

Subject: Big Ten Pub Crawls

Date: Wednesday, July 25, 2012 2:27:46 PM Mountain Daylight Time

From: Brooke Heck

To: Brooke Heck

CC: Shelley Zaborowski, Andy Greer, Sarah Haskell

Dear Chapter Leaders,

Recently, it has been brought to our attention that several NAA alumni chapters are continuing to publicize events that are commonly referred to as "Big Ten Pub Crawls." These types of events, where drinking is the primary focus, are not an appropriate activity for the Nebraska Alumni Association and our affiliated alumni chapters.

NAA alumni chapters who are 501c7 organizations are covered by the NAA's insurance. In addition to the negative reflection on our brand/image, our insurance will not cover events where consumption of alcohol is the primary/exclusive activity. Additionally, at a recent Big Ten Association meeting with alumni association executive directors, the Big Ten management asked that alumni associations, and by extension affiliated groups, not use the Big Ten name to promote these types of events. The Big Ten Alumni Association executive directors unanimously supported the Big Ten's request.

This matter was discussed with several of you at the leadership conference last year and in many local meetings between volunteers and Alumni Association staff. With the regular turnover of chapter leaders, we think it is important to remind you that chapters holding events contrary to our policies (including but not limited to hosting/promoting events where alcohol is the primary focus such as pub crawls or booze cruises) will not be covered by the Alumni Association's liability insurance, thereby exposing the chapter and its volunteers to personal liability for injuries and accidents that might occur at these events. These activities may also jeopardize your status with the Alumni Association.

If you wish to participate in these events as "Joe or Jane Smith, the individual," that is fine. But please do not promote them as official chapter activities.

Your cooperation in this matter will be greatly appreciated. Please contact me if you have any questions or concerns.

Thanks, and **Go Big Red!**

Brooke

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