

MEETING MINUTES

MARCH 6, 2009

CALL TO ORDER AT 1:10 PM

**Attending:** Dr John Longenecker, Dr Michael Hall, Dr Rena Sawyers, Dr Camille Reagan, Dr Erin Van Veldhuizen, Dr Vincent Scheffler, Scott Phillips, Nick Anthony, Lisa Fellers, Timothy Gunn, Yissel Lingenbrink, and Monica Rawlinson

**Phone:** Dr David Hardison, Dr Kayce Frye, Dr Scott Garber

**Absent:** Dr K Andrew Shepherd, Dr Fabrizio Mancini, Dr Gilles Lamarche

Alumni Association President's Report: Dr John Longenecker

- Dr Longenecker addressed the board concerning Dr Andrew Shepherd involvement as a Board of Director. In recent months Dr Shepherd has become very busy with the expansion of his clinic in Plano and teaching other doctors around the country how to efficiently run their own clinic. Due to his schedule he has not been able to focus an adequate amount of time on alumni association projects. Dr Shepherd and the Executive Board feel his seat should be given to another graduate who can commit more time to projects and participation on committees. Dr Longenecker expressed to the board the how grateful the association should be for having Dr Shepherd advocate for the advancement of chiropractic around the world. The board will miss Dr Shepherd and will continue to keep in touch with him.

Treasurer's Report: Dr Erin Van Veldhuizen

2008/2009 Fiscal Year report

- Year to Date Expenditures \$6,363.04
- Year to Date Profit \$23,311.50

August 2008 donation to Endowment Fund

- The August 2008 graduating class has transferred its remaining account balance, \$1634.78, to the Alumni Association Endowment Fund. This is the third or fourth class to make a contribution to the alumni association. Tim reminded the board that the class as a whole will not be getting membership benefits.

Membership Report by Timothy Gunn

	<b>2009</b>	<b>2008</b>
○ Annual Members	148	370
○ Annual Honorary Members	286	365
○ Lifetime Members	167	163
<b>Total Association Membership</b>	<b>= 601</b>	<b>898</b>

\*March 2008 was our highest membership month to date bringing in 94 members. So far this March we have 30, but there are 3 weeks left. Tim wants to shoot higher than last year, but will need the support and effort of the board to do so.

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Office of Alumni Relations update: Timothy Gunn

- Lisa Fellers, Director of Community Relations
  - Ms Fellers wanted to personally thank the alumni association for all their support in the past year: Alumni Association Intern Lounge, Parker Gala, Walk for Wellness Sponsor, and Dr States Memorial Donation. The Alumni Association was the first donor for to the Dr States Memorial.
  - Ms Fellers also told the board the college is seeking grant money to help fund research projects. Ms Fellers and her new staff member, Casey Walker, are starting an annual fund campaign called GIMMEE20. Because the participation rate of Parker's alumni is very low, the college may not qualify for grant money. Many organizations look at the alumni giving rate as a key indicator in school spirit. The GIMMEE20 campaign will be asking all alumni to give \$20. There will also be a GIMMEE10 campaign rolled out for faculty and staff.
  - Dr Hall asked how we can receive the grant money by asking alumni to give back. Ms Fellers replied that we have to show the grant givers what our alumni giving rate is. If more alumni are supporting the college there is a better chance at receiving grant money for the college. It is not the amount of money donated, but how many alumni donate.
  
- Membership Mailing #2 Update
  - Tim told the board that the second membership mailing for 2009 has left the office as of March 1. There were 4125 pieces sent and there have been 34 responses so far. The mailer includes an invoice and a complete listing of all Lifetime Members and 2008 Annual Members. This list helps the staff educate the alumni of who were members last year. Dr Sawyers likes that we put the list in the mailer; she said that it will encourage alumni to look for their names and then look for friends.
  - Tim reminded the board that each membership mailing naturally produces some negative feedback. Each complaint is handled individually and the feedback is very valuable to future ideas. In most situations the graduate truly appreciates the response from the alumni office.
  
- Business Membership Approval
  - Ameriprise Financial: Stephanie Kinnunen – APPROVED
    - This is an international company, but the membership is for Stephanie Kinnunen. This membership came from Dr Van Veldhuizen, Stephanie is her financial advisor. Dr Van Veldhuizen said that she works with many chiropractors and is a great source of information. She has her own website separate from Ameriprise. Tim told the board that Dr Lamarche approved this company. There were no concerns from the board.
  
- Admissions Open House – Saturday March 28

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- Tim said that 10-12 local doctors are needed to have lunch with prospective students from 12-1pm. Send Tim an email if you would like to participate. Dr Longenecker, Dr Van Veldhuizen, Dr Scheffler, and Dr Hall are attending.
- Arizona Event Wrap Up
  - Tim tells the board this was our first ever event in Arizona at Morton's Steakhouse in Scottsdale, and probably one of our best events ever. Tim thanks Yissel for all her hard work organizing the event. Out of the 60 people who RSVPd, 59 came to the event. Tim and Dr Lamarche asked the attendees to become members and they received interest from one doctor to become a Lifetime Member. Tim mentioned that our small events are usually a sit down dinner, a more intimate event. Dr Lamarche was well received by the attendees.
  - Our regional representatives in Arizona, Drs Nick and Michele Kimel, did an amazing job. They worked the room and called many alumni in Arizona to invite them to the event. Dr Scheffler said he spoke with Michele about the event and she said she loved it and can't wait to do it again in the future.
  - Tim said that he will be putting together a conference call with the regional representatives in the near future; he will be using the AZ event as an example.
- Oklahoma Event Update
  - Tim reminds the board that the event date has changed to Saturday April 25 at 7:00pm. Dr Rose Lepien contacted the office and suggested to change the date to coincide with the Unified Chiropractic Association of Oklahoma's relicensure event. Tim said he is willing to pay for a van to drive the board up to OKC on Saturday morning, attend the event, stay overnight, and drive back Sunday morning. Tim will send the details out to board.

### Committee Reports

- Finance & Scholarship: Dr Erin Van Veldhuizen, *Chair*
  - Recent meeting – February 26 at 7:00pm Status report of tasks:
    - Begin selling promotional items at white coat ceremonies
      - Dr Van Veldhuizen wants to make sure we have a presence at this event and sell items. The students currently put the jacket on, what about having alumni do this instead.
      - Scott Phillips told the board that he is having a meeting with Dr Thomas and Victor to discuss this ceremony. Everybody wants it to be a set agenda and schedule, unfortunately right now every Tri is doing something different. Scott said they are going to revamp the ceremony and are definitely interested in having the alumni association participate in the ceremony. Dr Van Veldhuizen said we should set a schedule of who will attend to make sure we follow through with the plans.
      - Dr Hall suggested having the ceremony on the first Wednesday of the Tri and having the whole school attend in the gym. Dr Van Veldhuizen thought that there may not be enough room for family.

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Scott said that Dr Thomas wants this to be a big event, like graduation. Dr Hall said that he would want the upper Tri's in attendance more than the families to welcome the new students into the curriculum.

- Host a faculty luncheon to increase awareness of and participation in AA
  - Dr Van Veldhuizen said she spoke with Dr Gigglesman about the proposed date of May 15 and said it was a bad idea and probably won't get any faculty; he suggested Wednesday is the best day. Dr Reagan suggested a teacher appreciation theme for the luncheon. Dr Van Veldhuizen said for the event we can have student testimonials, talking about the progress of the alumni association, and Dr Gigglesman could speak to the faculty.
  - Dr Reagan asked about keeping this a casual event, a happy hour idea with wine and hors d'oeuvres, with the message that we are here to serve everyone. Dr Longenecker repeated from the finance meeting that many faculty would not attend if there was alcohol involved. Dr Sawyers talked about the Chamber event we had on campus a couple weeks ago. There was alcohol, but if you don't make a big deal out of it, it would be fine.
  - Dr Hall asked that the board be sensitive to the other events and responsibilities the faculty is currently involved with on campus. He suggested having something on a Saturday, off campus. He said that nobody appreciates the faculty because their families are always being excluded. Dr Hall talked about having a BBQ at a lake with a supervised kid's area; the parents could eat, have fun, and be more receptive to the presentation.
  - Dr Van Veldhuizen said this type of event would drastically increase the cost. She said that Dr Gigglesman said to make a presence on campus, you should be on campus: have a presence at assemblies and events.
  - Dr Sawyers suggested having an alumni/faculty sports event. Dr Hardison said we could sponsor a team. Dr Longenecker said we should take this idea back to discuss it and suggested surveying the faculty. Scott said that Wednesday's are not good days because there are always too many meetings, Dr Hall agreed.
  - Dr Hall reminded the board that the faculty is already involved in many activities on campus, such as registration and the pancake breakfast during finals. Dr Van Veldhuizen said that the committee has talked about being a part of these events. Dr Sawyers suggested having a large banner for the alumni association be present at these events.
- Create a list of benefits for students
  - Nick Anthony is the chair for the student/alumni committee and he tells us that the consensus is many students don't know anything about the alumni association or its costs. The committee is

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working on ways to come closer together. Nick said having a directory so the students can get out there and see doctors in action would be great. The board told Nick that there is in fact a directory on the website; again he responded that they were not aware of it.

- Dr Van Veldhuizen told Nick of some of the benefits being discussed for student members: Invitations to alumni events, After Hours preferred sign ups, a mentor program, bulletin board telling about alumni events, donating something to the Tri 9 Walkthrough.
- Dr Sawyers asked about adding another bulletin board to the classrooms, specifically for alumni related information. Nick said that if it is designated as an alumni bulletin board and it is maintained by the alumni association it could work.
- Tim asked for the students and the finance committee to have a meeting with the student committee to discuss the benefits for student members. Nick asked what the fee is for student membership, Tim replied with it is free for students but they must come to the alumni office to sign up.
- Annual auto renewal system
  - Dr Van Veldhuizen said that this will be left up to the alumni office on how to proceed, but suggested having a pre-campaign mailer talking about the auto-renewal feature and then add eye catching designs on the form to bring more attention to it.
- Lowest possible financial contribution from a Corporate member
  - Due to the requirements of a company to be a Corporate Member, most candidates will conflict with Parker College or Parker Seminar sponsors. Due to this conflict, Dr Lamarches office will handle all Corporate Membership. He has previously proposed for the \$5k corporate member money to be split between seminars and alumni endowment fund. Tim said that we should stick to the \$5k fee for this year, but suggests dropping the rate next year if we don't receive any applications. The finance committee needs to work on this and if anyone has any thoughts or suggestions to send it to the committee.
  - Dr Reagan asks what our cost would be for these members. Tim said that right now it is nothing, but in the future there will be costs: The individual plaques about \$60.00/ea and the large plaque on campus listing all small business/corporate members each year will be about \$1k.
  - Dr Longenecker said that we don't want to give up sponsors, current or potential, and for that reason the corporate membership is sponsor controlled. Dr Sawyers understands the reasoning for it.
- Task List
  - April 18<sup>th</sup> graduation is coming up. Need to identify two individuals to help sell merchandise at ceremony.

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meeting, Dr Sawyers will present the changes going on the ballot/poll to the board. The ballot/poll will go out to all alumni association members on June 1. The format will be the same as last year: Old bylaw, reasoning for change, new bylaw. These bylaw approvals will be sent out with the nominations for the upcoming board seats as well.

- Dr Sawyers asked who is voting for the board seats. Tim said the alumni association membership will vote on who represents them on the board.
  - Tim strongly recommends the board to watch for the minutes of the Bylaw committee meeting and to know what has taken place to be prepared at the May board meeting.
  - Scott suggests playing up the free student membership, and do not mention that the honorary membership is going away.
- Special Assignment: Nominating – Dr David Hardison, *Chair*
    - Status report of tasks
      - To match or exceed the number of applications received last year, there were 9 applications received with 7 candidates on the ballot.
        - Dr Hardison tells the board that the election process is taking place much earlier this year. He reminds all board members whose terms are expiring this year that you must reapply like anyone else. Please send your application to the alumni office. Dr Hardison encourages the board to talk with possible candidates and have them apply.
        - Dr Longenecker said that we will need someone to fill Dr Shepherd's seat within the next few months. If the board knows of anyone who would like to fill in a seat, for a term ending in 2010, please contact them asap.
        - Tim reminds the board that the listing of candidates for seats on the board will be listed in order of date received on the ballot/poll.
  - Special Assignment: Resolutions – Dr Camille Reagan, *Chair*
    - Status Report of Tasks
      - Dr Reagan told the board that there is nothing to resolve.

### **Old Business**

- No report

### **New Business**

- Tim said that we will keep lists of who is signed up to participate in each event: white coat, graduation, open house, etc.
- Dr Longenecker reminded the executive board that they must meet the week before the May board meeting. He also reminded the committees that all of their meetings must be done 2 weeks prior to the board meeting so the minutes can be reviewed.
- Dr Hall and Dr Garber will be attending the Chicago Seminar.

**Meeting adjourned at 2:35 pm**

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Future board meetings:

- *May 15*
- *June 12*
- *July 10*
- *September 12 – Planning Session*
- *November 13*

*Meetings are held in the JWP Conference Room*