



Dance Notes

Dance Marathon Alumni Council

Indiana University Alumni Association & Dance Marathon Council

Fall 2009

You're invited: Continue to spread IUDM spirit

Dear alumni:

First, I would like to thank you for your continued support of IUDM 2009 over this past 10 months. Our alumni support system is something that is truly special to us, and we more than grateful to have you supporting our mission of helping Riley Hospital for Children. You are the reason that IUDM's incredible cause is heard around the country.

As you may know, we had a very successful summer with fundraisers including our annual golf outing and canning at the Indiana State Fair, Senior PGA Championships, Indianapolis Air Show, and Taste of Chicago.

We had the opportunity to spend quality time with Riley families at an Indianapolis Indians game, the Indianapolis Zoo, and — for the first time this year — at Camp Riley. The fall semester got off to a great start when committee members and faculty gathered for the fourth annual Pep Rally. The commitment and excitement to our organization makes me excited to see what we will accomplish at the 19th annual IU Dance Marathon.

We have more than 25 secured dates for Riley Kid events, fundraisers, and High School Marathons leading up to the marathon. We would love for you to join us in celebration of the past 18 years of success at our fourth annual gala, coming up on Oct. 24.

The IU Dance Marathon Executive Council invites all alumni to the 19th annual Dance Marathon, Nov. 13-15. Alumni are also invited to celebrate 5-, 10-, and 15-year reunions with fellow IUDM alumni during the weekend. We look forward to seeing each of you at the gala and for the 2009 Dance Marathon in the upcoming months!



Executive Council at the summer Golf Outing. At right, Riley Lesh, a Riley kid, and her doctor at the outing.



If you are planning on moving, please update your information on our Web site so that you can receive important IUDM updates and our spring newsletter. Please continue your support of IUDM and

Riley Hospital for children in any way possible, and please keep us in your thoughts and prayers as the marathon approaches. — Casey Crouse, president, IUDM Executive Council

From your alumni board president



Alumni major players in IUDM success

Mark your calendars now for Nov. 13-15! IU Dance Marathon is quickly approaching, and this year is shaping up to be another record-setting year. The exec board is back on campus, and committees are working tirelessly to make IUDM 2009 bigger, better, and more profitable than ever.

As IUDM grows year after year, so does the size of its alumni membership. That's why we, as alumni, continue to be major contributors to the success of IUDM. There are so many ways to give back to IUDM. Attend alumni functions (ticket are currently on sale for the IUDM Gala in Indy). Be a mentor. Attend the marathon. Or simply make an online donation to show you still support Riley.

I know the economy in 2008 wasn't great, and it hasn't gotten much better. I know we all have busy lives that create unavoidable conflicts. But, please make an effort to do something this fall to prove to yourself that Riley and IUDM still matter to you. Too much good comes out of what IUDM does to not get involved and stay involved. — John Moran

Committee reports

Accounting

This semester, the accounting committee has been hard at work doing what we do best ... counting all of our money. Our new database is fully operational now and helping us keep accurate track of all individual participant totals. We also have built-in tools to track which events generated the most funds, which locations of the country most donations come from, etc. Hopefully the database will provide valuable information to be used in future years. In addition, one subcommittee has been working on compiling a revenue/expense breakdown by committee to help future directors see the past successes of a particular committee. We continue to see our Riley Pen-Pal, Mickey, as often as possible and enjoy all the time that we get to spend with her. Our excitement levels keep growing as the marathon approaches, and we can't wait to see the success of our efforts. FTK! — *Greg Strabawy*

Alumni Relations

Nov. 13 is rapidly approaching, and the Alumni Relations Committee is growing more and more excited. We are making final preparations to ensure an amazing weekend for all that choose to return to Bloomington. If you are planning on attending this year's marathon, R.S.V.P. to iudm09@gmail.com; when you do, please indicate if you will need a place to stay for the weekend, and I will put you in contact with the hotel we have on hold for alumni.

The fundraising competition is under way and is sure to be a heated again this year. Make sure the money you give counts to your year's total by indicating your name and year in the memo line of your check. The winning class year will receive a tab at Nick's during the traditional "Nick's at Six."

In the meantime, the committee is busy planning events during tailgate weekends. We also put together a scrapbook, which will be on display at the marathon. We are very excited for the rest of the semester and even more excited to help you enjoy an amazing weekend that helps an amazing cause. — *Adam Ayres*

Catering

After a summer break to revitalize, the Catering Committee is working feverishly with businesses to secure as many food donations as possible. So far we have some pizza donated and are working on the

other meals. As for snacks, we have created a wish list that we'll be sending out to the Greek houses in hopes that they will be able to provide us with enough food that we will not need to go anywhere else. We are also fundraising, of course, and just being generally awesome. — *Jenn Cain*

Corporate Relations Monetary

Corporate Relations Monetary has been working hard to secure donations through personal affiliations to businesses. We are beginning a finance-wide focus fundraiser as well. Paper Riley Wagons, sold for \$1, are going to be offered to customers at grocery & commercial stores as well as restaurants. In this tough time, we are working harder than ever to raise money for the kids. So if you, or anyone you know, are affiliated with a corporation/company please consider making that extra push for a donation to IUDM and Riley. For further information, feel free reference our Web site for sponsorship information, or contact me. Can't wait to celebrate life FOR THE KIDS at IUDM. FTK and ALC. — *Lauren Brucker*

Dancer Relations

Dancer relations is extremely excited to make sure the dancers at IUDM 2009 are the most prepared they have ever been. We have been holding dancer-education sessions that have drawn large numbers to come and learn about DM and Riley Hospital and understand why they are dancing and participating. We have also been moving forward at full force with Color Wars, starting it before the marathon begins and continuing the wars through Sunday morning of the marathon. The dancers and DGR's are already very excited to start competing in Color Wars events. — *Dayna Sheinberg*

Entertainment

Entertainment spends the majority of the year brainstorming and planning, but the fall semester is a demanding time for our committee. We have compiled a full band's schedule of both old favorites and new talents. Our games subcommittee is excited to be incorporated in the "color wars" point system this year, and hopes that this while bring a more competitive edge and a greater intensity to the games played. The acts subcommittee is finding new, interactive ways to entertain dancers, and has a few surprises that are sure to wow everyone. The "sklips" team has been creating short skits and video clips to introduce theme hours and other transitions. Entertainment as a whole has put a lot of

time and energy into this year's marathon, so feel free to stop by at anytime during the 36 hours, because we don't plan on a single dull moment! — *Chris Holland*

Fundraising

We are doing big things this semester for FUNdraising. After setting up canning for all of the committee members and dancers, we are moving on to a large canning campaign in Indianapolis. We are currently working on canisters to put in retail stores and restaurants all over the central Indiana area. The committee is also working diligently to assemble some of the best care packages for dancers and now committee members ever! Our proudest activity, though, is having Chase Laman as our committee's Riley Kid! If you have any suggestions on how we can fundraise better or canning locations that you have found particularly profitable, please let me know. I look forward to meeting many of you at the marathon this year! FTK. — *Chris Myers*

Marathon Relations

Our marathons are growing by leaps and bounds! As of September, the high school dance marathon program totaled 11 high schools and about \$245,000 in fundraising efforts. Still to come this fall are North Central DM and Bishop Chatard DM, on Oct. 17 and 24, respectively. Lawrence North High School and Center Grove High School will host their first events in the spring of 2010. We recently attended the Indiana High School Dance Marathon Conference hosted by Sarah Jenkins and Robyn Wood, the dance marathon coordinators for the Riley Foundation. We were so proud of how professional and energetic our high school student leaders acted. They represented IU well. The high school relations subcommittee is planning the appreciation program that will take place in the hours before the high school total reveal at IUDM.

Our university relations subcommittee is attending the first ever Big 10 DM Partnership meeting at Ohio State in October. We're really excited to see what this partnership will bring about in the years to come! We are also working on the creation of the IU Satellite DM Program for the campuses of IU. And, until the marathon, we will be planning tours, a panel discussion, and programming for visiting universities and hopes to host more universities than ever before. — *Sarah Franz*

Marketing

The Marketing Committee has been

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extremely busy both over the summer and in our few short weeks since school started! With the help of the doctors and patients at Riley, we were able to create a video detailing exactly what the Ryan White Infectious Disease Center is, as well as how our year-round efforts support it. We also made a short video on what it's like to be at the marathon. Check the videos out at: www.iudm.org/videos.

IUDM Spirit Week was Sept. 14-18 and was a huge success! It revolved around the "numbers" of IUDM so the campus could grasp the magnitude of students involved and lives touched through our efforts. We chalked. We painted. We passed out fliers. And most remarkably, we sent an email to the entire undergraduate student body telling them everything they might want to know about IUDM!

Aside from that, we're busy sorting pictures for the "Road to DM" slideshow and getting equipment in place to host another successful Web cast of the marathon. Don't forget to follow us on Twitter, too. Just search for @iudm. — *Austin Bristow*

Morale

Building off the success of our summer fundraising efforts, which included a garage sale in Carmel, Ind., and a cocktail party at the Indiana governor's mansion, Morale has carried its momentum into the fall semester. The 2009 line dance has been cut, and the entire Morale committee is collaborating to create the choreographed moves for each song. We are confident that this year's dance will be engaging and entertaining, so I hope you are all excited to come back and see what we have put together. We are currently revamping the entire color wars system and coming up with new and creative ways to foster positive competition between groups during the marathon. With the committee coming together as a family and bonding through a shared passion for the kids at Riley, this year you can expect to see the most enthusiastic and energetic group of "Moral-ers" in the esteemed history of IUDM. — *Kevin King*

Operations

The Operations Committee had a very productive and fun spring semester. Our Kirkwood Rock'n For Riley fundraiser was very successful, and we maintained contacts with those vendors that are essential to the success of the marathon. We are already selling koozies during IU Football tailgates, and we've been working with the athletic department to help clean up memorial stadium after football games as another

way to fundraise FOR THE KIDS. Along with our fundraising efforts, the marathon is swiftly becoming our main focus this fall. We are working with local and national vendors to make sure things run smoothly and efficiently. Our main focus is a making the Dance Marathon experience as rewarding as possible for both the Riley children and the dancers. OPS is ready to make sure 2009 is the best one yet! — *Parker Remak*

Public Relations

The 2009 Public Relations Committee has put forth an incredible amount of hard work to collaborate as a team to further the support of the press and public media centered on Dance Marathon. This past spring semester, and into the fall, the PR team put together a Press Plan. The plan set dates for both publicity and press-oriented goals to be successfully executed. Much of our effort has been geared towards furthering partnerships with both local Bloomington media outlets such as IUSTV and B97, as well as Indianapolis media outlets like the *Indianapolis Star* and Indy news stations. The PR Committee has also reached out to regional media outlets outside the state of Indiana including Chicago, Cincinnati, and some national broadcast resources.

The IUDM apparel line will include some additional accessory and apparel items in a new variety of colors and styles. Reaching out to the PR team at Riley, as well as the PR team for CMN, has encouraged us to follow thorough with our goals and remember that the sky is the limit. We hope to create new relationships through the utilization of networking and connections that will further the success of IUDM in the future. — *Hadley MacDonald*

Recruitment

Recruitment started before school was even back in session with the Groups Expo, during which we spoke with students about dancing at the event, and the RA Resource Fair, where we offered to come to speak on dorm floors and decorate bulletin boards.

Miracle Makers have been growing in numbers and throughout the semester! We've been speaking with student organizations as well, and this year will give them a spot on the floor during our marathon to spread awareness about their organization to our members, creating a well rounded,



Committee Members at Taste of Chicago, IUDM's first out-of-state fundraiser. **Interested in giving?** Visit kidsmiracles.org/iudm. Donate in the name of an executive member and put your class year in the memo box.

diverse group of dancers. The Residence Hall Representative Council is also being formed currently and will be doing big things this year.

A tailgate fundraiser was set up in partnership with the Student Alumni Association, and we will also work to brainstorm a similar event with the alumni council. — *Katie Wachtel*

Riley Development

The Riley Development Committee ("Riley D"), sent more than 50 invitations, including eight to new families. As always, we are striving to build strong relationships with all of our families before the marathon in order to make it even more special. To get to know some of the families, we are having a fall event for both Riley families and IUDM committee members.

In addition to helping out our families, Riley D is also educating both dancers and committee members about Ryan White, Riley Hospital for Children, and IUDM. We are teaming up with the Dancer Relations Committee to educate the dancers and committees through tours of the hospital and the Ryan White exhibit at the Indianapolis Children's Museum. Riley D's main goal this semester is to prepare as well as possible and provide the families with an experience of a lifetime. Most importantly, we want to make sure the families know how much every participating IU Student wants to make an incredible impact. — *Daniel Hinds*

Special Events

This past summer, Special Events held the 6th annual IUDM Golf Outing at the Ironwood Golf Course. The event raised a record breaking \$15,000 for the kids! Thank you to all those who attended, we are so

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Attendees of the Children's Miracle Network Dance Marathon Conference.

Reports

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grateful for all of your continued support!

With the marathon right around the corner, fall is jam-packed with events including: the Torch Ride, IU DM Gala, and many events around campus. We will be hosting the IU DM Gala on Saturday, Oct. 24, at the Indianapolis Downtown Marriott. The evening begins at 6 p.m., with a cocktail hour and silent auction, then an evening of dinner, dancing, and a live auction. We hope to see you all there! As we near the end of the season, the committee continues to "make it happen" by drawing on inspiration from the kids. We are all brainstorming new ideas for this year's Inspiration Tent and can't wait to unveil it to all the dancers and committee members on Nov. 13! See you all at the marathon. — *Sutton Kauss*

Dance Notes

Dance Notes is published by the IU Alumni Association for the IU DM Alumni Council to encourage alumni interest in and support for IU. For membership information, please call (800) 824-3044 or send e-mail to iualumni@indiana.edu.

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Virgil T. DeVault Alumni Center
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 Bloomington, Indiana 47408-1521

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Dance Marathon Alumni: What's new with you?

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