The Northwestern Alumni Association (NAA) is dedicated to fostering an enduring relationship between Northwestern and its alumni. The NAA also plays a critical role in fostering alumni-to-alumni connections via networking and mentoring opportunities.

To reach out to alumni and parents around the world, the NAA sponsors regional, international, and affinity clubs; young alumni chapters; educational programs; and networking/career events in select cities. Alumni also stay connected to the University through the NAA website (alumni.northwestern.edu) and through the NAA’s official presence on Facebook, LinkedIn, and Twitter. As an organization, the NAA strives to meet the needs of alumni — and future alumni — in meaningful ways. In recent years, the NAA has expanded programs focusing on key areas contained in Northwestern University’s strategic plan, as well as on the economy, career services, life skills, and professional development.

For more information on these initiatives or on how to join the alumni club near you, visit the NAA online at alumni.northwestern.edu or call us directly at 800-682-5867 (800-NU-ALUMS).
The NAA keeps alumni in contact with the University and one another using a wide variety of channels. Here is how we stay in touch:

**IN PERSON**
John Evans Alumni Center, 1800 Sheridan Road, Evanston, Illinois, 60208

**BY MAIL**
1201 Davis Street, Evanston, Illinois, 60208

**E-MAIL**
Recipients of alumni e-news .................................. 175,000
To update your contact information with the NAA, contact naainfo@alumni.northwestern.edu.

**WEBSITE alumni.northwestern.edu**
Total page views in FY12 ...................................... 766,463
Unique page views ................................................ 588,596
Top pages in FY12*
1. Events ............................................................... 33,590
2. Career Networking ............................................... 13,376
3. Reunions ............................................................. 12,571
4. Clubs ................................................................. 11,208
5. Upcoming Events by Region .................................. 10,582
Most popular programming in FY12*
1. Northwestern Externship Program (NEXT) ........... 7,580
2. A Day With Northwestern in Evanston .................. 5,175
3. Reunion 2012 ......................................................... 5,066
4. NAA Bowl Central ............................................... 5,039
5. Homecoming 2011 ............................................... 5,032

**SOCIAL MEDIA**
Facebook friends .................................................. 9,729
Twitter followers ................................................... 3,277
LinkedIn members .................................................. 29,723

**NORTHWESTERN MAGAZINE**
Circulation .......................................................... 200,000
Online unique page views in FY12 ....................... 145,807

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*Connections by the numbers

Followers of the NAA on Twitter increased 152 percent in FY12. The NAA also increased its Facebook total by 23 percent and its LinkedIn network by 30 percent.

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*Categorized by unique page views. Fiscal year 2012 ran from September 1, 2011, through August.
Dear fellow alumni and friends,

I am delighted to present the Annual Report of the Northwestern Alumni Association for Fiscal Year 2011–2012. In addition to building connections and serving the needs of our alumni, this past year marked the end of my term as NAA President. As I offer my enthusiastic support to my friend Dan Jones (EB61), who succeeds me, I am proud to look back at recent progress and successes.

The NAA has always fostered community among our approximately 200,000 Northwestern alumni all over the world. In 2011-2012, we added a new and important facet to our mission — encouraging a culture of philanthropy. We accomplished this in a variety of ways, including:

· Raising alumni awareness about the importance of giving
· Growing scholarship programs in alumni clubs
· Partnering with the University’s giving society, the Northwestern University Leadership Circle.

These efforts will only expand in the years to come. As alumni, we benefit from our connection to Northwestern — both from the education we received and our alma mater’s growing global reputation for excellence. It is only fitting we take a leadership role in ensuring Northwestern’s continued success.

Throughout this report, you will read the profiles of alumni who — through their involvement with the NAA — have been inspired to do just that. Their stories are a wonderful illustration of how the relationship between Northwestern alumni and our great University is mutually beneficial in the truest sense.

Sincerely,

Charles L. Katzenmeyer (WCAS85, KSM89)
Immediate Past President
Northwestern Alumni Association
ASSOCIATE VICE PRESIDENT’S MESSAGE

DEAR NORTHWESTERN ALUMNI AND FRIENDS,

In Fiscal Year 2012, the Northwestern Alumni Association continued the rewarding work of building a stronger community. With a population as large and diverse as ours, the only way to do this effectively is by enhancing our programming and continually offering new and meaningful ways for all alumni to engage with the University and connect with one another.

Thanks to extraordinary collaboration between our volunteers, Board of Directors, and staff, we offered our alumni significantly more engagement opportunities than ever before. We added alumni clubs in new locations, including India and Qatar. We brought top faculty and University leaders to speak to alumni across the United States. We expanded our social media initiatives and broadened career and educational offerings online. And we welcomed the next generation of alumni leaders into the fold with enhanced programming for students and young alumni.

This is your alumni community, and we value your feedback on how we should further enhance our alumni engagement efforts. Please let us know what we do well — and where we need to improve. You can send your comments and suggestions to naainfo@alumni.northwestern.edu.

Thank you for your continued involvement as a member of our outstanding alumni community.

Sincerely,

Catherine L. Stembridge (CG00)
Associate Vice President of Alumni Relations and Annual Giving
Office of Alumni Relations and Development
CLUBS

Wherever Northwestern alumni live and whatever their interest, chances are the NAA has a club to help them connect to their alma mater and their fellow alumni. In Fiscal Year 2012, alumni could get involved through local alumni clubs in 26 states, an ever-expanding list of international clubs on three continents, and clubs for affinity groups such as the Northwestern University Muslim Alumni (NUMA) and the N Club (for athletics alumni). These clubs not only foster a sense of belonging among their members, but through collaboration with other clubs and engagement opportunities with students, faculty, and staff, they help connect the entire Northwestern community.

HIGHLIGHTS

- The NAA's international clubs saw rapid growth, as new charters were granted in India and Qatar, while clubs in Thailand and Korea moved closer to gaining official recognition.
- The Northwestern University Black Alumni Association (NUBAA) and the Northwestern Asian and Asian American Alumni (NU-A5) both hosted multi-city mixers to engage members all across the United States.
- NAA staff members made visits to 33 alumni clubs, offering advice, training, and administrative support.
- The annual Leadership Symposium drew 143 NAA club leaders, board members, Regents, and others to Evanston for two days of guest speakers, networking, and volunteer growth opportunities.
- Local clubs organized 38 welcome parties for more than 2,000 new Wildcats
- Local clubs supported NU students from their home areas through the Club Scholarship Program. In all, clubs raised more than $15,000 to benefit 22 students.

CLUB AWARDS

- Club of the Year
  NU Club of Seattle*
- NU Club of the San Francisco Bay Area
- Excellence in Governance
  NU Club of Philadelphia
- Excellence in Finance
  Northwestern University Black Alumni Association (NUBAA)
- Excellence in Communication
  NU Club of Greater New York City
- Excellence in Membership
  NU Club of Portland
- Excellence in Programming
  NU Club of Los Angeles

*Sponsored by Career Services

ALUMNI VOICES

Laura Gordon (WCAS85, KSM90)

Laura Gordon is proud of what she calls her “double purple” — the degrees she earned from the Weinberg College of Arts and Sciences and the Kellogg School of Management. It certainly shows in the way the Dallas resident has helped to cultivate her local alumni community, serving as a director for the NU Club of Dallas-Ft. Worth and incoming President of the Kellogg Club of Dallas-Ft. Worth.

A Northwestern education helped Laura attain success in the business world; she is now vice president for brand innovation at 7-Eleven, Inc. A study abroad experience in Paris her junior year also proved important, as she met her husband, Aaron. The couple now has two sons, Henry, 17, and Ben, 9.

And they gladly help the next generation of Wildcats through Dallas-Ft. Worth Club’s scholarship, which supports NU students from the local area.

“We recently hosted a dinner party that helped to raise funds for the 2012 recipients, and I am proud to say we were able to award two scholarships this year,” Laura says. “It’s amazing to read the applications of these deserving applicants and then to learn how transformative even a small amount can be to a student’s experience.”

SUPPORT NORTHWESTERN
Alumni clubs hosted more than 450 events in the US and around the world in FY12.
EDUCATION

The NAA is committed to fostering lifelong learning, and it does so through a wide range of events, seminars, and lectures. These programs feature engaging faculty and outstanding alumni presenters and panelists who showcase the academic strengths of Northwestern and its schools and units.

HIGHLIGHTS
• The NAA made 11 new “Learning Track” podcasts available on the NAA website in FY12. Topics ranged from “Understanding the Arab Spring”, to “Values-based Leadership”, to “The Global Economy”. These recordings offer access to faculty and alumni presentations anywhere, anytime.
• More than 520 alumni and friends registered to attend the 43rd annual A Day with Northwestern in Evanston. This day-long series of 14 different presentations on a broad range of topics featured engaging alumni and faculty speakers, including NBC News Capitol Hill correspondent Kelly O’Donnell (SESP87), renowned faculty member Professor Thomas Meade, and National Organization for Women President Terry O’Neill (WCAS74).
• In May, A Night with Northwestern at the Federal Reserve Bank of Chicago drew more than 600 alumni and friends to hear President Morton Schapiro and Economics Professor Martin Eichenbaum discuss the current prospects and future challenges of our global economy.
• Northwestern alumni clubs engaged 888 alumni and friends at 14 faculty and staff speaker events all across the country. Presenters included Deans Toni-Marie Montgomery (Bienen School of Music) and Julio Ottino (McCormick School of Engineering and Applied Science). One hundred and fifty alumni and friends registered to attend Innovation at Northwestern in Seattle and more than 160 alumni and friends registered to see head football coach Pat Fitzgerald (SESP97) in Washington, DC.
• Homecoming and Reunion Weekend included four Classes Without Quizzes seminars. Topics included media trends, the education gap, and humanitarian logistics.

WATCH video highlights from a Day with Northwestern in Evanston 2012.

LISTEN to a presentation about the global economy from A Night with Northwestern at the Federal Reserve Bank of Chicago.

ALUMNI VOICES
Harry Major (KSM70,72)
Coming from a family of modest financial circumstances, Harry Major says his Northwestern experience “opened up a new world” for him. Indeed, the business training he received helped him build a successful 30-year career in real estate investing.

Given his business background, it should be no surprise that Harry was intrigued by the chance to attend A Night With Northwestern at the Federal Reserve Bank of Chicago and see a presentation on the global economy by renowned professor Martin Eichenbaum.

“The NAA does a very good job of presenting lectures that are educational and stimulating,” Harry said. “I have been able to meet and interact with many interesting people. I particularly enjoyed the Chicago Fed event. The setting was impressive and the lecture by Professor Eichenbaum was very thought provoking and informative.”

A member of the Northwestern University Leadership Circle (NULC) Chicago Regional Council, Major also makes giving part of his alumni experience.

“Northwestern was one of the major influences in my life and I want to repay all the wonderful things I have received from my connection with the University,” says Harry, whose daughter, Carly, is a senior at Northwestern. “I am extremely proud of NU’s world class stature.”

SUPPORT NORTHWESTERN
TRAVEL

The Northwestern Alumni Association offered alumni 50 unforgettable experiences to visit destinations all over the world in Fiscal Year 2012. These unique journeys combined learning, a chance to build new connections with alumni and friends, and exclusive components not available to most travelers — all while visiting some of the world’s most interesting places. Programs received high marks for their knowledgeable guides, cultural experiences, and the camaraderie of the Northwestern family.

HIGHLIGHTS
• In FY12, the NAA Travel Program engaged 749 alumni and friends while offering 50 official tours (not including athletics-related trips).
• In an effort to connect travelers with Northwestern’s global community, the NAA engaged more than 120 alumni, parents, and students to meet travelers during tours in Paris; India (pictured on left); Queenstown, New Zealand; Sydney; Buenos Aires; Barcelona; Istanbul; London; and Jackson Hole, Wyoming.
• Northwestern faculty members specializing in art history, transportation, and French and Italian studies led tours to France and Italy, and lectured on cruises through the Panama Canal, the waterways of Holland and Belgium, and Europe’s Continental Passage.

TOURS BY REGION
Africa: South Africa, Tanzania, Zambia
Australia and Oceania: Australia, New Zealand, Samoa
Asia: Cambodia, China, Laos, Vietnam
Asia Minor, North Africa and the Middle East: India, Israel, Morocco, Turkey
Europe: Austria, Belgium, Bosnia-Herzegovina, Bulgaria, Canary Islands, Croatia, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Latvia, Montenegro, Netherlands, Norway, Poland, Portugal, Romania, Russia, Serbia, Slovakia, Spain, Sweden, Switzerland, United Kingdom
North and Central America: Antigua, Canada, Costa Rica, Curacao, Guadeloupe, Mexico, Nicaragua, St. Barts, St. Lucia, St. Maarten, United States, US Virgin Islands
South America: Argentina, Chile, Ecuador, Peru

ALUMNI VOICES
Millie (WCAS60) and John Boaz (C60)

Millie and John Boaz met during their junior year at Northwestern, and both went on to pursue lives in higher education. Now retired after long teaching careers at universities in the Midwest, the couple lives in San Diego to be close to their grandchildren. They actively pursue golf, tennis, volunteering, and their mutual love of music.

But when they received a brochure about an alumni trip to Turkey, they decided to embark on a new adventure.

“Both of us have taught in the humanities and the trip toured sites we were intent on seeing,” Millie said. “We’d been to Greece several times and Egypt once, but never Turkey. Friends from Evanston also agreed to go rather spontaneously, so we knew we’d have some delightful company.”

Millie and John were “overwhelmingly pleased” with the tour, which included a swim in Aga Limani cove, a balloon ride over Cappadocia, and a visit to the Hagia Sophia in Istanbul.

In addition to being alumni travelers, Millie and John are also generous alumni donors, supporting the Richard Leopold Lecture Series.

“I could not have gone to college, much less had the opportunity to go to Northwestern without substantial financial assistance,” John said. “This is my way of giving back, to help current students have a similar opportunity to my own.”
STUDENT OUTREACH

Northwestern students become part of the alumni community from the moment they first arrive on campus. In Fiscal Year 2012, the NAA worked to engage students through a broad range of programming focused on three areas: career exploration, leadership opportunities, and networking and engagement.

CAREER EXPLORATION

- Participation in the Northwestern Externship Program (NEXT) — a one-day job-shadowing experience that pairs students with alumni across the nation — increased as 225 alumni (up 7 percent over FY11) hosted a record 334 students (up 9 percent).
- At the annual Etiquette Banquet, 236 students and 24 alumni gathered for a four-course meal and crash course in proper dining decorum and networking skills.
- The sixth annual Alumni Connection Series, featuring two career focused panel discussions and networking receptions, engaged 84 students and eight alumni.
- The Council of One Hundred — a nationwide mentoring group of distinguished alumnae that helps equip Northwestern women for success — conducted sessions attended by more than 600 students and young alumnae.
- The weekly e-newsletter STAT (Students Today, Alumni Tomorrow), which highlighted the NAA’s services to students, was sent to more than 7,300 students and averaged 1,700 views.
- The presentation “LinkedIn: The New Resume” educated 111 students on how best to use this critical networking tool.
- Summer interns and recently graduated students in New York City joined members of the NU Club of New York for an alumni panel on how to succeed in an internship or first job. The event attracted 76 students and 11 alumni.
- The presentation “LinkedIn: The New Resume” educated 111 students on how best to use this critical networking tool.
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STUDENT OUTREACH

ALUMNI VOICES

Stephanie Tang (WCAS12)
Stephanie Tang might have been the prototypical Northwestern student — intellectually curious, socially conscious, and perpetually involved.

A psychology and legal studies major with a minor in international studies, she was also heavily involved with the Residential College Board, Model United Nations, Chi Omega sorority, and Dance Marathon. And as a senior, Stephanie served on the Homecoming Executive Board and as a Student Director on the NAA Board, helping to organize the association’s diverse student programming.

“Being involved with the NAA allowed me to grow as a leader,” said Stephanie, who is now attending the University of Illinois College of Law in preparation for a career in family or immigration law. “As Student Director, I took on the project of spearheading the creation of Founders’ Week activities. The growth I experienced has definitely inspired me to give back to the University so that others may have similar experiences.”

Stephanie, who gave to the Senior Class Gift, has also drawn inspiration from her exposure to alumni — from those she met at the NAA Leadership Symposium to the alumni donors who made her participation in the Summer Internship Grant Program possible.

“Feeling the great impact from alumni support inspired me to help other students benefit in the future,” she added.

› SUPPORT NORTHWESTERN
Leadership Opportunities

- Two students are selected every spring to serve on the NAA Board of Directors. In FY12, Student Directors focused on creating Founders’ Week activities and educating the student population on the value of alumni connections and the NAA’s career services offerings.

- Student members of the Homecoming Committee helped plan events, including a day of volunteering, the decoration of Evanston storefronts, the Homecoming Parade and Pep Rally, and more.

- The 24 student leaders in NCA – The Student-Alumni Partnership helped plan events such as the Alumni Connection Series, NU Day at Wrigley Field, Etiquette Banquet, and Dinner with 12 Strangers.

- A committee of students planned multiple events during Senior Week, which is cosponsored by the NAA. More than 1,000 students (50 percent of graduating seniors) took part in Senior Week, including record attendance at a recognition event for students who gave to the Senior Class Gift.

Networking and Engagement

- Each fall, alumni host students, faculty members, and trustees for Dinner With 12 Strangers. In FY12, 61 alumni hosted 276 students at 32 dinners.

- In May, approximately 1,500 purple-clad students, faculty, and staff cheered on the Cubs during NU Day at Wrigley Field.

- Prior to Commencement, 92 students attended Purple for Life — a gathering of Senior Class Gift donors and Class of 2012 leaders that encourages alumni engagement.

- Students took part in Founder’s Week in January by recounting their favorite NU memories in a special video, enjoying cake, and eating meals in residential dining halls based on the first Founders’ Day celebration menu. More than 4,000 students and alumni worldwide lit a virtual candle to mark the occasion.

Connections: By the Numbers

The Class of 2012 showed its devotion to Northwestern by giving to the Senior Class Gift. A record 1,345 seniors (64 percent of the class) contributed a record total of $48,222 to the University.
ENGAGING YOUNG ALUMNI

Northwestern graduates of the past decade will be the leaders of Northwestern's alumni community for decades to come. To ensure this group remains purple for life, the NAA offers a wide range of social events and career-focused programming.

More than 200 alumni and friends took part in the 10th annual Young Alumni Ski and Snowboard Trip in Aspen, Colorado. Forty percent of the alumni in attendance registered their satisfaction by making a gift to support Northwestern.

HIGHLIGHTS

• All 2,000 graduates of the class of 2012 were issued a Purple Passport — an informational brochure that folds out into a Northwestern poster — to help them display their pride and raise their awareness of NAA services they can utilize.

• The NAA's social, career, and educational programming drew 3,342 young alumni participants in FY12.

• In an effort to ease the transition for graduating students, the NAA hosted career events in Chicago and New York focused on personal branding and succeeding in a new career. These pilot projects will lead to programs in more cities around the country.

• Young alumni have enthusiastically taken on leadership roles within the NAA. In FY12, 323 young alumni served on local alumni club boards and 25 percent of the Alumni Admissions Council was made up of young alumni.

ALUMNI VOICES

Chris Lawlor (WCAS11)

Born and raised in Philadelphia, Chris Lawlor now resides in the San Francisco Bay Area. But wherever life takes this recent graduate, he knows Evanston will never be far away.

“An institution like Northwestern is meant to play a role in your life beyond graduation, and much of the value of attending NU can be found in the alumni network,” Chris says. “Northwestern is not just a school, it’s a hub of resources for students and alumni alike.”

When he isn’t working toward the launch of his custom clothing company, Chris stays involved with his alma mater through NAA programming in his local area. He attends football game watches in San Francisco as well as new student welcome events that he lauds for providing “tangible benefits to incoming freshman.”

He also chooses to support the next generation of Wildcats by giving to the Young Alumni Gift.

“My involvement with the NAA has shown me that I will enjoy lifelong value from my degree,” Chris says. “And by giving to Northwestern, I ensure that value increases — and is passed on to future generations of graduates.”

SUPPORT NORTHWESTERN

CONNECTIONS: BY THE NUMBERS

Inspired by a matching challenge from President Morty Schapiro, 2,803 young alumni gave $464,966 to the Young Alumni Gift in FY12.
ALUMNI CAREER SERVICES

Students and alumni increasingly expect their alma mater to play an active role in supporting their career development. In response, the NAA has steadily increased its outreach and programming to meet these needs. In Fiscal Year 2012, the Association worked to connect Northwestern’s global alumni community through outreach to alumni clubs, online services and events, and a quarterly career e-newsletter sent to more than 110,000 alumni. By offering career and professional development opportunities online, on-campus, and off-campus the NAA fosters a meaningful connection with students and alumni.

HIGHLIGHTS

- Career-focused programming engaged alumni in eight cities. In Silicon Valley, more than 100 people attended Generating Innovation In Your Business and Career: Information, Collaboration, and New Ideas.
- More than 150 alumni and friends attended one or more career events during Homecoming and Reunion weekend.
- In Chicago, more than 200 people attended Marketing You: Standing Out in the Digital Crowd featuring a keynote presentation on social media by Jason Seiden (KSM02), author, speaker, and founder of Ajax Social Media.
- LinkedIn webinar sessions engaged more than 3,000 participants.
- The NAA worked to provide resources and support to student and alumni entrepreneurs. The Entrepreneur@NU conference in May—a collaboration with several University units — showcased the entrepreneurial community at Northwestern and offered a unique networking opportunity for more than 500 students, alumni, and friends.
- In San Diego, nearly 100 alumni and friends attended Successful Startups: The Back Stories of Forward Thinkers, a panel discussion featuring four local alumni entrepreneurs and moderated by Matthew Temple (KSM93), director of Kellogg Alumni Career Services. Attendees heard the exciting narratives of entrepreneurs from diverse industries and had a chance to network with them after the panel discussion.
- The NAA began recording many of its career events and posting the audio online. Career Tracks podcasts generated 22,474 downloads and plays in FY12.
- The NAA worked to provide resources and support to student and alumni entrepreneurs. The Entrepreneur@NU conference in May—a collaboration with several University units — showcased the entrepreneurial community at Northwestern and offered a unique networking opportunity for more than 500 students, alumni, and friends.
- In San Diego, nearly 100 alumni and friends attended Successful Startups: The Back Stories of Forward Thinkers, a panel discussion featuring four local alumni entrepreneurs and moderated by Matthew Temple (KSM93), director of Kellogg Alumni Career Services. Attendees heard the exciting narratives of entrepreneurs from diverse industries and had a chance to network with them after the panel discussion.
- The NAA began recording many of its career events and posting the audio online. Career Tracks podcasts generated 22,474 downloads and plays in FY12.

ALUMNI VOICES

Roger Fong (KSM91)

Since moving back to Chicago in 2009, Roger Fong has worked hard to enhance Northwestern’s alumni community. He is president of the Northwestern University Asian and Asian American Alumni (NU-AS) in addition to serving on the board of the NU Club of Chicago.

And the relationship has been mutually beneficial, as the NAA has also provided Roger with opportunities to enhance his career. A marketing and business advisor to entrepreneurial firms, Roger attended Marketing You: Standing Out in the Digital Crowd on June 27 in Chicago.

“The career event was very useful in reinforcing the importance of marketing myself in the ‘digital’ world,” he said. “And more importantly, it provided me an ‘analog’ opportunity to meet other alums from different fields and industries. Northwestern has continued to support my personal and professional growth through alumni programming, and giving allows me to show my support for the University.”

SUPPORT NORTHWESTERN

3,925

CONNECTIONS: BY THE NUMBERS

Career search resources on the NAA site — Northwestern CareerNet, Going Global, Uniworld, and Career Search — combined to generate 3,925 unique views in FY12.
REUNIONS AND HOMECOMING

In Fiscal Year 2012, Reunion and Homecoming Weekend continued to break attendance records and rekindle warm memories for thousands of alumni. More than 6,000 alumni and friends descended on Evanston on the weekend of October 21 – 23, 2011 to enjoy a full slate of festivities. And for the first time, alumni all over the world could join the celebration through a live web stream from the reunion tailgate.

HIGHLIGHTS

• A crowd of 1,140 alumni attended Friday night’s welcome reception, which preceded the Homecoming Parade led by Saturday Night Live star Seth Meyers (C96).

• A live web stream hosted by sports columnist Christine Brennan (J80, GJ81) and featuring President Morton Schapiro and others received 162 unique views from all over the world.

• More than 1,600 alumni and friends sat in the special reunion section to watch the Wildcats face Penn State in the annual Homecoming game. More than 1,300 attended the all-class reunion tailgate.

• Students sold blinking Wildcat buttons to alumni throughout the weekend, raising more than $3,000 for student activities.

• Members of the Class of 1961 joined the Half Century Club in style by contributing more than $21 million to Northwestern. The class of 1991, meanwhile, received gifts from 499 donors.

ALUMNI VOICES

Siri Eklund (WCAS96)

A lot of Northwestern alumni say they bleed purple, but Siri Eklund has the numbers to back up the claim. In all, 11 family members have attended the University, including a brother, both parents, and three grandparents. So when her Class of 1996 Reunion came around, the family connection made her decision to get involved as a class co-chair even easier.

“It just so happened that it was my parents’ reunion year as well, so it made for a wonderful family adventure,” says Siri, who played on the Wildcats’ women’s tennis team while at NU. “I loved catching up with friends from my sorority and my economics courses as well as other athletes.”

She certainly had an interesting story to tell them. After graduation, the St. Louis native’s business career has taken her from London to New York to Chicago. She now lives in San Francisco where she is the CEO of the technology startup Two Bright Lights (which she proudly notes employs seven NU alumni).

As a co-chair for the Class of 1996, she hosted a reunion warmup event in San Francisco and encouraged her classmates to support the class gift.

“I was fortunate enough to have an athletic scholarship, so I do my best to support NU in any way I can,” Siri says. “And I think my reunion involvement has definitely helped make me want to give.”
During halftime of the homecoming football game, co-chairs of the 10 reunion classes presented their alma mater with a check for $39 million in honor of their reunions.
ATHLETICS ENGAGEMENT

Northwestern alumni love their Wildcats, and the NAA gives alumni numerous opportunities to connect with one another while cheering the ‘Cats to victory. In Fiscal Year 2012, Purple Pride was on display at tailgates, tours, and club speaker events all across the country.

HIGHLIGHTS

- The NAA hosted tailgates before 2011 road football games against Boston College, Army, Illinois, Iowa, and Nebraska. The Boston College and Army trips alone engaged 1,796 alumni.
- Before the Army game, more than 100 alumni and friends took part in a three-day tour of the historic Hudson River Valley, which included the sights of West Point and a river cruise on board the MV Commander.
- As the Wildcats reached their fourth consecutive bowl game, facing Texas A&M in the Meineke Car Care Bowl of Texas, Northwestern alumni took Houston by storm. The NAA’s official bowl tailgate engaged 485 alumni and friends.
- NAA athletics activities were not limited to football. A tailgate in Atlanta before a Northwestern-Georgia Tech men’s basketball game attracted approximately 100 alumni and friends. The NAA also hosted Young Alumni networking nights before two men’s basketball games and promoted alumni attendance at the Women’s Lacrosse Final Four in Stony Brook, New York.

West Point proved to be a big draw for Northwestern alumni, as 993 alumni and friends registered for the pregame tailgate at Army.

993
CONNECTIONS: BY THE NUMBERS

Notable Northwestern athletics staff also connected with alumni at local clubs, including football coach Pat Fitzgerald (shown here with James Elzy, WCAS92) in Washington, DC, and women’s lacrosse coach Kelly Amonte Hiller in Denver.

ALUMNI VOICES

Travis Stalcup (WCAS05, BSM05)

When he decided to head to Houston to attend the Meineke Car Care Bowl of Texas, Travis Stalcup knew he had a big decision to make: Maroon or purple?

Naturally, the immediate past president of the NU Club of Austin is a proud Wildcat. But he’s also seeking his master’s degree in international affairs at Texas A&M — Northwestern’s bowl game opponent. So where did his loyalties lie?

“I wore purple,” says Travis.

Though the Wildcats came up short on the scoreboard, Travis made the most of his trip. He attended the game, the official alumni tailgate, and an alumni leaders happy hour where he had the chance to meet President Morton Schapiro.

Travis is currently preparing for a career in national security at Texas A&M. A George and Barbara Bush Fellow at the George H.W. Bush School of Government and Public Service, he is researching weapons of mass destruction, nuclear security, and deterrence policy and strategy.

But it’s clear Northwestern still holds a special place in his heart — which is why he gives to the University.

“‘I grew a great deal at Northwestern and believe that who I am today is in large part due to my experiences there,” Travis says. “Staying connected with Northwestern has given me an opportunity not only to hold onto those positive feelings, but to contribute to the life of the University I love so much.’”
ALUMNI GIVING

Northwestern alumni show their devotion to Northwestern by giving generously to their alma mater. The NAA reinforced the importance of this engagement in Fiscal Year 2012 by promoting giving in its programming and communications. Alumni who give to the University at a leadership level ($1,000 or more annually) qualify for membership in the Northwestern University Leadership Circle giving society. In FY12, alumni volunteers engaged their fellow alumni at six Leadership Circle regional councils — Boston, Chicago, Florida, New York, San Francisco, and Washington, DC.

HIGHLIGHTS

• The Leadership Circle hosted 10 events in FY12, giving alumni donors all over the country the chance to hear from current students, President Morton Schapiro, and other University leaders.

• In an effort to encourage participation from young alumni, the Leadership Circle hosted Emerging Leaders receptions in Chicago, and San Francisco.

• Northwestern received leadership gifts from 3,762 alumni and friends in the Chicago region, totaling more than $19 million in support. In the New York metro area, 1,065 donors gave $6.6 million.

• Leadership giving from alumni and friends in the Boston area increased 14 percent in FY12, while Florida saw a 50 percent increase in dollars raised.

ALUMNI VOICES

Craig Carter (McC07)

Craig Carter knows something about the importance of a college education. Until recently, he was Chief Financial Officer for Urban Prep Academies, which operates three charter schools and is known for having a 100 percent college acceptance rate for its first three classes of seniors. And he is now furthering his own education, seeking his JD and MBA at the University of Pennsylvania.

But Craig hasn’t forgotten where his own college experience began. At Northwestern, he studied industrial engineering and management sciences and participated in organizations such as Associated Student Government, For Members Only, the National Society of Black Engineers, and the Alpha Phi Alpha fraternity. He calls the experience “life changing.”

“Northwestern has instilled me with a thirst for knowledge, limitless imagination, and most of all, the tenacity to pursue a myriad of ambitions,” he says.

Craig has stayed involved with his alma mater both through the Northwestern University Black Alumni Association (NUBAA), serving as a co-chair for his Class of 2007 reunion, and through giving. He directs much of his giving to Wildcat athletics, in an effort to support one of the University’s most visible areas and, in the words of Go U Northwestern, “Spread far the fame of our fair name.”

“I am committed to ensuring that the transformative impact of the Northwestern experience is realized by the next generation of Wildcats,” he says. “In order for that to happen, I need to invest in the University.”
Leadership giving participation increased in FY12 as 9,652 alumni and friends contributed more than $43 million.
RECOGNITION

Every year, the NAA casts a spotlight on alumni who have distinguished themselves through their personal and professional achievements and loyalty to their alma mater. In Fiscal Year 2012, the tradition continued as popular sportscaster and trustee Michael Wilbon (J80) hosted the 79th annual Northwestern Alumni Association Alumni Awards ceremony at the Four Seasons in Chicago.

HIGHLIGHTS
- The NAA presented Thomas Z. Hayward Jr. (WCAS62, L65) with the Alumni Medal — the highest honor awarded by the NAA.
- The Alumni Merit Award, which honors high achievement in a profession or field, was given to 12 alumni: Harold V. Anagnos (SCS76, KSM90), Kevin B. Blackistone (J81), Ann McIlrath Drake (KSM84), Patrick Fitzgerald (SESP97), Bunky Green (BSM71), April McClain-Delaney (C86), Terry A. O’Neill (WCAS74), Ora Hirsch Pescovitz (FSM78, 79), Michael A. Pope (L69), Gwynne E. Shotwell (McC86, GMcC88), Elizabeth Towne Wilson (D84), and Teresa K. Woodruff (G89).
- Donald S. Wilson (WCAS65, KSM67) was given the Alumni Service to Society Award, for the exceptional advancement of causes or ideas that improve society.
- Four alumni received the Alumni Service Award, for outstanding service to the University: Linda Zwack Munger (J78), Karla Saxon Stone (WCA568), C. Gerron Vartan (EB66, KSM67), and Edward Francis Voboril (McC65).
- Alexandra Levit (WCAS98) was given the Emerging Leader Award, honoring alumni with extraordinary achievements before age 35.
- W. James Farrell received the first Grant Goodrich Achievement award, recognizing non-alums who have enhanced Northwestern.

ALUMNI VOICES

Thomas Z. Hayward, Jr. (WCAS62, L65)

When it comes to the impact Northwestern has had on his life, 2012 Alumni Medalist Thomas Hayward gets straight to the point.

“It would not be an understatement,” he asserts, “to say that all of the good things in my life have started or happened because of my association with Northwestern.”

That says quite a lot. Armed with a law degree from Northwestern, Tom became one of the nation’s preeminent attorneys. And his devotion to his alma mater has been particularly remarkable. His early involvement with the Northwestern Alumni Association as president of the NU Club of Chicago earned him an Alumni Service Award in 1974. He then served as NAA president and an Alumni Trustee. He also chaired the Alumni Regents, the John Evans Club, and the Trustees’ Alumni Relations and Development Committee — and he has chaired or co-chaired every Class of 1962 reunion.

From 1997 to 2010, Tom served as a member and vice chairman of Northwestern’s Board of Trustees. During his time on the Board, he co-chaired Campaign Northwestern — an initiative that raised $1.5 billion and laid much of the groundwork for the University’s current upward trajectory. He is currently a Life Trustee and member of the executive committee.

Tom met his wife, Sally Madden Hayward (SESP61), at the University. All three of their sons followed in their parents’ Wildcat footsteps.

“The friendships I made at Northwestern have been an important part of my life since graduation,” Tom says.
Dating back to its first Alumni Awards ceremony in 1925, the NAA has presented 1,758 awards to recognize the accomplishments of outstanding alumni.
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