

## **2012 Small Club of the Year: Dartmouth Club of Central Ohio**

Oscar Night. A Day of Potables. HighRise Academy. White Water Rafting. Eastern European Cook-off. Dartmouth Outing Club. What do all of these things have in common? The answer is the 2012 Small Club of the Year.

Having set out on a path of excellence in 2011, this Club didn't rest on its laurels, rather it strove to reach new heights in all aspects of club activity. Realizing that well-attended events create the best opportunity to promote membership and capture dues, the dedicated Board of Directors were imaginative and innovative. They offered a full range of activities including academic lectures, Academy Awards viewing parties, bonfire building, wine tasting (the day of potables), interviewing, stuffed cabbage recipe contests, as well as traditional events. They even created a Dartmouth Outing Club within their own club.

Although the Club likes to play hard, they take their civic responsibility very seriously. Partnering with HighRise Academy, a nonprofit organization which helps high-achieving, low-income students apply to top-tier colleges, the Club hosted a two-day retreat engaging the students in team-building exercises and college preparation activities. Members then continued to mentor students throughout the year.

All of this would not have been successful if it wasn't for a strategic and comprehensive communications plan and the incredible leadership and hard work of the Board of Directors.

The famous advertising mogul, David Ogilvy, once said "Don't bunt. Hit it out of the Park." The 2012 Small Club of the Year continues to do just that and has earned the title of "Home Run Kings."

Please join me in congratulating the 2012 Small Club of the Year, the Dartmouth Club of Central Ohio.

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*President, Club Officers Association*

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*Senior Associate Director, Alumni Relations*