



August 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,

With freshmen move-in taking place and classes beginning for the fall semester, the Virginia Tech campus is bustling with excitement and activity. The Alumni Association staff is preparing for a full season of class reunions and college homecomings. Be sure to check out the full schedule [on our website](#) as you plan your visits to Blacksburg.

Our chapter liaisons and local chapter volunteers are hard at work planning tailgates for our away football games this fall, including the Purdue game in Indiana. If you'll be attending any of these games, be sure to check our [Football Festivities](#) web page, where information will be updated regularly as details become available. If your chapter is hosting football game watching parties this season, make sure that the information has been included on this page as well.

As you know, annual filing of the IRS 990-N e-postcard is a requirement for Outstanding Chapter status but we have been flexible on this point as many of you have run into various roadblocks and frustrations in trying to get these filed. The IRS is closing its filing requirement window and ALL chapters will be required to file this year. Ginny sent out information regarding these new requirements and you may contact [Greg Fansler](#) on our staff for more information, if needed.

Exciting changes continue to take place on campus as the new Advancement division takes shape under Charlie Phlegar's leadership. It was recently announced that [Tracy Vosburgh](#) will be joining Virginia Tech as the Senior Associate Vice President for University Relations; visit the VT News site for more information on the [new Advancement model](#).

We look forward to seeing you on campus this fall!

Debbie



Chapter Event Highlight: Young Alumni Events

by [Gwen Harrington](#), Director of Alumni Relations Sponsorship, Travel, and Young Alumni Programs

Virginia Tech, like many universities, appreciates the vital role that young alumni play in the future of its institution. The Virginia Tech Alumni Association has steadily expanded programming geared towards recent alumni. Young alumni are today's innovators, blazing trails and making their mark on the world.

Statistically, young alumni are more likely to attend a regional event than return to campus. Whether it's due to their fast paced lives, careers, or resources, the Alumni Association would like to make a more concerted effort to create regional programming to engage these alumni.

As ambassadors to the Alumni Association, we would like to inspire chapters to be welcoming and engaging to all Hokies. Many chapters do a great job engaging young alumni, but we can all strive to be better.

We strongly encourage chapters to create young alumni chairs to help develop innovative programming for recent alumni. The Alumni Association will create opportunities for these chairs to network with each other and share success stories.

One way to reach young alumni is through branded media. We have created a young alumni logo and email template that chapters can use to promote their events. Branding events "Young Alumni" has proven very effective in attracting new participants to chapter events. Programs such as networking, happy hours, community service, bowling, etc., have proven successful in engaging this group.

Thinking outside the box and holding events in trendy work environments or locations where alumni would like a behind-the-scenes tour, have also proven successful. Also remember, while some alumni will be focused on their careers and networking, other alumni are focusing on their families. We need to offer a wide variety of programming.

Let's all help to keep our alumni connected to **VirginiaTechforlife!**



Exclusive branding for Young Alumni events includes this email template header for chapter events



Alumni gather at the 2015 South by Southwest festival held in Austin, TX in March



Rackpace, located in Virginia Tech's Corporate Research Center, provided an innovate space for alumni to network

youngalumni

Virginia Tech Alumni Association

Be sure to share these helpful tips and resources with Young Alumni in your chapter area!

1. All alumni get to keep their Virginia Tech email address for life!
2. You must update your home and email addresses with the university to receive news about the campus and to learn about alumni events in your area.
3. Get involved with your local chapter!
4. Get career assistance through the [Hokie Nation Network](#).
5. Find alumni through a searchable [online database](#).
6. Young Alumni e-newsletters spotlight pioneering Hokies and keep you informed about programs and services.
7. [Young Alumni reunions](#) are hosted on campus every fall.

Trademarks and Licensing Update: Design Guidelines for Alumni Chapters

As we introduced in our July 2015 Chapter Officers Newsletter, our colleagues in Virginia Tech's Licensing and Trademarks office are introducing new standardized policies and procedures related to the use of Virginia Tech's marks.

[Katie Marquis](#) sent an email to all chapter officers earlier this month that included the new guidelines for our alumni chapters. These guidelines are also available on the [Chapter Resources website](#). Kristan Cole, Licensing Director, will also be on hand at Chapter Officers Forum to go over these guidelines and provide additional information.

In September, we will create a timeline to conduct an audit of all chapter logos – even those recently approved – to get everyone on the same page. We hope to have this process completed by March 1, 2016. Also, the Licensing and

Trademarks team are willing to assist our chapters with making any necessary changes.

Katie has begun the process of reviewing chapter websites and Facebook pages and we understand that some chapters may have a more updated or different version than what is displayed online.

To facilitate this review process, please send [Katie](#) your current logo that you use on mailings, merchandise, social media, etc.

Our Chapter Team will review these internally and then pass them along to Kristan for her review. Following that, we will report back to the chapter with more information.

Once again, we encourage you to review the Guidelines provided by University Relations. If you have any questions or specific points that would like to discuss in more detail, feel free to contact Katie or [Kristan](#).

The use of a more formalized process and specific guidelines will benefit ALL chapters as we strive to promote a cohesive brand for Virginia Tech.

Staff Highlight: Charlie Phlegar, Vice President for Advancement



President Timothy Sands appointed Charles D. Phlegar to be the university's first vice president for advancement. Stepping into the position on July 1, Phlegar will head a new unit formed by the merger of alumni relations, development, and university relations.

During his nine year tenure at Cornell, Phlegar more than doubled annual private income, leading the university to raise more than \$546 million in private gifts during fiscal year 2013-14.

A true Hokie at heart, Phlegar grew up in Blacksburg, and received a bachelor of science degree in business management in 1978 and a master of science degree in education administration in 1987, both from Virginia Tech. "It's fair to say that I will bring orange and maroon passion to this job," said Phlegar.

While part of Cornell's executive leadership team, Phlegar served on the investment committee managing \$6.3 billion in assets. He was a

member of the Cornell Tech Steering Committee that secured the winning bid to build a new campus on New York City's Roosevelt Island, which attracted interest from universities around the world. "Our new advancement model will be instrumental in realizing such transformational opportunities for Virginia Tech and our partners," said Sands.

During his career, Phlegar has made his mark at major university fundraising operations. Prior to his time at Cornell, he held positions of senior associate vice president and interim vice president for development and alumni relations at The Johns Hopkins Institution where he organized and implemented their \$3.5 billion campaign. As vice president for development at University of South Carolina, he launched that university's first capital campaign. Beginning with a \$200 million goal, it concluded at more than \$500 million.

He was campaign director for East Carolina University's capital campaign. While working at Virginia Tech from 1983 to 1987, Phlegar was assistant director of athletics for sports marketing and assistant director of the alumni association overseeing chapter operations.

Phlegar has served on the board of directors for the Council for the Advancement and Support of Education (CASE), was chair and founder of the CASE 50 Top 50 Fundraising Institutions in Higher Education, and chaired CASE 2014 national conference. He is married to Karen C. Phlegar, a 1988 graduate of Virginia Tech, and has three children.

The Alumni Association is thrilled to welcome Charlie back to Blacksburg; we look forward to our new collaborations with university relations and development and will keep our chapters updated on new programs and initiatives.

Chapter Volunteer Highlight: John Hayes '88, Baltimore Chapter

by Tim Fouts '87, President, Baltimore Chapter

John Hayes '88, a relatively new volunteer for the Baltimore Chapter, lives in Harford County, Maryland.

After receiving a Bachelor of Science degree in Biology from Virginia Tech in 1988, John went on to graduate from the Pennsylvania College of Optometry. He received a Doctor of Optometry degree and Bachelor of Science in Visual Science in 1992. His externship was completed at the Eye Institute of Philadelphia, Pennsylvania and the Baltimore Veteran's Administration Medical Center in Baltimore, Maryland.

John has been an optometrist with Vision Associates in Bel Air, Maryland since 1994, providing primary eye care with a special interest in dry eye disease management and specialty contact lens fittings. He is certified in fitting multiple specialty contact lenses for keratoconus, presbyopia and orthokeratology.

Although there are approximately 500 or so Hokies in Harford County, the Baltimore Chapter has not been able to provide programming in this area of our chapter as well as we have to Howard County, Baltimore County, and Baltimore City.

Seeking out opportunities to engage with fellow Virginia Tech alumni, John contacted the Baltimore Chapter. After coming to a couple of meetings, he then volunteered to take on the task of making the Baltimore Hokies more visible in Harford County by coordinating a service project in conjunction with this year's Big Event.

He identified a Habitat for Humanity project in the area as a service project to support. Working with



John Hayes '88 at his office in Bel Air, Maryland

the chapter, John developed a plan to contact every Hokie in Harford County, using emails available from the chapter list-serv, small postcards (that he developed and paid for himself), and social media.

Unfortunately, the Habitat for Humanity Project Manager fell sick on the day of the build and was forced to cancel the event. Undeterred, John contacted each of the Harford County Hokies who had contacted him and organized a new build day in May.

Poor fortune showed its head again, bringing in bad weather the day of the build. Despite the weather, three Hokies came to support the build. Even with these low numbers in his first attempt at organizing an event, John is willing to build upon this success in unforgiving circumstances to create a real Virginia Tech presence in Harford County.

John resides in Bel Air with his wife, Sandy and two children and golden retrievers. His hobbies include reading, traveling and fishing and being a Hokie!!

*Interested in featuring your favorite chapter volunteer?
Send a photo and your write-up to [Ginny Ritenour!](#)*

Community Service Highlight: “That I May Serve”

by [Katie Marquis](#), Assistant Director of Alumni Relations

Virginia Tech alumni have never wavered in their commitment to *Ut Prosim*. At any given time, throughout the country and even the world, you can be sure that there are Hokies ready and willing to serve others.

To demonstrate this, our alumni chapters have been busy in their communities with a variety of service projects intended to put a smile on someone’s face. We recently posted an article on [community service best practices](#) that provides information, resources and recommendations for chapters. If you haven’t already and as we gear up for another great year, please take a few minutes to read it.

We also wanted to share with you what some of our chapters have been up to across the country:

Triangle Hokies: Held a Food Bank Service Project (they do this regularly!)

National Capital Region Hokies: Participated in a Backpack Drive for local students in need

Denver Hokies: Ran a 3.2 for 32 Run in Remembrance in their community

Richmond Hokies: Day of Remembrance Virginia Tech for Life Blood Drive

Kentuckiana Hokies: Held a clean-up at Kosair Charities (where they invited other ACC schools to join in!)

Chicago Hokies: Made “Cookies from the Heart” at the Ronald McDonald House

Orange County Hokies: Held a Toys for Tots holiday toy drive

This is just a small sample of what Virginia Tech alumni chapters are doing to help their local communities. Most of these chapters hold numerous community service events every year.

Remember, to qualify for Outstanding Chapter status, a chapter must hold at least one community service event per programming year. There is an optional requirement in the Silver category for two events, with Gold requiring three.

When you hold service events, please be sure to let us know and to take pictures. We’d love to feature you in the newsletter!

We’d also like to thank all of the chapters who are contributing to the Career Outfitters clothing drive for Virginia Tech students. Many of you who couldn’t join us for Chapter Officers Forum or didn’t have the ability to pack your donation found unique ways to participate, such as mailing the clothes or sending a check. If you would still like to participate, contact Katie Marquis at kmarquis@vt.edu.

Again, thank you for representing the Hokie Nation by demonstrating *Ut Prosim* every day.

Dates to Remember

- August 24: Classes begin
- September 5-7: [Chapter Officers Forum](#)
- September 7: Labor Day, Offices Closed
- October 8: Chapter Chat – Meet Carole Pratt, President of the Virginia Tech Alumni Association National Board of Directors
- October 24: Holtzman Alumni Center Open House and Homecoming Tailgate
- November 10: Chapter Chat
- November 25-27: VT Offices Closed
- December 18: Fall Commencement
- February 4: Hokie Day in Richmond

HOKIES on FACEBOOK



Annapolis Hokies congratulate the freshmen recipients of their annual alumni chapter scholarship



Tidewater, Virginia alumni took time out for a photo op while attending a baseball game at Harbor Park Stadium



The Baltimore Chapter hosted their 48th Annual Crabfeast at Patapsco Valley State Park



Middle Tennessee alumni attended the chapter's "Night at the Nashville Sounds" minor league baseball game



The Charlotte Chapter joined together for a community service project prior to their Pre-Season Football Tailgate



Greater Seattle Hokies took a break to catch up at their annual summer picnic