



August 2014

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 busy 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 Ohio State game in Columbus. 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.

Call for Best Practices/Program in a Box: please consider submitting your best program, process, or service to us so that we may share your success with other chapters on our Chapter Resources web page. We are looking for sample marketing materials, pictures, tips, and other items that will be helpful for new chapters or seasoned chapters considering new ideas.

We are thrilled to announce the arrival of Katie Marquis, Assistant Director of Alumni Engagement. Katie has joined our Chapter Team and will be serving chapters in North Carolina, Louisiana, Texas, and on the west coast. You can read more about Katie on page 6.

Debbie



Chapter Event Highlight: Summer Send-Off Picnic, Fauquier Chapter

The Fauquier Chapter recently held its annual Summer Send-Off Picnic for current students, alumni, and Hokie families at Copper Top Farm in Marshall, Virginia. The picnic was a huge success, with 74 registered participants attending. Attendees enjoyed a barbecue lunch, games, contests, door prizes, and more. The highlight of the event was the chapter scholarship presentation awarded to Megan Graap, a 2012 Kettle Run High School graduate and Virginia Tech Class of 2016 Civil and Environmental Engineering major. This fall, Megan will study abroad at the University of Strathclyde in Glasgow, Scotland.

Among the attendees was G. Truman Ward, a distinguished alumnus who has dedicated his time and resources to Virginia Tech. Mr. Ward has served on several university boards, including the Alumni Association National Board of Directors, and has a long history of service to Virginia Tech.

The Fauquier Chapter is currently experiencing revitalization and is excited to have the support and participation of many area alumni. Their upcoming events include a wine tasting with popular alumni chapter speaker Jim Wightman, Alumni Distinguished Professor of Chemistry Emeritus, and will be hosting football game watching parties throughout the season.

Summer Send-Off Picnics are some of our most popular chapter events and are a terrific way to connect with the students and Hokie families in your area. Consider planning your picnic based on the interests of your local alumni; we encourage you to work with your chapter liaison to establish this wonderful tradition in your area. We share more photos from picnics across the country on page 3.



Scholarship recipient Megan Graap (2nd from right) and other Fauquier Chapter area current students

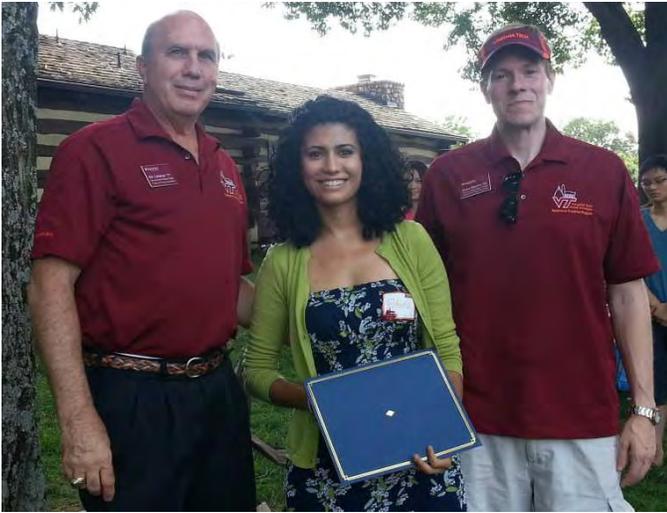


Fauquier Chapter Hokies prepare for a busy tailgating season with cornhole, Hokie-style!



Fauquier area alumni enjoy a summer afternoon at Copper Top Farm in Marshall, Virginia

Student Send-Off Picnics



Bill Callahan, Vice President, and Brent Blevins, President present awards to National Capital Region students



Students from the Southwest Virginia Chapter joined alumni in Brisol, VA for a cook-out dinner



The Southeastern Michigan Chapter hosted their picnic at a private alumni home in Ann Arbor, Michigan



The Minnesota Chapter hosted their picnic in combination with a Minnesota Pops performance



Middle Tennessee president Sam Cervarich presents scholarship awards at the home of Steve & Jean Barry



Scholarship recipients and other students from the Knoxville Chapter area joined alumni for their annual picnic

Community Service Highlight: Adopt-a-Highway Projects

Adopt-a-Highway or Adopt-a-Road programs offer alumni chapters the perfect opportunity for community service. These promotional campaigns exist in most states to encourage volunteers to keep a section of highway free from litter. Many even offer the opportunity to have a sign erected with the name of the sponsoring organization, providing recognition and community spirit.

For chapters, these organizations allow our alumni to take part in a program that is already doing good work in the community, without having to develop an event from the ground up.

Many of our chapters have elected to take part in these established programs across the country, including East Tennessee, Knoxville, Charleston, Charlotte, Prince William, Triangle, and Western Maryland. Most states require the sponsoring organization to complete roadside clean-up on a quarterly basis. This allows chapters to establish an “automatic” community service project four times a year and can fit within established Alumni Association initiatives, including Hokie Nation Serves and The Big Event.

If you’re interested in starting an Adopt-a-Road program with your chapter volunteers, talk to your chapter liaison for more information. And don’t forget your [Hokie Nation Serves t-shirts!](#)



Charleston Hokies clean-up a section of highway this spring



Western Maryland Hokies take a break from their Adopt-a-Road project to enjoy the scenic view



The Knoxville Chapter models their Hokie Nation Serves t-shirts while working their quarterly clean-up



The Tampa Bay Chapter poses near their very own “Keep Tampa Bay Beautiful” sign



Welcome to Virginia Tech Alumni Association
Career Management Community

New Career Webinar Series for Alumni!

Nancy Brittle, Director of Alumni Career Resources Programs, has partnered with an online service to provide our alumni with additional tools for career development that include an exciting webinar series tailored to your networking needs.

Now available via our [Career Resources](#) web page, [Alumni Career Services](#) assists alumni with job searches, interviewing, and career development with several different types of activities, including:

- 9 live webinars with renown career authors and experts
- 18 past webinars available for listening at your leisure
- A full catalog of career inventory and skill building events
- Links to many other resources and career news items

The schedule of upcoming speakers is now available to all alumni and we are excited about the capability for connection and networking that this application provides. Alumni will join these speakers to pick up tips and strategies from the nation's top career authors. The live webinars are hosted online the first Wednesday of every month. Simply [register on the site](#) to create your career plan and to take advantage of all the career resources we have to offer.

We encourage our chapters to share this information with your local alumni to make them aware of this exciting new opportunity. Nancy Brittle is also available for consultation or to offer more information at nbrittle@vt.edu or 540-552-1666. Please help us spread the word to our many alumni who will want to take advantage of these informative resources.

Staff Highlight: Katie Marquis, Assistant Director of Alumni Engagement

Katie joined the Virginia Tech Alumni Association in 2014. She is a double graduate of the University of Florida, with a Bachelor's degree in Telecommunications and a Master's in Mass



Communications. Prior to arriving at the VTAA, Katie served as the President of Seay Management Consultants, where she provided management consultation to a

variety of clients. Prior to that, she was the Associate Executive Director at the University of Florida Alumni Association. In this capacity, she managed a team of employees and was responsible for the day-to-day implementation of strategic initiatives that impacted more than 350,000 alumni. Prior to serving in this role, Katie was the Interim Executive Director for nearly two years. During this time, she was a member of the Vice President's Cabinet and reported to the Board of Directors. In addition, she served as the Director of Membership and Marketing for seven years, where she doubled the life membership base. Also, Katie worked as an Account Executive, and eventually the Director of the Orlando office, for Moore Consulting Group, a public relations firm with offices in Tallahassee and Orlando.

Katie has served on the board of the Capital Chapter of the Florida Public Relations Association and received their President's Award. She has also served on the Board for the Council of Membership and Marketing Professionals as its director and vice president. Katie has been a speaker at a number of conferences including the Council for the

Advancement and Support of Education (CASE) Summit, Alumni Professionals of the Southeastern Conference and the Summer Journalism Institute at the University of Florida. Additionally, Katie chaired and facilitated the Newcomer Orientation for the 2012 CASE regional conference in Atlanta.

Katie moved to Blacksburg in June 2014 with her husband, Brian, and two miniature dachshunds. She loves college football and looks forward to jumping in Lane Stadium for all the home games.

Communications Corner: August 2014

From [Dave Hunt](#), [Denise Crawford](#), and [Matt Dowdy](#)

New Names! You will see some new names this fall from your Communications team.

Denise Royal recently married and her name is now Denise Crawford. Her email address will remain the same (kdenise@vt.edu).

Nikki Strickland, a Communications and Hospitality and Tourism Management double major, joins the Communications team this fall as our new intern. Her email address is nikkis13@vt.edu.

Dates to Remember:

- September 1: Labor Day (offices closed)
- September 20: [Class of 1974](#) and [Class of 1979](#) Reunions
- September 27: Virginia Tech Alumni Association Homecoming Tailgate at Holtzman Alumni Center, [Class of 1964 50th Reunion](#)
- October 23: [Class of 1984](#) and [Class of 1989](#) Reunions
- November 1: [Class of 1969 Reunion](#)

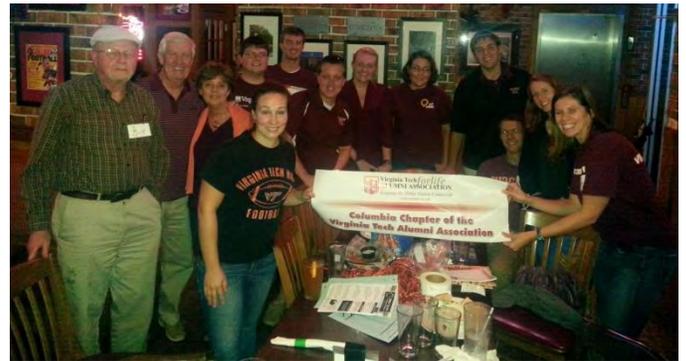
HOKIES on FACEBOOK



The St. Louis Chapter participates in a local school supply drive at the Kidsmart Warehouse in Bridgeton, MO



Los Angeles area Hokies enjoyed an evening at Dodger Stadium where they were featured on the Jumbotron!



The Columbia, SC Chapter hosted a freshmen send-off party at a local Carolina Ale House



Flat Hokie visited alumni at a Hilton Head Chapter gathering earlier this summer



Volunteers from the Jacksonville Chapter participated in a local Habitat for Humanity build project



The South Florida Chapter hosted a social at Gulfstream Park while enjoying a day at the races



National Capital Region alumni participated in the chapter's 2nd Annual Backpack Drive for local children