

**ARIZONA STATE UNIVERSITY RETIREES ASSOCIATION
BOARD MEETING
MINUTES OF 8 May 2013**

Board Members Present: Art Ashton, Barry Bruns, Cecilia Fiery, Elmer Gooding, Karen Hammann, Glenn Irvin, Jo Madonna, Barry McNeill, Bill Moor, Bill Stasi, Jan Thompson, Hal White

Board Members Absent: Barbara Bradford Eschbach, Dick Kelly, Gary Kleemann, Jeannette Robson

Ex-Officio Members Present: Steve Potter, Rhonda McClintock

Committee Chairs Present: Sue Blumer, Wilma Mathews, Connie McNeill, Val Peterson, Mary Stevens, Linda Van Scoy

Executive Staff Present:

Guests Present: None

I. CALL TO ORDER

II. INTRODUCTIONS AND WELCOME TO GUESTS

III. ADOPTION OF TODAY'S AGENDA

Motion, Second, Passed (MSPassed) to adopt agenda.

IV. REVIEW AND APPROVAL OF THE MINUTES

13 March 2013 Board Meeting

MSPassed to approve minutes. No discussion.

Annual Meeting 20 April 2013.

MSPassed to approve minutes. No discussion.

V. FINANCIAL REPORT / TREASURER'S REPORT (BARRY BRUNS, CAROLYN MINNER)

MSPassed to accept report. No discussion.

VI. UNFINISHED BUSINESS

A. 2011-2012 ASURA Review of Association Expenses (Mary Stevens)

In 2011-12 fund transfers occurred but expenditures were not deducted until 2013. It is recommend that transfers and expenditures occur in same fiscal year, which will allow scholarship funds to remain in the Operations account until expended.

Motion to accept report: MSPassed.

B. Discussion of Number of ASURA History Books to Print (Val Peterson)

Val Peterson reported that the project is ready to go to the printer. The cover design is in progress. The intent is that the new book be copyrighted, as was volume I. The recommendation is to print 750 copies; additional copies can be printed “on demand.” The Board will need to allocate \$2000 to cover printing costs, to be offset by future contributions.

Bill Moor reported that the Executive Board recommends printing 500 copies with “on demand” printing available if additional copies are needed. Bill offered an amendment to this effect. Second, Barry Bruns.

Discussion: the cost of additional, “on-demand” copies is \$7.50 per copy. The proposed cost per volume with printing of 750 is \$5.25 per copy. Another run of 500 could be done at a cost below the “on-demand” rate. ASURA has been giving a free copy to each new Retiree. The number of copies in the first printing is unknown; neither is it known how they were distributed. However, there are many volumes remaining of the first printing. There are between 150 and 200 new Retirees from ASU each year. There is no record of how many copies of the first volume were sold or how much revenue they generated.

Show of hands vote on the amendment (motion Bill Moor, second Barry Bruns): 6 yes, 5 no, amendment passed.

Vote on the motion (Mary Stevens) as amended to print 500 copies: MSPassed unanimously.

VII. NEW BUSINESS

A. Volunteering for KAET phone fundraising (Elmer Gooding)

Barry McNeill reported that the meeting with Virgil Renzulli was positive and productive. One item arising from the meeting was the possibility of ASURA participating in KAET fundraising, which would be an opportunity to increase visibility of ASURA. Dates are available in June and August. Date of interest: Friday, 7 June, 7:30 – 10:00 p.m. Mary Stevens will lead this project.

Motion (Elmer Gooding, second Bill Moor) that ASURA participate in KAET fundraising activity. MSPassed unanimously.

VIII. EX-OFFICIO REPORTS

A. Alumni Association (Rhonda McClintock).

ASURA members are invited to the U Devil membership appreciation event. Retirees are invited to ASU Alumni travel trips.

B. Emeritus College

Quentin Bogart has been appointed Dean of the Emeritus College.

C. Human Resources (Sheree Barron or designee)

No report

D. University Club Liaison

Barry McNeill reported ASURA will maintain an informal liaison with this group.

E. University Liaison (Barbara Shaw-Snyder or Abby Polito)

No report

F. University Senate

No report

G. University Staff Council (Steve Potter)

ASURA members are invited to attend The Lion King at discounted ticket prices.

IX. STANDING COMMITTEE REPORTS

A. Community Outreach Committee - Subcommittee Reports

1. Adopt-A-Family (Joan Leard)

No report.

2. Scholarship Committee (Sue Blumer)

The Committee reviewed 23 applicants this year. The scholarship recipient is Tomas Espinosa, who has a strong record of academic achievement and community service. Sue read passages from Tomas' application statement.

Krissy Jo Bergan, who was this year's recipient, is graduating with a degree in Psychology and will be entering graduate school in the fall.

3. Video History Project (Linda Van Scoy)

The project is going well. They will be doing some editing during the summer.

B. Events Committee and Subcommittee Reports

1. Events Committee Coordination (Jo Madonna)

Putting together a calendar for the coming year.

2. Luncheons & Special Events (Barbara Bradford Eschbach)

The Lunch-Fashion Show is on 9 May.

3. Retirees Day

No report.

4. Seminars (Jan Thompson)

No report.

5. Travel (Gary Anderson)

A list of trips is being developed. Gary gave a brief report of the trip to Africa.

C. Finance Committee (Barry Bruns)

No report.

1. Golf Tournament (Dave Schwalm)

The event has been raising money through sponsorships.

2. Book Collection (Mary Stevens)

Book sales are going well. The September report should be positive.

D. Government Liaison Council

1. ASRS General

2. Legislature (Cecelia Fiery)

No report.

E. Health Insurance Liaison Council

1. ADOA (Art Ashton)

The Council has three representatives in the ADOA plan, but needs someone who is on the ASRS Health Program in order to have full representation. The next step is planning a seminar for the open enrollment period in the fall. These are complex issues and people need information about how all the components fit together.

2. ASRS

The Committee is tracking legislation. The Legislature is seeking authority to change retirement benefits through a constitutional amendment on the 2014 ballot.

F. Membership and Communications Committee – Subcommittee Reports

1. Membership Update (Dave Schwalm)

Elmer Gooding reported that ASURA is down about 74 members from one year ago. A volunteer is needed to attend HR meeting on 15 May.

2. Prime Times (Wilma Mathews)

The deadline for submissions is Monday, 20 May. The lead stories are a photo gallery of ASURA and photos from trip to Africa.

3. History Committee (Val Peterson)

The Board clarified that the History Committee should proceed with process of copyrighting the new volume.

4. Web Site and Database (Connie McNeill)

The ASURA website now allows memberships to be paid on-line. She also reported that this year's membership drive would begin very shortly.

Connie reported that the ASURA By-Laws have been amended to include two new membership categories: individuals who once worked for ASU but did not retire from ASU, and individuals who retired from other universities. The first year of membership is gratis.

X. ANNOUNCEMENTS

Barry McNeill polled the attendees regarding their preference for a meeting room. All felt that meeting in CSB 330 was superior to meeting in our old conference room CSB 203.

XI. MEETING ADJOURNMENT

The meeting adjourned at 11:57 a.m.

ASURA Financial Report 7/1/2012 thru 4/30/2013, Approved 9/12/2012

Account Categories	Approved Budget	Actual YTD Amount	% Realized/ Expended	COMMENTS
ASURA Operations - Income				
Balance Forward	30,734	30,734		
Current Year Revenue				
Events Registration Fees & Donations Collected	7,500	4,780	64%	
Membership Donations ("Dues")	17,000	6,438	38%	
General Operations Donations	2,000	1,442	72%	
Sale of University History Book	0	570		Proceeds from sale at Retirees Day Event
Total ASURA Operations Current Year Revenue	26,500	13,230		
ASURA Operations - Expenses				
<i>Printing and Mailing Costs</i>				
Annual Report	150	99	66%	
Events - Advertising	1,600	210	13%	
Bylaws & Ballots	400	748	187%	
Membership Drive	900	838	93%	
<i>Other Operations Costs</i>				
Purchase of University History Book	0	653		Books to be sold at Retirees Day Event
Business Luncheons/Staff Appreciation	800	840	105%	Tri-Univ Luncheon; Past Presidents' Luncheon
Events - All Costs Except Advertising	7,500	5,059	67%	Includes \$26.16 for Holiday Potluck Fundraiser
Seminars - All Costs	300	41	14%	
Membership Database	1,200	1,293	108%	This cost covers a full year + 2 months
Office Equipment & Supplies	1,000	1,558	156%	Includes color laser printer approved by Board
Prime Times	0	645		5000 shells (expected to cover minimum of 2 years)
Retirees Day - Speaker & Guest Lunches	200	200		
Retirees Day - Additional Support	750	750		
Service Appreciation Gifts	500	484	97%	
Transfer to History Book Project	0	500		

Account Categories	Approved Budget	Actual YTD Amount	% Realized/ Expended	COMMENTS
Transfer to new Video History account	0	902		
Transfer to new Adopt-a-Family account	0	1,555		
Transfer to Special Projects	0	782		
Foundation Management Fees	900	532	59%	
Total ASURA Operations Expenses	16,200	17,688		
Increase (Decrease) in Fund Balance for Current Year	10,300	-4,458		
Uncommitted ASURA Operations Funds	41,034	26,276		
Public Affairs Allocation				
<i>Printing & Mailing Costs</i>				
Membership Drive	1,500	0	0%	
Prime Times	3,300	2,732	83%	Includes Summer Edition missed at yearend
<i>Other Public Affairs Operations Costs</i>				
Annual Meeting Refreshments	300	0	0%	
Copier/FAX Equipment Annual Lease	1,900	0	0%	
Total Operation Expenses Covered by PA	7,000	2,732	39%	
Special Projects				
Special Projects - Income				
Balance Forward	15,406	15,406		
Current Year Revenue				
History Book Donations	500	165	33%	
Transfer from Operations	0	782		Covers shortfall created after transferring donations received for the History Book & Video History Projects.
Bake Sale Income	0	237		
Friends/Phx Library Book Sale Net Income	900	444	49%	
Golf Tournament	0	7,667		
Total Special Projects Current Year Revenue	1,400	9,295		
Special Projects - Expenses				
2012/2013 Scholarship	10,000	10,000		
Golf Tournament	0	5,130		

Account Categories	Approved Budget	Actual YTD Amount	% Realized/ Expended	COMMENTS
Transfer 1/3 golf tournament net revenue to B. Winkles	0	846		
Transfer 1/3 golf tournament net revenue to Endow. Scholshp	0	846		
Transfer 1/3 golf tournament net revenue to Video History	0	846		
Transfer to new Video History account	0	4,895		
Transfer to new History Book account	0	575		
Foundation Management Fees	200	300	150%	
Total Special Projects Expenses	10,200	23,437		
Increase (Decrease) in Fund Balance for Current Year	-8,800	-14,142		
Uncommitted Special Projects Funds	6,606	1,264		
Adopt-A-Family				
Adopt-a-Family - Income				
Balance Forward	0	0		
Current Year Revenue				
Adopt-A-Family Donations	2,000	33	2%	
Transfer from Operations	0	2,000		
Total Adopt-A-Family Current Year Revenue	2,000	2,033		
Adopt-A-Family - Expenses				
Adopt-A-Family	2,000	2,004	100%	
Foundation Management Fees	42	32		
Total Adopt-A-Family Expenses	2,042	2,036		
Increase (Decrease) in Fund Balance for Current Year	-42	-3		
Uncommitted Adopt-A-Family Funds	-42	-3		
Video History				
Video History - Income				
Balance Forward	0	0		
Current Year Revenue				
Video History Donations	1,000	427	43%	
1/3 net revenue from Golf Tournament	0	846		
Transfer from Operations	0	902		

Account Categories	Approved Budget	Actual YTD Amount	% Realized/ Expended	COMMENTS
Transfer from Special Projects Account	0	4,393		Transfer includes donations less expenses incurred
Total Video History Current Year Revenue	1,000	6,568		
Video History - Expenses				
Production	2,400	22	1%	
Equipment	0	1,795		Camcorder; 2 Memory Cards; Replacement Battery; Battery Chargers; Mini-Blind; Camera Bag
Foundation Management Fees	50	32		
Total Video History Expenses	2,450	1,849		
Increase (Decrease) in Fund Balance for Current Year	-1,450	4,718		
Uncommitted Video History	-1,450	4,718		
History Book				
History Book - Income				
Balance Forward	0	0		
Current Year Revenue				
Transfer from Operations	0	500		
Transfer from Special Projects	0	575		
History Book Donations	0	1,325		
Total History Book Current Year Revenue	0	2,400		
History Book - Expenses				
History Book	0	0		
Foundation Management Fees	0	20		
Total History Book Expenses	0	20		
Increase (Decrease) in Fund Balance for Current Year	0	2,380		
Uncommitted History Book	0	2,380		
Scholarship Endowment Fund				
Scholarship Endowment - Principal				
Endowment Balance July 1	36,715	36,715		
Invested Funds Gain (-Loss)	7,000	4,985		
Transfer to Scholarship Endowment - Spending	-900	-1,031	115%	Accrued Payout

Account Categories	Approved Budget	Actual YTD Amount	% Realized/ Expended	COMMENTS
Foundation Management Fees	-600	-533	89%	
Transfer from Scholarship Endowment - Spending	1,778	1,778	100%	
Current-Year Contributions	2,000	400	20%	Member contributions
Total Scholarship Endowment Principal	45,993	42,313		
Scholarship Endowment - Spending				
Balance July 1	1,778	1,778		
Payout from Endowment	900	1,031		Accrued Payout
Reinvest in Endowment	-1,778	-1,778		
Scholarship Support from Endowment		0		
Current-Year Contributions	0	846		1/3 of Golf Tournament Proceeds
Total Scholarship Endowment Spending	900	1,877		
Total Scholarship Endowment	46,893	44,190		

**ANNUAL REVIEW OF ASURA EXPENDITURES
FOR 2011-2012
By 2012/2013 ASURA Finance Committee**

REVIEW

Per ASURA Bylaws, Article VI.A.4, the Committee conducted the annual review of expenditures of the Association for reasonableness and consistency with the budget, through the consideration of these documents:

ASURA Annual Event Report FY 2012

ASURA Financial Report 7/1/2011 through 6/30/2012

ASU Foundation Summary Balance Sheet/Income Statement as of June 30, 2012 (Operations)

ASU Foundation Summary Balance Sheet/Income Statement as of June 30, 2012 (Special Projects)

ASU Foundation Summary Balance sheet/Income Statement as of June 30, 2012 (Pooled Endowment and Endowment Income)

After consideration of the documents and comments/explanations on the ASURA Financial Report with the ASURA Business Manager and the Committee, the Finance Committee unanimously agreed that the expenditures of the Association in 2011-2012, were reasonable and consistent with the budget. The Committee also verified that ASURA ending cash balances agree with the underlying Foundation records.

The Finance Committee developed a recommendation to the ASURA Board arising out of this Review.

RECOMMENDATION

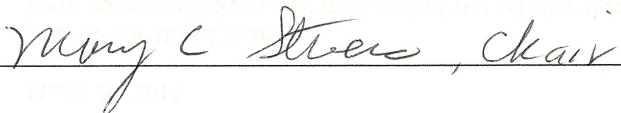
If possible, transfer the \$10,000 for the annual scholarship and expend the amount in the same fiscal year.

In fiscal year 2011/2012, \$10,000 was transferred from the ASURA Operations account to the ASURA Special Projects account. However, the amount was expended in fiscal year 2012/2013. Therefore the Special Projects account showed an increase from \$10,000 on July 1, 2011 to \$15,000 on June 30, 2012. However, considering that the amount was expended after June 30, 2012, from the next year's fiscal's budget, the Special Projects account, in effect, had almost no change during fiscal year 2011-2012.

Consideration should be given to retaining the scholarship money in the Operations account and expending it from Operations, rather than transferring the amount from Operations to Special Projects and expending out of Special Projects.

Our thanks for Jerry Snyder for taking the lead in conducting the review and providing recommendations for the Committee's consideration.

Submitted by Mary Stevens to the ASURA Board during a regular Board meeting on May 8, 2013.



Mary C. Stevens, Chair

**ASURA Board of Directors
 Financial Plan for Funding Printing of ASURA Book, *A Second Decade of Success*
 Submitted May 1 2013 by Val Peterson, Chair ASURA History Committee**

In December 2011 Val Peterson presented a proposal to the ASURA Board of Directors to approve the creation of a “printable” but not necessary printed version of a second decade history book similar to that published previously which captured ASURA’s first decade of history. The Board by consensus approved the creation of a committee, chaired by Peterson, to move the project forward.

In May 2012 Val Peterson in representing the unanimous recommendation of the History Committee to the ASURA Board suggested that a printed version of the second edition of the ASURA History be produced and consideration be given for seeking sponsorships to help offset printing costs of the book. The proposed printed format and solicitation of sponsor’s donations was approved.

The book started to come together in the spring of 2013 and Peterson once again presented the ASURA Board with a current project status update wherein the following comparison of books and price estimates which were noted and/or subsequently obtained:

- The first decade history book had 94 total pages which included mostly individual portrait photos and its format was soft cover of 6” x 9” size.
- The second decade history book by current best estimates when photos are added will be 200 pages with photos of all sorts and a soft cover format of 6” x 9” size.
- A firm quotation has been received from Alphagraphics for a book similar to the first decade book in size and soft cover format as follows:

■ 500 copies of 200 page book with b&w photos	\$3,317.69
[\$2,820.04]*	
■ 750 copies of 200 page book with b&w photos	\$4,633.79
[\$3,938.72]*	
■ 1000 copies of 200 page book with b&w photos	\$6,098.46
[\$5,183.69]*	
■ A 15% discount is offered on quoted prices as a sponsorship donation which would make the prices shown above marked with an asterisk * which would equate to a sponsor donation \$497.65, \$694.95 and \$914.77 respectively.	
- An estimate was received since the Board meeting from ASU Printing for a service called *Print on Demand* that prints books in any quantity for the same unit price which is \$7.50 per book. Accordingly the printing costs for our history book would be \$3,750 for 500 copies, \$5,625 for 750 copies and \$7,500 for 1,000 copies. These

type printing orders are done as “filler” projects and would take 4 to 6 weeks. They offer no discount.

The ASURA History Committee believes that it would be prudent to produce as many copies of the book, *A Second Decade of Success*, as funding, anticipated usage and storage space allows. In our discussions we have continually discussed printing 1000 or 750 copies and after much consideration recommend 750 copies be currently printed. We recommend printing this quantity and using Alphagraphics for the printing. Their cost for 750 copies is \$3,938.72 after applying the Sponsor donation discount of 15% to their original cost. In the future if supplies run out we suggest printing additional copies as needed at the ASU *Print on Demand* service.

The ASURA History Committee has also discussed the many uses envisioned for this history book that includes, but is not limited to or inclusive of all the following:

- For the first two years make the books available for sale for the ASURA Office for \$10 to \$12 each for anyone to purchase. A package deal of \$15 could be made for both books published about the ASURA history.
- Investigate the possibility of marketing the book through the ASU Bookstore at a cost to be determined between ASURA and Folletts.
- Regularly advertise the book by having copies available at events and activities and through articles in the Prime Times newsletter.
- Provide copies at no cost to each author who has their work printed in the book. This would require around 30 copies.
- Provide copies at no cost to each Sponsor that makes donations towards the book's publication as a gesture of thanks.
- Provide complementary copies to administrators at ASU to remind them that our organization is alive and well and is providing many important services to their retirees.
- Provide copies without cost to new ASURA Board Members or Board Members not having a book to help them understand and learn about the organization and its programs.
- Provide copies of the history at no charge to new retirees who join ASURA to help acquaint them with the programs of the organization.
- Provide copies without cost to select libraries and historical societies and organizations for their archives.
- Continue to make gifts of books to individuals who make special contribution to ASURA programs and activities, such as speakers, performers, committee chairs, etc.
- To boost attendance at ASURA activities offer the books as incentives for participation in activities, for example a free copy for everyone attending Retirees Day or the Annual Meeting or perhaps offer free copies to the first 25 people to register for the activity.
- Provide free copy for ASURA for member renewal program on a one-time basis or for several years to help build up the member base.

- Continue to provide opportunity for members to contribute to book's printing cost. Proposed funding to cover printing costs of ASURA book, *A Second Decade of Success*:

- To date we have the following donations in hand or committed to ASURA that have been exclusively designated for the publication and associated costs of the book:

- Corporate sponsors \$1,000 (to date)
- Alphagraphics Printing \$ 695 (sponsor donation based on order of 750 copies)
- Member Donations \$ 675 (to date)
- ASURA Budget Item \$ 500 (amount budgeted for ASURA History Committee)

- The remaining funds needed to publish the book are suggested as follows:

- ASURA Budget Item \$2,000 (additional contribution toward history book to cover full printing costs, including taxes)

Note: Efforts will continue to obtain sponsors and subsequent donations will reduce this request accordingly. The ASURA membership drive starts in mid-May and we anticipate more donations from members.

- The above noted in hand funds and suggested additional contributions will bring the total funding as noted below:

- Total Funds Anticipated \$4,870

The ASURA History Committee submits these recommendations to the ASURA Board of Directors and encourages they receive a thorough discussion and consideration of the above noted items and make a timely decision on the printing and usage of the book, *A Second Decade of Success*.

Proposal to Help with KAET Fundraiser

Background

At a recent meeting with the Vice President of Public Affairs (Virgil Renzulli) the possibility of having ASURA members help with the KAET Fundraising was mentioned. Elmer Gooding mentioned that he had done this in past and that it was fun.

What Is Involved?

Based on an e-mail from Caryl Jonas, Volunteer Program Manager, this task involves:

- Wearing a head set and using a lap top computer, volunteers take calls from viewers wishing to pledge their financial support to Eight.
- The shifts are about 5 hours long and take place on:
 - weeknights (usually 5:30 – 10:30),
 - Saturday (morning, afternoon, evening shifts) and
 - Sunday (afternoon and evening shifts).
- Training and meals are provided during each shift.
- We usually recommend a group of 10-12 participants, but we can work with you on the number of people you would like to bring.
- Dates of our future drives:
 - June 1-9;
 - August 3-11;
 - (a long weekend in October-TBD);
 - November 30-December 8

Board Discussion / Decision Issues

- Is this an activity we would like to undertake?
- If the answer is “yes” is this an activity we can populate (i.e., get 10-12+)?
- If the answer is “yes” who should head up the effort?

Counts	As Of 5/3/2013	As Of 5/3/2012	This Yr - Last Yr ·
Current-year Members	590	664	-74
Renewals from Prior Years (any prior year)	543	599	-56
New This Year	47	65	-18
Paid for the Current Year, Now Deceased	4	4	0
Last Year's Members Who Have Not Renewed	117	106	11
Last Year's members Who Are Now Deceased	15	24	-9
Current Members by (Approx.) Time Since First Joining			
Members for 0-2 Years	97	104	-7
Members for 3-5 Years	162	217	-55
Members for 6-10 Years	123	110	13
Members for more than 10 Years	208	233	-25
Members by Communications They Want to Receive¹			
Upcoming Event Announcements (e-mail)	389	413	-24
Obituary Notices (e-mail)	318	346	-28
Prime Times (US Post)	580	660	-80
Other ASURA Communications (e-mail)	397	413	-16
None of The Above	6	4	2
Current Members by Former Employment Category			
Faculty	274	308	-34
Faculty with Admin Appointment	N/A	N/A	N/A
Academic Professional	38	43	-5
Staff	187	225	-38
Service Professional	62	55	7
Administrative	26	33	-7
Unspecified	1	0	1

More Counts

Current Members w/ Arizona Address 532

Current Members' Level of Activity

Checked at least one volunteer area	60
Attended at least one event this year	143
Attended an event ever	318
Logged in to Members-only Site (ever)	45
Made an additional donation this year (this is only since about 15 Aug)	51

Non-members in Database

Was a member at some time	307
Never a member	835
Deceased (may include some members)	91

¹All members receive the annual Board of Directors ballot, and membership renewal notices. Those with e-mail addresses also receive confirmation notices (by e-mail) about renewal, event registrations, and donations.

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 counts to determine the correct dollar value of membership donations in the current fiscal year.