

## **GSP “On the Road”**

As in any new venture, getting the message out is the most opportune way in which to both test the market and generate interest in the product—and GSP has proved to be no exception! To that end, we have hosted four small gatherings and two larger events in our first year.

In October, our official rollout of GSP took place with Dean Deacon, Director of Undergraduate Admissions and Patricia McWade, Dean of Student Financial Services, attending the first small receptions at the homes of Lisa Gentil (I ’74) and Joe Toce (C’ 73). We were very pleased to count among our attendees at these events GU alumni who, as former financial aid recipients themselves, expressed a desire to give back to Georgetown through GSP. Their very poignant personal experiences, some of which they shared publicly with the group, added another dimension to our message, as these former students all expressed their approval and excitement with the prospect of the lower debt burden for the GSP recipient.

The March reception was held at The River Club of New York on a terribly inclement evening which did not dampen the spirit of the 50 Hoyas who braved the storm. Building on the enthusiasm of the upcoming Big East Tournament, it yielded three donors at the Class Leader Level (\$15,000 annual commitment), including the offer by one new enthusiastic GSP contributor to host an event for GSP at his Easthampton home in July.

A group of five Fairfield County alumni hosted a Sunday afternoon reception at the Country Club of New Canaan in April for a group of 80 Connecticut-based Hoyas. Frank Rienzo, Director Emeritus of Georgetown University Athletics joined Dean Deacon as the keynote speakers at this well-attended gathering.

May brought us to Michael’s Restaurant in New York City, where Emily Chen Carrera (B ’88) and her husband, Christopher, offered a reception for Hoyas from the greater metropolitan area. We were especially pleased to introduce four of the first GSP recipients and their families to the assembled group. When I introduced these fine future Hoyas to the 150 GU alumni present, the excitement was palpable! The reality of our first year’s efforts hit us as we were awed by the quality of these GU-bound students, all of whom chose Georgetown over another competitive university because of the GSP funding afforded them.

Finally, our most recent event was hosted by Sean McCarthy (C ’82) referred to above in the description of our March event. Sean gathered an intimate group at his Easthampton home in July, where Deans Deacon and McWade again joined forces to spread the word about the growing interest in GSP, which had already surpassed the \$1,000,000 level!

Our conclusion at the close of our first year “on the road” is that we will continue to hold as many gatherings as possible in different regions of the country and abroad as the perceived interest of Hoya alumni warrants. We have found our northeast regional receptions to be a very effective catalyst to foster interest in the GSP program, as well as

offer a new annual giving opportunity for GU alumni and parents of current students. Therefore, planning is underway for upcoming events in Boston, Chicago, London, Long Island, Northern New Jersey, Providence, Westchester County, San Francisco, as well as another event in New York City at a private home. If you, or someone you know, is interested in hosting an event for GSP, please contact the staff contact for your graduation year.

Lisa Christiansen Gentil (I '74)  
GSP Co-Chair