



Golden Wave Alumni Association, Inc.

www.goldenwavealumni.org

June 23, 2009

Fellow Golden Wave Alum,

Hello again! I hope that this letter finds you doing well and looking forward to a summer of fellowship, fun, and not too much work. As you have probably realized, you are looking at the 2nd Annual Membership Campaign of your Golden Wave Alumni Association (GWAA). The goal of this Membership Campaign is to continue to build a large annual and life membership base so that we can help to impact current members of the Golden Wave Band in meaningful ways.

Our vision as an organization is continuing to take shape, and the officers and I are excited about the year to come. This vision includes growing our organization both financially and in numbers so that we can be ambassadors to and for the Golden Wave Band. What does this mean? Here is a perfect example: As many of you know, this was a history making season for the Baylor Men's Basketball team, making it all the way to the NIT Final Four in New York City. I was fortunate enough to be able to travel to NYC to see the Bears play. It was inspiring to see Baylor alumni flinging their green and gold all over New York, especially after our semi-final win. The biggest disappointment that I had, along with many other (non-band) alums that I spoke with, was that the band was not in attendance (our opponent, San Diego State, had an alumni band playing at the event.) This is where we envision GWAA's role in relation to supporting the Golden Wave Band. Our desire is to have the funds and/or alumni available to represent Baylor University and its bands on a national stage. A second example would be providing buses, hotels, etc. for a Big XII away football game when budgeted funds available only cover partial trip costs. These are just a few reasons why I am asking you to get involved with GWAA.

As you know, you do not have to attend events to be a member of GWAA. Your low-cost annual dues help to keep the organization running throughout the year and provide you with the following benefits:

- Voting rights for all official business
- Reduced event cost/event activity preference (versus non-members)
- Quarterly newsletter
- Staying in touch with old Baylor friends and making new ones
- Website linking all BUGWB alumni
- Announcements/communications for all official events

Additionally, your donations give us a greater ability to directly aid the current band program. I sincerely hope that you will join and become an active participant with us even if you are not able to attend events.

Included in this year's campaign are a membership survey and a new "Coupon Rewards" program. The membership survey will be available online (www.goldenwavealumni.org/survey) and is there for your input on what we can do to improve your organization. "Coupon Rewards" is a program to help you recruit your friends to GWAA. Each coupon entitles you to one GWAA event for free (covers registration fee). Here are the details:

- Recruit 5 or more life members = one coupon
- Recruit 10 or more annual members = one coupon
- Unlimited rewards
- Recruited person must indicate recruiter's name on application form in "Recruited by:" blank.
- All applications (members & recruits) must be received by July 31st to be eligible.

Finally, the officers and I are working very hard to make GWAA everything we think it can be and more. Our success rises because of dedicated members like you. Remember all the memories and friendships BUWGB and Baylor gave you and support the organization that gives back to them.


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