



ON THE VINE

THE IVY CLUB NEWSLETTER

Fall 2014

Ivy Grows Budding Entrepreneurs

While talk at the Ivy dinner table often revolves around social interests and academics, of late, the dining room at Ivy is also proving to be an incubator for budding entrepreneurs. Several members from the Class of 2015 are well on their way to creating successful business ventures and attribute their success, in part, to the support and guidance of their Ivy peers.

Research Start-Up Takes Root

It was the middle of their sophomore year and Ivy roommates Carter Bradley '15, Nick van der Vink '15 and Cottage member John Plonk '15 were sitting around their dorm room discussing future plans when the idea for a joint company began to evolve. Each had kindled a desire to start something new – possibly a business of their own – but it wasn't until this mid-year discussion that a tangible idea began to take form.

As they were deliberating concepts the trio realized a common issue that executive leaders across all industries frequently confront. They often have ideas to improve their business or strengthen their product, but don't have the flexible staff resources to determine the idea's viability. Recognizing that this might be an opportunity to utilize the research skills they honed through Princeton classwork, the three roommates formally incorporated their company, now known as the Ivy Research Council, and began seeking opportunities to fill this market need.

Ivy Research Council's first business opportunity arose with Atlantic Media Company, a digital media company located in the Washington D.C. area. Atlantic wanted to learn how breaking news spreads among social media outlets and whether they should be dedicating additional staff resources to sharing news the moment it breaks.



[above] Ivy Research Council partners (L to R) Cameron Porter '15, Carter Bradley '15, Nick van der Vink '15 and John Plonk '15

Through extensive modeling of news breaks and the population's response, the team reported back on the best practices in breaking news identified through looking at other media outlets and on how to effectively leverage social media to get to news faster.

Since their first contract with Atlantic in the fall of 2013, Ivy Research Group's clientele and team has expanded. Ivy member Cameron Porter '15 was invited to come on-board as a fourth partner and nine summer interns, many from Princeton's student body, were hired to address the company's increasing project load. The client list has grown to include 10 individual customers, including such notable entities as Hospital Corporation of America, NRG, Teach for America, and The Economist Intelligence Unit. As they look ahead to graduation in June, these four Class of 2015 members are planning to dedicate themselves to this venture full-time.

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Graduate President's Report

| By Jim Q. Griffin '55

Photography by James G. Cole



[above] James Q. Griffin '55

Sound management is generally defined in financial terms. Organizations strive for equilibrium; when operating budgets are balanced, the real purchasing of the endowment is maintained, the staff is fairly compensated and the physical plant is in good condition.

Not described in financial reports, is the creation and maintenance of a cultural equilibrium as defined by an open, civil, safe and optimistic environment. In Ivy's case that condition is vital to our mission of providing an environment which induces out-of-classroom personal growth.

When there is an absence of systemic operational and social breakdowns our association has reached a golden mean. Indicators of exceptional leadership are careful, evenhanded attention to each member, open communication with the undergraduate body about policies and student responsibility as well as the delivery of superior services.

Our enterprise is blessed with the skills and judgment of our steward Betty Rascher.

Now our task is to avoid the pitfalls of complacency and hubris and constantly improve.

Ivy Grows Budding Entrepreneurs

CONTINUED FROM PAGE 1

The students behind the Ivy Research Council credit Ivy for a good portion of their business' evolution. Having coined their fellow Ivy members as their "unofficial Board of Directors", these young entrepreneurs now reflect that the unbiased, thought-provoking discussions they had with other members over dinner influenced the development of their business plan. The guidance of graduate Ivy members, such as Ivy Board member Rob Engel, whom the team met through an Ivy Leadership Program, has also aided in the development of their company. "Rob Engel was a great mentor to us as we were just getting the idea for our business up and running." remarked Bradley '15. The team looks forward to continuing to provide the highest quality of research as they strive to hone in on the perfect niche for their company's long-term growth and success.



[above] Liz Lian, co-founder of 38th and WICK, modeling a piece from the company's collection

Creating Practical Fashion

Not many can say that Reunions provided the driving idea behind their business, but for Liz Lian '15 that was the case. After dancing into late night hours during the Reunions of 2012, Liz, with a dress saturated with sweat, retreated to the dorms. The following day Lian discussed with her good friend, Sanibel Chai (University of Pennsylvania '15) how great it would be to have a dress made of more breathable, wicking fabric. It was from this conversation that "38th and





WICK,” a fashion line dedicated to creating chic clothing in party-friendly fabrics, was born.

Within a week of Lian’s sweat-ridden evening out, Lian and Chai formed a LLC and went to work figuring out how to create new clothing. Neither had experience or connections in the industry so they began reading textbooks on the business of fashion and enlisted the services of a freelance clothing designer. Their designs rapidly evolved and by the following winter they commissioned the creation of the first pieces for their collection.

With inspiring design samples in hand, but lacking the funding to mass produce 38th and WICK’s line, Lian and Chai decided to attempt a fundraising effort through Kickstarter, an on-line broadcasting site for raising start-up funding. A targeted goal of \$20,000 was established to allow for an initial production of 400 units of clothing, including a dress, skirt, top and T-shirt design. Lian spent a month devoting herself exclusively to spreading the word of 38th and WICK’s Kickstarter campaign. She reached out through social media sites, tracked down multiple mailing lists and shared the news of the campaign with all she met. Within just four weeks of its on-line campaign, 38th and WICK surpassed its goal thanks to 208 individual supporters, 17 percent of which were Ivy members. The company proceeded with production over the summer of 2014 and is now

focused on the marketing and sales through its online site, 38thandwick.com. Lian and Chai are motivated by their customer’s rave reviews and are eager to expand their line with new styles.

Lian credits the support she received from her fellow Ivy members as a driving force in the creation of 38th and WICK. “Ivy, as a group, has been the number one supporter of our company’s growth.” Lian remarked. The sincere curiosity and backing of her fellow members provided the extra motivation required to overcome some of her more challenging obstacles such as fundraising and understanding the steps to move her concept forward. Numerous graduate and undergraduate Ivy members contributed directly to the company’s success, some through their generous funding of the Kickstarter campaign and others by modeling outfits for photo shoots and fashion shows. Lian also feels indebted to graduate member Woody Hines ’12, another entrepreneur who has successfully started his own college sweater company Hillflint, for serving as an informal mentor through her navigation of the fashion industry.

As these up-and-coming graduates have shared, the think tank of youthful ideas and enthusiasm is alive and well at Ivy. Who knows, tonight’s dinner discussion might provide the seedling concept for the next Amazon. We will be looking forward to seeing what ideas blossom from the Class of 2016!



[left] Ivy Section of 1964 Celebrates Their 50th Reunion
Front row (left to right)

Harrison Fraker, Lewis Hitzrot, Walter Empson, Tyler Dann, Gerald Skoning, Lincoln Chih-Ho Chen, Alexander Wellford (far right)

Second row: Arthur Malman, James Leach, William Foulke, James Klauder, Zavis Zavodni (behind Chen)

Last row: Jack Griswold, David Oliver, James White, Richard Wright, Winthrop Rutherford, Hugh MacMillan, Louis Neilson, F. Scott Andrews (behind Zavodni), Also at Reunions 2014 but unable to participate in photo: John Clarkson and William Howard

News from the Ivy 1879 Foundation

Photography by David Kelly Crowe



[above] Chateau Talbot proprietor Jean-Paul Bignon is warmly embraced by the Ivy Leadership Program

Leadership Program Makes a Toast!

| By Jan Buck '67

Going into its fourth year the Ivy Leadership Program has become a mainstay of membership in Ivy. As the President of our Graduate Board has said, it has gotten legs of its own.

The concluding session in last year's program was a signature achievement. We hosted the Proprietaire of Chateau Talbot in the Bordeaux region of France. Jean-Paul Bignon chaired the session, which took the form of a dinner in the Great Hall including a tasting of some of Talbot's finest vintages. Between courses Mr. Bignon regaled the undergraduate diners with stories and explanations of France, wine and the lore, legend and eccentricities of it all. Talbot is one of France's finest wines from the St. Julien section of Bordeaux between Margaux and Pauillac. A grand time was had by all, and by a show of hands the gathered members unanimously voted that had Mr. Bignon been a Princeton student, he most certainly would have been an Ivy Clubber. By a similar vote the members moved that Chateau Talbot be named the official wine of The Ivy Club.

The first session of this school year was chaired by Fanglu Wang, the Chief Investment Officer of CITIC Capital. CITIC is, at \$650 billion, the largest sovereign the wealth fund in China. Schooled in China and the U.S. (University of Chicago), Mr. Wang chronicled his rise through investment banking to his current position, giving tips along the way as to how our members might confront and overcome challenges to significant achievement. He also provided insights as to what is happening in China and how it approaches geo-economic dynamics. In all it was a most valuable and enlightening session for the members.

As has become the custom for the program, we are approaching this new year with ambition. We now have the agreement of His Royal Highness Prince Turki AlFaisal of Saudi Arabia to take part in a session. If that can be worked out, our Ivy Fellow and Leadership Program alum, David Petraeus has agreed to moderate it. President Ronald Reagan's Chief of Staff James Baker, Daphne Oz of the television show *The Chew*, and Latin American businessman Ricardo Poma have all also agreed to do sessions. Fortunately for all, Mr. Bignon enjoyed his session so much last year that he wants to repeat this year. Get your wine glasses ready.

Support Ivy's Educational Programs today!

The Ivy 1879 Foundation is dedicated to providing support for the educational activities of the Ivy Club and its membership. This year general support and donations made through the very successful Women of Ivy campaign allowed the Foundation to provide for the Leadership Series, Roundtable program, construction of the new Women of Ivy Window, a substantial contribution towards construction debt associated with the new wing, and financial assistance to members demonstrating need this year.

We are most grateful for the Ivy family's enthusiastic past support and ask that you consider a gift to the Ivy 1879 Foundation for the modest purposes of our educational activities. Gifts to the Foundation are fully tax-deductible and can be made on-line at theivyclub.net, by calling 609-924-2236 or via the enclosed remittance envelope.

Roundtable Recap

| By Liz Lian '15 and Tyler House '15

We kicked off our tenure as Roundtable chairs this past April with dinner and discussion with Frank Bruni, former restaurant critic and current op-ed columnist for the New York Times. Mr. Bruni, who was also teaching a Princeton journalism class at the time, shared the story of his career in journalism and offered valuable career and life advice with a lively audience of Ivy members in the Great Hall.

This October, we had the pleasure of having our club steward, Betty Rascher, as our first Roundtable guest of the semester. Ms. Rascher shared stories from her own life and from Ivy's history over a relaxed and memorable dinner in the Music Room.

Attendance from our membership has remained high, and we are excited to continue on the tradition of lively discussion, dinner, and delightful company. We look forward to inviting many more diverse and inspiring guests to join us in the months to come!

Photography by Andrew Wilkinson



Undergraduate President Report

| By Nick Martin '15



[above] Nick Martin '15

Greetings from the Ivy Club. As midterm exams approach and the warm weather fades, it is safe to say that the Club and its membership have fallen back into the routine of the school year. The junior class has adapted to dining at Ivy, and the seniors have adjusted to life in the Club without those who graduated last year. It has been great to see these two current classes grow closer to one another as the year has gone on, be it through mealtime discussions, Ping-Pong matches, or evening revelry.

This past September Ivy had the pleasure of admitting five new junior members. The fall bicker process is a great way to bring the Club together at the beginning of the year; indeed, enthusiasm surrounding the newly admitted members boosted morale.

Both the Leadership Program and Roundtable series have gotten underway this year, with the former hosting Fanglu Wang, of CITIC Capital, and with the latter hosting our very own Betty Rascher. These events continue to contribute to the well roundedness of Ivy's member experience, providing educational enrichment beyond what other clubs can offer.

In the dining hall, our Food Chair has introduced a dynamic new feedback system, through which members can opine on specific dishes. This initiative has increased communication between the kitchen and members. As a result, our chefs now have a better idea of what the club enjoys, and general satisfaction with meals has increased.

As always, I encourage you to stop by Ivy whenever possible. Whether you are in a larger group or on your own, we are always eager to meet and chat with members from years past.

Ivy Gear Now Available

Ivy is proud to now offer a number of items Ivy Club exclusive items for sale.



Tote bags: These Lands End produced bags are beautifully adorned with the Ivy logo and club motto and are offered with either a black or green shoulder strap.

Large tote- \$55 plus tax and shipping fees

Medium tote- \$45 plus tax and shipping fees

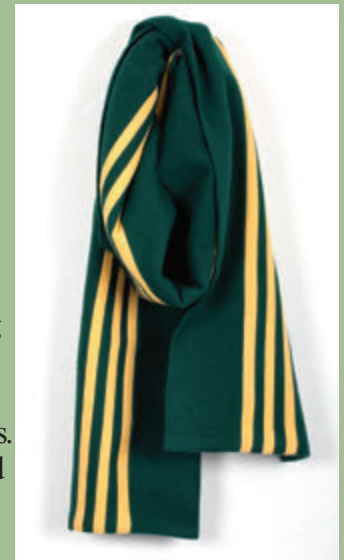
Men's ties: Custom Ben Silver silk ties are available in both the traditional triple gold stripe and the repeated Ivy leaf designs. (not shown)

Ties- \$95 plus tax and shipping fees



Wool scarf:

Newly added to the Ivy collection, this stunning wool Ben Silver scarf will provide warmth on even the chilliest of days. Scarf- \$140 plus tax and shipping fees



Please contact Betty Rascher at ivyclub@princeton.edu or by phone at (609) 924-2236 to make a purchase.

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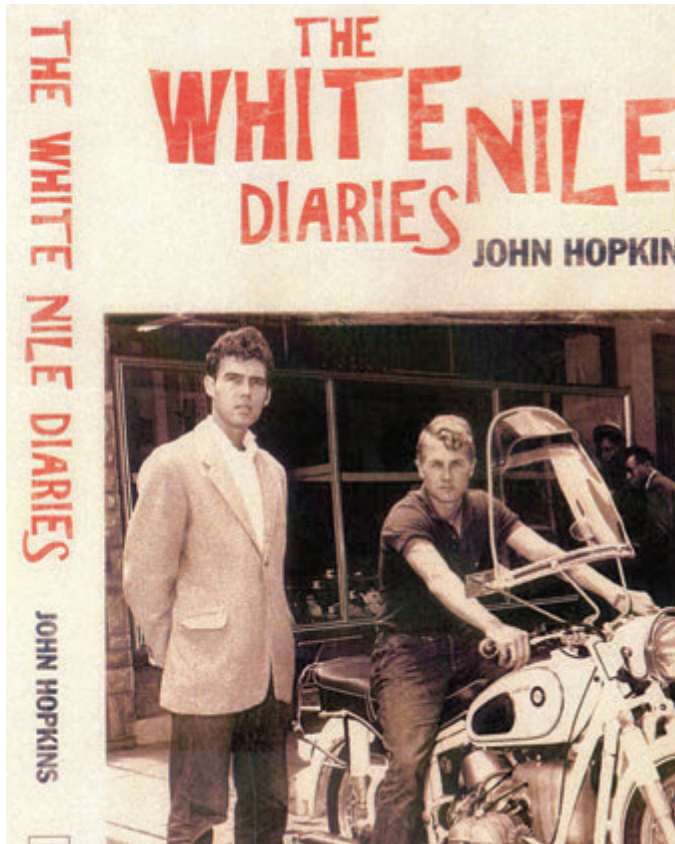
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Review of *The White Nile Diaries*, An Adventurous Tale by John Hopkins '60

| By Nicki (Chandris) Asquith '06



[above] The cover of Hopkins' recently published book

Some young Princetonians, when lacking purpose after graduation, petition the careers office. But John Hopkins '60, to the dismay of his family, set off with Joe McPhillips '58 into the “great gray green greasy unknown” of Africa to visit Sam Small '40 on his ranch at the foot of Mt. Kenya. On a motorcycle, dubbed “The White Nile” for the river that would guide them, they selected a perilous route from Munich to Mombasa, equipped with a breath-taking indifference to danger. *The White Nile Diaries* describes with good humor some hair-raising dramas along the way: being set upon by armed vigilantes in the crisper Tunisian desert, being shot at by Libyan border guards and slung into prison.

This book is a riveting read, and not just for the dramatic incidents. Hopkins' observations of people, places, politics and religion are expressed with elegant economy that shows no hint of self-censorship. As the story unfolds, the diarist's urge to become a writer gradually crystallizes; limpid and

beautifully turned phrases jump off the page. Humor and playfulness abound. Wondering, for example, what the missionaries in Sudan hoped to achieve with primitive tribes, he jokes that: “to put clothes on these naked maidens – you might as well throw an overcoat over a leopard.” Hopkins

shows himself to be a true explorer; once in Africa he affirms that he has “tasted the lotus and [is] not going back”, and indeed he spent many years living in Africa thereafter; Joe McPhillips stayed for the rest of his life.



[above] Sam Small '40, owner of a ranch near Mt. Kenya



[above] Path traveled by Hopkins '60 and McPhillips '58 on their motorcycle



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