



University of British Columbia
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Annual Report ~ 2001– 2002

Each year, the Alumni Association uses its resources, professional staff and dedicated volunteers to serve two tasks: supply the best possible services to our members and encourage their participation in the life of their alma mater.

In 2001–2002, we continued to refine our programs to respond to the ever-changing demographic our alumni represent. We introduced a new magazine, **TREK**, which incorporates the **Chronicle** into a broader, research-and-people-based publication that gives our members a better sense of their university. We walked the **Next Trek**, the Great Trek in reverse, to celebrate the opening of Robson Square, UBC's new campus downtown, and had a great success with the **7th Annual Alumni Achievement Dinner**. These, and other achievements, make our work both satisfying and meaningful. That more of our members get involved with the Association and the university every year tells us that they, too, find our efforts have some merit.

We would like to express our deepest thanks for the hard work both our volunteers and staff have provided over the past year. We move forward confident in our focus and strong in our desire to provide our members, and the university, with professional service.

Greg Clark, President

Agnes Papke, Executive Director



Greg Clark, BCOM'86, LLB'89
President



Agnes Papke, BSC(AGR)'66
Executive Director



Volunteers make it happen at the
"Volunteer Garden"

Board of Directors 2001 ~ 2002

Honorary President

Martha Piper, PRESIDENT, UBC

Chancellor

William Sauder, BCOM'48, LLD'90

President

Gregory Clark, BCOM'86, LLB'89

Senior VP

Jane Hungerford, BED'67

Past President

Linda Thorstad, BSC'77, MSC'84

Treasurer

Tammie Mark, BCOM'88

Director (appointed)

Thomas Hasker, BA'86

Members at Large '00 – '02

John Grunau, BA'67

Darlene Marzari, MSW'68

Colin Smith, BASC'65

Members at Large '01 – '03

Martin Ertl, BSC'93

Paul Rosenau, BLA'87, MA'87

Billy Wan, BCOM'82

Committee Chairs

Reunion Weekend

Darlene Marzari

Awards

Linda Thorstad

Nominating, Recruitment & Membership

Jane Hungerford

Young Alumni

Jesse Sims, BCOM'00

Regional Networks

Billy Wan

Achievement Dinner

Martin Ertl

Communications and Marketing

Tammie Mark and Darlene Marzari

Returning Officer

Darlene Marzari

Relationship

Martin Ertl

AMS Representative

Erfan Kazemi, AMS PRESIDENT

Convocation Senate Representative

Gerry Podersky-Cannon, BA'70, MA'79



Stevie Cameron BA'64,
MC of the 7th Annual
Alumni Achievement Dinner

Alumni Award of Distinction

Beverley McLachlin LLD'90

Bill Millard CM, BA'65

Outstanding Young Alumnus

Dorothy Fairholm BA'85, MSC'88

Lifetime Achievement

Russell Ewen "Doc" Nichol BSC(AGR)'38

Outstanding Student

Katharine Smart BA'96, MD'01

Alumni Award for Research

Robert McGraw MD'60

Honorary Alumnus

Chuck Stonecker

Branch Volunteer Service

Eddy Su-Whay Ng BCom'94

Faculty Citation

Roopchand Seebaran BA'60, BSW'63, MSW'65

By the Eagles Volunteer Leadership

Martin Zlotnik BCom'66, LLB'69

Programs

7th Annual Alumni Achievement Dinner

Almost 400 alumni and friends attended the dinner with award winning author Stevie Cameron as MC and President Martha Piper, guest speaker. The dinner and raffle produced \$6,000 for programs and student support.

Faculty Alumni Relations

Established professional practice group for alumni officers on campus to develop a coordinated approach to alumni relations. Provided workshops on volunteer recruitment, alumni networks, event management, alumni trends and Viking/database management.

The Next Trek

Organized the Great Trek in reverse to celebrate the opening of UBC, Robson Square. Rain-soaked Trekkers walked from Cecil Green Park to Robson Square. The event was recognized by the Canadian Council for the Advancement of Education (CCAEE) for its creativity, small budget and execution.

Regional Networks

Serving members abroad, we organized 77 events around the world to support visits by university administrators, create networking opportunities for grads abroad, and attract new students to UBC. From Hong Kong to New York to Kamloops, BC, we have established a support network to link grads to one another and to the university.

Student Financial Support

The Alumni Association supported awards totalling \$131,000, providing aid to 75 students. The Walter Gage Memorial fund provided \$44,000 for 40 student projects.

**Murder in the Mansion:
Young Alumni on the chase.**



Programs

Reunions

The Alumni Association aided in the organization of 66 reunions involving more than 7,500 graduates. Highlights were the Fort Camp Reunion and the 60th Anniversary Reunion, where alumni were gowned and capped and assembled onstage at the Chan Centre during the fall graduation ceremony.

Student and Career Mentor Program

From student send-offs abroad to *Imagine UBC* to mentoring events, the Alumni Association maintained contact with alumni-to-be on campus. We supported Beyond the BA, Arts Expo, Science Expo, and other career-oriented events. Involved 106 alumni in mentoring events.

Young Alumni Network

With events such as the “0 Year” reunion, career seminars, networking nights, financial planning seminars and the Murder Mystery, programming for young alumni increase dramatically this year. An electronic greeting card was recognized by CCAE *Prix of Excellence* in the Best E-Innovation category.

Alumni at Robson Square

The Alumni Association established an office in “UBC Connections” at the Robson Square campus. We can create networking opportunities for the more than 35,000 UBC graduates living in Vancouver.

Volunteer Recognition Event

With planning assistance from other units in the university, the Alumni Association celebrated volunteerism on campus. This program brought more than 170 UBC volunteers to Cecil Green Park. This innovative event was recognized by CCAE *Prix d'Excellence* with a bronze award for Best Volunteer Recognition Event.

Communications

Trek Magazine

Trek Magazine, which was introduced in 2000-2001, replaced the **Chronicle**, which had been produced since 1934. The new magazine was designed to reflect the growth and importance of the university, and to respond to UBC President Martha Piper's goal to make UBC "the premier research university in Canada."

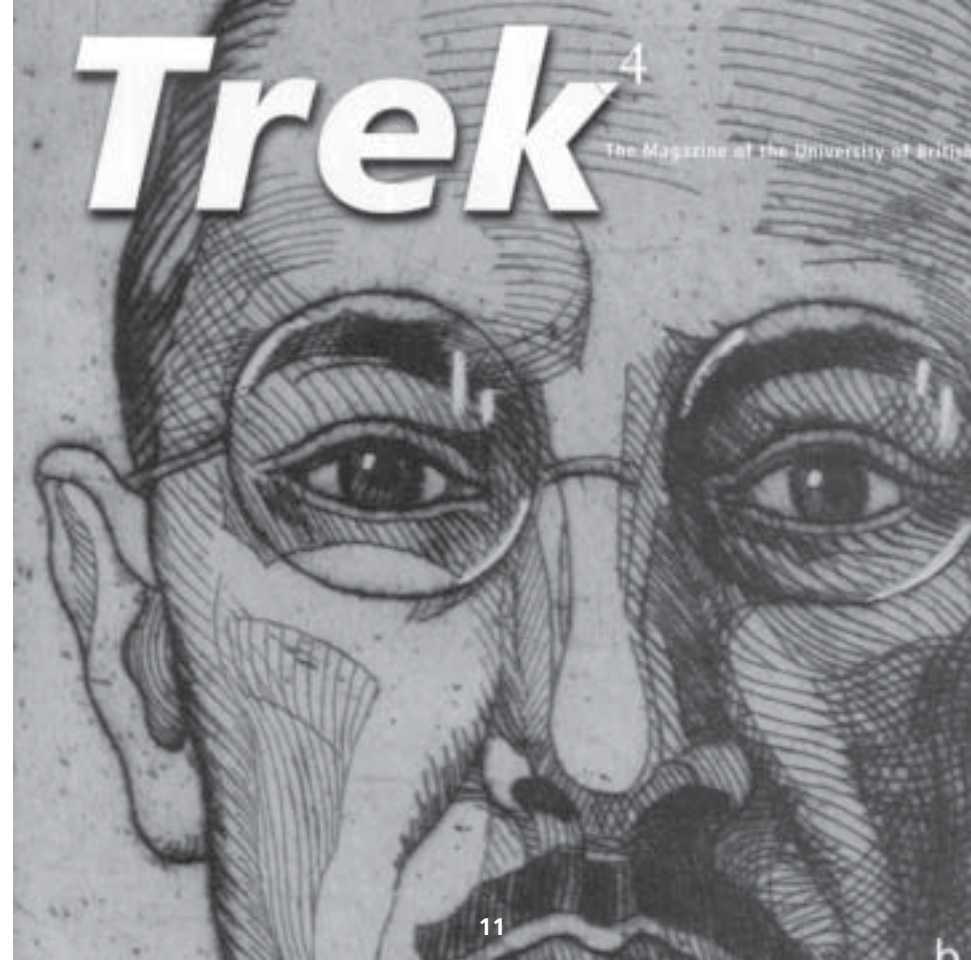
Trek was awarded the gold medal for the Best Magazine at the CCAE *Prix d'Excellence* for 2001, and the silver at the Council for the Advancement and Support of Education (CASE) District VIII competition.

Website

The website was redesigned and redeployed. Its more flexible design and ease of update makes www.alumni.ubc.ca an important part of the Association's service delivery strategy. The Online Community continued to offer networking opportunities to members, and served as a gateway to the UBC and Alumni Association websites.

Support

Communications continues to support programs with promotional packages, invitations, newsletters, posters, signage, speechwriting and other services.





Future alumnus Noel Clendenin, pictured here with his mom Wendy (BSC'91) and dad, Brian, attended the Regional Network gathering at Consul General Colin Robertson's digs in Los Angeles.

Member Services

*A*card

The Alumni *A*card, now bundled with a UBC Library card, has become a popular member item with more than 3,000 active cards. Users also receive discounts from various on-campus venues and from external enterprises.

Affinity Relationships

A new affinity partner, Meloche Monnex, markets home and auto insurance to members. It joins MBNA, our credit card partner, and Manulife, our life insurance partner, in supplying low-cost service to our members.

Degree Frames

Frames for new graduates' degrees continue to generate profit for Association programs.

Merchandise and Travel

New branded merchandise includes locally made clothing, business card holders, travel mugs and thermoses. The travel program maintained its volume, despite a downturn in global travel.

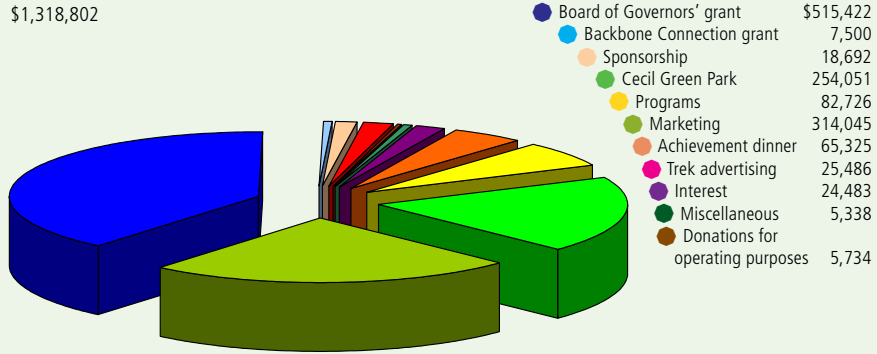
Cecil Green Park

Bookings

Cecil Green Park bookings continued to be a source of profit for the Association and the university. Facility upgrades included new chandeliers, new Arts and Crafts fixtures, the refurbishment of the Bride's room and the restoration of the frieze in the Kanakla room. Interest from the film industry continues to grow.

Revenues, 2001-2002

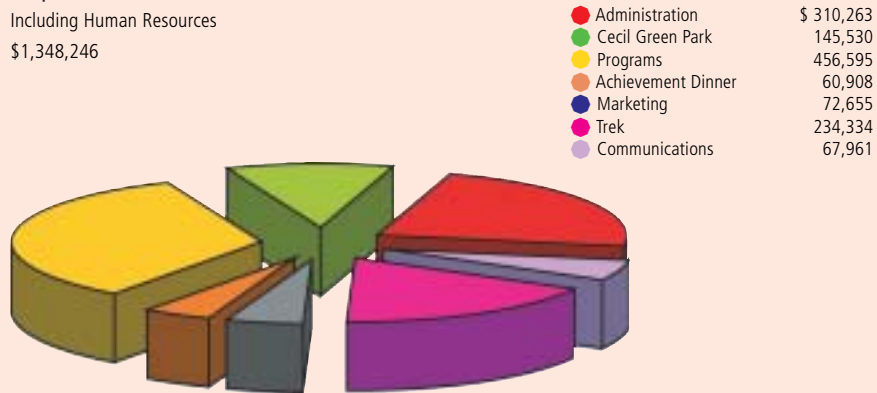
\$1,318,802



Expenses, 2001-2002

Including Human Resources

\$1,348,246



● (deficiency) of revenues over expenditures \$ (29,444)

Financial Statements for the year ended March 31, 2002

Audited Statements

The financial statements of the UBC Alumni Association were audited by KPMG LLP Chartered Accountants, and are available in full for viewing at the Association offices.

Staff

Executive Director _____ Agnes Papke BSC(AGR)'66
Associate Executive Director _____ Leslie Konantz
Manager, Finance _____ Oiyee Kwan
Manager, Communications _____ Chris Petty MFA'86
Manager, Regional Networks _____ Janis Connolly BA'73
Manager, Marketing _____ Laura Anderson
Communications Coordinator _____ Vanessa Clarke
Alumni Programs Officer _____ Tanya Walker
Alumni Programs Officer _____ Jane Merling BA'94
CGP Booking Coordinator _____ Ann Merling BED'80, MASA'00
Administrative Assistant _____ Nicola Tofton
Programs Assistant _____ Silvia Tark
Clerk _____ Cathie Cleveland

The University of British Columbia
Alumni Association

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