

## **Columbia Business School Alumni Club of NY (CBSAC/NY) Holds 2010 Elections**

*The Columbia Business School Alumni Club of NY held its 2010 Elections for officers and directors on 6/21/2010. Christine B. Whittemore, Simple Marketing Now LLC, has been elected to the board of directors for a two year term expiring 5/31/2012.*

**June 29, 2010** - [PRLog](#) -- Kinnelon, NJ – The Columbia Business School Alumni Club of NY (CBSAC/NY) held its 2010 Elections for officers and directors on June 21, 2010. Christine B. Whittemore, chief simplifier of Simple Marketing Now LLC, has been elected to the board of directors for a two year term expiring May 31, 2012. She had previously served out the remaining year of Geoffrey Southworth CBS '74 which ended May 31, 2010.

Whittemore '93 joins Mary Reilly '93, Craig Evans '81, Penny Hammond '02, Stephane Goldsand '01, Dan McCarthy '87, Rafael Rodas '05, Joe Pucci '05, Edward Rashba '04, Frank Graziano '82, Deborah Sanders '91, Stacy Gilstrap '04, and Bruce Crawford '86 on the CBSAC/NY board of directors.

Candidates for director positions are selected from club members who have been actively involved in club operations and are graduates of the Columbia Business School. Whittemore has been active in the CBSAC/NY's Membership Committee since 2002 and has served as Chair of the Greeters Subcommittee since 2004. In that role, she coordinates greeters for club events with the goal of ensuring peace-of-mind for the event organizer, a welcoming presence for event attendees and total focus for the event presenter.

"In recognition of her thoughtful leadership and outstanding organizational skills", says Dan McCarthy, retiring President of the CBSAC/NY, "we are delighted to welcome Christine to the Board for a new, full two year term. Her record of demonstrated commitment and exceptional service are invaluable for our all volunteer organization. Congratulations, Christine!"

Directors of the CBSAC/NY have a fiduciary responsibility to oversee the proper management of the New York alumni club. The club's mission is to strengthen the alumni network and to serve as a positive and valuable resource to the alumni of the Columbia Business School. The board of directors also selects the club executive committee, consisting of two co-presidents, treasurer and corporate secretary.

For more information about the Columbia Business School Alumni Club of New York (CBSAC/NY), please visit <http://www.cbsacny.org>.

For more information about Simple Marketing Now LLC, contact chief simplifier Whittemore at [CBWhittemore@SimpleMarketingNow.com](mailto:CBWhittemore@SimpleMarketingNow.com) or visit the Simple Marketing Now website [ <http://SimpleMarketingNow.com> ] and companion weblog & newsroom – Simple Marketing Blog [ <http://SimpleMarketingBlog.com> ].

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About Simple Marketing Now LLC: Simple Marketing Now is a marketing communications consultancy that provides organizations with the right combination of traditional marketing and new and digital tools to improve the customer experience and build brand.

About The Columbia Business School Alumni Club of New York: The Columbia Business School Alumni Club of New York (CBSAC/NY) was founded by alumni for alumni in 1975. It acts as a unique

educational, business networking, and social resource for all Columbia Business School graduates, students and faculty in New York City and the surrounding tri-state region. For more information, visit <http://www.cbsacny.org>.

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Source C.B. Whittemore  
City/Town Kinnelon  
State/Province New Jersey  
Zip 07405  
Country United States  
Industry [Business](#), [Education](#)  
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Link <https://prlog.org/10764591>



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