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Dear Fellow Alumni,

I am reaching out to the community to share some thoughts on Joe Asch '79 who has thoughtfully and generously agreed to run for the Dartmouth Board of Trustees. I have known Joe Asch since my senior year at the College, when I learned that he was helping support the tuition of a fellow student. Due to the fact that Joe is an entrepreneur who is capable of running his business anywhere in the world, he spent summers in Hanover and was knowledgeable about the Dartmouth community well after his time on the Hanover plain as should be evident from the fact that 14 years separate our respective tenures at Dartmouth.

For those of you who do not know me, I served the College most recently as Head Agent for the Class of 1993 from 2002-2007, as well as the District Enrollment Director for both Colorado (2004-2007) and Singapore (1996). I have volunteered to raise money for Dartmouth essentially since the day of my graduation and have also been a seated Board member of the Dartmouth Association of the Rocky Mountains. So I can tell you from the perspective of the hours I have spent on Dartmouth matters that Joe far exceeds your typical committed alum's contribution to both the discourse on the campus as well as among the alumni and faculty communities.

Like most Dartmouth graduates, Joe is an exceedingly intelligent person. He also possesses a meticulous attention to detail, one which serves him in great stead not only as a business manager, but also translates into a thorough and passionate regard for and review of what occurs in the Dartmouth administrative world. Over the past two decades, Joe has personally funded a writing center at Dartmouth in response to faculty complaints about student writing skills as well as providing ad hoc tuition funding for students whom he befriends. He has a very personal and involved philanthropic style and Joe likes to see and benchmark his results.

I know of very few other alumni who are as engaged and connected to the College and its issues as Joe is. He not only lives in Hanover but his home serves as an intellectual salon of sorts with faculty and students engaging over dinner. Joe has served as a guest columnist at the student paper, The Daily Dartmouth, for almost a decade and he has studied and opined on campus issues, both fiscal and social. His columns are available for perusal on his website [www.joefordartmouth.com](http://www.joefordartmouth.com). As his two businesses have grown over the years, he has been fortunate enough to be in a position to dedicate more time to his interests and we, as alumni, are lucky enough to have one of our own who is concerned enough with the College to make it a primary extracurricular preoccupation.

Joe is passionate about issues of meritocracy and learning as well as issues pertaining to good administrative management. He is not swayed by learning fads or flighty trends. Should Joe have the privilege of serving on the Board, not only would we get a steely fiscal budget overseer but a person who is concerned about the great issues of learning and teaching at Dartmouth. And he's on the ground, resident in Hanover. I hope you take the time to peruse Joe's website and learn about the issues at Dartmouth that have animated him over the years. He would be a wonderful addition to our Board.

All best wishes to you and to the extended Dartmouth family,

Tamar Gerber '93