

MEETING MINUTES

JULY 10, 2009

CALL TO ORDER AT 1:05 PM

Attending: Dr John Longenecker, Dr Erin Van Veldhuizen, Dr Michael Hall, Dr Rena Sawyers, Dr Vince Scheffler, Dr Mary Warren, Dr Kayce Frye, Dr Camille Reagan, Dr Fabrizio Mancini, Scott Phillips, Timothy Gunn and Monica Rawlinson

Phone: Dr David Hardison and Dr Scott Garber

Absent: Dr Gilles Lamarche

Alumni Association President's Report: Dr John Longenecker

- Review & Approve Meeting minutes from June 12, 2009
 - There were no objections and the minutes were approved.
- September Planning Meeting has been confirmed for Saturday September 12 from 8:00 am – 12:00 pm on campus. Additional details will be available in August. All board members are expected to attend.

Treasurer's Report: Dr Erin Van Veldhuizen

2008/2009 Fiscal Year report

- Year to Date Profit \$35,340.25
- Year to Date Expenditures \$17,585.68
 - The 08/09 operating budget is currently at \$17,754.57.
 - Dr Longenecker asked Tim what was meant by us being \$1,500.00 behind. Tim stated that next year is the first year the Alumni Association is being self-funded. The current profit (\$17,754) will become the operating budget for 09/10. The upcoming year's budget has \$19,000 in expenses. We will either need to raise that \$1,500.00 by September or cut a few things from the budget.

<u>Membership Report</u> by Timothy Gunn	2009	2008
○ Annual Members	302	370
○ Annual Honorary Members	367	365
○ Lifetime Members	177	163
Total Association Membership	= 846	898

*New Member Recognition – There have been 3 new annual members since the last board meeting: Dr Bryan Valdez '04 of Dallas, Dr James Wiley '04 of Woodland Park, CO, and Dr Debra Macko of Greenville, NY.

Office of Alumni Relations update: Timothy Gunn

- Event Updates

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- Colorado event (June 20)
 - Dr Scheffler attended this event on behalf of the alumni office, he thought it was a great showing with about 20-25 people in attendance. Dr Alan Smith brought his whole staff to the event, and they were wearing their clinic shirts. Dr Scheffler said that there was not much conversation between the doctors because of the location, but the picnic was a great idea to bring everyone together. Tim told the board that we will be using this event as a model for future events in 2010, especially ones in the DFW area.
- New England event (July 25)
 - Dr Garber told the board that there has been a good response and he has about 10-12 people committed to attending the event. From his phone calls to the New England alumni, there is lots of interest for an event, however the timing does not work for many. Tim thanked Dr Garber for his time spent doing outreach to those alumni. Dr Garber said that many alumni appreciated the call and were happy to hear from anyone associated with Parker.
- Australia event (Aug 1)
 - Tim made the reservation at The Brasserie for the event. Drs Hall, Mancini and Lamarche will be traveling to Australia and attending the event with our Aussie alumni.
- Florida Luncheon at FCA (Aug 29)
 - Tim told the board this will be our 7th or 8th year hosting an event in Florida; we will be having a luncheon this year from 12-2pm in the Emerald 2 Room. Dr Lamarche will be in attendance. Dr Mancini will be at FCA from Wed – Fri.
- Homecoming event (Sept 24)
 - Tim mentioned to the board all are expected to be at this event. It is taking place on Thursday night, and there will be no CE classes held during the event this year. We will be giving out the Alumni Association awards and the Endowment Fund Scholarship. There will possibly be a band at the event this year, the contract is still being written at this time. As a reminder, all Board members receive free registration to all North American Parker Seminars.
- MAC alumni & prospective student breakfast (Oct 4)
 - Tim stated a few alumni have called our office asking if we would have an event at the MAC convention in Michigan. There are approximately 700-900 DCs in attendance at this convention. Tim will be traveling to the conference with the Director of Admissions. All alumni are encouraged to bring prospective students with them to the breakfast.
- After Hours program FA09 approval
 - Drs Michael & Cara Hall
 - Dr Lynne Auerbach

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- She has agreed to host another visit; this will be her second program. Dr Auerbach owns Uptown Chiropractic in Dallas.
 - Drs Clark & Brenda Byroad
 - They hosted an event 2 Tris ago, but there was very little attendance due to many unavoidable factors. They have agreed to host another visit.
- August 15 graduation merchandise sales in lobby; volunteers needed
 - Tim asked the board for volunteers on Saturday August 15 from 9am-1pm. Dr Longenecker, Dr Van Veldhuizen, and possibly Dr Warren said they would be there. Dr Mancini asked if we are going to be selling Lifetime memberships at graduation. Tim stated that it is so busy there, we always have the memberships available, but it hasn't taken off yet. Dr Van Veldhuizen asked about adding something to the program about the merchandise items. Tim said we are unable to add anything to the program, however we will be putting a slide at the end of the graduation slideshow encouraging guest to visit the table after the ceremony. Dr Hall suggested ordering desk placards as another promotional item. We need to sell all the license plates and t-shirts before we order more items. Volunteers offering their time will be Tim Gunn, John Longenecker, and Mary Warren.

Committee Reports

- Finance & Scholarship: Dr Erin Van Veldhuizen, *Chair*
 - Recent meeting – July 2 at 7:00am Status Report of tasks:
 - Begin selling promotional items at white coat ceremonies
 - Create a list of benefits for students
 - Determine lowest possible financial contribution from a Corporate Member who is a Parker Seminar Sponsor
 - Research a gift to give a student who signs up to become a member for the first time
 - Discuss Corporate Membership fee and consider decreasing for 2010
 - Consider creating different tiers for Corporate and Small Business members
 - Establish criteria for Faculty of the Year Award (see attached)
 - Dr Van Veldhuizen told the Executive Committee in their recent meeting many tasks have been accomplished. They addressed the restructuring of the business membership.
 - Corporate members will be changing to: Elite Corporate Members
 - The fee will be \$2,500/yr and they are still working on adding benefits to this membership. Dr Mancini suggested having a box on the e-newsletter and website promoting the company.
 - Small business members changing to: Premiere Corporate Members
 - The fee will be \$500/yr, the current small business members will be grandfathered in for 1 year only at \$250 if they choose to renew for 2010.
 - Dr Van Veldhuizen met with Dr Lamarche about our current sponsors becoming corporate members. The finance committee asked for \$2,000 as a minimum coming to the alumni association, Dr Lamarche proposes \$1,000. Dr Lamarche said he will take a survey to the sponsors about this

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Longenecker wants to work with the alumni association in finding more ways to connect with alumni.

- Ballots were distributed to all voting board members. Election results were finalized on Monday July 13, 2009. The results are as follows:
 - President: Dr John Longenecker '92
 - Vice President: Dr Camille Reagan '01
 - Treasurer: Dr Erin Van Veldhuizen '07

New Business

- 2010 Membership Brainstorming: Timothy Gunn
 - October 1 is the first mailing for the 2010 membership drive. The first mailing from last year, the self-mailer with letter from a student, did not result in many memberships. Tim suggests for 2010, we focus on how the money was used and use the alumni association endowment fund scholarship cards as a focus. Tim believes using the student cards with the membership form could pull on the heartstrings of alumni. Dr Van Veldhuizen asked if we have student profile on the web. Tim said that yes we are going to have this up by September.
 - Dr Sawyers asked about having a table at Homecoming to encourage people to join. Dr Garber suggested having current members recruit others to join and the new ones joining could have a chance to win a prize. Dr Sawyers agreed saying we could have a raffle with all who join.
 - Dr Hall suggested having a membership challenge and a board challenge. The board challenge could be to increase membership from our own classes and then have recognition at the Vegas seminar. The membership challenge would be to have each member recruit new members and tally up the numbers. Tim reminded the board of the Lifetime challenge we ran last year. There was minimal participation with less money raised than the cost of the prize; he suggests having all members involved instead of limiting it to a select group.
 - Dr Warren said to use the reunion as a point if we are going to have the association members targeting their classmates for membership. Dr Longenecker suggested using the recognition and awards to unite classes and be there to support each other. Dr Garber said we could ask the alumni who attend the events are you supporting the alumni association? Why or why not?
 - Tim is not a fan of challenges; he believes that donors who give from the heart are going to be the long-term donors. Adding prizes or special incentives to a membership drive becomes very gimmicky and these members expect something the next year. Eventually the members do not renew.
 - Dr Longenecker stated membership should increase in the upcoming year because the new graduates will no longer be honorary members and will hopefully be joining. Dr Sawyers thinks our membership has been increasing as never before and when the students graduate they will understand what is going on with the Alumni Association and will support the school.
- 2009 Alumni Association Annual Award Selection: Timothy Gunn
 - Tim asked the board to look over the award nominations and send back your choices to us by next Monday/Wednesday.

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- Dr Hall asked to resurrect an award committee. The awards should go to supporters and alumni of Parker College. Dr Mancini said that it should be a yearly process and we make nominations for alumni/chiropractors who we feel have made an impact. Dr Van Veldhuizen suggested having this be a sub-committee of the National Alumni Involvement committee. Dr Longenecker stated the alumni association as a whole should be nominating people all year. Dr Sawyers said that she would be happy to head up an Awards Committee.
- Dr Hardison thinks that we should not be praising the people within the board and organization and said that if we don't want to give the award we don't have to. We can formally recognize the board members after they are gone.
- Dr Mancini suggested bringing back the Philanthropy award, alumni who has donated the most money, and the Referral award, doctor who has referred the most students.
- Dr Longenecker doesn't want to disregard the current nominations. Dr Sawyers motions to go through with the current nominations and work out a plan for next year with new requirements for each award. Dr Longenecker stated that a committee will be created at the planning meeting in September. Dr Sawyers, Dr Garber, Dr Warren, and Dr Hall all stated that they would like to be on that committee.
- Dr Hall makes a motion to remove the Lifetime achievement award from next year's awards. Dr Mancini suggested not removing it, but only giving it to a deserving recipient, someone who is older and has given much to the chiropractic profession.
- Tim asked the board to fax or email their choices to him by Wednesday. From there he will bring the results to the Executive Committee to hash out.

Meeting adjourned at 2:57 pm

Future board meetings:

- *September 12 – Annual Planning Session 8:00 am – 12:00 pm*
- *November 13*

Meetings are held in the JWP Conference Room