

COLUMBIA UNIVERSITY CLUB OF NEW YORK

ANNUAL REPORT

2004 - 2005



Message from the President

The past years have been characterized by significant change, advancement and growth for the Columbia University Club of New York (CUCNY). A dynamic metamorphosis has occurred, bringing the Club out of the uncertainty of financial instability, as well as from the doldrums of administrative inactivity. I would like to outline these changes for the membership.

Of primary import is that the Club is on firm financial footing. A further, more detailed discussion of this will be given by Governor Patty Francy in the Finance Committee Report. The previously outstanding debt to the Princeton Club and certain tax debts, incurred by lack of financial oversight and expertise, have been fully paid off. The Club has hired a tax attorney and has engaged the services of an outside, independent auditing firm, Lutz and Carr, to maintain fiscal responsibility. The imposition of these reforms will guarantee fiscal responsibility, in addition to the establishment of a Finance Committee.

The initial Affiliation Agreement with the Princeton Club ended in 2003. The Board then negotiated a continuing, five-year contract with Princeton, signed in December, 2003 and effective on January 1st, 2004. These negotiations took approximately 13 months.

Significant improvements to the agreement included:

- The Princeton Club would administer the general accounting and bookkeeping functions relating to CUCNY charges. Monthly statements and dues notices would be sent to Columbia members. Monthly and quarterly profit and loss and revenue statements would be provided to the CUCNY. These functions would ease the operational burden on the Club and reduce the financial needs.
- An increase in the percentage of dues payable to Columbia for new members was accomplished. Twenty five percent would be due Columbia and 30% for every member over 2000. Twenty five percent of the initiation fees are now payable to Columbia, as opposed to 0% previously.
- An increase in Columbia identity items would be carried out. This is visible already with the addition of the Eisenhower bust and the portrait of former President George Rupp, both in the lobby and both contributions of the Columbia Club Foundation.

With Columbia's aggressive Marketing and Membership programs, sufficient revenues had been collected for Columbia and Princeton to refurbish the Prospect Lounge, the third floor dining room (with a name change from the Wilson Room to the Presidents' Room) and to begin refurbishing the overnight hotel rooms. Vice President David Gibson was primarily responsible for these changes.

Contemporaneously with the ongoing negotiations with our Princeton colleagues, the Club Board recognized the great need and significant benefits to be gained by a closer affiliation and involvement with the University. Conversations with certain Trustees, Executive Vice President for Development and Alumni Relations Susan Feagin and then University Controller and now Governor Patty Francy were carried out. A new Licensing Agreement between the Club and the University was effected in December of 2003. Certain financial oversight of the Club by the University would be done. Of great interest is that 40% of the newly created Board would be appointed by the President of the University. This would add needed support and expertise to the Board. Attention was also paid to the appointment of young alumni to the Board. Growth of new members as well as fresh and innovative ideas would be sure to evolve from alumni up to 10 years out. We currently have five younger alumni serving on the Board.

The mission of the Columbia University Club of New York is to provide a meaningful midtown venue for alumni and to serve as an extension of the University campuses. This would include social, academic/intellectual and cultural events. It is also to provide Columbia's Schools and organizations with a first class facility for their meetings and events. Events from Columbia College, Barnard, the Business School, P&S, as well as the Alumni Federation, have been held at the Club. Events have included President Bollinger discussing the proposed Manhattanville campus. Book signings by Madeleine Albright, Professors Robert McCaughey, Jeffery Sacks and Brian Greene were held to standing-room-only audiences.



Some recent Club happenings...

What does the future hold for the CUCNY? At this juncture, our horizons are somewhat limited by our physical dimensions and plant, but not by our vision.

We project further growth in membership by dint of exciting and innovative programs that will interest alumni from all sectors of the University. We look forward to further involvement with the peri-Metropolitan area University Clubs. Young alumni and career interest events will be planned. A Long Range Planning Committee and an Operations Committee will be established to see to it that the Club has a solid basis for its future in the next 5-10 years. We will embark on targeted membership and marketing drives to more fully acquaint the alumni with the benefits of joining the Club. The Club's home on the Web will be redone.

The Club could serve as an out of town alumni visitor's center, as well as housing for visiting dignitaries. It could provide space for extension classes. A dedicated space for certain alumni offices and reunion committees could be provided. It is an exciting future to contemplate.

Primarily though, the Club should be viewed as a first class establishment for alumni to meet with old and new friends, in a pleasant, comfortable and friendly atmosphere, with good food and wine. A respite, if you will, far from the madding crowd. We, like the University, espouse diversity, eschew homogeneity and encourage alumni and student proportion and participation.

I am personally proud of what we have accomplished recently. It is my honor to serve as President with the members of the Board. I wish to thank them personally for their untiring volunteer efforts and their expertise. Great thanks also to the Club's Executive Director Patricia Neri, and her able Assistant and Member Services Manager Krisha Billini.

Laurance J. Guido, MD, FACS, CC'65, P&S'69
President, Columbia University Club of New York



Some of the renovated spaces at the Clubhouse.

Executive Director's Report

Great strides were made this year to bring our members Columbia-focused events and lectures. Some well-attended talks included Ron Chernow, author of *Alexander Hamilton*; Brian Greene, scientist, writer, Columbia professor, and author of *The Fabric of the Cosmos* and *The Elegant Universe*; Neil De Grasse Tyson, graduate of Columbia and director of the Hayden Planetarium. Former Columbia University President George Rupp was the Columbia Club's featured speaker at the All Ivy Intellectual Intercourse Series.

Jon Kessler, director of the School of the Arts, presented his kinetic sculpture. Columbia and Princeton graduate Roger Liddell taught us about environmental issues and how to conserve energy. And Dr. Anne Rene Testa, psychologist, author, and graduate of Teachers College, kept us engaged in her *Turning Point* series.

The University and the Club worked together to bring timely issues to members' attention. Jeffrey Sachs of the Earth Institute spoke on economic policy. An Earth Institute panel of scientists discussed the recent tsunami and earthquakes disasters. Ashbel Green, editor of *My Columbia, Reminiscences of University Life*, was honored by the University Alumni Relations office with a reception and readings by Paul Auster, Max Frankel, and Ron Padgett.

Our Club membership continues to grow. From June 2004 to June 2005 membership increased by over 23% - from 1,734 to 2,140. Columbia members represent 32% of all the members in the Club.

Marketing efforts were focused primarily on the younger alumni this past fiscal year. Thursday night "beer fests" were organized in the bar and grill. The 2005 Senior Celebration brought in at least 43 new members. A summer student membership program and a young Columbia professionals plan were set up to encourage young alumni membership.

Word is getting out to the alumni through advertising and promotion. Columbia Magazine ran half-page ads in their fall 2004 and spring 2005 issues. Members are kept current through our monthly print and electronic newsletters; and we communicate regularly with those who inquire about the Club.

Membership growth is my primary focus as we go into our next fiscal year. I will increase membership through excellent programming, target marketing, and continued good service to existing members.

Columbia University alumni and faculty will be my primary source for featured speakers. Targeted membership initiatives will be developed for specific alumni segments. And I will work toward the development of more co-sponsored events with the various schools.

I thank our members for their continued support.

Patricia E. Neri

Executive Director

Columbia University Club of New York

Committee Reports

Finance Committee

The financial health of the Columbia University Club of New York continues to improve. Several alumni have joined the Board of Governors, providing additional talent and oversight, and a new Treasurer and Chair of the Finance Committee have been appointed.

The Treasurer and Executive Director have partnered to enhance reporting and reorganize the financial files of the Club's office. Bank accounts were reconciled and are being consolidated, a new purchase order system is being set up, and controls for check signing and other office procedures have been reviewed and put in place where appropriate.

In early 2005 we engaged a new independent auditing firm. Our federal and state filings are being brought up to date. Procedures are being put in place with the Princeton Club to utilize their accounting services as provided in our recent re-affiliation agreement.

Focus continues on prudent spending and accountability to the membership. A stable and active membership base is critical; and an effort has been made to contact and survey inactive members and members who are behind in their payments.

To encourage membership, a slate of new programming activities is being planned for the up-coming fiscal year. We are working in consort with the Princeton Club to develop a new agenda of events, programs and lectures that will increase the use of the Club. By all means, Columbia alumni and faculty will be featured speakers as well.

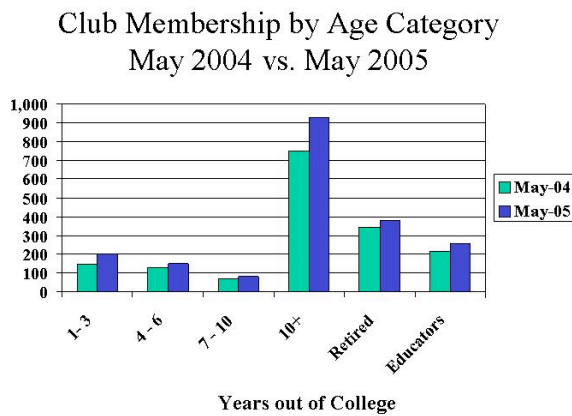
We appreciate your use of the Club and ask that you invite your friends and colleagues to join. Be assured your officers and governors are working diligently on your behalf.

- Patty Francy, Chair
- David F. Gibson, Treasurer
- Mark L. Amsterdam
- Padelford Lattimer
- Nicholas Rudd

Membership and Marketing Committee

Over the course of the past year, the Columbia University Club made great strides in attracting new members and retaining current ones. Our membership saw a strong increase in both percentage and absolute terms. The increase in membership was distributed over all age and resident-status membership categories.

In the twelve months ending in May 2005, the Club membership increased by approximately 400 members, or 23%, to 2,140 dues paying members. This is the Club's highest level of membership since 2000.



Membership Change
May 2004 vs. May 2005

	May '05	May '04	ANN % CHANGE
RESIDENT	875	754	16.0%
SUBURBAN	386	305	26.6%
NON-RESIDENT	735	592	24.2%
MISCELLANEOUS	144	83	73.5%
Total CUCNY Members	2,140	1,734	23.4%

Under the guidance of the Membership and Marketing Committee, the Club focused on raising the Club's visibility to the Columbia community and increasing communication with current members. A number of initiatives helped the club to attract new members, including a fall membership drive with special rates and incentives, targeted marketing to specific groups, such as young alumni as well as suburban and non-resident alumni, and a presence at alumni events, such as reunions and Homecoming.

Looking forward, the coming year promises further improvements to the Club's marketing, leading to an increase in members. A redesigned web site will better represent the Club online, attracting new members while providing better service to existing members. New marketing materials will show off the Club's great amenities and events to a wider audience. Improved cooperation with the alumni offices of Columbia's schools will ensure that the Club is represented to the alumni community and graduating students.

Increasing the Club's membership is key to improving the Club's financial position, which will in turn allow us to offer more events and services to our members. With almost 100,000 alumni living in the New York metropolitan region, there is no reason that the size of the membership of the Columbia University Club of New York should not rival the membership at our peer clubs.

- Michael Foss, Chair
- Tara Brannigan
- Edward DeSear
- Ophelia Karavias
- Padel Lattimer
- Roger Lehecka
- Nick Rudd
- Eric Vanderbush

Nominating Committee

The Nominating Committee is charged with the responsibility of nominating members of the Club's Board of Governors to serve as officers of the Club (President, First Vice President, Secretary, and Treasurer) as well as preparing an annual slate of members for election to the Club's board at the Annual Meeting of the Club.

The Club is governed by a twenty-four member Board of Governors. Governors are elected to three year terms. Governors may serve two terms before stepping down from the board and may stand for election again after one year.

Members interested in standing for election to the Club's Board of Governors are urged to contact the chair of the committee.

- Katherine Archibald, Chair
- Mark Amsterdam
- David Evans
- Michael Foss
- Eric Furda
- Larry Guido
- Roger Lehecka
- Padel Lattimer
- Eric Vanderbush

Young Alumni Committee

In the summer of 2004, a group of younger members of the Columbia University Club of New York came together to form a committee dedicated to the active recruitment of young alumni members and to creating events and programs of interest to younger Club members. Young alumni are the future of the Club and it is vital to attract members from this core segment of the Columbia community.



Recent young alumni events: Baker Field tailgate, young alumni-student dinner at the Club, community service day.

Meeting regularly since August 2004, the committee has published a monthly newsletter, planned happy hours, a tailgate at Baker Field, community service events and has worked to raise the visibility of the Club to the young alumni and student communities.

In June 2004, Michael Foss will be stepping down as chair of the committee in order to give his full attention to the Membership and Marketing Committee. Tara Brannigan and Ophelia Karavias will be taking over as co-chairs of the committee. Michael would like to thank all of the dedicated members who made this committee such a success for their enthusiasm and help over the past year.

- Michael Foss CC'03, Chair
- Julie Angiola TC'04
- Tara Brannigan BC'01, Chair-elect
- William Bocra CC'00
- John Celock J'04
- Colleen Cusick CC'03
- Dave Evans CC'01
- Lauren Harrison CC'03
- Ashley Homer CC'03
- Ophelia Karavias CC'00, Chair-elect
- Paul Roland CC'98
- Miriam Tribble BC'03

The Health and Wellness Committee

The goal of the Health & Wellness Committee is to create a dynamic, high-quality wellness and fitness program. We want to help Columbia University Club members take a more active role in maintaining their health and discovering the power of diet, exercise, and good information.

Our four-track program to keep you healthy includes: lectures and discussions; fitness evaluations and training; activities and hands-on “how to” techniques; and, most important, fun!

Facilitator and key speaker of the program, Eric Small, MD, FAAP, will open the series on Thursday, October 6th, at 6:30 in the evening. He is founder and director of Family Sports Medicine and Nutrition of Westchester.

Dr. Small is fellowship trained in Sports Medicine at Harvard Medical School’s Boston Children’s Hospital. He served as physician for the Boston Ballet and as team physician for several high schools. He is also a clinical assistant professor of Pediatrics, Orthopedics & Rehabilitation Medicine at Mount Sinai Medical Center, and does medical consulting for a number of athletic organizations and professional medical associations.

We look forward to spending time with you and helping you enjoy a fuller, healthier lifestyle.

- Padel Lattimer, Chair
- Eric Vanderbush
- Jackie Shrier, The Princeton Club of New York

COLUMBIA UNIVERSITY CLUB OF NEW YORK

Board of Governors

Executive Committee

President

Laurance J. Guido, MD, FACS, CC'65,
P&S'69

Vice President and Treasurer

David F. Gibson, AIA, A'75

Secretary and Co-treasurer

David E. Martin, LW'81

Members-at-Large

Katharine Archibald, SIPA'83

Patricia L. Francy, BU'84

Eric J. Furda, TC'94

Board Members

Mark L. Amsterdam, CC'66, LW'69

Paul Lawrence Roland, CC'99

Tara Brannigan, BC'01

Donna M. Rosenthal, SW, 67

Edward M. De Sear, CC'68

Nicholas Rudd, CC'64, BU'67

David A. Evans, SEAS'99

Joseph Scelsa, TC'84

Michael Christopher Foss, CC'03

Joseph Singh, CC'94, E'03

Ophelia B. Karavias, CC'00

Eric J. Vanderbush, MD, FACC, P&S'68

Padelford Lattimer, BU '98

Tiffany Woo, BC'87

Roger Lehecka, CC'69, GSAS'74

Royce Flippin, Ex-Officio
The Princeton Club of New York