

October 22, 2003

Greetings Northeast Ohio Alums, Friends and Families:

A lot has been going on in the past few months – some smoothly and some with a few glitches. An Ad Hoc Committee of 20 alumni met for dinner and discussion in February. This group decided that there could be an active future for the Dartmouth Club of Northeast Ohio and discussed a number of thoughts about revitalization. We devised and sent a survey out to our alums in this area. The good news is that many alumni received and returned the survey with a great number of ideas and comments. The bad news was that the mailing list was sorted by class, and alumni who were also parents were not included. As an example, Andy Carstensen '45, a member of the Ad Hoc Committee and ever a supporter of the Club, is also a parent and he never received the survey. Sorry: We're working on that.

As stated, there were some great ideas and comments put forth in those surveys – and also at the dinner in February – and we want to begin to act on them. In framing some of these ideas, it might be best to put them in the context of a few key points:

Club Composition. A strong theme has emerged through many conversations, meetings and notes from our surveys that the world has changed in the last 50 years and the Dartmouth Club essentially has not. We're not going to return to the days when the majority of alumni worked in downtown Cleveland and were in the habit of attending and supporting the Club. Furthermore, our alumni of the past included no working mothers and few from Chagrin Falls, Solon and areas outside of Cuyahoga County. We need to develop a few key events that are geographically accessible, as well as accessible to those who have no free time at all but a desire to do something. To the extent that readers of this letter have ideas on this topic, please send them my way.

Club Leadership. The world has also changed in that we have some very strong leaders among our alums in this area, but our strong leaders are all leaders committed to jobs, families and probably several other community organizations. Our best approach for managing a successful Club here will be to pull several people to do small, manageable things rather than to think that two or three people can devote 20 hours per week to the Club. In that light, we're looking for people willing and interested in helping to organize events and/or reach out to alumni in securing strong alumni support for events as well as helping one another. Please nominate yourself or someone you control to do this with us.

Club Network. One of the supposed benefits of attending Dartmouth is in the network of people that one can tap into to get things done, discuss ideas, and do the obvious – find a job. Over the past year I have done a significant amount of consulting in the economic development arena in Northeast Ohio, and a lot of people are spending a lot of time trying to figure out how to recruit and retain talented young people in this region. We can all do our part in being a support network to those who are coming into the region – make them feel welcome, perhaps introduce them around, do what we can. I know many of us have our established networks, but some of our younger grads have come back home to this area, reached out to the Dartmouth Club for a connection and in the recent past found nothing. I hate to say it, but the Yale Club is running circles around us in this area. Anyone who doubts that should look at the Web site www.bulldogsonthecuyahoga.com. Let's not have our young alums reach out to a barren support structure.

Club Communication. Back to the point I made in the first paragraph. I always thought that Dartmouth had some secret Webcam following me around, enabling the College to update its vast database about me. I've seen this database – and attempted to tap into it – and know now that this is

not true. Ryan Pulis '93 has graciously offered to work with our Web site and to help us figure out how to enable alums to update their information through the site, with a real goal of us figuring out how to automatically update a mass email list so that we can communicate easily. I have reached out to alums who we think live in Northeast Ohio but actually live in some hut in Botswana (well, okay, not that far, but you get the idea). For the time being, we're attempting to manually update records so that we can develop an accurate mailing list. Please email me or Ryan Pulis with your contact information, including your profession and work information so that we might be able to look to you as part of that network mentioned above.

Club Growth. Our Club can best grow if we can keep up the buzz around the College with our region's most competitive students and steadily increase the number of enrollees from Northeast Ohio at Dartmouth. Here are some numbers to think about:

Class Year	Applications	Admits	Enrolled
2007	70	15	8
2006	78	15	6
2005	35 (no, not a typo)	14	7
2004	58	13	6

Here's a quote to add to the numbers: "As a parent, I was surprised about the lack of support for my (brilliant offspring) when he was accepted to Dartmouth compared to the other schools to which he was accepted."

I'm not satisfied with these numbers. Are you? We need to work on our support structure here.

Club Dough. We haven't collected Club dues for a couple of years now. Surprise! We don't have much money to do much of anything. Your small contribution in the form of dues would be extremely helpful as we look toward rebuilding and strengthening this Club. Luke Case has included a financial report with this letter so that you can see where we stand. He is working hard with Key Bank to reverse some charges that should not have been applied against our account, and he's told Key Bank that he'd let 400 alums in the area know whether they were cooperative or not.

Club Fun. We have scheduled an Alumni/Student/Interested Party holiday brunch at the Cleveland Skating Club from 11 am to 1 pm. 2500 Kemper Road, Shaker Heights, OH 44120. Please mail your reservation, along with a check for \$20 to Luke Case, for this event. To make sure we have enough seats, reservations will be required for this brunch. Advance payment is much appreciated and will benefit you – we are charging \$25 for those who pay the day of the brunch. I have already arranged for two of our current students to speak at the brunch and am hoping to pull one or two more. If you're a current student reading this letter, please feel free to nominate yourself or someone you control for this honor. We fully recognize that the Skating Club is not an easy trip for all of our alums in the region, but it's a start and we commit to you that we will move events around to try to reach the critical masses of our alums (once we figure out where you all are).

Club Report. Yes, there was an annual meeting – minutes are attached. We also held a reception at my house on August 28 for our accepted first year students and their families to meet each other as well as some students and alumni. The new students seemed to welcome the chance to get to know one another, and the feedback on this event was quite positive. Next year this event will be planned more in advance – we wanted to include everyone but time and accuracy of immediately available phone lists was a controlling factor in this year's event. All in, we had about 40 people attend this event.

Contact Information. I am including contact information for me, Luke Case and Ryan Pulis for the time being. In the newsletters to come, I hope that the list of contact information for the Club expands to include those of you who agree to serve on phone trees, activity and outreach committees. Under each name I've listed what you should provide to each of these individuals.

Thank you for reading this, and I hope to see you at the December 28 brunch.

Regards –

Susan Shons Luria '89

Susan Luria
Club President
2344 Roxboro Road
Cleveland Heights, OH 44106
(216) 321-4467 (w)
(216) 371-0494 (h)

susanluria@mindspring.com

- general contact info
- info on how you'd like to become involved
- ideas for the Club

Luke Case '54
Club Treasurer and Secretary
2847 Broxton Road
Shaker Heights, Ohio 44120
(216) 921-4028

lhcase@attglobal.net

- Club dues
- RSVP for Holiday Brunch
- Ideas for the Club

Ryan Pulis '93
1226 Hathaway Avenue
Lakewood, OH 44107
(216) 221-5447 (h)
(440) 826-4900 (w)

RPulis@BrwnCald.com

- Your contact information, including job contact info if you're willing to let us know
- Ideas for the Web site
- Offers to help with the Web site

THE DARTMOUTH CLUB OF NORTHEAST OHIO

DUES Please (and Thank You!): For 03/04 the dues are:

- Non-alumni Parents and current students Dues: NONE
- Classes '95 – '04 Dues: \$20.00
- Classes of '94 and older Dues: \$30.00
- I am willing to call a few specific alumni to tell them of events.
- I am willing to serve as a general alumni contact to alums in the area.
- I am willing to work alone or with others to set up and keep going periodic Dartmouth lunches or other activities in my geographic area.
- YES! Sign me up now for the Holiday Brunch! Reservation: \$20.00

Contact Information:

Name:

Email:

Home Phone:

Work Phone:

Home Address:

Work Title, Organization, Address:

Additional Thoughts/Comments:

**MAKE CHECKS PAYABLE TO DARTMOUTH CLUB OF NORTHEAST OHIO
MAIL TO:
LUKE CASE, 2847 Broxton Road, Shaker Heights, OH 44120**