-- VP Programs --
Distinguished Speakers Series 2014-15

Report & Job Description
Prepared by Lauren Janov

April  -- Reserve and pay for Tresidder Cypress (North and South)

June
  - Line up speakers for the year
  - Pick up jam jars for thank you gifts

July  -- Confirm verbiage for Stanford mailer with your speakers and send final to Club for printing (see sample)

For each event

One month before:
  - Confirm that speaker is still able to attend and work out logistics with him/her (see attached)
  - Send short notice to the alumni association’s Judy Heller to include in Stanford Where You Live’s monthly event list
  - Write up blurb Club will send to members
  - Arrange for book sales with bookstore if speaker desires

One week before:
  - Shop for snacks to serve
  - Order beverages through CoHo
  - Write intro for speaker
  - Confirm that room will be set up as ordered

Day of:
  - Bring snacks and jam speaker’s gift to meeting with you
  - Arrive 9:15 with snacks
  - Make sure room is set up as ordered (if not contact Anita Black or Efrain Magana and/or CoHo)
  - Have treasurer pay Stanford any additional room charges (i.e., projector)
  - Greet speaker when he/she arrives
  - Introduce speaker
  - After talk, thank speaker and present him/her a jam jar

Immediately after:
  - Forward speaker’s mailing address to Corresponding Secretary who sends speaker a handwritten thank you note
  - Send CoHo invoice to treasurer for payment
  - Share with Judy Heller (alumni association contact for Stanford Where You Live) the number of people who attended our event that month (for events she helped advertise).
Recommendations for Next Year’s VP

1. Food. Forgo bringing food to each speaker’s event since most of it was not eaten. This will save a planning step and direct another $100 toward scholarships.

2. Advertising. I suspect that more members would have attended had we advertised their talks better, so I recommend that more focus be placed on that next year. Some ideas: sending several more in–depth e-blasts (a personal email invitation as well as Constant Contact notice) marketing the talk over a several week period.

3. Speaker choice: Many members went out of their way to say how much they appreciated having a chance to hear from internationally-respected Stanford staff/faculty speaking about topics of high current media and personal interest, e.g., Putin/Russia conflict, the climate, Martin Luther King/Black Lives Matter, and Stanford/Stanford students. While these speakers are in high demand, they were delighted to speak to our members given our history with the university and the work we do (see email ask below). Potential topics for the future: the NSA, the new Stanford Hospital, and Pulitzer Prize winners.

Job Specifics

Lining up Speakers and Tours

We plan 6 events per year (either 5 speakers and 1 tour or 4 speakers and 2 tours) on the second Tuesday of October, November, February, March, April and May. A list of recent speakers and tours offered is attached.

The first speaker can set the tone for the entire series so it helps to line up someone in October whom you think most members will want to hear.

I reached out to Stanford faculty and staff I ID’ed skimming through various Stanford news sources. I looked for speakers who recently won awards, published a book, or participated in national or international panels on topics I thought would be of interest to our members:

   Alumni Magazine  https://alumni.stanford.edu/get/page/magazine/issue/
   Stanford News  http://news.stanford.edu/
   Stanford For You  http://foryou.stanford.edu/newsletters/
   Stanford You Tube  https://www.youtube.com/user/StanfordUniversity.

as well as tours and talks that had been given during Stanford Reunions and Parents Weekend.

In prior years, the VP worked to ID speakers in different areas (i.e. one from science, one from political science, one from humanities, etc)
Arrangements

General

Time:
- 9:30 Coffee for members
- 10 Meeting starts
- 11 Speaker speaks or 11:15 Tour starts

If member RSVPs are needed (i.e., facility wants a head count for a tour), have members RSVP to the Parents Club email address.

We advertise each event:
- In the flyer that goes out to current Stanford parents with the Stanford's Summer Mailing
- On the Club’s website,
- Via monthly member emails that the Club president sends out
- Via a short blurb in monthly alumni events Stanford Where You Live list (did not broadly advertise tours or speaker who we thought would be a big draw due to limited seating) jaheller@stanford.edu

Tresidder

We reserve the room from 9 to 12:30. The room is set up classroom style with 80 seats, a microphone and podium with two tables along side the windows for drinks and flyers.

The room (Cypress North and South, Tresidder) is booked through Tresidder Meeting Services (contact Anita Black). The office is inside Tresidder, Second Floor near the main stairway (on the White Plaza side).

I sent an email (see sample below) and filled out on line forms at meetingservices.stanford.edu under reservation (click on Off Campus Application Form for Alumni and Recruiters). No department account number needed. It is considered a series request so list dates in the description field of the form. The request is to be processed within 48 hours.

Anita Black
Meeting & Event Planner / Tresidder Meeting Services
459 Lagunita Dr. Ste#1 / Stanford, CA 94305-3072
Phone: (650) 723-4314 Fax: (650) 725-7713
Email: meetingservices@stanford.edu
Reservations: meetingservices.stanford.edu
Hours: 9am-4pm Monday-Friday / Closed daily for lunch: 12pm-1pm

Room set-up contact: Efrain Magana, (650) 799-1558.
Summer hours Mon-Friday, 8am-6pm / June 16- September 20, 2014

CoHo

Order organic coffee, tea (caf and herbal) and ice water (1 dispenser) with accoutrements (sugar, cups and napkins) for 40 people to be set up by 9:30. Contact: Lindsay at COHO Catering at least two or three days in advance.

orders@cohocatering.com 721 1234
**Bookstore.**

Arrangements for book sales are made through the Stanford Bookstore. 329 1217 x 324. Stephanie Denton. S.denton@bookstore.stanford.org If books are being sold, make sure you have the room set up with another table and chair (to the right of the podium) for book sales. The bookstore brought 20-30 books to sell. They only take credit cards.

**Special services**

If you need a special chair, etc you can rent it through Stanford Event Services, 340 Bonair Siding Road, 723-2285. eventservices@stanford.edu. Order at least ten days before you need it. The charges for delivery and pick up are substantial so best to arrange that yourself.

**Payments and Reimbursements**

Stanford Services: Charges $660 for the room + $400 incidentals budgeted. Paid $110/event (x 6 = $660) plus $100 each time a projector was needed (x 3 = $300). Room is paid when reserved. Incidentals are paid the day of.


Snacks: $120 budgeted. I spent $88.97.


Reimbursement form is on Club website. It must be filled out and mailed with original receipts (marked paid) to the Club treasurer.
## Previous Speakers and Tours
### 2014-15

<table>
<thead>
<tr>
<th>Date</th>
<th>Speaker/Tour</th>
<th>Topic</th>
<th>Number Attended</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>October 14</td>
<td>Dr. Clarence B. Jones</td>
<td>Behind the Dream: The Making of the Speech that Transformed a Nation</td>
<td>40</td>
<td>$110 room</td>
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<td></td>
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<td></td>
<td>$30.75 food</td>
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<td></td>
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<td>$87 Coho</td>
</tr>
<tr>
<td>November 11</td>
<td>Prof Kathryn Stoner</td>
<td>Resurrecting Russia: Vladimir Putin’s Imperial Dreams</td>
<td>65</td>
<td>$110 room</td>
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<td></td>
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<td>$5.99 food</td>
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<td>$87 Coho</td>
</tr>
<tr>
<td>February 10</td>
<td>Marilyn Yalom</td>
<td>Author of Bestseller <em>How the French Invented Love</em></td>
<td>40</td>
<td>$110 room</td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td>$100 projector</td>
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<tr>
<td></td>
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<td></td>
<td></td>
<td>$25.97 food</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$87 Coho</td>
</tr>
<tr>
<td>March 10</td>
<td>Provost Etchemendy</td>
<td>How to Run a University</td>
<td>50</td>
<td>$110 room</td>
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<td></td>
<td></td>
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<td>$19.50 chair</td>
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<td></td>
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<td>$12.56 food</td>
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<td></td>
<td>$87 Coho</td>
</tr>
<tr>
<td>April 15 (Wednesday)</td>
<td>The Anderson Collection</td>
<td>Tour with Welcome from Director Jason Linetzky</td>
<td>50</td>
<td>$110 room</td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td>$13.98 food</td>
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<td>$87 Coho</td>
</tr>
<tr>
<td>May 12</td>
<td>Prof Chris Field</td>
<td>Managing the Risk of Climate Change</td>
<td>50</td>
<td>$110 room</td>
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<td></td>
<td></td>
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<td></td>
<td>$100 projector</td>
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<td><strong>total</strong> $1,590.67</td>
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### 2013-14

<table>
<thead>
<tr>
<th>Regular Series</th>
<th>Admin</th>
<th>Academic</th>
<th>Tours</th>
<th>Other</th>
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<tbody>
<tr>
<td>Hoover Library and Archives</td>
<td></td>
<td></td>
<td>(October)</td>
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<tr>
<td>President Hennessey-Observations</td>
<td>(Nov)</td>
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<tr>
<td>Professor Marilyn Yalom – <em>cancelled bomb threat</em></td>
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<tr>
<td>Professor Larry Diamond – Middle East</td>
<td>(March)</td>
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<tr>
<td>Professor Carla Svaty – The Brain</td>
<td>(April)</td>
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<tr>
<td>Cantor Arts</td>
<td></td>
<td>(May)</td>
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### 2012-13

<table>
<thead>
<tr>
<th>Regular Series</th>
<th>Admin</th>
<th>Academic</th>
<th>Tours</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>Professor Jon A. Krosnick “Are Elections in America Unfair? Impact of Candidate Name Order”</td>
<td>(October)</td>
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<tr>
<td>Tim Edmonds Stanford Masters Swim Coach, and the Men’s and Women’s Swim Coaches*Pac12 Swimming Update and Masters Program: Swimming for All Ages”</td>
<td></td>
<td></td>
<td>(November)</td>
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<tr>
<td>Ramon Saldivar</td>
<td>Director, Bing Overseas Studies Program</td>
<td>&quot;The 11 Overseas Programs and the New Summer Seminars&quot;</td>
<td>(February)</td>
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<tr>
<td>Newly Completed Bing Concert Hall</td>
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<td>(March)</td>
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<tr>
<td><strong>Professor William H. Durham</strong></td>
<td></td>
<td>&quot;The Galapagos: Ecotourism and Responsible Travel&quot;</td>
<td>(April)</td>
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<tr>
<td>Cantor Arts</td>
<td></td>
<td></td>
<td>(May)</td>
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<thead>
<tr>
<th>2011-12</th>
<th>Admin</th>
<th>Academic</th>
<th>Tours</th>
<th>Other</th>
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<td><strong>Regular Series</strong></td>
<td></td>
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<tr>
<td><strong>Stanford Football Coach David Shaw</strong></td>
<td>&quot;United We Stand&quot;</td>
<td></td>
<td></td>
<td>(October)</td>
</tr>
<tr>
<td><strong>Professor Roz Naylor</strong></td>
<td>&quot;Global Food Challenge&quot;</td>
<td></td>
<td></td>
<td>(Nov)</td>
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<tr>
<td><strong>Professor Abbas Milani</strong></td>
<td>Iran’s Nuclear Program--Fictions and Facts</td>
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<td></td>
<td>(Mar)</td>
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<tr>
<td>Cantor Arts</td>
<td></td>
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<td></td>
<td>(April)</td>
</tr>
<tr>
<td><strong>Professor Patrick Hunt</strong></td>
<td>&quot;10 Discoveries that re-wrote history&quot;</td>
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<td>(May)</td>
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<table>
<thead>
<tr>
<th>2010-11</th>
<th>Admin</th>
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<th>Tours</th>
<th>Other</th>
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<tbody>
<tr>
<td><strong>Regular Series</strong></td>
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<tr>
<td><strong>Coach Tara VanDeveer</strong>, head coach of the Stanford Women’s Basketball team. Topic: Building a Championship Team</td>
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<td>(October)</td>
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<tr>
<td><strong>Dr. Abraham Verghese</strong>, author of <em>Cutting for Stone</em>. Topic: Humanistic Medicine in a Mechanistic Era.</td>
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<td></td>
<td>(November)</td>
</tr>
<tr>
<td>Cantor Tour</td>
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<td></td>
<td>(March)</td>
</tr>
<tr>
<td><strong>Law Professor Buzz Thompson</strong> spoke on &quot;Got Water? The Growing Water Crisis in the American West&quot; followed by a tour of the Yang and Yamazaki Environment and Energy Building (Y2E2).</td>
<td></td>
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<td>(April)</td>
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<tr>
<td><strong>Dr. Walter M. Bortz II</strong>, expert on longevity, spoke on &quot;In Pursuit of the Human Potential.&quot;</td>
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<td>(May)</td>
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</tbody>
</table>

| Social Events | | | | |
|---|---|---|---|
| **Basketball Game**. Held on a Sunday at 2:00. | | | |
| **Stanford Men’s Volleyball Game**. Held on a Friday night. | | | |
| **Xmas play in PA** | | | |
**Sample Flyer**

*September – fall tea info from someone else*

**TUESDAY, OCTOBER 14, 2014**
9:30 Coffee . 10:00 Meeting
11:00 Speaker:
  *Dr. Clarence Jones*
“Behind the Dream: The Making of the Speech that Transformed a Nation”
Cypress Room, Tresidder Union

**TUESDAY, NOVEMBER 11, 2014**
9:30 Coffee . 10:00 Meeting
Cypress Room, Tresidder Union
11:30 Tour – Knight Management Center
(Graduate School of Business): Classrooms, Venture Studio & Behavioral Lab

*December Holiday Lunch – info from someone else*

**TUESDAY, FEBRUARY 10, 2015**
9:30 Coffee . 10:00 Meeting
11:00 Speaker:
  *Professor Marilyn Yalom*
Author of Bestseller *How the French Invented Love*
Cypress Room, Tresidder Union

**TUESDAY, MARCH 10, 2015**
9:30 Coffee . 10:00 Meeting
11:00 Speaker:
  *Provost John Etchemendy*
“How to Run a Great University and Navigate Headline News”
Cypress Room, Tresidder Union

**WEDNESDAY, APRIL 15, 2015**
9:30 Coffee . 10:00 Meeting
Cypress Room, Tresidder Union
11:30 Tour – Stanford’s New Anderson Collection
(Modern Art Museum) with Welcome from Director Jason Linetzky
**WEDNESDAY**

**TUESDAY, MAY 12, 2015**
9:30 Coffee . 10:00 Meeting
11:00 Speaker:
  *Professor Chris Field*
“Managing the Risk of Climate Change”
Cypress Room, Tresidder Union

*June Lunch – info from someone else*
Sample Correspondence

To Speakers

From: xxx
To: xxx
Sent: Friday, June 6, 2014 4:18 PM
Subject: Parents' Club of Stanford University / Distinguished Speaker Series

Dear Professor xx,

I am writing on behalf of the Parents' Club of Stanford University.

This year I have the best job in the club: inviting speakers to be part our Distinguished Speaker Series for the 2014-15 academic year.

We would be honored and delighted if you would consider speaking to Stanford parents this coming year on either Tuesday February 10, March 10, April 14 or May 12. Our guests speak from 11am to 12pm in the Cypress Room in Tresidder Union.

The Stanford Parents' Club, started in 1924 and 1,000 members strong today, serves the University in many ways:

Our door-to-door deliveries of 11,000 cookies, 2,000 balloons, and 400 cakes, ordered by parents for 5,000 students each year, brighten up finals weeks and birthdays in dorms across campus.

This service allows us to grow our $1.5 million scholarship fund housed at the Stanford Financial Aid Office that annually awards two undergraduates full rides to Stanford. The Parents’ Club, a member of the University’s “Society of 100,” has made it possible for 100 students to attend Stanford (and counting).

We also provide the University with extra hands on deck speaking on parent panels and doling out advice when parents converge on campus for Admit and Parents Weekends, New Student Orientation, and Commencement.

This work would not be possible without the bonds to the University we nurture through our Distinguished Speaker Series. It is here where past and present parents learn about the exciting work being done on campus and get up close and personal, for one hour a month, with preeminent Stanford faculty and staff like you.

If you say yes – and I hope you will – I’ll circle back to you as we get closer to that date to make sure you have everything you need for your talk.

I look forward to hearing from you.

Thank you.

Sincerely,

Lauren Janov
Vice President (Programs)
Parents' Club of Stanford University
On 7/14/2014 1:55 PM:

Professor xxx,

Thanks again for accepting our invitation to speak to the Parents Club in March. We are looking forward to meeting you and hearing your talk.

I am getting ready to submit speakers' names, dates and topics to the printer. Before I do that I want to make sure you are OK with what I wrote below and, if not, get your suggested changes. We are hoping to send the final in by the end of this week so it would be great if you can let me know in the next day or two.

| May 12, 2015 | Professor xxx, a scientific leader of the Intergovernmental Panel on Climate Change and founding director of the Carnegie Institution's Department of Global Ecology | “Managing the Risk of Climate Change” |

I will circle back with logistics, final questions (and ask for your DVD suggestions) after I get this off to the printer.

Thanks again,

Lauren

---

[Sent a month before scheduled talk]

Professor xxx,

Thanks again for agreeing to speak to our group next month.

Your talk is Tuesday, May 12 at 11 am in Tresidder's Cypress Room (2nd floor). It would be great if you could arrive by 10:50. We will be having a board meeting in that room until 11 or so but feel free to come in or text me and I'll come out and meet you. My cell phone number is xxxxx.

Some logistics:

1. The room will be set up with a podium, mic and screen. Let me know if you'd like to use a projector during your talk and, if so, whether your laptop is a PC or Mac.

2. If you have a book that you'd like us to sell and can send me the name ASAP, I will ask the bookstore to set up a sales table.

3. If you have a personal bio you prefer, please send that this week so I can use it for the announcement I include in Stanford's monthly alumni events list. Otherwise, please send it by May 5.

4. If there is a video or DVD you think our members might like to watch before your talk, please send the name along.
A quick email reply to let me know that the 12th still works for you would be much appreciated too.

We are looking forward to meeting you!

Thanks,

Lauren Janov

To CoHo

[Sent a week before scheduled talk]

To: COHO Catering orders@cohocatering.com

Hi Lindsay,

Can you arrange to have the Stanford Parents' Club's standard order of coffee, tea (caf and herbal) and ice water (1 dispenser) delivered to the Cypress room (Tresidder) by 9:30 on Tuesday March 10th? It will be for 40 people.

Please confirm that you received this email and can fill the order.

Thanks,

Lauren

To Bookstore

[Sent if speaker wants books to be sold too]

To: s.denton@bookstore.stanford.org
Subject: Parent' Club Author Events

Dear Stephanie,

Tuesday, February 10th is the next Parents' Club General Meeting and Prof. xxx will be our guest speaker. Would it be possible to have a table with a few copies of her book (How the French Invented Love) in case the audience is interested in purchasing copies? We would like to confirm with Prof. xxx that she would be willing to sign them in advance of the meeting.

Thank you.
Ms. Black,


Every year we host a speakers series for our members who are Stanford parents in Tresidder Cypress North and South.

I am writing to see if we can reserve those rooms for the following dates (9 to 12:30pm):
- 2014: 10/14, 11/11 (Veterans Day)
- 2015: 2/10, 3/10, 4/14 and 5/12

We'd like the room to be set up with 80 chairs classroom style and a podium for the speaker, as well as have a few tables placed near the door for coffee. We do not need audio/visual equipment.

Please let me know if you are able to secure those rooms for us on those dates and if you need any additional information.

Thank you,

Lauren Janov

[Sent a week before scheduled talk]

Hi Anita,

Just confirming that the room will be set up for us next Tuesday, February 10th.

We would like to have set up in the room:

- a projector
- a cord that will connect a [MAC/PC – depends on what speaker requests] set on the podium to the projector in the middle of the room
- a table (no linens) that we can set in the back of the room with 5 chairs around it (for book sales) [if applicable].

Thanks,

Could you send me a quick email confirming that we are set for Tuesday again this month and an invoice for the projector which I will try to get the treasurer to pay on Tuesday? Thank you.

Lauren
To Stanford Where You Live

From: xxx
To: "jaheller@stanford.edu" <jaheller@stanford.edu>
Sent: Monday, April 20, 2015 7:52 AM
Subject: Parents' Club of Stanford University / Distinguished Speaker Series - May

Judy,

Our SWYL announcement for May:

Stanford Professor for Interdisciplinary Environmental Studies xxx
Tuesday, May 12
11:00 a.m. - 12 noon
Cypress Room, Tresidder Student Union
Price: Free
RSVP: xxxx

The Stanford Parents' Club Distinguished Speaker for May is Professor xxx addressing managing the risk of climate change. Professor xxx is a scientific leader of the Intergovernmental Panel on Climate Change, founding director of the Carnegie Institution's Department of Global Ecology, and co-recipient of Germany's Max Planck Research Prize for having "significantly increased our knowledge of how life on Earth responds to climate change." [http://stanford.edu/group/parentsclub/calendar.html]

Lauren