Class Secretaries
Association Manual

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Revised Fall 2016
Section 1: Secretaries

Selection and Responsibilities
The class president appoints or elects a class secretary after consultation with the Class Executive Committee. Some classes change secretaries at their reunions, but many of the strongest classes retain the same secretary for years.

• The secretary plays a key role in the communications process among new class officers and all class members. The secretary can be a major source for class spirit, cohesion, and the continued strengthening of bonds. The secretary should always be aware of the positive effects that conscientious column efforts have on his or her class. The president and vice president of the Secretaries Association are available to assist new editors with information, advice, sample columns, and other help.

• In some classes, two secretaries share responsibilities. Assistant or guest secretaries can bolster column efforts. Any arrangement is encouraged as long as it results in prompt and informative columns and effective class communications.

• Secretaries are encouraged to work closely with the newsletter editors in sharing news and information. Ask the newsletter editors to occasionally to put your name and address on the green cards (Take-A-Minute) instead of their own, and in return send the newsletter editors longer letters for use in the newsletters. The newsletter editor is an ally in the newsgathering pursuit.

• Secretaries are encouraged to attend the annual meeting of the Class Secretaries Association during Class Officers Weekend each fall in Hanover. Every other year a president and vice president are elected, and every sixth year a representative is elected to the Alumni Council. The Secretaries also nominate one representative (three-year term) and three journalist-publishing professionals (three-year terms) to the editorial board of the Dartmouth Alumni Magazine.

General Information
• Secretaries must meet bimonthly deadlines for the Dartmouth Alumni Magazine. While class newsletters may come out only four times a year, the Secretary writes a class column six times a year. The Secretary and the newsletter editor need to work together to achieve a balance of published information on classmates. It is suggested that the Secretary focus on covering:

  Timely news about classmates that should be published with more immediacy than can be done in the newsletters.

  Highlights of classmate letters (the longer versions of which may then be passed on to the newsletter editor).

  General class news including

  • Reunion or mini-reunion plans and arrangements
  • Class Executive Committee meeting reports
  • Class project update
  • Status of class participation in the Alumni Fund
  • Immediate notification to the class of a classmate’s death, to supplement the DAM obituary
  • Reports of Alumni Council and Board of Trustees meetings.

  News from the Class President or other class officers.

  Information, opinions, and/or observations on current Dartmouth activities and events.

• DAM will forward to class secretaries any relevant alumni news that comes to the magazine. These items may include mailed notes from alumni, photocopies clippings from the College’s Information Resources Department, press releases, and email to the magazine’s address.
Section 2: Publication of the *Magazine*

**Frequency of Publication**
The *Dartmouth Alumni Magazine* is published six times a year (Jan./Feb., March/April, May/June, July/Aug., Sept./Oct. and Nov./Dec.).

**News-gathering Techniques**
The secretary is encouraged to maintain good communications with the class president, head agent, treasurer, alumni council representative, and mini-reunion chair and to invite regular contributions to Class Notes columns

- *Telephoning Classmates*: If a newsletter editor needs additional material for a newsletter, telephone calls can produce immediate results. Updated class lists are distributed annually to secretaries in the fall.
- *Electronic Mail*: Encourage the use of Internet or email. It avoids the postal system, is quicker, and the material is already in typed form for your column. It also allows you to elicit more news from classmates.
- *Questionnaires*: Send out a questionnaire suitable for classmates of your age—you can devote entire columns to your class’s favorite retirement places, travels, hobbies, grandchildren, etc.
  - Recruit a guest columnist once a year.
  - Appoint “regional correspondents.”
  - Compare the new directory coming out this year with the old one and contact anyone whose address has changed—they’re bound to have something to report.
  - Try to put old roommates in touch with each other.
  - Send a birthday card to each classmate, which will usually generate a return note with news.
  - Volunteer at alumni telethons and ask classmates for news as well as contributions. (You may even get other telethon volunteers to fish for news.)
  - List MIAs (Most Incommunicado Alumni) and request news about those people from any source (we hope the MIAs themselves).
  - Report on classmates of related avocations or professions.

**Obituaries**
Ordinarily, Secretaries will hear of a death after it has been reported to the Alumni Records Office and *DAM* has sent you information from the file. If you aren’t sure if ARO knows of a death, though, it is important that you contact them (603/646-2253). The magazine is in the middle: until ARO knows, we have no information to pass along to you. Starting with the January-February 2010 issue, obituaries will run online only. The word limit for obituaries is 250; there is now the opportunity to post additional remembrances and memorial information on the website. The deadline for obits is the same as Class Notes. Some of you occasionally ask family or friends of the deceased to write obituaries. That’s fine with us, but in those cases you’ll have to play the role of editor. Make sure that they know that they have written the obituary at your request and that you will need to submit it to me.

**College Phone Numbers and Email Addresses**
*DAM* alumni news editor: (603) 646-3086; classnotes@dartmouth.edu
*DAM* main desk (subscriptions, etc.): 646-2256; alumni.magazine@dartmouth.edu
*DAM* fax: 646-1209
Alumni Records: 646-2253; aro@dartmouth.edu
Alumni Relations: 646-2258, toll-free (888) 228-6068; alumni.relations@dartmouth.edu
Sports Information: 646-2468
Hopkins Center ticket office: 646-2422
Section 3: Production Recommendations

Submitting Copy
• Paper (mail or fax) submissions:
  - Typed copy strongly preferred. If you must copy by hand, print clearly.
  - Double-space lines (makes it easier for our typist to read your text).
  - Underline or bold classmate names (first mention only).
  - If mailing, send four days before the due date.
• Electronic submissions (email, to classnotes@dartmouth.edu):
  - Delete/clear all embedded formatting EXCEPT boldfaced alum names on 1st ref. and
    italics for works of art, book titles, ship names, etc.
  - TYPE ONLY ONE SPACE AFTER PUNCTUATION, PLEASE!
  - Single-space lines.
  - Don’t indent paragraphs or center heads—this interferes with our automatic formatting.
  - The procedure to enclose a document and send it along to me will vary depending on
    what type of computer and email software you’re using. Normally, the email package
    (the program you use for sending mail) will have an option called “ATTACHMENTS”
    or “ENCLOSURES.” (Just check all the menus for this command.) This command
    allows you to attach a file (a word-processing file or whatever) to your email message.
    It will ask you to specify the file(s) you want included. Then just treat this as an
    ordinary email message and mail it off.

Proofing Galleys
Secretaries should receive their column galley proofs by the 10th of the month after it was due
(the Sept./Oct. column, due June 21, should be back to the Secretary for proofing by July 10).
This is one of the most important parts of the process, and it is essential for Secretaries to
double-check the spelling of classmates’ names at this time. Suggestions and corrections must be
back to DAM no later than the 21st of that month. If no one is in the office when you call, please
leave corrections on the answering machine at (603) 646-3086, fax them to (603) 646-1209 or
mail them in.
Section 4: Secretary of the Year

Secretary of the Year Recipients
Every year a Secretary of the Year is recognized at Class Officers Weekend. The Class Secretaries Association leadership select the Secretary of the Year based on his or her ability to write an interesting and informative column six times a year. Previous winners have included:

1932  N.G. Burleigh ’11
1933  N.W. Emerson ’00
1934  W.D. Parkinson ’78
1935  J.C. Davis ’19
1936  C.C. Merrill ’94
1937  F.H. Horan ’22
1938  H.C. Pearson ’93
1939  Henry H. Piper ’76
       Myron W. Adams ’81
1940  Albert I. Dickerson ’30
1941-45  Not awarded during War Years
1946  Osmun Skinner ’28
1947  Andrew Marshall ’22
1948  Warde Wilkins ’13
1949  Harold P. Hinman ’10
1950  Frank E. Rowe ’91
1951  Leon B. Richardson ’00
1952  George W. Rand ’19
1953  Richard M. Pearson ’20
1954  F. William Andres ’29
1955  Scott Olin ’50
1956  Edward B. Redman ’06
1957  Herbert Harwood ’26
1958  Russell Meredith ’10
1959  Philip Murdock ’15
1960  Carleton G. Broer ’27
1961  John Hurd ’21
1962  Wesley H. Beattie ’33
1963  John A. Van Raalte ’48
1964  Stewart Sanders ’56
1965  Roger M. Bury ’27
1966  Everett W. Goodhue ’00
1967  Ernest L. Barcella ’34
1968  Joseph D. Mathewson ’55
1969  George W. Putnam ’05
1970  Leonard E. Morrissey ’22
1971  Stanley B. Weld ’12
1972  Russell C. Dilks ’51
1973  Paul R. Mahoney ’65
1974    Frederick Munkelt '08
1975    Richard K. Montgomery '35
1976    John D. Burke '72
1977    Luman B. Howe '17
1978    John S. Weatherley '31
1979    Stephan Davis Severson '74
1980    Adrian A. Walser '32
1981    Robert W. Harvey '41
1982    Lindsay Larrabee Greimann '77
1983    Erwin Breck Paddock '27
1984    John Gillespie '54
1985    Harry Richard Zlokower '63
1986    Fritz Hier '44
1987    Richard Frederick Gruen '34
1988    Thomas Dudley Bloomer '53
1989    A. William “Monk” Larson '41
1990    Fred Louis III '58
1991    William Blake Winchell '75
1992    Proctor Hull Page Jr. '42
1993    N. Brooks Clark Jr. '78
1994    Dick Jachens '41
1995    Debbie Michel Rosch '83
1996    Alex Fanelli '42
1997    Carl Erdman '37
1998    No award; no C.O.W. that year
1999    Bob Conway '73
2000    Jack Kent '50
2001    Christen O'Connor '87
2002    Hal and Mary Ripley '29
2003    Jack Faunce '40
2004    Carol Willard '80, Wade Herring '80
2005    Jim Bildner '75
2006    Ken Reich '60
2007    Crawford “Bud” Elder '45
2008    Kelly Heaps '00
2009    Leslie Dahl '85, John MacManus '85
2010    Lauren “Duff” Cummings '72
2011    Mike Mahoney '92
2012    Jean Francis '38
2013    Larry Geiger '66 (25 or More Years Out); Garrett Gil De Rubio '96 (Less Than 25 Years)
2014    Bill Montgomery '52 (25 or More Years Out); and Robert Crawford '90/Walter Palmer '90
          (Less Than 25 Years)
2015    Kenneth “Pete” Henderson '51 (25 or More Years Out); Jason Casell '97 (Less Than
          25 Years Out)
2016    David Eichman '82 and Robin Shaffert '82 (Out More Than 25 Years); Kelly Shriver
          Kolln '92 (Out 25 Years or Less)