

Minutes

Regular Meeting of the Board of Directors

Saturday, October 26, 2002

A regular meeting of the Board of Directors of the Tulane Alumni Association, a Louisiana non-profit corporation, was called to order in the Garden Room of the City Park Botanic Garden in City Park in New Orleans, Louisiana, 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; Jenny Kottler – Vice President; and Bill Kammer – Secretary/Treasurer.

The following Directors were present:

Harry Asmussen – Tulane Clubs; Sharon Bourgeois – Tulane Clubs; St. Paul Bourgeois – Tulane College; Sharon Bourgeois – Tulane Clubs; Stanley Cohn – Tulane Clubs; Lara Geller – Tulane Clubs; David Gereighty – Engineering; Patricia Greene – Newcomb; Burdette Huffman – Tulane Clubs; Mary Lynn Hyde – Tulane Clubs; Robert Kottler – Members-At-Large; Paul Larosa – Business; Ed Lindsey – Graduate; Maurice Dale Little – Public Health; Michael Lockhart – Tulane Clubs; John Mahoney – Tulane Clubs; Cam Marston – Members-At-Large; Amy Parigi – Law; Dana Ray – Tulane Clubs; Michelle Rinehart – Architecture; Dale Robinson-Rogers – Social Work; Nathan Schwam – Tulane Clubs and Steve Slattery – Tulane Clubs

The following Directors were absent:

Michael McFadden – Medicine; Tommy Meehan – Members-At-Large and Peter Morreale – University College

Also present were the following Committee Chairs:

Stanley Cohn – Athletics Liaison Task Force; Burdette Huffman – Marketing; Mary Lynn Hyde – Awards; Bill Kammer – Finance; Cam Marston – Programming; Rick Powell – Executive; Dale Robinson-Rogers – Community Outreach Task Force; Rich Schmidt – Nominating; Steve Slattery – Communications; 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; Jeanne Brooker – Columbia, SC; Stanley Cohn – New Orleans, LA; Joe Davenport – Mobile, AL; Molly Dwyer – Kansas City, MO; Lara Geller – South Florida; Mary Lynn Hyde – San Diego, CA; Steve Kirson – Atlanta, GA; Kelly McKean – San Francisco, CA; Melissa Patterson – Seattle/Tacoma, WA; Frank Pola – P.R.; Rene Ragas – Baton Rouge, LA; Dana Ray – San Antonio, TX; Russell Roderick – Monroe, LA; Suzanne Saussy – Baltimore, MD; Nathan Schwam – Los Angeles, CA; Ann Carey Scott – San Diego, CA; Steve Slattery – Washington, D.C.; Diane Stapley – Austin, TX; Robert Tessaro – New York, NY; Heidi Thiess – Covington, LA; Roger Wagman – Albuquerque/Santa Fe, NM; Sallye Wolf – Houston, TX; David Zalkind – Los Angeles, CA and Ruth Zarren-Koch – St. Louis, MO

Also present were the following past presidents:

Grady Hurley - past president; 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:

Heather Brown and Charlotte Travieso

Rick Powell, President, presided and Heather Brown, Assistant Director for Tulane Clubs 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 introduced Sallye Wolf, Tulane Clubs Chair

➤ Reported on the activities of each club since July 2002:

- Western New York
 - Upcoming Mardi Gras Party
- Washington, D.C.
 - Legg Mason Tennis Classic
 - Sailing function
 - Happy Hour
 - Interest in flag football event
- Tulsa
 - No leadership
- Tampa
 - No recent events
- St. Louis
 - Hometown party
 - Looking for help with leadership
- S. Florida
 - Hometown party
 - Tulane/UT football viewing
 - Greenwave social
- Shreveport
 - No recent events
- Seattle
 - Seahawk football game
 - Two upcoming events
- San Francisco
 - Community service event
 - Happy hour
 - Two Cancer walks
 - Planning event for the Young Alumni of the Bay Area
- San Diego
 - Planning meeting
 - Theatre event
 - Community service event
 - Music and food festival
- San Antonio
 - Hometown party
 - Looking for event to attract new people and increase attendance
- Salt Lake City

interest

- Having problem with
- Raleigh/Durham/Chapel Hill
 - Tulane/E. Carolina tailgate
- Phoenix
 - Tulane/UT football viewing party
 - Upcoming happy hour
 - Upcoming planning meeting
- Philadelphia
 - No recent events
- Palm Beach/Gold Coast
 - No recent events
- Orlando
 - No recent events
- Orange County
 - No recent events
- Omaha
 - New leadership
- Northshore
 - New leadership
 - President learning the ropes/needs help
- New York
 - Lecture at the Met
 - Scavenger hunt
 - Happy hour
- New Orleans
 - Happy Hour
 - Events at home football games
 - Seven upcoming events
- Nashville
 - Upcoming Tulane/Vanderbilt tailgate party
- Monroe
 - Tulane/Northern Louisiana tailgate party
- Memphis
 - Tulane/Memphis tailgate party
 - Upcoming events
- Louisville
 - No recent events
- Los Angeles
 - Tulane/UT football game
 - Upcoming planning meeting
- Lake Charles
 - No recent events
- Kansas City
 - Hometown party
 - Monthly luncheons with speakers
 - Happy hours
 - Sent care packages to Tulane freshmen

- Doing a newsletter
articles written by current students)
- Jacksonville
 - Tulane/UT football viewing party
 - Upcoming events
- Jackson
 - No leadership
- Houston
 - Planning meeting
 - Tulane/U of H tailgate
 - Hometown party
 - Tulane/UT football viewing party
 - Graduate school information session with Notre Dame
 - Three upcoming events
- Gold Coast/Mobile
 - Tulane/UT football viewing party
- Denver
 - Happy hour
 - Upcoming event
- Dallas
 - Upcoming event – Tulane/TCU football game
- Columbia, SC
 - Upcoming cocktail party
- Cleveland
 - No leadership
- Cincinnati
 - No recent events
- Chicago
 - Two happy hours
 - Function during Rebirth Brass Band visit
 - Planning meeting
 - Two Upcoming events
- Charlotte
 - No recent events
 - Upcoming wine tasting
 - Looking for new leadership
- Charleston SC
 - No recent events
- Boston
 - Tulane/UT football viewing
 - Red Sox game
- Birmingham
 - Three upcoming events
- Baton Rouge
 - Wine tasting
 - Upcoming events
- Baltimore
 - New leadership/planning stages

- Austin
 - Tulane/UT football viewing happy hour
 - Looking for ideas to get more volunteers
 - Atlanta
 - Braves night
 - Tulane/UT football viewing party
 - Alexandria
 - Planning for upcoming Mardi Gars party
 - Albuquerque/Santa Fe
 - Planning meeting
 - Working on ski trip for next year
 - Acadiana
 - No recent events
- ❖ Rick Powell felt it was helpful to hear this information city by city to understand the depth of the activities. This was also the opportunity to share ideas. TAA currently depends on the listserv to market ideas. TAA cannot afford to send a mailing to everyone unless there is more funding to pay for it. The clubs would need to find sponsors, underwriters or continue utilizing the listservs.
- ❖ Rick Powell has asked Burdette Huffman, Marketing Chair, to take on a new direct mail campaign. To find out what it will take and what the cost might be.
- ❖ Rich Schmidt asked how many of the clubs are active – per Charlotte Travieso 40 of the 44 clubs that have budgets are active
- ❖ Sallye Wolf also advised that outreach committee is planning a volunteer day for fall 2003, a mailing will go out to participating cities.
- ❖ Bob Vorhoff said that Tulane basketball games are held in most of the TAA club cities. He suggested identifying dates now of when a game might be in a club city and send out an email on the listserv to get responses back in order to buy tickets.

Committee/Task Force Reports:

- Steve Slattery – Communications Chair
 - ❖ TAA Website is being redesigned for a cleaner more comprehensive look
 - ❖ Template from the university's website has been used to make TAA's site look the same
 - ❖ The website will take at least another month before it is up and running
- Mary Lynn Hyde – Awards Chair
 - ❖ A notice will appear in the next issue of the Tulanians for award nominations-deadline to submit nominations will be January 17th at 5:00 p.m.
 - ❖ Description and criteria for various awards are available on the TAA website
- Burdette Huffman – Marketing Chair
 - ❖ Now have a full committee
 - ❖ Suggest having one committee member remain on the committee for the next year to offer consistency
 - ❖ Revenue enhancement programs:
 - Gift baskets for incoming students that parents can purchase for them
 - Encourage local Louisiana alumni to buy the Tulane/Louisiana license plates
 - ❖ Committee is working to extend current benefits to include the Tulane/Loyola Federal Credit Union and Cornell club
 - ❖ Committee working with communications committee to get message out regarding the benefits TAA offers

- ❖ Committee members will develop a marketing packet, which will be an actual folder with a fact sheet about the alumni clubs and background on what the alumni association does
 - ❖ A flag with the new Tulane logo will be made and hung outside the Cornell club which has been a great asset for TAA
 - ❖ Also working with Annual Fund about doing a benefit or offering an add-on for members of the Associates Program
- Cam Marston – Programming Chair
- ❖ Next board meeting will be February 14-15, 2003
 - ❖ Looking for an off-site location for the 2003 summer meeting
 - Inexpensive facility
 - Cheap and fun
 - ❖ If there are places or events around campus you would like to see let Walt Cody know for possible arrangement for a program
- Stanley Cohn – Athletics Task Force Chair
- ❖ Everything going well
 - ❖ Suggest Conference-USA clubs look at Athletics website and go through the schedules to see when Tulane will be in or near their city. Contact Walt Cody to arrange for tickets and plan an event.
- Dale Robinson-Rogers – Community Outreach Task Force Chair
- ❖ Expressed President Cowen’s initiative for providing service and adding value to the Tulane community here in New Orleans
 - ❖ Encouraged the club presidents to do outreach and services
 - ❖ Goal is to stay in contact with club presidents and encourage them to do activities, possibly a national events if not the same thing, then something on the same day
- John Williams – Homecoming Task Force Chair
- ❖ Homecoming parade will start at 12:30 p.m.
 - ❖ Homecoming game will start at 2:30 p.m.
 - ❖ TAA tent has many giveaways
 - ❖ There will be music in the tent village after the game
 - ❖ Tailgating with barbeque will be supplied by Rick Powell
 - ❖ T-Club also providing food to all TAA board members
- Bill Kammer – Finance Chair
- ❖ Asked TAA to continue being collectively prudent with their individual club funds
- Rich Schmidt – Nominating Chair
- ❖ Ask the board members to start thinking of nominees to fill the upcoming vacancies on the board

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

- Formed a sub-committee made up of past Board of Administrators representatives from the TAA which included:
- ❖ Bob Acomb
 - ❖ Bob Young
 - ❖ Bob Vorhoff

❖ Charlotte Travieso

- Selected three candidates to be submitted to the nominating committee of the Board of Administrators
 - The Board of Administrators would make a selection of which of the three would actually be put on the board to serve for three years
 - This is a one-time three-year term after which the representative steps down and a new member from TAA will serve
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- The nominees that the sub-committee selected are:
 - ❖ Rich Schmidt
 - ❖ Eric Weimers
 - ❖ Grady Hurley
 - The TAA board voted to accept this slate of nominees
 - The Board of Administrators is still working towards the public phase of the capital campaign
 - Attended the Athletics department event to raise money for athletics

Charlotte Travieso, Director of Alumni Affairs who reported on:

➤ **Director's Report**

❖ **Strategic Plan Update**

1. Supporting and growing the alumni clubs
 - July 2002 – Seven clubs, seven events for 174 people
 - During October, 22 events in 12 clubs with 660 people attending
 - End of FY02 – there were 52 clubs, four of them are international and 37 were active (at least two events per year with leadership)
 - As of the end of October 2002 there were 58 clubs, six are international and forty are active.
 - An event is planned for Buenos Aires for March 2003

Rick Powell introduced Yvette Jones, Sr. Vice President of External Affairs

➤ **Update on university news**

❖ **Institutional Advancement Reorganization**

1. Office of Alumni Affairs was pulled out of Institutional Advancement and reports directly to the office of External Affairs
2. Luann Dozier has become the interim Vice President of Development
3. Looking for two key positions in Yvette Jones' area:
 - Vice President for Government Affairs
 - Executive Director of Technology Transfer and Business Development
4. Have a number of dean's positions available
 - Recently filled Dean for School of Public Health
 - Replacement for James McFarland, Dean of the Business School
 - Replacement for Dean of the School of Social Work
 - Associate Sr. Vice President For Research
5. Financially the university is in a solid position
 - FY02 ended with a balanced budget
 - The endowment was valued at \$600 million dollars at year end, which is about \$50 million dollars less than the previous year

6. Fundraising – university raised \$66 million dollars last year, the goal for this year is to raise \$75 million dollars
7. Capital campaign – university is beginning the fifth year of this campaign, the goal is still \$650 million dollars
8. There are a lot of capital improvements going on on-campus
 - The business school is coming along
 - Two new dorm projects:
 - Zemurray Hall will come down
 - Old and New Doris will come down

 - Two new facilities will be built starting summer 2003 with the old Zemurray site
 - The university center is going through a complete renovation tentative to start fall 2003 for two years
 - The university has acquired the uptown Square property and a preliminary plan is being prepared
9. Scott Cowen has done a lot to move the university forward and the future looks exciting

Closing Remarks – Rick Powell, TAA President

Rick thanked everyone for their participation in the alumni association and the difference they have made over the past five years.

Regular session was adjourned at 10:50 a.m.

Rick Powell called an executive session at 10:50 a.m.