

**Milwaukee School of Engineering
Alumni Chapter Program**



CHAPTER GUIDE

Alumni Office
Milwaukee School of Engineering
1025 North Broadway Street
Milwaukee, WI 53202
(414) 277-7121
(414) 277-7480 (fax)
www.msOE.edu/alumni

“If you want to keep your children close to the family, what do you do? You write to them, you call them on the phone, you go to see them, and you invite them to come back home whenever they can. That’s the same thing we should do in a good alumni program...”

Charles A. Dukes
Director of Alumni Affairs, 1944-63
Duke University

Table of Contents

Letter from the President of the MSOE Alumni Association.....	p. 4
I. Organization	
A. Alumni Association Mission Statement.....	p. 5
B. Alumni Association Structure.....	p. 5
C. MSOE Alumni Office.....	p. 6
D. Chapter Tiers and Expectations.....	p. 6
E. Alumni Chapter Administrative Support.....	p. 8
F. Chapter Volunteers and Structure.....	p. 9
G. Volunteer Identification and Recruitment.....	p. 10
H. MSOE Alumni Database.....	p. 10
II. Chapter Programming and Event Planning	
A. Chapter Event Overview.....	p. 12
B. Ideas for Chapter Events.....	p. 12
C. Planning an Event.....	p. 14
D. Costs.....	p. 15
E. Event Details to be considered.....	p. 16
III. Publicity and Communication	
A. Preparation of Flyers.....	p. 19
B. Phone Committee.....	p. 19
C. Local Publicity.....	p. 20
D. MSOE Web site.....	p. 20
E. Broadcast E-Mail.....	p. 20
F. Dimensions.....	p. 20
IV. Closing.....	p. 21
V. Appendix: Blank Forms.....	p.22-27
VI. Roster.....	p.28-34

Dear Fellow Alumnus:

This guide is designed to serve as a resource as you work to keep MSOE's alumni concerned about and involved in the affairs of the university. As a chapter leader, you serve as a strong link between MSOE and its alumni. The successful completion of the charge given to you as an alumni chapter president or committee member is vital to the continued well-being of MSOE.

The mission of the Alumni Association drives the efforts of each chapter. It calls us to:

- Serve the needs of alumni and foster a spirit of loyalty and fraternity among them;
- Maintain close relations between the university, its alumni and the community;
- Promote enrollment and student retention;
- Advance MSOE through financial and professional support;
- Assist the administration, faculty and Board of Regents to fulfill the mission of MSOE.

MSOE's alumni chapters are administered through the Alumni Association's Board of Directors' Committee called *Chapter Strength*, chaired this year by Josh Van Heirseele '00. This committee provides guidance and direction to the chapters while representing the chapters' interests to the Board.

All aspects of the MSOE Alumni Association are supported by the Alumni Affairs staff, located in the Alumni Partnership Center (APC). This staff provides alumni services throughout the year, plans special events such as the President's Golf Outing, *Summer in the City* and various facility receptions and tours, coordinates shadow programs, organizes the Alumni Ambassador Program, and supports our alumni chapter program.

Please read this guide carefully and revisit it often. It is written with you, the chapter volunteer, in mind. It should provide valuable tools to assist you in the planning and implementation of your chapter activities. While it may not provide answers to every question or need, we hope it will address most of them. As you put this manual into use, we welcome your comments and ideas.

Most certainly, MSOE is a well-respected educational institution and, to maintain its position as a leader in private higher education, it is absolutely imperative that we continue to receive the support and direction provided by our alumni.

Please accept our sincere thanks for playing this key role in your area MSOE alumni chapter. Our 26 chapters all strive to link alumni together with each other while helping to build and maintain a strong relationship to MSOE. All that you do to strengthen MSOE's bonds with its alumni is greatly appreciated.

Sincerely,

Michael J. Shedivy '95
President
MSOE Alumni Association

Cathy Varebrook
Director
Alumni Affairs & Special Events

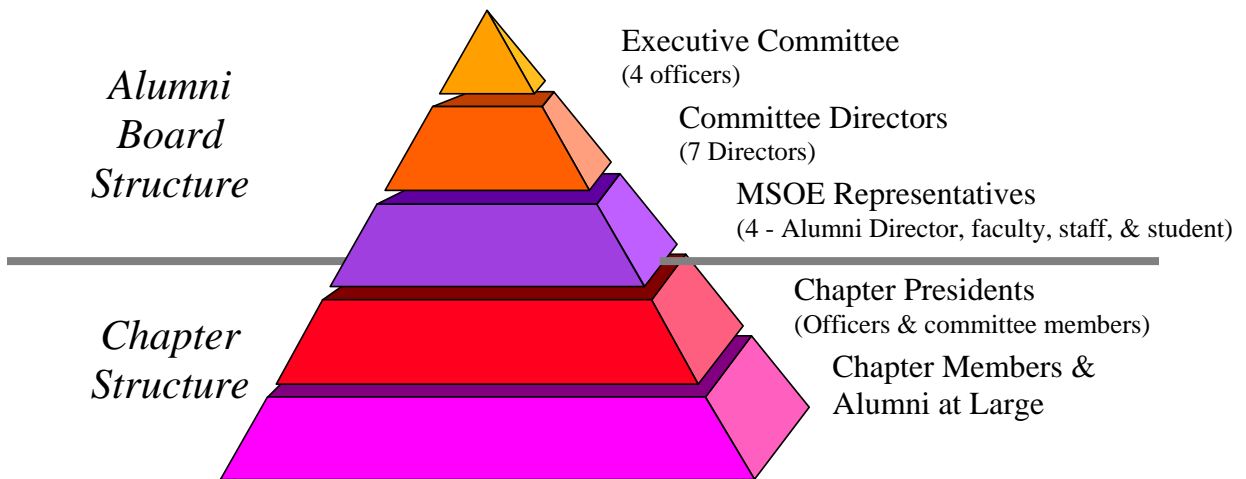
I. Organization

A. Alumni Association Mission Statement

The mission of the MSOE Alumni Association is to serve the needs of alumni and to foster a spirit of loyalty and fraternity among them; maintain close relations between the university, its alumni and the community, promote enrollment and student retention; advance MSOE through financial and professional support; and assist the administration, faculty and Board of Regents to fulfill the mission of MSOE.

B. Alumni Association Structure

To best serve the interests of MSOE, the following Association structure has been designed (see figure below).



MSOE Alumni Association Structure

The core foundation of the MSOE Alumni Association lies with the entire alumni body. The main purpose of the Association is to foster a mutually beneficial relationship between alumni and the Milwaukee School of Engineering. The structure, as it is defined above, facilitates this relationship through clear lines of communication and involvement.

A representative board of 15 directors charts the course of the Association. The Board meets four times a year to make decisions concerning the Association's affairs.

C. MSOE Alumni Office

The Alumni Office is located in the Alumni Partnership Center (APC), located at 1120 North Broadway Street, Milwaukee. The mailing address is 1025 N. Broadway, Milwaukee, WI 53202. The main telephone number is (414) 277-7121, the fax number is (414) 277-7480, and the web address is www.msoe.edu/alumni

An Alumni Affairs staff of two professionals, two assistants and a number of student assistants supports the Alumni Association. A list of the staff and their specific job responsibilities and contact information is available under the “Rosters” tab of this guide.

D. Chapter Tiers and Expectations

Recognizing that there exist inherent differences among MSOE chapters (based on size, geography, demographics, etc.), the chapters are divided into three tiers. Listed below are the chapters that fall into each tier. The number in parentheses refers to the current alumni population in that chapter region as of April 15, 2005

Tier I (1,000+)

Chicago/NW Indiana (1,697)
Milwaukee (6,983)

Tier II (400-999)

Florida (538)
Fond du Lac WI (401)
New York/New Jersey/Connecticut (428)
Northeast WI (948)
NW WI/Minnesota (708)
Ohio (237)
Rock River Valley (451)
Southeast WI (736)

Tier III (100-399)

Arizona (314)	New England -ME, VT, NH, MA, RI- (143)
Central WI (275)	Northern California (331)
Colorado (197)	North Carolina (181)
Dallas (136)	Pennsylvania (195)
Georgia (154)	Southern California (331)
Houston (94)	Washington State (215)
Indiana (200)	Virginia -MD, DE, DC- (258)
Iowa (250)	
Michigan (394)	
Missouri (119)	

Minimum Chapter Expectations

In order to be considered an official MSOE Chapter and to be eligible for Alumni Association support and services, the Association has identified the following minimum requirements to be met each year (July 1- June 30):

- Submit event plan to Alumni Office for inclusion in Master Calendar
- Welcome new alumni to the Chapter
- Recruit volunteers for Chapter events
- Provide end-of-year report/annual goals for Alumni Board of Directors
- Hold semi-annual telephone conference with Director of Alumni Affairs

Chapter Expectations by Tier Category

Tier I

- Host at least three (3) events each year from the following options:
 - young alumnus focus
 - community service
 - family centered
 - special social event
 - educational offering
 - facility tour
 - faculty lecture
 - presidential reception
 - seminar
 - book review
 - event featuring a distinguished alumnus
- Work with Enrollment Management to assist in recruitment efforts in your chapter area, i.e. high school visits, college fairs (Phone: (414) 277-7200; Fax: (414) 277-7475; e-mail: borens@msoe.edu)
- Participate in the E-Mail Ambassador and Career Connectors Programs (Phone: (414) 277-4523; Fax: (414) 277-7480; e-mail: knitter@msoe.edu)

Tier II

- Host at least two (2) events each year from the following options:
 - young alumnus focus
 - community service
 - family centered
 - special social event
 - educational offering
 - facility tour
 - faculty lecture
 - presidential reception
 - seminar
 - book review
 - event featuring a distinguished alumnus
- Work with Enrollment Management to assist in recruitment efforts in your chapter area, i.e. high school visits, college fairs (Phone: (414) 277-7200; Fax: (414) 277-7475; e-mail: borens@msoe.edu)

- Participate in the E-Mail Ambassador and Career Connectors Programs (Phone: (414) 277-4523; Fax: (414) 277-7480; e-mail: knitter@msoe.edu)

Tier III

- Host at least one (1) event each year from the following options:

-young alumnus focus	-faculty lecture
-community service	-presidential reception
-family centered	-seminar
-special social event	-book review
-educational offering	-event featuring a distinguished alumnus
-facility tour	
- Work with Enrollment Management to assist in recruitment efforts in your chapter area, i.e. high school visits, college fairs (Phone: (414) 277-7200; Fax: (414) 277-7475; e-mail: borens@msoe.edu)
- Participate in the E-Mail Ambassador and Career Connectors Programs (Phone: (414) 277-4523; Fax: (414) 277-7480; e-mail: knitter@msoe.edu)

E. Alumni Chapter Administrative Support

The Alumni Office is responsible for providing services to all the alumni chapters. The office and chapter presidents work to form a partnership to develop and maintain a strong chapter network. The Office serves as a resource for the chapter presidents by offering encouragement, programming ideas, historical perspective, news, and ideas from other chapters, and organizational advice. The chapter accepts responsibility for the recruitment of volunteers and agrees to work toward fulfilling the expectations as written in this guide.

Alumni Association and Alumni Office services provided to each chapter include, but are not limited to, the following:

- College speakers
- Newsletter, E-News, event mailings
- Chapter membership rosters and mailing lists
- Chapter Guide
- Printing and mailing service
- Event registration service
- Meeting materials
- Chapter website (<http://www.msoe.edu/alumni>)
- Co-sponsorship of special chapter events
- Staff travels to chapter gathering
- Minutes of quarterly meetings of Alumni Association Board of Directors

F. Chapter Volunteers and Structure

Recruiting strong chapter volunteers is an important goal. This helps to ensure the input of new and fresh ideas as well as avoids volunteer burnout. It is recommended that chapter positions, especially the president, be renewed or replaced from time to time. If each president continues to stay active, this will help to increase the number of active volunteers. And, if that happens, each year the chapter will become stronger.

If a chapter requires a committee (in addition to a President) to accomplish its goals, the following are recommended responsibilities:

- Plan an annual calendar of events
- Direct and plan chapter outreach activities
- Assist in the recruitment and identification of new chapter volunteers

Alumni Board of Directors will select the President of each area Chapter. The President shall be a primary link to the Chapter Strength sub-committee and will receive meeting notices and minutes of that sub-committee's activities.

The following is a list of duties for the Chapter President:

- Serve as the primary contact with MSOE Alumni Association and the Alumni Office staff
- Suggest and guide the activities of the chapter
- Select other committee members and recruit alumni volunteers to plan and direct events and projects
- Welcome new alumni to the area and assist fellow alumni with networking opportunities
- Identify and train a successor
- Preside at chapter meetings
- Insure Chapter expectations (as outlined on p. 3) are met

G. Volunteer Identification and Recruitment

Identifying, recruiting and cultivating new volunteers is an on-going process and one that is essential and critical to an Alumni Association Chapter's success. In fact, the more volunteers that a chapter has, the more successful it will be.

An on-going duty of a President will always be the identification and recruitment of a successor. Many chapters will recruit someone to serve as a committee volunteer with the understanding that he/she will succeed the President. This approach will allow the committee volunteer to "learn the ropes" before moving into the role of President, making the job less intimidating.

Strategies for Recruiting New Volunteers

There are all sorts of strategies to recruit volunteers. Though not easy work, it needs to be done if a chapter is to prosper and grow. Here are just a few ideas you might like to try. If you have other proven successes, please share them with the Alumni Office staff.

When inviting alumni to serve in your chapter, avoid asking, "Would you like to be a chapter volunteer?" Instead ask: "Would you like to join me in planning an MSOE alumni event in this area?" or "Are you able to make a few phone calls to some of our MSOE alumni in our Chapter area?" If an event is already being planned, invite an alumnus to participate in a specific capacity: "Would you be willing to greet alumni at the door when we have our MSOE reception next month?" Once he/she accepts, provide the right amount of direction and feedback so they can succeed.

If an alumnus does not accept an invitation to volunteer, explore with him/her the possibility of finding something else he/she might like to do. Avoid asking the question of a group: "Would someone like to volunteer?" as the wrong person for the job might raise his/her hand. People bring a variety of skills and experience to different tasks, and it's important to match the right person with the right job.

Ask people to participate. Unless an invitation is extended, it is impossible to build up the volunteer structure. And, as mentioned above, have a specific job in mind when asking for help.

At chapter events, discuss the role of the chapter, announce the upcoming events of the chapter and at MSOE, and invite alumni to come forward if interested in learning more about participative roles in the chapter.

Survey your local alumni asking, among other things, if they are interested in participating. The Alumni Office can assist you with this. Also, in all chapter mailings, remember to give space for people to indicate any interest they might have in volunteering.

Request lists from the Alumni Office of alumni who, based on their student activities, giving history, MSOE volunteer experience, etc., might be more inclined to volunteer than others. Then, give him/her a call!

Review a list of alumni who have attended “Summer in the City” or Homecoming from your chapter area. Anyone who travels back to campus must feel pretty positive about MSOE and may want to stay connected through a chapter.

H. MSOE Alumni Database

MSOE maintains a database of all alumni. Anyone who attended for even a quarter is considered an alumnus of the university. Each year, the Directors of all chapters will receive a list of all alumni living/working in the chapter region. Updated lists may be requested any time during the year, however. Lists may be sorted by class year, program, zip code, name, and employer address, among others. These lists can be very useful in recruiting new volunteers, identifying chapter speakers, and welcoming newcomers. The Alumni Office is happy to provide further assistance on the kinds of information available from the database.

II. Chapter Programming and Event Planning

A. Chapter Event Overview

A successful MSOE Chapter is the result of successful programming, and the following important areas of consideration are essential for that success:

1. Annual or Traditional Event: Consider establishing a local traditional event such as a family picnic, lecture presentation, service project, etc.
2. Variety: Plan a diversified offering of programs or events that will be appealing to a variety of interests, ages and budgets. It is important to occasionally try new ideas that may help the chapter expand its outreach to more alumni.
3. Check dates: Check local calendars as well as religious calendars to avoid obvious conflicts.
4. Advanced planning: It is of utmost importance that you send your chapter calendar and speaker requests to the MSOE Alumni Office staff as soon as possible. Advance planning is the secret of success, and here's why: a) you will have a better chance of obtaining the speaker of your choice for your event, b) MSOE faculty and travel dollars can be used more efficiently, and c) mailings can be planned for maximum impact, effectiveness, and economy.

When it comes to program or event attendance, most chapters have three types of alumni: those who will attend all the events, those who will never attend a chapter event, and a middle group that will pick and choose the events they attend. This is the primary group to target, and the most effective way to do that is to provide a variety of events from which to choose during the year.

B. Ideas for Chapter Events

1. Speaker Events: Speaker events can be held at any time of day. Breakfast, luncheon, dinner, and evening reception speaker events have been successful for many years. Contact the MSOE Alumni Office to secure a speaker (President, faculty, staff, Regent, etc.) for your event.

Inviting a local MSOE alumnus to speak or host a program has lots of potential. In order to identify possible speakers, carefully review the list of alumni living/working in your chapter area. The number of MSOE alumni

doing interesting things is endless and local alumni will no doubt enjoy the chance to hear from some of them.

For further ideas, please speak with the Alumni Office staff. Also, be sure to share with the Alumni Office the names of anyone you plan to invite before doing so as they may have important background information to share with you.

2. Family Events: Barbeques, picnics, softball games, etc. These family-oriented events are popular among alumni of all ages and offer a great way to begin an MSOE tradition. Plus, these kinds of events are generally affordable for all.

3. Young Alumni Activities: In areas with a high concentration of young alumni, happy hours and other social events (beach party night, bowling, boat rides, etc.) can be tremendously popular, offering new graduates the opportunity to meet and network with other MSOE alumni. You may want to consider holding an event close to holiday time and invite current MSOE seniors. Contact the Alumni Office to obtain a list of students who hail from your Chapter area.

4. Community Service: Community service programs have been successful for many colleges and holds much potential for MSOE chapters. Whether it's having a beach clean-up day, serving meals at soup kitchens or rescue missions, or holding a Habitat for Humanity event, community service programs offer at least two important opportunities. First, it allows the chapter to give something back to the community while promoting the good name of MSOE. Secondly, it will help attract some alumni participants who might not ordinarily attend other chapter events.

There are numerous possibilities for projects, as each community will have its own unique needs. The best way to get started with community service programs is to first identify an organization that needs volunteers, possibly for just a few hours or a day. Then, after the event, the chapter can decide if it wants to make community service a regular part of its programming.

5. Cultural Events: Many alumni enjoy programs that feature the arts. Special exhibits and/or lectures at museums, or an evening at the opera or symphony, are possibilities. Theatre tickets in a block for choice presentations such as "A Christmas Carol," "The Nutcracker," or productions of local theatre groups is extremely popular. Consider a private tour of a private collection or traveling exhibit at a local museum.

6. Athletic Events: Programs at professional sporting events, such as baseball, soccer, hockey, or basketball, are often successful. Ordering a

block of tickets and giving alumni a place to meet before or after the game works well. These events also have potential to be great family events.

Scheduling events in conjunction with the visit of an MSOE varsity athletic team also draws the interest of alumni. Call the MSOE Alumni Office for additional information about this idea.

7. Career Programming: Career programming can address the needs of many alumni, whether it's offering opportunities for alumni to network, attending workshops on resume writing or conducting job searches, or other career and employment related issues. The MSOE Alumni Office can help design career programs and workshops that will be of interest to local alumni.

8. Plant Open House/Tour: Holding an alumni event at a local plant, corporate headquarters, manufacturing facility, etc. has been very successful. Typically held on a weekday, the event begins with a reception after customary work hours, followed by a presentation from the host and concluded with a plant behind-the-scenes tour. These events usually last no more than two hours and provide just enough time for alumni to reconnect with MSOE and each other.

9. Presidential Reception: Hosting Dr. Hermann Viets, MSOE President, is a major chapter event. Dates for these receptions are normally set one year in advance. Call the Alumni Office to find a date, select an appropriate venue and plan a successful event. All alumni, parents and MSOE friends are invited to these receptions.

C. Planning an Event

Proper planning before an event will help to ensure that it is a success. First, be sure to check local/religious calendars to avoid a conflict with national or religious holidays or local events such as sporting events. Also, try to avoid public and private school vacation weeks, especially in the spring as some alumni may be out of town with their families.

Through the generosity of our alumni, some chapter events have been held in private homes or clubs. Scheduling programs in private homes/clubs provides a casual and relaxed atmosphere for both the speaker and those who attend and is something chapter presidents need to consider when planning activities. Certainly not all events are appropriate for private homes but, for those that are, homes do offer several advantages.

Convenience is a prime consideration when selecting a venue. If events are held during the day, downtown locations may work best if that is

where the majority of alumni work. However, for evening programs, a location outside the city may be more appropriate. The uniqueness and attractiveness of a venue will often prove to be a draw in and of itself, be it an embassy, private club, private home, or corporate headquarters. Parking is an important consideration, too.

When planning an event, it is essential that they be held in facilities that are non-discriminatory and where all alumni and guests will feel welcome. University policy prohibits the use of any facility that discriminates due to race, sex or religion. In addition, locations and facilities need to be checked for their accessibility to the physically handicapped and elderly. All volunteers must be aware of the possibility of special needs among alumni and their guests.

D. Costs

Chapter events need to be conducted on a cost-recovery basis. This frequently is more easily said than done. Event costs should be estimated as accurately as possible. Many chapters will add a small amount to the actual cost of an event to cover unexpected expenses and/or help build a chapter donation for MSOE. It has been said that success is written in black ink!

The following should be taken into consideration when planning chapter events:

- Facility usage fees
- Food costs
- Flowers, audio/visual equipment, other misc.
- Gratuity and service charges (MSOE is tax-exempt: call the Alumni Office for more information)
- Security fees
- Bar charges (cash or no host bar is most often the best plan)
- Guarantees; date when final number must be provided
- Cancellation fees, deposit penalties

There are alumni whose businesses are willing to help defray the costs of an event, totally underwrite the costs, or provide a meeting facility at no

cost. These resources should be explored and utilized whenever possible. As some events, or portions of them, may be tax deductible, check with the MSOE Alumni Office for more details. Underwriters or contributors should be obtained in time to permit recognition in the invitation mailing.

E. Event Details to be considered

1. Meeting Room (hotel, restaurant, country club, etc)

- Know the name of the representative who will be working with you to plan your event; will he/she be there during your event?
- Confirm the audio/visual arrangements, if need be, and know the location of all light switches/power sources.
- Heating and AC controls; can they be adjusted?
- Will there be any other groups meeting next door? Will they be noisy?
- Music? Volume controllable?
- Registration table needs to be set up. Recruit volunteers to assist. Always have guests sign in upon arrival. Keeping attendance is very important.
- Confirm when the room will be set-up and for how long you have it reserved.
- Is the size of the room appropriate for the size of the group? Too big can sometimes be as problematic as being too small.
- The MSOE Alumni Office will provide nametags.

2. Speaker's Podium

- Determine best place for the podium.
- Be sure that water and glasses are available.
- Make sure the lectern lamp and microphone work; test sound.
- If AV equipment has been ordered, test to be sure it is in working order.

3. Beverage Arrangements

- Unless the host is making a complimentary selection of beverages available, always use a cash bar. Be sure juice, soda, and bottled water are available for purchase, too.
- If gratuity is already included in your contract, do not allow the bartender to have a tip glass on the bar.
- With the help of the venue staff, decide on the best location for the bar(s).
- Decide when the bar will be open and when it will close and adhere to those times.
- Arrange to host drinks for the guest speaker and other VIPs.

4. Lunch and Dinners

- Determine seating arrangements and the placement of the head table, if applicable. Round tables make for easier conversation.
- Decide whether or not tables will be numbered and whether or not place cards will be used.
- Confirm the number of waiters assigned to the event and request that the head table and all VIPs be served first.
- Determine ahead of time when the program will begin. This is especially important with lunch, as some guests may need to return to work.
- Request that the first course be pre-set.
- Know when the catering office will need a final count and remember that you will be billed for that number.
- Be sure, when selecting a menu, that you include food that will be appealing to the majority of guests. Easy-to-eat food is also recommended. Add “dietary restrictions can be accommodated” on the invitation. Alert your caterer to this issue, too.

5. Hospitality

- Arrange transportation to and from the event for speakers and/or VIPs. The MSOE Alumni Office will assist with these arrangements with chapter presidents.

- If appropriate, arrange to present the speaker or host with a gift on behalf of the chapter. The Alumni Office is happy to provide MSOE spirit wear (sweatshirts, polos, mugs, license plate holders, etc). Following the program, send a written thank you note to appropriate persons.
- Recruit alumni to serve as hosts at the event and to greet newcomers, ensure the speaker or other VIPs have been introduced to as many attendees as possible.

6. Decorations

- Red linens should be used, when necessary.
- MSOE banners, signs, nametags and other MSOE memorabilia can be obtained by calling the Alumni Office.

III. Publicity and Communications

The MSOE Alumni Office prepares and mails notices and invitations for all chapter programs and events. Most mailing will be sent Third Class. Ideally, notices need to be mailed no later than 5-6 weeks before the event. It is the responsibility of the chapter volunteer to submit to the Alumni Office the complete information for each event notice or invitation.

Generally speaking, the Alumni Office staff needs one week to prepare and mail the notice. This means the information needs to be submitted at least 10 weeks before the program, allowing time for the notice to be formatted, faxed back to the chapter for approval, printed, prepared for mailing, delivered to the Post Office, and mailed in time to arrive at least three weeks before the event.

A. Preparation of Flyers

Volunteers are encouraged to draft the text for flyers before submitting it to the Alumni Office. Among other things, this will help to cut down on the production time. Refer to Appendix: Blank Forms p.20 for ideas.

Complete information on each event needs to include:

- Name of the event
- Description of the event
- Time and date
- Location
- Speaker bio/photo
- Cost
- RSVP deadline and where to send RSVPs
- Directions, if needed
- Local contact to call for questions
- Parking information, if needed
- Checks made payable to MSOE or credit card information (VISA or MC only)

B. Phone Committee

In order to maximize attendance, most events will require more marketing than just sending out invitations or notices. Using a phone committee as follow-up to a mailing is a sure way to increase attendance, as personal invitations are always more effective than written ones. A phone committee, which achieves results by persuading people to make a commitment, needs to be part of any marketing plan to build attendance at chapter events. The Alumni Office can help set up a phone committee for your chapter.

C. Local Publicity

Many local papers have “Community Calendars” which can help promote chapter events, such as Presidential visits and faculty lectures. Check with the local papers to determine the best way to submit the information to them. MSOE’s Public Relations and Marketing Department can also provide assistance in sharing with these papers any information they may need. This is a great way to increase local visibility of both the chapter and MSOE. If chapter event notices are run in local papers, please share a copy with the Alumni Office.

D. MSOE Website

Chapters are encouraged to submit programs and event notices to the MSOE Webmaster. A link will be provided to your chapter event with all the pertinent information and contact names and numbers. The MSOE web site can be accessed at www.msoe.edu/alumni

E. Broadcast e-mail

Because many alumni do have captured e-mail addresses, it is possible to send broadcast e-mail messages. We recommend doing this in a judicious manner so that when alumni receive a message from MSOE, they know it contains important information. We want them to read it. Contact the Alumni Office with the text of your message, and we will be happy to send it out to your chapter members.

Policy: Broadcast e-mail from the Alumni Office will be sent only when appropriate.

F. Dimensions

Details on Chapter programs and events should be sent to the Alumni Office as soon as they are complete so they can be included in Dimensions magazine. Dimensions will provide as much coverage as space will allow. It is not only an excellent means for getting news to your chapter members, but it will also keep other chapters informed of your events and activities. Contact the MSOE Alumni Office to inquire about deadlines.

A picture is worth 1,000 words! Photos are always desirable for use with news stories. Try to utilize the talents of a local alumnus to capture the moment and forward the photos to the Alumni Office for use in Dimensions. Make sure each person in the photo is identified.

IV. Closing

If you have made it this far (and we sure hope you have), you will have all the information you will need to be an effective chapter volunteer. Please know the work you do on behalf of MSOE is genuinely valued and appreciated. Also, you are not alone! Feel free to call upon the Alumni Office staff for help at any time as well as any other alumni volunteers or MSOE faculty/staff listed in this guide. They are all here to help you in any way they can.

Best wishes for success and thank you for the considerable effort you make to maintain an MSOE presence in your chapter area.

MSOE CHAPTER ANNUAL CALENDAR

Name of Chapter: _____
President: _____

To: MSOE Chapter Presidents
From: Alumni Affairs & Special Events Office
1025 North Broadway
Milwaukee, WI 53202
(414) 277-4523

We need a short report on your Chapter plans for the coming year. This report will help us plan for mailings, coordinate speaker requests, and respond to other special needs or requests. If you have not done so, please submit your plans ASAP.

Description Of Event	Projected Date
----------------------	----------------

A. PLANNED EVENTS:

B. POSSIBLE EVENTS:

C. MAILINGS:

D. COMMENTS/SPECIAL REQUESTS:

MSOE CHAPTER EVENT REPORT

Please complete this report and send to: MSOE Alumni Office, 1025 North Broadway,
Milwaukee, WI 53202 Fax: (414) 277-7480

Chapter: _____

Chapter President: _____

Event: _____

Date: _____

Cost Per Person: _____

Location: _____

Number of Participants: ___ Alumni ___ Friends/Parents ___ Students ___ Other

Speaker: _____

Other MSOE Representatives: _____

Meeting Format: _____

Preparation: (Publicity, Telephoning, etc.) _____

Event Assessment: (include suggestions for improving future similar events, evaluation
of speaker's presentation, etc.) _____

Date: _____ Signature: _____

MSOE CHAPTER EVENT INVITATION ORDER FORM

Complete this form or attach your own version of an invitation, which includes the following information, and mail to:

MSOE Alumni Office
1025 North Broadway
Milwaukee, WI 53202
Fax: (414) 277-7480

It is necessary to submit this information 6-8 weeks prior to your event.

Chapter: _____

Chapter President: _____

Phone: (H) _____ (W) _____

Description of Event: _____

Date: _____ Time: _____ Cost: _____ RSVP Date: _____

Location of Event: (includes address, directions/map if needed) _____

What does the price include? (e.g. cash or open bar, hors d'oeuvres, meal, menu) _____

Make checks payable to: _____

Can you pay at the door? _____ Yes _____ No

Mail checks/reservation forms to: _____

Person to whom questions may be directed: _____

Phone: (H) _____ (W) _____

Speaker/entertainment/program: (attach a descriptive paragraph if you can) _____

Additional chapter information: (e.g. dates of future events to be included on invitation)

MSOE CHAPTER MEETING PLANNING CHECKLIST

Meeting Date: _____ Type of Event: _____

Location: _____

Meeting Time(s): Social Hour _____ Game _____

Dinner _____ Other _____

Lecture _____

MEETING COSTS

___ Room Rental _____ Expected Attendance: _____

___ Meal/hors d'oeuvres/beverages

___ Bartender

___ Tax & Tip

___ Equipment Rental

___ Miscellaneous (guests, decorations)

___ Per Person Charge

___ Service Charge

FOOD/BEVERAGE

Caterer's deadline for reservation count: _____

Can caterer accommodate last-minute overrun of 10%?: _____

Type and quantity of beverages available: _____

Menu: _____

INVITATIONS/RESERVATIONS

Reservations should be mailed to: _____

Telephone: Home () _____ Business () _____

Reservation Deadline: _____

Invitations should be mailed to: _____ Area alumni _____ Parents of incoming students

_____ Current students _____ Parents of current students

_____ Incoming students _____ Other

LOCAL PUBLICITY (newspaper, radio, television, telephone): _____

MSOE CHAPTER MEETING PLANNING CHECKLIST (cont'd)

GUEST SPEAKER

Speaker's Name and Title: _____

Speaker's Topic: _____

Speaker's Telephone: Home () _____ Business () _____

Speaker's Bio secured? _____

Hotel Accommodations: _____

Transportation: _____

Who will introduce the Speaker?: _____

EVENT SITE ARRANGEMENTS

Room Capacity: _____

Equipment Needed: ___ Lectern ___ Pointer
 ___ PA System ___ Chalkboard
 ___ Projector/Screen ___ VCR
 ___ Remote Switch ___ Other

Who will staff registration table?: _____

Handicapped accessible? Special needs? _____

Amount of petty cash needed for walk-ins: _____

Registration Material: ___ Reservation List ___ MSOE Brochures
 ___ Name Tags ___ Felt-Tip Pens
 ___ Masking Tape ___ Other _____
 ___ Wastebasket

MEETING FORMAT

Who will emcee?: _____

Suggestions for Meeting Format: ___ Welcome and Announcements
 ___ Acknowledgments
 ___ Chapter Business
 ___ Introduction of Guest Speaker
 ___ Closing Remarks
 ___ Other

MEETING FOLLOW-UP

___ Thank you letters written
___ Bills paid
___ Evaluation form returned to Alumni Office

2006-07 Roster

- A. Alumni Association Board of Directors
- B. Chapter Presidents
- C. Development/Alumni Affairs Office
- D. Other Campus Numbers

A. Alumni Association Board of Officers

Executive Officers

President

Michael Shedivy '95 BMS
W5345 Martin Lane
Fond du Lac, WI 54935
Cell: 920.948.5856
Spouse: Stacy

Director, Inflatable Boat Group
Mercury Marine
P.O. Box 1939
Fond du Lac, WI54935-1939
Phone: 920.924.1793 (w)
Fax: 920.929.5395 (fax)

E-mail: mike_shedivy@mercmarine.com

President-Elect

David Schneider '78 CET
4644 Ruby Avenue
Racine, WI 53402-2567
Phone: 262.681.0724
E-Mail: daschnei@scj.com
Spouse: Barbara

Global BPT Senior Manager
SC Johnson
1525 Howe Street, MS036
Racine, WI 53403
Phone: 262.260.4363
Fax: 262.260.3894
E-Mail: daschnei@scj.com

Secretary

Kari Gundrum '90IE, '99 MSEM
12839 W. Colfax Place
Butler, WI 53007
Phone: 262.781.1106
Spouse: Bob
Fax: 262.284.8656

Quality Manager
Simplicity Manufacturing Co.
500 N. Spring Street, PO Box 997
Port Washington, WI 53074
Phone: 262.284.8771

E-mail: Kari.Gundrum@smimail.com

Past President

Candace Barone '95 ME
4226 N. Woodburn Street
Shorewood, WI 53211-1503
Phone: 414.967.9229
Cell: 414.534.1087
E-Mail: cbarone73@sbcglobal.net

Channel Development Manager
GE Healthcare Technologies
N74 W12501 Leatherwood Court
Menomonee Falls, WI 53051-4480
Phone: 262.293.7504
Fax: 262.293.0126
E-mail: candace.barione@ge.com

Committee Directors

Chapter Strength (term: 2005-2008)

Josh Van Heirseele '00
6300 107th Avenue
Kenosha, WI 53142-3606
Phone: 262.857.3606
E-Mail: vanheirj@msoe.edu
Spouse: Megan

Motorola, Inc.
Six Sigma Black Belt & Sr. Systems Eng.
1475 W. Shure Dr., MS-IL75, 2N3
Arlington Heights, IL 60004
E-Mail: Joshua.vanheirseele@motorola.com
Phone: 847.523.5947
Fax: 847.523.6407

Alumni Needs (term: 2004-2007)

OPEN

Professional Support (term: 2004-2007)

OPEN

Events (term: 2003-2006)

Gene Wright '79 BIM, '87 MSEM Wright Innovation, Inc.
N33 W23855 Fieldside Road
Pewaukee, WI 53072
262.691.4982
Fax: 262.695.9810
E-mail: wright@msoe.edu
Spouse: Ann

Cell Phone: 262.366.1721
Office Phone: 262.746.9094
E-mail: geneawright@wi.rr.com

Financial Strength (term: 2005-2008)

Mike Ebben '82 IM
N7851 Bay View Road
Horicon, WI 53032
Phone: 920.387.9617
Cell: 414.254.9939
Spouse: Roberta

President, Production Specialties Group, LLC
N117 W19237 Fulton Drive
Germantown, WI 53022
Phone: 262.253.1003 x20
Fax: 262.253.9077
E-Mail: mike_ebben@sbcglobal.net

Nominations & ByLaws (term: 2005-2007)

Candace Barone '95 ME
4226 N. Woodburn Street
Shorewood, WI 53211-1503
Phone: 414.967.9229
Cell: 414.534.1087
E-Mail: cbarone73@sbcglobal.net

Channel Development Manager
GE Healthcare Technologies
N74 W12501 Leatherwood Court
Menomonee Falls, WI 53051-4480
Phone: 262.293.7504
Fax: 262.293.0126
E-mail: candace.barione@ge.com

MCGHSON Alumni Assn. Representative (term: 2005-2008)

Clover Perry '01 NU
8160 W. Beechwood Avenue
Milwaukee, WI 53223-4964
E-Mail: perryc@msoe.edu

Clinic Supervisor
New Isaac Coggs Heritage Health Center
82nd and Silver Spring
Milwaukee, WI
Phone: 414.760.3949
E-Mail: cperry@mhsi.org

Faculty Representative

Eric Durant '98 EE/CE
741 N. Milwaukee Street #202
Milwaukee, WI 53202
414.347.2351

Asst. Professor, EECS Dept
1025 N. Broadway CC-27
Milwaukee, WI 53202
414.277.7439
E-mail: Durant@msoe.edu

Staff Representative

Patrick Coffey
3151 S. Ventura Drive
New Berlin, WI 53151
262.785.1989
Spouse: Carla

Vice President- Student Life
Phone: 414.277.7226
Fax: 414.277.7248
E-mail: coffey@msoe.edu

Student Representative

OPEN

Director, Alumni Affairs & Special Events

Cathy Varebrook
Phone: 414.277.4523
Fax: 414.277.7480
E-mail: varebrook@msoe.edu

Asst. Manager, Information Research Services & Alumni Support

Jackie Knitter
Phone: 414.277.7151
Fax: 414.277.7480
E-mail: knitter@msoe.edu

B. Chapter Presidents**Tier I**

(1,000+ alumni in area)

Milwaukee

Gene Wright '79, '87
Home: (262) 691-4982
Office: (262) 814-3042
E-Mail: wright@msoe.edu or gene.wright@born.com

Chicago/NW Indiana

Mike Bordenet '82
Office: (847) 541-1129
E-Mail: mbordenet@attbi.com

Tier II

(400-999 alumni in area)

Florida

Juli Gamm '03

Office: (407) 660-0088

Fax: (407) 660-1655

E-Mail: jgamm@grgec.com

Fond du Lac

John Cannon '87, '98

Office: (920) 922-4530

Fax: (920) 922-9844

E-Mail: jfcannon@brennertank.com

New York/New Jersey/Connecticut

open

Northeast Wisconsin

open

Northwest Wisconsin/Minnesota

John Berg '86

Home: (763) 795-8537

Office: (763) 493-1388

E-Mail: bergjc@cat.com

Ohio

Rock River Valley

Paul Toboldt '78

Home: (815) 963-4875

Office: (815) 637-7341

E-Mail: ptoboldt@eclipsenet.com

Southeast Wisconsin

Josh Van Heirsele '00

Home: (847) 223-8062

Office: (847) 632-5915

E-Mail: Joshua.vanheirsele@motorola.com

Tier III

(100-399 alumni in area)

Arizona

Frank Weiler '69

E-Mail: Weilerfr1@qwest.net

Central Wisconsin

Colorado

Jessica Olson '97
Home: (720) 304-0151
E-Mail: jess@the-olsons.net

Dallas

Georgia

Houston

Indiana

Beth Alexander '86
Home: (317) 578-3512
Office: (317) 486-5188
E-Mail: shebe86@aol.com

Iowa

Michigan

Scott Oswald '01
Home: (248) 626-2959
Office: (248) 334-2000
E-Mail: soswald@auchconstruction.com

Missouri

New England (ME, VT, NH, MA, RI)

Northern California

Dwight Diercks '90
Office: (408) 486-2514
E-Mail: dwight@nvidia.com

North Carolina

Pennsylvania

Southern California

Jon Appel '62
Home: (714) 777-1856
Office: (909) 734-1111
E-Mail: iergai@aol.com

Washington State

Virginia (MD, DE, DC)

C. MSOE Representatives

Christos Chronis
Assistant Development Director
(414) 277-7110
chronis@msoe.edu

Brian Fiedler
Assistant Development Director
(414) 277-7148
fiedler@msoe.edu

Frank Habib
Vice President of Development
(414) 277-7259
habib@msoe.edu

Allison Hansen
Manager of Information & Support Services
(414) 277-7121
hansen@msoe.edu

Jackie Knitter
Assistant Manager, Development & Alumni Services
(414) 277-7151
knitter@msoe.edu

Cathy Varebrook
Director, Alumni Affairs & Special Events
(414) 277-4523
varebroo@msoe.edu

Kurtis Wier '04
Development Officer
(414) 277-2279
wier@msoe.edu

D. Other Campus Numbers

Academics	(414) 277-7190
Applied Research & Grants	(414) 277-7195
Applied Technology Center	(414) 277-7195
Architectural Engineering & Building Construction	(414) 277-7301
Athletics	(414) 277-4552
Bookstore	(414) 277-7173
Business, Rader School of	(414) 277-7279
Campus Center Information Desk	(414) 277-6944
Center for BioMolecular Modeling	(414) 277-7529
Computer and Communication Services	(414) 277-7288
Development & Alumni Affairs	(414) 277-4512
Electrical Engineering & Computer Science	(414) 277-7323
Enrollment Management	(414) 277-7200
Facilities	(414) 277-7160
Food Service	(414) 277-7403
General Studies	(414) 277-7351
Housing	(414) 277-7400
Human Resources	(414) 277-7132
Institutional Research	(414) 277-7153
Kern Center	(414) 277-2850
Learning Resource center	(414) 277-7274
Library	(414) 277-7189
Marketing & Public Affairs	(414) 277-7177
Mathematics	(414) 277-7351
Mechanical Engineering	(414) 277-7375
Nursing, School of	(414) 277-7158
Physics & Chemistry	(414) 277-7349
Placement	(414) 277-7120
President's Office	(414) 277-7100
Public Safety	(414) 277-7169
Rapid Prototyping Center	(414) 277-7189
Registrar's Office	(414) 277-7215
Student Financial Services	(414) 277-7223
Student Life	(414) 277-7225
Student Organizations	(414) 277-7225
Treasurer's Office	(414) 277-7124
TRIO Programs	(414) 277-7264
WMSE	(414) 277-7247