



October 2014

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### Chapter Team

[Debbie Day](#)

[Greg Fansler](#)

[Kelly Griffin](#)

[Gwen Harrington](#)

[Jack Hutcheson](#)

[Katie Marquis](#)

[Jordan McCauley](#)

[Ginny Ritenour](#)

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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 and we continue to encourage our chapters to make connections with national board members in their local area. As always, 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 2015 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 to file the chapter 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





## Central Virginia WINE FESTIVAL

### Chapter Event Highlight: Richmond Chapter, Central Virginia Wine Festival

The Richmond Chapter hosted its 9<sup>th</sup> Annual Central Virginia Wine Festival on Saturday, May 10, 2014 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



*Festival-goers browse the vendor and winery tents at the Central Virginia Wine Festival*



*Alumni and other area patrons enjoy a tasting break as they reserve seats close to the concert*

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 2014, the festival included 16 wineries, 3 bands, 3 food vendors, and 28 specialty and sponsorship vendors. Publicity included Facebook ads, Twitter messages, and the chapter's website. The local Fox affiliate also provided coverage, and two electronic billboards were used. Over 100 volunteers contributed 625+ hours of work to ensure the event's success.

The Virginia Tech Alumni Association was pleased to present the Richmond Chapter with the 2014 Hall of Fame award at this fall's Chapter Officers Forum to recognize their continued success.



*Virginia Tech cheerleaders make a special guest appearance at the 2013 festival*

# Chapter Volunteer Highlight: Outstanding Chapter Volunteer Yvette Johnson '05, National Capital Region Chapter

Alumni are nominated for the Outstanding Chapter Volunteer Award by members of their local chapter. We had many terrific nominations this year and selected TWO young alumni to receive the award, including National Capital Region volunteer Yvette Johnson '05.

Embodying the spirit of *Ut Prosim*, Yvette has demonstrated an ability and willingness to take on any activity asked of her to promote the success and betterment of the chapter. She has shown remarkable versatility in planning some of the National Capital Region Chapter's most successful events in the last three years.

As Diversity Chair for the chapter, Yvette's primary role has been the promotion and delivery of diversity events, including the successful Strong Together event in 2013.

The Virginia Tech Alumni Association was pleased to award Yvette the Outstanding Chapter Volunteer Award at the 2014 Chapter Officers Forum. Please join us in congratulating Yvette and the National Capital Region Chapter!



*Yvette Johnson accepts the Outstanding Chapter Volunteer Award, presented by Matt Winston, President, Alumni Association National Board of Directors and Tom Tillar, Vice President for Alumni Relations*

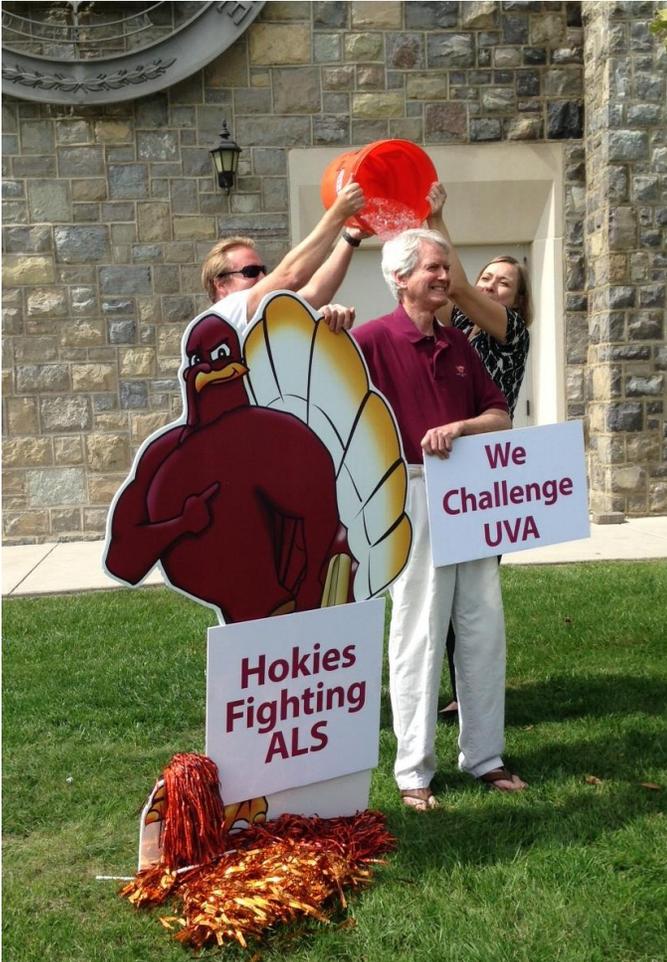


*Yvette Johnson (second from right) and fellow chapter officers from the National Capital Region Chapter*



Our alumni chapter officers now have an exclusive, private home on Facebook! Join the [Virginia Tech Alumni Chapter Officers Group](#) today and begin sharing successes, networking with other chapters, finding new ideas, and making new friends!

## Community Service Highlight: Tom Tillar, Vice President for Alumni Relations, challenges UVA in ALS Challenge



Early this fall, several members of our staff challenged our leader, Tom Tillar '69, Vice President for Alumni Relations, to participate in the ALS Challenge that was sweeping the nation.

Ever the good sport, Tom was up to the task and took advantage of the opportunity to challenge the University of Virginia's Alumni Association to take their turn with the ice buckets. While they eventually answered the call, they took the easy way out by dumping ice on an inflatable Cavalier!

Check out the Virginia Tech Alumni Association [Facebook page](#) to find Tom's full video challenge.

## Staff Highlight: The Virginia Tech Alumni Association Chapter Team

Eight members of the Virginia Tech Alumni Association's staff make up our Chapter Team. These team members serve as your chapter liaisons, providing training, guidance, and support to our active alumni chapters across the country, as well as working to seek out new volunteers in those areas that are struggling or that we would like to see established as chapters.

These staff members include:

- Debbie Day, Associate Vice President for Alumni Relations
- Greg Fansler, Senior Associate Director of Alumni Relations
- Gwen Harrington, Director of Alumni Relations, Sponsorship, Travel, and Young Alumni Programs
- Jack Hutcheson, Director, National Capital Region Alumni Chapters
- Katie Marquis, Assistant Director of Alumni Engagement
- Kelly Griffin McCann, Assistant Director of Alumni Relations
- Jordan McCauley, Assistant Director of Alumni Relations
- Ginny Ritenour, Chapter Program Coordinator



*From left: Jack Hutcheson, Greg Fansler, Katie Marquis, Matt Winston (President, National Alumni Association Board of Directors), Ginny Ritenour, Tom Tillar, Jordan McCauley, Debbie Day, Kelly McCann, and Gwen Harrington*

# Communications Corner: October 2014

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

## Announce Your Holiday Event

The deadline for print requests has now past, but email templates will continue to go out within five business days.

## Holiday Schedule for Emails

Submissions received after 5 PM, Tuesday, November 18 will not be processed and sent until the week of December 1. In December, submissions received after 5 PM, Tuesday, December 16 will not be processed and sent until the week of January 5.

## Communications Deadlines

November 18 (5 PM) – Deadline for email requests for ACC Championship Watching Parties and Events

December 16 (5 PM) – Deadline for email requests for Bowl Watching Parties and Events

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## Dates to Remember:

- November 15: Updated scholarship applications and letters due to our office
- November 26 (12 PM)-November 28: All university offices closed
- November 28-29: VT vs. Virginia  
[Young Alumni Reunion](#)  
[Student Alumni Associates 40<sup>th</sup> Anniversary](#)
- December 19: [Fall Commencement](#)
- December 24 (12 PM)-January 1: All university offices closed

# Upcoming Chapter Officer Training Opportunities

Throughout November, our chapter liaisons will be hosting conference calls with all their assigned chapters as a group. This is a terrific opportunity for you to get more information about chapter awards requirements, find out more details about tax filing and scholarship requirements, as well as share ideas with other chapter officers about spring speaker events and community service projects.

Please find your liaison's name below with their scheduled date and time and mark your calendar to join in. You'll be receiving more information from your liaison as the date draws closer (please note that all times are Eastern time zone).

Debbie Day – Tuesday, November 18, 6 PM

Greg Fansler – Monday, November 17, 4 PM

Jack Hutcheson – Tuesday, November 18,  
12:15 PM

Katie Marquis – Wednesday, November 19,  
12 PM

Kelly Griffin McCann – Wednesday, November  
19, 3 PM

Jordan McCauley – Friday, November 21, 3 PM

## New Officer Training Feature: Monthly Chapter Chats!

In November, we'll begin hosting our newest chapter officer training feature: Chapter Chats! This hour long webinar will be hosted on the 10<sup>th</sup> of every month (at various times) and will feature current campus and Alumni Association initiatives, as well as provide an opportunity for you to chat with chapter liaisons and other chapter officers.

Mark your calendars for **November 10<sup>th</sup> at 12 PM** (Eastern) and watch for more details!

# HOKIES on FACEBOOK



*The San Antonio Chapter celebrates another successful Hokie Pokie Sock Drive for a local children's hospital*



*Dallas-Fort Worth Chapter volunteer Jeffrey Bledsoe represents Virginia Tech at a local high school college fair*



*The North Alabama Chapter hosts an outdoor game watching party at President Mark Zesinger's home*



*Western Maryland Chapter volunteers Emily Hansroth and Katie House join chapter president Jennifer Griesbach for a local high school college fair*



*Northwest Florida alumni attended a recent football game watching party to cheer on the Hokies!*



*Central Florida alumni gather to show their Hokie spirit at a recent football game watching party*