

MINUTES OF 13 May 2015

ARIZONA STATE UNIVERSITY RETIREES ASSOCIATION

BOARD MEETING

Board Members Present: Barry Bruns, Bev Buddee, Larry Carlson, James Fordemwalt, Bob Francis, Joyce Hartman Diaz, Glenn Irvin, Jo Madonna, Larry Mankin, Jeannette Robson, Jan Thompson, Barbara White, Hal White.

Board Members Absent: Karen Hammann, Ruth Kingsley, Trudy Perez.

Ex-Officio Members Present: Sharon Young.

Committee Chairs Present: Sue Blumer, David Scheatzle, Dave Schwalm, Barry McNeill.

Executive Staff Present: Carolyn Minner.

Guests Present: Jeri Meeks.

I. Call to Order

Jim Fordemwalt called the meeting to order at 10:00 a.m.

II. Introductions and Welcome to Guests

Jim welcomed the Board members, staff, and guests.

III. Adoption of Today's Agenda

MSPassed to adopt the 13 May 2015 Agenda.

**IV. Review and Approval of the Minutes of March 11, 2015 & Annual Meeting April, 18, 2015
Board Meeting**

MSPassed to approve the Minutes of the 11 March 2015 Board Meeting.

MSPassed to approve the Minutes of the 18 April 2015 Annual Meeting.

V. Financial Report / Treasurer's Report - Barry Bruns, Carolyn Minner

Carolyn noted that funds remain in the Public Affairs account that will be used for the membership drive.

MSPassed to approve the report.

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

- **ASU Alumni Association – Rhonda McClintock**
No report.

- **Emeritus College Liaison – Elmer Gooding**
No report.
- **Human Resources - Sheree Barron or designee**
No report
- **University Club Liaison - Jim Fordemwalt**
Jim reported that the University Club hosted a successful Mother's Day brunch.
- **University Liaison – Barbara Shaw-Snyder or Abby Polito**
No report.
- **University Senate – TBD**
No report.
- **University Staff Council – Sharon Young**
- Sharon Young indicated that she will not be able to continue on the ASURA Board next year due to other commitments. A replacement for her is being sought.

VII. Standing Committee Reports (5 minutes or less please)

A. Community Outreach Committee - Subcommittee Reports

- **Adopt-A-Family - Joan Leard**
No report.
- **Scholarship Committee - Sue Blumer, Joy Shearman**
Sue reported that Kazuko Niimi has been awarded the scholarship. She is a chemical engineering major.
The Scholarship Office is still understaffed, which has caused some difficulties with processing.
A discussion arose concerning the amount of funding ASURA will be able to commit to the scholarship in the future. ASURA is committed to funding the scholarship for the next year, and if there is any need to adjust the amount thereafter, this issue will be brought to the Board.
Jeannette Robson requested that an article about the scholarship recipient and process be prepared for publication in *Prime Times*.
- **Video History Project – Dave Scheatzle**
Dave reported that several new interviews have been conducted. This makes 107 interviews completed, with one more interview to take place this year. The recording studio is being upgraded to LED lights, which are much cooler. The files will be edited during the summer.

B. Events Committee & Subcommittee Reports

- **Events Committee Coordination – Barry McNeill**
No report.
- **Luncheons & Special Events – Barbara Bradford Eschbach (until new Chair appointed)**
Jo Madonna asked if anything needed to be done for the Meet and Greet party.
Joyce Hartman Diaz indicated that Barbara is handling arrangements for this event.
- **Seminars – Jan Thompson**

Jan reported that the March seminar on finance was very successful. The committee is now planning the seminars for next year. The Health Care Seminar is scheduled for October.

- **Travel – John Brock**

Jim Fordemwalt noted that when a travel group does not fill with Association members, others are welcome to join to the trip. He mentioned several trips being planned for the coming year.

C. Finance Committee – Barry Bruns

No report.

D. Book Collection – Mary Stevens

No report.

E. Government Liaison Council

- **ASRS General – Larry Carlson**

No report.

- **Legislature – Hal White**

Hal reported that members of the committee have attended Alumni events and become acquainted with several Legislators. Upcoming issues include monitoring the retirement system and healthcare.

Jo Madonna reported that ASURA has received a letter from the City of Mesa Retirees Association suggesting that the retirees associations join together to monitor benefits. Jo and Jim Fordemwalt will be responding to this group.

Discussion ensued regarding state retirement and health benefits with agreement that ASURA needs to monitor these issues carefully.

F. Health Insurance Liaison Council

- **ADOA – Larry Carlson**

Larry reported a large turnover at ADOA which has caused difficulties in communication.

- **ASRS – Joyce Hartman Diaz**

Joyce reported that a new Dental package is being negotiated.

G. Membership and Communications Committee – Subcommittee Reports

- **Membership Update – Dave Schwalm**

Dave reported that there were no serious changes from the last report.

Joyce Hardman Diaz commented on the effectiveness of the pre-retirement sessions.

- ***Prime Times* – Wilma Mathews, Jeannette Robson**

Jeannette reported that the deadline for the summer *Prime Times* is May 25. She is working on deadline changes for the publication of the fall edition.

- **Obituaries – Becky Reiss**

No report.

- **Web Site and Database – Connie McNeill**

No report.

VIII. Unfinished Business

- **Handouts for Membership Recruiting Displays.**

Jim Fordemwalt introduced Jeri Meeks who reviewed proposed Outreach and Branding items. Jeri indicated that ASU works with many vendors that we can explore, and she will be attending a vendors' fair where she can look at a variety of items we might consider. She highlighted the advantages of giveaways that relate to the Association's programs and direct people to the Association and the website. Discussion concerned the proposed items, the status of the ASURA budget, commitments to giveaway items, and quantities and varieties of giveaways for various events.

Larry Carlson moved that the Association approve purchase of 1 banner, 500 bookmarks of a single design, 4 desktop stands, 1 desktop magazine holder, 500 luggage tags, and 1000 pens. MSPassed.

Jeri will continue working on this initiative.

IX. New Business

- **Schedule Fall Events**

Joyce Hartman Diaz will be working with Barry McNeill on fall events and will be coordinating with Barbara Bradford Eschbach about her participation.

- **Appointment of New Vice President**

Jim reported that the process for identifying a vice president continues.

X. Announcements

- **Next Meeting – September 9, 2015**

XI. Meeting Adjournment

Jim Fordemwalt adjourned the meeting at 11:25 a.m.

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		2,010	
Membership Dues	16,000	6,660	total donations - \$7480
General Operations Donations	1,400	820	total donations cleared - \$7480
Holiday Bake Sale 2013	167	167	transfer from Special Projects
Holiday Bake Sale 2014	150	122	
University History Book	0	15	
5% Gift Assessment	-870	-374	
Total ASURA Operations Current Year Revenue	16,847	9,420	
ASURA Operations - Expenses			
<i>Printing and Mailing Costs</i>			
Annual Report	120	96	
Bylaws & Ballots	350	172	
Member Survey Report	581	581	
Membership Drive	1,500	916	
Prime Times Summer	1,200	538	
<i>Event Costs</i>			
Paid Events		1,702	
Meet & Greet	360	360	
Seminars	175	25	
Retirees Day	360	360	room fees for last year - late cancellation
Annual Meeting	600	569	
Holiday Potluck & Fundraiser	100		
<i>Other Operations Costs</i>			
Scholarship Award	10,000	10,000	
Business Luncheons & Service Appreciation	500	528	
Technology Services	1,460	1,471	Wild Apricot, Pantheon, Zenfolio
Office Equipment & Supplies	3,000	1,500	
AROHE Membership Dues	180		
Lobbyist Registration Fee	0	25	
Foundation Transaction Fees	800	107	
Transfer to Video History Project	5,000	5,000	
Total ASURA Operations Expenses	26,286	23,949	
Increase (Decrease) in Fund Balance for Current Year	-9,439	-14,529	
Uncommitted ASURA Operations Funds	26,321	21,231	

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	525	
Prime Times Fall & Spring	2,400	2,027	allow for more pages than last year
Room Fees	450	175	
Conference Room Projection Screen	2,000		Project cancelled
Copier/FAX Equipment Annual Lease	1,250	1,203	
8.5% Administrative Service Charges	553	247	
Total Subsidized Expenses	7,053	4,177	
Uncommitted PA Funds For Operations	20	2,896	

Special Projects			
Special Projects - Income			
Balance Forward	2,367	2,367	
Current Year Revenue			
Friends/Phx Library Book Sale Net Income	275	1,188	To be transferred to Scholarship & Video History
Transfer In	0	62	Video History DVD cases charged incorrectly
5% Gift Assessment	-15	0	
Total Special Projects Current Year Revenue	260	1,250	
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	334	FY 2013 income
Transfer 1/2 of Book Sale Income to Video History	128	334	FY 2013 income
Transfer to Adopt-a-Family	1,500	1,500	money in this acct is for any outreach project
Video History DVD Cases	0	62	Charged to Special Projects in error
Foundation Transaction Fees	30	59	
Total Special Projects Expenses	1,952	2,457	
Increase (Decrease) in Fund Balance for Current Year	-1,692	-1,207	
Uncommitted Special Projects Funds	675	1,160	

Adopt-A-Family			
Adopt-a-Family - Income			
Balance Forward	515	515	
Current Year Revenue			
Adopt-A-Family Donations	950	565	donations cleared - \$540
5% Gift Assessment	-48	-28	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	2,037	
Adopt-A-Family - Expenses			
Adopt-A-Family	2,000	1,989	
Foundation Transaction Fees	15	0	
Total Adopt-A-Family Expenses	2,015	1,989	
Increase (Decrease) in Fund Balance for Current Year	388		
Uncommitted Adopt-A-Family Funds	902	562	

Video History			
Video History - Income			
Balance Forward	1,755	1,755	
Current Year Revenue			
Video History Donations	600	550	
1/2 of Book Drive Income	150	318	
Transfer 1/2 of Book Drive Proceeds from Spec Proj	128	128	per book drive advertisements, FY 2013 income
Transfer from Operations	5,000	5,000	support current & some future production costs
5% Gift Assessment	-30	-28	based on donations cleared
Total Video History Current Year Revenue	5,848	5,968	
Video History - Expenses			
Production	3,000	234	
Equipment	300	1,551	
Foundation Transaction Fees	100	6	
Total Video History Expenses	3,400	1,790	
Increase (Decrease) in Fund Balance for Current Year	2,448	4,178	
Uncommitted Video History	4,202	5,933	

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	455	
Transfer to Scholarship Endowment - Spending	-1,500	-1,473	
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	1,020	
5% Gift Assessment	-100	-51	
Total Scholarship Endowment Principal	59,142	52,099	
Scholarship Endowment - Spending			
Balance July 1	1,260	1,260	
1/2 of Book Drive Income	150	318	
1/2 Book Drive Proceeds - Transfer from Spec Proj	128	128	Per book drive advertisements, FY 2013 income
Payout from Endowment	1,500	1,473	
Reinvest in Endowment	-1,388	-1,388	
Management Fees	0	-6	
Total Scholarship Endowment Spending	1,650	1,785	
Total Scholarship Endowment	60,792	53,884	

ASURA Event Report

4/30/2015

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 Tovrea Castle Tours	10/10/14	338.00	0.00	0.00	338.00	0.00	0.00	0.00
Fall Luncheon	11/14/14	557.00	0.00	0.00	656.00	0.00	0.00	-99.00
Musical Instrument Museum	11/20/14	440.00	0.00	172.72	198.00	0.00	0.00	69.28
Spirit of Phoenix Chorus	12/06/14	105.00	0.00	0.00	105.00	0.00	0.00	0.00
**Fundraiser Holiday Potluck	12/18/14	122.00	0.00	0.00	0.00	0.00	0.00	122.00
Luncheon & Wine Tasting	03/05/15	570.00	30.00	0.00	540.00	0.00	0.00	0.00
Landscapes of the 4-Corners	04/22/15	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 completed non-fundraising events								-389.54
Net gain (loss) - all non-fundraising events								-389.54

*Tickets were purchased in FY 2013-14 (April 24)

**Proceeds from Bake Sale

ASURA MEMBERSHIP TOTALS

2014 Membership Year

Counts	As of 5/5/2015	As of 5/3/2014	This Yr -Last Yr	More Counts	As of 5/5/2015	As of 5/3/2014	This Yr -Last Yr
Current-year Members	572	622	-50	By Former Employment Category			
Renewals from prior years (any prior year)	524	555	-31	Faculty and Faculty w/ Admin Appt	268	284	-16
Introductory members	48	67	-19	Academic Professional	37	40	-3
Paid for the current year, now deceased	8	7	1	Staff	162	192	-30
				University Staff (Service Professional)	76	75	1
Last Year's Members - Not Renewed	105	64	41	Administrative	29	30	-1
Members last year, now deceased	8	6	2				
				Having an Arizona Address	522	560	-38
By Retired-from Organization				Level of Activity			
Retired from ASU	552	606	N/A	Checked at least one volunteer area	97	83	14
Retired from another university	0	0	N/A	Attended at least one event this year	172	174	-2
Former ASU employee, retired elsewhere	3	1	N/A	Attended an event ever	292	284	8
Still employed at ASU	17	9	N/A	Logged in to Members-only Site (ever)	105	84	21
				Made an additional donation this yr	164	195	-31
By (Approx.) Time Since First Joining				Non-members in Database			
Members for 0-2 Years	70	154	-84	Was a member at some time	148	223	-75
Members for 3-5 Years	93	146	-53	Never a member	532	643	-111
Members for 6-10 Years	191	119	72				
Members for more than 10 Years	218	203	15				
By Communications They Want to Receive¹							
Upcoming Event Announcements (e-mail)	419	439	-20				
Obituary Notices (e-mail)	334	350	-16				
Prime Times (US Post)	531	596	-65				
Other ASURA Communications (e-mail)	388	422	-34				
None of The Above	12	7	5				

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.

ASURA PRIME TIMES
ARTICLE SUBMISSION DEADLINES
Summer 2015 through Summer 2016

Submitted by Jeannette Robson & Wilma Mathews – May 13, 2015 ASURA Board Meeting

SUMMER 2015

- May 25 **submit articles** to Wilma Mathews for editing (wmathews1@cox.net)
(email copy to Jeannette Robson - jr@asu.edu)
- June 8 final copy to Alpha Graphics for printing & delivery to ASU Mail Services

FALL 2015

- September 21 **submit articles** to Wilma Mathews for editing (wmathews1@cox.net)
(email copy to Jeannette Robson - jr@asu.edu)
- October 5 final copy to Alpha Graphics for printing & delivery to ASU Mail Services

SPRING 2016

- January 18 **submit articles** to Wilma Mathews for editing (wmathews1@cox.net)
(email copy to Jeannette Robson - jr@asu.edu)
- February 1 final copy to Alpha Graphics for printing & delivery to ASU Mail Services




SUMMER 2016

- May 23 **submit articles** to Wilma Mathews for editing (wmathews1@cox.net)
(email copy to Jeannette Robson - jr@asu.edu)
- June 6 final copy to Alpha Graphics for printing & delivery to ASU Mail Services

ASURA Outreach/Branding Item Discussion

Item	Description	Costing
	<p>ASU Print and Imaging Lab - Tabletop, pop up banner 24"x24"-36" High. Curl and UV resistant. Includes carrying case.</p>	<p>\$309.00; \$159.00 for the banner and \$150 for the design work.</p>
	<p>ASU Print and Imaging - Bookmarks: 2.5" x 7". Each bookmark will be double sided; one side will be the ASURA logo with web address and QR code. The other side will be devoted to one of the three focus areas:</p> <ol style="list-style-type: none"> 1. Legislative Advocates 2. Outreach (financial & health seminars, volunteering, adopt a family, scholarships, book drive, video history project) 3. Travel 	<p>150 bookmarks – 50 of each design. \$264.37 for the design and printing.</p>
	<p>Staples – Desk top stand for the bookmarks or tri-fold leaflets. 11 3/4"x4 9/16"x5 1/4" deep. I suggest 3 for the bookmarks and one for the existing tri-fold leaflet. Staples item#227215</p>	<p>4@\$29.27=\$117.08</p>
	<p>Staples – desktop magazine holder, 3 tier. 12 5/8" 9 1/2" x 9" for the XXX magazines and travel flyers. Staples item #665570</p>	<p>1@\$17.91</p>
<p style="text-align: center;">Boulder</p> <hr style="width: 20%; margin: auto;"/>  <p style="text-align: center;">As low as \$4.80(c)</p>	<p>Geiger offers many options from 4.50 – 6.88 per unit retail.</p>	<p>50@\$4.50=\$225 50@\$6.88=\$344</p>

ASURA Outreach/Branding Item Discussion

	<p>Geiger - 2 3/4" x 4 3/4" – This luggage tag features a write on surface on the back side for easy identification. It includes a sturdy strap to attach to luggage. Multiple color options. We have to order at least 250.</p>	<p>250@\$.87=\$217.50 500*\$.79=\$395.00</p>
	<p>Geiger - U-Go step pedometer. Featuring top view LCD display, a secure belt clip and an auto shut-off and idle mode. We must order at least 100.</p>	<p>100@\$3.19=\$319.00 250@\$3.07=\$767.50</p>
	<p>Geiger - Post-recycled cardboard pen with bamboo clip. German documental black ink. We must order at least 250.</p>	<p>250@\$.55=\$137.50 500@\$.53=\$265.00</p>

Budget Request - \$1,860

Printing

Tabletop Pop Up Banner	309.00	
ASURA Book Marks; 3 designs	264.37	
<i>Total Printing</i>		573.37

Tabletop Stands

4 Desktop leaflet/bookmark Stands	117.08	
1 Desktop 3-tier stand	17.91	
<i>Total Tabletop Stands</i>		134.99

Branding Items

50 thumb drives	225.00	
250 luggage tags	217.50	
100 Pedometers	319.00	
250 Recycled Pens	137.50	
<i>Total Branding Items</i>		899.00

Hiking Poles - Contest

1 set of hiking poles	100.00	
<i>Total Branding Items</i>		100.00

Subtotal Budget Request 1,707.36

Taxes~8.5% 145.13

Estimated Budget Request 1,852.49