapter and the Alumni Association and a commitment to encouraging chapters to focus on hosting events that will engage broader populations of alumni. The Board of Directors is also continuing to engage with their local chapters, so be sure to extend an invitation to them to attend your upcoming events. You can find a list of our board members and their contact information on the [Alumni Association website](#).

With the holidays quickly approaching, please take note of the alumni office closings and university schedule listed in "Dates to Remember." We will have limited staff for some periods throughout the holiday season and the university will be closed for several days.

Let us take this opportunity to thank each of you for your contributions to the Alumni Association and Virginia Tech and wish you and yours a happy holiday season and a successful and joyful new year. We are truly blessed to have such an outstanding group of volunteers who care so deeply for our alma mater and we thank you from the bottom of our hearts.

Debbie, Josh, Greg, Patty, Kelly, Jack, Jordan, Ginny, and Betty



HNN Hokie Nation Network

In early October, the **Hokie Nation Network** www.alumni.vt.edu/hnn transitioned to a newly formatted site for alumni interested in professional networking opportunities. The new Hokie Nation Network will leverage more popular social media, job listings (no PID or password required), and other career resources designed to help Hokies connect with fellow alumni.

Job Listings

Our new job posting board at www.alumni.vt.edu/hnn is a great tool to assist alumni in a job search. The listings board is user-friendly with no PID/password login to access listings. Alumni and Employers, who wish to post jobs for Hokies to access, can easily use the newly formatted job posting form.

LinkedIn

More than 94,000 Hokies are currently on LinkedIn, and over 20,000 are already networking through our Virginia Tech Alumni LinkedIn group.

Career Resources

The Alumni Association Career Resources program site at www.alumni.vt.edu/career includes links to other sites, career coaches, webinars, and presentations.

Online Alumni Directory

Our Online Alumni Directory at www.alumni.vt.edu/directory provides alumni opportunities to search for information on fellow Hokies (PID and password required).

The screenshot shows the Virginia Tech Alumni Association website. The header includes the Virginia Tech logo with the tagline "Invent the Future" and the "VirginiaTechforlife ALUMNI ASSOCIATION" logo. A search bar is present with the text "Search Virginia Tech" and a "GO" button. Navigation links include "People", "Pages", "A to Z Index", and "Directory".

The main content area features the "HNN Hokie Nation Network" title and a welcome message: "Welcome to the new Hokie Nation Network, a portal for alumni interested in professional networking opportunities. The Hokie Nation Network leverages social media, job listings (no PID or password required), and other career resources designed to help Hokies connect with fellow alumni."

A sidebar on the left contains a "QUICKLINKS" menu with the following items: Virginia Tech Alumni Association, Update My Profile and PID, Find Alumni Online, Chapters, Groups (Classes, Colleges...), Events, Career Resources (highlighted), Hokie Nation Network, Alumni Career Coaches, Travel Tours, Services and Gifts, Class Rings, Student Programs, Embracing Ut Prosim, and About the Alumni Association.

The main content area is divided into four sections:

- Job Listings:** Includes an icon of people standing on a path. Text: "Job Listings for alumni (no PID/password required)" and "Job posting form for employers".
- LinkedIn:** Includes the LinkedIn logo. Text: "More than 94,000 Hokies are on LinkedIn", "Join over 20,000 Hokies already networking on LinkedIn", and "Learn how to use LinkedIn".
- Career Resources:** Includes an icon of people in a library. Text: "Career resources for alumni searching for jobs (links to other sites, career coaches, webinars, and presentations)".
- Online Alumni Directory:** Includes an icon of a building. Text: "Use the Online Alumni Directory to find contact information for fellow Hokies (PID and password required)".

Community Service Highlight: The Big Event – Charlotte

The Big Event – Charlotte, hosted by the Charlotte Chapter, was held on March 31, 2012 and was the first ever alumni satellite event to coincide with the student-run Big Event held in Blacksburg every year. The community service project was organized to directly tie alumni in the greater Charlotte area to an event happening on campus.

Although the Big Event in Blacksburg involves the campus community partnering with individual residents, the chapter decided it would be most effective for them to partner instead with several area nonprofit agencies. By doing so, it allowed them to target a large range of alumni (both in age and location) and to have larger groups available at the project sites. This also allowed for opportunities to socialize and network while carrying out the values of the university motto, *Ut Prosim*.

Due to the chapter's partnership with the on-campus organization, they were able to provide each volunteer with a Big Event 2012 volunteer t-shirt - the very same one given to all volunteers in Blacksburg.

Four non-profit agencies were selected for the event:

- [Loaves and Fishes Food Bank](#), where volunteers helped organize and sort food;
- [Alexander Youth Network](#), where alumni cleaned up the walkways and picked up trash across their campus;
- [Charlotte Family Housing](#), where they cleaned common spaces and played with the children;
- [Friendship Trays](#), for help with weeding and planting their garden (although this location had to be canceled due to rain).

The Big Event – Charlotte was publicized on the chapter's website, via local emails and an Alumni Association email, Facebook page and ads, Twitter, and word-of-mouth.

Due to the innovative nature of this new community service program and its connection with an existing university program, the Virginia Tech Alumni Association was pleased to award the Charlotte Chapter with the 2012 Outstanding Community Service Project award.



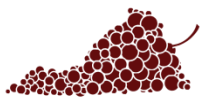
Charlotte Chapter volunteers at the Loaves and Fishes Food Bank



Charlotte Chapter volunteers at Charlotte Family Housing



Charlotte Chapter volunteers at Alexander Youth Network



Central Virginia WINE FESTIVAL

Chapter Event Highlight: Richmond Chapter, Central Virginia Wine Festival

The Richmond Chapter hosted its 7th Annual Central Virginia Wine Festival on May 12, 2012 at the SnagAJob Pavilion in Glen Allen, Virginia.

This festival is the chapter’s signature fundraiser for their scholarship program; proceeds also help support other student and alumni programs throughout Richmond.

The event was founded in 2005, with the first festival held in 2006 at the Columbian Center in Henrico County. The event was moved to its current location in 2007 and featured 12 wineries

from around Virginia, 3 live bands, and two dozen specialty-item vendors. As a result of the success of the 2007 festival, the event received the “Outstanding Fundraising Event” award from the Virginia Tech Alumni Association that year. The event has continued to grow over the years and has become one of the most reputable and popular wine festivals in Virginia amongst participating wineries.

In 2012, the festival included 14 wineries, 3 bands, 3 food vendors, and 35 miscellaneous vendors. Publicity included radio ads, digital billboard advertising, print ads, fliers, and email. Over 100 volunteers contributed 500+ hours of work to ensure the event’s success.

The Virginia Tech Alumni Association was pleased to present the Richmond Chapter with the 2012 “Outstanding Chapter Event” award at this fall’s Chapter Officers Forum.



Clota Gerhardt, past president of the Richmond Chapter, helps collect tickets at the festival



Betty Lee Robertson, staff liaison to the Richmond Chapter, attended this year’s festival



Veritas is a popular winery at the festival



Richmond Chapter volunteers work the admission booth

Chapter Volunteer Highlight: 2012 Outstanding Chapter Volunteer Ernie Flippo, Denver Chapter

Ernie Flippo is considered one of the most active volunteers of the Denver Chapter. He manages and maintains the local e-mail database and sends out all e-mails for local events. He serves as the chapter's welcome ambassador for all football games, greeting and matching new members up with existing ones. He is #1 in sales for this chapter's t-shirts, selling approximately 500 during the past several years. He brings his barbecue and cooks for chapter events. He helps set up and break down during the annual wine tasting and conducts all football halftime raffles.

What is **unusual** about this terrific Hokie volunteer is that he did not attend Virginia Tech! His wife, Debbie Flippo '83, is the President of the Denver Chapter and Ernie is a shining example of the perfect Virginia Tech alumni spouse, a true "Spokie."

In recognition of his outstanding volunteer efforts, the Virginia Tech Alumni Association presented Ernie with the 2012 Outstanding Chapter Volunteer award at the annual Chapter Officers Forum.



Chris accepts the Outstanding Chapter Volunteer Award, presented by Lance Smith, President, National Alumni Board of Directors; Charles Steger, University President; and Tom Tillar, Vice President for Alumni Relations

Staff Highlight: Jordan McCauley, Alumni Admissions Program Liaison and Alumni Director, CNRE

Jordan McCauley was born and raised in Lynchburg Virginia, where he attended E.C. Glass High School and received his Associates Degree at Central Virginia Community College before enrolling at Tech. He is a 2012 graduate of the Corps of Cadets and received his B.A. from the College of Liberal Arts and Human Sciences in Sociology, with a concentration in Crime and Deviance. As an undergraduate, he was the vice president of VT Students for Concealed Carry and ended his college experience as the Executive Officer of Bravo Company.



After graduation, he started working for the Virginia Tech Alumni Association as the Alumni Admissions Project Liaison, requesting and training alumni volunteers to help with freshmen recruiting efforts. As of September 2012, he has also taken over the position as Alumni Director of the College of Natural Resources. With his newest role as a chapter liaison serving Kentucky, West Virginia, and southern Virginia, Jordan is eager to continue both his education and service at Virginia Tech.

Jordan currently lives in Blacksburg and spends most of his free time shooting, lifting weights, and riding motorcycles. He is an avid fan of Hokie sports and member of the Pistol and Rifle Club of Virginia Tech. The son of Greg and loving mother, Laurie, who passed away in 2008, he is the middle child in a family of seven, including his step-mother, Rachel and four siblings, Lauren, Scott, Francis, and Isabelle.

2013 Drillfield Series

Mark your calendars now for our 2013 Drillfield Series events! More details will be posted on the [Alumni Association website](#) as they become available.

- **February 15-16, 2013**
Food For Thought: Culinary and Wine Experience
- **May 10-11, 2013**
Focus on Photography
- **June 21-23, 2013**
Corps of Cadets Alumni Weekend
- **July 12-13, 2013**
Virginia Tech Admissions Weekend
- **July 19-21, 2013**
Women's Getaway Weekend for Alumnae

A \$105 special lodging rate is available at the Inn at Virginia Tech for all events.

Dates to Remember:

- November 21 – Virginia Tech offices close at noon
- November 22-23 – Virginia Tech offices closed
- December 11 (5 PM) – Deadline for [email requests](#) for Bowl Watching Parties and Events
- December 21: [Fall Commencement](#)
- December 24 – January 1: Virginia Tech offices closed
- February 15-16: Drillfield Series – Food for Thought: Culinary and Wine Experience
- May 10-11: Drillfield Series – Focus on Photography 2013
- July 12-13: A Day in the Life of College Admissions Event
- July 19-21: Alumnae Weekend: Women's Getaway

Communications Corner: November 2012

From [Dave Hunt](#) and [Denise Royal](#)

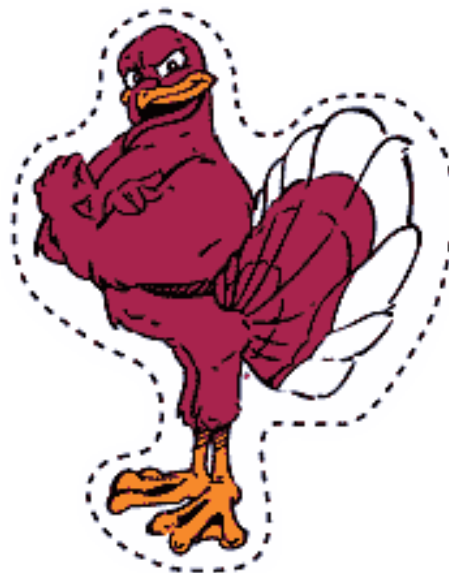
Holiday schedule for emails

The Alumni Association will not be sending out any broadcast emails between December 20 and January 6. Submissions received after 5 PM, Tuesday, December 11 will not be processed and sent until the week of January 7.

Communications Deadlines

December 11 (5 PM) - Deadline for email requests for Bowl Watching Parties and Events

Show your Ho-Ho-Hokie Pride this season with Flat Hokie!



[Download and cut out Flat Hokie](#) and take him with you wherever you go!

Send your favorite photos with Flat Hokie to vtalumnet@vt.edu and we'll post them on the Virginia Tech Alumni Association's Facebook page at www.facebook.com/virginiatechalumni.