

# THE THAI THAT BINDS

ISB Network News

Volume 66 February 2019

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## From the Board

You might wonder how we run the ISBN board when our volunteer members are all over the USA and one in Europe? It's easy – we use email...alot, and of course calls and texting. We use conference calling to conduct monthly board meetings, which are held on Sundays. We pay membership and reunion dues just like everyone else and our travel expenses are our own. No one has any expenses involved in this activity, nor does the Network or Foundation incur any expense because of us.

In addition to hosting the reunion, we are involved in many outreach activities, all of which are intended to reunite long-lost friends and to ensure that new alumni can find us 10 or 15 years down the road. Our current and past outreach activities have included

- Maintaining the website which includes the alumni search feature and the Shack mercantile page.
- Maintaining the ISBN Alumni Association Facebook page.
- Preparing newsletters and mailings to members and nonmembers alike.
- Building relationships at the school
- Providing free 10-year memberships to new ISB graduates
- Advertising in the Erawan each year, knowing that 10-15-20 years from now, new ISB alumni will find us while flipping through their old yearbook
- Offering a poster to hang in your favorite Thai restaurant to promote the ISBN (found on the website)

Despite not being a relief organization, the Foundation's charitable mission of encouraging philanthropy and cultural exchange between the US and Thailand enabled us to partner with the school. Several years ago we assisted in the ISB Tsunami Relief Network.

Your \$40 membership dues (which has not increased since 1995!) helps support the ISBN with a portion going to deserving ISB graduates in the form of scholarships.

These efforts by the Board have led to a record number of alumni and spouses—over 411 members – now supporting us!

### ISB Network Foundation, Inc.

15122 Seneca Trail South  
Lindside, WV 24951

◆ ◆ ◆ ◆ ◆  
The ISBNetwork Foundation, Inc. is a not-for-profit, 501-C-3 organization, dedicated to bringing Alumni of International School Bangkok together to support, maintain, and create contacts between people who shared similar experiences in Thailand. We serve as the Official Alumni Association for International School Bangkok.

Dues & Benefits: Membership fees are \$40 for 2 years and are tax deductible. Our goal is to provide you with three newsletters per year and access to contact information of all known ISB Alumni. You do not have to be a member to be listed on the website/directory or to attend a reunion. Your paid membership helps support the activities performed by the all-volunteer Board of Directors, responsible for maintaining the database, publishing the newsletters, maintaining presence on the web, and planning the biennial reunions.

Join online at  
[www.isbnetwork.com](http://www.isbnetwork.com) and click on "Become A Member".

# ISBN Focus Group Results

Thank you to all who attended the ISB Reunion Focus Group and the Outreach Roundtable discussion in Nashville. Great insight was shared that day and then shared with the ISBN Board. Some of the factors are already being discussed amongst the Board, some we are looking for help with, and some are answered in this newsletter!

## Discussion included questions such as:

- ♦ What do you know about the ISB Network?
- ♦ How familiar are you with the Board of Directors?
- ♦ What do you love about our organization?
- ♦ What do you think are the pros and cons the ISB Network?
- ♦ Outside of the Reunion, what can we improve to provide alumni the best experience / service?

Within the realm of the Reunion:

- ♦ Which factors prompted you to attend this year's reunion?
- ♦ Which factors were roadblocks that kept you from attending in the past?
- ♦ What is your WOW factor about reunions?

The following is one or two lines taken from some of the members at the focus group...in no particular order:

- ♦ Not familiar with board - More communication regarding the Foundation – our members don't understand the function of the foundation.
- ♦ Don't be afraid to repeat popular venues (ie Daytona and Virginia Beach)
- ♦ Comradery and meeting through reunions
- ♦ More transparency with the budget and finances
- ♦ Some don't know there are two entities (Network and Foundation) or what it is that they do...including Board responsibilities, how they meet, decision making steps, and time spent
- ♦ Website could be more user friendly
- ♦ Friendship, Family, Reconnection with old friends!
- ♦ Encourage more 'state' mini-group reunions
- ♦ How do we get younger members? Aging membership – ISB's smaller population. After 80s there are no younger classes to take over – Board should focus on this
- ♦ Global initiatives that initiate service opportunities
- ♦ Common connections even if we have differing opinions
- ♦ Appreciation for board and reunion volunteers

***These WOW factors, or things they would like to see at future reunions, were mentioned several times by members:***

- ♦ Session outside of the standard teen club, party suites or house games ie: interesting guest speakers, short Thai language or Thai dancing class, service projects to Thailand, what is ISB like now
- ♦ Excursions, bus tour, walking tour, offer a field trip or history session of the city

***Reunion items that members would like to see continue:***

- ♦ Welcome greeters and first-time attendee ribbons are great
- ♦ Loved the service project
- ♦ Shack inventory was phenomenal this year
- ♦ And of course...meeting new friends and reconnecting with old ones!



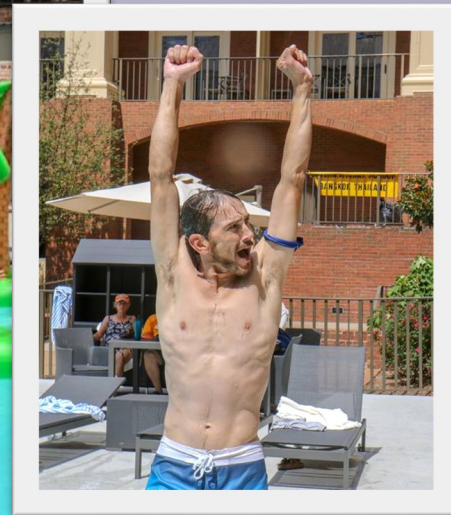


427 alumni and spouses attended the 18th Biennial ISBN Reunion in Nashville. Which was successful due to all the volunteers! The Board is still in awe of those who take time from the reunion activities to help!!

The photos here are just a small snippet of the pack-filled weekend. Find more on the ISB Network Alumni Association Facebook page. Just look under the Photos and find the Albums!













# 80's ALUM GIVE BACK

Kudos to Patricia De Martini Williams, '84 (right), who spearheaded one of the events at the Nashville reunion. Global Health Charities (GHC), is an organization founded by Patty and on who's board sits another ISB alumnus, Earl Bridges '83. GHC is dedicated to saving the lives of mothers and infants in remote communities throughout Asia, Africa and Latin America. They provide training, education and materials essential to a clean and healthy birth, with the goal of reducing infection related deaths.



What began as a plan by Bruce Williamson '84, to engage the 80's alumni in a service project, quickly generated a bit of excitement at the reunion. Forty-two alumni squeezed into a conference room and assembled 216 birthing kits, which translates into potentially 432 lives saved, because when there is an infection related

death in childbirth, typically it results from a dirty tool utilized to cut the umbilical cord and both mom and the baby are affected. Over \$1,230 was raised in donations to purchase the supplies for the kits and to fund the transportation of the kits to Thailand.



Thailand was designated as the recipient country given the recognition that we all received so much while living there and wanted to give back. However, this became a historic donation

for GHC. Typically, the kits are distributed in very remote communities where hospitals are difficult to access. In this case, GHC was asked by the Ministry of Public Health, to donate the kits to the Royal Thai Police for use in Bangkok. Apparently, many babies are born on the streets of Bangkok due to traffic jams (which we all have endured!) making it difficult to get to the hospital in time. The police are being trained to deliver babies, but they don't have the supplies. They will now be using our alumni assembled clean birth kits for the first time, in an urban setting!

In January, the clean birth kits were delivered by Patricia, Mr. Harold Albert, ISB Alumni Director, IASAS Director and former faculty member, as well as Jun Ikeda '83 to Bangkok's Ministry of Public Health. They shared with the MoPH how much it meant for all of us to have lived in Thailand, how much we were impacted and how so many of the ISB alum still think of Thailand as home. As a result of these efforts, Mr. Albert is going to try to plan a birthing kit event for current ISB students in 2019!

Due to the enthusiasm and success of this event, and results of the reunion focus group and survey, there is a strong possibility a service-oriented project will be held at the 2020 reunion.

Thank you to GHC, ISB alumni who made this happen and all the enthusiastic volunteers and donors!



# Philanthropic Activities

## Bruce Williamson, '84

At the Nashville reunion a Scholarship Committee was formed to meet and discuss the philanthropic efforts of the ISB Network. Specifically, this refers to the scholarship and giving that is developed out of the dues paid to the ISB Network. There have been two official meetings of the group before a break was requested for one member to help with Hurricane Michael relief and then the holidays hit. They will resume in the near future. Members:

- Alicia Beaird Hutchison, c/o 1980 (incoming treasurer, ISBN)
- Bruce Williamson, c/o 1984
- Marianne Bremseth, c/o 1970
- Culver Ladd, Faculty Advisor
- Babette Dammon, c/o 1972
- Tony Naldrett, c/o 1968
- Shelly Bragg, ISB Administration Liaison
- Nicole Petschulat, c/o 1983 (outgoing treasurer, ISBN)
- Susan Haralson, c/o 1975



With Susan Cano Meeker '84

In our first two meetings we spent much of our time learning about how the philanthropic activities are funded and how those funds are utilized. A big thank you to Nicole for all of her historical information and insight and we look forward to the update on the budget. Our discussions have been insightful, and the diversity of classes has been a bonus in discussion about how the ISB Network (ISBN) can improve communications with not only current members but also current and recent graduates of ISB.

Shelly Bragg and Harold Albert, fof ISB, have been a great source of information about current class demographics, how our scholarships have impacted students, and how we can shape collaboration between the ISBN and the alma matter that we all love. This includes not only philanthropic activities but the potential for teaming up on a better system for a more robust alumni database and website like “360 Alumni”. Other international schools are using it with great success.

With the extremely successful event of the Clean Birthing Kits effort at the Nashville reunion we want explore options for reunion-based fund raisers like that. We’ve also discussed options for getting a current student liaison on the ISBN board, how to better promote the ISBN to the current student body, evaluation of the ISBN dues and better education of how those are utilized as well as how the reunion fees are separate, and those lines are never crossed. There are so many topics and ideas discussed that we can’t fit them all here, but we have a vested interest in growing the philanthropic activities of the ISBN through better communication, transparency, technology improvements, etc.

We welcome any ideas as we prepare to resume our discussion to make suggestions to the ISBN board!



# RAH RAH RAH

## BE TRUE TO YOUR SCHOOL!

Help shape the future of the ISB Network! Apply for a position on the Board of Directors today or become a Class Representative!

We have several available, including a few officer positions and a few at-large positions. We are looking for enthusiastic school-spirited alumni, especially from the 1980's, 1990's and more recent years, to help define policies and programs that reflect the changing composition of ISB Network members and their experiences, passions activities and concerns. **Several board positions are doubled the moment. Specifically, the President is doing double duty as the Director of Technology, while the Vice President is also serving as the Director of Membership. We hope to talk to candidates interested in ANY of the board positions. We are keen to recruit younger alumni to fill positions so as to help guide the ISBN into the future.** Send an email to the [president@isbnetwork.com](mailto:president@isbnetwork.com) to express your interest in serving on the Board of Directors and for more information on positions and their job descriptions.

### Directors At Large (2 openings)

The director-at-large is elected by the ISB Network Board and serves as a general representative of the full membership. The duties of the director-at-large shall be flexible and shall address specific needs identified by the board of directors. Ideas may include

- providing support for ongoing initiatives of the board; Writing articles for the Newsletter; Serving on special projects to support membership development; and providing pre-event and on-site support for local events and Network Reunions.

### Development / Fund Raising Director

Primary responsibility is to raise funds to support the ISBN Cares Scholarship(s) Program. Other duties include

- working with ISB for the selection process and presentation of the scholarship(s); Sharing news about recipients via newsletter and website about recipients; Fundraising drives, raffle(s) at reunions; Recommendations for other scholarships

### Thailand Director / Ambassador to ISB

If you either live in Thailand or travel to Thailand extensively, you can serve as a direct link between the ISB Staff, Faculty, and Student Body and the ISB Network. Duties may include:

- serves as the primary point of contact for the ISB Network BOD and ISB; Maintains a close working relationship with the ISB Director of Alumni affairs and ISB staff; Keeps the ISBN BOD informed of ongoing activities at ISB that the Network might want to participate in or contribute to in order to encourage knowledge of and membership in the Network.

### Class Reps

Your Class Rep serves as your liaison to the ISB Network. Class Reps are responsible for keeping you updated on ISB Network news and information, and encouraging you to attend the ISB Network Reunion! Class Reps also support the ISB Network by volunteering to help the Board of Directors and contributing to the ISB Network newsletter. For more information or if you would like to become a Class Rep, Becky Byers Quirsfeld, [director.outreach@isbnetwork.com](mailto:director.outreach@isbnetwork.com)



Hi David,

Congratulations to you and the board, Reunion Committee, and all others who made the Nashville Reunion such a joy and a thrill. I am forever in awe of all of you and your expertise and your passion for continuing to find the right venue for our reunion. The meals were delicious. It took me many years living in the south and not eating BQ to learn to enjoy it after moving back to MA. That meal was so enjoyable. The banquet was lovely, too, and shall I mention here that the band was fantastic? Well done, David!



My room was great with a comfy bed (for the little time I was actually in it!). Each reunion I am in awe of all that comes into The Shack for us to enjoy. Thank you to everyone who helped to make that room come alive with memories through yearbooks, t-shirts, and so much more.

As you might recall, I spent my last 2 years in college in Nashville and loved it. My roommate, Carolyn, was a perfect match. My roommate's husband, Steve, is a professional drummer. Back when we were in college he played with Boots Randolph and he'd get us in free to listen. Carolyn died suddenly 3 years ago this month from MRSA. I contacted Steve to let him know that I'd be in Nashville and he said he would be there, too. (He lives in Atlanta.) He came by and picked me up Thursday night late after our Thai dinner (what fun and delicious food!) and we walked the campus where I first met Carolyn. and reminisced.

With Steve in Nashville

When Steve brought me back to the Sheraton, I invited him to our Teen Club (yay for our fantastic musicians and equipment haulers!) and there was no drummer at that moment. Steve offered to play and he played for the next hour. He said it was the happiest he had been in the 3 years since Carolyn's death. I danced and smiled up at him and said, wow, I could never have believed that I am at my ISB Reunion in Nashville, dancing at our Teen Club, and my beloved roommate's husband is playing the drums for us. You just can't make this stuff up! So, thank you all for the magical time I had with the dearest of friends, and many new friends. Thank you from the bottom of my heart for making the Nashville Reunion an unforgettable few days of pure joy.



Love to all,  
Jan Urquhart



# 2020 Reunion

*What we learned and what we know.*



David Wilkerson,  
Director of Reunions

Our reunions are fairly complex now compared to the early days. As human nature goes, people want more for less and social media makes that even more difficult.

What I mean is this: People want to post on a dynamic wall that is almost impossible to track and much of it is unreasonable, especially if they were to take the time to actually read our criteria. Finally, hotels are revenue-driven these days. They pay close attention to revenue reports from previous reunion properties. What does this mean? Corporate functions are more profitable for hotels over organizations like us for several reasons.

1. They don't nickel & dime on price like we do
2. Attendees do not share rooms, double, triple, and quad like we do
3. They spend a lot more money in the bars and restaurants than we do. We tend to stock our rooms with food and alcohol, whereas corporate conferences do not.

We learned much from our discussions at the Nashville reunion and our post reunion poll results. The main thing we learned was that we send the poll to the membership and reunion attendees (i.e., more than 600 people) but only 119, or approximately 23%, choose to actually participate in the post-reunion poll. This has been the case in almost every instance.

There are a couple of factors outside of apathy that might contribute to this.

1. Some people have opted out of Constant Contact email notifications.
2. Some people do not update their contact information; therefore, our database may not have a valid email address for them.
3. Some people never check their spam and might not have received the notification
4. Some people seldom check their email, and by the time they do, the poll is closed.

So what do we do to make people aware?

We post on Facebook that the invitation was sent to members, reaching approximately 1,800 people. We stress the importance of updating their contact information, and ask them to do so at our biennial reunions. That is about the best we can do.

We started our search based on input received from attendees at the reunion and email correspondence.

The areas we began searching were:

Southern, CA    Seattle/Tacoma, WA    Phoenix/Tucson, AZ    Reno/Tahoe, NV.

We began by asking people to write to us and give us suggestions based on our criteria of which only a few people did. We sent out a RFP (request for price) and our reunion criteria document to the hotels suggested and to the CVB (convention visitor bureau) for those areas, concentrating initially on Seattle/Tacoma and Southern, CA as they were 1 and 2 in the poll selection. However, we came up with no viable offers. We then focused on Phoenix/Tucson and Reno/Tahoe and even Colorado (this decision was based on our poll). To date, we have had one serious offer between the three and are expecting two more. The single offer and one of the two possibilities are in Arizona.

I am traveling West again in March with hopes of finding more reunion hotel options, but we are needing to make our decision soon because the offered properties in hand will only hold the room block for just so long.

Finally, the one thing I can guarantee is: We will have a reunion in 2020, it will be great, and the people that attend will have the time of their lives.

*See you somewhere out West!*



## Your ISBN Board of Directors

### President and Director, Technology

Peppy Doggett, 1968  
director.technology@isbnnetwork.com

### Vice President and Director, Membership

Kathy Beard, 1976  
director.membership@isbnnetwork.com

### Treasurer

Alicia Beard Hutchison, 1980  
treasurer@isbnnetwork.com

### Secretary

Jameela "Cricket" Lanza, 1967  
secretary@isbnnetwork.com

### Director, Reunions

David Wilkerson, 1971  
director.reunions@isbnnetwork.com

### Director, Thailand – Open

ISBN Ambassador to Thailand

### Director, Communications

Chris Hunt, 1981  
director.comms@isbnnetwork.com

### Director, Outreach

Becky Byers Quirsfeld, 1969  
director.outreach@isbnnetwork.com

Director, Development – Open  
Fundraising coordination with ISB

### Directors At Large (two positions)

General Advisors to the Board.  
Both positions are open

### Keeper of the Archives

(nonboard position)  
JoAnna Ewing, 1969



## SHOP THE SHACK



**Members receive 20% off of any item.**

**Polos, Tanks, t-shirts, Sweatshirts, Elephant Pants, Shawls, Shorts,  
Fisherman Pants, Sarongs, Yoga Pants, Hats & Visors**

**And that's just the apparel!**

**Find hundreds of items such as  
jewelry, bowls, bags, art, novelty items and imported items**

<https://shack.isbnnetwork.com/>

**for any questions, contact [shack@isbnnetwork.com](mailto:shack@isbnnetwork.com)**