

**AIESEC Alumni Association  
Monthly Secretariat Newsletter  
January, 2007**

**January Highlights:**

- Jet setting through India
- Growing membership: taking registration to the alumni
- Sowing the seeds of promising partnerships
- This year's deliverables
- Board Support: learn where we need your expertise!
- February: A look ahead

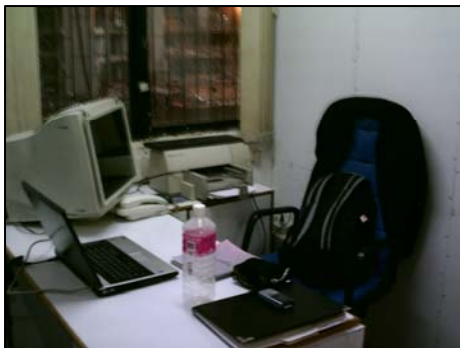
**Monthly Recap:**

**Jet setting through India**

Travel has been incredible this month. From Delhi to Mumbai to Bangalore to Maudurai to Kodaikanal and back again, I've been able to spend lots of time with alumni from all different cities, get to know them, their families, and most importantly, what they'd like to see in the alumni association. A big thank you to **Sudeep Malhotra**, for not only providing me with an office for most of my stay in Mumbai, but for opening his home to me as well. I'd also like to thank **Siddharth Mangharam** in Bangalore and **Amal Bhatra** in Mumbai for providing me with a place to stay for a couple nights this past month. Long live the alumni network!



*Happy Birthday Sudeep! While in Mumbai, I had the privilege of celebrating Sudeep Malhotra's birthday with him, his family, and his employees.*



My office in Mumbai, courtesy of Sudeep Malhotra

The resonating theme that I have heard throughout the network is that it's now or never to build upon the sound social network that has been created this past one and a half years, with valuable programs and services that not only interest alumni, but get them saying to themselves: "I *need* to be a part of this network." This feedback has been invaluable and has helped to shape our priorities and plan for the year. Thank you to each of you that has voiced your opinion—your feedback is always greatly appreciated.

### Growing AAA membership: taking registration to the alums



Alums at the monthly Mumbai alumni meet up



In the beginning of January, we realized that emailing and SMSing alumni was simply not effective enough to grow the AAA network to reach the Q1 and year goals we had set for ourselves. In an effort to drastically increase memberships and really capitalize off of alumni events around the nation, we decided to *take registration to the alums*, which meant creating a paper registration form, and traveling to all alumni events possible. This fit well with the fact that my January travel schedule provided opportunities to solicit memberships from across India. Armed with the new registration forms, receipts (for those that were inclined to pay up), and lots of pens, I set out for my first event outside of Delhi: the Mumbai monthly alumni meet up. Too many pitchers of Kingfisher and some spicy chicken tikka later, I left the event with 10 new registrants. Not a bad start. Since then, I've made it a point to always keep membership registration forms on hand...and membership has grown from it. Over the month of January, I was able to solicit just under 40 new registrations because of the paper form alone!

### Sowing the seeds of promising partnerships

Thank you to **Jagdish Amin** (aka Juggie) for his many ideas on making AAA more valuable to its members. From the Entrepreneurship Forum to his ideas on AAA partnerships with *TiE* and *HBS*, Juggie has been an integral part in creating value for the association and its members. Other organizations we've been looking to partner with include: *Yi* (Young Indians), *ISB* (the Indian School of Business), and possibly a hotel chain that caters to business travelers. We look forward to making these proposed partnerships a reality in the coming months.

### This year's deliverables

The AAA Secretariat looks forward to soliciting and utilizing valuable leadership, input and networks of AAA Board members to make the items below a reality.


- 1,500 **registered members** with 400 paid up
- 10 Lakhs raised in **donations or sponsorship**
- Revised and updated **web structure and content**, integrating needed features as we create valuable programs for our membership
- Creation of AIESEC Alumni branded line of **memorabilia and membership directory** for sale on the website, at alumni events and at the Alumni Congress 2007
- Get pilot **programs and services** up and successfully running

- Create enticing agenda for the **Alumni Congress 2007** to bring in alumni from around the world
- Complete **compendium**
- Move towards making AAA a **financially viable** organization

January has been a month of traveling, soliciting memberships, and brainstorming ways to make AAA a truly valuable organization for its members. We look forward to the coming months of getting these ideas off the ground.

**Board Support: learn where AAA can use your expertise**

With your leadership, we'll be sure to reach these goals in time! Below is a list of ways you can get involved and help make February an even bigger success than January!



**Post your Classified on**  
[www.aiesecalum.org](http://www.aiesecalum.org)

to reap the benefits  
of being part of the  
AIESEC Alumni network

**Post a classified in the classifieds section of the website.** Every post makes the site more attractive to current and potential members! We look to you to make it even more valuable in the coming month! Thanks to **Sudeep Malhotra** and **Nirish Mathias** who have taken advantage of this valuable service already!

**The Secretariat is looking for a global conference call system,** so all members of

the board have convenient access to our weekly conference calls and quarterly board meetings. If you can provide help in providing or soliciting this service, please let me know *asap*!

**Add value to your AAA membership:** Become a mentor or mentee, take part in BVP (Business Volunteers Program), be an Alumni Speaker, or become a mentor or mentee in the new Mentorship Program! For more information, contact Sumita Vasudeva ([sumitavasudeva@yahoo.com](mailto:sumitavasudeva@yahoo.com)) or Betsy Corey ([betsy.corey@aiesecalum.org](mailto:betsy.corey@aiesecalum.org)).

**February: A look ahead**

February is shaping up to be one hectic month! With the **AAA board meeting and alumni meet up in Chennai on 10 March**, (mark your calendars) we're working extra hard to be sure we reach our Q1 goals. Here's what we'll be up to:

- Increasing the number of registered members to **750**
- Supporting the donations drive in India and the US, with Rs. 3L raised in India alone!
- Moving along the website changes/updates-be ready for new features!



**Save the date!**

AIESEC Alumni Association:  
Quarterly Board Meeting

*Chennai, March 10-11*

- Kick-off key programs and services: Mentorship, BVP and Alumni Speakers
- Finished Compendium
- Building up the relationship with the alumni group in the US
- First monthly alumni event in Delhi

I look forward to working with all of you towards achieving our goals.

All the best,  
Betsy

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