



*December  
2010*

## BOV-SA Public Affairs Presentation

Nataniel Montoya, '11  
Jake Nelson, '11

**One Tribe. One Family.**

A white, 3D-rendered ring, possibly made of plastic or ceramic, is shown against a plain white background. The ring is positioned horizontally and slightly tilted, casting a soft shadow on the surface below it. The text "One Tribe. One Family." is printed in a bold, dark green, sans-serif font along the top inner edge of the ring.

# 1<sup>st</sup> Lt. Todd Weaver

- Class of 2008

- ROTC
- Summa Cum Laude
- Phi Beta Kappa

- 101st Airborne Division

- KIA in Afghanistan

- Funeral in Williamsburg

- Westboro Baptist Church



# One Tribe. One Family.

- White band, Green text
- Trademark
- Original order: 4000
  - Secondary: 5000
- \$3
  - 100% of proceeds go to scholarship

# Scholarship Fund

- ❑ Created by family
- ❑ Study Abroad Experience
  - ❑ Government or IR major

“The award not only honors Todd, but invests in the College and future graduates.”

- ❑ Fund needs \$50,000
  - ❑ IRS 501c3



# Four Phase Marketing

## Phase 1

- Athletes
- General Sales / Football Games

## Phase 2

- Greek Fraternities / Sororities
- Campus Organizations

## Phase 3

- Alumni
- Williamsburg Community

## Phase 4

- National Support
- Future Planning

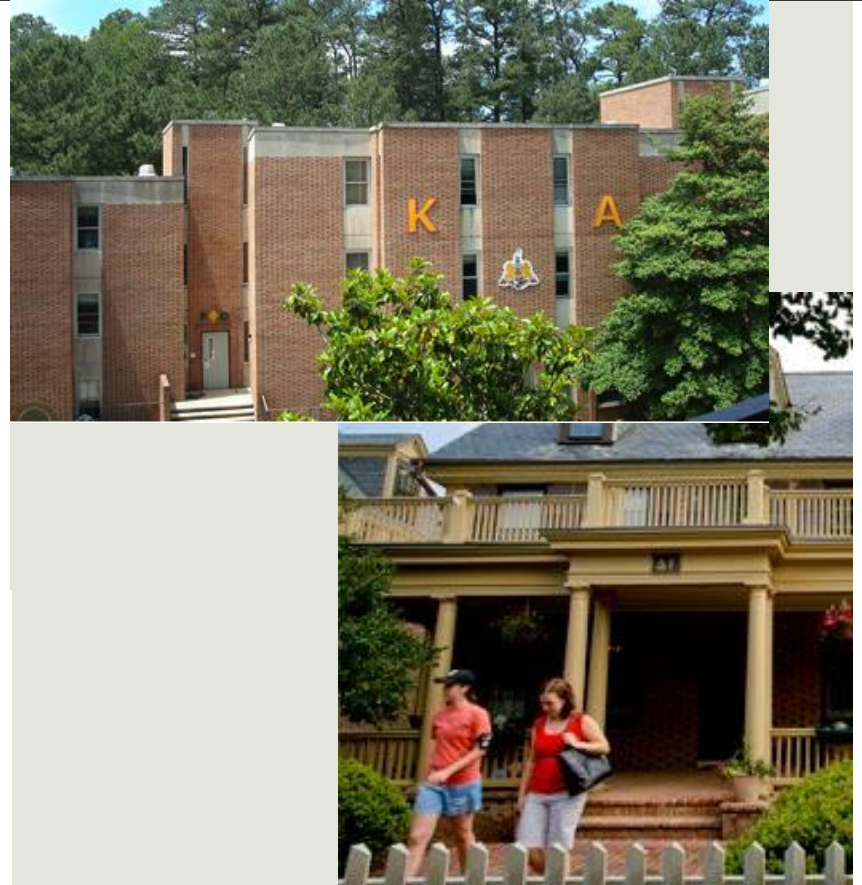
# Ultimate Plans

- ❑ Solidify Todd's memory
- ❑ Unite College
- ❑ Initial goal: \$20,000
  
- ❑ Utilize trademark for school slogan
- ❑ Create tradition for incoming freshmen

# Future of Greek Housing

Drew Chlan ('13)

- Board has already been informed about plans, but what is the student reaction?
- Three students on building committee to give student input
- What do students want out of the planned housing complex?





# Hot Topics

## High-Profile Guests



## Honor Council Reform Committee

# Hot Topics

## Course Registration

myWM

Back to myWM Home Tab

banner blackboard email Calendar Groups

C	27802	GOVT 491	07	WM	4.000	SM:Political Econ of Developmnt	TR	07:50 pm 09:30 15 am-10:50 am	14	1	0	0	0	15	15	0
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Harry Potter

+



### Trolley

extended trolley service available  
thursday 11:30pm - Friday 3am to  
accommodate midnight viewings of  
Harry Potter at local movie theaters.

information at  
[williamsburgtransport.com](http://williamsburgtransport.com)

television

## Economic Development with Williamsburg