

MINUTES OF 12 November 2014

ARIZONA STATE UNIVERSITY RETIREES ASSOCIATION

BOARD MEETING

Board Members Present: Larry Carlson, James Fordemwalt, Elmer Gooding, Karen Hammann, Joyce Hartman Diaz, Glenn Irvin, Ruth Kingsley, Gary Kleemann, Jo Madonna, Barry McNeill, Connie McNeill, Trudy Perez, Bill Stasi, Jan Thompson, Hal White

Board Members Absent: Richard Wall

Ex-Officio Members Present: Rhonda McClintock, Abby Polito, Barbara Shaw-Snyder

Committee Chairs Present: Gary Anderson, Sue Blumer, Dave Scheatzle

Guests Present: Jeannette Robson

I. Call to Order

Jo Madonna called the meeting to order at 10:00.

II. Introductions and Welcome

Jo welcomed the Board members, staff, and guests.

III. Adoption of Today's Agenda

MSPassed to adopt the Agenda.

IV. Review and Approval of the Minutes of September 14, 2014 Board Meeting

MSPassed to approve the Minutes of the 8 October 2014 Board meeting.

V. Financial Report / Treasurer's Report – Connie McNeill and Carolyn Minner

Connie presented the Financial Report and indicated that there were no significant issues at this time. There were no comments on the report.

VI. Ex-Officio Reports (5 minutes or less please)

• **ASU Alumni Association – Rhonda McClintock**

Rhonda reported that Christine Wilkinson would be hosting a tour through Europe next year.

• **Emeritus College Liaison – Elmer Gooding**

Elmer reported that the recent Symposium was a success and thanked those who participated.

- **Human Resources - Sheree Barron or designee**
No report.
 - **University Club Liaison - Jim Fordemwalt**
Jim indicated that declining membership is a concern for the University Club. Recent events to encourage membership have been well-attended, but few have followed-up by joining the Club.
 - **University Liaison – Barbara Shaw-Snyder or Abby Polito**
Barbara reported that Public Affairs no longer exists as an organization. Public Affairs is now organized into three areas: (1) Marketing, which is focused on student enrollment; (2) Media Relations; and (3) Government and Community Relations, which is part of University Affairs reporting to Jim O’Brien in the President’s Office. ASURA now reports through University Affairs in the President’s Office, and Barbara will advocate for ASURA within the University.
Barbara reported on several developments at the University:
Land has been re-designated near the Mayo Clinic complex in north Phoenix to ASU and construction will be starting on new projects there as part of ASU’s partnership with Mayo.
ASU has entered into a partnership with Starbuck’s to provide education to their employees.
ASU is currently in negotiations with The Thunderbird School of Global Management about their possible affiliation with the University. Primary opportunities are in international partnerships and executive training.
The Law School is moving to downtown Phoenix.
Development of the ASU Athletics District is moving forward.
The College Avenue Commons is now open.
The Tech Shop has opened to ASU and the public in Chandler, and offers classes and tools to make products to support businesses and other enterprises.
The FURNACE office is now open to assist entrepreneurs in acquiring patents, and is working with people in Arizona and across the country.
Abby reported that the ABOR legislative agenda is still being formulated. The University is anticipating a difficult legislative session as the state is facing a large budget deficit, and it will be a challenge to preserve University performance and other funding.
 - **University Senate – Helene Ossipov**
No report.
 - **University Staff Council – Steve Potter**
No report.
- VII. Standing Committee Reports (5 minutes or less please)**

Community Outreach Committee - Subcommittee Reports

- **Adopt-A-Family - Joan Leard**

Jo Madonna reported that an ASU family has been identified for adoption. Joan is working on obtaining a community family, and should have one identified soon. She will be presenting the families with holiday baskets at the end of November.

- **Scholarship Committee - Sue Blumer**

Sue raised the possibility of an article about the scholarship process appearing in *Prime Times*. She also inquired about scholarship information having greater visibility on the ASURA website. Barry McNeill indicated that the Member Survey indicated that Scholarships and Adopt-a-Family have low visibility among the membership.

- **Video History Project – Dave Scheatzle**

Dave indicated that interviews are being scheduled for the coming year. Hal White suggested that the criteria for selecting interviewees be brought to the Board for its information. The relationship with the ASU Library archives is progressing.

Hal White pointed out that ASURA is entitled to have a representative to the Academic Senate if we wish.

Events Committee & Subcommittee Reports

- **Events Committee Coordination – Barry McNeill**

No report.

- **Luncheons & Special Events – Barbara Bradford Eschbach**

Jo Madonna reminded the group about the potluck on 18 December.

Barry McNeill reported that 24 people are registered for the luncheon at Friendship Village.

- **Seminars – Jan Thompson**

Jan reported that the two seminar sessions on health insurance were well-attended and received good comments. The Committee is planning seminars on the brain in February, and on finance in March.

Jo Madonna raised the issue of pre-retirement seminars to assist people in preparing for retirement. She asked the Board to consider individuals to serve on a committee to coordinate this activity. Trudy Perez volunteered to work on this.

- **Travel – Gary Anderson**

Gary reminded the group about the trip next week to the Musical Instrument Museum. On 6 December, there will be an outing to the Spirit of Christmas concert followed by dinner at a brew pub.

A 3-day trip to the Four Corners area and Canyon de Chelly is scheduled for April.

Another trip to Tovrea Castle is being developed, as this was a very popular excursion.

Two international trips are scheduled: China in June, and Italy in September.

Finance Committee – Connie McNeill

- **Book Collection – Mary Stevens**

Mary was unable to attend the Board meeting, and Jo Madonna and Glenn Irvin reported that ASURA made \$233 from book sales last quarter. Jo suggested that the book collection activity needs to be moved from the Finance Committee and will attend to this change. Jan Thompson raised the issue of receipts for donations, which needs to be regularized. Connie reported that the procedure involves having the donor complete information on an ASU Foundation Gift In Kind form. The office staff will forward the form to Carolyn, who records the donation and forwards the form to the Foundation. This procedure and the form are available on our website at <http://asura.wildapricot.org/BookDriveForms> - this is the section that requires log-in.

- **Finance Committee Issues**

Connie McNeill reported that the Finance Committee looked into the possibility of investing in quasi-endowment funds but found that it was not feasible to do so, as it required too large an investment and is a long-term arrangement with many restrictions.

Connie also reported on the issue of offering life-time memberships. The Committee determined that offering such memberships is not feasible due to issues of accounting and attractiveness to the membership. The ASURA financial organization is not healthy, and these types of memberships would forgo annual revenue.

Some discussion ensued regarding the financial health of ASURA, with comments regarding possibilities for reducing expenditures and increasing revenues. Connie emphasized that ASURA is not in a financial crisis, but the projections are such that the Association needs to consider ways to establish an equilibrium between revenues and expenditures.

A copy of the Finance Committee's report, which includes the above recommendations and the reasons for them, is attached.

Government Liaison Council

- **ASRS General – TBD**
No report.
- **Legislature – TBD**
Jo Madonna reported that Hal White has agreed to become a registered lobbyist and head the legislative liaison activities.

Health Insurance Liaison Council

- **ADOA – Art Ashton, Patricia Moore, Phyllis Primas**
Jo Madonna reported that Larry Carlson will be working with Art Ashton on Health Insurance issues and liaison activities with the state.
- **ASRS – Joyce Hartman Diaz**

Joyce reported that as part of the ASURA ADOA-ASRS Open Enrollment Seminar, Pat Klein represented the ASRS Health Coverage. Pat explained that the ASRS contract is reviewed every 5 years, and for 2015 the contract was accepted with United Health Care once again. He then reviewed the minor changes and passed out a comparison of coverage between ASRS and ADOA. The 2015 monthly premium was increased \$4.00 to \$194. The Senior Supplement increased to \$377 per month. The Choice (in-state) increased to \$740, and the out-of-state choice plan increased to \$1035. The ASRS plan has also offered a house-call, in-home visit.

Pat noted that to continue with the ASRS plan in 2015, nothing need be done. This includes both health and dental coverage.

For additional information, call M-F 8a. to 7:30 pm, Sat to 6:30 pm or visit online: UHChousecalls.com. Further information can be found at AzASRS.gov.

- Jo Madonna indicated that ASURA will be informing retirees that they are eligible for healthcare benefits offered by ASRS even though they are not in the ASRS pension system. Discussion ensued about various methods of communication with suggestions about which might be the most effective.

Membership and Communications Committee – Subcommittee Reports

- **Membership Update – Dave Schwalm**

Jo Madonna reported that David Schwalm could not attend today's meeting, and read a report from David indicating that ASURA has made up about 1/3 of the membership decline seen last month compared to the same period in 2013. The greatest decline is in staff memberships. David suggested using the results of the Membership Survey as a guide to improving the attractiveness of ASURA to retirees.

Jo noted that several activities have been undertaken in response to areas of interest indicated by ASURA members.

- **Prime Times – Wilma Mathews**

Jeannette Robson announced that *Prime Times* will be increasing by 4 pages. She reviewed deadlines for submissions and publication.

- **Obituaries – Becky Reiss**

No report.

- **Website and Database – Connie McNeill**

Connie reported that it will not be possible to replace the screen in the conference room as planned, as the cost is prohibitive.

VIII. Unfinished Business

- **Discussion on advisability of board members assuming other leadership roles – Hal White**

Hal believes that Board Members should not be taking on other duties, such as chairing committees. He believes that the Board is not to do the work of the organization; it is to see that the work of the organization gets done. Bringing in new people to chair or serve on committees prepares them to serve on the Board. In addition, it keeps the Board free to discuss various issues without the additional responsibility of chairing a committee.

Discussion ensued about the benefits of involving new people in ASURA activities, with several people supporting the view that Board members should not chair or serve on committees; rather, new people should be invited to participate in these activities. Jeanette Robson suggested a "Help Wanted" section be included in *Prime Times* and on the website. People need to know that they are wanted and needed. Barry McNeill noted that only 6 Board members serve on committees. Gary Anderson suggested that incoming Board members should receive orientation and training. Hal indicated that he does not believe that Board members should feel obligated to serve on a committee. Gary Kleemann suggested that there seem to be 3 issues in discussion: how to recruit members and gain their participation in committee and other activities; the ASURA organization as it relates to recruiting and participation; and maintaining communication systems with volunteers. Comments followed on the composition and mission of the Board. Jo indicated that this will be an item of continuing discussion.

Continuing discussion on results of ASURA Survey – Barry McNeill

- **Ideas for retaining current members and increasing membership advocacy**

Barry McNeill reminded the group that the most important function of ASURA indicated on the Membership Survey was Advocacy, but the performance of Advocacy was not rated as high as other ASURA activities. So the delivery does not match the importance. Barry indicated that ASURA has advocated with health insurance and legislative issues, but has not identified clearly the current issues and priorities to be addressed.

Gary Kleemann reminded the group that Advocacy is an area fraught with difficulty, as opinions on priorities differ. A question is what should we be advocating for that affects all the membership and not just a section of them or for a particular political agenda.

Jo Madonna indicated that this issue will be discussed at the next meeting and invited members to bring forward suggestions for advocacy at that time.

IX. New Business

- **Report on Tri-University Retiree Associations Meeting – Jo Madonna**

Jo attended the Tri-University Retiree Association meeting, which included representatives from NAU. The UofA representatives were unable to attend. One item of interest was parking privileges – NAU retiree association members receive free parking. This is a subject which ASURA intends to pursue with ASU, as it can have a positive outcome for the University and the Association.

- **ASURA E-News – Barry McNeill**

No report.

X. Announcements

Next Meeting – December 10, 2014, CSB 203

Elmer Gooding indicated that Dick Jacob is now an ASRS Board Member and might be invited to be ASURA's ASRS liaison, or at least to occasionally inform the Board regarding ASRS activities.

Elmer also announced an Emeritus College Seminar to be presented by Alfredo de los Santos on 19 November in the Fulton Center.

Jo Madonna announced that we need office coverage on Thursday and Friday mornings and asked the Board to help identify volunteers to cover these times.

Jo announced that the Goodman's Interior Structures, a local furniture company that has a program which tries to encourage and recognize volunteerism, has awarded ASURA a chair to recognize its work.

XI. Meeting Adjournment

MSPassed to adjourn at 12:00.

Account Categories	Proposed Budget	Actual YTD Amount	COMMENTS
ASURA Operations			
ASURA Operations - Income			
Balance Forward	35,760	35,760	
Current Year Revenue			
Event Registration Fees & Donations Collected		418	
Membership Dues	16,000	6,120	total donations - \$6910
General Operations Donations	1,400	790	total donations cleared - \$6910
Holiday Bake Sale 2013	167	167	transfer from Special Projects
Holiday Bake Sale 2014	150		
5% Gift Assessment	-870	-346	based on total donations cleared
Total ASURA Operations Current Year Revenue	16,847	7,150	
ASURA Operations - Expenses			
<i>Printing and Mailing Costs</i>			
Annual Report	120		
Bylaws & Ballots	350		
Member Survey Report	581	581	
Membership Drive	1,500	879	
Prime Times Summer	1,200	538	
<i>Event Costs</i>			
Paid Events		190	
Meet & Greet	360	360	
Seminars	175	0	
Retirees Day	360	360	room fees for last year - late cancellation
Annual Meeting	600		
Holiday Potluck & Fundraiser	100		
<i>Other Operations Costs</i>			
Scholarship Award	10,000	10,000	
Business Luncheons & Service Appreciation	500		
Technology Services	1,460	1,331	Wild Apricot, Pantheon, Zenfolio
Office Equipment & Supplies	3,000	806	
AROHE Membership Dues	180		
Foundation Transaction Fees	800	16	
Transfer to Video History Project	5,000	0	
Total ASURA Operations Expenses	26,286	15,059	
Increase (Decrease) in Fund Balance for Current Year	-9,439	-7,910	
Uncommitted ASURA Operations Funds	26,321	27,850	

Public Affairs Income			
Balance Forward	73	73	
Current Year Allocation	7000	7000	
Total Public Affairs Current Year Revenue	7073	7073	
Expenses Charged to Allocation			
Office Supplies	400		
Prime Times Fall & Spring	2,400	537	allow for more pages than last year
Room Fees	450	50	Meet & Greet Luncheon
Conference Room Projection Screen	2,000		replace current small screen
Copier/FAX Equipment Annual Lease	1,250	1,203	
8.5% Administrative Service Charges	553	152	
Total Subsidized Expenses	7,053	1,942	
Uncommitted PA Funds For Operations	20	5,131	

Special Projects			
Special Projects - Income			
Balance Forward	2,367	2,367	
Current Year Revenue			
Friends/Phx Library Book Sale Net Income	275	227	
Transaction Fees	-15		
Total Special Projects Current Year Revenue	260	227	
Special Projects - Expenses			
Transfer 2013 Bake Sale Income to Operations	167	167	event advertises income goes to general funds
Transfer 1/2 of Book Sale Income to Scholarship	128	128	FY 2013 income
Transfer 1/2 of Book Sale Income to Video History	128	128	FY 2013 income
Transfer to Adopt-a-Family	1,500	1,500	money in this acct is for any outreach project
Foundation Transaction Fees	30	11	high fees last year because of golf tournament
Total Special Projects Expenses	1,952	1,934	
Increase (Decrease) in Fund Balance for Current Year	-1,692	-1,707	
Uncommitted Special Projects Funds	675	660	

Adopt-A-Family			
Adopt-a-Family - Income			
Balance Forward	515	515	
Current Year Revenue			
Adopt-A-Family Donations	950	505	donations cleared - \$495
5% Gift Assessment	-48	-25	based on donations cleared
Transfer from Special Projects	1,500	1,500	to bring total available to spend to \$2,000
Total Adopt-A-Family Current Year Revenue	2,403	1,980	
Adopt-A-Family - Expenses			
Adopt-A-Family	2,000		
Foundation Transaction Fees	15		
Total Adopt-A-Family Expenses	2,015		
Increase (Decrease) in Fund Balance for Current Year	388		
Uncommitted Adopt-A-Family Funds	902	2,495	

Video History			
Video History - Income			
Balance Forward	1,755	1,755	
Current Year Revenue			
Video History Donations	600	425	donations cleared - \$415
1/2 of Book Drive Income	150	112	
Transfer 1/2 of Book Drive Proceeds from Spec Proj	128	128	per book drive advertisements, FY 2013 income
Transfer from Operations	5,000		support current & some future production costs
5% Gift Assessment	-30	-21	based on donations cleared
Total Video History Current Year Revenue	5,848	644	
Video History - Expenses			
Production	3,000	102	
Equipment	300	0	
Foundation Transaction Fees	100	6	
Total Video History Expenses	3,400	108	
Increase (Decrease) in Fund Balance for Current Year	2,448	536	
Uncommitted Video History	4,202	2,291	

History Book			
History Book - Income			
Balance Forward	444	444	
Current Year Revenue			
History Book Donations	0	0	
5% Gift Assessment	0	0	
Total History Book Current Year Revenue	0	0	
History Book - Expenses			
History Book	0	0	
Foundation Management Fees	0	0	
Total History Book Expenses	0	0	
Increase (Decrease) in Fund Balance for Current Year	0	0	
Uncommitted History Book	444	444	

Scholarship Endowment Fund			
Scholarship Endowment - Principal			
Endowment Balance July 1	51,354	51,354	
Invested Funds Gain (-Loss)	6,700	-390	
Transfer to Scholarship Endowment - Spending	-1,500	0	
Foundation Management Fees	-700	-594	
Transfer from Spending Account	1,388	1,388	per Board policy, re-invest available FY 2013
Current-Year Contributions	2,000	950	
5% Gift Assessment	-100	-48	
Total Scholarship Endowment Principal	59,142	52,660	
Scholarship Endowment - Spending			
Balance July 1	1,260	1,260	
1/2 of Book Drive Income	150	112	
1/2 Book Drive Proceeds - Transfer from Spec Proj	128	128	per book drive advertisements, FY 2013 income
Payout from Endowment	1,500	0	
Reinvest in Endowment	-1,388	-1,388	
Management Fees	0	-6	
Total Scholarship Endowment Spending	1,650	106	
Total Scholarship Endowment	60,792	52,766	

ASURA Event Report

10/31/2014

Event	Date	Registration Fees		Event Costs				
		Collected	Refunded	Travel & Related	Food, Entertainment & Related	Lodging & Related	Other	Net Gain/Loss
Meet & Greet Luncheon	09/11/14	0.00	0.00	0.00	359.82	0.00	0.00	-359.82
*2 Touvre Castle Tours	10/10/14	338.00	0.00	0.00	338.00	0.00	0.00	0.00
Fall Luncheon	11/14/14	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Musical Instrument Museum	11/20/14	80.00	0.00	150.00	40.00	0.00	0.00	-110.00
Fundraiser Holiday Potluck	12/18/14	0.00	0.00	0.00	0.00	0.00	0.00	0.00
China Xie Xie	05/18/15	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Bologna & Parma	09/11/15	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Net gain (loss) - all <u>completed</u> non-fundraising events								-359.82
Net gain (loss) - all non-fundraising events								-469.82

*Tickets were purchased in FY14 (April 24)

ASURA Cash Reserve Analysis

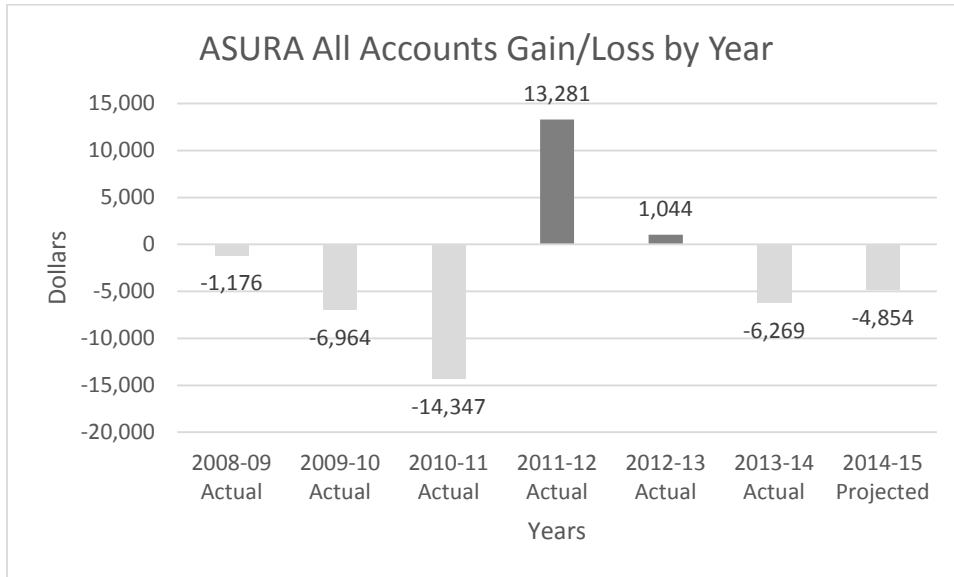
12 Oct 2014

	2014-15 Projected	2013-14 Actual	2012-13 Actual	2011-12 Actual	2010-11 Actual	2009-10 Actual	2008-09 Actual
Financial Health							
Income	19,678	26,216	36,648	24,922	24,293	23,297	895
Expense	24,532	32,485	35,604	11,641	38,640	30,261	2,071
Gain/Loss for Year	-4,854	-6,269	1,044	13,281	-14,347	-6,964	-1,176
Balance Forward - start of year	36,061	40,916	47,184	46,139	32,858	47,206	54,171
Cash Reserve Analysis							
Scholarship	10,000						
1/2 prior year expenses	16,243						
Total To Reserve	26,243						
Excess Funds Analysis							
Balance Forward FY 2015	36,061						
Less Cash Reserve FY 2015	26,243						
Net Excess Funds	9,819						
Endowed Scholarship Fund -start of year	51,354	43,286	36,715	37,193	21,550	19,738	20,568

The Finance Committee met on November 10, 2014. Finance Committee members are: Connie McNeill, chair; Barry Bruns, Carolyn Minner, Bill Moor, Jerry Snyder. Topics were: quasi-endowment investment and lifetime memberships.

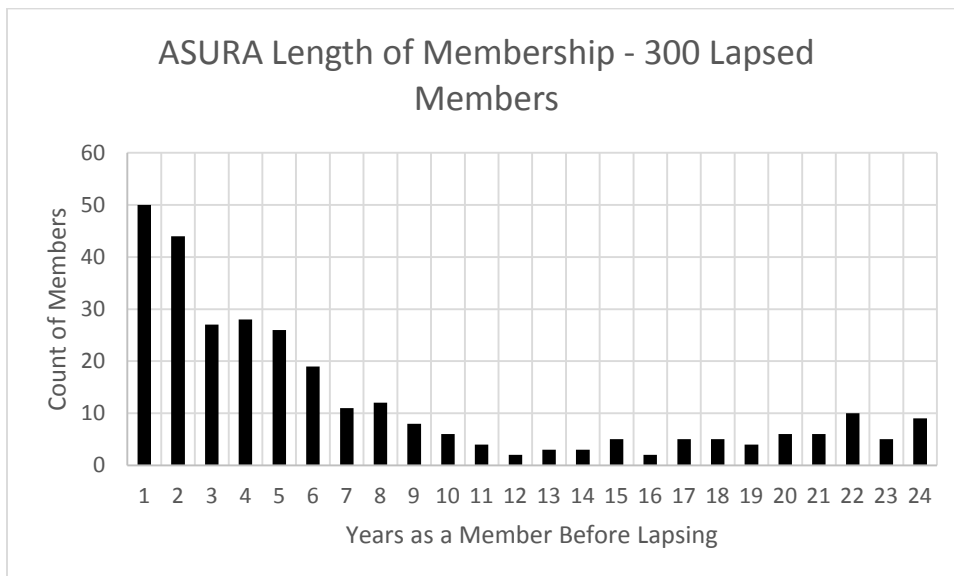
BACKGROUND FOR THE DISCUSSION

1. How are we doing in annual income vs. expenditure?



We still have a fairly sizeable balance forward of about \$36,000 this year, so we are not in any financial difficulties at this time, but **we are going in the “wrong direction”**.

2. For how long do people maintain their memberships in ASURA?



RECOMMENDATIONS

Quasi-endowment Investment

In its October 2014 meeting the Board asked that the committee consider whether ASURA might benefit from investing in a quasi-endowment fund, assuming such are offered by the Foundation.

The Finance Committee recommends against investing in a quasi-endowment fund at this time for the following reason:

The Foundation rules for quasi-endowment funds require that a minimum of \$25,000 be maintained in the account, and that no funds be withdrawn during the first 5 years. As for all donations, there is a required 5% contribution to the unrestricted gifts fund.

If we made an initial investment of \$26,315, which would be the amount needed to leave the fund with \$25,000, we would have less than \$10,000 in balance forward funds to cover losses (spending in excess of annual revenues) over the next 5 years. At our current annual negative trend, we will need about \$25-30,000 to cover losses in the next 5 years.

This matter could be revisited in future if ASURA has about \$30,000 in funds that would most likely not be spent for *at least* five years. The endowment investments are geared to pay off over many years, and may have temporary but very significant downward fluctuations from time to time.

Lifetime Membership

At the February 2014 meeting of the Board, it was recommended that a question should be considered in future as to whether ASURA should offer the options of multiple year renewals and lifetime memberships. Since the considerations are primarily financial, the Finance Committee offered to develop a recommendation for the Board's consideration.

The Finance Committee recommends against a lifetime membership for the following reasons:

- People with lifetime memberships would not be asked each year for an additional contribution in connection with their membership renewal, and this would likely result in a drop in operations income. Currently about 1/3 of our members do add an additional contribution to their dues payment each year. A separate "ask" from lifetime members might not be wise or successful.
- It seems unlikely that there would be enough interest in such a program to pay off in terms of increased membership or net financial gain, and the accounting and tracking would be very time-consuming and difficult. We could make the effort involved easier by specifying that lifetime donations go to one of our special projects, e.g. the endowed scholarship, but this would reduce our operations income at a time when we are spending more than we are bringing in each year.

Arguments for a multiple-year membership are similar, but were not discussed much by the committee because it was thought that the Board's focus was on lifetime memberships. It was noted that decisions about offering new membership types should take into account that there would be time-consuming work involved to implement this in the Wild Apricot database and in our membership drive procedures. Volunteers who are willing and able to do this work would have to be identified.

ASU Retirees Online Sales Report

MarketName	City	State	Country	Title	Price
AmazonMarketplaceUS	Hebron	KY	UNITED STATE	Manufacturing Engineering & Technology (7th Edition)	\$153.98
Alibris	Itasca	IL	UNITED STATE	Shigley's Mechanical Engineering Design	\$107.00
AmazonMarketplaceUS	Hernando	FL	UNITED STATE	Paleopathology at the Origins of Agriculture	\$22.32
AmazonMarketplaceUS	DENVER	COLO	UNITED STATE	Econometric Models and Economic Forecasts	\$21.00
AmazonMarketplaceUS	SAN BERNARDI	CA	UNITED STATE	Essentials of Econometrics + Data CD	\$18.26
Ebay	Arlington	VA	UNITED STATE	Business Forecasting	\$17.74
AmazonMarketplaceUS	OAKWOOD	GA	UNITED STATE	Oh, My Goodness!: More Surprises from Fairacres	\$15.91
AmazonMarketplaceUS	Hebron	KY	UNITED STATE	Forecasting: Practice and Process for Demand Management (with CD-R	\$15.29
Ebay	bend	OR	UNITED STATE	Rainwater Harvesting for Drylands (Vol. 1): Guiding Principles to Wel	\$12.78
Ebay	Richmond Hill	GA	UNITED STATE	The Structure of Economics: A Mathematical Analysis	\$12.51
Ebay	Novato	CA	UNITED STATE	Rainwater Harvesting for Drylands (Vol. 1): Guiding Principles to Wel	\$12.15
Ebay	Houston	TX	UNITED STATE	Rainwater Harvesting for Drylands (Vol. 1): Guiding Principles to Wel	\$11.66
AmazonMarketplaceUS	Trenton	New Jer	UNITED STATE	Foundations of Solid Mechanics (International Series in Dynamics)	\$9.69
Abebooks	BANTEN		INDONESIA	Quantitative Business Modeling	\$9.07
AmazonMarketplaceUS	Los Angeles	Californ	UNITED STATE	Rainwater Harvesting for Drylands (Vol. 1): Guiding Principles to Wel	\$8.51
AmazonMarketplaceUS	Auckland		NEW ZEALAND	Hallucinogens and Culture	\$8.38
Ebay	Carthage	IL	UNITED STATE	Wings of the Morning (Kensington Chronicles, Book 2)	\$7.37
Ebay	Canton	GA	UNITED STATE	Harry Potter and the Half-Blood Prince (Book 6)	\$6.98
Ebay	North Haven	CT	UNITED STATE	The Tombs (A Fargo Adventure)	\$6.98

MarketName	City	State	Country	Title	Price
Ebay	Santiago	Metrop	CHILE	The Practice of Econometrics: Classic and Contemporary	\$6.98
Ebay	Anderson	SC	UNITED STATE	Never Go Back: A Jack Reacher Novel	\$6.98
Ebay	Lapeer	MI	UNITED STATE	Deal Breaker (Myron Bolitar Mysteries)	\$6.98
Ebay	Columbus	OH	UNITED STATE	Complete Guide to Orchids (Ortho Books)	\$6.98
Ebay	Fall River	MA	UNITED STATE	LabVIEW for Everyone (2nd Edition) (National Instruments Virtual Ins	\$6.98
AmazonMarketplaceUS	ALNA	MAINE	UNITED STATE	Exemplary Science In Informal Education Settings: Standards-Based Su	\$6.78
Ebay	belleair	FL	UNITED STATE	Private L.A.	\$6.56

Gross Total: \$525.82

Subtract Market Commissions (15%):
\$446.94

Subtract Friends Portion (50%):

NET TOTAL TO YOU \$223.47

ASURA MEMBERSHIP TOTALS

2015 Membership Year

Counts	As of 11/3/2014	As of 11/4/2013	This Yr -Last Yr	More Counts	As of 11/3/2014	As of 11/4/2013	This Yr -Last Yr
Current-year Members	551	596	-45	By Former Employment Category			
Renewals from prior years (any prior year)	512	532	-20	Faculty and Faculty w/ Admin Appt	259	274	-15
Introductory members	39	66	-27	Academic Professional	37	40	-3
Paid for the current year, now deceased	3	3	0	Staff	157	185	-28
Last Year's Members - Not Renewed	117	71	46	University Staff (Service Professional)	70	68	2
Members last year, now deceased	7	6	1	Administrative	28	29	-1
By Retired-from Organization				Having an Arizona Address	503	537	-34
Retired from ASU	532	562	-30	Level of Activity			
Retired from another university	0	0	0	Checked at least one volunteer area	95	78	17
Former ASU employee, retired elsewhere	3	0	3	Attended at least one event this year	111	92	19
Still employed at ASU	16	8	8	Attended an event ever	276	255	21
By (Approx.) Time Since First Joining				Logged in to Members-only Site (ever)	95	63	32
Members for 0-2 Years	71	94	-23	Made an additional donation this yr	161	186	-25
Members for 3-5 Years	86	127	-41	Non-members in Database			
Members for 6-10 Years	183	162	21	Was a member at some time	303	346	-43
Members for more than 10 Years	211	214	-3	Never a member	732	855	-123
By Communications They Want to Receive¹							
Upcoming Event Announcements (e-mail)	401	404	-3				
Obituary Notices (e-mail)	327	337	-10				
Prime Times (US Post)	514	566	-52				
Other ASURA Communications (e-mail)	372	380	-8				
None of The Above	10	16	-6				

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 dues in the current fiscal year.