

A letter from T.J. Rodgers '70, Peter Robinson '79, and Stephen F. Smith '88

February 25, 2010

Fellow Dartmouth alumni,

We're writing to urge you to consider the candidacy of Joe Asch '79, whose name is on your ballot as a petition candidate for Dartmouth's Board of Trustees. In these challenging times, we need trustees like Joe—a successful entrepreneur and business owner with unparalleled knowledge about Dartmouth.

In the years since we joined the Board, we've worked with students, professors, and alumni honestly to confront the challenges facing Dartmouth. Alumni rallied together to elect us to the Board during a protracted period of wasteful spending. Upon being seated, we were told that the problems of bureaucratic bloat, limits on freedom of speech, the assault on fraternities, and—most of all—the diminished focus on undergraduate education, simply didn't exist. Our views, while reasonable and uncontroversial to most alumni, were labeled as “divisive” by the establishment. Today our views seem mainstream—especially the view that the College should be run lean on the administrative side so as to focus on teaching and scholarship.

This brings us back to Joe Asch '79, a Hanover resident and the best expert on Dartmouth we know. His data have proved invaluable to us on a wide range of subjects. To give just one example, at a time when spending data remained opaque, Joe used publicly available sources to show us that the administration was starting to spend millions more dollars every year on areas unrelated to the student experience. This was years before the market crash. And now, as a result of boom-and-bust budgeting, we've been forced to make painful cuts. Joe saw the problem coming well in advance, and he said so.

Joe didn't just share his thinking with us; he shared it with the community. Joe has written extensively in *The Dartmouth* and on Dartmouth blogs. He has audited more than two dozen courses, always inviting fellow students and their professor to dinner during the term. When he encountered faculty complaints that incoming students needed to hone their writing skills, he pioneered and personally funded Dartmouth's innovative “Departmental Editing Program,” which faculty and students alike have praised.

Our friend Joe Asch is also well positioned to serve as a watchdog for fiscal responsibility. In addition to his Yale Law degree, he worked as a management consultant at Bain & Company and then embarked on a successful entrepreneurial career. He can talk about organizational efficiency as an expert—as someone with years of experience as a founder, not just a manager of divisions of conglomerates.

Moreover, Joe won't fly in for Board meetings: he'll walk in. He has a home in Hanover with his family, and he is in close touch with students, faculty and staff members at the College.

The Board, in our opinion, has plenty of investment bankers and financiers. Joe is an entrepreneur who built an international medical products company from scratch. In addition, he rescued one of Lebanon's largest employers from bankruptcy and turned it into New England's top health club.

Finally, an issue on which Joe distinguishes himself from all potential trustees. Like us and like most alumni, Joe is committed to parity. He supports the generations-old tradition at Dartmouth College of having alumni elect half of the Board of Trustees. *Alumni involvement in College governance has made Dartmouth the outstanding institution it is today, as recently trumpeted by U.S. News & World Report, which ranked Dartmouth #1 in Undergraduate Teaching—ahead of Princeton, Yale and Stanford.*

We hope that, like us, you'll decide to vote for Joe. He's local, he's involved—and he is an *expert* on Dartmouth.

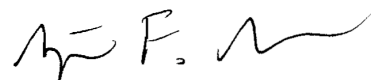
Sincerely Yours,



T.J. Rodgers '70



Peter Robinson '79



Stephen F. Smith '88