

## Something Happened After the Forum, by Bill Lasher



On October 5, 2012, Claire Elizabeth Lasher married Derek William Tetlow. That's an interesting fact, but it becomes relevant information to AIR members when you learn that Derek is the son of Bill Tetlow, AIR President in 1981-82, and his wife Amber; and Claire is the daughter of, me, Bill Lasher, AIR President in 1982-83, and my wife Lou Ann.

Bill Tetlow and I met at the 1970 Forum in New Orleans. He was the IR director at Cornell and I was a graduate student at Michigan. At one of the early General Sessions of the conference, both of us were surprised to hear our names called out, and we were asked to report to the dais at the end of the session.

It turned out that the Forum schedule was being changed because of an emergency. A speaker at one of the upcoming General Sessions was not able to attend. Those were days of student unrest and violence, and his institution, Jackson State, was the latest to explode.

The Forum planners decided that a viable replacement in the schedule would be a panel discussion on student unrest from several vantage points. Bill Tetlow provided the perspective of an IR professional. I provided a graduate student's viewpoint. I don't remember what either of us said. As nervous as I was-- I do remember that-- I'm sure none of my comments were very profound.

But what was important is that a professional relationship—a friendship—was established. Bill and I served as members of the AIR Executive Committee in the late 1970's and early 1980's, and I followed him as President. Over the years, we kept in touch. We saw each other from time to time, along with our spouses. The important point for me is that I've known Bill Tetlow over 40 years, longer than I've known my wife and my children.

Fast forward to 2011. Daughter, Claire, has moved from Southern California to Denver to improve her quality of life. She and two of her girlfriends from Los Angeles want to spend a weekend cross-country skiing. Claire asks me if I have any suggestions as to where to go. As is often the case, I don't have a clue. But I remember that Bill Tetlow lives near Winter Park and volunteers at the ski area there. I suggest that Claire contact Bill to find out where to ski, where to stay, where to eat, etc. Bill and Amber immediately invite these three women to stay with them.

It just happens that that particular weekend is when the Super Bowl is scheduled, and it just happens that Bill and Amber are having a big party at their home to watch the game. And it just happens that their son, Derek, attends that party. And it just happens that he and Claire start to talk. From all reports their conversation was "electric" and very long. (Later, neither could recall what happened during the game.) However, they've been together ever since.

AIR members should take away the following conclusions from this story. First, what happens at AIR Forums can be very important. Many important professional friendships are made. Second, what happens after AIR Forums can be very important too...sometimes leading to significant life events that one would never predict. Third, we may have identified a new metric for AIR productivity. ***Cheers to the happy couple!***