



## College Reunion Handbook

(For College Alumni Office Staff)

*Introducing:*

*“Shmooz'R”*

*America's #1 College  
Reunion Networking Tool*

July 2014

**TOP 5 REASONS WHY PEOPLE GO TO REUNIONS**

- #1 SHMOOZING**
- #2 MINGLING**
- #3 RECONNECTING**
- #4 SOCIALIZING**
- #5 THE EXPERIENCE**

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## **Dear College Alumni Staff:**

There's a threefold purpose to this email booklet:

1. Introduce your Alumni Office to **Shmooz'R**, the only reunion networking tool on the market that acts as both an ice-breaker and bio-experience tag...and explain why it matters when it comes to fundraising.
2. Tell you about our national roll-out price discounts of 50%, or more
3. Develop a plan to outfit your reunion attendees with their own Shmooz'Rs so they can initiate more meaningful conversations with friends and strangers, and vice versa.

### **■ Seriously...Is There Really a Need For a Bio/Ice-Breaker Name Tag for Reunions?**

YES, there is, especially if college alumni offices are presently:

1. Denying their reunion guests the opportunity of experiencing a far richer social experience - and they realize the fact; and
2. Leaving money on the table if a new networking tool, like Shmooz'R, can positively impact later fundraising campaigns.

### **■ 4 Reasons Why Shmooz'R Solves This Need:**

- ✓ Shmooz'R's primary purpose is to guarantee your reunion attendees have the best socializing experience possible, which increases the likelihood that they'll be generous during fundraising appeals.
- ✓ Shmooz'R is the best at what it does. It's the only bio-experience/ice-breaker name tag on the market. It's totally personalized and curated to the wearer and can be customized to meet your college's proprietary needs. And it's simply the best reunion memento you can give.
- ✓ Shmooz'R is the only VALUE-ADDED networking tool. We guarantee it will significantly increase the amount and quality of socializing at all your reunions.
- ✓ Shmooz'R is infinitely better than your present name tag by any quality measure you care to use. That means its use will be reflected in more favorable attendee evaluations of your reunion events.

# Chapter I: The Shmooz'R Story That's Almost Too Scary To Tell Shmoozaphobes

So, you're in the throes of organizing one of your college's many class reunions this year, and you've got a thousand and one decisions to make. Good luck with that.

## **Background of Sorts: The Challenges**

**Point 1:** Now, everyone knows that reunions are an essential piece of colleges' financial self-sufficiency. Small and large college alumni offices have their work cut out for them, as they're stuck with the lion's share of responsibility for making sure that all of their college's functions are financially self-sustaining. Alumni fundraising in the form of endowments and annual giving programs are often carried out on the back of high-profile reunions in locations either close to the central campus and/or in a distant location. Colleges now face stiff competition from other organizations seeking the loyalty...and money...of constituents. So all is not golden in College Land. **What to do to maximize the kind of socialization that increases subsequent generosity?**

**Point 2:** Reunions are hard on all of us. Whether it's the first or fifth reunion, the social pressure to reach a higher level of back-slapping friendliness are intense and constant. Everyone's awkwardness level increases and is only dulled the more we're fueled by endless refills of alcohol and continued interaction. Even nailing the opening conversation with old friends is sometimes an iffy operation. **How can we ease this stress on participants?**

**Point 3:** Whatever answers they come up with, Alumni Offices must consider stepping up their game and intensifying the ongoing relationships between colleges and alumni and among alumni themselves. **But how to incorporate new social media techniques at reasonable cost?**

## **The Reunion Premise:**

Let's start off by seeing if we can agree on the *raison d'être* of college reunions. I call it **The Reunion Premise**. The Reunion Premise states that schmoozing [*Definition: Derived from Yiddish, Shmooze or Schmooze meaning friendly and warm chit-chat*], mingling, socializing and reconnecting are the 4 most important activities at any reunion. Each is built around the conceit that people love nothing more than to talk about themselves, and they love to do so at length. Yet, most people are neither comfortable doing it nor very good at it. That's a problem. It's a problem because how well methods of "connecting" are achieved can determine the comfort levels of future financial donors.

Now if you disagree with this notion of the importance of socializing, you'll be wasting your time if you read any further. But if you agree with **The Reunion**

Premise, you'll be surprised to learn of a new methodology that allows your attendees to get the most enjoyment out of each of the above reunion activities, and therefore giving your college a higher degree of likelihood that giving goals will be reached.

### **There's Precious Little Anyone Can Do to Improve Reunions:**

Outside of enhancing food quality, increasing alcohol availability and strengthening entertainment options, you're probably thinking there's precious little you can do to influence or increase attendee socializing. For the most part, it is what it is. People either mingle and interact or they don't. So aside from providing plenty of food, drink and interesting venues, how else do you increase the time people spend on interacting - not to mention the quality of those interactions?

**Enter the Name Tag...Stage Left.** Maybe that little-known amenity known as the name tag can offer a solution. Think what you will, the event name tag has a fairly significant role to play in maximizing the amount of networking attendees do; but its potential is anything but obvious. Even though the name tag was introduced in 1959 by C-Line Products, it hasn't changed much in the intervening years. In fact, nothing has changed. It still incorporates the wearer's name, perhaps a title, and possibly even the wearer's dated photo. As far as conveying personal and conversationally-important information to an approaching friend-to-be, its content value is equivalent to the Gobi Desert. As one social commentator recently said, "Name tags are such a bore, and they give no one a reason for remembering you."

### **Seriously, Is There Anything To Be Gained by Repurposing Name Tags?**

New technology and advances in social science, however, have opened the door to re-purposing possibilities for name tags. For example, they can now be used effectively not only for identifying a wearer, but thanks to new imaging techniques to reveal unique and personal attributes. That fact alone means that bio-name tags can open a whole new world of people interrelating with one another in the most personal and meaningful ways. To put it another way: Images are the most powerful, evocative and longest-lasting medium for people to exchange personal information that will form into meaningful relationships. Remember this: personal information - like where you went to college, where you're from, the skills you've picked up, how you like to spend your time - are the little greeting cards that can quickly bloom into full-blown personal relationships. It's true for Alumni Offices and guests to start being proactive about their purpose in coming to reunions.

In most everyday circumstances this type of connecting - schmoozing - means nothing; but in almost pure networking events like reunions, it means everything. It means that colleges can now enable two things: individualism to flourish, and

personal relationships to thrive. Here's the point: It's smart for alumni offices to leverage two certainties: 1) Your alumni have made significant accomplishments in their work and personal lives, and 2) They're willing to tell as many people as they possibly can exactly what these accomplishments were.

### **But Alumni Reunions Aren't Networking Events, Right?**

That's partially true. In the truest sense of the word, networking events assume there's some ultimate business or personal payoff at the end of the day by making friends out of strangers. But the ultimate goal of reunions is really harmonious socializing... nothing more, and certainly nothing nefarious. Reunions have very little to do with seeing how you can exploit your classmates for financial gain. However, business networking and reunion socializing do have something in common: they both incorporate the principles of "meet and greet." They both involve mastering the art of conversation and truly getting to know the other person in a direct, personal manner. So the means of networking and socializing are the same, but not the ends.

Now if you agree with **The Reunion Premise**, you'll be surprised to learn of a new networking and fundraising tool that allows your alumni attendees to get the most enjoyment out of every reunion activity that involves some aspect of networking (not to mention enabling your Reunion Office to accomplish one of its primary goals: Satisfying gift-giving alumni). We may be somewhat cynical, but we figure that maxing out alumni satisfaction is still the name of the game. Just as it's no secret that generous donations tend to follow Final Four appearances, there's no doubt that purse strings loosen after an exciting round of campus tours/presentations as part of an alumni reunion.

**The Conventional Name Tag Bash is Coming.** Yes, we're going to do quite a bit of bashing of other-name tags in the following discourse. Did you think we weren't? We're going to explain in fifty different ways from tomorrow why the customary, passé name tags on the market not only don't cut it anymore with younger, hipper crowds who demand more panache and cutting-edge personal attention in everything they do. These old-style, single-purpose name tags are doing nothing but undermining how your attendees interact and socialize. In fact, we're going to prove that to you. We'll try to explain how this otherwise trivial reunion amenity, the name tag, has way more influence than you think. Then we'll not so subtly introduce our innovative new name tag, called Shmoooz'R. We'll demonstrate how Shmoooz'R adds a new dimension to achieving better communications at all types of reunion events, from cocktails in the football stadium to the class rendezvous at the sculpture garden.

## Isn't the "Gift of Gab" A Little Overrated?

Maybe. A recent article in the Wall Street Journal discusses this very point.

*"There is an art of elegantly starting, sustaining and ending a dialogue with strangers or friends. Experts call it conversational intelligence. Others call it the gift of gab. Hard as it may be for chatty people to believe, not everyone is born with it. For many, it takes study and practice. Some people dismiss small talk as mere chitchat, an unnecessary and annoying waste of time. Many men consider it a female thing. But experts say casual conversation is essential social grease—a ritual that helps us connect with friends, colleagues and people we've just met. ...It can lead to more-significant conversations that spark friendships and clinch deals. ...Unfortunately, we seem to be getting less good at it."*<sup>1</sup>

And the major reason we "are less good at it" is that we don't know what to talk about. [Shmoooz'R ad lib]

## We're Being Generous When We Say Contemporary Name Tags Are Total Losers....And Few People (other than you) Know It:

It's funny...or weird...or both, but the one party favor you find at every networking event or reunion, the ubiquitous

"HELLO, MY NAME IS *Joe Blow*" name tag

is unquestionably the least useful and most amateurish embellishment you'll receive. It's totally worthless as a way of introducing the wearer, but we can't quite give it up because there's been no better replacement on the horizon. Even if it shows your college school photo (Old news! Think about it: Does anyone care what you looked like back then besides yourself?), it still doesn't accomplish anything with respect to triggering introductions, establishing talking points, helping to "catch up," stimulating interactions or strengthening relationships. Other than pointing out who you may be (i.e. your identity and the name you're presently going by), it's pointless.



VS.





Actually, using conventional name tags **hurts** your cause.

Here's how: There are 3 reasons why conventional name tags (the only kind now available....even from your graphic design department) are neither enhancing the social experience for many at reunions nor winning good service medals for Alumni Office staff:

1. **Cheap paper** name tags, gussied-up in vinyl badge holders, make reunion organizers look behind-the-times and out-of-step about adopting new ideas;
2. **Uninformative** name tags don't say anything "good, better, best" about the wearer;
3. **In this day and age, not customizing materials that can be easily customized** looks like an organization is either operating on the cheap or not keeping up with the times;

### **Ice Breaker Games and Stunts Were Probably Invented by Frustrated Social Workers:**

Let's explain the ice-breaker phenomenon another way. At virtually all networking events, ice-breaker games and rituals are a semi-serious way of getting friends and strangers to mingle and make small talk more easily: they lubricate the social gears because in a peculiar sense they "force feed" friendliness and connecting with others. But, regrettably, ice-breakers don't work at reunions. How can you go around the room and have everyone tell their favorite color and relate an interesting event that happened to them on their way to the reunion? Ice-breaker games just look silly, contrived and immature. Also, at reunions many people are already on a first name basis: they've met each other before... usually many years before. That's why reunion planners try to stack the "sociability" deck by plying attendees with exciting venues, good food and potent drinks. But, for the most part, these are one-off solutions.

## Chapter II: Now There's A **NEW** Game In Town

It's called Shmoooz'R (Our Better-Than-Nothing Motto: "Gatekeeper to Great Reunion Conversations"), it's patented and as far as name tags go, it's a game changer. *Shmoooz'R is a highly customized, image-based ice breaker disguised as a name tag. It features compelling and curated biographical and experiential, life-cycle information about the wearer.*

### **Cutting to the Conversational Chase:**

This story board of a wearer's life is a game-changer because it's the first time a name tag has offered added and measurable VALUE to any networking event. According to technology wiz Rick Borovoy, inventor of nTAG, the world's first electronic name tag, networking tools like Shmoooz'R "release social capital."<sup>2</sup> This concept of social isolation [defined as an unusual American condition where citizens no longer participate in communal activities like voting, religious services, and fraternal organizations] gained currency in Robert Putnam's break-out best seller, *Bowling Alone*.<sup>3</sup> Putnam provides shocking evidence that we're not nearly as good as we used to be in forming and maintaining social networks. That's why Shmoooz'R is a breakthrough: A symbolic invitation to engage in "meet and greet" social niceties. In a word, it's got the CLOUT that most people need to get social conversation started and moving along. But what else would you expect from a new paradigm of reunion mingling?

Yes, Shmoooz'Rs are definitely old-school, but old-school works better than any thing else in high-contact social situations. Shmoooz'Rs have been designed specifically for use at college reunions, a high-contact social situation. Why? Because a Shmoooz'R imparts instantly-usable information, in a friendly, "let's establish a relationship" manner to everyone within eyeshot. In everyday parlance with a bit of Madison Avenue thrown in for good measure, it's a live-event mingling tool designed to stimulate conversations containing the kind of emotional hooks that lead to lasting relationships.

### **Ontology Recapitulates Phylogeny: Shmoooz'R Meets Anatomy 101:**

Shmoooz'Rs represent information-sharing at its most direct and personal level. Shmoooz'Rs work particularly well in a college reunion setting because returnees have usually accomplished a great deal in their lives, and these accomplishments/passions are of interest to others. Biography really does shape the development and continuation of friendships...kind of like the famous biogenetic law: ontology recapitulates phylogeny. Yes, we know that Shmoooz'Rs are very high-touch and low-tech. High-touch they are....and that's exactly the way they should be for maximum interpersonal interaction. But ironically they're equally high-tech (even though disguised as low-tech handouts) because most of the imagery on the badges comes off internet along with several

pieces of proprietary software that's used to design Shmooz'R photo/text collages.

## **Yes, There Really A Need For A Better Name Tag At Reunions?**

Well, of course there is. Yes, we already discussed this point earlier, but it bears repeating. First, let's understand one thing: name tags in general (at least in the past) are cosmetic, rather superfluous niceties that serve only one basic, no-nonsense necessity: identify someone. Yes, name tags are simply event amenities, a social formality that's intended to prevent the painful awkwardness (known to etiquette pros as the "approach set-up") that occurs when you approach someone you don't know well with nothing intelligent or relevant to say.

But a Shmooz'R is a whole other animal because Shmooz'Rs establish the rules of the game: "Bro, here's how we get started talking!" So it's kind of like comparing apples to bicycles. Perhaps the question could have been better phrased as: "Do reunions need a better ice-breaker, and if so exactly what?"

## **Shmooz'R Has Great Predictive Abilities?**

We can settle this non-question quickly by taking the advice of Scott McKain, a professional speaker and author. McKain says this: *"Some say that the quality of a badge often predicts, with incredible precision, the quality of an event. If I pick up a badge and it's just a cheap, flimsy thing, I just know the sound system and meals aren't going to be as good."*<sup>4</sup>

If you assume that the purpose of college reunions is twofold: 1) to maximize opportunities for socializing and mingling, and 2) to put on a 1<sup>st</sup> Class event that everyone will remember positively for a very long time... then anything that works to achieve this purpose should be examined and tried. It's a forgone conclusion that no name tag or I.D. badge on the market even purports to have an ice-breaker function. So naturally they score a zero on the sociability scale. Nobody...ever...makes conversation based on what they see on a name tag. Until now.

Shmooz'Rs are a far more direct and honest method of creating tantalizing conversation openers. For getting people to immediately start mingling without the need for artificial conversation stimulants. For that reason alone, reunion planners should use them: there's really nothing else out there that lets you paint portraits of people.

## **We Despise Making Disclaimers, But If It Saves our Corporate Skin, Why Not?**

Shmooz'R may not work for everyone. Some folks are drop-dead poor conversationalists, and nothing short of a personality transplant will make them one. At worst, Shmooz'R for these attendees will make no difference whatsoever

except provide a nice souvenir. We believe, however, that the overwhelming majority of wearers instinctively know how to gab and are smart enough (after all, they are college educated, right?) to use any prop in a storm to their own advantage. In other words, they'll use Shmooz'R to "work the room" using images on all the Shmooz'Rs around them to make conversation.

One other little disclaimer: Shmooz'R may not work for some people if they fail to properly position Shmooz'R on their body. If a Shmooz'R is worn too low on the body, say at mid-body or lower, nobody can see the images, and hence any conversation about them is D.O.A. - not least because of the awkwardness of looking at exotic body parts that should not be gazed at for longer than 3 seconds.

## Chapter III: Shmooz'R Specs & Features

*So, what exactly is a Shmooz'r? We know it's not like a name tag, but if it's not, then what does it look like?*

**Two Versions and Two Sizes:** Shmooz'Rs come in two versions: The Full Monty and The Chat It Up. All Full Montys are single-sided and come in two sizes: a 4" X 6" badge (note: we use the words "badge" and "name tag" interchangeably) and a 3" X 5" badge. All Chat It Ups are double-sided and also come in either 4" X 6" or 3" X 5". All Full Montys, regardless of size, are priced the same. All Chat It Ups, regardless of size, are priced the same. [For some unexplained reason, men seem to appreciate the larger size more.]

Both Full Montys and Chat It Ups have bundled FREE accessories: Lanyards, ribbons and more.

Each badge image is an accurate reflection of the wearer's identity: literally a wearable biopic, an exuberant mash-up of personal history, experience and interests...all out there for everyone to see.

**Image Display:** Whether Full Monty or Chat It Up, each side of a 4" X 6" badge displays 4 or 5 images and 2 or 3 text areas, including the wearer's name. The 3" X 5" badges, meanwhile (again, for both Full Monty or Chat It Up) display 3 images and two text areas on each side, including the wearer's name. Each badge is a fully customized and curated photo collage made up of a wearer's choice of personal or stock photo images. Each badge is inserted in a vinyl pocket attached to a custom, no-spin lanyard emblazoned with the school name.

**Individual Survey Form:** Each individual Shmooz'R is made up from information submitted by the wearer by completing a one-page, online Individual Survey Form. The ISF, sent by the college alumni office to the reunion attendee, asks non-intrusive questions about the wearer's background and interests.

**Imprinted Ribbon:** One FREE Imprinted ribbon(s) can be attached to a Full Monty because it's single-sided. Affiliation (e.g. Greek, sports, etc) ribbons and alumni funding ribbons are particularly recommended because most colleges already use them on their name tags. Class year designations (or conversely the anniversary name, such as "25 Year Reunion") are really valuable ways of highlighting people who you're really looking forward to meet. Ask about the cost of attaching additional ribbons.

**Imprinted Lanyard:** Each Shmooz'R comes with a custom no-spin, imprinted, adjustable lanyard. For school branding purposes, the lanyard may be imprinted with the school name. Each lanyard uses Velcro strips or a self-adjusting bead so the wearer can adjust the Shmooz'R to the optimal wearing position (basically, with the top of the badge two inches lower than a line running from both armpits).

**Instructions:** Shmooz'Rs come with wearer instructions on a peel-off label that explain how to position it correctly on the body.

**User Evaluation:** We have a sophisticated evaluation form that can easily and accurately determine user satisfaction with the Shmooz'R they wear at the reunion. See a copy at our website: [www.shmoozr.com](http://www.shmoozr.com)

Can you believe using a name tag that comes with metrics? That notion even blows us at Shmooz'R away.

**FREE Shipping:** All Shmooz'Rs are delivered to the client for free.



## Chapter IV: Precisely How You Save Money With Shmooz'R

### ■ SHMOOOZ'R IS THE LEAST EXPENSIVE, FULLY CUSTOMIZED PRODUCT ON THE MARKET:

Good luck trying to think of another fully personalized product on the market for less than \$75. And even with all of it's many image/text imports, its price is still within the mainstream of high-end ID badges... and only a few dollars more than the total processing costs of your current name tags.

Not enough? O.K., here's a better way of thinking about how Shmooz'R saves you money: don't think of Shmooz'R as a name tag. It's not. It's really a wearable piece of social media designed to increase networking. Doing the naming rights gig is only a very small part of what it does. So, don't compare the cost of a Shmooz'R to the name tag you're now using. It's an apples and eggplant comparison.

### ■ 50% [AT LEAST] OFF "NATIONAL ROLL-OUT" SPECIAL FOR EARLY-ADOPTER COLLEGES:

To get more exposure prior to Shmooz'R's national roll-out, we're offering the first 3 colleges to sign on with Shmooz'R in 2014 at 50% off regular prices, which is essentially Shmooz'R at cost.

### ■ 30% OF REVENUE FROM SALE OF AFTER-MARKET ACCESSORIES.

We return to you whatever revenue we receive from after-market Shmooz'R promotional materials that we sell to alumni, such as Shmooz'R posters and Shmooz'R business cards.

## Chapter V: Ordering Shmoooz'R [*For Alumni Office Staff & Alumni*] Is Faster Than A Speeding Bullet, Easier Than – Well, Uh, Baking A Pie

Certainly the best, and least expensive, way of providing attendees with their own Shmoooz'R is to build it into the cost of the overall event, just like any other amenity. For example, we would think most reunion budgets have enough slack in them to handle a relatively small, new enhancement expense such as Shmoooz'R. Another advantage of this option is that alumni are far more likely to buckle down and complete the Individual Order Form if they know they've already paid in advance for Shmoooz'R.

**What Alumni Office Does:** With respect to administration and order processing, neither the Alumni Office nor reunion volunteers have to do anything except inform all potential reunion attendees that the college has partnered with Shmoooz'R to provide name tags for the event. Shmoooz'R handles all the back office details seamlessly, including any necessary communications with alumni-customers. Basically, we want to keep you out of the loop so that you can attend to the myriad other event details.

**What Shmoooz'R Does:** Shmoooz'R handles all the front and back office details including order processing and Shmoooz'R name tag instruction. Shmoooz'R also takes care of all billing details.

Shmoooz'R will correct any mistakes it makes in producing each Shmoooz'R such as typos, misspellings, misinterpretations of bio information. Shmoooz'R will not make redos or corrections on completed Shmoooz'Rs due to wearer picture/text likes or dislikes and other editorial preferences. That means if a customer prefers a different view of Toledo or a different picture of a skier at Lake Tahoe, Shmoooz'R will not make those accommodations. Shmoooz'R will also not send "proofs" or advance showings of ordered Shmoooz'R name tags. Revisions or corrections to Individual Order Form by customer will be accepted only if Shmoooz'R has not yet been produced.

**What Attendees Do:** Attendees of course, would be asked to complete an online Individual Order Form (asking non-intrusive questions) and return it, along with requisite personal photos and payment, to Shmoooz'R. We'd like to make this an integral part of the ongoing reunion registration process so that as many alumni get Shmoooz'Rs as register. Shmoooz'R will make name tags for all attendees regardless whether they provide Shmoooz'R or the college with background information. Shmoooz'R will deliver completed name tags to the school prior to reunion activities.

## Order Processing Guidelines:

1. From the time Shmoooz'R receives an order for any size/type of Shmoooz'R, it takes approximately two to three weeks to fabricate a bio-name tag. Orders destined for an event sponsored by the Alumni Office will be shipped in bulk at least one week prior to the event taking place. The Alumni Office will distribute Shmoooz'Rs to guests at the time of the event just like they would with a conventional name tag.
2. Having alumni return completed order forms is crucial for obvious reasons. People just don't like filling out surveys, regardless of how brief they are. That's why we'd like to take special steps and strategies to make sure that our Individual Order Form is mailed/emailed out along with other registration forms with regular follow-up to make sure they're returned promptly. Return of Individual Order Forms will be done electronically wherever possible.
3. Under **Total Class** ordering, where all reunion attendees wearing Shmoooz'Rs are signed up by the Alumni Office (i.e. orders will not be accepted from individual attendees), every attendee will receive a Shmoooz'R whether they have completed an Individual Order Form or not. The idea behind this is to have all attendees wearing the same kind of bio-name tag so that no one feels different or excluded. Now, in the event the attendee does not complete an order form, a suitable one will be designed for the individual based on relevant data on hand. For example, in the absence of reported hometown, schooling or special interest information, Shmoooz'R will extrapolate what we already know about the alumnus and combine that information with current city/state information and common images of the school holding the reunion.

**Billing & Accounts Payable:** Naturally, Shmoooz'R would only bill the Alumni Office for actual Shmoooz'Rs ordered by alumni and/or produced by Shmoooz'R. Check Shmoooz'R Organization Prices on our website: [www.shmooozr.com](http://www.shmooozr.com). Special College Alumni Pricing is now in effect. Shmoooz'R requires 50% down payment (in advance) on all orders, and the balance is due within 30 days following the event or delivery of Shmoooz'Rs, whichever date occurs later.

**Pricing:** A Shmoooz'R, retailing anywhere from \$18.95 to \$31.95 depending on quantity ordered and customization requested, is a tremendous value because it offers at least 5 times more information benefits (# of talking points) than ordinary name tags. ***BUT YOU'RE NOT GOING TO PAY RETAIL, SO STOP WORRYING.***

**Yes, special pricing is available to college Alumni Reunion Offices.** To put the pricing question in perspective, we estimate conventional name tags (with photo) cost event organizers around \$5.00 per unit: therefore, Shmoooz'R pricing is very competitive. **You can take advantage of our EARLY-ADOPTER pricing: The first 3 college sign-ups in 2014 will receive their Shmoooz'Rs at cost.**



**Accommodating Fast Turnaround Times:** We understand that perhaps 50% of reunion registrations take place within a few weeks of the event. This puts a strain on Alumni Office staff handling last-minute processing work. Obviously, that would burden the Shmoooz'R name tag process as well. Since Shmoooz'R has automated most of its operation, we can process up to 400 Shmoooz'R name tags with a seven-day turnaround time. It's hard to imagine a circumstance where so many orders arrive at the last minute that we wouldn't be able to handle the surge. Shmoooz'R is working on an expedited customer phone service to speed things along even more.

**Special Customizing Available:** *We'll gladly customize each Shmoooz'R, at no extra charge, with an event description/donor contribution level ribbon. If you want your school logo (OR ANYTHING ELSE FOR THAT MATTER) in one of Shmoooz'Rs display boxes, we can arrange that too. For example, let us know if you'd like an image heading for one of the two, top image areas to read something different from these four standard headings [1. School, 2. From, 3. Expertise, 4. Looking to Meet]: Suggestions of Different Headings: Last Trip: Reading Now: Last Best Movie: Collecting: Bucket List: Dream Job: (Or Anything Else).*

**FREE "How to Mingle" Pamphlet:** Each Shmoooz'R wearer receives a **How To Mingle** pamphlet to make effortless socializing even easier.

*Want a specially-colored lanyard with your designated imprint or logo? Just tell us.*

**Intellectual Property Rights:** Since Shmoooz'R may be using photos of college campus scenes, logos and trademarks in our Shmoooz'R designs, we'll need some kind of legal release sign-off from your institution.

**Privacy Issues:** There aren't any because wearers themselves submit all the content ideas and text they want on their Shmoooz'Rs. We'll provide you with a standard release form for this purpose.

[Don't forget to check additional product information and specs on our website: [www.shmooozr.com](http://www.shmooozr.com)]

# CHAPTER VI: Alumni Office Concerns And Benefits

## **Ditching The Old Stuff:**

O.K., it's one thing for the partygoer to have a better experience thanks to Shmoooz'R, but how does all of this help the college's Alumni Office do a better job of catering to alumni? After all, alumni are their bread and butter. We recognize that Alumni Offices need a compelling reason to shift gears and ditch their trusty, but lackluster, reunion name tags. The fact that name tags don't do much except identify the wearer and legitimize attendance at a sanctioned college event is a pretty low bar of accomplishment. Something better, echelons of effectiveness better, doesn't come along often, and when it does the college Alumni Office should pounce on it without regrets. While inertia may make more sense, it doesn't win many kudos in the long run.

Our response is this: even if Shmoooz'Rs were to self-destruct for some unknown reason, the magnitude of damage would be so miniscule that it simply wouldn't matter. Who'd care one whit if an alumnus' Shmoooz'R only initiated five new conversations for the entire event? There would be no consequences one way or another. It's still five conversations. But success — say ten new conversations — would come with many lasting, and unexpected, benefits (like higher ratings on post-reunion evaluations). There's simply no way that Shmooz'R can do any worse than name tags. If nothing else, if the alumni don't like them, they'll be initiating conversations about how much they hate them. And not to sermonize, but colleges and universities are synonymous with change: should they not, at a minimum, be experimenting with even the most mundane parts of their operations to make them better? Tough problem, indeed.

## **What Are Legitimate Alumni Office Concerns And Benefits:**

But at a minimum, Alumni Offices everywhere insist that Shmoooz'Rs overcome 3 operational headaches before they can gain acceptance and use:

1. They must be cost-effective. *This is almost a cliché about any new product introduction. Yet when you check out our pricing, your overhead and revenue stream, you see they obviously are.*
2. They must have a quick turnaround from ordering to delivery, because many orders will come in within two weeks of the event. *Fortunately, Shmoooz'Rs production is highly automated, and we can provide as many Shmoooz'Rs as a college needs on a timely basis.*
3. They must work as advertised and provide ADDED VALUE. *And they do. In fact, they work better than advertised.*

## **Alumni Office Benefits:**

Below are listed the Shmoooz'R benefits which affirm and enhance the Alumni Office's reputation and skill set for staging greater reunions:

- ❖ The Alumni Office has the responsibility to provide the best attendee interaction experience possible at the lowest cost. **Shmoooz'R helps do this!**
- ❖ Dollar for dollar, Shmoooz'R offers the highest "satisfaction" payback of any reunion amenity. **That's good!**
- ❖ Conventional name tags are relics of another era. Shouldn't they be dumped posthaste so as not to give the appearance of their wearers being a convention of Luddites?
- ❖ Shmoooz'Rs serve the important role of acting as beguiling and lasting mementos. **How true!**
- ❖ Shmoooz'Rs kick it up at least another full notch. Don't alumni expect that to happen each time they visit the campus?
- ❖ Shmoooz'Rs, which can be customized with school logos and alumni-giving messages a variety of ways, can be used as another profit center.
- ❖ **Shmoooz'Rs capture alumni personal data for your college's internal use...and you know how that can help your academic and fund-raising operations?**

Keep in mind, Shmoooz'R is simply a logical extension of people's desire to network meaningfully in settings where conversations are strained, forced or just don't happen in a natural way. Or even in conversationally-perfect settings. In either instance, it's reassuring to have at one's disposal a tool to provide spot-on and up-front conversation topics.

# CHAPTER VII: FEATURE COMPARISON CHART

## Pros and Cons:

If you still decide to stick with your present name tag system, I hope you'll weigh all the pros and cons about each respective process. Here's a chart to help you with your final decision.

	PROS	CONS
<b>SHMOOOZ'R</b>	<ul style="list-style-type: none"> <li>◆ Up to 10 talking points depending on model.</li> <li>◆ Great memento of reunion.</li> <li>◆ Less expensive than one would think. That means really affordable.</li> <li>◆ Easy to customize with personal photos and school name/logo.</li> <li>◆ It's colorful, dynamic and a ton of fun.</li> <li>◆ You can promote the heck out of Shmoooz'R as a New Age name tag on steroids.</li> <li>◆ You can measure the effectiveness of Shmoooz'R as part of our money-back guarantee.</li> <li>◆ Share in revenue for Shmoooz'R after-market accessories</li> <li>◆ Wearers receive free Mingling Handbook</li> <li>◆ <b>YOUR ALUMNI WILL THINK THEY'RE TERRIFIC.</b></li> </ul>	<ul style="list-style-type: none"> <li>◆ Attendee must complete brief survey of personal interests.</li> <li>◆ It's different from standard name tags, and all of us resist change, even useful change.</li> </ul>
<b>CURRENT NAME TAG SYSTEM</b>	<ul style="list-style-type: none"> <li>◆ Relatively inexpensive to make.</li> <li>◆ Most attendees already familiar with them over the years.</li> <li>◆ Yearbook photo may help in identifying wearer.</li> </ul>	<ul style="list-style-type: none"> <li>◆ Only 1 or 2 talking points (if you include one's name and/or photo)</li> <li>◆ Unclassy, dull, "your grandfather's" name tag.</li> <li>◆ School photo is inappropriate (i.e. useless) identifier.</li> </ul>

## CHAPTER VIII: Our Fantastic Money Back Guarantee

We're prepared to put our money where our mouth is. We've developed a reunion user evaluation tool that tell us how much better Shmoooz'R is than other conventional name tags that you may be using. So, if Shmoooz'R isn't at least 2 times more effective – that's 100% better – than the other name tag your using (based on the number/quality of contacts and conversations triggered by each as determined by our Shmoooz'R Evaluation Form), we'll refund whatever you paid for Shmoooz'R. Could we be any more confident (or fairer) than that? I think not.

Now if our guarantee (and all the social science evidence and conventional wisdom that goes along with it) doesn't totally convince you have much to gain and nothing to lose from trying Shmoooz'R, well...

## Chapter IX: Final Thoughts & What Now?

Hello, I'm Warren Harris, Founder of Shmoooz'R, a Sacramento startup, and I've been the one chatting your ear off about our unique college reunion networking tool. Give me a call at 916.966.3490, and let's schmooze about how I can meet your reunion's mingling/socializing/reconnecting needs. And if I can't make Shmoooz'Rs work for you, I'll be glad to let you borrow our proprietary technology for your own purposes and/or recommend some other solution to best meet your needs.

I realize all this sounds a bit like a business proposition rather than a social event. Well, reunions are a business. There's no getting around it...just a business surrounded by a lot more good vibes and fun. That's why they have to be performed well, with no slip-ups or cost overruns. The author of a recent New York Times article reiterated this point: "It's called monetizing live events. Reunions are the flagships of college fund raising efforts. Therefore, in this era of high stakes philanthropy, establishing bragging rights with alumni is vital."

**Let's do this:** I'd like to talk to you in the next week or so and figure out how we can introduce Shmoooz'R into your particular college setting. That way you can check out what Shmoooz'R can do for you without risking anything.

As a start in that process, *how about if I make up a free Shmoooz'R for you personally to show you how simple the whole process really is and how you'll be proud to wear your own* look-alike Facebook®/LinkedIn® page. What do you have to lose? And if you like what I send you, we can discuss arranging a low-cost try out of Shmoooz'R at one of your upcoming reunions.

# ADDENDUM

## APPENDIX A: Q & A – Things You Were Afraid To Ask About Name Tags, Ice-Breakers & Shmoozing – But Now You Aren't

### **1. What's the Proof That Incremental Program Gains Work Best in "Old-Growth" Industries, and What Does That Even Mean?**

*[Translation: Do / Can Reunions Actually Improve From Year-To-Year?]*

Because alumni groups and activities have been a part of our collegiate culture for over two centuries, their best-practices-in-use and program policies-in-force among virtually all U.S. colleges who want them are well-honed, sophisticated and micro-managed. And that's what you'd expect. By and large these policies and practices work well – from homecomings to fund raisers.

But with respect to seeing significant gain in the effectiveness of reunions, that's another story. Reunion improvements are usually incremental and infrequent, due solely to the "hands on" nature of the reunion activities themselves. Sure, some change is always taking place, if for no other reason than that different actors (alumni themselves) on the reunion stage are always shifting from back stage to center stage. Fortunately, Shmooz'R fits well into this stable tradition: a change in how routine things are done, but not a large and disruptive change. Though we at Shmooz'R think an ice-breaker tool is sorely needed at pure networking events like reunions, we're also realistic enough to understand that Shmooz'Rs by themselves won't ever be a silver bullet or a seminal invention in guaranteeing every attendee ascends to the top of their social game. It's just not going to happen. Life will still go on...with or without Shmooz'R.

But what Shmooz'R does offer is an incremental gain in making the overall social environment of reunions friendlier and more entertaining that will pay off in outsize gains. That's because the gains speak directly to the primary purpose of the reunions themselves: increased constituent socialization that could result in looser reins on pocketbooks. That's all Shmooz'Rs do. The point of all this is that it probably isn't sensible or realistic to wait for significant advances in reunion marketing before attempting something different. Alumni officers should probably take what they can get in certain areas (i.e. reunions) because even small improvements can generate a payoff stream that grows larger every year.

## **2. Does Finding Common Ground Initiate the Best Conversations?**

So a Shmooz'R both elicits and solicits conversation. It's simply then a matter of finding common ground (i.e. exposing attendees to topics of mutual interest) and getting out of the way. Shmooz'R does that through captivating pictures...which in turn produce captivating conversations... and then captivating relationships. One perceptive social critic equates The Shmooz'R phenomenon "like picking low hanging fruit. It's easy to engage these people in spirited conversation because both of you want to."<sup>5</sup> In other words, the easiest thing in the world is talking to another Shmooz'R wearer. As most people who know how to work a room admit, good conversations that lead to good relationships are anything but automatic. Communication experts agree that the best conversations are topic-building, so networkers and budding conversationalists need topics of common interest at the ready. Ones they can build on: things like schools attended, vacation sites visited, books read, hobbies started, resolutions formulated and occupations trained for, etc. When everyone at an event is wearing a Shmooz'R and compelling pictures almost pop out of the woodwork, Shmooz'Rs actually boost the intensity of conversational interaction...like a chain reaction. Usually, nothing besides copious amounts of alcohol and pâté can make the same claim.

Yes, it's unfortunate that most people haven't acquired the Bill Clinton schmoozing gene; instead they experience varying degrees of anxiety, worrying about how they plan to interact with a large number of friends and acquaintances they may not have seen for decades. Or more difficult yet, how they're going to interact with perfect strangers, like spouses. But Shmooz'R allows each wearer to trump the Clinton gene because it makes everyone instantly "likable." Why? Because when people wear Shmooz'Rs, they're putting their best foot forward, saying: "Hey, talk to me....I've got 5 or 6 interesting and important things to tell you. And I see from your Shmooz'R there are 5 or 6 interesting experiences and likes/dislikes we have in common that we should be discussing now."

## **3. What's With The Remarkable Power of Images? (as if you didn't know)**

The adage that a picture is worth a thousand words underplays the potency of images. We only have to look to the fact that social media platforms are constructed around pictures and visual media to grasp that. They form the "content" of how people communicate with each other every bit as much as hard data. Further proof: It's axiomatic that on online dating sites, people who provide their photograph are 400% more likely to get a response from an admirer than someone who doesn't. Make no mistake about it: images make the sizzle that sells the message. Need more proof? Just think of your college's branding program and how pervasive and impacting it is. Without images and logos, it wouldn't be.

Listen to what Nick Bilton, author of "Dropping the Tedium of Typing for Photos That Say It all," says. "There are no language barriers with images. The cutting edge crowd is learning that communications with a simple image, be it a picture of what's for dinner or perhaps a street sign is easier than a bothering with words."<sup>6</sup>

## **5. Doesn't Everyone At Reunion Already Know Each Other Well?**

Answer: Actually, no. Sure, some attendees know what's happening with their close group of say 20 to 30 friends who they've maintained close ties with over the years. But that still leaves hundreds more acquaintances unaccounted for: those who have moved on in their lives or moved to faraway places (mentally and physically). And this is where Shmoooz'R shines. Shmoooz'R is at its best when "mere acquaintances" meet....and they don't know what to say or how to say it. And not so strangely, it's these connections — with "mere acquaintances" — that attendees remember best and longest.

## **6. The Easiest Way to Reconnect Is To Be Slightly Pushy, Inquisitive..... and Proudly Wear a Shmoooz'R:**

Certainly, most people need some help reconnecting with old friends and acquaintances. It's just plain hard to go up to someone you haven't spoken with since 1984 (or possibly 1974) and pick up where you left off. What do you say to this near stranger that doesn't make you sound like a dweeb: "Ahh, so, Joe, what have you been doing for the last 30 years to keep busy?" That doesn't get you very far. Well, communication experts call this skill "conversational intelligence." You may have it, but not the person you're talking to... or the other way around. Either way, why not get a little help solving the problem? Shmoooz'R to the rescue!

## **7. It's All In The Talking Points, Right?**

So, Shmoooz'Rs eliminate those common and awkward moments of introduction. **How so? Well, each Shmoooz'R gives you 5 or more personal ice-breaker pieces of image-based information, like talking about your home town or where you went to school.** This equates to 5 to 10 minutes of easy, direct and friendly conversation. In other words, it makes networking much more effective than if there weren't any conversational guides available.

Here's another way of looking at it. Obviously, reunions are not about venue, food or drink: they're about renewing relationships and building new ones. Therefore, all resources, including name tags, should go into making sure no obstacles are placed in the way of seeing these relationships materialize. That means conversation to the forefront.

## **8. Why Do "Talking Points" Offer Personalization, Customization and Identity?**

By now you know we personalize each Shmoooz'R to the individual characteristics and experiences of each wearer. Shmoooz'Rs are obviously more than saying somebody's name. They're about giving wearers **IDENTITY AND PERSONALITY**. Shmoooz'Rs, therefore, reify and animate the conventional name tag. That



concept is in many ways both profound and astounding inasmuch as it's never been done before.

Everyone nowadays want their products customized because they want to feel special and "because they can." Anthony Flynn, author of *Custom Nation*, says that "Millenials, generally defined as people born between 1978 and 2000, have come to expect customization in everything we do and buy."<sup>7</sup>

Your reunion receives the same 1<sup>st</sup> Class customization. We're not being flip or condescending when we say we understand that your school is unique. In fact, we don't know of a single large university or small college that isn't vastly different from all the others with respect to traditions, customs, resources, student diversity, physical location, etc. That's why we strive to be totally flexible to meeting your particular needs. Tell us what you want (like adding a unique scan code to Shmooz'R or recognizing donor contribution levels), and we'll get it for you. That's how we like to do business. We don't want Adam Everyman's Shmooz'Rs to look just like Adam Everyperson's - or like anyone else's.

The final point we'll make about customization is that now there's a certain glamor and trendiness to the larger-than-life Olympic-size badge. These oversize badges look like backstage passes emblazoned with all sorts of cryptic, individualistic insignia. It's kind of like one-of-a-kindness has reached a new level of expression. We all want to feel special and different.

## **9. Why Are Shmooz'Rs Amazingly Effective at College Reunions?**

This is truly a no-brainer. First, reunions are purely social networking venues where everyone is out to have a good time vs. a business venue where everyone is out hustling each other and trying to gain some kind of competitive advantage in order to land a deal. If Shmooz'Rs are anything, they're social animals:

Shmooz'Rs look friendly and act friendly, as a new paradigm in reunion mingling. Second, reunions are immersive laboratories of constant and intensive camaraderie, meaning that Shmooz'Rs provide ample opportunity for extended conversations because each Shmooz'R exhibits up to six different talking points.

Third, they represent something different, something special that is available nowhere else...at any price.

Finally, they make one hell of a great souvenir.

**More of the Same.** Maybe Shmooz'Rs are so effective because they're only emulating what alumni office staff is already doing with their present name tags. Name tags are being crammed continually with more and more information, with more and more ribbons with special information. But up until now no one other than Shmooz'R has figured out a way to place images, the ultimate conveyer of information and emotion, on the name tag. Shmooz'R is just taking current name tag practice to it's logical outcome.

But as effective as Shmooz'Rs are at campus reunions stretching over a weekend, that's not to say there as effective in smaller, less formal offsite venues. Where

volunteer alumni chapters stage infrequent get-togethers, more to share college news than to meet friends, Shmoooz'Rs wouldn't work as well, if for no other reason than these venues lack central organization and data collection.

### **10. So, Are Shmoooz'Rs Worth the Extra Money?**

Well, only your reunion guests can determine that ...and probably only after the fact... at the end of the reunion's last event the only thing people will be talking about (and remembering) is: 1) Who they met; 2) What they had to say; and, of course 3) Who failed at succeeding and who succeeded at failing. For its part, Shmoooz'R can at least help with the first two remembrances.

It's the fact that Shmoooz'Rs add tremendous **social value** that makes them an essential piece of reunion activities. They surpass in conversational value the martini-in-hand, the devastating scallop hors d'oeuvres or even a surprise appearance by your college's sole Nobel prize-winning professor.

Shmoooz'Rs also give great **economic value** because they're remarkably inexpensive. That's because we've automated the personal data and image acquisition processes to an amazing extent, and we use the information alumni themselves provide us to keep costs low. There's no way those technical processes can be handled in-house in an affordable way. When you look at it that way, Shmoooz'Rs don't cost that much more than regular name tags.

### **11. Are You Going To Hit Us With The Irrefutable Amortization Argument?**

Look, if this were a single event running, say, four or five hours, you could do the math and come to the conclusion that wearing a Shmoooz'R was as cost-efficient as buying another cocktail. But if your reunions average two, three or four days, now you're really talking long-haul value. The Shmoooz'R cost comes down to roughly \$1.50 per day, and if a wearer just gets a half dozen people to make Shmoooz'R-related comments, then Shmoooz'R is ridiculously inexpensive. Look at it another way: just about everything you provide reunion guests are single experience amenities such as food, drink and events. These social bangles come and go with frequency. But Shmoooz'Rs, on the other hand, are at work nearly 7-40. Shmoooz'R is obviously a mingling tool that keeps on giving.

### **12. So, Will Shmoooz'Rs Make Any Difference in the Long Run?**

Look, your attendees will have a terrific time at their reunion no matter what you do right or don't do right. They won't have convulsions or foam at the mouth if they don't have a Shmoooz'R around their neck. Shmoooz'R won't reward you with a marquee breakthrough where guests and media will be singing your praise. The payoffs will be subtle, but there will be payoffs. It's not like you're going to stop doing the things you've always done. You'll continue to ply guests with enough alcohol and food in a friendly venue so they're bound to be on their way to enjoying themselves. Basically, all you're trying to do with Shmoooz'Rs is increase

the odds in a statistically significant way for more people interacting with each other in an as agreeable manner as possible: call it getting the most payoff with the least effort. The payoff business goes double for people who may be a little shy or a little too self-absorbed or just generally intimidated by the onslaught of old memories and even older friends.

So, it comes down to this: for whatever Shmooz'Rs cost, event attendees can expect to increase the number and quality of contacts they make by anywhere from 2.5 to 3.5 times. [In practical terms that means perhaps a total of 5 or more conversation "starts" and/or add-ons. And that's per day.] In the course of an evening, that's all the difference from having a good time to having a great time.

O.K., if the original question was: Is there a need for Shmooz'Rs? The answer, a bit rhetorical, is this: IS THERE A NEED FOR FUN & SOLID RELATIONS THAT LAST???

Hmmmm, yes!

### **13. What About Reunion Guests Who Don't Want To Sign Up For Shmooz's?**

Oh, you would have to ask this question just when we thought we were done and you hadn't noticed this potential problem. Well, we recognize that despite our best intentions, there'll be a few people who, for one reason or another, won't be interested in ordering a Shmooz'R. They just want to stick with an old-time name tag, don't care about name tags one way or another or resist any type of change in their life just on general principles.

Here's what we do. Four months prior to the event, and monthly thereafter, we'll notify the Alumni Office as to how many guests have ordered Shmooz'Rs. In cases where we don't hear from a "reunionista" within 3 weeks prior to the event, we'll send a special alert to the Reunion Office. No need to panic, however. Shmooz'R will prepare bio-name tags for every attendee who for one reason or another fails to complete and Individual Order Form. Everybody gets a Shmooz'R... one way or another

## **APPENDIX B: What Others Say ...Or Should Say**

*"I would think every collegiate Alumni Office would want to seriously investigate any new product that was practical, street-smart and designed for the unique situation of every alumni who returns to their alma mater for a once-in-a-lifetime reunion."*

*—Richard Golub, Small Business Advisor*

*"A great reunion organizer always does the small things well."*

*—Stewart Feldman, Marketing Consultant*

*"The difference between a Shmooz'R and a name tag is one thing: Sizzle."*

*—Bruce Fairman, Small Business Owner*

*“Bonding between two people is all about discussing common experiences. The trick is finding what those common experiences are before both of you die.”*

*—Warren Harris, Shmoooz’R C.E.O.*

*“Since you humans’ inferior sense of smell means you can’t rely on your noses like all sensible species, you’d better pick up some Shmoooz’Rs, since they at least improve your imagery-based abilities. This relationship-building approach is still the most rational way of making friends.”*

*—Jake Harris, W. Harris’ Pointer/Great Dane-Mix Pooch*

## **APPENDIX C: Field Test Experience**

Shmoooz’R has conducted two field trials of Shmoooz’Rs to test concept validity (e.g. do personalized images on a name tag increase networking-event conversations?) and equipment effectiveness (e.g. do proprietary software, photo printing hardware and badge holder/lanyard materials work effectively?).

**First Field Test:** This was held in October 2012 at a Sacramento restaurant where 50 retired Dept. of Transportation administrative workers held a reunion. Everyone at the event knew each other from previous work relationships. Shmoooz’R networking was good, but the extremely low restaurant lighting, too many images on Shmoooz’R, and the fact that everyone already knew each other reduced effectiveness.

**WHAT WE LEARNED:** 1) It’s best to reduce number of images on Shmoooz’R; and 2) Double-sided Shmoooz’Rs are not necessarily more effective.

**Second Field Test:** This was conducted in May 2014 and involved 20 faculty members at a Mokelumne Hill, Calif. writer’s conference. Those who were given Shmoooz’Rs completed written evaluations. Overall, they thought Shmoooz’Rs were very effective. All badge images were vetted and received high ratings of appropriateness. If all attendees had worn Shmoooz’Rs (not just faculty) and Shmoooz’Rs had been positioned higher on women so they could be viewed at a better angle, results would have been even better. On the other hand, conference faculty compromised content integrity a bit, as most of them insisted that their Shmoooz’R carry images of their published works. Since these images were already well-known to most other faculty, they weren’t actually much use as icebreakers.

**WHAT WE LEARNED:** 1) Wearers should be given instructions on how best to wear their Shmoooz’R; 2) No-spin lanyards should be used; 3) Shmoooz’Rs work best in setting where people are not totally familiar with each other; 4) Everyone should wear Shmoooz’Rs at an event, not just part of the crowd.

# APPENDIX D: User Evaluation Tool

We're prepared to put our money where our mouth is. We've developed a reunion user evaluation tool that tell us how much better Shmoooz'R is than other conventional name tags that you may be using. So, if Shmoooz'R isn't at least 2 times more effective – that's 100% better – than the other name tag you're using (based on the number/quality of contacts and conversations triggered by each as determined by our Shmoooz'R Evaluation Form), we'll refund whatever you paid for Shmoooz'R. Could we be any more confident (or fairer) than that? I think not.

PLEASE ASK TO SEE OUR USER EVALUATION TOOL.

Now if our guarantee (and all the social science evidence and conventional wisdom that goes along with it) doesn't totally convince you have much to gain and nothing to lose from trying Shmoooz'R, well...



- <sup>1</sup> Elizabeth Bernstein, "Conversation Kicks Off Friendships, Clinches Deals And Makes Us Likable, but It's Easy to Get Rusty," *Wall Street Journal*, (August 13, 2013), Personal Journal, p. 1.
- <sup>2</sup> Borovoy, Rick, "Icebreaking For Geeks," *Ian Mount*, (January, 2005), pp. 33.
- <sup>3</sup> Robert Putnam, *Bowling Alone* (New York: Simon & Shuster Paperbacks, 2000), pp. 22.
- <sup>4</sup> Leslie Kwoh, "What's In a Name Badge? Tag Snobs Glad You Asked," *Wall Street Journal*, (May 17, 2013), p.1.
- <sup>5</sup> Anonymous, "Let's Meet," *New York Times*, Travel Section, (April 7, 2013) p. 6.
- <sup>6</sup> Bilton Nick, "Dropping the Tedium of Typing for Photos That Say It All," *New York Times*, Business Section, (June 30, 2013), p. 1.
- <sup>7</sup> Anthony Flynn and Emily Flynn Vencat, *Custom Nation* (Dallas: BenBella Books, Inc., 2012), p. 38.