



BLAIR ACADEMY

Class Representative Manual

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> |
| '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 Mattbews</i> |
| '83 | Liam Blume | <i>Anna Mattbews</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 Mattbews</i> |
| '87 | Marnie Raines Almand | <i>Shaunna Murphy</i> |
| '88 | Chuck Inkeles | <i>Colleen Smarth</i> |
| '89 | Chrysta Argue, David Low | <i>Anna Mattbews</i> |
| '90 | Ned Montencourt, Todd Smith | <i>Anna Mattbews</i> |
| '91 | Erin Cosgrave, Meri Magrone-Wiacek, Elizabeth Wilson Webster | <i>Anna Mattbews</i> |
| '92 | Darryl DeMarzio, Carrie Giddins Pergram | <i>Anna Mattbews</i> |
| '93 | Bern Clifford, John Inkeles | <i>Cara Mohlmann</i> |
| '94 | Bryan Kelly, JP Weesner, Jo Wrzesinsky | <i>Anna Mattbews</i> |
| '95 | Stephanie Marcial, Courtnay Stanford | <i>Anna Mattbews</i> <i>Colleen Smarth</i> |
| '96 | Stef Kuhner, Summer Passannante, Craig Powell | <i>Anna Mattbews</i> |
| '97 | Christy Burkart, Ryan Pagotto | <i>Anna Mattbews</i> |
| '98 | Brian Agresta, Charisse Manzi, Jamiyl Peters | <i>Anna Mattbews</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 Mattbews</i> |
| '04 | Matt Dwyer, Kait Maillet Matyasovsky, Phil Mauriello | <i>Anna Mattbews</i> |
| '05 | Mollie Dawson, Chris Gatsch, Mary Hall, Kat Hood, Julian Swayze | <i>Anna Mattbews</i> |
| '06 | Anthony Eu, Alex Graber, Elizabeth Kaskel, Anne Newall | <i>Anna Mattbews</i> |
| '07 | Kymbia Ainsworth, Alison Crevi, Maggie Harding, Marisa Nedderman, Cooper Smith | <i>Anna Mattbews</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, Casandra Peretore | <i>Anna Mattbews</i> |
| '13 | Council Dawson, Rebecca Hargis, Tatiana Kalainoff, Danny Kim, Maddie Kling, Ben Meisel, Claire Ryder, Kyle Tierney | <i>Anna Mattbews</i> |
| '14 | Demetrius Daltirus, Graham Merrifield, Sara Moran, Abby Troy | <i>Anna Mattbews</i> |
| '15 | Breanna Cavanaugh, Lucy Drinkwater, Sophia Elghanayan, Ethan Simon | <i>Anna Mattbews</i> |
| '16 | Shoshana Geller | <i>Anna Mattbews</i> |
| '17 | Catharine Berry-Toon, Christopher Berry-Toon, Lauren Tung | <i>Anna Mattbews</i> |
| '18 | Max Cavallaro, Savannah Doelfel, Clara McGrath, Jason Pan | <i>Anna Mattbews</i> |
| '19 | Ryan Green, Cornelia Sigety | <i>Anna Mattbews</i> |

JOB DESCRIPTION & RESPONSIBILITIES

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 to share the overall responsibilities. If you are in one of those classes, please work with the advancement office to divide the job.

TO DO Checklist:

- Please make your own Blair Fund gift or pledge by **October 31**.
- **Confirm fundraising goals (class participation percentage & dollar amount) with your Blair Liaison** (found next to your name on page 3 or 4).
- **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)
 - Outreach: Reconnect, catch-up, update and encourage classmates to attend Blair events.
 - Solicit: Ask classmates to contribute to the Blair Fund.
 - Update: Contact your Blair Liaison on outreach and fundraising progress. Make note of any address changes or other pertinent personal information.
- **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 and we will provide assistance.

SENDING A LETTER TO YOUR CLASSMATES

TO DO Checklist:

- **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 alumni to offer the same support.
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.

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
(908) 362-2032
hallc@blair.edu

Bridget Hodakowski '99

Special Projects Coordinator
(908) 362-2056
hodakb@blair.edu

Susan Long P'13 '16 '20

*Asst. Director of Advancement
for Parent Relations*
(908) 362-2033
longs@blair.edu

Velma Lubliner P'05 '09

*Asst. Director of Advancement
for Capital and Planned Giving*
(908) 362-2041
lubliv@blair.edu

Jane Marvin P'12 '18

*Director of Advancement
Information Services*
(908) 362-6121, Ext. 5699
marvij@blair.edu

Anna Matthews

Assistant Director of Annual Giving
(908) 362-2049
mattha@blair.edu

Office Hours

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

Address

Individual's Name
Blair Academy
Post Office Box 600
Blairstown, NJ 07825

**Main Telephone
Number**

(908) 362-6121

Fax Number

(908) 362-3105

Web Address

www.blair.edu

Cara Mohlmann P'18 '21

Director of Advancement
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Shaunna Murphy

Director of Alumni Relations
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Kristan Pearson

Administrative Assistant
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Kristine Scialla P'20 '22

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Colleen Smarth P'18 '20

Director of Annual Giving
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smartc@blair.edu

Melissa Sneed

Advancement Associate
(908) 362-2058
sneedm@blair.edu

E. Courtney Stanford '95

Director of Stewardship
(908) 362-2059
stanfc@blair.edu

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.