

# 2018 ANNUAL DINNER



WHEN: Wednesday, June 6, 2018

WHERE: Union Club in Cleveland  
1211 Euclid Ave, Cleveland, OH 44115

SPEAKER: Dr. Rita Colistra  
professor of strategic communications in the Reed College of Media, award-winning researcher and founder of the Community Branding Initiative

[www.wvu-ncc.com](http://www.wvu-ncc.com)

Please note venue change

Dear Fellow WVU NCC Chapter Member:

Our annual spring dinner is coming up on Wednesday, June 6, 2018. Please note that the venue has changed, this year's event will be held at Union Club in Cleveland. Our guest speaker will be Dr. Rita Colistra, professor of strategic communications in the Reed College of Media, award-winning researcher and founder of the Community Branding Initiative.

Cost is \$75 per person. A cash bar will be available. Cocktails from 6 p.m. to 7:30 p.m., followed by dinner and our speaker. Our usual selection of raffle items and door prizes will be available. Valet parking for the Union Club, which can be accessed off of E. 12th St., is included.

Colistra serves as the principal investigator and project director for the Community Branding Initiative, a program serving West Virginia communities by developing research-based, integrated branding plans and creative strategies that uniquely promote each place.

The initiative consists of three pilot projects that immerse strategic communications students in hands-on storytelling, digital media production, relationship building and advertising to launch cohesive brands for the Matewan, Grafton and Whitesville communities.

Since the initiative's 2015 inception, it's engaged students who seek experiences beyond the traditional classroom setting in meaningful work and has earned three awards in the process. Participating students complete the capstone class with a polished portfolio as well as a better understanding of how to leverage their communication skills to increase social equity in their communities.

Initially funded by a grant from the Benedum Foundation, The American Electric Power Foundation recently awarded the initiative a \$250,000 grant to support its continued development. As a result, the initiative will be able to expand their work in West Virginia communities while providing experiential-learning opportunities for students. Colistra will discuss the initiative's widespread impact on the community as well as its exciting future in the Reed College of Media. Below please find a reservation form for the dinner, along with a form for 2018 chapter dues. I hope to see all of you Mountaineers on June 6!

Sincerely,

A handwritten signature in blue ink that reads 'Jim Roop'.

Jim Roop President, WVU Alumni Association NCC Chapter

[Complete and return reservation form.](#)

## ANNUAL DINNER RESERVATION

NAME(S) \_\_\_\_\_

PHONE \_\_\_\_\_

Cost: \$75

Make checks payable to:  
Stan West – WVU NCC Alumni Chapter

**RSVP by June 1, 2018**

Mail to:  
NCC Alumni Chapter  
P.O. Box 40073  
Cleveland, OH 44140-0073

# 2018

## MEMBERSHIP APPLICATION



[www.wvu-ncc.com](http://www.wvu-ncc.com)

Dear Fellow WVU Alum:

Thanks for your continued interest in WVU. Below is a 2018 membership form. As you consider renewing your membership, keep in mind that a significant portion of your dues will be donated to the chapter scholarship program, which supports Northeast Ohio residents who are attending WVU. The fund is now eight years old.

Thank you for your interest and support.

Sincerely,

A handwritten signature in blue ink that reads 'James J. Roop'.

James J. Roop *President, WVU Alumni Association North Coast Cleveland Chapter*

[Complete and return membership application.](#)

### NCC ALUMNI CHAPTER MEMBERSHIP APPLICATION

NAME \_\_\_\_\_

WVU CLASS YEAR \_\_\_\_\_

DEGREE/MAJOR \_\_\_\_\_

SPOUSE \_\_\_\_\_

WVU CLASS YEAR \_\_\_\_\_

DEGREE/MAJOR \_\_\_\_\_

[IF AN ALUMNA, INCLUDE MAIDEN NAME HERE.] \_\_\_\_\_

HOME MAILING ADDRESS \_\_\_\_\_

HOME TELEPHONE \_\_\_\_\_

HOME EMAIL (PRINT VERY CLEARLY) \_\_\_\_\_

EMPLOYER \_\_\_\_\_

POSITION \_\_\_\_\_

WORK TELEPHONE \_\_\_\_\_

WORK EMAIL (PRINT CLEARLY) \_\_\_\_\_

Single Membership: \$25

Couple Membership: \$40 (spouse need not be WVU graduate)

Amount enclosed: \$ \_\_\_\_\_

Make checks payable to:

Stan West – WVU NCC Alumni Chapter

Mail to:

NCC Alumni Chapter

P.O. Box 40073

Cleveland, OH 44140-0073