

Rose Bowl Followup

Thank You Letters

Jack Biggar
Jim Zumberge
Kiwanis
Shirley Temple Black
Teresa (her granddaughter)--a Michigan shirt
Joan Lunden and Mike Kraus
send schedule for Fall football and invitation
Gerry Ford
Bob Forman
Bo Schembechler
Anita Miller (and staff)
Pam and Bob
Myra
Roy Muir (and staff)
Executive Officers and Regents
Football Coaching staff
Jack Weidenbach
Keith Molin
Athletics staff

General Logistics

1. Where should the Official Party be located?
 - i) Perhaps the President should be with the team.
Advantages:
 - Keeps close to official activities
 - Could travel with teamDisadvantages:
 - Decoupled from alumni
 - Might attract too much attention to team
 - Isolated from support logistics
 - ii) Should we attempt to co-locate groups...
Team??? Probably not.
Band, students, faculty, alumni??? Yes, if possible.
2. Some general concerns
 - i) Students and Band are quite isolated.
 - ii) Alumni logistics are a bit awkward
 - iii) Co-locating Official Party with Alumni Tour tends to mix the two in ways that may overload major "working activities"...e.g., Development, Public Relations,...
 - iv) Better connections with Tournament of Roses Committee (and knowledge of Pasadena events)
 - v) More information about seating assignments and priorities
 - vi) Alumni Rose Parade seating is poor...(sun)
 - vii) Official Party Rose Parade seating???
3. Some possible modifications
 - i) Relabel "Hospitality Suite" to avoid confusion with Alumni Tour (e.g., "Official Party Headquarters")
 - ii) Require all EOs and staff to stay in same hotel.
 - iii) Develop a working calendar for EOs so they will know what is expected of them.
 - iv) Allow for "free time"...perhaps a entire day
 - v) Be certain all EOs and Regents know of all official functions (including President's schedule)
 - vi) Arrange for special tours and such for EOs and Regents
 - vii) Need to be more use of EOs and Regents in cultivation of key prospects (e.g., arranging private luncheons, meetings, and such)
 - viii) Confine President's New Year's Day function to attending game and Tournament Dinner (not Rose Parade itself)
 - ix) Revise faculty seminars...

- 1) Open to all LA alumni
 - 2) combine with selected tours
 - 3) better advertising
 - x) Schedule President's talk at 3, followed by reception then Pep Rally (so folks don't get trapped)
 - xi) (JJD) Arrange personal tours in advance (e.g., Getty Museum)
 - xii) Have driver capability for Official Party
 - xiii) Have a suite (or room) in Pasadena hotel to accommodate game day activities
 - xiv) Establish strong communications links between Official Party headquarters and team headquarters
 - xv) Big Ten Dinner is still a hassle due to poor bus drivers
 - xvi) Need to re-evaluate media support (perhaps relying more completely on Athletics Department)
4. Logistics Support
- i) Use of staffed Hospitality Suite was quite effective. However this should probably be better isolated from Alumni Tour so that it doesn't get overloaded.
 - ii) Need better logistics support of Alumni Tour (both by Alumni Office and Conlin-Dodds)
 - iii) In particular, Alumni/Conlin need a 24 hour hotline and full-time support capacity so that the EO staff is not overloaded.
5. Bid Requirements
- i) usual Alumni Tour requirements
 - ii) Locate students in a better area (Santa Monica, Newport, Westwood)
 - iii) Have multiple pricing so that faculty and alumni tours are in same location
 - iv) Put Band in better area...preferably with student tours