BOARD MINUTES

Northern Arizona University Alumni Association
Board of Directors
SRP ISB BUILDING
2301 NORTH CENTRAL AVENUE
April 18, 2015
Brian Koch '99/01, PRESIDING

NAUAA BOARD MEMBERS PRESENT AT BOARD MEETING: Josh Aldred '03, Ben Allen '03, Colleen Belford '06, Adam Candee '01, Meghan Fintland '99, Michael Fronske '85/'89, Chair of the Young Alumni Steering Committee Marissa Graves '09, Debbi Grogan '90, Secretary/Parliamentarian Heidi Hansen '91, President Brian Koch '99/01, Robert Orrill '80, Steve Pallack '82, Katie Patten '09, NAU Foundation Board Chair Hank Peck '75, Vice President Chris Petroff '03, Jake White '01, and Executive Director Georgette Vigil.

NAUAA BOARD MEMBERS UNABLE TO ATTEND BOARD MEETING: NAU Foundation Board Past Chair Harry Hengl '76, Elizabeth Goodman '04, Stephanie Hastings '96, Carol Lindsay '61, Steve Peru '79/'90, Ted Quasula '73/'82, Immediate Past President Philip Tavasci '03, ASNAU President Jillian Zuniga.

NAUAA PAST PRESIDENTS PRESENT AT BOARD MEETING: Art Atonna '69, Lee Atonna '69, Dennis Meador '67/'71, Chuck Pilon '59/'66, Past Presidents' President Nancy Serenbetz '75.

Guests In Attendance: LAA President Amanda Black, LAA President Amanda Black’s Mother Lori Black, Linda Pilon '60.

Staff Present at Board Meeting: Rosanne Burton, Brianna Lorents '09.

Call to Order
President Brian Koch called the meeting to order at 8:37 am on Saturday, April 18, 2015. Brian expressed he was really thrilled to be able to execute an Alumni Board meeting in the Flagstaff conference room of SRP’s ISB Building.

**Georgette Vigil joked “Did you name the room for us?”**

President Brian Koch opened up the meeting by discussing a forest restoration collaboration between NAU and SRP. The forest restoration initiative is set to take place in Northern Arizona. SRP has made a six year commitment to the project and a large monetary investment. Brian urged everyone to keep that in mind as we go through our
meeting today as many people see SRP as an entity that gives back in the Phoenix area only, when in reality they do a lot of work in Northern Arizona as well.

**APPROVAL OF MINUTES FROM THE JANUARY 23, 2015 BOARD MEETING**

Chris Petroff moved to approve the minutes. Steve Pallack seconded and the motion passed. Everyone was in favor and Brian then moved onto the first person on the agenda.

**REPORTS AND UPDATES**

President Brian Koch introduced Foundation Board Chair Hank Peck who would be delivering the NAU Foundation report.

Hank began his report by informing all that there were three items of discussion that he would like to report on. First, he reported on the meeting that took place the previous day with the Investment Committee of the Foundation Board. They met in the Vanguard offices in Phoenix which was great. Hank explained that we have a well situated, investment policy statement that is a long term plan which has worked well for us. Our portfolio has outperformed the portfolios of many notable foundations around the country over the last five years such as Princeton, University of Chicago and Harvard. We are in the 90th percentile of performance in Foundation portfolios around the country.

**Jake White asked for some high level point of what that strategy is?**

Hank explained that Vanguard runs the portfolio for NAU. The portfolio is substantially in equities about 73% right now. Within those equities half is within in index funds and the other half in two actively managed funds that Vanguard runs. The other 27% is in fixed income which is divided up between four Vanguard funds. These funds are divided up to reflect the world allocation. Hank informed us that Vanguard has been excellent in terms of fees.

**Katie Patten said “thank you!” as she is employed at Vanguard.**

**All Laugh**

Hank shared that so far the relationship between NAU and Vanguard has worked out well.

**Jake White thanked Hank for the explanation.**

Hank addressed his third topic which was the Capital campaign. Currently we are just under 81.4 million in our 100 million dollar goal. The campaign is scheduled to close June 30, 2016. We have 243 new scholarships since campaign inception and NAU’s endowment has increased from approximately $46 million on June 30, 2009 to approximately $126 million on February 28, 2015. Hank thanked all present as he says this is due significantly to our board for friend raising. We raise the friends that give the money.

**Brian asked if there is anything we can do to help meet the goal for the end of the campaign?**

Hank replied there is still a significant gift we are waiting on for 20 million.

**Nancy spoke briefly informing everyone that she and Mason will be talking to the donor the Tuesday following our meeting and asked everyone to please think good thoughts for them.**

Hank expressed that a campaign will start again shortly, after this one ends. We are just tapping surface of the community out here with the capacity to give. Hanks final talking point was to announce that Mason Gerety has resigned and will go back to teaching. He has a Memorandum of Understanding between himself and the
university that speaks to what role the Foundation Board will play in determining the next VP of University Advancement. That role will be less than that of the President.

Hank ended his report by assuring everyone that the Foundation Board will be left good hands as he leaves and DeeAnn Palin takes over. Jeff Lewis will be the Chair Elect. The three of them will be in close convo over that Memorandum of Understanding.

Brian thanked Hank for his report and asked if there are any questions. There were none.

**Lumberjack Alumni Ambassador President (LAA)**

Brian Koch introduced Amanda Black, president of LAA and a sophomore at NAU majoring in Micro Biology. Amanda greeted everyone and expressed her gratitude for being a part of LAA and a part. It has been an excellent year for LAA as they recruited 8 new members. LAA also hosted their 3rd Annual Student Alumni networking event in February. Chris Petroff Vice President of the Alumni Board was the key note speaker and did a wonderful job. Amanda shared that each year the networking event has improved and become more successful. The President’s Service Award went to LAA for commitment to campus involvement and community service this year. Amanda briefly touched on the events that are coming up for LAA in the near future. LAA will host games and activities for the Big Brothers Big Sister of Flagstaff Annual Picnic. LAA members are also in the final stages of awarding their scholarship to a deserving student for fall of 2015 semester.

**Amanda closed up her report and asked if there were any questions**

**Nancy Serenbetz asked if Amanda Black could introduce her mother to the group as she was present to listen to her daughter give her report. Amanda introduced her mother Lori Black as her inspiration and thanked her for being very supportive.**

**Brian asked how LAA has been so successful in their quest to recruit new members.**

**Amanda replied that a big piece is word of mouth as well we recruiting during busy times in the union. Previous members also had siblings that joined and helped spread the word.**

**ASNAU President**

Brian moved on to the ASNAU report which was emailed to the Director of Alumni Relations, Georgette Vigil. The ASNAU President, Jillian Zuniga was unable to attend the meeting.

**NAU President’s Report**

Brian asked everyone to refer to their packets and reference the written report since President Cheng was unable to attend the meeting.

**NAU Athletic Department Report**

Dr. Lisa Campos was unable to attend this meeting so Brian took the initiative to discuss some of the high level bullet points and exciting action items that have been happening within the NAU Athletics department. Brian expressed his appreciation for the Athletics Report always beginning with an emphasis on student athlete academic performance. He then began a dialogue regarding the riveting season that the NAU Men’s Basketball team experienced. This was something that both Brian and many of the Board members followed closely as the team made it to the finals in the Big Sky Conference. This season brought tremendous exposure to NAU. Brian urged everyone to do some searches on social media to see the excitement.
Track and Field teams have been having a great season. The team has made it a tradition to excel in academics and athletics performance. Women’s swim team were once again WAC champions.

**Nancy Serenbetz added that the Women’s swim Coach Andy Johns was named the second time WAC Women’s Coach of the Year.**

Brian moved on to discuss the Spring Football scrimmage on Saturday April 25, 2015. The location will be at the outdoor Lumberjack stadium at 2:00 p.m.

**Heidi Hansen updated everyone on the destination video that will be on the Convention and Visitors Bureau website. She wanted to give kudos to Lisa Campos for allowing the CVB to film in the dome. Additionally, Heidi informed all that she attended a meeting for community development where she learned that Flagstaff will be getting signs welcoming and at say we are the home of Northern Arizona University are in the works.**

**Chris Petroff shared some quick facts pertaining to the NAU club baseball team. This started some dialogue about the history of baseball at NAU. Chuck Pilon also shared a story about the time NAU won the Frontier Conference Championship when he played baseball at NAU.**

Brian went on to thank the board for being active and engaged as well as maintaining a healthy level of attendance. He thanked the Past Presidents for continuing to stay so involved over the years.

**Alumni Relations Report**

Georgette Vigil presented the Executive Director’s Report (attached to permanent minutes). Georgette wanted to discuss the fact that Dr. Mason Gerety is going back to teaching. She expressed that this is a great loss for University Advancement but an excellent addition to the FCB faculty. He will certainly be missed.

Georgette informed all about the upcoming Installation of Rita Cheng. Georgette explained that the Installation would be available to stream if anyone wanted to watch but was unable to attend this historic event.

Georgette went on to discuss the Phoenix Suns suite which had great participation. Members from both boards were in attendance. It was an excellent turn out with 54 participants in suite and 159 spectators at game.

The third Annual Student Alumni networking event had 43 participants. The event has experienced growth each year. This year a key note speaker was added. The Key note speaker as mentioned earlier was Chris Petroff who shared what he wished he would have known when he was a college student. Georgette has the video of the speech is anyone would like to watch it.

**Chris Petroff shared some information about his protégé Jack Poupoure. Chris has been in contact with him since the event which has been great for both of them. There may even be opportunity for Jack to intern for NACAT.**

Georgette informed all that the Pine went out this month and encouraged everyone to take the time to read it. Also, she asked that everyone share the link on social media.

**Art Atonna wanted to share a quick editorial comment about the Pine. Art gave kudos to the Pine for being user friendly with excellent formatting.**
Some good discussion took place regarding the Presidents Report on the economic impact of NAU on the state of Arizona.

Georgette went on to speak about the impact we made in Tucson. There were 107 alumni in attendance. Georgette discussed that although the event was standing room only, the alumni were positive and gave great feedback. There is hope that we will continue to have events in Tucson as there has been a cry out from Alumni in the Tucson area for more events.

The Educator Night at the Phoenix Suns game was a great success. Nancy Serenbetz shared that it was a great way to celebrate educators in Arizona. The educators in attendance were recognized at halftime. Nancy expressed that it was an Honor to have Hank’s daughter and son-in-law present as well as President Cheng in the suite. Anyone who wished to have their picture taken with President Cheng was able to do so. The winner of Teacher of the Year, John David Bowman, was present as well. He is a history teacher at Westwood High School in Mesa, AZ. and will be a recipient of the Honorary Doctorate at the spring 2015 commencement. Additionally, Dennis Meador and Angela DeLaCruz came as educators as well.

Georgette was unable to attend the Phoenix Suns Educator night as the NAU Near You Albuquerque event was the same night. The NAU Near You Los Angeles event was a great night. We featured Seamus Dever ’97 BS. Seamus was very charismatic and instrumental in making the event a success. He shared his story about creating an endowment at NAU and the joy he has experienced giving back. Georgette shared that there was some networking happening amongst attendees that night which was excellent to witness. Seamus took time to engage with recent graduates and give encouragement to recent graduates where he could.

Georgette informed the group that she and Josh Aldred have been busy working on the NAU Near You event in Austin. They are trying a new approach where Alumni invitees are surveyed prior to the event to gather information about the most optimal time for the event. There was a 12% response and the time selected was 3:00 p.m. - 5:00 p.m. The event is going to be help at the Park at the Domain.

Georgette went on to give a brief forecast of upcoming events beginning with Careers with Impact, next Tuesday at the Fire Creek Coffee House in Flagstaff. The event is a partnership between NAU’s Alumni Relations and Career Services departments. This was designed to go hand in hand with Sustainability Week at NAU. Graduates from classes 2010-2014 who studied or currently work in the sustainability field were invited to attend.

Georgette’s next item of discussion was the Friday Phoenix Artwalk. She explained that the Outreach Committee had been finalizing the details of that. The NAU Near You Napa event was in the beginning stages. Bay Area California residents who are NAU alumni will be surveyed about their areas of interest and disinterest in regard to an event.

ENCORE has been growing steadily with 9 new requests for handbooks from potential volunteers. Career Fairs are for the spring semester have concluded. The purpose of Alumni Relations staff attending was to acknowledge the presence of Alumni Recruiters.

**Lee Atonna started a positive conversation regarding the interest job recruiters have in NAU students. In relation to other universities in Arizona, NAU students are often observed as the most desirable candidates as they are the most professional.
Georgette focused more on upcoming events and spoke about the Tri-University Career Mixer in May. She informed the group that this is a great opportunity for alumni who are seeking employment or a job change to come out and network with representatives from various organizations around Arizona.

Georgette went on to discuss Alumni Award nominations. She encouraged the group to get their nominations in soon as the deadline is May 29, 2015.

Georgette took time to acknowledge the effort that Jake White and his group have been putting forth to organize Christopher’s Cup. This is a benefit golf tournament set to take place on November 7th, 2015 to raise money for a scholarship to benefit Students impacted by cancer.

Social Media numbers have been growing. Georgette encouraged the group to re-post and like NAU related pages from your own social media to encourage others to do the same. Twitter has become the fastest growing social media network in Alumni Relations at this point.

The website redesign should be ready by summer. Marketing committee has seen the first design of that. Looking really good.

Georgette filled everyone on the spring 2015 Gold Axe ceremony. As always, it was a heartfelt event. Dr. Rita Cheng gave the Gold Axe medals out to the recipients which added a nice touch to the whole event.

Georgette finished out her report by informing the group that an Executive meeting about when the retreat would be taking place. She encouraged the Executive Committee to think about the way processes will look in regard to interfacing with NAU-TEN. She then shared that NAU-TEN will be attending the retreat as well.

Georgette concluded her report and thanked all for listening. Any questions? There were none.

Chris Petroff asked if he could share one last fun story with the group. He discussed the recent trip he took to Nashville, TN for an Ink Magazine Conference. The concert was sponsored by Warner Music of Nashville and featured small acts by different musicians. One of the bands that performed, The Railers, shared an inspiring story about their roots at the university they all met at while studying entrepreneurship in college. Later that week, Chris was using social media to discuss his experience and The Railers reached out to him when they saw he was an NAU Alumni. They informed Chris that they too were NAU Alumni and the university they spoke of meeting at was NAU. It is a very positive story highlighting some of NAU’s now famous alumni!

**ACTION ITEMS**

**APPROVING SECOND TERM AND EXECUTIVE COMMITTEE MEMBERS**

Brian asked for a motion to approve Liz Goodman and Marissa Graves for a second term on the Alumni Board, Bob Orrill motioned to accept for a second term, Colleen Belford seconded and the motion passed.

Chair of the Nominations Committee, Steve Pallack gave an update on the process for reviewing those that applied to join the Alumni Board. All applications were due by March 30, 2015. They were reviewed by the nominations committee and phone interviews were scheduled with those candidates the committee felt were qualified. Three candidates were
interviewed by telephone last week. Two of the candidates took the lead and the Nominations Committee members recommended Stephanie Smith and Brian Hayes to the Board for granting membership. Stephanie Smith graduated from NAU in ’04 with degrees in Political Science and Geography, then again in ’11 with a Master’s degree in Public Administration. She currently resides in Flagstaff, AZ and works for the City of Flagstaff.

Brian Hayes received both his Bachelor’s and Master’s degrees from NAU. He graduated in ’04 with a Bachelors in History and in ’04 with a Master’s in Higher Education. He currently resides in Tucson, AZ and is retired from the Department of Economic Security.

Steve informed the board that each of the candidates are very enthusiastic about the opportunity to serve on the NAU Alumni Board and both talked about being ready for participation in many activities. Each candidate had provided strong responses to the interview questions, hence the reason the Nominations Committee chose to recommend these two candidates to join the board. Bob Orrill stated that he thinks both would be good additions to our board. Heidi Hansen shared that she works with Stephanie Smith at the City of Flagstaff and gave input that she is phenomenal. It was added that she would make a great addition to the board. There was good discussion around the candidates and discussion of their strengths before moving forward.

There being no additional discussion, Brian asked for a motion to approve the nominees for the board. Chris Petroff moved to approve both of the mentioned applicants. Hank Peck seconded and the motion passed.

**Steve Pallack encouraged the group to start thinking about new members for next year as we have five members terming out. This initiated some discussion amongst the group regarding when certain people will be terming out.**

Brian acknowledged the prepared ballot and the two people running for VP, Debbi Grogan self-nominated and Melissa Graves self-nominated. In addition, Heidi Hansen self-nominated to run for Secretary/Parliamentarian.

**MOTION FOR APPROVAL OF NOMINEES FOR VP AND SECRETARY PARLIAMENTARIAN**

Brian asked to entertain a motion for approval of nominees. Chris Petroff moved and Ben Allen seconded. Brian then explained that each candidate would deliver a campaign speech, the past presidents would then ask each candidate questions, after those are answered if there are questions from the floor, those would be asked. Each candidate had three minutes to deliver their speech. Georgette was the timekeeper. Georgette suggested that Debbi and Marissa play a game of rock, paper, scissors. Whoever won got to decide whether they would like to go first or second. Debbi won and asked Marissa to go first. Debbi left the room and Marissa gave her speech. Then Debbi gave her speech and Marissa left the room. After both candidates gave their speeches the past presidents asked their questions alternating between each candidate. There were no questions from the floor for Marissa and a couple for Debbi.

Heidi Hansen ran unopposed gave her speech and was asked questions by the past presidents. There were no questions from the floor for Heidi.

Brian then passed out the ballots and asked people to cast their votes. Georgette had the board members turn their ballots into Nancy Serenbetz and Chuck Pilon who retreated to a separate conference room to tally the votes.

**BREAK: 10:30**
**BOARD MEETING RESUMES: 10:40**

Brian announced the results of voting for new executive board members, Heidi Hansen is the Secretary/Parliamentarian (she ran unopposed), Marissa Graves is the Vice President. These positions will take effect at the July 18, 2015 meeting.

**FIRST READ NAU-TEN BYLAWS**

Marissa lead the first read and touched on key points throughout the three page document of the NAU-TEN Bylaws. Marissa explained that there has been a committee of five individuals drafting this document. This document will govern the NAU-TEN Board. Marissa skimmed over the document putting emphasis on important key points and different items of importance. All meeting attendees received the document and were asked to look it over and contact Georgette and Marissa with any tentative changes or edits.

"**Katie Patten asked Marissa if she sees The NAU-TEN Board being a talent pipeline for the broader NAU alumni board.**"

Marissa responded confirming that that is one of the subset goals of NAU-TEN.

"**Brian Koch asked what the response of NAU’s upper level administration has been to the NAU-TEN Board.**"

Georgette replied that Mason has been giving good support.

**APPROVAL OF 2015-2016 BOARD MEETING SCHEDULE**

Brian moved on to the approval of the FY16 Board meeting schedule. He explained the schedule follows the same format as the meeting schedule for this current fiscal year.

"**Art Atonna pointed out a typo.**"

Brian asked for a motion to approve the 2015-2016 Alumni Board Meeting schedule including the one edit from Art Atonna. Bob Orill moved for approval and Collen Belford seconded the motion.

**COMMITTEE UPDATES**

**EXECUTIVE COMMITTEE**

Alumni Board President, Brian Koch decided to forgo his Executive Committee report for the sake of time and stated that he would give his update if there was to be time at the end of the meeting.

**ALUMNI OUTREACH**

Chair of the Alumni Outreach Committee, Jake White began the report for the Outreach Committee. Katie Patten then spoke about the upcoming First Friday Art walk which will be coming up on the first Friday of May. Colleen, Stephanie and Katie have put a lot of work in to this event. Georgette has provided them with a guideline that outlines best practices for these types of events. The committee has capitalized on the guidelines and will be implementing Georgette’s advice to ensure a more formal and structured event. There will be a link to register online. Katie suggested that everyone spread the word and share via social medial, email and Facebook.

Heidi and Steve Peru are focusing on Flagstaff events. Heidi informed the group that Steve took a new position as President of the United Way of Northern Arizona. A staff
member of the Arizona Republic wrote Heidi in regard to specialty publications and stated that she doesn’t know how to move forward with our request for an Alumni insert. Because of this, Heidi will be working with someone at the Tribune instead. Georgette and Heidi shared a new initiative to host a monthly Alumni outreach event in Flagstaff that could involve trivia. The idea for the theme of the event is similar to the TV show, Cheers where “Where everybody knows your name”.

Jake White closed the report by asking that all Alumni Board Members please try to attend and participate in any of the events Georgette discussed during her report.

**FUNDRAISING**
Chair of the Fundraising Committee Ben Allen, gave the report for the Fundraising Committee. He expressed that there are three specific items he would like to discuss. The first item of discussion was the goal of maintaining 100% giving by board. During our last meeting, 60% of the board was giving. Two days ago, the group was at 74%, so we are making progress.

**Heidi asked if there is a way to be reminded of whether or not we have given to the university during this fiscal year.**

Ben explained that we already do that.

Ben went on to reference the Alumni fund description Alumni fundraising report and explained our progress to the group. He noted that if anyone is still trying to decide which fund to give to Barb McCloud’s 10 for 10 fund is almost endowed and would be a good choice. Ben then discussed the fact that it has been a very educational year and he reviewed key points on how to be prepared when we come across someone with an inclination to give.

Ben closed up the report by highlighting four bullet points from President Cheng’s report over the importance of supporting the university and the positive impact NAU has on the economy of Arizona.

**MARKETING AND COMMUNICATIONS**
Chair of Marketing and Communications Committee Adam Candee provided the Marketing and Communications report. Adam gave kudos to David Slipher for being great at what he does. Adam informed everyone that there are some different projects coming down the pipeline including the Alumni Club Kits. Currently there are projects higher on priority list but Club Kits are something the committee has in the works. Adam stated that the committee is ready to assist where ever they are needed. Also, in addition to the Quick Fact Cards, Meghan created a nice document that is more extensive. With nothing further to report on Adam completed the report.

**Georgette pointed out the Marketing essentials handout that was in everyone’s folder.**

**TRADITIONS AND NOMINATIONS**
Chair of the Traditions and Nominations Committee, Steve Pallack stated that there was nothing to report as it was already discussed with the new members of the Alumni Board.

**Brian asked when we will know what the theme will be for Homecoming 2015.**

Georgette Vigil indicated that we will know more about the theme in June.

**NAU-TEN**
President of the NAU-TEN Board Marissa Graves, gave a brief report. She explained that the steering committee is trying to identify candidates for the board. Marissa asked that if
anyone has any ideas or knows of anyone who may be interested in joining the NAU-TEN please encourage them to apply.

**PAST PRESIDENTS**

President of the Past Presidents Club Nancy Serenbetz, deferred to Dr. Chuck Pilon. Chuck reported on a meeting held at Zipp’s in Phoenix for past football players. Members of the NAU Football team from seven decades of were in attendance. Chuck was very proud to be a part of this event.

Chuck went on to discuss the Presidents installation which will be the 6th Presidential Installation processional that he has marched in. Chuck wanted to share a bit of history with the group so he brought in his Gold Axe card and other memorabilia from his NAU Years with him to pass around.

Chuck asked that we shed light on the first Mexican American governor in Arizona Raul Castro, who recently passed away. He was a proud NAU Alumni.

Brian felt we may have dropped the ball on a missed opportunity to reach out to NAU alumni in PHX area there for the NAU basketball. Who said he would like to think of ways to spread the word on these types of occurrences in a more organized and timely manner.

Georgette and Nancy Serenbetz stated that it was something the entire university struggled with as well.

**GEORGETTE REMARKS AROUND PICNIC**

Georgette advised all to review the updated maps of the Pera Club from Meghan. She asked everyone to be careful, enthusiastic and have fun!

There being no further business, *Mike Fronske moved to adjourn the meeting. Ben Allen seconded and the meeting was adjourned at 11:34pm.*

Respectfully submitted by Brianna Lorents

**ATTACHMENTS TO PERMANENT MINUTES**

Executive Director’s Report
Report from President Cheng
Athletics Report