

Rochester College wants you to

# COME BACK TO SCHOOL

  
**ALUMNI**  
ASSOCIATION

## GET TO KNOW

*the staff*

*We're serious about building a stronger alumni program.* One of the first changes we made was expansion of our alumni staff. **LARRY STEWART**, a 1970 graduate and college employee since 1972, has split his efforts between alumni relations and other campus responsibilities for the past 22 years. He is now dedicating 100 percent of his time to alumni relations. **TOM RELLINGER**, a 1980 graduate, began working with the college in 2011 and is providing tremendous support for the alumni office. **JEN FULTON**, a 2007 graduate, was added to the staff in 2012 and is working with younger alumni. New employee **BERT BRYAN**, a recent graduate of the master's program, is assisting with CEL alumni relations.

# MEET

# YOUR ALUMNI

*Luke*

*Brad*

## *The new Alumni Association board*

First, let's start by getting to know alumni Luke Fler and Brad McKenna, who have volunteered to lead a revitalized Alumni Association as co-chairs. Their goal is to "create a place where alumni can plug in to the college using their time, talents and treasure." They plan to lead an association that gives back to its members as well. The group of 20 energetic and creative alumni listed on the right have agreed to serve on a new Alumni Association board. They're ready to create an active Alumni Association that involves you. So without further adieu, let's introduce these folks!



*Connect with old and new friends at*  
[www.facebook.com/rochestercollege](http://www.facebook.com/rochestercollege)

# MINI BOARD

Joe Bennett (CEL '09)

Rob Clarke ('82)

Kelly Duda (CEL '10)

Betty (Wineinger) Dunlap ('67)

Luke Fler ('05)

Josh Graves ('02)

Terrill Hall ('03)

Ashley Harrison ('00)

Brad Irwin ('96)

Karen (Bennett) Kennamer ('65)

Lora (Cuthbertson) McClelland ('96)

Brad McKenna ('02)

John Palimino (CEL '11)

Brenda Phillips ('77)

Julie (Wilson) Piazza ('89)

John Pleasant ('03)

Kamal Sansom ('95)

Dee (Frazier) Smith ('88)

Kevin Stewart ('04)

Andrea Walker ('05)

*Don't stop there!*

Get to know all of these fun-loving alums and hear why they made the decision to serve on the board by visiting [www.rc.edu/alumni-association](http://www.rc.edu/alumni-association)

"I remember when the college was just a dream. I also remember stepping on campus to begin a journey that would shape my life. I want others to remember those influences as well."

—BETTY (WINEINGER) DUNLAP

*"I believe potential and current students just need a connecting point and will be blessed by interacting with alumni. The alumni board is a great way to make those connections happen".* —KAMAL SANSOM

"We have a responsibility to give back and serve others. RC blessed me in so many ways that I feel compelled to offer whatever time, talent and resources I may have to this community." —JOE BENNETT

*"I love Rochester College and want to help alumni connect with all the exciting things happening both on and off campus."*

—ASHLEY HARRISON



### *Alumni are Important to Us*

Consider us opening our arms and going in for a big hug because we want you to know how valued you are. Not a big hugger? That's OK...as long as you understand how important you are to the Rochester College family. (You know we really are one big family!) It is essential for alumni to be connected with each other and with the college. We've spent countless hours revamping our Alumni Association so we can bring former students new initiatives and connecting points. You wouldn't believe how excited we are, and we want you to be just as pumped up. Our goal is to see our 8,300 alums happy, involved and proud of their alma mater.

# THE ALUMNI ASSOCIATION

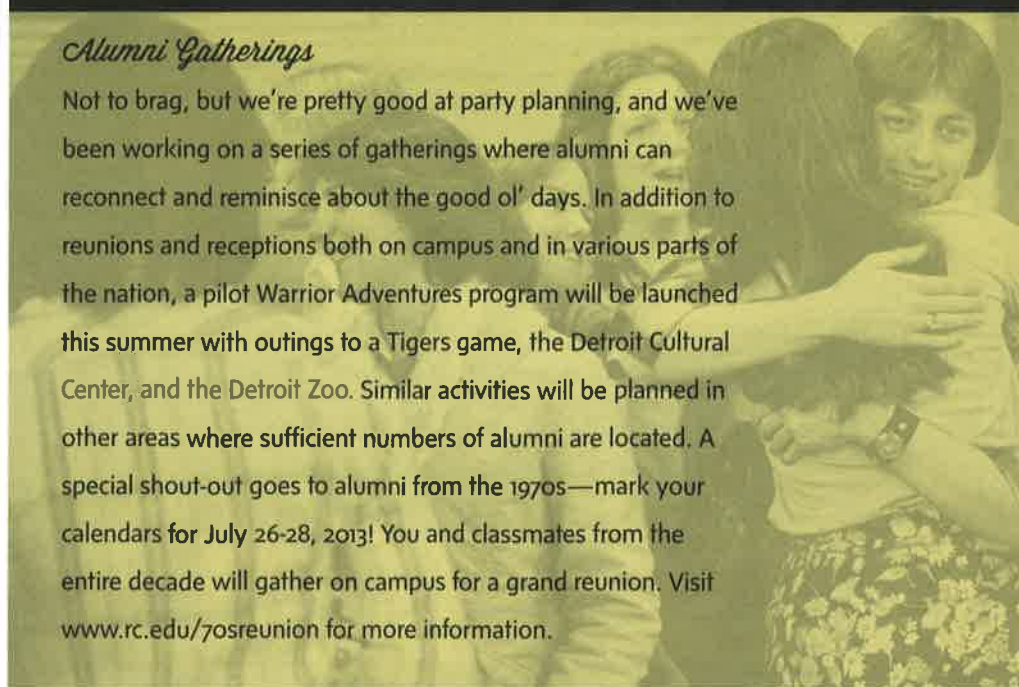
*will engage alumni in five key areas:*

- 1** *Mentoring* initiatives such as participation in special events, email contact, and internships designed to mentor students
- 2** *Leadership* initiatives such as service on college committees and boards, coordination of class reunions, or leading special fundraising projects
- 3** *Ambassador* initiatives such as assistance with regional alumni gatherings or student recruitment efforts
- 4** *Volunteer* initiatives such as work on campus improvement projects, assistance with campus events, or making phone calls in the Alumni Call Center
- 5** *Financial* initiatives such as financial support for scholarships, special projects or campus improvements

## COME HANG WITH US

### *Alumni Gatherings*

Not to brag, but we're pretty good at party planning, and we've been working on a series of gatherings where alumni can reconnect and reminisce about the good ol' days. In addition to reunions and receptions both on campus and in various parts of the nation, a pilot Warrior Adventures program will be launched this summer with outings to a Tigers game, the Detroit Cultural Center, and the Detroit Zoo. Similar activities will be planned in other areas where sufficient numbers of alumni are located. A special shout-out goes to alumni from the 1970s—mark your calendars for July 26-28, 2013! You and classmates from the entire decade will gather on campus for a grand reunion. Visit [www.rc.edu/70sreunion](http://www.rc.edu/70sreunion) for more information.



# ARE YOU THERE?

## *Alumni Call Center*

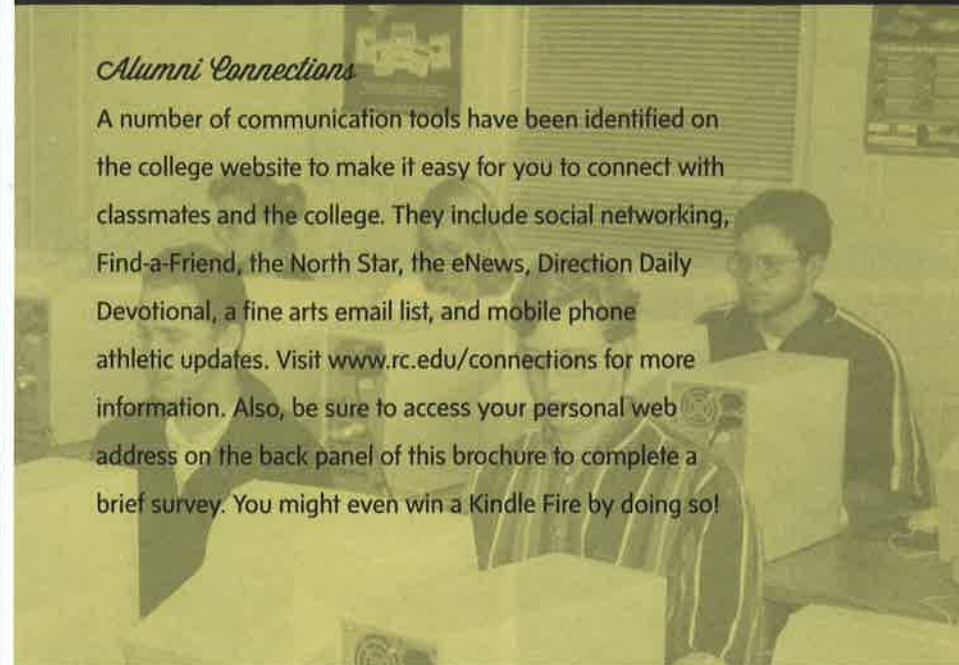
One of our major goals is to improve communication with alumni. We launched a call center in October 2012 to do just that, which includes helping promote events and raising funds for special projects. (Please forgive our student callers if they interrupt your dinner, completely mispronounce your name or cause you to miss the winning shot!) Smartphone applications and alumni portal access are also in the works.



# GET CONNECTED

## *Alumni Connections*

A number of communication tools have been identified on the college website to make it easy for you to connect with classmates and the college. They include social networking, Find-a-Friend, the North Star, the eNews, Direction Daily Devotional, a fine arts email list, and mobile phone athletic updates. Visit [www.rc.edu/connections](http://www.rc.edu/connections) for more information. Also, be sure to access your personal web address on the back panel of this brochure to complete a brief survey. You might even win a Kindle Fire by doing so!



# DO YOU LIKE A GOOD DEAL?

## *Discount Program*

As an RC alum, you are eligible for a free Abenity membership, which offers discounts to thousands of businesses, restaurants, hotels, theatres, concerts, events, and attractions across the nation. Local discounts are redeemable with printable certificates or mobile coupons. Abenity also offers a travel center that helps you make sure you're getting the best deals when you travel. Abenity's Fresh Offers will even keep you informed when new offers become available.

Visit [www.rc.edu/discounts](http://www.rc.edu/discounts) to sign up.

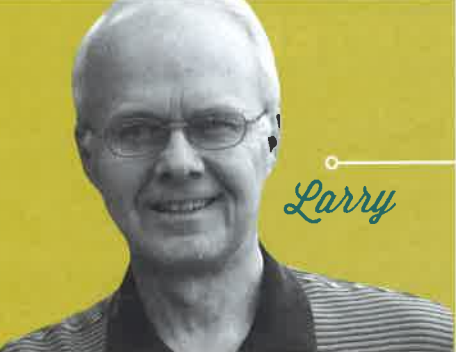
**Abenity**  
BENEFITS. DISCOUNTS. SAVINGS.



*Sounds good  
to Wally  
the Warrior!*

# STAY CONNECTED

- 1** Shoot an email to Larry Stewart at [lstewart@rc.edu](mailto:lstewart@rc.edu) if you are not receiving the monthly eNews.
- 2** "Like" the RC Facebook page. Don't miss the news, photos and videos that we regularly post. Also, be sure to "Facebook stalk" our page. A lot of times you'll see content that did not appear in your newsfeed.
- 3** Pencil us in! When you hear of a reunion or learn of an event in your area, make plans to attend. Contact Larry Stewart if you are interested in coordinating a reunion or regional event.
- 4** Volunteer to assist in one of the Alumni Association's target initiatives by using the web address printed on the back.



Larry



Tom



Jen



Bert



800 West Avon Road  
Rochester Hills, Michigan 48307

CHANGE SERVICE REQUESTED



By participating,  
your name will  
be entered in a  
drawing to win a  
Kindle Fire!

**WE VALUE YOUR INSIGHT,  
AND WE NEED YOUR FEEDBACK!**

Use this personalized web address  
to access a brief alumni survey.

www.rc.edu

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