BOARD MINUTES

Northern Arizona University Alumni Association
Board of Directors
GREATER PHOENIX ECONOMIC COUNCIL
GPEC
2 N CENTRAL AVE., SUITE 2500
PHOENIX, ARIZONA
APRIL 12, 2014
PHILIP TAVASCI ’03, PRESIDING

NAUAA BOARD MEMBERS PRESENT AT BOARD MEETING: Ben Allen ’03, Adam Candee ’01, Meghan Fintland ’99, Immediate Past President Michael Fronske ’85/’89, Secretary/Parliamentarian Marissa Graves ’09, Debbi Grogan ’90, Heidi Hansen ’91, Vice President Brian Koch ’99/’01, Carol Lindsay ’61, Chris Petroff ’03, Steve Pallack ’82, President Philip Tavasci ’03, Jacob White ’01, and Executive Director Georgette Vigil.

NAUAA BOARD MEMBERS UNABLE TO ATTEND BOARD MEETING: Martin Brown ’82, Elizabeth Goodman ’04, NAU Foundation Board Past Chair Harry Hengl ’76, Robert Orrill ’80, NAU Foundation Board Chair Hank Peck ’75, Steve Peru ’79/’90, Ted Quasula ’73/’82.

NAUAA PAST PRESIDENTS PRESENT AT BOARD MEETING: Art Atonna ’69, Lee Atonna ’69, Barb McCloud ’78, Past Presidents’ President Nancy Serenbetz ’75.

Guests In Attendance: Armando Ronquillo ’71, past board member.

Staff Present at Board Meeting: Rosanne Burton.

Call to Order
President Phil Tavasci called the meeting to order at 12:40 pm on Saturday, April 12, 2014. He welcomed everyone, especially those travelling from out-of-state, Adam and Meghan. He thanked Chris Petroff for hosting the meeting and asked him to explain a little bit about GPEC. Chris explained GPEC (Greater Phoenix Economic Council) is a private organization set up to represent the economic interests of twenty four cities in Maricopa County. They work nationally and internationally to help small, medium, and large organizations relocate and expand their business to the greater Phoenix area. Their number one goal is job creation, they have been working for twenty five years and have helped more than 700 companies relocate or expand to the Phoenix area creating about 250,000 jobs and having a billion dollar impact while doing so. Chris has been with GPEC since 2009 as VP for business development handling technology companies but is
currently transitioning to a new role in which he will handle all the marketing aspects for GPEC.

Phil then spoke about Marie Rolle’s passing and thanked Carol Lindsay for attending the service.

**APPROVAL OF MINUTES FROM THE FEBRUARY 8, 2014 BOARD MEETING**

*Debbi Grogan moved to approve the minutes. Steve Pallack seconded and the motion passed.*

Phil mentioned Hank Peck was to give the Foundation Report but he is on the NAU Presidential Search Committee with Steve Peru which is also meeting today, and unable to attend the board meeting, so Barb McCloud will speak on behalf of the Foundation when she reports on the Alumni Board Endowment for Outreach.

**ALUMNI BOARD ENDOWMENT FOR OUTREACH**

Barb McCloud is a Past President of the Alumni Board and is currently on the NAU Foundation Board. She is very familiar with the mission of both boards and the value they bring to NAU. She asked the Alumni Board if anyone knew what the Foundations’ mission is; there was not a lot of response. When she asked what the mission of the Alumni Board was almost everyone answered engagement. She went on to explain the difference between the two boards is the Foundation is fundraising and the Alumni are friend raising which is an important partnership. Being on the alumni board gives you meaningful relationships similar to those you may have had as a student. Alumni are building friendships and relationships. The Foundation is a different organization. Those on the Foundation Board may, or may not be alumni of NAU. They are on the Foundation because they have a skill-set and an ability that helps the Foundation serve its mission which is to promote the university’s mission to enhance NAU recognition and foster private investment from a broad base of constituents. Those on the Foundation Board are able to generate money for NAU, this is especially important as the state universities budget has been reduced and the state’s contribution is only about 20% of NAU’s total budget. As a member of the Foundation Board Barb wanted to give back where she felt passionate and needed, so she created the Alumni Board Endowment for Outreach. She went on to explain that both organizations need each other, the foundation provides the platform for the alumni office to go out and engage the more than 140,000 alumni to give back in whatever way they can. Barb went on to talk about the Capital Campaign and its goal of raising 100 million dollars, we are half way there. The campaign has attracted more than 3,100 new donors to the university. After considering all the growth at NAU and all the new alumni that have graduated in the past ten years, Barb was passionate about providing the NAU Alumni Office with the funds to be able to engage more alumni through many different avenues and events. Her personal goal is to get others to join her and grow the endowment to one million dollars. She estimates the interest income alone from the million dollar endowment would be four times the outreach budget that the alumni office manages currently. She spoke of research that shows you have to touch a person seven times before they will make a donation, and that most donations start small. “Giving is an evolution” she said. Alumni Relations job is to engage people and sell them on the virtues of the university to help them see the benefit in giving back. Meghan Fintland asked how you go about getting people who are not connected to join the board. Barb said cultivation, learning about peoples interests and matching them up with a college that promotes those interests so people become involved in what they feel passionate about. Adam Candee then asked when we talk with others about the endowment what was Barb’s experience
as a student, why did she feel this endowment is worthwhile. She told the story of John Wettaw being her first chemistry teacher at NAU and how he wouldn’t accept “slackers” in his class. He took the time to be involved. They have remained friends for many years.

ALUMNI RELATIONS REPORT
Executive Director Georgette Vigil presented the Alumni Relations Report (attached to permanent minutes) and a paper copy was also distributed to the board. Georgette told Barb McCloud she was the reason Georgette enjoyed her job as Alumni Director, hearing the passion alumni have for their institution gives her more motivation to expand alumni engagement. Georgette then turned the floor over to Carol Lindsay for an announcement about John Wettaw’s retirement. There will be a party for him on May 2 at 3 pm at the Wettaw building. Georgette continued with her report, and she started off recognizing board members, in particular Heidi Hansen who was interviewed by NAU – TV for a Focus on Alumni episode. Steve Peru was also in the piece explaining the role of the board in building relationships. Georgette then mentioned the Pine digital magazine and Phil having a write up in the magazine which also helps with the engagement effort. There were also board members in action; Harry Hengl received the prestigious ABOR award for Outstanding Service. Carol Lindsay, Debbi Grogan, Heidi Hansen and Steve Peru attended the Flagstaff mixer on March 13. In addition, Debbi Grogan helped with the Student Alumni Networking Event on March 29. Thank you to all the board members who are so involved. Georgette then went over all of the events that have taken place since the last board meeting on February 8, 2014. All of these events help support our engagement initiatives. Heidi Hansen then talked about the tabloid piece on Flagstaff Alumni that will be featured in the Daily Sun, it will come out May 7, 2014 and we will have an overrun that will be distributed at graduation. Good exposure for our alumni from this effort. Georgette talked about awarding the new Centenarian Award to Jerry Emmett on May 9, 2014 from the Alumni Association. Georgette turned the floor over to Marissa Graves to talk about the Young Alumni Focus. Marissa spoke about young alumni being an untapped resource for engagement. She explained there is a steering committee in place to discuss and research a Young Alumni group.

ACTION ITEMS

APPROVING SECOND TERM AND EXECUTIVE COMMITTEE MEMBERS
Phil asked for a motion to approve Debbi Grogan, Steve Pallack, Bob Orrill, and Carol Lindsay for a second term on the Alumni Board, Marissa Graves motioned to accept for a second term, Adam Candee seconded and the motion passed. Phil then spoke about the executive committee nominees, and gave Georgette kudos for reaching out to members and asking if they wanted to run for the executive committee. It has become a more diplomatic process. Phil acknowledged the prepared ballot and the two people running for VP, Debbi Grogan self-nominated and Carol Lindsay seconded her nomination, and Chris Petroff self-nominated and Phil Tavasci seconded his nomination. In addition Heidi Hansen self-nominated to run for Secretary/Parliamentarian and Brian Koch seconded her nomination. He then asked if there were any nominations from the floor, none were offered. Phil then asked for a motion to approve the ballot, Carol Lindsay motioned to accept the ballot, Michael Fronske seconded and the motion passed. Georgette then explained each candidate will deliver a campaign speech, the past presidents will then ask each candidate questions after those are answered if there are questions from the floor those will be asked. Each candidate has five minutes to deliver their speech. Phil will be the timekeeper. Heidi Hansen ran unopposed gave her speech and was asked questions by the past presidents. There were no questions from the floor for Heidi. Phil then thanked both Debbi and Chris for stepping up to run for the VP position. Phil had both names in a
bowl and pulled out Debbi Grogan’s name, she was the first one to give her speech. Chris then gave his speech. After both candidates gave their speeches the past presidents asked their questions alternating between each candidate. There were no questions from the floor for either candidate. Phil then passed out the ballots and asked people to cast their votes. Georgette had the board members turn their ballots into Rosanne Burton who passed them to the past presidents who retreated to a separate conference room to tally the votes.

Break: 2:35pm

Board Meeting Resumes: 2:45pm

Phil announced the results of voting for new executive board members, Heidi Hansen is the Secretary/Parliamentarian (she ran unopposed), Chris Petroff is the Vice President. These positions will take effect at the July 12, 2014 meeting.

First Read New Young Alumni Officer
Phil brought up discussion regarding a new Young Alumni Officer position; he informed the board this was being worked on by Marissa Graves and Georgette for a possible roll out in 2016. There is a slide in Georgette’s presentation showing the suggested language that could be used to add to the current bylaws. Brian Koch spoke in favor of the position and growth that would come with the possible addition of a Young Alumni Board. He mentioned the Recent Graduate Award that was added last year and one of the award winners, Chris Petroff, is currently on the board and another, Josh Aldred, has applied to join the Alumni Board. The proposed steering committee is a good start to gauge interest from young alumni in how engaged they wish to be and their thoughts on a Young Alumni Board.

New Board Members
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 24, 2014. They were reviewed by the nominations committee and phone interviews were scheduled with those candidates the committee felt were qualified. Four candidates were interviewed: Stephanie Hastings ‘96, from Laveen, AZ, Colleen Belford ’06, from Fountain Hills, AZ, Josh Aldred ’03, is currently in the military in Texas, and Katy Patten ’09, from Scottsdale, AZ. Steve informed the board that each of the candidates gave strong responses to the interview questions and the nominations committee are recommending all four candidates join the board. Chris Petroff asked if Josh Aldred was committed to attending meetings and being an involved member, Steve informed the board that the conversation included the expectations the board required which included attending meetings and Josh will do all in his power to get to the meetings. He has asked to be assigned to his next duty station in Phoenix or Las Vegas to aid in this effort. There being no additional discussion, Phil asked for a motion to approve the nominees for the board. Marissa Graves moved to approve all four of the mentioned applicants. Chris Petroff seconded and the motion passed.

Committee Updates
Executive Committee
Alumni Board President, Phil Tavasci gave the Executive Committee report. Their work has been focused on the language for the Young Alumni Officer and the Young Alumni Board. He reported the board is at 80% participation in contributions, stressing the fact he would like to have 100% participation.

Alumni Outreach
Chair of the Alumni Outreach Committee Jake White reported the Outreach Committee will be hosting a Football Watch Party on Saturday, April 26 as this game will be covered by Fox sports. It will be at Zipps Sports in Phoenix and flyers will be distributed to those that attend the Copper Blues Meet Your Board reception this evening. Heidi Hansen reported that the Flagstaff Business News, April Issue reported on the Hospitality Industry and recognized NAU alums that are in actively working in the industry.

Marketing and Communications
Chair of Marketing and Communications Committee Adam Candee was happy to have Barb McCloud at the meeting to talk about her vision and passion for the Endowment she started. He would like to now do a piece on it and communicate that message out to alumni. He also indicated they would be more active on social media and that was evident by his post and the posts of other board members commenting on the NAU Facebook posts. He mentioned Meghan Finland has updated the document Northern Arizona University At-A-Glance and it now contains City Facts to tell people about the Flagstaff community. Heidi asked if the alumni office uses hashtags, she said it is very popular at events. Chris Petroff mentioned he uses the suns ignite NAU hashtag when he posts something so it hits a wider audience.

Fundraising
Chair of the Fundraising Committee Debbi Grogan reported there is a report to the board sheet in their packet which outlines the alumni funds. She was happy that board giving has increased and there is still time to get to 100% participation. She has also been doing research on the “Taste of NAU” idea the board has previously discussed. To hold the event in Phoenix in March or April may pose some problems, the cost because it’s their busy season and finding someone to do it. Debbi then asked Georgette if there was a list of HRM graduates that had restaurants in the valley; Georgette indicated they would have had to supply that information to NAU. Georgette recommended surveying HRM graduates to volunteer the information if they own restaurants in the valley. Brian Koch asked if anyone has reached out to HRM and asked if they would be interested in helping in this effort. Debbi said she has not at this point. Heidi volunteered the idea to hold it in Flagstaff and promote the attractions there.

Traditions and Nominations
Chair of the Nominations Committee Steve Pallack alerted the board that we were fortunate to have gotten four very good candidates this time to apply for the board, but going forward we need more nominations to be submitted and all board members should be spreading the word. There will be more people who terms are ending with the board and we will have more people to replace so we need qualified applicants. He then told the board the groups that could use representation on the board, those that graduated in the 70’s and prior, and those that graduated in 2010 and on.

Past Presidents
President of the Past Presidents Club Nancy Serenbetz commented on Marie Rolle’s passing and how the Rolle family said Joe and Marie really enjoyed the Alumni Board. Joe Rolle was emeriti on the Alumni Board and it meant a lot to them. Art Atonna spoke on the NAU experience and how he’s involved with his fraternity and just had a 40 year reunion in Phoenix and more than 100 people attended. The group now wants to go to Homecoming this year and not wait 10 years to get together again. Armando Ronquillo also spoke on how impressed he is with the current Alumni Board and all that is being accomplished. He also spoke about his involvement with Boys State. Barb McCloud spoke about her endowment using “10 for 10” when she is trying to sell it. More importantly getting 10 people to do the same would be huge. She mentioned how past board members and past presidents are a valuable resource to the current board.

There being no further business, Steve Pallack moved to adjourn the meeting. Mike Fronske seconded and the meeting was adjourned at 3:45pm.

Respectfully submitted by Rosanne Burton

**ATTACHMENTS TO PERMANENT MINUTES**
Executive Director’s Report