

# Southport High School Alumni Association

## Class Reunion Guide

Initially Published, Summer 2022

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## **1. Welcome and Introduction**

Thank you for your service to your class. Organizing and conducting high school class reunions should be fun and rewarding and certainly are a benefit for your fellow classmates. This guide has been developed by individuals that planned and executed their 50<sup>th</sup> class reunions, so it may include some items that would not routinely be included with reunion activity. We do not believe this guide is exhaustive, and while not intentional, we may have left out some items that you will decide you need to address. So, use this as a guide, but also follow your instinct in terms of planning and executing your reunion. It is important that you have fun doing it.

## **2. Establishing Organizing Committee**

Some classes are blessed with Senior Class Officers that can take the leadership role in getting things kicked off, others are not. The important thing is that someone, or a few people, need to take the lead to get the process started. This is the least precise part of the entire planning activity. Once an individual or small group of individuals have stepped up to take the lead, the first thing they need to do is get a larger organizing committee together. This could be 10-25 people, depending upon the circumstance and engagement level of the class. The most basic thing is getting e-mail addresses and phone numbers for the people to be invited to the organizing committee. You can also use social media to reach out to folks, but the key is assembling a group of individuals that are willing to work hard (and have some fun) to plan the reunion. We would suggest this activity occurs at least 12 months before the planned reunion to give you enough time to get everything done, to make some mistakes and to have lulls in the activity which will naturally occur.

We suggest having a kickoff party to get everyone together to start the ball rolling. Some food and libations always make this more enjoyable. You can have everyone pitch in and pay for it, or you can get a sponsor to cover part or all the cost.

At this first meeting, we suggest you allow the committee to select (or affirm) the Reunion Chair or Co-Chairs, depending on how you want to move forward. This person, or persons, will take the overall responsibility for making sure the reunion is planned and conducted appropriately. This person will be responsible for encouraging and appointing the chairs for individual activities/events. This person should also be the one who keeps all the records of the meetings, etc., or sees that the information is kept.

Once you have established the organizing committee, then you need to get down to the work of planning the reunion.

## **3. Focus on Gala Event**

The first few decisions that need to be made revolve around the date for the reunion and the venue for the reunion. You need to think about what you want to do regarding the type of reunion atmosphere you want to create. Do you want it to be casual, outdoors, or do you want it to be a bit more formal? Do you want it to occur during the school year, around homecoming or some other school event, or do you prefer it be done in the summer? There are infinite options, and it is good to have the entire committee weigh in on this decision. If you do want to do it in conjunction with a school event, we highly recommend you contact the principal to make sure you have all the information you need about the school schedule. Do not rely on what someone has "heard," make sure you get accurate information. In selecting a venue, you most like will need to sign some form of contract or event order. Make sure you understand your

obligations and options as it relates to the agreement. What is the minimum attendance or food purchase, what are postponement or cancellation options? Who can bind the class with the venue, etc. We believe most locations work in good faith and are accommodating, but just make sure you do not find yourself being saddled with expenses or obligations that are harmful to your class. The Gala location may also be influenced by other activities you want to hold in conjunction with the reunion, such as a golf outing.

To help in planning and also supporting Southport Alumni-owned businesses, we encourage you to review the businesses listed in the SHSAA Business Directory which can be found at

<https://southportalumni.com/business-directory-2/>

Also, venue selection becomes an important part of executing the theme and mood you are trying to establish. Below is a list of potential venues for your consideration. One caveat- this list has not been vetted so please make sure you do your own due diligence to make sure the venue works for you.

Southport High School

Perry Township Education Center

Primo's

The Biltwell

The Atrium

The Barn at Bay Horse Inn

The Sycamore at Mallow

Valle Vista

Southern Dunes Clubhouse

Dye's Walk Clubhouse

The Nest

The Garment Factory in Franklin

German Park

#### **4. Additional Activities**

In addition to the Gala (Reunion) Party, there are a variety of activities you may want to engage in. Our classes did tours of the high school and athletic facilities, entered a float in the homecoming parade, held a golf outing, held a wine tasting, a kickoff reception a couple of nights before the gala and attended and held a tailgate before the homecoming football game. There are certainly other activities you can plan, and each activity gives more folks from your class an opportunity to get involved. For each of our activities we appointed a chair and then a committee was formed, mostly of folks on the overall organizing committee., but again the more folks you can get engaged, the better. The other consideration for additional activities is that each adds a bit of complexity and financial obligation, so make sure you can support what you choose to do.

## **5. Creating Solid Contact List for Classmates**

The most important thing to do is to connect with classmates to announce and promote the reunion. We did it using five vehicles: social media, our class website, e-mails, phone calls and snail mail. We used the traditional mail system sparingly, as it is very costly. We had built over the years a very good contact list and so we started for our 50<sup>th</sup> with a very good list. If this is your first time out, you will need to determine how you are going to build the list and who is going to be the steward of the list, as well as who maintains the technology that the list is stored on. Web and social media searches are good options for building the list, and there are other tools available for a small fee to try to get contact information. If you do not start with a list, this is the most time-consuming, and most important piece of executing a fun reunion. If you have no one to invite, it does not matter how well planned the reunion is!

## **6. Marketing and Promotion**

Once you have chosen the dates for your gala and related events, you should create a promotion calendar that identifies what media you are using and who is responsible for getting the message out. As mentioned above there are at least five vehicles for outreach: social media, our class website, e-mails, phone calls and snail mail. The class of 1970 was fortunate to have an energetic and highly imaginative person who posted something to the class Facebook page EVERY day leading up to the reunion. We sent out save the dates almost 12 months in advance and then sent out reminders leading up to when registration was open. Most of our communication was completed electronically, but we did do a post card mailing to individuals we had street addresses for but no other information. This aided in cleaning up our data base and certainly reached individuals that otherwise would have been missed. However, it was expensive, and we would suggest only doing this once to save on costs. As you are about 2 months out from the reunion, we suggest having the reunion committee divide the list of individuals you have not heard from and contact people they know to encourage them to attend.

## **7. Registration**

Once you have chosen your events and dates/times, you need to determine how you are going to manage registrations. You can do registrations on-line, mail-in, or both. If you do them electronically, you need to have an individual in charge of that activity that knows what they are doing. So, choose this only if you have that expertise available. The class of 1970 chose to use a system called EventBrite for our on-line registrations. A link was placed on the website and was also put into any e-mails we used to promote the reunion. There is a cost to that...for the class of 1970 it was about 6% of registrations. Then, you also have the charges for credit card/pay pal processing fees which was about another 3%. The class of 1970 felt it was well worth it because the EventBrite program produces tickets for each event and a registration list that can be manipulated. The class of 1970 did about 80% of its registrations online.

Mail in registrations should be done on a form that mirrors the online registration for simplicity and for consistency. We would suggest one person be responsible for the mail in registrations. It is critical that a system be set up to allow the mail in registrations to be entered into the same data set that the online registrations are coming into. While not required, it is easiest if the person receiving the mail in registrations is also the person responsible for the checking account, as this gives them quick and easy access to deposit checks from the mail in registrations. Also, you need to have an individual responsible for the registration lists and making the nametags from the registration list for the reunion events.

## 8. Finances

If you do not already have one, you will need to set up a checking account that allows for electronic activity. Many banks will require you to supply an Employer Identification Number. This is a process of application with the IRS and is simple to do. You will have to complete a SS-4 form and in doing so you will have to write a paragraph to the bank about the activity. Here is what was used for the class of 1970 *The SHS Class of 1970 Reunion Committee is a group of 1970 graduates who have voluntarily come together to plan, organize, and execute reunions on behalf of the class. The activity of the group is episodic as most reunions occur on milestone years and so there are periods of activity, followed by times of inactivity. There are no bylaws for the group as its actions are by agreement of those who step forward to participate on the committee from time to time. However, the individuals who will serve as signatories on the bank account, Alex Bashenow and Richard Poppa, both served in elected positions in high school with Alex serving as President of the Class and Richard serving as Student Council President. Authority for depositing and writing checks against the account is granted on behalf of the Reunion Committee to Alex and Richard and will continue until the bank is notified otherwise by Alex or Richard or their representative(s). We will apply for a banking purpose only EIN to provide to the bank for our activity.*

We strongly suggest you DO NOT file to become a not-for-profit organization. That designation requires ongoing work to maintain it and can be a real problem if not managed correctly.

Once you have a checking account set up, we suggest you create a system of checks and balances that assures that funds are used for their intended purposes. One of the things that can ruin an otherwise fun experience is allegations of financial impropriety. We suggest that you separate the responsibility of writing checks from the responsibility of approving expenditures for payment. That way, two separate persons must be involved. In the case of the class of 1970, the overall reunion chair had to approve any expenses and was not authorized to sign checks. The financial manager was authorized to sign checks but could not approve expenditures. We also suggest you have periodic reports from the financial manager to the entire committee of the bank account balance and the expenditures and revenue.

You will need to establish the costs for the different events. This can be a highly emotional activity, as you will want the cost as low as possible to eliminate cost as a barrier for folks attending balanced against creating a fun and memorable event, which certainly costs money. For the classes of 1970 and 1971 they chose gala fees in the \$45-\$50 range. Once you determine the costs for each event, you will need to establish a budget based upon a reasonable estimate of the number of attendees at each event.

We would encourage you to consider pricing/budgeting in such a way as to leave an amount as seed money for the next reunion. Both the class of '70 & '71 budgeted for about a \$1,000 seed fund. If you have a class member that is conversant with spread sheets, that person would be a good person to set up the budget. Here are categories to consider:

**Revenue:**

Registrations (for each event)

Contributions (for each event)

Sponsorships (if separate from contributions)

**Expenses:**

Organizing Committee Activity

Venue room rental fee and food/beverages expenses

Postage and Printing Costs

Electronic Registration Fees

Pay/Pal Credit Card Fees

Refunds

Security

Parade

Golf Fees

Wine tasting costs

Venue staff gratuities

Tail gate party

Photography

You may want to consider having a margin of revenue over expense to cover any unplanned expenses as well. Finally, most venues will require some form of deposit and also payment against your guarantee in advance of the actual event. There are different ways of handling this if you do not have enough money in your checking account to cover the upfront expenses. One is to ask the reunion committee members to pay for their registrations early to build up some funds. Also, you can ask one or more committee members to provide a loan to the class, but this can lead to problems if the financial results of the reunion are not good! In any case, you simply need to plan for this circumstance.

## 9. Wrap Up

Planning and executing a reunion are fun and collegial. It is so important to have a team in place that enjoys each other's company and works well together. We found planning the reunion was as much, or more fun, as the actual reunion. So... have fun!

There are many things that go not each event and would be too exhaustive to cover in this guide. But some of the things you will want to consider for the gala are: printed programs, name tags, recognition of deceased classmates, photography, grade school photos/memorabilia, party favors, gala event program agenda and any video displays. We also encourage you to consider engaging a security company to police the parking lot and to be available in the event of disruptive behavior. Also, food considerations are critical, as they are the most significant cost driver for the gala.

## 10. Sample Agendas, Financial Summaries

Following this narrative are a number of sample documents from the class of 1970 for your use. None are presented as models or perfect examples, but the work of one class that resulted in a meaningful and fun reunion. We highly encourage you to set agendas in advance of your meeting and do meeting notes subsequent to the meeting to memorialize decisions. One big detractor from an effective meeting can be disagreeing at the next meeting over decisions or actions taken. Good notes make sure that does not happen.

If you have any questions after reviewing this that you would like to discuss, please feel free to contact any of the following:

Dick Chew, class of 1971	317-370-8221	<a href="mailto:grchew@comcast.net">grchew@comcast.net</a>
David Ladd, class of 1970	317-640-0471	<a href="mailto:david.ladd@me.com">david.ladd@me.com</a>
Dick Poppa, class of 1970	315-263-2042	<a href="mailto:dpoppa@raptconsult.com">dpoppa@raptconsult.com</a>

Best wishes for a wonderful reunion experience.

Go Cards!



# SHS Class of 1970 Reunion Kick Off Party

Wednesday, August 7<sup>th</sup>, 2019 6pm

Dye's Walk

## Agenda

- |   |   |                        |
|---|---|------------------------|
| 1 | Welcome   | David                  |
| 2 | A memorable time at Southport                                       | Sara                   |
| 3 | Preliminary Outline of Events-September 2020                        |                        |
|   | Golf Outing   | Thursday, September 24 |
|   | Dinner Party  | Thursday, September 24 |
|   | Wine Tasting  | Thursday, September 24 |
|   | School Tour, Homecoming   | Friday, September 25   |
|   | & Homecoming Parade   |                        |
|   | Open House/Lunch SHSAA Office                                       | Friday, September 25   |
|   | Reunion Gala  | Saturday, September 26 |
| 4 | Open Discussion-What do we want our 50 <sup>th</sup> Reunion to Be? | All                    |
| 5 | Initial thoughts on key aspects of the Reunion                      | All                    |
|   | Theme   |                        |
|   | Food  |                        |
|   | Music   |                        |
|   | Registration Fee  |                        |
| 6 | Next Steps/Wrap Up  | Dick                   |
| 7 | Set Next Meeting and format (dinner event, etc.?)                   | Dick                   |

**The Long and Winding Road  
SHS Class of 1970 Reunion Committee Meeting  
Wednesday, November 6, 2019 6:00pm  
Dye's Walk**

**Preliminary Agenda**

- |    |   |          |
|----|---|----------|
| 1) | Welcome   | David L. |
| 2) | Get to know you   | Sara     |
| 3) | Recap of last meeting   | Dick     |
| 4) | Committee Reports   |          |
|    | a. Food Committee   | David S. |
|    | b. Marketing Committee  | Amy H.   |
|    | c. Others   |          |
| 5) | Registration Fee Determination                                | David L. |
| 6) | Key Items that Still need Champions                           | Dick     |
|    | a. Graphic Design for material and event                      |          |
|    | b. Producing a photo/video presentation                       |          |
|    | c. ID Deceased Classmates and create appropriate presentation |          |
|    | d. Finding and Inviting Faculty                               |          |
|    | f. Evening photos/photo booth                                 |          |
|    | g. Registration Table/Nametags                                |          |
|    | h. Printed Material for Evening                               |          |
|    | i. Obtaining Grade school Pictures for Use at Gala            |          |
|    | j. Researching and making proposal on party favors, if any    |          |
| 7) | Wrap Up, set next meeting                                     | Dick     |

**Richard Poppa**

NOTE - NO SEPARATE AGENDA  
CREATED - JUST THIS E-MAIL AGENDA

**From:** Richard Poppa  
**Sent:** Saturday, May 9, 2020 6:21 AM  
**To:** Bailey Chuck; Ruth Bashenow; Carol Baker; Barry Browning; nlcarritthers@gmail.com; debbycoomes@gmail.com; Steve Daniely; Jay Danner; Jeff Goben; Charlie R. Grahm; Harrell, Sara Lee; Hart, Judy DeBoor; joymeadows52@gmail.com; PDNORDHOLT@gmail.com; james.e.pasteur@gmail.com; Mark Pieper; carolbulpuck@yahoo.com; Ken Raasch; Katie Rust; eric.schoch@gmail.com; Rick Shaffer; Dale Smock; Dave Strietelmeier; ERIKA M VREDEVELD; Amy Hillenburg; Jbell82323@aol.com; pmarbach@iupui.edu; JStorz@ncs-law.com; Kathleen Kindred; voughtind@aol.com; risley52@yahoo.com  
**Subject:** Reminder The Long and Winding Road...Zoom Meeting on Wednesday, May 13th at 6pm  
**Importance:** High

Dear Long and Winding Road Reunion Committee: Just a reminder that we will holding a Zoom meeting for everyone that can sign on **Wednesday, May 13<sup>th</sup> at 6pm**. Kenny Raasch will send us a link to the meeting in advance. We will use this meeting to gage our feelings about how to proceed given the current state of affairs with the Covid 19 outbreak. While there are a number of variations of options, the three primary options for us to consider are: 1) Continue as planned and hold the events September 24-27; 2) push the reunion later into 2020; 3) Push the reunion into 2021. Each option brings with it a series of other actions that will need to be considered, but for now the timing is the most critical issue to address. We do not have to make a final decision until mid-June since we could still open registration in late June or early July if we decide to proceed with option 1 and have 75 days open for registration. Below is the preliminary agenda for the meeting, which we can adjust that evening if there are other items folks would like to discuss.

As this could be a rather large Zoom group, we would appreciate folks keeping their mics muted on their devices until one needs to speak. Please indicate your desire to speak by physically signaling with your hand (we have found the "raise hand" feature on Zoom a bit difficult). That will allow us to have an orderly discussion. **Please let us know if you are not going to be able to join the meeting.** Thank you, Sara and Dick

### **Preliminary Agenda**

Welcome and update on David Ladd's situation  
How is everyone doing with the virus/stay at home  
Discuss committee members' thoughts on our Reunion Timing  
Update on Registration readiness  
Committee Updates  
Set next Meeting/Adjourn

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[dpoppa@RAPtconsult.com](mailto:dpoppa@RAPtconsult.com)

## Richard Poppa

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**From:** Richard Poppa  
**Sent:** Monday, March 22, 2021 10:18 AM  
**To:** Kenneth Raasch; Chuck Bailey; Barry Browning; Nancy Carrithers; Debby Coomes; Steve Daniely; Jay Danner; Jeff Goben; Harrell, Sara Lee; Joy Meadows; paul & debbie nordholt; Eddie Pasteur; Mark Pieper; Carol Bullock-Puckett; Katie Rust; Eric Schoch; Rick Shaffer; Dave Strietelmeier; J Bell; P Marbach; Jackie Storz; Kathleen Kindred; ? Vought; ? Risley; chwinscott4@gmail.com; jkdhart8846@comcast.net <jkdhart8846@comcast.net>; David Ladd; Dale Smock  
**Subject:** Reminder of March 24, 2021 6:30pm Long and Winding Road Reunion Committee Meeting at 6:30pm via Zoom  
**Attachments:** Summary of 2 24 21 Reunion Meeting.docx  
**Importance:** High

Dear Reunion Committee Leaders, As a reminder, we are going to meet by Zoom this Wednesday at 6:30pm. Kenny Raasch will be sending you a link in the next few days. We have attached the notes from our last meeting and following is the agenda for this meeting. Our emphasis will be on getting organization in place for each event and planning for the registration to open for a test in mid-May. Please let Dick Poppa know by responding to this e-mail if you ARE NOT going to be able to attend the Zoom meeting. Thanks and we look forward to our discussion. Sara and Dick

### Welcome and Update from Class of 1971

#### Event Status:

- ✓ Golf Outing- Jay Danner and Steve Daniely
- ✓ Wine Tasting-Judi DeBoor Hart and Carol Bullock-Puckett
- ✓ Opening Night Reception-Jeff Goben and Charlie Grahm
- ✓ SHS Alumni Association Room Open House -David Ladd
- ✓ Southport High School Tour-Barry Browning
- ✓ SHS Homecoming Parade-Erika Vredevelt and Debby Coomes
- Tailgate and Dinner-Katie Gregory Rust and Jackie Covington Storz
- SHS Homecoming Game Debbie Bishop-Vought and Becky Kimmick
- Sock Hop-Jackie Covington Storz, Katie Gregory Rust and Nancy Coomes Carrithers
- Post Game Party Eddie Pasteur and Gordon McOuat
- Reunion Gala-Sara Harrell and Dick Poppa
- After Reunion Brunch- Eddie Pasteur and Gordon McOuat
- Reunion Hotel Accommodations-Alex Bashenow

Update/Plans for Test Registration in mid-May

Plans for next meeting-key accomplishments

Set next meeting (in person?)

Adjourn

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(H) 315-685-3954  
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## **Long and Winding Road SHS Class of '70 50+1 Reunion Committee**

**Monday, August 30<sup>th</sup>, 2021, 6:30pm Southern Dunes**

### **Agenda**

- 1) Welcome
- 2) Review Registration Numbers
- 3) Review feedback from classmate contact-additional actions?
- 4) Review Event Status/Issues
  - Gala (task Assignments and set up/take down plans)
  - Wine Tasting
  - Golf Outing
  - Thursday Reception
  - Tailgate and Dinner
  - Football Game
  - After Game at Shallo's
  - SHS School Tour
  - SHSAA Room Open House (Cancelled)
  - Room Pick Up at Hotel
- 5) COVID status-planning
- 6) Set next Meeting, Adjourn

# SHS Class of 1970 Long and Winding Road 50+1 Reunion

## Financial Summary

11.7.21 (Revised)

**Revenue** **\$12,436**

Contributions (golf & gala)		2,832
Mail In	405	
Direct Check	1,250	
On Line	1,177	
Registrations (golf & gala)		9,262
Mail In	1,750	
Walk In	50	
On Line	7,462	
PayPal Rec		342

**Expenses** **\$10,628**

Committee Welcome Party	374
Primo Fee	4,668
Post Card Promotion	258
Event Brite	548
Decorations	785
Refunds (Mail In)	150
Security	150
Parade Expense	302
Golf Fee	2,160
Wine Tasting	199
Gift Card (Sullivan)	70
Tailgate	97
Photography	250
Primo Staff Gratuities	275
PayPal	342

**NET INCOME** **\$1,808**

### Check Book Summary

Check Book Ending Balance 11.1.21	\$3,396
Check Book Starting Balance 3.15.19	\$1,587
Difference	\$1,809