



# KEYSTONE

The Crimson Key Society | Fall 2014

## A Message from the President

Caroline Leahy '15, President

Dear Members of the Crimson Key Community,

Greetings from a very snowy Cambridge! I hope you have all enjoyed a healthy and productive start to the New Year. As the newly elected board assumes their roles and our 2015 Comp begins, I am excited to share with you some of Crimson Key's most recent accomplishments. Catarina Martinez '16 and Laura Ottinger '16 organized another successful Freshmen Week and worked to expand our presence on social media (follow us on Instagram @crimsonkeysociety). Jake Silberg '15 and the Guidebook Team continued to refine edits for the 3rd edition of the Guidebook, Philip Musey '16 collaborated with our new Teach partners to improve the program, and Daniela Feingold '15 planned a wonderfully well attended gathering of recent CKS alums on the night before The Game.

As an organization,

our greatest accomplishment this semester centers on the positive strides we made in continuing to develop a collaborative and lasting relationship with the Harvard Information Center. I am incredibly proud of the enthusiasm with which the entire membership approached tour-giving this past semester. Thanks to the commitment and dedication of our 88 person membership, along with the tireless scheduling effort made by Margot Solmsen '16 and the improved tour-claiming platform created by Andrew Raftery '16, Crimson Key saw its most successful semester in recent history. We gave a total of 197 tours through the Information Office and achieved an impressive 1% error rate, accounting for tour attendance and timeliness. Our hard work helped to solidify our relationship with the Information office, and I am happy to announce that we received a full donation of \$2,000! This

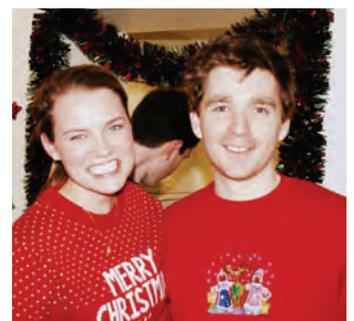
money will help maintain the future health of the organization and continue to aid in our ongoing effort to lower membership dues.

As always I want to thank all members, past and present, that help in maintaining Crimson Key's continued success as a premier organization on campus. To the current membership, thank you for your energy and dedication to the Harvard community, and to all who have made donations to Key, thank you so much for your generosity. We could not continue to grow and thrive without all of your support!

I would also like to thank my extraordinary 2014 board for all of their hard work over this past year. None of my goals could have been met without their collaborative insight and individual commitment to Key. Their sound judgment was integral throughout the Comp process and their creativity pushed me and Joanie Kim '15 to constantly refine and improve our vision for the

future of the organization. I am confident that the newly elected 2015 board will continue to enhance this vision under the leadership of President, Catarina Martinez '16 and Vice President, Andrew Raftery '16. We can't wait to see what they will accomplish!

As someone who grew up just twenty minutes from Cambridge and attended high school less than one mile away from Harvard Yard, I used to joke that my decision to stay in Boston was not a very adventurous choice. I already knew the area, but comping Crimson Key allowed me to become acquainted with Harvard in a new and exciting way, for which I am so grateful. Each time I see a fellow Key member, on campus or off, I am reminded of how lucky I am to have found this group, filled with such vibrant and genuine individuals. I am so proud to be a part of this wonderful, spirited organization. Thank you, Crimson Key, members old and young, for creating an enduring community of meaningful enthusiasm and for making Harvard feel like home.



# Treasurer's Update

Ryan Ouillette '16, Treasurer

CKS has had another successful year financially. We were able to successfully negotiate a contract with the information office, and our revenue from Love Story and our maps have kept us stable. We are proud to offer a wide variety of merchandise including sweatshirts, hats, and tank tops. We were also able to successfully reduce the costs of sweatshirts to our membership. In the future, we hope to reduce and ultimately eliminate dues while maintaining our financial stability. We hope to keep planning new events and

introducing more merchandise next semester as well!

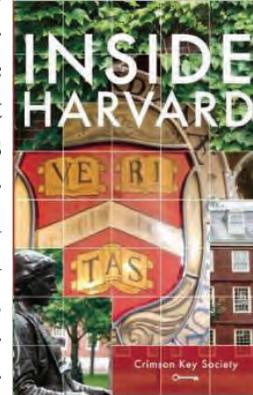
CKS is always appreciative of the support of our donors, whether it is \$5 or much more. Anyone can make a tax-deductible donation online or via check. Checks should be made payable to "Harvard University" or "President and Fellows of Harvard College." Donors should include "Crimson Key Society" on the memo line. Checks should be mailed to: Crimson Key Society, Student Organization Center at Hilles, 59 Shepard St. Box #34, Cambridge, MA 02138.



# Guidebook Update

Jake Silberg '15, Guidebook and Marketing Manager

Crimson Key is finishing up its revisions for the guidebook's Third Edition. We've edited the format so that the book flows just like a student's Harvard experience: from admissions on to housing, through academics and extra-curriculars, to give visitors the best sense of what our lives here are like. The new edition is set to go to print this semester. The guidebook



is currently available for purchase on Amazon: buy a copy for friends, family and other Harvard enthusiasts on Amazon.com. We've also expanded our partnership to produce Harvard maps with the Crimson, so that CKS can continue to guide tourists around the Yard and the Square even after our tours are over. This year, Crimson Key will distribute over 30,000 maps.



# Five accomplishments of FWK '15

Catarina Martinez '16 & Laura Ottinger '16, Freshman Week Coordinators

- 1 Petting zoo and mini-golf in the Yard
- 2 CKS Instagram
- 3 New Freshman Week website
- 4 Air conditioning for Love Story
- 5 Helping out with Happy, Healthy Harvard

