



# Dance Notes

Dance Marathon Alumni Council

Indiana University Alumni Association & Dance Marathon Council Spring 2009



2008 dancers with a Riley kid, the reason for Dance Marathon!

From the executive council president



## IUDM 2008: more than \$1.37 million

I want to personally thank everyone for the support last year in helping us break records and reach our goals. In 2008, we raised a record \$1,376,550 for the Ryan White Infectious Disease Center at Riley Hospital for Children. With your help and support over the years we have successfully completed 18 marathons. We are proud to continue the tradition of excellence raising money for the children at Riley and continuing Ryan White's legacy.

This past year was such a huge success thanks to the enthusiasm of our alumni, committee members' hard work, and the support of Indiana University. President McRobbie and Coach Tom Crean came to the 2008 marathon to show support, and our golf outing, gala, and all of our high

school marathons were great successes, helping us raise over \$250,000 toward the end total.

Our executive council consists of 21 members. We have 16 committees with a record 400 members who are already hard at work to ensure the success of this year's 19th annual Dance Marathon, which is scheduled for Nov. 13-15.

As we continue to grow, we are also working hard to become more involved on campus and in our community. We're building relationships with the women's and men's basketball team and United Way. We are looking forward to using the new Ryan White exhibit in the Indianapolis Children's Museum to help educate the community and Dance Marathon

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## Building IUDM legacy even in uncertain times

Dear alumni:

For most people 2008 was a very memorable year. The S&P 500 dropped nearly 40 percent, gas prices reached more than \$4 per gallon, and America elected its first African American President. But, for the IUDM family, 2008 will be memorable for an additional reason. On Sunday, Nov. 16, the IU Dance Marathon announced that the annual donation to Riley Hospital for Children would be \$1,376,550.23!

On behalf of all IUDM alumni, I would like to thank the 2008 Executive Board on an amazing accomplishment. What you've managed to accomplish in these tough economic times is truly inspiring.

Looking towards the future, this there is much work to be done to build upon the IUDM legacy. But, after meeting the incredible students on the 2009 Executive Council, I am extremely confident that this group is the one of the most talented and capable executive boards that I've ever seen. Our annual winter retreat at Riley was a huge success. I would like to personally thank Matt Sowder, BS'05, DPT'08, and Alexis Sowder, BAJ'05, for opening their home up

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## Alumni Board letter

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to the entire board. Without their generous hospitality, the weekend wouldn't have been the bonding experience that the students needed.

There are already numerous events being planned for 2009. The IUDM Golf Outing is scheduled for Saturday, May 30, at Ironwood Golf Club in Fishers, Ind.

With the move to a Saturday, I hope that more members of the IUDM family who reside outside of the Indy area will be able to attend. The IUDM Golf Outing is always tremendous fun, so please mark your calendars and pull the clubs out of the closet ASAP!

This year, corporate fundraising will be an uphill battle. That is why is more important than ever that we each make an effort to do a little more individually than we have in the past.

Attend an event, write a little bit bigger check, or plan an event of your own that benefits IUDM. Every little bit is going to make a difference in the life of a sick child!

FTK and ALC. — *John Moran, Alumni Board President*

## President's report

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about Ryan White's life. We're proud that 2009 will include an additional four high school marathons. Cathedral, Hamilton Southeastern, North Central, and Guerin are making plans right now. And, as always, we're securing more Riley families, corporate sponsors, and media coverage for the 2009 marathon.

Any help that you can provide is greatly appreciated. Please stay up-to-date on our progress over the year by visiting our Web site, [www.iudm.org](http://www.iudm.org), or feel free to email me at [caseycrouse@gmail.com](mailto:caseycrouse@gmail.com) with any suggestions or questions.

Without the strong foundation you have given us and your continued hard work, support, and involvement, this event would never be as successful as it is today. We hope that with your efforts and ours combined we will one day in the near future be able to reach our endowment and help save more lives at Riley Hospital for Children. — *Casey Crouse, President, IUDM Executive Council*



*2009 IUDM Executive Council*

# Committee reports

## Morale

This year the focus of the Morale Committee will be on developing innovative ways to involve all dancers at the marathon with the various events and activities planned and in so doing, establish motivation and passion that will bring them closer to the purpose of the event — helping the children of Riley.

With a group of 14 returning and 26 first-year members, the committee hopes to capitalize on the experience while giving the new members the opportunity to set the groundwork for a prosperous future with the committee.

We'll have the opportunity to attend nine high-school marathons across the state of Indiana, beginning with Carmel Dance Marathon on February 21.

For those of you able to attend IUDM last year, it was obvious to see the success of the color wars competition. This year, we want to build on the color wars momentum and come up with an updated points system and a better system for portraying the standings to each dancer group. The stage games committee will continue its efforts to bring the dancers fresh and new games to play at the marathon to keep them entertained. Mini-marathons will afford us the opportunity to test potential games and judge how dancers will receive them. We are beginning to compile a list of songs to be used in the 2009 line dance and will be voting on those that make the final cut prior to our summer recess.

Look for more great things from us this year! — *Kevin King*

## Dancer Relations

The Dancer Relations Committee is already planning for IUDM 2009! We have started to recruit DGR's as well as our dancers for this year's marathon. Our committee is full of great ideas already, including making this year's color wars even better than the last by having organizations earn points as soon as they register to dance. We are also looking to educate organizations' dancers on what it means to dance and all about Riley Children's Hospital early on in the process to make sure the dancers know why they are at the marathon. The Dancer Relations Committee is so thrilled and looking forward to this year and everything that is coming next. Can't wait to see you all Nov. 13–15. — *Dayna Sheinberg*

## Corporate Relations Monetary

This year the Corporate Relations Monetary Committee is working harder than ever to raise money for the kids at Riley. Though we're a small group, the 12 committee mem-

bers, four committee chairs, and me are excited to take Corporate Relations to places it's never been. We have set high goals and know that the sky is the limit.

We are currently brainstorming innovative ways to keep corporate sponsors coming back and donating to IUDM year after year. We're also researching to find and apply for grants. We are also focusing on utilizing the employee-matching programs at national businesses.

We are also working on a more concise and creative corporate solicitation packet in order to increase national sponsorship and "stick-out" to our target companies. IUDM supports an incredible cause and the Corporate Relations Monetary Committee is thrilled to share the heart of IUDM with corporations so they can become part of the DM Family. — *Lauren Brucker*

## Operations

After a successful 2008, the Operations Committee is looking forward to another exciting and productive year. As the marathon continues to grow, Operations will continue to find new ways to better accommodate our dancers and committees. We are currently restructuring the organizational teams within the committee to make this year another great one. We have added three chair positions that will oversee their own subcommittees. The subcommittees include security, floor management of the marathon, and set up/ clean up. Preparations for next fall have begun! We have 23 committed individuals that will work hard to ensure the 2009 marathon goes as smoothly as possible. — *Parker Remak*

## Entertainment

Entertainment has grown by leaps and bounds over the past couple of years, and we hope to continue that tradition. While continuing to bring in great local bands, our bands subcommittee has already started making contacts with higher profile performers. Our games subcommittee members are putting together a packet of games that are Riley-kid friendly, while collaborating with



2008 IUDM Executive Council

Morale to incorporate the color wars point system into our games. Aside from creating an outrageous lineup of skits, the skits and clips subcommittee will make an array of video clips to introduce different theme hours throughout the marathon. In 2008, we introduced a new act known as the E-tain RAVE, a dancer favorite. Our acts subcommittee will be working this year to improve on past acts, create new ones, and bring in new forms of performers. My chairs, committee members, and I are all more than ready to continue the tradition of making IUDM an unforgettable experience for everyone involved, all in the name of Riley. — *Christopher Holland*

## Fundraising

The FUNdraising Committee is off to a great start. We just concluded our first event, Karnations 4 Kids, and we were overwhelmed with the success it produced. For the first time, we've also mapped out the entire semester's canning schedule for the IUDM Council. The committee has many unique events coming up for this semester and for the fall as well. We are currently planning a "CarBash" for the upcoming tailgate season, so if you are planning on tailgating with the Hoosiers this fall, come check us out. As many of you know, we are running out of new places to can in Bloomington. If you know of any places where you live that will be productive canning locations, please let me know. We hope all of our committee members will can over the summer in their hometowns, and knowing of these locations ahead of time could be very beneficial. Again, if you have any suggestions or new ideas of FUNdraising events, I would love to hear about them. Doing it For the KIDS! — *Chris Myers*

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# Committee reports

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## Special Events

Special Events, or "Spevents" as I like to call it, is out of the gate running with its first event — Mardi Gras at Sports. I don't think anyone has ever seen Sports so crowded on a Tuesday, so it was such a great way to start our season of events! Combining Campus Events with Special Events has proved a large task, but our three capable chairs and 22 excellent committee members have handled it well. We are fortunate to have discovered great, new Bloomington contacts and are finding local bar owners to be completely supportive and willing to do just about anything for IUDM! Next up on our schedule is Hoops for Hope, our three-on-three basketball tournament, April 5. Planning for various bar events and the golf outing is also under way. We have successfully booked Ironwood Golf Club in Fishers, Ind., for the 5th Annual IUDM Golf Outing, which will be held on Saturday, May 30.

Please start planning to make the trip into town, as it will be a weekend of events that you won't want to miss! With the committee motto of "Make it happen," the Special Events Committee has lofty goals and creative ideas for the year's events and we can't wait to share our successes with all of you.

— Sutton Kauss

## Recruitment

The Recruitment Committee is ready for an extremely productive year of revamping previous components of our responsibilities, such as Miracle Makers and the Residence Hall Representative Council, as well as forming relationships with organizations around campus. We have three main goals that pertain to each sub-committee and can't wait to set the campus on fire with the craze of IUDM.



2008 dancers twirl glow sticks during the "E-tain Rave" activity.

For the Miracle Maker program, we'd like to have a more set list of expectations and duties for participants at the actual marathon, as well as take more time to educate them and include them in the Dance Marathon family. We want to make the Residence Hall Representative Council bigger and better this year as well, both in recruiting freshman and educating the dorms about what DM means.

We want expose them to our ideals and make them want to come back for more the next year as a committee member, as well as form close relationships within the council. We also hope to utilize Orientation and Welcome Week as a time to recruit freshman as dancers and for RHRC. Finally, we are working with various multicultural organizations, including Latinas Unidas Sorority Inc. and Union Board to create partnerships. We hope to work with many more organizations in forming relationships that will last and benefit Dance Marathon in diversifying our audience and spreading our reach.

— Kaitly Wachtel

## Marketing

The Marketing Committee is the largest it's ever been, and we plan on using our numbers to have the most successful year of DM marketing yet. We're formulating many new, out-of-the-box ideas, and we're determined to spread the news about what IUDM does to as many people as possible in the state and around the country. With the success of last year's Web cast, it is a top priority to ensure that we utilize this global opportunity to an even greater extent in 2009. We also hope to create case competitions within Web-design classes so that we can completely revamp the IUDM Web site. As always, education on campus of Ryan White and Ashley Crouse is a must. This spring, we hope to create a campaign that expresses the importance of these individuals.

Our committee is also working very closely with many other directors and chairs to effectively market all of this spring's events, document happenings throughout the semester, and even create a new corporate solicitation packet. Please be sure to check the Web site for a full calendar of events and updated photos and videos! — Austin Bristow

## Accounting

This year's Accounting Committee is bigger and better than ever. Our

main goal this year is to implement a brand new database system that was created for IUDM by a group of students from the Kelley School of Business. This will allow us to track donations, donors, and individual totals more efficiently. Also, the system includes a feature that provides us with tools to perform analyses of events and categorize donations by geographical location. The system will be a huge benefit for the years ahead.

We are trying something new this year. The committee will focus on assisting other committees in the financial preparation of their events. We will take last year's results and analyze them to determine how we can make this year's events more successful than last year's. Our committee will be working to establish closer relationships with other committees and wants to interact more closely with the kids. We are excited to get started on a great year and cannot wait to see the results of our hard work! — Greg Strabawy

## Alumni Relations

This year the Alumni Relations Committee, made up of 15 committee members and three committee chairs, hopes to make strides that will forever change alumni involvement. We're starting a transition from focusing on the year you were involved in DM to the city in which you live. We hope that IUDM alumni living in the same area will be able to get together and have events no matter what year you were involved here at IUB.

We're still keeping the fundraising competition between the classes, with 2007 alumni set to defend their title. Also this year on Alumni Relations are working on alumni events in Chicago, Indianapolis, and New York City. We have some ideas for these cities, but we're always looking for more.

Some other projects are making scrapbooks from several years' marathons, creating quilts of old marathon T-shirts, and switching the alumni database to g-mail.

All of these we hope will help keep IUDM alumni involved and up-to-date with what's happening in the life of Dance Marathon. I am extremely excited for these events to start taking shape. If you have any questions or suggestions, please contact me at amayres36@gmail.com or iudm.alumni@gmail.com. I look forward to seeing you all at future events! — Adam Ayres

## Riley Development

The Riley Development Committee is ready to go as we gear up for the marathon. Working alongside the Riley Children's Foundation, our number one priority is to provide the honorary Riley families with another unforgettable experience. Our main goal this

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## Committee reports

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year is to increase the involvement of the Riley families with dancers, committee members, and family sponsors, and we are taking several of steps to achieve this. We are planning multiple events for the Riley kid's and their families this spring and summer, all of which look very promising. Riley Tours have been set, and we are beginning to educate committee members and external organizations about Ryan White and Riley Hospital for Children. The brainstorming for the Riley Tent is in its early stages, and we are anticipating another great theme. Overall, Riley Development is excited for all of the potential this year has to offer. — *Daniel Hinds*

### Corporate Relations In-Kind

My committee and I are working hard this spring to gain new sponsors, while maintaining relationships with previous corporate donors as well. One of our main goals is to improve stewardship. A possible idea is to set up a fall "Corporate Thank You Dinner," to which we would invite our corporate sponsors. Right now, we are focusing our efforts to help gain sponsorships toward the IU DM Golf outing in May. This summer, we plan to continue gaining corporate support and start collecting items for the fall gala. I will most likely be staying in Bloomington during the summer, working with the local sponsors personally as well as the Indianapolis donors. We're looking forward to the upcoming year and for your continued support as well.

— *David Gilchrist*

### Public Relations

The 2009 Public Relations Committee has put a lot of work and thought into what we want to accomplish as a committee this semester. Beginning with furthering our strong rela-

tionship with B97, Bloomington's local and most listened to radio station, PR has made it a goal to utilize their partnership with IU DM to it's fullest. This partnership could include a weekly slot on "anything goes" Fridays. As a committee, PR intends to host at least one DM or Riley awareness event strictly for the purpose of educating fellow students, faculty, and staff about why exactly we dedicate our time. For the year, PR has made it a goal to increase stewardship among those who are unfamiliar with IU DM and Riley Hospital for Children. This spring, PR will produce an apparel item that will be sent to all alumni as well as individuals who made significant donations in 2008. With this, we hope to draw attention from numerous people and locations around the country and promote an interest in Riley as well as IU DM.

— *Hadley MacDonald*

### Marathon Relations

The Marathon Relations Committee works with our high school marathons and communicates with university marathons nationwide. On the high school side, we are currently working with nine high schools including Carmel (Feb. 21), Cathedral (new – March 14), Hamilton Southeastern (new – March 24), Bloomington South (April 4), Southport (April 11), Roncalli (May 16), Castle (fall), Bishop Chatard (fall) and North Central (new – fall). We'll also be working with several other high schools to start up dance marathons.

Our high school marathons subcommittee will display a recruitment table at the marathons in order to educate the high school students about IU DM and to gather information of those interested in getting involved at IU. We are also working this semester with Sarah Prichard, dance marathon coordinator at Riley Hospital, to create improved guidelines for our high school marathons. These guidelines will be presented at our first an-

nual Spring High School Marathon Retreat on April 19.

The university relations subcommittee is working to foster a Big 10 DM Partnership, to build and maintain relations with all Indiana DM's, and to involve all of IU's campuses. These relationships will encourage the flow of ideas and continue to ensure that Indiana and the Big 10 are leading the way for dance marathon programs nationwide.

If you know of, or are ever contacted about, potential high school dance marathons, please contact me so we can make sure that high schools are getting the support they need to succeed. If you have questions or want to visit a high school event, feel free to contact me anytime at safranz@gmail.com.

— *Sarah Franz*

### Catering

This year is going to be the best ever for catering! With the new structure of DM, I now have three chairmen, and I am so excited to see what they do! Our three subcommittees are food fundraisers, old donors, and new donors. Catering is now in charge of all percentage nights in order to make the whole process more streamlined and to keep the owners and managers happy. With separate subcommittees for fast and future donors, we hope to bring in lots of new businesses and strengthen relationships with loyal contributors. Our main goal this year is stewardship, a.k.a. buttering the businesses up. I am working on a newsletter to send out to the restaurants to keep them in the loop about all things DM. We are also compiling an ideal meal wish list that includes meals that we would have in a perfect world as well as meals that fit with the resources available. Hopefully this will offer restaurants a better idea of what we need, and maybe we'll be able to get more food than we have in the past. Our goal is to have more than enough food at the marathon!

— *Jenn Cain*



*Please save the date!*

## 5th Annual IU Dance Marathon Golf Outing

*benefitting Riley Children's Hospital*

*Saturday, May 30*

*Ironwood Golf Club, Fishers, Ind.*

*1 p.m. shotgun start*

Questions? Contact Sutton Kauss  
at (847) 912-2091.

## Next Marathon:

*Nov. 13-15, 2009*



