



European  
Alumni Newsletter 3rd Issue  
Brussels, Feb 09



#### Alumni



#### EATT



#### Cast B 08



## Up with People Alumni Europe

Dear Alumni,

It is with enormous pleasure that we bring you the 3<sup>rd</sup> Issue of the European Alumni Newsletter. For the past semester many activities took place in Europe related to Up with People and we, the European UWP team, would like to share this with you. Once more the spotlight goes on the outstanding support of one of our active European Alumni, essential for the survival of the Up with People Program.

Learn more in the next pages on the new-est EATT project, the European Office struc-

ture and numbers, recruitment trips around Europe, Alumni stories, Cast A&B 2008 high lights and more. Do not miss the Alumni Support thank you section, to get to know the people that have supported Up with People Europe in its operations and successes!

Feel free to send your suggestions and feedback to [Europe@upwithpeople.org](mailto:Europe@upwithpeople.org). We invite you to enjoy the newsletter!

We wish you a wonderful 2009!

The European Team

### Editorial

#### Is Up with People still relevant nowadays?

During the Swiss Alumni Assembly in October 2008 an alumnus' question motivated us to write this editorial; 'Do you believe that Up with People is still relevant nowadays?'. This newsletter edition is focused to answer this important question.

We can start mentioning the volunteer work Up with People students do on the road. You can see the highlights of Cast A & B 2008 in this publication. The Cast blog is always a good overview of their impact: [www.uwpontour.com](http://www.uwpontour.com)

Getting closer to us now, to our European Operations, you will read next pages about the EATT project showing that we just not develop great skills during the trip but also we are able to use them to create change. Just from an one hour presentation we gave in Kehl, Germany, the principle wrote us back saying: 'Thank you so much for having the courage to try the extraordinary and teach our pupils that they can do it as well'.

What to say about Alumni contribution so? As we are used to listen, 'the UWP experi-

ence really starts after the trip is over'. We can tell for all the amazing examples Alumni have given over 40 years. You can see more with the awards UWPIAA gives for notable acts of Alumni.

Also to mention when you see Chinese and Japanese cast mates discussing about their differences and how they can work to solve it in their countries, you understand that 'Building Bridges of Understanding' is deeper than we imagine. UWP is truly giving the participants skills to communicate and to be global leaders; aware of cultural differences and motivated to make this a better place.

We do believe Up with People is relevant! More... it is necessary! We adapt to world changes with the same passion over 40 years. From admissions presentations to big projects in the Philippines, from small talks to beautiful Alumni achievements, we are all committed to make an impact in the world! We can tell you, UWP is more than relevant, it is necessary because it is key towards educating our youth and impacting the world of tomorrow.

# The EATT Project

*Helping, Impacting, Recruiting...*

## What is the EATT? (Educational Alumni Task Team)

The European Market has always been a significant part of the Up with People program. We must admit, being able to access the European school system is not an easy task without an Up with People group traveling here. It was necessary to find alternative ways to position UWP on the European market, keep growing our admissions numbers and enhancing our credibility with European educational institutions.

Following that direction, in June 2008 the EATT project was started. The EATT consists of several UWP Alumni experts in education, coaching and leadership training, working together on a project that makes the UWP global education expertise deliverable to schools. The program focuses to be relevant for schools based on their needs.

It is a two way connection that allows us to promote the UWP program through a non cast recruitment channel,

based on interactive long term relationships with educational institutions.

The objective is to bring to schools (and give a first taste of UWP program), the cross-cultural communication and leadership expertise developed during the UWP semester helping teachers, educators and students on their real needs; from conflict resolution and integration problems to leadership training and volunteer projects. The new School Program demonstrates the high quality educational potential of the Up with People program while allowing us to build up the credibility among the European market (Alumni, Students, Educators, Parents and Media).

were very successful and showed the high potential of our education project.

## Lyceum Alpinum, Switzerland



Lyceum Alpinum in Zuoz, Switzerland

"UWP saved my high school class back in the 80's; maybe they can do something for those kids here as well" said our contact in the school when contacting us to develop a program applying our Conflict and Resolution expertise to help them.

The school was mainly concerned about the integration between the students. The class was formed by 43 students from 12 different countries.

Jörn Gutowski, Christine Profanter and Leo Victorazzi formed the group visiting the school. It was a tough group but the flexibility and UWP experiences helped to keep the students motivated working and discussing their issues.

The response was extremely positive. In the end of the day it was possible to see a Spanish guy approaching the German group to chat, newcomers and old students sharing the table during dinner open to ask questions and share stories. It was a successful day and the school wants to keep developing the EATT program with us. We have proved our educational value there and we are building something that can be shared to other institutions in Europe with similar needs.

## Lycée du Centre, Luxembourg

During the first recruitment trip to Luxembourg in May 2008 we had a great response from the teachers and students. A second meeting was scheduled with the teachers and they showed interest in receiving UWP often to support their classes. First step would be to have an introduction day for few classes.

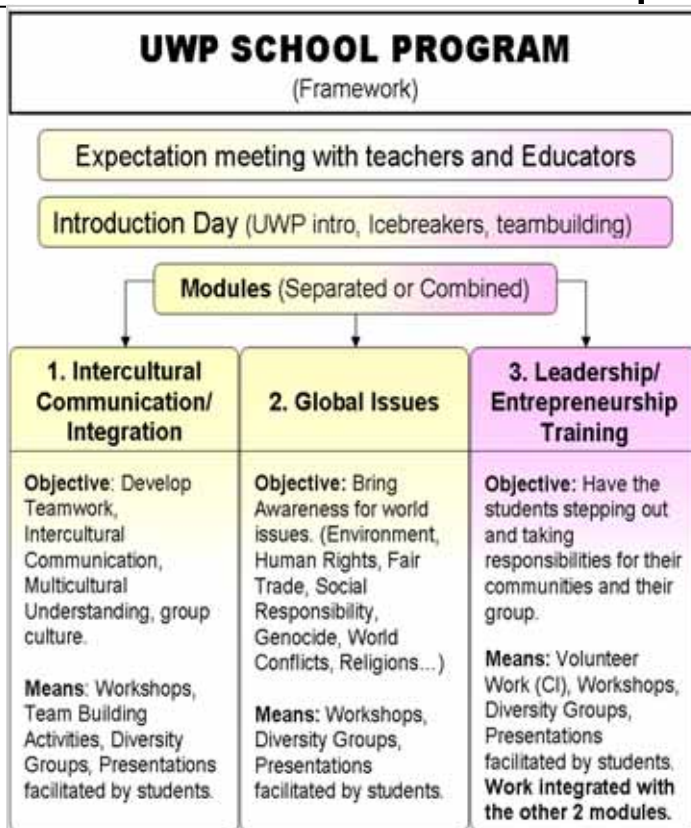
Georges Andrade and Leo Victorazzi visited the school. They had two different classes in different situations; therefore, two different lesson plans were prepared by the EATT group.

Both days went very well, students and teachers were very pleased, and the doors of the school are open to develop a longer project.

## The UWP European School Program

After a few emails and conference calls, the EATT composed by Christine Geissler, Georges Andrade, Jörn Gutowski, Juan Carlos Rivas, Kaj Te-kari, Ty Jernstedt and Ulrika Larsson has started to create a School Program that can be delivered to European Education Institutions based on their real needs. The program currently has 3 modules presented in the chart aside.

Lyceum Alpinum (Switzerland) and Lycée du Centre (Luxembourg) are the two first schools participating on the EATT project. Both projects





## UWP Europe Events Fall 2008

### Information Meetings:

- Utrecht, the Netherlands  
25th October
- Brussels, Belgium  
26th October
- Helsinki, Finland  
8th November
- Stockholm, Sweden  
15th November
- Gothenburg, Sweden  
22nd November
- Malmö, Sweden  
24th November
- Copenhagen, Denmark  
29th November
- Oslo, Norway  
29th November

### EATT Trips

- Zuoz, Switzerland  
24th to 26th August
- Luxembourg  
28th, 29th September

### Admissions Trips:

- Hamburg, Uelzen, Wismar—DE  
6th to 10th October
- Offenburg, Kehl—DE  
13th to 17th October
- Amsterdam, Utrecht—NL  
1st, 23rd to 25th October
- Helsinki, Tampere—FI  
5th to 11th November
- Stockholm, Södertälje—SE  
11th to 15th November
- Gothenburg—SE  
17th to 22nd November
- Trelleborg, Malmö—SE  
24th, 25th November
- Oslo, Norway  
26th to 29th November
- Copenhagen, Næstved—DK  
26th to 29th November

Students web link:

[http://www.sonicblush.com/uwpmedia/uwp\\_media.html](http://www.sonicblush.com/uwpmedia/uwp_media.html)

NEW Euro weblog!

SOON, the launch of the European UWP webpage

## Casts A and B 2008 highlights

Year 2008 brought to the road 74 students (37 in each cast) from Europe/ Africa and Middle East. Representing approximately 40 % of the total students on the road.

The Education Manager Ellen Enebo, calculated the impressive numbers for those two groups.

Cast B 08 has completed 17,580 hours of Community Impact at 94 sites in three countries. The average cast member completed between 150 and 200 hours of CI.

Cast B also had 99 sessions for a total of 202 hours of Education time, which in-



clude: workshops, regional learning, Infomaniacs (the current events discussion time), Culture Presentations and CI wrap-ups.

Cast A 2008 had 82 education sessions (45 workshops, 19 CI wrap-ups and 18 culture presentations). 18,732 hours of CI they did as a cast in 41 days. Student never signed out did 246 hours.



## EAM 2009 !

**In Geneva, Switzerland:  
UWPIAA - European Alumni Meeting (EAM), May 1st – 3rd, 2009**

Welcome to the 19<sup>th</sup> EAM on May 1<sup>st</sup> – 3<sup>rd</sup>, 2009, in Geneva, Switzerland, which will be hosted by the UWP Swiss Alumni Association (UWPSAA). Mark your agenda with this event. All alumni worldwide and family are welcome.

Information about EAM 2009 will be available on [www.uwpsaa.org](http://www.uwpsaa.org) starting December 2008. **Registration deadlines are January and February 2009.**

The international city has not only a lovely old town but also lakefront

promenades with the world-famous "jet d'eau" (water fountain in the lake). Geneva is also a United Nations city with their agencies and headquarters for many non-governmental organizations. The International Committee of the Red Cross has also its headquarter in this city. Much more interesting info on [www.geneva-tourism.ch](http://www.geneva-tourism.ch)

Are you in the area or do you want to help? Than get in contact with Danilo at [ddesi@bluewin.ch](mailto:ddesi@bluewin.ch)

See you, à bientôt, a presto, bis bald!  
Your EAM-Team

*Danilo de Simone, E86  
ddesi@bluewin.ch*

## Funding Opportunities for UWP Europe in 2009

The European office starts to work towards funding opportunities to increase our means to develop the education programs and to financially support more

students to get on board.

Alumni with experience and knowledge on applying for funding programs (EU or others), with contacts for funding programs willing to support us, please contact us at [Europe@upwithpeople.org](mailto:Europe@upwithpeople.org) or at +32 2 789 2342

## Alumni Spotlight



### Introduction

The Up with People admissions program in Europe is currently managed by a core staff in the Brussels office.

Supporting this effort behind the scenes is the story of a financial program that has been helping European students travel in UWP for 15 years... As we reach this milestone anniversary date, the European office interviewed the person who has been supporting this inspiring program over all these years.

Kate Roudebush traveled in D'82 and C'83 as nurse/nutritionist on road staff. She and her husband Bruce then traveled in Cast C'87 as Operations and Finance Managers. In the early 90's, Kate helped with the tour management in the Brussels office and participated in the development of Up with People in France.

Since the early 90's, Kate has been serving on the Board of Directors for UWP Belgium and as Secretary/Treasurer for the Board of UWP Europe, with the administration of the European Loan Fund as her key responsibility.

## Interview Kate Roudebush

### Talking about the UWP European Loan Fund

#### What are the origins of the Loan Fund?

**Kate:** It all started in 1993 when Yannick Boes was the President of Up with People Belgium and Up with People Europe. He had gotten to know Up with People after a performance for the Belgian Royal Family in the early 1970's, and was later key in the development of Up with People in Belgium thanks to his many professional links to the business community.

One of his many achievements was to bring the premier '93-'95 Up with People show to Belgium. On this occasion, Yannick Boes and the Board of Directors decided to create a high-profile committee to help secure money for future European students to travel in the program. A personally targeted, VIP list of contacts was solicited as the base for a significant fundraising campaign linked to the European Premier. As a member of the organizing committee, I am proud to have had a role in the effort that raised €50,000 and created the fund! Today, this same money is still helping students to travel!

#### How does the Loan Fund work?

Accepted European students can apply to the UWP staff in Brussels for an interest-free loan that covers maximum 20% of their tuition fee. Together with Board members of Up with People Europe, I try to forecast the total amount that can be granted every semester and of course, we try to help as many students as we can.... So, if a student is granted a loan, I handle the legal procedures and arrange the financial transfer on their behalf to Denver at no additional cost to the student. Each student has to pay the interest-free loan back within one year, which starts six months after their return home.

Part of the fund is invested as guarantee while the other part is distributed to the applying students. My role has been to manage the money, the con-

had any problems securing the reimbursements. Cast members are very reliable, and pay back their loan to the fund on time!

#### How many students have benefited from the Loan Fund so far?

Over seventy-five students from all over Europe have been granted loans to help pay their tuitions since 1993.

#### What are the future plans for the Loan Fund?

Definitely keep it secure and intact. Also, we would like to see it grow in size in order to be able to distribute more interest-free loans.

#### How can Alumni contribute to this project?

Put it this way: My vision is that all of us alumni have to do something, small or big, to make sure that Up with People stays alive. There are many ways to do that... and one of them is to help the admissions department.

To do so, you can find a candidate(s) to travel who lives in your area of the world, and then, you can help them fundraise or even sponsor them yourself!

Should it be out of your reach to find a student, know that the admissions department works on world-wide recruiting, and you can help by sponsoring part(s) of the tuition of a student that they found. In Europe, the European Loan Fund certainly is the best way to do a donation towards supporting future cast member fees.

The Up with People program restructured again in 2006 and lots of us alumni helped in many ways at the time. Now is the time for all of us to help take this incredible program to the next level and not only let it simply survive.

Contributing with even a small amount to the European Loan Fund certainly helps in the admission process, which is at the core of the Up with People program. And remember, as your financial contribution is towards a "Loan Fund", it means that your money will help students after students! It is an easy way for all of us alumni to participate in assuring this unique program in the future. A unique program that "impacted each of us and our vision of the world"... why not for the next generation?

While not tax deductible, please consider helping future European students to participate in the program by making a donation to the UWP Europe Loan Fund.

### European Loan Information

**Bank details:** Fortis Bank, Agence Midi

Rue Montagne du Parc, 3

B-1000 Brussels, Belgium

**Account Name:** Up With People - Europe / Loans

**Account Number:** 210-0211050-30

**IBAN:** BE 15 2100 2110 5030

**BIC Code:** GEBABEBB36A

Kate Roudebush

[kate.roudebush@skynet.be](mailto:kate.roudebush@skynet.be)

**Note:** The Loan is very important for the operational budget: it generates net revenue to UWP Europe, it is not a Scholarship!

tracts with the students and parents, and make sure that they pay it all back. For the past 15 years that I have managed the fund, I have never

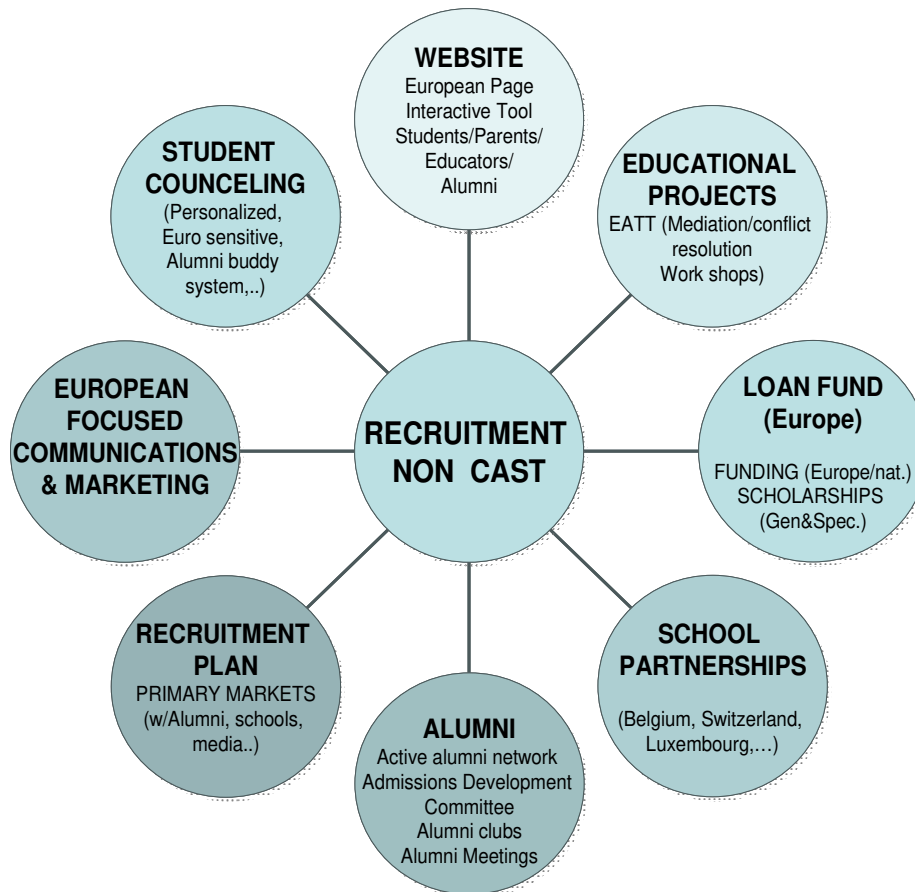
# Inside the European Office

## The European Model 2008/2009

2008 represented a big change in the model for the admissions operations in Europe. Without a cast traveling in Europe, the business model is now focused on added value recruitment and

high quality counseling process. As widely spoken, the European Alumni support is key to keep our operations developing. (See Chart Bellow)

2009 comes with the opportunity to establish all the projects started in 2008 and consolidate the new European model created.



## Admissions Development Committee

*The survival of any non-profit organization is deeply related to its volunteers' networking.*

*It has been proofed by Association Management practices that working with committees of volunteers with the technical and experimental knowledge are the best way to develop and grow the organization.*

*The knowledge of the volunteers bring valuable, professional and updated contribution to the business.*

To UWP, the volunteer's networking consists mainly of our Alumni network.

The EATT and the EAC follow that principle, and already show the high quality result it brings to Up with People. Looking forward to improve our European Admissions' efficiency and impact, the new **Admissions Development Committee** is being created.

Every country in Europe will have its representative, and the group will participate on the creation and implementation of the European Admissions plan 2009. The function requires knowledge of the regional school system and schedules, autonomy to bring new opportunities and interaction with local Alumni.

It is a unique opportunity to advise and support the European operations, being involved with recruitment and Alumni. Time required is calculated as 2 hours per week and one hour conference call every month over 2 years mandate. Training and ongoing flow of communication will be provided by the office.

Contact [us](mailto:us@upwithpeople.org) for more information.

Alumni interested can send a cover letter to [Europe@upwithpeople.org](mailto:Europe@upwithpeople.org) or [LVictorazzi@upwithpeople.org](mailto:LVictorazzi@upwithpeople.org). The deadline for application is the 11th of February.

## Who is who in the Office

**Kristina T'Seyen**—Admissions Director Europe (Brussels based)

**Kaj Tekari**—Regional Director Nordics (Stockholm based)

**Lysan Drabon**—Admissions Coordinator (Brussels based)

**Leo Victorazzi**—Special Projects (Brussels based)

**Johan Petri**—Recruiter (Stockholm based)



Kaj and Johan—Stockholm Office

# Alumni Support

## Special Thank You

### For Recruiting Students

#### (Golden Passport)

Bruno Durrer, Switzerland  
Birger Husted, Czech Republic  
Guido Nebuloni, Italy  
Zlatimira Colova, Bulgaria

### For doing Interviews

Alice Vaxelaire, Belgium  
Anais Claessens, Belgium  
Benjamine Christiaens, Belgium  
Blaine Scheideman, USA  
Denise van Dijke, the Netherlands  
Daniel Würsch, Switzerland  
Eliane Eicher, Switzerland  
Kate Roudebush, Belgium  
Linn Stabbetorp, Norway  
Marco Polloni, Switzerland  
Pepe Sporremark, Sweden  
Sandra Winzeler, Switzerland  
Suzanne Maas, the Netherlands

### For contributing to the Newsletter

Danilo de Simone, Switzerland  
Kate Roudebush, Belgium

### For setting up the Student Fair Amsterdam

Mayke Bergmans, the Netherlands

### For supporting Enrolled Students

Bjorn Jurcka, the Netherlands  
Marco Polloni, Switzerland  
Wouter Oosterheert, the Netherlands

### For supporting the German Trip

Frank Liffers, Germany  
Katja Ehlers, Germany  
Maria Jung, Germany  
Senta Maltschew, Germany  
Wencke Ridel, Germany

### For supporting the Switzerland Trips

Heidi Fässler, Switzerland  
Frank Liffers, Germany  
Vanessa Kuhn, Switzerland

### For Engaging European Alumni

Basti Hesse, Germany  
Christine Geissler, Germany

### For updating Alumni contacts

Frank Liffers, Germany  
Søren Jørgensen, Denmark  
Vanessa Graves, USA

### For supporting EATT project

Christine Profanter, Austria

### For participating alumni meeting/ brainstorm Brussels

Aimee Reintjens, the Netherlands  
Benjamine Christiaens, Belgium

### For Hosting European Staff

Alain Tüscher, Switzerland  
Danilo de Simone, Switzerland  
Ellen Alth, Sweden

Georges Andrade, Luxembourg

Karin Beer, the Netherlands  
Kristian Gintberg, Denmark  
Linn Stabbetorp, Norway  
Maria Jung, Germany  
Nina Lehvaslaiho, Finland  
Patricia Schmid, Germany  
Sofie Martinsson, Sweden  
Tina Mårilind, Sweden  
Wencke Ridel, Germany

### For Supporting the Swedish Trip

Tina Mårilind, Sweden  
Johanna Wahlström, Sweden  
Sofie Martinsson, Sweden  
Linn Schultz, Sweden  
Karin Nyquist, Sweden  
Eva Persson, Sweden  
My Gustafsson, Sweden  
Ellen Alth, Sweden  
Elin Ohlin, Sweden  
Maria Froom, Sweden  
Sonia Wallfelt, Sweden  
Eva Stockås, Sweden

### For Supporting the Finnish Trip

Nina Lehvaslaiho, Finland  
Jenni Kauppila, Finland  
Anna Martikainen, Finland  
Riikka Mero, Finland  
Timo Sarojärvi, Finland  
Paula Eronen, Finland  
Nina Hanhinen, Finland

### For Supporting the Norwegian Trip

Annica Øygard, Norway  
Christina Halvorsen, Norway  
Ann-Christin Harr, Norway  
Beater Riiser Larsen, Norway  
Linn Stabbetorp, Norway  
Helene Haugedal, Norway  
Monica Havström, Norway

### For Supporting the Danish Trip

Kristian Gintberg, Denmark  
Maiken Vildgaard Hansen, Denmark  
Danni Nielsen, Denmark

### For Helping with University Partnerships

Denise van Dijk, the Netherlands  
Dirk Neubert, Germany  
Stefan Wirtz, Germany

### For setting up School presentations in Diepenbeek

Marijke Geraerts, Belgium

### For Awarding the special Full Scholarship to Christina Borisova (Romania)

Michael Lunt, Belgium

### For doing school presentations

Laura Aussens, Belgium  
Johan Verbeek, the Netherlands

## Cast A 2009

### *On the Road!*

### An European Cast

The 72 Students arrived 9th of January in Denver to meet with their host families and their new friends from more than 20 countries.

**34 students**, meaning almost 50% of the Cast were Recruited by the European team (in fact, representing the EMEA). Our Students represent 13 countries (Belgium, Netherlands, Germany, Switzerland, Sweden, Norway, Denmark, Finland, Ethiopia, Liberia and Israel). That would not be possible without the continuous support from our dedicated European Alumni. For making Cast A 2009 happen, for making UWP once more a true relevant experience for those 72 students **THANK YOU!**



Cast A 2009 Opening Session

### Cast A09 Staff

**Jen Moody:** Cast Manager

**Gabe Anchondo:** Assistant Cast Manager

**Molly Robertson:** Logistics Coordinator

**Matthew Erley:** Business Manager/Marketing

**Sofie Martinsson:** Admissions Coordinator

**Phil Woods:** Business Administrator

**Aoife Redmond:** Education Manager

**Dave Penny:** Education Coordinator

**Hans Nelson:** Education Coordinator

**Yui Mihara:** Show Manager

**Kady Brown:** Music Coordinator

**Paul Conzemius:** Dance Captain

**Rafael Cardoso:** Technical Manager/  
AV Technician

**Anthony Anaya-Gorman:** Lighting Technician

**Manuel Rivas:** Sound Technician