



NAA Pipeline

INFORMATION CHANNEL FOR ALUMNI

Change: The Name Game

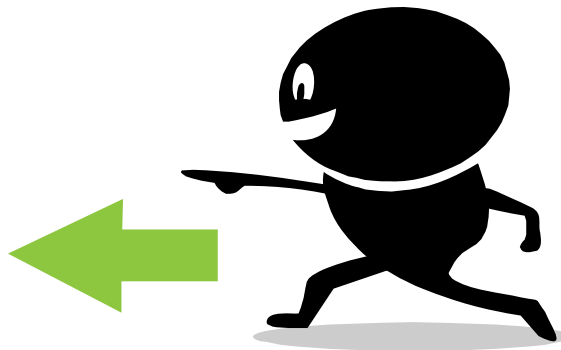
by LaTanya Dunham

Have you thought this newsletter just didn't grab your attention because of its name? Do you have any suggestions for a new name of the newsletter. It has been

brought to the attention of the newsletter crew that the name of the **Official Alumni Newsletter** should be a bit more catchy. Hence, the **Name Game** is on. Of

course, there are names that we will not be allowed to use (i.e. *The Hornet Tribune* and *ASU Today*). Let's get our creative juices flowing and change the name of the newsletter.

Please submit your ideas via email to: **info@asunaa.org** no later than **May 1, 2010**. The winner will be announced in the next issue of the newsletter.



Turkey Day Raffle 2010

by Dr. Tessie S. Bradford

The Turkey Day Raffle tickets are on the printing press. The tickets will be available and ready for distribution by April 2010. Tickets may also be obtained at the upcoming regional conferences. Patricia Jackson (Birmingham Chapter) is the chairperson for the raffle.

Let's make the 2010 raffle a bigger success than ever before. Here are some tips for selling your raffle tickets.

- 1) Offer a prize to the top seller in your chapter.
- 2) Set a goal for yourself. Make definite plans for when and where you will go out selling tickets.
- 3) Talk about your chapter (i.e. what are the chapter goals; how will the money be used).
- 4) Remember, sincerity is the only key ingredient you need.

Source:
http://www.raffleticket.com/how_to_sell_raffle_tickets.html

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Special points of interest:

- *Executive Board & Chapter Presidents*
- *Letter from the NAA President*
- *Membership Application*
- *NAA Committees*

President's Page

Greetings Fellow Alum,

This is an exciting time for both Alabama State University and the National Alumni Association, Inc.; both are in the process of Transformation. It is also exciting to learn that our Alumni membership is equally enthusiastic about achieving new goals. The Montgomery Chapter has set a goal of 300; the Chicago Chapter—200; and the Detroit Chapter is planning a Membership Roundup! Let me take this opportunity to provide you with a further update of where we are:



- On January 15-16, 2010, the NAA Executive Board convened its Transitional Board Meeting in Montgomery, AL at the Montgomery Renaissance Hotel & Spa. The ASU staff that joined us at the Board meeting was: Dr. John Knight and Ms. Danielle Kennedy Lamar. Special thanks go out to Dr. Knight for sponsoring our Leadership Reception of January 15, 2010.
- NAA has purchased a new machine to create our own membership cards. The problem is that the machine has not yet come, and may be delayed about 3 more weeks. This impacts our membership, and we are unable to get membership cards out to you in a timely manner. We apologize for this delay and will dispatch the membership cards to you as soon as they are available.
- NAA has partnered with the University 1) make an appeal to all NAA members; 2) develop regular strategies for jointly promoting the university and NAA memberships; 3) offer regular alumni appeals in University communication, like *ASU Today*
- NAA has partnered with the University to secure office space in the Alumni Relations Office. We are thankful to both Dr. Knight and Ms. Kennedy Lamar for helping us to secure this space.
- The Technology Committee is working arduously to enhance our Website capacity. We are currently convening weekly meetings and dialoging with the University to find the most effective way to communicate with our Alumni members.
- We are preparing to change the name of the “Pipeline,” our current Newsletter, and would like your input in the name change. What do you think the name of our NAA Newsletter should be? Please send your names to info@asunaa.org.
- On April 9, 2010, The NAA in collaboration with the Chicago Chapter is hosting a Chat and Conversation with ASU Students here in Chicago. Jessie White, Illinois Secretary of State and active ASU Alum will be a featured guest. Twenty students from the Student Government Association and twenty-five students at large are coming to Chicago to dialog with Alumni. Jocelyn Travis, Midwest Region Director is coordinating many of the logistics for the event.
- On April 16-17, 2010, I will travel to Columbus, GA to attend the Southeast Region Conference
- On April 24, 2010, I will travel to San Francisco, CA to attend the Far West Region Conference
- On May 8, 2010, I will travel to Montgomery, AL for the ASU graduation.
- On May 15, 2010, I will travel to Philadelphia, PA to the Northeast Region Conference.
- On May 21-22, 2010, I will attend the Midwest Region Conference here in Chicago.

We are enthusiastic about NAA's future. The NAA infrastructure transformation will yield an Alumni model that is not only workable and sustainable for current Alumni and friends; but captures a new and different group of Alumni and friends of Alabama State University.

It takes a “hornet village” to build a strong viable NAA. Please join us in this effort by becoming an active member of the Alabama State University National Alumni Association, Inc. by contacting our Membership Chairperson, Mrs. Bea Forniss @ 334.242.5464, and for information of finances, and/or membership-related finances, Mr. Willie Edwards @ 708.287.8925.

Most sincerely,

Lucius Black, Jr.

Lucius Black, Jr.

Lucius Black, Jr.

NAA President
Chicago Chapter

Bea Forniss

NAA Vice-President
Montgomery Chapter

Dr. Tessie S. Bradford

NAA Secretary
Maryland Metro Chapter

Willie C. Edwards

NAA Treasurer
Chicago Chapter

Shannon Lawrence

Farwest Region Director
Los Angeles Chapter

Aquilla Scott

Farwest Member-At-Large
San Francisco Bay Area Chapter

Jocelyn Travis

Midwest Region Director
Cleveland Chapter

Denise Gardner

Midwest Member-At-Large
Detroit Chapter

James McFadden

Northeast Region Director
Philadelphia Chapter

Howard Watkins

Northeast Member-At-Large
Metro Washington DC Chapter

Dr. Joseph Henderson

Southeast Region Director
Rocket City Chapter

Tammy Christian Holiness

Southeast Member-At-Large
Birmingham Chapter

Chapter Presidents 2010

Alexander City Chapter
Anniston-Calhoun County Chapter
Birmingham Chapter
Bullock County Chapter
OES Butler County Chapter
Chicago Chapter
Chilton County Chapter
Cincinnati Chapter
Cleveland Chapter
Coffee County Chapter
Columbus/Phenix/Russell Co. Chapter
Conecuh County Chapter
Dayton Chapter
Detroit Chapter
Dothan Chapter
Flint Chapter
Gadsden Chapter
Gulf Coast Chapter
Houston Metro Chapter
Lee County Chapter
Los Angeles Chapter
Lowndes County Chapter
Manhattan N.Y Chapter
Maryland Metro Chapter
Metro Atlanta Chapter
Metro Washington DC Chapter
Metropolitan St. Louis Chapter
Miami Chapter
Milwaukee Chapter
Montgomery Chapter
Motor City Chapter
New Jersey Chapter
New York Metro Chapter
Philadelphia Chapter
Rocket City Chapter
San Francisco Bay Area Chapter
Selma-Dallas County Chapter
Talladega County Chapter
Troy Chapter
Tuscaloosa Chapter
Uniontown Chapter
Valley Chapter

David Dexter
Dr. Richard Hooks
Marlon Meeks
James H. Cook
Geraldine Feagin
Shannon Washington
Gwendolyn P. Spence
Cromwell Handy
Willa Walker
William Cooper
Gloria Battle
Sandra Tullis
Taiwo Sutton
Edna Adell
Daisy Baxter-Glass
Leo Jackson, Jr.
John L. Jacobs
Clarence Irby
Jason Wyche
Harrison P. Dixon
Janine Wilson
Alice Logan
Henry Hall
LaKesha Davis
Pamela Perkins
Howard Watkins
LaTonya Jackson
Johnnie Fitzpatrick
Cherrye Trotman
Mary E. Broadnax
Jacqueline Canty Jackson
Marvin McCurtis
Rita Knight
James S. McFadden
Joseph Henderson
Clifton Davis
Ronald D. Peoples
Eddie McGraw
Alberta Smith
Clifton Anderson
Henrietta Jones
Oscar Crawley

NAA Committees

Membership Promotion Committee

Bea Forniss, Chairperson

The role of the NAA Membership Promotion Committee is to develop and implement an action plan for membership development. The responsibilities of the membership committee are to: Develop committee goals to achieve club membership goals for the coming year; Work with the Marketing and Communications Committee to create a positive NAA image that is attractive to prospective and current ASU Alumni members; and develop strategies to educate and train new and current Alumni members.

Special Events Planning Committee

Lionel Woodyard, Chairperson

The role of the Special Events Planning Committee is to create high visibility for the NAA. For NAA, Special events will become the technique for acquiring new alumni members. The events will recognize contributions, cultivate relationships, and raise revenue.

Linking Students and Alumni

Jocelyn Travis, Chairperson

The role of the Linking Future Alumni with Current Alumni is to create regular engagement strategies with prospective alumni and current alumni.

Budget & Finance Committee

Willie Edwards, Chair

Members: Beatrice (Bea) Forniss and Virginia Harper

The role of the Budget & Finance Committee is to effectively manage the budget and financial reporting of NAA.

Programs Committee (Class Reunions & Homecoming Activities)

Mary Broadnax, Chairperson

The role of the Programs Committee is to plan the Annual Homecoming activities for NAA, and work with Class Reunions.

Nominating Committee

Atty Eddie Harris, Chairperson

Members: Robert LaBon, Henry Hall, and Gloria Battle

The Nominating Committee is responsible for preparing a slate of candidates, one for each vacancy for elective office, and secure acceptance of nomination for office from each candidate.

Necrology Committee

Pamela Perkins, Chairperson

The Necrology Committee is responsible for initiating and preparing services noting the death of Alumni members.

Awards Review Criteria Committee

Chairperson and Committee TBA

The purpose of the Awards Criteria Review Committee is to review the current awards criteria to determine its relevancy for today; and make recommendations for modifications.

NAA Convention—2011 Convention Planning Committee

Bea Forniss, Convention Director

Convention Director Assistant, TBA

Members: Clarence Irby,

The role of Convention Planning is to ensure that NAA plans an exciting, enjoyable and cost effective Biennial Convention.

NAA Committees (continued)

Technology Committee

Robert LaBon, Chairperson

Members: Tessie Bradford, Shannon Lawrence.....

The Technology Committee is the vehicle for reviewing, evaluating, and recommending strategies, plans, and policies for NAA information technology. Specific Committee strategies TBD.

Challenge Response Committee

Bea Forniss, Chairperson

The Challenge Response Committee is designed to serve as a troubleshooting committee for problems that are ongoing and time consuming.

Alumni Center (Housing) Committee

Brenda Kahn Spells, Interim Committee Chairperson

The Alumni Center Committee is responsible for accomplishing three goals: Fund Raising, House Payoff; and Renovation. The vision of the Alumni Center TBD.

Marketing and Communications Committee

Howard Watkins, Chairperson

The purpose of the Marketing & Communications Committee is to promote awareness of the NAA among the future and current alumni within the communities where they live and work; and to gain greater recognition for the NAA's initiatives and innovations with a broader external audience. The Committee will develop expertise and ideas that assist the NAA in marketing, promotion, advertising and outreach.

Giving Committee

Chairperson and Committee, TBA

The Giving Committee will implement a Fund Raising Plan that helps the NAA to raise sustainable revenue. Strategies include: Annual Giving (Direct Mail); Special Events; Major Gifts; Corporate Sponsorships; and Planned Giving and the Annual Raffle.

Raffle Committee

Patricia Jackson, Chairperson

The Raffle Committee generates annual revenue for the NAA through raffle ticket sales.

Committee Structure Policy

- All Standing and Ad Hoc Committees must be selected with a representative from each of the NAA Regions. This provides an opportunity for every voice to be heard.
- All Committees will make bi-monthly reports for the first year (a report every two months) & quarterly reports in the second year. The first Committee Report will become due on April 1, 2010; July 1, 2010; and October 1, 2010. Committees exempt from report requirements are: **Nominating and Necrology**; Bi-monthly reports are essential for determining our effectiveness in service delivery.



Coming Soon!

Membership Cards



NATIONAL ALUMNI ASSOCIATION, INC.
ALABAMA STATE UNIVERSITY

P.O. Box 6078
MONTGOMERY, AL 36106-6078

WWW.ASUNAA.ORG

John Doe 123456



NATIONAL ALUMNI ASSOCIATION, INC.
ALABAMA STATE UNIVERSITY

P.O. Box 6078
MONTGOMERY, AL 36106-6078

WWW.ASUNAA.ORG

**LIFE
MEMBER**

Jane Doe 123456

April 2010

The National Alumni Association, Inc. of Alabama State University has purchased a card printer. Upon delivery, membership cards will be printed and shipped to chapter presidents in April 2010!

NAA Membership

On behalf of the National Alumni Association, Inc. of Alabama State University, I thank you for your support of the NAA this past year. I would like to cordially invite you to once again sign up and become an active member. Please fill out the enclosed application form and return it to your local chapter as soon as possible. We would appreciate it if you would extend this membership invitation to other alumni of ASU, your family members, co-workers and friends. Share this application form with as many individuals as possible. If they live where there is not a chapter, then they can become members-at-large for a fee of \$50.00. The NAA belongs to its members; it is empowered by them and exists because of them. We are striving to double our National membership in 2010, so we can do more for our beloved Alma Mater. Simply said... we need your help!!!

Membership Chairlady,
Bea Forniss
NAA Vice-President



Membership Application

(Membership Year: January 1 - December 31)

Name _____
(Last) (First) (Middle/Maiden)

Mailing Address _____

City _____ State _____ Zip _____

Home Phone (_____) _____ Work Phone (_____) _____

Email _____

Class Year _____ Major _____ Today's Date _____

Membership

_____ Member-At-Large (\$50.00)

_____ Life Membership (\$1,000.00 - may be paid in 3 yearly installments: \$333.33, \$333.33, \$333.34)

_____ Please send me information on how to organize a local chapter in my area.

If you are interested in joining a local chapter, please contact the chapter for information about dues.

Contribution

My contribution in the amount of \$_____ is included to: (please check item below):

_____ NAA Scholarship _____ NAA Housing Fund _____ ASU Foundation

_____ Emergency Tuition Fund _____ Other: _____

Make check payable to: ASU National Alumni Association

Mail application to: NAA/ASU, P.O. Box 6078, Montgomery, AL 36106-6078



P.O. Box 6078
Montgomery, AL 36106-6078

Phone: 334.229.4280
E-mail: info@asunaa.org

We're on the web!
www.asunaa.org

2010 Regional Conferences

FARWEST REGION

April 24th

San Francisco, CA
10:00AM—3:00PM

For more information,
please call 310.538.2124.

MIDWEST REGION

May 21st & 22nd

Marriott Chicago—Midway
6520 South Cicero Avenue
Chicago, IL

Registration is \$100.00

ASU Director of Recruitment along with area recruiter will be on hand to answer any questions.

For more information please call
Jocelyn Travis @ 216.926.6535.



NORTHEAST REGION:

May 15th

Philadelphia, PA
8:00AM—4:00PM

Registration: \$60/person; \$200/chapter

For more information, please call
James McFadden @ 215.470.2778.

SOUTHEAST REGION:

April 16th & 17th

Doubletree Hotel Columbus
Columbus, GA

Registration: \$75/person

Speakers to include ASU President Harris &
NAA President Lucius Black

For more information, please call
Dr. Joseph Henderson @ 256.683.5648.