



BLAIR ACADEMY

Class Representative Manual

&

Reunion Planning Guide

Fiscal Year 2020

July 1, 2019–June 30, 2020

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A NOTE ABOUT CONFIDENTIALITY

Please be aware that class contact and giving information is confidential. Volunteers granted access to this information may use it only to conduct business on behalf of Blair Academy. This information is not to be shared with anyone and is not to be used for solicitation purposes for other causes. Please shred or return all contact sheets when finished.

Class Representatives**Blair Liaison**

'42	Bob Fuller	<i>Colleen Smarth</i>
'43		<i>Cara Mohlmann</i>
'44	Bob Metz	<i>Colleen Smarth</i>
'45	Bud Bogle	<i>Colleen Smarth</i>
'46		<i>Colleen Smarth</i>
'47	Elmer Bannan, Arnie Schneider	<i>Colleen Smarth</i>
'48	Martin Simon, Dave Wakefield	<i>Cara Mohlmann</i>
'49	Arnie Koch, Bob Neff	<i>Colleen Smarth</i>
'50	Eugene Krohn	<i>Colleen Smarth</i>
'51	Bob Kiley, Bud Rose	<i>Colleen Smarth</i>
'52	Bob Lerner	<i>Colleen Smarth</i>
'53		<i>Colleen Smarth</i>
'54	Hoby Van Deusen	<i>Cara Mohlmann</i>
'55	George Brooks, Bob Burn, Gene Losa	<i>Colleen Smarth</i>
'56	Nelson Cohen, Pete Fritts	<i>Cara Mohlmann</i>
'57	Jim Naisby	<i>Cara Mohlmann</i>
'58	Norm Beatty, Peter Cleary	<i>Cara Mohlmann</i>
'59	Bill Russell	<i>Cara Mohlmann</i>
'60	John Meinig, Phil Koebig, Bill Mahood, Kit Swenson	<i>Colleen Smarth</i>
'61	Frank Briggs	<i>Colleen Smarth</i>
'62	Mark Gottesman	<i>Colleen Smarth</i>
'63	Carter Crewe, Bill Wildrick	<i>Velma Lubliner</i>
'64	Courtney West	<i>Colleen Smarth</i>
'65	Don Jay Smith	<i>Velma Lubliner</i>
'66	Christopher Barrington, David Sculnick	<i>Velma Lubliner</i>
'67	Gregory Auger, Barry Smith, Larry Snavely	<i>Velma Lubliner</i> <i>Colleen Smarth</i>
'68	Richard Rubin	<i>Velma Lubliner</i>
'69	Trey Bohn, Bob Jenkins, Chris Leverich, Fred Mirbach, Keith Patten	<i>Velma Lubliner</i>
'70	Alex Sloane	<i>Velma Lubliner</i> <i>Craig Hall</i>
'71	Mike Lieberman	<i>Velma Lubliner</i>
'72	Greg Washburn, Pieter Woodcock	<i>Velma Lubliner</i> <i>Colleen Smarth</i>
'73	Bonnie Nault, Thomas McLean	<i>Shaunna Murphy</i>
'74	Jo Iglesias, David Lieberman, John Rea	<i>Colleen Smarth</i>
'75	Laura Morris, Rob Sigety, Jenny Woltjen	<i>Shaunna Murphy</i>
'76	Neal Sigety, David Waddell	<i>Colleen Smarth</i>
'77	Harry Gates, Lee Horne, Richard Luzzi	<i>Colleen Smarth</i>
'78	Doug Linton, Joey Waddell	<i>Colleen Smarth</i>
'79	Ken Deneau, Guy Saxton, Susan Ullmann	<i>Colleen Smarth</i>
'80	Donna Haag, Katherine Henry-Schill	<i>Anna Matthews</i>
'81	Holly Anderson-Bender, David Owen	<i>Anna Matthews</i>

'82	Bill Abbott, Marivelle Clavel-Davis	<i>Anna Matthews</i>
'83	Liam Blume	<i>Anna Matthews</i>
'84	Kris Lisi	<i>Cara Mohlmann</i>
'85	Amelia Wolfe, Chris Wolfe	<i>Cara Mohlmann</i>
'86	Linda Fellows, Jules Coffey Santella	<i>Anna Matthews</i>
'87	Marnie Raines Almand	<i>Shaunna Murphy</i>
'88	Chuck Inkeles	<i>Colleen Smarth</i>
'89	Chrysta Argue, David Low	<i>Anna Matthews</i>
'90	Ned Montenecourt, Todd Smith	<i>Anna Matthews</i>
'91	Erin Cosgrave, Meri Magrone-Wiacek, Elizabeth Wilson Webster	<i>Anna Matthews</i>
'92	Darryl DeMarzio, Carrie Giddins Pergram	<i>Anna Matthews</i>
'93	Bern Clifford, John Inkeles	<i>Cara Mohlmann</i>
'94	Bryan Kelly, JP Weesner, Jo Wrzesinsky	<i>Anna Matthews</i>
'95	Stephanie Marcial, Courtnay Stanford	<i>Anna Matthews</i> <i>Colleen Smarth</i>
'96	Stef Kuhner, Summer Passannante, Craig Powell	<i>Anna Matthews</i>
'97	Christy Burkart, Ryan Pagotto	<i>Anna Matthews</i>
'98	Brian Agresta, Charisse Manzi, Jamiyl Peters	<i>Anna Matthews</i>
'99	Megan Apgar, Bridget Hodakowski, Amy Jablonski, Katie Piotrowski, Mark Rosenthal	<i>Shaunna Murphy</i>
'00	Logan Garrels, Andy Peters, Ronnie Reo, Meredith Seidel Wells	<i>Colleen Smarth</i>
'01	Kweighbaye Kotee, Maria Lieberman Smalley	<i>Shaunna Murphy</i>
'02	Meredith Gal, Chelsea Grefe, Steph Garbutt	<i>Colleen Smarth</i>
'03	Jessica Hess, Brandon Lucien, Christine Nalty, Liz Ricca, Sarah Soden, Stephanie Tucker, Michael Wilson	<i>Anna Matthews</i>
'04	Matt Dwyer, Kait Maillet Matyasovsky, Phil Mauriello	<i>Anna Matthews</i>
'05	Mollie Dawson, Chris Gatsch, Mary Hall, Kat Hood, Julian Swayze	<i>Anna Matthews</i>
'06	Anthony Eu, Alex Graber, Elizabeth Kaskel, Anne Newall	<i>Anna Matthews</i>
'07	Kymbia Ainsworth, Alison Crevi, Maggie Harding, Marisa Nedderman, Cooper Smith	<i>Anna Matthews</i>
'08	Dylan Evans, Lexi Gilmartin, Maddy Hargis, Iris Johnson, Todd Lewis, Alex Motiuk, Ashley Thompson, Samantha Tinley, Tina Tozzi	<i>Colleen Smarth</i>
'09	Melissa Collins, Margaret DeOliveira, Raleigh Dierlam, Janak Padhiar	<i>Colleen Smarth</i>
'10	Sarah Bugen, Jin Chung, Mike DeTogni, Dillon Hoffman, Becca Litvin, Brittany Small, Saul Sparber, Neil Zimmermann	<i>Colleen Smarth</i>
'11	Anu Akinbamidele, Emily Collins, Maggie Hoffman, Nicholas Hogan, Quinn McKay, Rebecca Smith	<i>Colleen Smarth</i>
'12	Meredith Berry-Toon, Olivia Davis, Tim Hettinger, Ali Johnson, Max Kaplan, Tim Kui, Phoebe O'Rourke, Casondra Peretore	<i>Anna Matthews</i>
'13	Council Dawson, Rebecca Hargis, Tatiana Kalainoff, Danny Kim, Maddie Kling, Ben Meisel, Claire Ryder, Kyle Tierney	<i>Anna Matthews</i>
'14	Demetrius Daltirus, Graham Merrifield, Sara Moran, Abby Troy	<i>Anna Matthews</i>
'15	Breanna Cavanaugh, Lucy Drinkwater, Sophia Elghanayan, Ethan Simon	<i>Anna Matthews</i>
'16	Shoshana Geller	<i>Anna Matthews</i>
'17	Catharine Berry-Toon, Christopher Berry-Toon, Lauren Tung	<i>Anna Matthews</i>
'18	Max Cavallaro, Savannah Doelfel, Clara McGrath, Jason Pan	<i>Anna Matthews</i>
'19	Ryan Green, Cornelia Sigety	<i>Anna Matthews</i>

BLAIR REUNION PLANNING FOR CLASS REPRESENTATIVES

Class representatives serve as liaisons between their classmates and the School. They are responsible for **class fundraising efforts** and **communicating regularly with classmates**. Many classes have more than one Class Rep who share the overall responsibilities. Please let the advancement office know how you are dividing the job.

RESPONSIBILITIES WITHIN YOUR REUNION YEAR

- Please make your own Blair Fund gift or pledge by **October 31**.
- Establish and coordinate **Reunion Committee**.
- Participate in regular **conference calls** with your Blair Liaison and fellow Class Reps. Stay in contact with committee and update Blair staff on outreach and fundraising progress.
- **Divide classmates among committee members for outreach and solicitation.** Re-connect, catch-up, update and encourage to return for reunions (complete by November 30).
- **Confirm reunion fundraising goals** (class participation percentage & dollar amount) with your Blair Liaison.
- **Write class letter and submit by August 9.** (see page 6 for details)
- **Touch base with classmates.** (Phone calls/texts/emails, social networking sites, visits)
- **Monitor class giving progress towards goals.** (Blair sends monthly updates and posts progress on the website)
- **Thank classmates** who make gifts to Blair. (Notes or phone calls are best)
- Request and **submit Class Notes** from classmates for the *Blair Bulletin*. (See page 7 for deadlines and details)
- **Use Blair's social media.** (See page 7 for details)

If you are unable to complete any of these tasks, please let us know. We appreciate the time and energy that you contribute, and if you need help, we will provide assistance.

SENDING A LETTER TO YOUR CLASSMATES

- **Draft letter**, or personalize the sample letter sent from Blair.
- Update classmates about Blair.
- Encourage participation in your class giving.
- **Send draft to your Blair Liaison (found next to your name on page 3 or 4) by August 9 (contact information on page 9).**
- **Receive letter packet from Blair.** Includes: printed letters, addressed and stamped envelopes, *Class Giving Analysis* (Blair Fund remittance envelopes are already inserted into non-donor's envelopes). *If you prefer, you may email your letter to classmates.*
- **Sign letters and include a personal note; thank donors (refer to *Class Giving Analysis* to see who has made a gift.)**
- **Tri-fold letters and insert in corresponding envelopes.**

Here are some suggestions for your letter:

1. *Keep your letter as brief and simple as possible.*
2. *Be personal, friendly, informal, straightforward and use humor where appropriate.*
3. *When asking for a gift to the Blair Fund, be positive*—assume your classmates want and intend to support the School to the best of their ability.
4. *Know why you are asking for a gift.*
Regardless of when you graduated, all Blair students received a “hidden scholarship” in the form of annual support. Current Blair students need today’s

5. *Use the Class Giving Report* to point out your class’s successes in the past and encourage reaching your current class goals.
6. *Create a sense of urgency.* The earlier the School receives contributions, the sooner the money can be put to good use.
7. *Stick to the timetables.* We coordinate the mailing of Class Representative letters with phonathons and other mailings from the School.
8. *Sign and personalize each letter.* Your brief handwritten note to each classmate, even a single handwritten sentence or two, makes an enormous difference.

SUBMITTING CLASS NOTES FOR INCLUSION IN THE BLAIR BULLETIN

- **Solicit news, photos and updates from classmates.**
Make sure they know this material will be published.
- **Submit text and/or photos two times per year:** (You will receive an email with exact due dates.)
 - **Late December** (*for Winter/Spring Bulletin*)
 - **Late June** (*for Summer/Fall Bulletin*)
- **Email:** classnotes@blair.edu
- **FAX:** (908) 362-3105
- **Mail:** Shaunna Murphy, Blair Academy, P.O. Box 600, Blairstown, NJ 07825
- **To submit photos:** send via email in digital format (minimum 300 dpi resolution at 2" x 3") or mail them to the address above.

Contact Shaunna Murphy at (908) 362-2047, or murphs@blair.edu with questions.

SENDING GROUP EMAILS TO YOUR CLASS

- Upon request, Blair supplies a directory of email addresses for your class.
- To protect the confidentiality of classmates' email addresses, please **DO NOT USE *To:* or *cc:*** when sending group e-mails. Instead, please **copy and paste the provided email list into the *bcc:* field of your email.**
- Always include a link to Blair's web site (www.blair.edu) in the body of the email.
- Questions? Contact your Blair Liaison (found next to your name on page 3 or 4).

SOCIAL MEDIA www.blair.edu



- Most classes stay in touch through their official Blair class Facebook page. Questions regarding the class Facebook pages? Contact Shaunna Murphy, Director of Alumni Relations, at murphs@blair.edu or (908) 362-2047.
- Updating contact information online: Let your classmates know they can update their contact information at www.blair.edu/alumni by clicking on *Update Your Contact Information* on the left side of the page.

2019-2020 CLASS PARTICIPATION GOALS

Your class giving goals were determined by the advancement office staff, taking into consideration your class size, giving history in previous years, and outstanding pledges. We would be delighted to hear from you if you would like to further discuss these goals. Please contact your Blair Liaison.

Class	Participation	Class	Participation	Class	Participation
1942	75%	1968	30%	1994	30%
1943	36%	1969	40%	1995	30%
1944	30%	1970	30%	1996	30%
1945	40%	1971	30%	1997	30%
1946	50%	1972	30%	1998	30%
1947	54%	1973	30%	1999	30%
1948	34%	1974	30%	2000	30%
1949	30%	1975	30%	2001	30%
1950	30%	1976	30%	2002	35%
1951	60%	1977	30%	2003	35%
1952	43%	1978	30%	2004	30%
1953	30%	1979	30%	2005	35%
1954	65%	1980	30%	2006	30%
1955	30%	1981	30%	2007	35%
1956	70%	1982	30%	2008	40%
1957	30%	1983	30%	2009	35%
1958	30%	1984	30%	2010	30%
1959	45%	1985	30%	2011	30%
1960	40%	1986	30%	2012	30%
1961	35%	1987	30%	2013	30%
1962	50%	1988	30%	2014	30%
1963	45%	1989	30%	2015	30%
1964	37%	1990	30%	2016	35%
1965	45%	1991	30%	2017	30%
1966	30%	1992	30%	2018	45%
1967	30%	1993	30%	2019	45%

ADVANCEMENT OFFICE DIRECTORY

Craig Hall

Chief Advancement Officer
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Velma Lubliner P'05 '09

*Asst. Director of Advancement
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Jane Marvin P'12 '18

*Director of Advancement
Information Services*
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Anna Matthews

Assistant Director of Annual Giving
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Office Hours

Monday – Friday
8:00 a.m. – 4:00 p.m. EST

Address

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**Main Telephone
Number**

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Fax Number

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E. Courtney Stanford '95

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BLAIR CLASS REPRESENTATIVE PLANNING CALENDAR

August 2019

- Submit Class Letter by August 9

September 2019

- Blair Fund Fall Appeal sent

November 2019

- October 29: Peddie Gatherings
- October 30-November 1: Peddie Challenge
- November 2: Peddie Day at Peddie
- Call, text, email, Facebook classmates

December 2019

- Blair Fund Calendar Year-End Appeal sent
- Class Notes due at end of month

January 2020

- January 23: NYC Finance Summit
- Review class giving update and thank donors

March 2020

- Day of Giving Appeals sent
- Media & Technology Forum (TBA)
- Alumni Weekend invitation mailed

April 2020

- April 2: Day of Giving
- Review class giving update
- Contact non-donors: remind of May deadline for inclusion on the alumni honor roll

May 2020

- Honor Roll Appeal sent
- May 21: Commencement

June 2020

- June 5-7: Alumni Weekend
- June 30: End of Blair's fiscal year (checks must be dated no later than June 30)
- Class Notes due at end of month

* All items on this calendar are subject to change.