Dear Club Leaders,

I am happy to announce that this January, normally bitter cold and covered in snow at Wellesley, is a bit milder than usual – a good thing, as I have no warm-climate club visits planned for January. However, I am looking forward to a reprieve from the long, cold New England winter with club visits to Florida and South Carolina in March and Washington, D.C. in April. Despite the weather, I always enjoy the warm and welcoming hospitality of Wellesley alumnae at their club events.

This fall was exceptionally busy in the Clubs Office, though busy is not bad when we heard from a number of inactive or struggling clubs wanting our assistance in reactivating or restructuring. We were, and are, always happy to help – we just wish at times that we had more people on board to assist. We are extremely thankful for the volunteers who contacted us with their interest in keeping these clubs active. All of you have been wonderful to work with and are doing a great job. Of course, we also truly appreciate the many volunteers who continue to lead our more established clubs. Leadership is key to building successful clubs, and Wellesley is fortunate to have so many devoted leaders to assist with connecting alumnae to one another and to the College. It looks to me that 2006 will be a very good year for Wellesley clubs.

This winter issue of The Club Leader is devoted to club programs. We have tips and reminders as well as a list of some interesting programs to share with you from various clubs—all in hopes of helping you, our leaders, build stronger and better clubs. We have highlighted alumnae admission programs as this continues to be a primary focus for many of our clubs. We cannot emphasize enough the importance of alumnae connections to students. Your club’s outreach makes a difference in Wellesley’s future. Keep up the good work and keep us informed of your club’s activities.

Cheers!

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781-283-2330

Karen Duncan Kerns ’97
Program Coordinator for Clubs
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781-283-2310

Wellesley College
Alumnae Association
106 Central Street
Wellesley, MA
02481-8203
www.wellesley.edu/Alum/
Alumnae Leadership Council 2005

As always, Alumnae Leadership Council (ALC), held in late September, was a great success. We welcome this opportunity to connect with our enthusiastic volunteers and hope that our workshops offer the materials you need to be more effective club leaders.

Over 60 club leaders and delegates from across the country gathered at Wellesley to discuss the nuts and bolts of running successful Wellesley clubs. We held workshops on communication tools, club programs, admissions, and career and service programs. This year, we did breakout sessions by club model (based on size and activity). These sessions were led by appointed clubs and offered leaders a chance to compare notes on specific programs, communications, recruiting volunteers, and raising funds. We found these sessions to be of great value and would like to explore ways to expand on this for next year. If your club would like to volunteer to lead such a session, please be in touch with us – wclubs@alum.wellesley.edu. We would love to hear from ANY club with ideas for ALC workshops.

If you could not attend ALC, but would like to review our workshop presentations, please visit our website: www.wellesley.edu/Alum/Volunteer/Clubs/.

ALC 2006 will be held Oct. 13-15. We encourage you to save the date and offer this opportunity/trip to Wellesley to your board members. We also encourage clubs to send new delegates – volunteers who have not attended ALC before or have not attended in several years. It is especially important for new club presidents to attend this training session. Mark your calendars, and we hope to see many of you here in the fall!

ALANA Forum

During the weekend of Oct. 28-30, alumnae from various ALANA populations (ALANA = African-, Latina-, Asian-, and Native-American) gathered together to share life experiences and lessons with one another and with current Wellesley students. The ALANA Forum provided an excellent opportunity for alumnae to reconnect with each other and with the College. There was no question that those who attended felt connected in a very special way.

From the Clubs Office perspective, the weekend highlighted the need to find more ways to connect with and welcome women of color. The College takes great pride in our diversity – the second most racially diverse liberal-arts college in the US. As alumnae clubs, we need to be more aware of this growing segment of our Wellesley alumnae population. Is your club doing all that it can to recruit women of color? Do you have an ALANA representative on your board? This may involve a more direct approach – personal calls, one-on-one conversations, etc. Whatever it takes, let’s work together in 2006 to further extend our reach to ALANA alumnae.

BOOK AWARDS – Time to Order!

The deadline for ordering Wellesley books for the Book Award Program is March 1. The award, the Wellesley edition of the Norton Book of Women’s Lives, is a blue linen slipcased book embossed with a gold Wellesley seal and is available to alumnae volunteers at $17 a book. Books can be purchased online at www.wellesley.edu/Alum/Awards/Book or by contacting Karen Kerns (781-283-2310; kkerns@wellesley.edu). Many clubs like to include a handwritten personal note with each awarded book, and we encourage you to do so. If you would like to purchase Wellesley note cards (pack of 25 cards/$6), please contact Karen.

The Clubs Office processes nearly 1400 book awards each year. Books are shipped in early April to all volunteers, who then inscribe the recipient’s name in each book and mail the books to high schools. Please help your book award volunteers get the support they need during this busy time of year and remember to thank them for all their hard work in promoting Wellesley through this important admission program. Some of our clubs process nearly 100 books – your help in recognizing the effort of your Book Award Chair is greatly appreciated.

A Creative Call for Volunteers

Recruiting new volunteers to club meetings has typically been a challenge for clubs. In its fall newsletter, the Western Maine Wellesley Club came up with a great way to call volunteers to an upcoming meeting:

“The Wellesley Women from Western Maine
Their convivial group they want to maintain
It’s a vibrant connection
That needs new direction
Come to the meeting and lend them your brain.”
Alumnae Achievement Awards

On Friday, Feb. 10, the Alumnae Association will recognize three alumnae who have brought honor to themselves and to Wellesley College through their outstanding achievements. The award is the highest honor given to alumnae for excellence and distinction in their fields of endeavor and has been presented annually since 1970.

The 2006 recipients are:
Persis Drell ’77, renowned physicist
Nora Ephron ’62, acclaimed screenwriter and director
Pamela Melroy ’83, NASA astronaut

Do you know someone in your club area who should be considered for an Achievement Award? Nominations are due in the Alumnae Office by Aug. 1 of each year and are reviewed throughout the fall and winter by a rotating committee of seven alumnae who are appointed by the WCAA Board of Directors.

Please visit our website for more information on this year’s recipients and the nomination process: www.wellesley.edu/Alum/Awards/AAA/.

The Important Role of the AAR in the Club Structure

Kelly G. Rao ’93
Admission Chair
WCAA Board of Directors

Since graduation, back in 1993, I have remained involved in some way, shape or form with admission recruitment for our fabulous alma mater. Whether attending college fairs at local high schools, hosting prospective students, or just plain talking Wellesley up to any and everyone who would listen, I have experienced first-hand the powerful impact we alums have in the recruitment process. We are Wellesley admissions’ secret weapon, with the role of the Alumnae Admission Representative (AAR) leading the charge. And hands down, no other college/university in the country has a program as successful as ours.

So, what can you do as club president to support your AAR or admissions efforts?

First and foremost, take some time to understand the role of AARs and how much they and this program contribute to the successful recruiting efforts each year.

Then . . . communicate, communicate, communicate – that is the key. Having served in the AAR role for at least eight years, I always appreciated my club president’s support and the emphasis she placed on my recruitment efforts. Reach out to your AAR, connect with her, and make her feel accountable to you and the club for her activities. The AAR role was slated as a board position with our Dallas club, and therefore, I attended all meetings and most of the time asked to be included on the agenda to give a report, sometimes brief and other times more in depth. It is amazing how much alums love to hear what is going on with the next generation of Wellesley students. Having a forum to update and ask the club for more support or involvement really led to a robust admissions program. Initiative was also taken to inform the entire club through newsletters, email blasts, etc., generating a lot of interest and enthusiasm.

It is also important to allocate money to the admissions/recruitment effort. The AAR cannot be as effective if she doesn’t have any means to reach out to the community. Doing so accomplishes two things: it sends a signal to the club about the importance of the recruitment effort and of course, it empowers the AAR to make things happen. Again, it is amazing how generous alums can be in donating their time, homes or other resources when they understand the cause and the need.

Think about it, it is a truly amazing opportunity we have as alumnae to shape the future of the College. So, go on, get the word out – Wellesley is looking for great young women. You’d be surprised how many out there are willing to listen.

I welcome any questions, thoughts or comments and am happy to share any and all things that worked for me in the recruitment process. Happy recruiting!

Faculty Speakers

Inviting a member of Wellesley’s faculty or administration to your next club event is an excellent way to reconnect alumnae to the College and is often the club’s biggest event of the year. It is an educational experience without the pressure of an exam! Many clubs invite a faculty speaker for a January event with prospective students or an April event with admitted students. If you have not done so already, you can request a faculty speaker by contacting Susan Lohin (781-283-2330; slohin@wellesley.edu). A list of the speakers, topics and a request form can be found online at www.wellesley.edu/Alum/Volunteer/Clubs/Forms/facspeaker1/.
The Importance of AAR Yield Activities

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Alumnae Admission Representatives (AARs) play a vital role in the recruitment and enrollment of the most talented young women for Wellesley College. Throughout the country and the world, AARs assist the Admission Office by planning and hosting spring events. These events highlight important elements of the Wellesley undergraduate experience and give students a sense of the strength of our exceptional alumnae network. Last year, 18 spring yield receptions were held in cities spanning the coasts and including Los Angeles, Dallas, Chicago, Philadelphia, New Haven, and Boston.

Personal contact is essential to our recruitment efforts, and we could not reach out to so many outstanding students without our alumnae volunteers. AARs coordinate events throughout the year, which are an excellent way for prospective students to learn more about the College’s programs and resources, and about the qualities and achievements that distinguish our community. Spring activities take place during the month of April and include:

- **Yield Reception/Teas:** Typically held in a convenient and neutral location (alumna’s home/office conference room) before the May 1 deposit deadline. An informal gathering to celebrate accepted students and to encourage their attendance to Wellesley. It’s important to give students and parents the opportunity to ask questions and to engage in discussions one-on-one with alumnae during these gatherings. We suggest inviting accepted students and parents, as well as recent Wellesley graduates, committee members, and parents of current students. If you wish to plan a yield event and are able to send us the details in early March, the Admission Office can produce and insert an invitation in the packets for admitted students, from your area.

- **Letter Writing:** Getting together and writing letters or note cards to admitted students from your area during the month of April.

- **Calling Admitted Students:** Calling admitted students to congratulate them, answer questions, and encourage them to attend the Spring Open Campus program.

- **Club Events:** Inviting accepted students and their families to a free club event where a faculty member is speaking. This venue provides an excellent opportunity to showcase our faculty and interact with alumnae.

The Office of Admission is grateful for all the hard work of our alumnae volunteers. We are available to help and guide alumnae with the best initiatives for their areas. Please feel free to contact us, and we will be happy to provide assistance.

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**Center for Work and Service**

Folly Patterson
Associate Director for Alumnae Career Services
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781-283-2358

Career and service events are keeping me on the road and in the air – always on the go visiting with clubs across the country. Recently, I visited California, Texas, Minnesota, and Connecticut and gave workshops on topics such as networking, managing life’s transitions and self-assessment. Workshops offer an intimate and open setting for conversation and often result in new friendships between the women who attend. These types of events are a great way to attract new and returning members to your club. When thinking about club programming, be sure to include some ideas about career and/or service events!

For more information about the Center for Work and Service and its programs, visit our website at http://www.wellesley.edu/CWS/alumnae/.
PayPal
Bring the convenience of online payment to your club!

A few of our large clubs have opted to use PayPal as a means for collecting online dues payments. The setup is easy and the benefits are many. To learn how to setup a PayPal account for your club, visit the Club Resources web page at: www.wellesley.edu/Alum/Volunteer/Clubs/. Here are two testimonials from clubs that are currently using PayPal:

“The Chicago Wellesley Club has been accepting online dues payments since the middle of November. Setting up and using a PayPal account for this purpose has been incredibly easy, and it’s cheap. There’s no set-up fee, and it costs us less than $2 per $40 dues payment, certainly worth it if some alumnae are more likely to pay online than through the US mail. Online payments even save me a trip to the bank to deposit checks! I’d recommend trying out this (relatively new) option.”
– Katherine Linsenmeier ’00
Chicago Wellesley Club dues record-keeper

“For around four years, the Washington Wellesley Club has utilized PayPal, enabling alumnae to pay membership dues online. As the D.C. alumnae base is a very young one chronologically, it is an asset allowing young alumnae who might not have a fixed address to pay dues without using checks. Basically, we want to make it as easy as possible for alumnae to pay their dues, increasing the potential for joining. Although using PayPal is a little more complicated for the club membership chair in setting up an account and collecting extra processing fees, it seems to be a positive factor in attracting alumnae who are online frequently.”
– Nancy Rau ’90
Washington Wellesley Club President

If you would like more information about any of these clubs events, please visit our website at www.wellesley.edu/Alum/Clubs to find a list of club email addresses and feel free to communicate directly with other club presidents.

West Bay Wellesley Club
Growing Old(er) Gracefully - a panel discussion with alumnae from the classes of 1924, 1973, and 1983 - October 27, 2005

Washington Wellesley Club
Oolong tea tasting with lecture from local Asian tea importer - March 5, 2006

Southern Connecticut Club
Ladies’ Night Out: Beading and Pottery Party. Choice of painting pottery or creating beaded necklace, with food and drinks provided. Held at Art & Soul in New Canaan - September 27, 2005

Wellesley College Alumnae of Boston
Car Talk – an event to learn how to get your car ready for a New England winter and other automobile maintenance tricks - November 19, 2005

North Shore Wellesley Club (MA)
Interior design lecture with Alan Collachico - November 4, 2005

San Diego Wellesley Club
Second annual night at the San Diego Ballet with private wine and cheese reception - February 11, 2006

Utah Wellesley Club
Moab Music Festival Event: Swingin’ with Django, Sorrel River Ranch. Hosted by Kaaron Jorgan - festival and party with musicians - September 9, 2005

Central New York Wellesley Club
Tour of Johnson Museum in Ithaca. Guided tour of the exhibition Will Boys be Boys, and celebration of Albrecht Durer: The Master Prints - November 5, 2005

Washington State Wellesley Club
Night out at the Opera, Lunar New Year Dinner, First Thursday Art Walk

Wellesley in the North Carolina Piedmont Club and the South Carolina and Coastal Georgia Wellesley Club
Geographic teas or luncheons – Informal teas or luncheons hosted by individual alums to encourage more local connections in clubs that cover a large territory.

Minnesota Wellesley Club
Annual Summer Benefit at the Minnesota Orchestra Sommerfest Concert - July 19, 2005

Sarasota Wellesley Club
Brown Bag Lunch Meetings - hostess supplies beverages and desserts

Western Maine Wellesley Club
Tea and Cookie Swap – each alumna brought two dozen cookies and copies of the recipe - January 21, 2006
Day to Make a Difference

On Sept. 10, Wellesley College held its annual Day To Make A Difference—a single day of Wellesley alumnae, friends, and family helping others and their communities. Clubs are encouraged to participate in this program as part of a global effort of Wellesley women fulfilling the College motto: Non Ministrari sed Ministrare (not to be served but to serve). Here is a sample of what some our clubs did and are doing to Make A Difference:

Wellesley-in-New Haven – January 8 – At their annual Twelfth Night Party, collected small toiletries, warm socks and mittens, and gently used winter clothing for Life Haven, a women’s emergency shelter.

Pittsburgh Wellesley Club – September 10 - Volunteered with a nonprofit organization to promote children’s hospice and pediatric palliative care in the western Pennsylvania area.

Wellesley Club of Dallas – October 16 - Helped Our Friends’ Place, an organization that works to help neglected and abused girls and young women aged 10-24, by sprucing up the garden of their Transitional Living Center.

North Shore Wellesley Club (MA) – October 23-30 - Collected nonperishable foods, baby items, and paper goods to give to the North Shore Food Pantry.

Washington Wellesley Club – September 11 - Collected trash and recyclables from Capital Crescent Trail, served dinner at Calvary Women’s Services shelter, and joined the DC Unity Walk.


Oregon Wellesley Club – Sept 10 and 18 - Volunteered with the Oregon Food Bank and walked with the Portland Race for the Cure 5k walk.

Wellesley Club of Los Angeles – September 10 - Volunteered with Dress for Success, an organization that helps low-income women transition into the work place by providing suits, interview skills, and job placement assistance.

Wellesley Club of Houston – September 11 - Collected new underclothing and gently used clothes for the Houston Area Women’s Center.

Wellesley Club of Minnesota – September 10 - Worked with the “Jeremiah Project” and “Ready for Success” organizations that assist low-income women with children.

Summer Symposium

Each June, the Alumnae Association welcomes alumnae from across the country and around the world back to campus for a week-long educational expedition on a particular topic. This year’s Summer Symposium, “Grow Old Along With Me: The Baby Boomers Come of Age,” will be held from June 4–9. Lee Cuba, professor of sociology, will serve as this Symposium’s faculty director.

The first of the baby-boomer generation will reach 65, the traditional age of retirement, in 2011. The later-life experiences of this generation—an estimated 77 million people—will have a ripple effect throughout society. Together, Wellesley College faculty and alumnae will explore such issues as the long-term viability of Social Security and Medicare, the potential effects on the housing market and retirement communities, the implications of a change in family structure for cross-generational interaction, and other questions relating to the economic, social, and psychological dimensions of aging.

Summer Symposium offers a unique opportunity for alumnae and guests to take advantage of Wellesley’s most treasured resources, including its beautiful campus, its state-of-the-art facilities, and most of all, its faculty. If you would like to be a part of this exciting week, please register early as space is limited. Brochures, including the week-long schedule and registration forms, will be mailed in late February. We hope to see you in early June. For additional information, please contact Andrea Peers Robbins at 781-283-2398 or apeers@wellesley.edu.

Please share this information in your newsletters and correspondence.

Reunion

Reunion is coming! All classes that end in “1” or “6” as well as the CE/DS community are invited back to Wellesley for reunion 2006 - June 9, 10, 11. There will be faculty lectures, facility tours, food, friends, and more! Registration materials will be mailed in late February.
The Alumnae Store website has received a much needed makeover! Visit the online store at www.wellesley.edu/Alum/Store/. Browse through our many products and find that perfect gift for you, your friends, and your family. Please help us advertise these items by listing the Alumnae Store website in your newsletters. If your club has a sales item and you wish to list it on the online Alumnae Store, please contact alumstore@alum.wellesley.edu.

**Wellesley Name Tags**

A special Wellesley touch for each of your club events! The blue and white, peel and stick Wellesley name tag (2-1/2 in. by 3-1/2 in.) is perfect for all club meetings and functions. Sold in quantities of 500 for $30 plus $6 S&H. Please send a check payable to the Cleveland Wellesley Club to Karin Bonev, 22570 Moton Avenue #1, Cleveland, OH 44126 or email Karin at kbonev@dix-eaton.com.

**THE NUTS AND BOLTS OF CLUB PROGRAMMING**

Programming is critical to developing lasting connections among alumnae. Successful events begin with a process to determine why you are having the program, who it is geared to, what the appropriate time and place is for your group and how you can meet the needs of the group. We encourage you to consider the following questions and suggestions when developing your events.

**When selecting an event** –
- Who is your audience? Young/older? Large group/small group? Culturally diverse?
- How will the event meet the needs of this group?
- What has worked for your club in the past?
- Is it time to try something new?

**When selecting a time and day** –
- Which works best for your group: weekday or weekend, evening or daytime?
- Consider holidays, school vacations, rush-hour traffic, and weather.
- Do you need to plan a rain date?

**When selecting a location** –
- Is it convenient or centrally located for this group?
- Is this a location where alumnae and guests of all ages and ethnicity will feel comfortable?
- Consider room capacity, handicapped accessibility, rest rooms, and parking.

**When determining a budget** –
- Remember to include in your budget: rental fees, costs for printing, mailing, food and beverage, gratuities, travel, and speaker fees (if applicable).
- Decide upon a reasonable registration fee structure (alumnae, guests, young/senior alumnae).

**When advertising for your event** –
- Get the word out early!
- Use multiple forms of communication: paper invitations, newsletters, web page, email, announcements at events, phone calls from decade reps.
- Request a set of mailing labels from the Alumnae Office each time you do a mailing (save the date, invitation, newsletter, etc.).
- Ten days to two weeks prior to your event, request a broadcast email reminder.

**When preparing the event space** –
- Does the space feel welcoming to all alumnae and guests?
- Are there appropriate signs to guide people to the location of the event?
- Do you have name tags and pens available? (Wellesley name tags are available for sale through the Alumnae Store – www.wellesley.edu/Alum/Store/).
- Consider printing table cards to advertise upcoming events, how to get involved with the club, etc.

**When the event is over** –
- Recognize the efforts of those who helped to organize the event.
- Give a report of the event in your next newsletter – pictures of the event are key!
- Call or email the Clubs Office (781-283-2330; wclubs@alum.wellesley.edu) and let us know how the event went.

More resources for club programming can be found in the Club Officers Handbook (Chapter IV): www.wellesley.edu/Alum/Volunteer/Clubs/index.html.
## Calendar of Events

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<td>March 11</td>
<td>Susan Lohin with the Tampa Bay Wellesley Club</td>
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<td>March 17</td>
<td>Susan Lohin with the Sarasota Wellesley Club</td>
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<td>March 25</td>
<td>Alison Greer ’87, WCAA executive director; Ellen Luger ’83, president of WCAA; and Susan Lohin with the Wellesley in South Carolina and Coastal Georgia Club</td>
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<td>March 20-24</td>
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## Alumnae Leaders in the News

- **Fran Janssen ’55**, Bed & Breakfast Coordinator for the Tucson Wellesley Club, has been named the new President of the University of Arizona Unit of Business and Professional Women.

- **Nadia Lacoste ’44**, president, Wellesley Club of France, appeared on Larry King Live (CNN) on April 15th as part of the panel remembering Prince Rainier who passed away last spring.

## Is Your Information Up-to-date?

If your name, address, phone number, or email has changed, please remember to update your personal information with the Wellesley College Alumnae Association by:

- Logging on to the Online Community at www.wellesley.edu/Alum/Community;
- Emailing updates@alum.wellesley.edu; or
- Calling 1-800-339-5233

Thank you for helping us keep our alumnae records up-to-date!