



October 2013

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## Chapter Team

[Josh Burnheimer](#)

[Debbie Day](#)

[Greg Fansler](#)

[Patty Foutz](#)

[Kelly Griffin](#)

[Jack Hutcheson](#)

[Jordan McCauley](#)

[Ginny Ritenour](#)

[Betty Lee Robertson](#)

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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.

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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,

We welcomed our national Board of Directors this month for their semi-annual meeting. Our Chapters Committee is working hard on several new initiatives for this year, with a particular focus on connecting students and their families with their local chapters. Our "Chapter Event Highlight" on page 2 focuses on several recent chapter events that were planned to include families; we encourage you to include them in your upcoming events, as well. We welcome your comments or suggestions relating to our chapter program; please let me know if you have any topics you would like for us to share with our committee members.

It's time to begin our chapter scholarship application process for the Fall 2014 awards. You should have recently received a copy of last year's application from Ginny Ritenour; please be sure to make any updates to your documents and return to her as soon as possible. You may contact [Ginny](#) at any time if you have questions about this year's process.

As the calendar year winds down, you should already have your holiday party and bowl watching party scheduled and on the Communications Department's print schedule. The deadline has passed for mailer submissions, but you may still request an email event announcement by logging in to the Chapter Database and completing the email request form and/or template.

November 15 is the deadline for your chapter to file the Form 990 with the Internal Revenue Service (IRS). You can find more tax information on our [Chapter Resources webpage](#) and may also contact your chapter liaison for assistance.

Associate Vice President for Alumni Relations



## Chapter Event Highlight: Student Picnics and Other Family Events

We work closely with the Chapters Committee on our national Alumni Board of Directors and establish annual goals. This year, one of those goals is to further extend our reach to include current students and their families in our chapter events.

Family members of current students are motivated to keep up-to-date on current events and changes on campus. Our alumni chapters across the country provide the perfect opportunity to make this connection with such an important constituency group.

Many of our chapters are already making this connection by inviting local students and their families to chapter events, including picnics, game watching parties, and holiday parties. We encourage you to take advantage of this opportunity as well to grow support for your local chapter. When making email requests through the Chapter Database, you may opt to “Invite Students” when uploading your template. This will ensure that students from your local area receive the invitation.

Penny White, Director of Parent and Alumni Relations in the Division of Student Affairs, would like to feature “family friendly” chapter events in their [monthly newsletters](#) specifically for families.

Your upcoming holiday events would be a perfect time to begin including local families in your events. Students will be on winter break from December 20 through January 20.

Contact your chapter liaison for more information on how you can reach out to these families and take advantage of the support and enthusiasm that they can bring to your chapter programs.



*Knoxville Chapter local students and their families gather at the chapter's annual Student Send-Off Picnic*

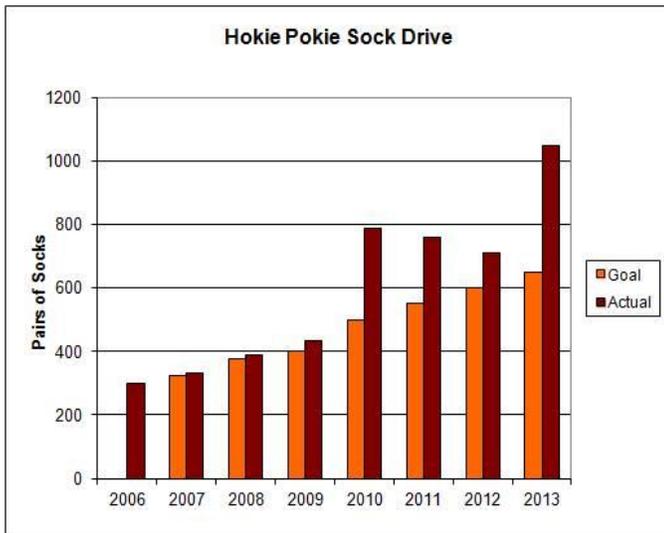


*Volunteers from the Middle Tennessee Chapter welcome local freshmen and their families to their Freshman Mixer*



*Virginia Tech students and their families join in the Denver Chapter's Football Kick-Off Party in August*

## Community Service Highlight: San Antonio Chapter, Hokie Pokie Sock Drive



*The San Antonio Chapter's annual Hokie Pokie Sock Drive continues to gain momentum!*

The San Antonio Chapter held its 8<sup>th</sup> Annual Hokie Pokie Sock Drive in September and October to collect socks for the [Clarity Child Guidance Center](#), the only children's mental health care center specializing in children ages 3 to 17 in San Antonio and South Texas.

Clarity provides compassionate care with a kid-friendly therapeutic environment to help children cope with trauma, as well as overcome the disabling effects of mental illness. For the past 8 years, the chapter has been collecting socks for children staying at the hospital, to provide a little comfort during their time there.

The collection site was hosted at the chapter's local game watching bar, Fox and Hound, where the group meets weekly to cheer on the Hokies. Collection began on Thursday, September 26<sup>th</sup> and continued through Saturday, October 5<sup>th</sup>. A representative from Clarity joined the chapter for the Virginia Tech vs. Georgia Tech game and introduced the cause during halftime.

Local alumni and friends donated 1,049 pairs of children's socks this year, breaking the previous record of 789 pair! The donated socks will be a warm welcome to the 1,000+ inpatient and partial patients that Clarity will see in the coming year.

Pairing with a charity in your area for a community service project is a terrific opportunity to get more local alumni involved in your chapter events and programs. National charities offer a wider range of recognition, but local charities give alumni the opportunity to give back to their community on a different level, connecting with needs that are near and dear to the hearts of those in your hometown.

Also, remember that we have Hokie Nation Serves t-shirts available for your chapter's community service projects. You can request them by logging in to the [Chapter Database](#) and completing the "Hokie Nation Services T-shirt Request Form."



*San Antonio Chapter volunteers Star Lee and Katie Riddick promote the 2013 Hokie Pokie Sock Drive*

## Chapter Volunteer Highlight: Outstanding Chapter Officer Doug Ewell '80, Shenandoah Chapter

Shenandoah Chapter alumnus Doug Ewell '80 has been an active volunteer for his local group, serving the chapter in numerous roles over many years. In the 2012-2013 chapter programming year, Doug was an essential part of every community service event and committee chair of the chapter's largest project: the Annual Memorial Blood Drive.

Working alongside the American Red Cross, Doug helped to organize the event, including partnering with their local Chick-Fil-A to provide food for the blood drive canteen. This year's blood drive was the most successful yet, with 113 donors and 108 units of blood donated.

Nominated for this award by his peers, the Shenandoah Chapter is honored to have an alum that donates so much of his time and energy to their community service efforts. The Virginia Tech Alumni Association was pleased to award Doug the Outstanding Chapter Volunteer Award at the 2013 Chapter Officers Forum. Please join us in congratulating Doug and the Shenandoah Chapter!



*Doug Ewell '80, Shenandoah Chapter*

## Communications Corner: October 2013

From [Dave Hunt](#), [Denise Royal](#), and [John Borman](#)

### Send Us Your Chapter Logo

In preparation for upcoming improvements to our email templates, we are collecting chapter logos. If your chapter has a logo, please send the highest quality version to [Denise Royal](#) by Friday, November 15. Note: this will be the only way your logo can be included in emails once the Alumni Association switches to the new email templates in the coming months.

### Announce Your Holiday Event

The deadline for print requests has now passed, but email templates will continue to go out within five business days. You may log-in to the [Chapter Database](#) to access the holiday party template.

### Holiday Schedule for Emails

Submissions received after 5 PM, Tuesday, November 19 will not be processed and sent until the week of December 2. In December, submissions received after 5 PM, Tuesday, December 17 will not be processed and sent until the week of January 6.

## Communications Deadlines

**November 15 (5 PM)** - Deadline for email requests for ACC Championship Watching Parties and Events

**November 19 (5 PM)** - Deadline for chapter logos to be sent to [Denise Royal](#) for inclusion in the new email templates

**December 17 (5 PM)** - Deadline for email requests for Bowl Watching Parties and Events



## TEDxVirginiaTech 2013

If you enjoy inspiring talks, you may already be familiar with [TED Talks](#). Virginia Tech will host its second **TEDx Virginia Tech** event on Saturday, November 9, 2013.

On the [TEDxVirginiaTech](#) website, you will find details regarding the speakers who are either students, faculty/staff, or alumni. After the event on November 9<sup>th</sup>, all of the speakers can be found on the YouTube Ted Talks channel.

If your chapter is interested in hosting a "Viewing Party" for your local alumni so they can hear these amazing speakers live, please contact Mauricio Castro ([castro@vt.edu](mailto:castro@vt.edu)) or Adam Soccolich ([soccolich@vt.edu](mailto:soccolich@vt.edu)). They will provide you with details regarding the setup needed to host the event. The topics are quite varied and may engage a different audience than a game watching party, so we encourage chapters to consider taking advantage of this opportunity.

Please post this information on your chapter websites so our alumni can listen to inspirational talks from Hokies about a wide variety of topics.

Thank you!

Nancy Brittle  
Director of Alumni Career Resources Program  
Office # 540-231-8901 Cell # 540-553-1013  
[nbrittle@vt.edu](mailto:nbrittle@vt.edu)  
[www.alumni.vt.edu](http://www.alumni.vt.edu)



## Alumni Chapters honor Dr. and Mrs. Charles Steger With a Primland Family Getaway

As announced earlier this year, Dr. Steger will be retiring from his position as University President, effective when a new president is selected and reports to campus.

As alumni, we recognize the impact that he has made on our university and us as individuals. Dr. Steger has always made our alumni chapters a priority, participating in our annual Chapter Officers Forum, supporting chapter programs throughout the country, and, last year, his generous matching challenge provided our chapters with a total of \$378,000 in scholarship funds for incoming freshmen.

At this year's Forum, our chapters took advantage of the opportunity to thank Dr. Steger and his entire family – wife Janet, sons Chris and David – for their commitment, family sacrifices, and continued support. In recognition of these efforts, our alumni chapters donated \$4,500 to provide the Steger family with a weekend away at Primland Resort.

Primland is a pristine Blue Ridge Mountain resort in Meadows of Dan, Virginia, offering 12,000 acres and is said to be the ultimate retreat for world-class golf, refined dining, and outdoor activities in an environment of rare natural beauty. A fitting farewell for many years of service.

# HOKIES on FACEBOOK



*The newly re-organized St. Louis Chapter hosted its first Summer Picnic this year!*



*Houston Chapter volunteers participated in twelve area college fairs this fall*



*Brian Moran, Palmetto Chapter President, recently became engaged to Sarah de Groot during a trip to Paris*

## Dates to Remember:

- November 15: Deadline for email requests for ACC Championship Watching Parties and Events
- November 15: Updated scholarship applications and letters due to our office (contact [Ginny Ritenour](#) with questions)
- November 15-16: Virginia Tech vs. Maryland [Class of 1968 45<sup>th</sup> Anniversary](#)
- November 19: Deadline for chapter logos to be submitted for inclusion in the new email templates
- November 27: Virginia Tech offices close at noon
- November 28-29: Virginia Tech offices closed for Thanksgiving holiday
- December 17: Deadline for email requests for Bowl Watching Parties and Events
- December 20: [Fall Commencement](#)
- December 24 through January 1: All university offices closed



*Don't miss this amazing video about our Los Angeles Chapter president, Caroline Kohler, on [The Post Game by Yahoo! Sports Super Fan Shows How to Rep the Hokies in L.A.](#)*