

MINUTES OF MAY 11, 2011

ARIZONA STATE UNIVERSITY RETIREES ASSOCIATION

BOARD MEETING

Board Members Present: Gary Anderson, Barbara Bradford Eschbach, Dick Jacob, Doug Johnson, Barry Leshowitz, Connie McNeill, Carolyn Minner, William Moor, Dave Scheatzle, David Schwalm, Joy Shearman, Mary Stevens, Sheila Stokes

Absent: Barry Bruns, Wilma Mathews, Rose Minetti, Jeanette Robson

Ex-Officio Members Present: None

Committee Chairs Present: Sue Blumer, Barry McNeill, Mary Stevens, Linda Van Scoy

I. CALL TO ORDER

President David Schwalm called the meeting to order at 10 am.

II. ADOPTION OF TODAY'S AGENDA

No changes to the agenda were requested.

III. REVIEW AND APPROVAL OF THE MINUTES OF MARCH 9 BOARD MEETING AND APRIL 30 ANNUAL MEETING

The minutes of the March 9 Board meeting and the April 30 Annual meeting were approved. The Board commended and thanked Jo Madonna for the excellent job she has done as secretary for the past two years.

IV. FINANCIAL REPORT / TREASURER'S REPORT – Carolyn Minner, Joyce Hartman Diaz

Carolyn Minner reported that she is charging some expenses to Public Affairs that we had originally intended to pay from our Operations account. This is because we learned very recently that there is no charge for our telephones, since telephone costs are based on numbers of full-time employees, of which we have none. We had originally budgeted a significant amount for telephones to be paid from our Public Affairs allocation, and of course we want to take the savings on this in our Operations account rather from the amount that Public Affairs grants us.

V. EX-OFFICIO REPORTS

- Human Resources – no report.
- University Liaison – no report.
- University Senate – no report.
- University Staff Council – no report.

VI. STANDING COMMITTEE REPORTS (5 minutes or less please)

- A. Community Outreach Committee - Subcommittee Reports
- Adopt-A-Family - Joan Leard – No report
 - Emeritus College Liaison – Dick Jacob

Dick Jacob reported on personnel changes in the Emeritus College. Dick Jacob replaces Len Gordon as Dean, and Elmer Gooding replaces Chuck Elliott as Associate Dean through June 30, 2012. Amanda Meyers is the new (3/4 time) receptionist. The College will have two full-time interns this academic year.

Membership in the College is now at 410. ASURA members have been invited by the Emeritus College to attend the latest Writing Program seminar at the same cost as Emeritus College members have. Lattie Coor will review his foundation's work on the state of the Valley at the College's final monthly colloquium in May.

- Scholarship Committee - Sue Blumer
The committee has sent names of the top three people in the applicant pool for our scholarship to Financial Aid, in ranked order. That office will award the scholarship to the top person among these who still qualifies based on financial need.
- University Club Liaison - Jim Fordemwalt – No report
- Video History Project - Linda Van Scoy
One new interview has been completed, with three more lined up for next year. Connie suggested that some past officers at the West campus might be good subjects for interviews in the future.

B. Events Committee - Subcommittee Reports

- Luncheons & Special Events – Barbara Eschbach
The Annual Meeting took place at the Shalimar Country Club. A meet-and-greet event for new and old members is planned for September. The goal is to increase the “active” membership over the present core group of about 50. Bill Moor made a motion to provide a budget of \$400 for the event, and there was a suggestion that pizza be provided to attendees. The motion was seconded, and was approved unanimously.
- Retirees Day – Barry McNeill
Planning for next year's event and a search for speakers will begin next Fall.
- Seminars Committee – Dick Jacob
Seminars in September on state health insurance plans are being planned for retirees in conjunction with the annual open-enrollment period in October, 2011. Ed Rappaport has agreed to help develop a seminar on understanding one's medical insurance statements.
- Travel – Bill Stasi, Gary Anderson
There will be a fall trip to Australia and New Zealand in September, but it is fully subscribed. Another trip to South America – Peru and the Amazon is being planned.

C. Finance Committee – Mary Stevens

The committee has reviewed the results of the survey on the book collection drive, and thinks that it will be feasible to raise some money via a book drive. Planning on this will move forward over the summer.

D. Government Liaison Council

- ASRS General – Dick Jacob
Beginning July 1, 2011, the employee share of retirement contributions will increase from 50% to 53% and the employer share will decrease from 50% to 47%. The employer (universities included) do not get to keep the 3% that they'd budgeted and will not now have to spend; it goes back into the general fund. (From Report to the ASURA Board of Directors on Meetings of the ASRS Board of Trustees.)
- Legislature – Jerry Aronson

No report.

- E. Health Insurance Liaison Council – Doug Johnson (ADOA), Rose Minetti (ASRS)

No report.

- F. Membership and Communications Committee – Subcommittee Reports

- Membership and Communications Committee - Elmer Gooding
Connie McNeill reported in Elmer's absence. The latest membership totals show that ASURA missed its goal of 700 members by 20. Staff membership was down by 50, with faculty/professional up by 30. The annual membership renewal notices will go out later this month.
- Prime Times – Wilma Mathews and Jeannette Robson
In Wilma and Jeannette's absence, Connie McNeill reported that the Summer issue of *Prime Times* is scheduled to go out in June..
- Web Site and Database – Connie McNeill
Dave Schwalm will continue to prepare the obituaries. Nancy Lesko has agreed to help maintain information on upcoming and/or past events on our Web site.

VII. UNFINISHED BUSINESS

- A. History of ASURA 2001-2010 – Val Peterson

Val raised several questions about the Board's purpose in preparing a "second decade" history of the ASURA. In general, the Board believes that there is value in having the sort of readable history that the first "Decade of Success" history provides. Although we do have meeting minutes, these don't capture the history of the organization in the same way. The general consensus was that if there are people interested in doing a history, the organization should commission the work. The Board does not envision distributing the new book widely, and would not expect to print the book in large quantities. A motion was made, seconded, and carried unanimously that Val take the lead in moving this project forward. Dave Schwalm volunteered to help Val prepare a proposal for the Board proposing content, style, and method of development, and estimating the cost.

VIII. ANNOUNCEMENTS

- A. NEXT MEETING – September 14, 2011, 10 AM, CSB 203

IX. MEETING ADJOURNMENT

The meeting was adjourned at noon.

ASURA FINANCIAL REPORT
7/1/2010 THRU 4/30/2011

	FY 2011 Budget (Approved)	Actual Year To Date Amount	Budget Minus YTD	COMMENTS
ASURA Operations - Income				
Balance Forward	28,216	28,216	0	
Events Registration Fees & Donations Collected	4,000	6,077	-2,077	More local events than planned - Income & expense both up
Membership Donations ("Dues")	14,000	3,980	10,020	Estimated membership of 700 @ \$20
General Operations Donations	3,000	1,890	1,110	
Total ASURA Operations Income	49,216	40,163	9,053	
ASURA Operations - Expenses				
<i>Printing & Mailing Costs</i>				
Annual Report	300	82	218	Printing costs
Events - Advertising	2,400	1,542	858	Budget set as 12 events/advertisements at \$200 each (excludes fund-raising events)
Board Ballots	550	337	213	
Membership Drive	950	959	-9	
<i>Other Operations Costs</i>				
Business Luncheons/Staff Appreciation	1,200	884	316	Includes appreciation luncheon for Richard Murra
Events - All Costs Except Advertising	3,500	4,834	-1,334	More local events than planned - Income & expense both up
Office Equipment & Supplies	3,500	2,434	1,066	Envelopes, printer cartridges
Foundation Management Fees	800	524	276	% of transactions
Transfer to Special Projects for 2011-12 Scholarship	6,500	6,500	0	Per decision of Board in January meeting
Total ASURA Operations Expenses	19,700	18,094	1,606	
Uncommitted ASURA Operations Funds	29,516	22,069	7,447	
Public Affairs				
<i>Printing & Mailing Costs</i>				
Membership Drive	550	0	550	
Prime Times	4,600	3,857	743	4 Prime Times @ appx \$925/issue, additional shells @\$900 (was \$2700)
Retirees Day	275	240	35	
Open Enrollment Orientation	0	0	0	
<i>Other Public Affairs Operations Costs</i>				
Phone/FAX Service	0	0	0	
Annual Meeting	850	208	642	Refreshments, speaker gift
Copier Maintenance	700	0	700	
Total Operations Expenses Covered by PA	6,975	4,305	2,670	

**ASURA FINANCIAL REPORT
7/1/2010 THRU 4/30/2011**

Special Projects - Income				
Balance Forward	18,989	18,989	0	
Adopt-A-Family Donations	600	480	120	
Video History Donations	500	1,222	-722	Actual YTD includes \$1,017 (1/4 of the proceeds from the Golf Tournament)
Golf Tournament Net Income	4,068	4,068	0	Net after all expenses, including advertising
Transfer from Operations for 2011-12 Scholarship	6,500	6,500	0	Per decision of Board in January meeting
Total Special Projects Income	30,657	31,259	-602	
Special Projects - Expenses				
Scholarship	6,500	6,500	0	
Adopt-A-Family	2,100	1,997	103	
Video History	11,000	7,123	3,877	Most of the budget is for a Video Editing Studio in our office area
Golf Tournament Proceeds Transfers Out	4,068	4,068	0	Transfers to Bobby Winkles (1/2), LVHP Donations (1/4), Scholarship Endowment (1/4)
Foundation Management Fees	150	401	-251	% of transactions against our account
Total Special Projects Expenses	23,818	20,089	3,729	
Uncommitted Special Projects Funds	6,839	11,170	-4,331	
Scholarship Endowment Fund				
Endowment Balance July 1	21,550	21,550	0	
Invested Funds Gain (-Loss)	1,509	4,362	-2,853	Endowment funds are invested by the ASU Foundation ¹
Transfer To Scholarship Endowment - Spending	0	-819	819	Endowment does not pay out if "under water". Payout is 1 July when eligible.
Current-Year Contributions	1,200	11,353	-10,153	Member contributions; Golf Tournament Proceeds; Reinvestmt from Spending Acct
Management Fees	-493	-403	-90	Foundation fees for managing and investing funds
Total Scholarship Endowment Fund	23,766	36,043	-12,277	Depends on investment success
Scholarship Endowment - Spending				
Balance July 1	9,927	9,927		Payout accumulation since creation of the Scholarship Fund.
Payout from Endowment	0	0		No payout this year because balance is less than total of donations.
Reinvest in Endowment	0	-9,927		Approved by Board in January meeting
Total Scholarship Endowment Fund	9,927	0		Amount available to pay scholarship or reinvest in endowment.

¹Per the Foundation, "The long-term investment objective of the consolidated endowment pools is to earn an average annual real (i.e., after adjusting for inflation) total return of at least five and a half percent (5.5%), net of investment manager fees, over long time periods (rolling ten- or fifteen-year periods). Over shorter time periods (rolling five-year periods), the consolidated endowment pools will seek to outperform a composite of market indices reflecting the asset allocation policies and perform on par with other institutional funds with broadly similar investment objectives and policies."

4/30/2011

EVENTS COMPLETED LAST FISCAL YEAR (but with some transactions appearing this fiscal year)

71.95 Refund for excess charges related to Verde Canyon RR trip

71.95 Net gain (loss), exclusive of advertisements**COPPER CANYON - 10/16 - 10/23/2010**

0.00 Registration fees collected

0.00 Registration fees refunded

0.00 Event costs - travel & related

0.00 Event costs - food, entertainment & related

0.00 Event costs - lodging & related

0.00 Event costs - other**0.00 Net gain (loss), exclusive of advertisements**232.88 Advertisements (printing/ mailing/overhead charges) - covered by Operations

-232.88 Overall net gain/loss

MUSICAL INSTRUMENT MUSEUM - 10/27/2010

1595.00 Registration fees collected

55.00 Registration fees refunded

510.00 Event costs - travel & related

656.70 Event costs - food, entertainment & related

0.00 Event costs - lodging & related

0.00 Event costs - other**373.30 Net gain (loss), exclusive of advertisements**178.27 Advertisements (printing/ mailing/overhead charges) - covered by Operations

195.03 Overall net gain/loss

VETERANS' DAY GOLF TOURNAMENT - 11/11/2010 (fund-raiser)

4260.00 Receipts - paid players

-150.00 Refunds - paid players

150.00 Receipts - other

5450.00 Receipts - sponsors

4562.02 Event costs - food & related

915.97 Event costs - prizes

21.20 Event costs - supplies

95.00 Event costs - sign work

4/30/2011

2034.00 50% of proceeds to Winkles Baseball School Endowment

2081.81 Net gain (loss), exclusive of advertisements

48.24 Advertisements (printing/ mailing/ overhead charges)

2033.57 Overall net gain/loss

HOLIDAY POTLUCK LUNCHEON/ARTS & CRAFTS SALE - 12/15 - 12/16/2010

0.00 Registration fees collected

0.00 Registration fees refunded

0.00 Event costs - travel & related

0.00 Event costs - food, entertainment & related

0.00 Event costs - lodging & related

0.00 Event costs - other

0.00 Net gain (loss), exclusive of advertisements

144.36 Advertisements (printing/ mailing/ overhead charges) - covered by Operations

-144.36 Overall net gain/loss

BREAKFAST & FASHION SHOW - 1/20/2011

410.00 Registration fees collected

0.00 Registration fees refunded

0.00 Event costs - travel & related

165.79 Event costs - food, entertainment & related

0.00 Event costs - lodging & related

0.00 Event costs - other

244.21 Net gain (loss), exclusive of advertisements

186.92 Advertisements (printing/ mailing/ overhead charges) - covered by Operations

57.29 Overall net gain/loss

MUSICAL INSTRUMENT MUSEUM - 2/23/2011

990.00 Registration fees collected

0.00 Registration fees refunded

505.00 Event costs - travel & related

562.22 Event costs - food, entertainment & related

0.00 Event costs - lodging & related

0.00 Event costs - other

4/30/2011

-77.22 Net gain (loss), exclusive of advertisements

165.52 Advertisements (printing/ mailing/ overhead charges) - covered by Operations

-242.74 Overall net gain/loss

MUSICAL JAM SESSION - 3/23/2011

90.00 Registration fees collected

300.00 Special donation to offset costs of this event

0.00 Registration fees refunded

0.00 Event costs - travel & related

0.00 Event costs - food, entertainment & related

0.00 Event costs - lodging & related

343.75 Event costs - other**46.25 Net gain (loss), exclusive of advertisements**

191.01 Advertisements (printing/ mailing/ overhead charges) - covered by Operations

-144.76 Overall net gain/loss

SPRING LUNCHEON - 4/8/2011

1000.00 Registration fees collected

0.00 Registration fees refunded

0.00 Event costs - travel & related

825.00 Event costs - food, entertainment & related

0.00 Event costs - lodging & related

0.00 Event costs - other**175.00 Net gain (loss), exclusive of advertisements**

186.92 Advertisements (printing/ mailing/ overhead charges) - covered by Operations

-11.92 Overall net gain/loss

BOYCE THOMPSON ARBORETUM - 4/12/2011

1620.00 Registration fees collected

120.00 Registration fees refunded

624.00 Event costs - travel & related

459.75 Event costs - food, entertainment & related

0.00 Event costs - lodging & related

6.74 Event costs - other

4/30/2011

409.51 Net gain (loss), exclusive of advertisements

166.26 Advertisements (printing/ mailing/ overhead charges) - covered by Operations

243.25 Overall net gain/loss

SOUTH SEAS CRUISE - 3/3 - 4/3/2011 (incomplete)

0.00 Registration fees collected

0.00 Registration fees refunded

0.00 Event costs - travel & related

0.00 Event costs - food, entertainment & related

0.00 Event costs - lodging & related

0.00 Event costs - other

0.00 Net gain (loss), exclusive of advertisements

89.39 Advertisements (printing/ mailing/ overhead charges) - covered by Operations

-89.39 Overall net gain/loss

1243.00 Net gain (loss) - all completed non-fundraising events, exclusive of advertising

1243.00 Net gain (loss) - all non-fundraising events, exclusive of advertising

1541.53 Total advertising cost - non-fundraising events



ASURA MEMBERSHIP TOTALS 2011 Membership Year

Counts			More Counts		
	As Of May 2011	As Of May 2010		As Of January 2011	As Of January 2010
Current-year members	670	693	Current Members by Address Location		
Renewals from Prior Years	587	546	Arizona (Zip 85xxx and 86xxx)	600	620
New This Year	83	147	California (Xip 900xx - 961xx)	13	13
Paid for Current Year, Now Deceased	12	7	All Other	57	60
Last Years Members Who Have Not Renewed	109	96			
Last Year's Members Who Are Now Deceased	14	16			
Current Members by (Approx.) Length of Membership					
Members for 0 - 2 Years	273	298			
Members for 3 - 5 Years	96	74			
Members for 6 - 10 Years	80	90			
Members for More Than 10 Years	221	231			
Current Members by Communication Preference					
Prefer E-mail	335	336			
Prefer E-mail with No Obituary Notices	70	43			
Prefer U. S. Postal (paper)	261	312			
No Mail of Any Kind	4	2			
Current Members by Former Employment Category					
Faculty	302	296			
Staff	234	271			
Academic Professional	46	40			
Administrative	36	34			
Service Professional	51	46			
Non-employee	0	0			
Unspecified	1	6			

Note: Since membership enrollment forms are mailed in May, we begin processing them, with associated dues and donations, before the start of the membership/fiscal year. Therefore it is not possible to use these count to determine the correct dollar value of membership donations in the current fiscal year.

DISCUSSION ITEM: ASURA HISTORY UPDATE

The Arizona State University Retirees Association (ASURA) was created in 1991 and in 2000 a book documenting its creation, activities and leadership in the intervening ten years was published. The name of the publication was, *A Decade of Success* which was authored by Dean Smith and edited by June Payne. The book was published, copyrighted and paid for by ASURA.

This publication was well researched, documented and written. It has served as a valuable and useful resource to ASURA officers and its members. The book was billed as “an illustrated History of the Arizona State University Retirees Association” and it has clearly served that purpose. Its printing was accomplished in a professional manner utilizing a 6” x 9” soft cover book format with ASU’s primary colors of maroon and gold on the cover.

The record does not document the intent for distribution of the book nor the number of copies printed, but those involved in its creation may be able to provide that information. Neither does the record note any marketing or distribution efforts used to reduce the considerable stockpile of books maintained in ASURA’s storage area. The current stock of the books would indicate that an inordinate number of copies of the book were printed or it was intended for some sort of distribution span covering many years or perhaps demand for the publication has been less than expected.

Even so, given the presumed value of the type of information provided by the book for ASURA members, the suggestion has been made by several current officers and members of the Board that another effort be undertaken to document the history of the association’s last ten years (2001 to 2010) by publishing a similar book. Obviously, this would be a major undertaking for the association and it would be well to have an exploratory discussion of the various facets and issues relating to the project.

I believe the Board of Directors should discuss and clarify the following issues:

1. Does the proposal to create another history book for the association have the support and approval of the Board? Has any formal action been taken for such a project?
2. Is the Board prepared and willing to pay the costs associated with the publication and printing of a book? Should there be cost limits and if so what are they? May there be a source identified for funding the book other than ASURA?
3. How will the book be used? Will it be:
 - a. Issued as a “freebee” as an incentive for potential association members to join.
 - b. Issued to new ASURA officers and board members.
 - c. Made available for sale to all association members, marketed to ASU employees or the general public.
 - d. Given away as a gift.
 - e. Or a combination of the above actions.

4. Is the Board willing to define the number of copies needed for such a publication and how those copies will be used? Is a marketing plan and marketability of the book itself a factor?
5. If published, what kind of an update is anticipated? Should the book be a stand-alone publication or should it incorporate the materials of the first book? Does a combined book raise legal or copyright issues? How useful would a current history book be without the use of the previous history book?
6. Does the Board want to be involved in some manner in the process by which the book is created? Does the Board want to appoint an editor, author, or utilize a committee or some other means? Have the previous book's author and editor been approached to see if they are interested in doing an updated history? If a committee effort is deemed appropriate, is it feasible to write a book by committee?
7. Should a new history book be printed and published in the same format and manner as the first book or would a less-expensive 8½" x 11" do-it-yourself publication serve the intended purpose? Would a report format serve the same purpose as a book? Is it desirable to have a publication that can be expanded in the future? Or could each decade be published volume by volume?
8. Would the publication of a second decade book set a precedent for future Boards to do the same for the next decade?

I personally believe there is value in capturing the historical data in either a book or report format for the future use and reference by the association. Valuable resources such as archived records, photos, past officers and board members and people's memories or their personal records which may be available now, could be at risk for being lost, thrown away or otherwise unavailable in the future.

I would be happy to assist the association in any manner deemed appropriate and I know of others who have offered similar assistance. It would of great value to whoever may work on this project to have the clear support and direction from the Board and I submit this item for that purpose.

Submitted by: H. Val Peterson