

# TULANE ALUMNI ASSOCIATION

## Minutes

### Regular Meeting of the Board of Directors

**Saturday, July 27, 2002**

A regular meeting of the Board of Directors of the Tulane Alumni Association, a Louisiana non-profit corporation, was called to order in Ballroom A of the Paradise Pier Hotel in Anaheim, California, at 8:30 a.m. pursuant to the notice sent to all directors in accordance with the bylaws.

***The following Officers were present:***

Rick Powell – President; John Williams – President-elect; and Bill Kammer – Secretary/Treasurer.

***The following Officer was absent:***

Jenny Kottler – Vice President

***The following Directors were present:***

Harry Asmussen – Tulane Clubs; Lara Geller – Tulane Clubs; Patricia Greene – Newcomb; Burdette Huffman – Tulane Clubs; Mary Lynn Hyde – Tulane Clubs; Paul Larosa – Business; Ed Lindsey – Graduate; Maurice Dale Little – Public Health; Dana Ray – Tulane Clubs; Michelle Rinehart – Architecture; Nathan Schwam – Tulane Clubs and Steve Slattery – Tulane Clubs

***The following Directors were absent:***

St. Paul Bourgeois – Tulane College; Sharon Bourgeois – Tulane Clubs; Stanley Cohn – Tulane Clubs; David Gereighty – Engineering; Robert Kottler – Members-At-Large; Michael Lockhart – Tulane Clubs; John Mahoney – Tulane Clubs; Cam Marston – Members-At-Large; Michael McFadden – Medicine; Tommy Meehan – Members-At-Large; Peter Morreale – University College; Amy Parigi – Law and Dale Robinson-Rogers – Social Work

***Also present were the following Committee Chairs:***

Burdette Huffman – Marketing; Mary Lynn Hyde – Awards; Bill Kammer – Finance; Rick Powell – Executive; Rich Schmidt – Nominating; John Williams – Homecoming Task Force and Sallye Wolf – Tulane Clubs

***In addition, the following Tulane Club Presidents, Co-Presidents and representatives were present:***

Harry Asmussen – Albuquerque/Santa Fe, NM; Melissa Barbanell – Salt Lake City, UT; Paula Buchanan – Washington, D.C.; Mark Collier – Atlanta, GA; Lara Geller – South Florida; Mary Lynn Hyde – San Diego, CA; Tom Lee – Orange County, CA; Kelly McKean – San Francisco, CA; Dana Ray – San Antonio, TX; Nathan Schwam – Los Angeles, CA; Sallye Wolf – Houston, TX and David Zalkind – Los Angeles, CA

***Also present were the following past presidents:***

Rich Schmidt – immediate past president; Charlotte Travieso – past president; Bob Vorhoff, past president and Representative to the Tulane Board of Administrators and Eric Weimers – past president

***Also present were Alumni Affairs office members:***

Jenny Daigle Benoit; Heather Brown; Walt Cody; De'Etra Dennis; Annemarie Guillory; Laurie Orgeron; Charlotte Travieso and Bill Vandivort

Rick Powell, President, presided and De'Etra Dennis, Assistant Director-Operations for Alumni Affairs recorded the proceedings of the meeting.

General introductions and announcements were made. The minutes of the last meeting were approved.

**Rick Powell acknowledged the New Directors for 2002-2003:**

Harry Asmussen – Tulane Clubs  
Paul Larosa – Business School  
Michael McFadden – School of Medicine  
Amy Parigi – Law School  
Nathan Schwam – Tulane Clubs

**Rick Powell introduced Charlotte Travieso, Director of Alumni Affairs who reported on:**

➤ **Director's Report**

❖ **Monthly Counts**

1. Increase in Tulane Clubs and other alumni outreach activities since January

❖ **Listserv Counts**

1. 9980 alumni on listservs

❖ **FY03 Goals**

1. July 31, 2002 – Office of Alumni Affairs Annual Goal Accomplishment Review and Goal Setting Meeting
2. Online Alumni Community
3. Continue community outreach
4. Work with Athletics
5. Alumni Travel Program – Offering 19 trips
6. 13 Hometown parties
7. Alumni House:
  - Insulate attic
  - Install central air
  - Interior painting of all offices
  - Restore the fountain in back of the Alumni House

❖ **Alumni Outreach Accomplishments FY02**

1. Tulane Club Coordinators Team and Leadership
2. 52 stronger, stabilized clubs
3. Noteworthy outreach between Alumni Affairs and the university
4. Homecoming preparation and brochure
5. Alumni Print Directory
6. Seamless transition of reporting from Jane Bickford to Sr. VP of External Affairs
7. Alumni House:
  - Shutters replaced or repaired
  - Exterior trim painted
  - Attic – mold and asbestos removed

➤ **Affinity Card Agreement**

- ❖ New agreement started July 20, 2002

- ❖ Access applications online
- ❖ No marketing to students
- ❖ No email solicitation
- ❖ No telemarketing
- ❖ No marketing at sporting events
- ❖ Applications can be placed on tables during club events
- ❖ Information about the new card can be sent out via listserv

➤ **Tulane University Logo**

- ❖ New logo and branding
  1. Wording – “Tulane University” instead of “Tulane”
  2. Interlocking “TU” inside shield

**Bob Vorhoff, Representative of the Board of Administrators reported on:**

- Annual Fund met goal in unrestricted money and number of donors
- Smooth transition from Jane Bickford to Yvette Jones
- Tulane Day at the Legislature
  - ❖ Tulane Board of Regents participated
  - ❖ New Orleans Mayor Nagin attended
- Successful - unified commencement
- Homecoming 2002 – at Tad Gormley Stadium
- Board of Administrators - 2002-03 President-elect Kathy Pierson (1<sup>st</sup> woman to chair the Tulane Board of Administrators)
- Uptown Square
  - ❖ There are a number of options being considered for this location

**Committee/Task Force Reports:**

- Mary Lynn Hyde – Awards Chair
  - ❖ Plans to recognize alums on a local level
- Burdette Huffman – Marketing Chair
  - ❖ Extended offer to board members to join marketing committee
  - ❖ Plans to concentrate a on couple of smaller projects, rather than one large one
- Sallye Wolf – Tulane Clubs Chair
  - ❖ Considering a global community outreach event
  - ❖ Revised Tulane Club Handbook on website
  - ❖ Assign a Tulane Club Director to various club cities
  - ❖ Encourage club presidents to sign up for “email for life”
  - ❖ Extended offer to board members to join Tulane Clubs committee
- Rich Schmidt – Nominating Chair
  - ❖ Job to select new slate of officers and directors
  - ❖ Select successor to Bob Vorhoff, Representative to Board of Administrators
    1. Appointment expires September 2003
    2. TAA Board agreed to a have a special nominating committee handle this position
      - a. Committee will comprise of:
        - Bob Vorhoff – Committee Chair
        - Two past presidents – Bob Acomb and Bob Young
        - Charlotte Travieso, Director of Alumni Affairs

- 1) Goal –  
up with a slate of three candidates
- 2) Present slate to TAA Nominating Committee and Board in time to present to the Board of Administrators Nominating Committee for its spring meeting

- Bill Kammer – Finance Chair
  - ❖ TAA overall budget for FY03 - \$153,000 an increase of \$8,000 from last year
  - ❖ \$99,000 of the overall budget assigned to the Tulane Clubs
  - ❖ Communications committee requested and received a budget increase for FY03
- Dale Robinson-Rogers – Community Outreach Task Force Chair
  - ❖ Lifesavers candies were sent to the board meeting to thank everyone for being “lifesavers” when they get involved with community service in their cities
- John Williams – Homecoming Task Force Chair
  - ❖ August 7, 2002 – Homecoming Committee meeting
  - ❖ Homecoming 2002 – To be held at Tad Gormley Stadium on October 26, 2002
  - ❖ Suggest designing T-shirts to generate enthusiasm around homecoming
  - ❖ TAA will have a tent

#### **Alumni Website**

- Jenny Daigle Benoit demonstrated the alumni website and resources available

#### **Closing Remarks – Rick Powell, TAA President**

Rick thanked everyone for attending this year’s summer meeting.

The meeting was adjourned at 12:00 p.m.