

Alumna to return to campus as Woman of Influence speaker

10/25/12

The Alfred University Women's Leadership center (WLC) will host alumna Christine Hoek as the next guest in the 2012-13 "Women of Influence" series on Thursday, Nov. 8 at 5:30 p.m. at the Judson Leadership Center on campus. The program is open to the public free of charge.

Hoek's discussion, "Philanthropy: An International Language" will focus on the importance of philanthropy and its global affects. During her 30-plus years working in the educational and cultural arts sectors, Hoek established a reputation as an effective critical thinker, an adept problem solver, and an individual with both strategic and tactical skills.

She spent a collective 17 years as chief advancement officer at [Skidmore College](#), Saratoga Springs; the [Colonial Williamsburg \(VA\) Foundation](#); and the [Sterling and Francine Clark Art Institute](#) (MA). She served as the architect for fundraising campaigns ranging in size from \$25 million to \$500 million, and designed strategies for gifts as large as \$15 million.

In 2009, Hoek established a private consulting practice, Chrysalis Unlimited, which provides a range of services for organizations across the non-profit arena. Clients (past and present) include the College of William and Mary, Williamsburg, VA; EARTH University, Costa Rica; Harewood House, United Kingdom; Historic House Trust, Ithaca College; and Jim Casey Youth Opportunities Initiative.

Hoek earned both undergraduate and graduate degrees from [Alfred University](#) where she began her career in educational administration, serving over a 10-year period as admissions counselor, director of alumni-parent relations, and acting vice president for external relations.

The WLC builds on Alfred University's heritage as the first truly coeducational institution in the nation. The Women of Influence program brings powerful female role models to campus, providing opportunities for inspiration and guidance through lectures and small group discussions. Past Speakers have included a NYS Supreme court judge, a dean of a medical college, and a lobbyist from Albany.

For more information about the Women of Influence Series at Alfred University, contact Heather Folts at folts@alfred.edu or by calling the Women's Leadership Center at 607.871.2971.