

## **2012 Large Club of the Year: Dartmouth Association of the Rocky Mountains**

Pablo Picasso once said "the chief enemy of creativity is 'good' sense." If that's true, then the 2012 Large Club of the Year has no sense whatsoever as they are innovative and imaginative with almost everything they do whether it be succession planning, fundraising or events.

A strong and dedicated Board of Directors, representing classes ranging from 1956 to 2011, is the inspiration and impetus for it all. Events such as the Lorax Premiere Party, where costumes were encouraged for young and old alike (whiskers were optional) and a Gleaning Day to harvest leftover, edible produce at a commercial farm which was then donated to a food bank are the product of their fertile minds and endless energy. More serious topics were also addressed with a blue chip panel on justice and another on the future of museums. Quarterly, the club hosts a "Lunch for the Mature"—an event just for the seniors in the club, aged 60 and older. The purpose of these luncheons, as described in the annual report, is "to promote camaraderie, roasting, and whoppers." Whether the last bit refers to burgers or lies is for you to decide.

Fundraising with this club has gone far beyond the check-off box on the dues solicitation. In addition to obtaining advertisements for the newsletter which now covers all expenses, the club's newly founded cycling team, proudly wearing their custom jerseys, raised \$16,000 for the local children's hospital by participating in a three-day mountain ride. A Past Presidents Club was also formed to assist with fundraising efforts and to take advantage of their vast experience and wisdom.

The success of all these programs is driven by a comprehensive and, once again, creative communications plan which utilizes all forms of media including print, electronic, social and, uniquely, video. Candid moments and thoughts are captured at many events by a videographer and then transformed into entertaining, lively videos that are posted on the club's website and Facebook page to promote future activities and enhance alumni engagement. If 2012 was any indication, all aspects of this club are working extremely well; and we hope they continue to lack "good" sense.

Please join me in congratulating the 2012 Large Club of the Year,  
the Dartmouth Association of the Rocky Mountains.

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*President, Club Officers Association*

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*Senior Associate Director, Alumni Relations*