

PRESIDENT'S NOTE

Brainpower wanted...

Northern Michigan University credit card with Wildcat logo. Permanent NMU e-mail addresses for alumni. Annual alumni sweepstakes. Live NMU hockey broadcasts. Improvements to the Alumni Association Web site. Strengthened infrastructure for local and regional Alumni Association chapters and events. Alumni Association endowment fund. NMU Alumni apparel and gifts.

These are a few examples of initiatives the NMU Alumni Association (NMUAA) has implemented in the past few years to forward its mission of cultivating a strong tradition of loyalty among alumni, students, friends, and community while advancing the interests of the university. All NMUAA programming is developed according to a strategic plan with these five primary goals:

1. To increase the visibility of the university and the Alumni Association to all alumni.
2. To carry out our mission by responding to the university's student recruitment needs, development initiatives, and other priorities as needed.
3. To evaluate program effectiveness, implement and promote new programs, and improve services and benefits to meet the needs of a diverse alumni population.
4. To explore and support opportunities for increased financial stability.
5. To recruit and involve qualified board members who represent the demographics of our alumni.

But how can the Alumni Association Board determine if its efforts are resulting in progress with respect to its mission? While there are some financial measures such as membership trends, the only way to truly know if the NMUAA is



accomplishing its mission is to ask you—NMU alumni.

The NMU Alumni Board recently asked thousands of you to complete a survey about the various programs, services, and events sponsored by the Association. The feedback from your surveys will be used to chart the course for future programs and services.

I'd like to thank each and every one of you who took the time to give us your thoughts via the survey. And I encourage all of you to continue to provide your feedback so that the NMU Alumni Association can continue to become bigger and better!

—Rick Popp '88 BS '90 MPA,
President NMU Alumni Association

Turning crisis into opportunity

Alumni Relations and the Development Fund face restructuring head on

When life gives you lemons, make lemonade! That's exactly what the offices of Alumni Relations and the Development Fund did during the recent budget reductions. Faced with major reductions, the leadership of both operations viewed this as an opportunity to reorganize.

"There has been great forward momentum in both offices, and no one wanted that to be interrupted, so

we looked at each individual's strengths and expertise and came up with a brand new structure," said Martha Van Der Kamp, who will oversee both operations as the new executive director of alumni and development, effective July 1.

Reporting to Van Der Kamp will be Virginia Zinser as the new director of development fund operations and **Deanna Hemmila '88 BS** as the new director of alumni rela-

tions operations. Van Der Kamp said that while the offices will continue to operate separately, they will do so much more effectively.

"It is an exciting change," Van Der Kamp said. "Everyone came together to make a positive out of what could have been a challenging situation. We are fortunate to have such a talented group of people who go the extra mile and keep Northern at the heart of what they do."

Annual or lifetime?

Alumni Association memberships explained

Not only does membership in the Northern Michigan University Alumni Association help you maintain your connection with your alma mater, it also helps ensure that alumni maintain a strong voice at the university. The Alumni Association gives all new Northern graduates a complimentary one-year membership. After that time, members can choose to continue their NMU connection by purchasing either an annual or a lifetime membership.

Perhaps you're wondering, "Other than the obvious, is there a difference between the two levels of membership?" Yes. While both advance the Alumni Association's mission of cultivating a strong tradition of loyalty among alumni, students, friends, and community while advancing the interests of the university, each membership level accomplishes that goal in a different way.

Annual membership dues sustain Alumni Association programs and services, including the publica-

tion of *Horizons*, Homecoming activities, the Student Welcome Rally, regional events such as the hockey broadcast, and permanent NMU alumni e-mail accounts.

Annual membership may be purchased at an individual rate of \$35 or joint rate of \$50.

Lifetime membership dues, on the other hand, are not expended but instead are invested in an endowment to protect the long-term financial stability of the Alumni Association. Lifetime memberships may be purchased at an individual rate of \$500 or joint rate of \$750. Memberships are activated upon receipt of an initial payment of \$100 followed by quarterly installments of \$50.

The NMU Alumni Association exists only because of the support of our graduates. For more information about memberships or any of our other programs and services, contact **Robyn Stille '00 BS**, alumni and development income programs manager, at 1-877-GRAD NMU or e-mail alumni@nmu.edu.

LOST ALUMNI



Ernest Flynn '68 BS
Scott Int-Hout '87 Dipl.
Lisa Harrison '87 Dipl.
Danielle Dion '94 BS
Robert Savola '87 Dipl., '00 AS, '02 BS
Jeri Jacobs '88 BS
Thomastine Ureh '89 BS
Jean Opolka '91 BS
Teresa Rosten '91 AT
Pamela Legault '93 BS
Elena Claros '95 BS
Scott Coduti '95 Cert., '97 AS
William Bakken '96 BFA
Kristi Larson '98 BS

If you can help us, please drop us a note at alumni@nmu.edu or call us toll free at 1-877-GRAD NMU.

LIFETIME MEMBERS

The following people have recently joined as lifetime members of the NMU Alumni Association. Thank you.

Garrick Matheson '76 BS
Keith Hutcheson '79 BS
Michael '85 BS and Tammy '86 BS
Karkkainen
Ronald Rutledge '89 BS
Gregory Hayes '93 BS
Joseph Burdick '02 BS
Joshua Pifke '02 AAS

To learn about the benefits of being a lifetime member, visit us on our Web site at www.nmu.edu/alumni, e-mail us at alumni@nmu.edu, or call us at 1-877-GRAD NMU.



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Free to all NMU alumni. From your Alumni Association.



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