

## **Leadership Wyoming Alumni Committee meeting notes - Jan 25, 2011**

Billie Addleman called the telephone conference meeting to order shortly after 3pm, Monday, January 24, 2011.

All board members were on the phone conference: Fran VanHouten, Bonnie Cannon, Mark Kinner, Deb Bush, Sarah Bucklin, Paula Atkinson, Deb Hepp and Tim Kugler.

Brandy Patton was unable to make it due to a conflict. We will probably will hold future telephonic conference board meetings on Friday in future to accommodate her schedule.

**November Board meeting minutes:** Deb Bush made a motion that the November minutes be accepted; Deb Hepp seconded. The board approved, with some minor changes.

**Treasurer's report:** Mark sent out to the board a detailed P&L/budget report but offered that it wasn't necessary to go into it in great detail during the phone conference unless there were questions. He noted that income, including in-kind services, totaled about \$34,000. Expenses, including in-kind services, came to around \$25,000, leaving us with about \$8964 in the bank as of 12/31/10. Mark noted that Brandy told him alum dues are starting to come in. He also confirmed for Billie that our budget is based on the calendar year.

Billie had a question about whether we have paid \$1000 to Challenge Institute for miscellaneous expenses. Mark responded it looks like we took in \$5008, and we spent \$5205, so it appears Challenge Institute expenses were paid. Fran noted she wasn't absolutely sure since she didn't handle that accounting but her perusal of accounts seems to indicate that \$1000 wasn't paid. Mark said he believes bills would have gone back to Brandy but it's hard to know for sure since she just keeps a journal of alum expenses, and the Alum Committee doesn't have its own checking account. Fran will check with Tammy Archibald to make sure she has no outstanding reimbursements due her.

Mark also asked whether our \$2000 due the endowment fund had been budgeted to which Billie noted that it was indeed in the budget, that we don't need a motion to approve the transfer of that money, we just need to contact Brandy and make sure the transfer takes place.

**Tim moved to accept the Treasurer's Report/Budget; Paula seconded motion. The motion carried unanimously.**

**Presidents report:** Billie had breakfast with Bill Schilling last week. Billie noted that some Laramie alums had expressed concerns about not being invited to the Laramie Leadership Wyo session. Bill said the reason they weren't invited was to encourage bonding of the class, since that is the first session. However, Billie and Bill did reach a compromise whereby Laramie alums will be invited to attend Friday morning breakfast.

Bill also agreed \$2000 for the endowment would not be transferred until Bill received express approval/authorization from the Alum Committee.

In addition, there was some concern that the letter enclosed with alum dues came from Brandy as it would be better if it were signed by the current alum president. Next year, Fran will be responsible for signing the letter.

The Alum newsletter next fall will include a column about Alum Committee activities. Fran will be responsible for writing the column.

Billie also encouraged board members to send out follow-up with emails to alums in each of our regions encouraging them to submit dues.

**Homecoming 2011:** Billie had a discussion with both Bill and Even Brande whether to continue the LW Alum Homecoming event due to the cost/low attendance/weather issues. Both Bill and Even were in agreement that the event should be discontinued. It was noted by several board members that there are probably better ways to spend the money allocated to the event. Tim wanted to hear ideas as to alternatives as the one rallying point for all of us is UW. Deb Bush noted that for her, the event is not a draw as she isn't a UW grad. Mark commented disappointed about lack of attendance at the event but that it is not worth money. He noted that maybe we could better utilize money at Challenge Institute; bring in speaker from outside; recruit new members; or provide funding for additional get-togethers with alums in each region. Fran floated the idea that spend some money purchasing LW T-shirts and ask alums to wear them at UW football games as a way to advertize LW.

**Fran made motion that we discontinue the Homecoming event. Deb Bush seconded. The motion carried unanimously.**

**Challenge Institute 2011:** Sara said she sent out an email to Casper alums asking for volunteers to chair/help with the 2011 Challenge Institute. Four alums responded that they would be willing to assist: Terry Dawson, Tim Kugler, Wendy Wilson, Chris Lorenz. But no one has stepped forward to chair. Billie clarified with Bill that Brandy's services would be available to help with event. There was some discussion about why Casper was chosen as the site for the 2011 CI. Billie said he pushed for that location because Casper alum attendance hasn't been strong at

previous Challenge Institutes and it would be a good way to engage those folks. Billie also said he would co-chair the event with someone else. Fran offered to be a “third” co-chair. Billie will also ask Terry Wolf and Belinda Wilson to play an active role since Thermopolis will be 2012 CI site. He asked Tim and Sara to brainstorm about ideas for tours and other events. Tim said he will definitely play a role and will be on a committee but does not want to be a committee head.

Sarah noted that one of the challenges of holding the CI in Casper is that there is always Leadership Wyo session there and that maybe we need to hold the CI in a town where LW doesn't have class sessions. She noted that Afton was phenomenal. Billie said that the alum board agreed to rotate between large and small communities as a way to generate increased interest in the CI. Rotating the event will allow us to tap into larger alum bases (like Casper) and then balance that with holding the event in a smaller place like Star Valley that offers some unique insights into Wyoming life.

**Strategic Planning Update:** Fran talked to Clark and he agreed he would chair an alum communication outreach effort. Fran verified with Clark about a month ago that he was still interested. But just recently, Clark's employer, RMOTC, suffered a significant lay-off, so Fran needs to follow up and make sure he is still interested. Fran will also talk to Brandy this week to get Constant Contact up and running so we will have a template we can use to send out regional alum news, which should make Clark's and the rest of the board's contact with alums easier.

**Regional reports:** Board members need to schedule recruitment receptions prior to mid-March. Brandy and Bill have put together recruitment guidelines. Fran emailed out those guidelines to board members during the phone conference. There was some discussion about how to have an effective recruitment event and how to be reimbursed for the event. Billie said that after reading the guidelines, if anyone had questions they should email the board for an answer.

Deb Bush: no report for North Central Wyoming but will set up reception in Feb.

Fran: no report for North West Wyoming.

Deb Hepp: no report for North East Wyoming .

Bonnie: no report for Southwest Wyoming but she will be doing reception in March.

Billie: South East Wyoming will likely hold their reception at the Depot in Cheyenne. Even will likely do a Laramie event. The next regional dinner will be in Laramie and March; then Torrington in either June or July.

arah: she noted there is a lot of work to do in Central Wyoming to get more alums involved. Despite the large alum base, the last two recruitment events were not highly attended. Holly Turner has offered to help Sarah with the event.

Billie noted that we should involve recent LW grads and those about to graduate in recruitment events because they are the most passionate.

**Old business:** none

**New business:** Our next meeting will be at graduation in April. Billie asked Mark to reserve a meeting room at the Powderhorn. We will start at 11am and have a working lunch. Billie also encouraged board members to stay for the evening graduation ceremony. Billie will ask Bill to attend a portion of our meeting to give us a “State of Leadership Wyoming” update.

**Bill Schilling joined the conference call about 4pm.** He noted the importance of our recruitment efforts. He also said that all alums will be invited to the LW reception at the Governor’s Mansion in February. He said that he executed the transfer of \$1.2 million to start getting a revenue return on the endowment, which he hopes will generate about \$25,000 in interest by the end of June.

The conference adjourned at 4:08pm.