



## Committee Recruitment Information Session

# *What are we doing?*

Building a mission-focused celebration that:

- *Honors the past*
- *Acknowledges the present*
- *Looks to the future*
- Kicks-off in August 2024
- Culminates in a convention-style gathering April 2-4, 2025 in Anaheim, CA





<b>Cheryl LaMee</b> NCL, Inc. Board President Centennial Celebration Committee Chair	<b>Staff Partner</b> <b>Karla Martinez</b> Director of Marketing and Communications
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**Centennial Celebration Steering Committee**

<b>Chapter Liaison Committee</b>
<b>National Volunteers</b> Kim Alessio, <i>Chair</i> Mary Healy, <i>Chair</i>
<b>Staff Partner</b> Stacie Wollam

<b>On-Site Committee</b>
<b>National Volunteers</b> Tanya Sterling, <i>Chair</i>
<b>Staff Partner</b> Teresa Jarinko

<b>Philanthropy Committee</b>
<b>National Volunteers</b> Stephanie Clouatre, <i>Chair</i> Lesley Gibson, <i>Chair</i>
<b>Staff Partner</b> Iris Swinea

<b>Storytelling Committee</b>
<b>National Volunteers</b> Denise Lilley, <i>Chair</i>
<b>Staff Partner</b> Emily Baba

<b>Sustainer Committee</b>
<b>National Volunteers</b> Victoria Howe, <i>Chair</i> Shawn Sylvia, <i>Chair</i>
<b>Staff Partner</b> Susan Merrell

<b>Sponsorship Committee</b>
<b>National Volunteers</b> Andrea Barry, <i>Chair</i>
<b>Staff Partner</b> Katie Earnhart

# *Chapter Liaisons Committee*

- Work with chapters to learn more about their unique culture, their chapter stories, as well as their special member stories
- Collect artifacts from chapters to build the NCL Museum (on-site at Centennial Celebration)
- Share celebration planning and updates with chapters



# *On-Site Committee*

Oversees the micro-events associated with Centennial Celebration, such as:

- Yellow Rose Marketplace
- NCL Museum
- Roaring 20's Celebration
- NCL Through the Ages
- Red Carpet Celebration Event for Chapters featuring 100 extraordinary women
- A Look Into NCL's Next 100 Years
- College Fair for Ticktockers



# *Philanthropy Committee*

- Works with the National Philanthropies to connect with our membership through philanthropic opportunities
- Engage our 80,000 active members and sustainers through National Day of Service as well as at the in-person convening in Anaheim
- Challenge: get to \$100M in economic impact by 2025
- Fun Fact: American Heart Association is *a/so* turning 100 in 2025



# *Sponsorship Committee*

- Works to offset the costs of the Centennial Celebration by finding sponsors and advertisers
- Look at relationships we have garnered and see how we can leverage them into in-kind donations
- Find someone to publish our *100 Extraordinary Women of NCL* commemorative book at little or no cost



# *Storytelling Committee*

- Beginning at Fall Kick-Off (2024) this committee will tell the story of NCL, Inc. through a variety of modalities
- Works closely with the Chapter Liaison Committee to aggregate stories that will resonate with our membership
- This committee has created eight themes that tie to the eight months from August 2024 (official kick-off) to April 2025 (Centennial Celebration, in-person) and will use these broad themes to tell the story





# *Sustainer Committee*

- Works to engage our sustainers - understanding the different needs of our ticktocker sustainers and patroness sustainers
- Will work with Conejo Valley and Newport chapters to learn how they have been so successful in engaging with sustainers
- Provide sustainer content during the year for the NCL, Inc. Sustainer newsletter
- Create activities and meet-ups that will be of value to our various sustainers during the 100 Year Celebration.





Thank you for your interest in joining us!

Please scan the QR code if you'd like to sign up for a committee.

Questions? Email [centennial@nclonline.org](mailto:centennial@nclonline.org)



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