

*Leadership Wyoming*  
**Alumni Committee Minutes**  
April 30<sup>th</sup>, 2011  
Powder Horn Country Club, Sheridan, WY

**Attendees:**

Billie Addleman, Chair  
Fran VanHouten, Vice Chair  
Sarah Bucklin, Central

Deb Bush, North Central  
Mark Kinner, Treasurer  
Brandy Patton, Staff

**Members not able to Attend:**

Paula Atkinson, At Large  
Bonnie Cannon, Southwest

Deb Hepp, Northeast  
Tim Kugler, At Large

**Items Discussed:**

**1) January 25, 2011 Minutes**

Mark Kinner made motion to approve minutes, seconded by Sarah Bucklin. The minutes of the January 25, 2011 meeting were approved unanimously.

**2) Secretary's Report**

No report given at this time due to Bonnie Cannon being unable to attend.

**3) Treasurer's Report**

Treasurer Mark Kinner reviewed the financials and presented the Profit and Loss statement for the current 2011 year along with budget expectations for 2011. At the current time net income is \$10,980.87 and expenses are \$519.13. Mark was pleased to see that we are on budget with currently \$11,450.00 in alumni dues payments because the budget was set for 2011 at \$11,500. Felt we were right on track to reach this goal of incoming funds for the year. The budget for alumni expenses was set late last year with alumni expenses being \$10,000 for 2011. It's anticipated that revenue will exceed expenses for this year with an expectation of \$1500 total net income by end of year.

Brandy Patton brought up the discussion on how funds will need to be appropriately moved for the budget line item titled "LW Contribution" which is regarding the previously discussed \$2,000 transfer of funds towards the Leadership Wyoming endowment. Committee decided that discussion between Billie Addleman, Brandy Patton and Bill Schilling will need to occur so that these

funds are moved correctly. The expectation is that the alumni budget will continue to move \$2,000 each year towards this funding.

Billie Addleman asked Brandy Patton to please add a line item on the budget sheet in future that shows the current bank balance for alumni from inception so that it reads clearly the total funds available.

The financials for the current year were approved. Motion made by Deb Bush and seconded by Fran VanHouten.

#### **4) Chair's Report**

Billie Addleman gave the report. Billie attended the Advisory Board on April 29, 2011 and the Selection Committee on April 28, 2011. He encouraged committee to attend class projects in future as they were very informative and insightful. Billie met with Class 2011 earlier that morning at the Powder Horn and briefed them on how the alumni association works. He asked them to think about contacting their alumni committee representative and find out how they can be more involved in their area. Graduation for Class 2011 was to be held that evening in Sheridan and 43 new alumni members would be joining the association that evening.

Billie asked committee if they felt they should continue to meet at graduation. He felt that it was very important to meet in person. Everyone agreed.

#### **5) 2011 Challenge Institute- September 29-30, 2011**

Billie and Fran gave the report.

The Challenge Institute committee consists of: Billie Addleman, Sarah Bucklin, Terry Dawson, Tim Kugler, Chris Lorenzen, Fran VanHouten, and Terry Wolf.

- Discussion was made about a theme being established. Theme was requested for more cohesion throughout the event hoping to draw in more alumni to attend. Examples included "Unsung Heroes", adrenaline for our economy, entrepreneurial areas of interest). Theme decided upon was "Unsung Heroes".
- Possibility of doing a book option was brought up. The alumni committee found this to be a good idea, but would leave that up to the Challenge Institute committee to decide.
- Desire to send postcards for save the date and speaker highlights no later than pre-August.
- Interested in doing tours and field trips.
- Dinner at Gegi's Restaurant a possibility for an exclusive dinner for group. Brandy is going to check into this.
- Sarah Bucklin will be gone in May, but should be able to assist in future months will the planning of event.

- Discussion of getting Casper alumni personally involved was made by Fran. Billie and Fran brought up possibility of having each alumni representative contact Casper alumni of their class year with a specific script of questions to get their involvement up. Brandy is to send Fran and Billie the Casper alumni via spreadsheet with classes notated. Script will be made by Billie and Fran for alumni representatives to call Casper alumni.

## **6) Strategic Planning Update**

Fran VanHouten gave the report.

Fran and Clarke Turner met about expanding technical communication among the alumni association. She is looking to see how we might actively improve networks between alumni committee and alumni itself.

Fran and Brandy reminded the group about Constant Contact, the annual purchased internet software for professional email communication by the alumni committee. The program will be put into effect immediately. The hope is that all future communication will be sent through this system by the committee only- local events will be sent by the alumni representative for that area and communication to all alumni will be sent by the chair or future chair.

Discussion regarding communication ideas included: quarterly newsletters (at a minimum), alumni updates including accolades and awards, tickler information regarding upcoming events, Leadership Challenge updates.

Discussion by Fran was made regarding a communication committee being established to move these ideas into place. Motion made by Mark Kinner and seconded by Deb Bush.

## **7) Utilizing Alumni Resources**

Report given by Brandy Patton.

Brandy asked group what their expectations are for her position. She explained her work hours are approximately 5 hours a week towards direct alumni purposes. Her other hours go towards staff training and other office areas of interest. She works via email Monday thru Thursday with 24 hour response time and returns all calls on Fridays. She is in the office every other Friday. Specifics on hours given so that the alumni committee will understand time restraints and deadlines for items needed. Thus, a two week window is appreciated from her for items that require her being in office.

Brandy explained the main portion of her job is communication between her and alumni and making sure all alumni information for alumni committee is up to date. Alumni Association with current class will have 443 members. Her current

goal at this time is to make sure all contact info is updated for the Constant Contact program so that each alumni representative has the most current information listed in the program. She plans on updating this system once a month for the committee. At this time, she is also looking to better understand the program so that easy tutorials and templates may be established for all future alumni communication by the alumni committee.

Brandy is also very interested in assisting with the Leadership Challenge Institute this year in Casper. She is currently looking into hotels, meeting space and other items. Billie Addleman let Brandy know that he would like to see her actively involved with the Institute each year and also Graduation if able. She agreed that this would be best.

Brandy encouraged group to think about how she could better assist them with their regional goals. She is very optimistic about the direction her position and the alumni committee are moving.

#### **8) New Alumni Event (Replacing Homecoming)**

Billie Addleman reminded the group that due to the lack of attendance and budget deficit costs for the annual Homecoming event each October, the event has been cancelled. The event has cost the alumni each year and attendance levels were not where they needed to be. The event is also very close in timing to the Challenge Institute. He asked the group for suggestions of other events. The committee felt like holding an event at another time of year would be better utilized by alumni. Mark Kinner thought that the group should try to have something in March or April that was further away from the Institute time period. The committee thought possibly tagging on to graduation with a planned event with speakers might be a good idea. Billie asked the group to continue to think this over and to get back with him with any ideas.

The budget for 2011 had a \$1,000 line item in it for Homecoming to pull from alumni funds. Due to the event being cancelled, Billie asked the group their thoughts on the using of this money. He suggested the purchase of a \$1,000 worth of lapel pins specifically mentioning membership into the Alumni Association. He would like for every alumni member to receive one in the mail as well as all future classes receiving one during the graduation ceremony as a token of their new step from current class towards being members of the association. The committee agreed that this was a great idea. Mark Kinner will head up the detail design. Pricing and distributor will be decided once design decided.

Motion to move forward with pins was made by Fran VanHouten and seconded by Mark Kinner.

#### **9) Regional Reports**

Billie Addleman asked each representative present to discuss.

Billie led with southeast regions report. They had a very good recruitment meeting in Cheyenne at the Depot in which Stephan Pappas emceed. Approximately 15 alumni and 15 prospects attended. Laramie also had approximately the same numbers. Event was held at Even Brande's business and went very well. Frank Galey and Even Brande headed up this event.

Northwest report given by Fran VanHouten. Recruitment luncheon held in Jackson. Very good attendance. 12 prospects and 3 alumni were in attendance.

North central report given by Deb Bush of Powell. She ran into the issue of her area being so large that it was difficult to get alumni help for a recruitment meeting. She would like to hold one next year.

Central area report given by Sarah Bucklin. Recruitment reception was a success at the Parkway Plaza. 12 alumni in attendance and 4 recruits. Each alumni member shared their highlights and Sarah gave presentation. Sarah did share that Bill and herself tried to get the central area alumni to participate in a reception and symphony event in Casper, however only one other person than herself were able to attend. Event was cancelled. She is very interested in any ideas as to how to get the Casper alumni more involved with local LW events.

## **10) Report from Leadership Wyoming**

Bill Schilling, Executive Director gave report.

Bill provided an update and history of the LW financials for 2010 and 2011.

Graduation will be in Sheridan this next year and in Casper the following year. This decision was made by the Advisory Board with hopes of getting more alumni and current class families involved. Sheridan will hold the Healthcare session that is normally held in Casper.

Bill gave a brief report on Class 2011. He mentioned that they have truly been a superb group. Several new tours were added, and the group did have their December session on a Wednesday thru Friday as opposed to in the past which was Thursday thru Saturday. This was done to the holidays and class members not staying the full time. Felt this was a positive move and is planning on doing this again in the future. Another highlight was the Cheyenne Thursday evening reception at the Governor Matt Mead's Residence. Group felt very welcomed and proud to have a fellow Leadership Wyoming member as Governor.

The Jackson session for the next three years has been contracted to Spring Creek Ranch in Jackson. There are many opportunities for the class being directly in Jackson as opposed to Jackson Lake Lodge in Grand Teton National Park.