

**MINUTES OF 09 NOVEMBER 2016
ARIZONA STATE UNIVERSITY RETIREES ASSOCIATION
BOARD MEETING**

Board Members Present: Barry Bruns, Beverly Buddee, Jay Butler, Joyce Hartman Diaz, Jim Fordemwalt, Bob Francis, Larry Mankin, Jeri Meeks, Jeannette Robson, Tara Fuchs Roesler, Dave Schwalm

Board Members Absent: Larry Carlson, Barry McNeill, Trudy Perez

Ex-Officio Members Present: Katie Aguilar, Judy Cato, Chuck Elliott, Don Nilsen,

Committee Chairs Present: Sue Blumer, John Brock, Connie McNeill

Executive Staff Present: None

Guests Present:

I. CALL TO ORDER

President Jeri Meeks called the meeting to order at 10:00 a.m.

INTRODUCTION AND WELCOME OF GUESTS

President Meeks introduced and welcomed Chuck Elliott, the new ex-officio member representing the University Senate.

II. ADOPTION OF TODAY'S AGENDA

MSPassed to unanimously approve today's agenda.

REVIEW AND APPROVAL OF THE 12 OCTOBER 2016 BOARD MINUTES.

MSPassed to unanimously approve the 12 October 2016 Board Minutes.

III. FINANCIAL REPORT / TREASURER'S REPORT – BARRY BRUNS, CAROLYN MINNER

Barry reported that the Finance Committee will soon be meeting to review the 2015-2016 yearend report and develop a recommendation regarding the ASURA scholarship.

IV. EX-OFFICIO REPORTS

- ASU Alumni Association – Rhonda McClintock
No report.
- Emeritus College Liaison – Don Nilsen
Don reported that the recent symposium was well attended by both Emeritus College and ASURA members. He also reported that the Emeritus College is

partnering with New Adventures, New Frontiers (a Maricopa Community College outreach program), and Sun City.

- Human Resources – Judith Cato
Judy Cato, the new ASU Director of Benefits Design and Management, introduced herself and was welcomed by the group.
- University Club Liaison – Jim Fordemwalt
Jim reported that the annual University Club High Tea is coming up. The members Christmas party is scheduled for December 6.
- University Liaison – Barbara Shaw-Snyder or Abby Polito
No report.
- University Senate – Chuck Elliott
Chuck reported that the Senate, which mainly deals with academic matters (new courses, new degrees, student/faculty policies, etc.), meets electronically – all campuses are video linked. Currently there are no burning issues before the Senate. He did encourage the Board to check out the Minutes of the President and Provost reports to the Senate at usenate.asu.edu.
- University Staff Council – Katie Aguilar
Katie reported that the staff holiday celebration is scheduled for December 6 at the Memorial Union. She also reported that Staff Council is currently conducting a [fund raiser](#) by selling Harkins 2017 loyalty cups, 2017 loyalty T-shirts, \$25 gift cards and \$10 holiday cards. (see attachment for details.) All proceeds go to Staff Council Fundraising Programs, including [Staff Helping Staff](#) and [Judy Reynolds Memorial Scholarship](#). All orders must be placed by December 16.

V. STANDING COMMITTEE REPORTS

A. Community Outreach Committee - Subcommittee Reports

- Adopt-A-Family - Joan Leard
No report.
- Scholarship Committee - Sue Blumer, Joy Shearman
No report. Sue followed up with a question to Barry Bruns about possible funding for future scholarships. Barry indicated he would have more information at the December Board meeting.
- Video History Project – Dave Scheatzle
No report.

B. Events Committee and Subcommittee Reports

- Events Committee Coordination – Barry McNeill
No report.
- Luncheons & Special Events – Joyce Hartman Diaz
Joyce reported that the Holiday Potluck and Bake Sale is December 16. The electronic message is scheduled to be sent out after Thanksgiving. She has purchased a second cooler for use at ASURA events.
- Seminars – Beverly Buddee, Trudy Perez
Bev reported that there were 62 attendees at the Open Enrollment Health Care Seminar that was held at the Tempe History Museum on October 20. Feedback was positive. She also reported that there are 4 seminars scheduled for Spring 2017:
 - Thursday, January 19 – Nutrition and Physical Therapy
 - Thursday, February 9 – Hearing
 - Thursday, March 9 – Financially surviving surgery & rehab, insurance pitfalls of which to be aware, and types of medical coverage available.
 - Thursday, April 6 – Senior Living
- Pre-Retirement Seminars – Trudy Perez
No report.
- Travel – John Brock
John reported the following events/travel are scheduled:
 - ✓ November 29, the Silver Star Café Theatre featuring dinner and rock and roll music. There are currently 21 signed up to participate;
 - ✓ December 3, A Phoenician Christmas music event in east Mesa, followed by an optional dinner for folks who want to attend;
 - ✓ April 1, 2017, another tour of Tovrea Castle;
 - ✓ Mid-April, an overnight trip to Karchner Caverns and Sierra Vista;
 - ✓ September, 2017, a trip to the British Isles. There is room for 16 from ASU. Reservations need to be made soon as open spaces will be offered to outsiders soon.

C. Finance Committee – Barry Bruns
No report.

- Book Collection – Mary Stevens
No report. The Board was informed that Mary has a standing Wednesday morning appointment that precludes her attendance at the

Board meetings. She will send reports forward to the Board on a quarterly basis.

D. Government Liaison Council

- ASRS General – Larry Carlson
No report.

- Legislature – Jeri Meeks
Jeri reported that she has been working with the UA Retirees Association president on the Tri-University meeting. It is scheduled to meet at Decision Theatre at the Downtown Campus on November 21. There is nothing new to report for legislation. ABOR is not going to pursue a change in the retirement system through the legislature this year.

E. Health Insurance Liaison Council

- ADOA – Larry Carlson
No report.

- ASRS – Tara Roesler
Tara noted that open enrollment closes November 11. She will have a report next month on the success of the 5 new plans offered to the membership.

F. Membership and Communications Committee – Subcommittee Reports

- E-News – Jo Madonna
President Meeks reported on behalf of Jo Madonna. Jo is requesting links to informative articles that she can share with the membership via E-News. No full articles, but a short descriptive summary and the links.
- Membership Update – Dave Schwalm
Dave reported that the numbers are down by 5 from last year at this time. The distribution of faculty and staff is staying fairly constant. Tags on logging into the ASURA website have increased. He also noted that additional donations above membership dues have decreased slightly.

Prime Times – Jeannette Robson

Jeannette is considering changing the deadline dates for Spring 2017 issue of Prime Times to accommodate advertising the Spring seminars schedule. She will inform the Board of any decision at the December Board meeting.

- Obituaries – Becky Reiss
No report.
- Web Site and Database – Connie McNeill
No report.

VI. UNFINISHED BUSINESS

- Ex-Officio Members and Board Vacancies
All ex-officio positions have been filled.
- Vice Presidency vacancy
Jeri nominated Tara Roesler to fill the vice presidency vacancy. A motion was made, seconded and passed unanimously to appoint Tara as Vice President for the 2016-2017 FY.
- Health and Medical Issues – follow up with Linda Vaughan re interest in staffing a new Health Information Committee
Barbara White has not heard back from Linda Vaughan. This issue is on hold until we find somebody to take on the project. The search for a person to fill this position will continue.
- Board Vacancies
President Meeks reported that Tony Brazel has resigned from the ASURA Board of Directors due to a conflict. Barbara White resigned in September to move to NC. Names of potential Board members are: Jill DeMichele, Ellen Burgess, Carl Cross, Bill Moore, and Milt Sommerfeld. John Brock reported that Milt Sommerfeld was dealing with some health issues so may not be a viable candidate at this time. Jill DeMichele was suggested as a candidate for the 2 year position.

VII. NEW BUSINESS

- Proposed ASURA Policy on Business Advertising
The Proposed ASURA Policy on Business Advertising, which had been tabled at the 14 September 2016 Board meeting, was again brought forward by Connie McNeill. This proposal would permit and encourage advertising in *Prime Times* only. Connie checked with Mary Stevens (retired ASU lawyer and still practicing law part-time as an employment hearing officer for the state and county) and received a disclaimer that Mary felt would protect ASURA from any ramifications from poor service. There was considerable discussion about the “no fee” policy, size of ads, type of services, and quantity of ads to be accepted for inclusion in the *Prime Times*. Connie and Jeannette Robson were asked to write a set of guidelines that would include:
 - ✓ Size and maximum quantity of ads accepted;

- ✓ Types of services to be advertised (no events);
- ✓ Location of ads and disclaimer in *Prime Times*;
- ✓ Duration of ad run;
- ✓ Process of replacing oldest advertisement with a new ad once the maximum established quantity has been reached.
- ✓ In lieu of “no fee”, advertisers to provide a discount to ASURA members who use their service;

Connie and Jeannette will present the guidelines at the December 14 Board meeting.

- Review of Automatic Membership Motion.
Following discussion about the wording of the Automatic Membership Motion passed at the 14 September 2016 Board meeting, a motion was made, seconded, and passed unanimously to change the motion to read:

Beginning with those who retired during the 4th quarter of 2016, all new ASU retirees will be automatically enrolled as Introductory members of the ASU Retirees Association. Members thus enrolled will have the option to decline the membership.

- Tara Roesler was asked by a Board member about the cost implications to retirees with ASU’s reduced participation in ASRS. Is there an expectation of insurance plan premiums increasing with the decreased revenue pool? Tara noted that the current insurance contracts are almost up and will be going out to bid this next year. She indicated she will follow up with ASRS about possible cost implications and report back at the December Board meeting. Connie McNeill will provide Tara with data on ASURA membership participation in ADOA, ASRS, and other insurance plans. Larry Mankin questioned if the Tri-University insurance plans are for active employees only and the implication for future retirees. President Meeks noted that was on the agenda for discussion at the upcoming Tri-University meeting. She will report that discussion at the next ASURA Board meeting.

VIII. ANNOUNCEMENTS

Next Meeting – 14 December 2016 in CSB 203

IX. MEETING ADJOURNMENT

Meeting adjourned at 11:08 a.m.

| Account Categories | Proposed Budget | Actual YTD Amount | COMMENTS |
|---|-----------------|-------------------|----------|
| ASURA Operations | | | |
| ASURA Operations - Income | | | |
| Balance Forward | 24,980 | 24,980 | |
| Current Year Revenue | | | |
| Event Registration Fees & Donations Collected | 2,000 | 1,278 | |
| Membership Dues | 12,000 | 5,930 | |
| General Operations Donations | 1,500 | 582 | |
| Holiday Bake Sale 2016 | 100 | | |
| 5% Gift Assessment | -750 | -309 | |
| Total ASURA Operations Current Year Revenue | 14,850 | 7,482 | |
| ASURA Operations - Expenses | | | |
| <i>Printing and Mailing Costs</i> | | | |
| Membership Drive | 200 | 134 | |
| <i>Event Costs</i> | | | |
| Paid Events | 2,000 | 1,534 | |
| Meet & Greet (Refreshments) | 500 | 192 | |
| Seminars | 250 | | |
| Holiday Potluck & Fundraiser | 100 | | |
| <i>Other Operations Costs</i> | | | |
| Scholarship Award | 7,085 | 7,085 | |
| Business Luncheons & Service Appreciation | 300 | | |
| Technology Services | 1,000 | 258 | |
| Office Equipment & Supplies | 3,000 | 52 | |
| Marketing Tools | 1,000 | | |
| AROHE Membership Dues | 120 | | |
| Lobbyist Registration Fee | 50 | | |
| Foundation Transaction Fees | 150 | 36 | |
| Transfer to Adopt-A-Family | 383 | | |
| Total ASURA Operations Expenses | 16,138 | 9,290 | |
| Increase (Decrease) in Fund Balance for Current Year | -1,288 | -1,809 | |
| Uncommitted ASURA Operations Funds | 23,692 | 23,171 | |

| General University (HR) | | | |
|--|--------------|--------------|--|
| Balance Forward | 1,219 | 1,219 | |
| Current Year Allocation | 7000 | 7000 | |
| Total General University Current Year Revenue | 8,219 | 8,219 | |
| Expenses Charged to Allocation | | | |
| Annual Report | 100 | | |
| Bylaws & Ballots | 200 | | |
| Annual Meeting | 600 | | |
| Meet & Greet Luncheon (Invitation) | 202 | 202 | |
| Office Supplies | 500 | 301 | |
| Prime Times Fall/Spring/Summer | 3,000 | 463 | |
| Room Fees | 100 | 100 | |
| Copier/FAX Equipment Annual Lease | 1,144 | 1,143 | |
| Membership Drive | 1,673 | 708 | |
| 8.5% Administrative Service Charges | 700 | 209 | |
| Total Subsidized Expenses | 8,219 | 3,126 | |
| Uncommitted General University Funds For Operations | 0 | 5,093 | |

| Special Projects | | | |
|---|--------------|-------------|------------------|
| Special Projects - Income | | | |
| Balance Forward | 504 | 504 | |
| Current Year Revenue | | | |
| Friends/Phx Library Book Sale Net Income | 1,500 | 304 | |
| Total Special Projects Current Year Revenue | 1,500 | 304 | |
| Special Projects - Expenses | | | |
| Transfer out 1/2 of Book Sale Income to Scholarship | 1,002 | 254 | \$152.17 pending |
| Transfer out 1/2 of Book Sale Income to Video History | 1,002 | 254 | \$152.18 pending |
| Foundation Transaction Fees | | 15 | |
| Total Special Projects Expenses | 2,004 | 523 | |
| Increase (Decrease) in Fund Balance for Current Year | -504 | -219 | |
| Uncommitted Special Projects Funds | 0 | 285 | |

| Adopt-A-Family | | | |
|---|--------------|------------|--|
| Adopt-a-Family - Income | | | |
| Balance Forward | 480 | 480 | |
| Current Year Revenue | | | |
| Adopt-A-Family Donations | 1,200 | 300 | |
| 5% Gift Assessment | -63 | -15 | |
| Transfer from Operations | 383 | | |
| Total Adopt-A-Family Current Year Revenue | 1,520 | 286 | |
| Adopt-A-Family - Expenses | | | |
| Adopt-A-Family | 2,000 | | |
| Total Adopt-A-Family Expenses | 2,000 | 0 | |
| Increase (Decrease) in Fund Balance for Current Year | -480 | 286 | |
| Uncommitted Adopt-A-Family Funds | 0 | 766 | |

| Video History | | | |
|---|---------------|--------------|---|
| Video History - Income | | | |
| Balance Forward | 7,882 | 7,882 | |
| Current Year Revenue | | | |
| Video History Donations | 750 | 500 | |
| Transfer in 1/2 of Book Drive Proceeds from Spec Proj | 1,002 | 254 | \$152.18 pending |
| 5% Gift Assessment | -38 | -25 | |
| Total Video History Current Year Revenue | 1,714 | 729 | |
| Video History - Expenses | | | |
| Office Supplies | 300 | | |
| Electronic Storage Space | 925 | 754 | Includes Premiere Pro CC Licenses (5 x \$185) |
| Transcripts for Interviews (15 @ \$150) | 2,250 | | |
| Total Video History Expenses | 3,475 | 754 | |
| Increase (Decrease) in Fund Balance for Current Year | -1,761 | -25 | |
| Uncommitted Video History | 6,121 | 7,857 | |

| Scholarship Endowment Fund | | | |
|---|---------------|---------------|------------------|
| Scholarship Endowment Principal (40003616) | | | |
| Balance July 1 | 51,785 | 51,785 | |
| Invested Funds Gain (-Loss) | 1,000 | 1,855 | |
| Payout to Endowment Spending - FY16 | -1,682 | | |
| Reinvest FY16 Payout | | | |
| Current-Year Contributions | 1,600 | 603 | |
| Foundation Management Fees | -740 | -740 | |
| Total Scholarship Endowment Principal | 51,963 | 53,503 | |
| Scholarship Endowment Spending (70003616) | | | |
| Balance July 1 | 3,254 | 3,254 | |
| Payout from Endowment Principal - FY16 | 1,682 | | |
| Reinvest FY16 Payout | | | |
| Transfer from Special Projects (Book Sale Proceeds) | 1,002 | 254 | \$152.17 pending |
| ASU Scholarship | -2,915 | -2,915 | |
| Total Scholarship Endowment Spending | 3,023 | 593 | |
| Total Scholarship Endowment | 54,986 | 54,096 | |

Harkins Sales Fundraiser for Staff Council Programs

November 14 - December 16, 2016

The perfect gift for friends, family, and students!



2017 Loyalty Cups - \$5.50

(voucher to exchange at any Harkins theater - includes first drink--an added value of \$1.50)

Includes \$1.50 refills all of 2017!



\$25 Gift Cards

(includes a voucher for a free medium popcorn)

\$10 Holiday Gift Cards



2017 Loyalty T-shirts - \$25

(voucher to exchange at any Harkins theater)

Includes free medium popcorn all of 2017!



Order online with your credit card!

<https://staffcouncil.asu.edu/Harkins>

Harkins items will be available for pick up on your campus, or delivery by mail. **Order by December 16 to get your Harkins items by Christmas!** For check or cash payment, email staffcouncil@asu.edu or call 480-965-0892.

All proceeds go to Staff Council Fundraising Programs, including [Staff Helping Staff](#) and [Judy Reynolds Memorial Scholarship](#).

All funds will be deposited with the ASU Foundation for a New American University, a nonprofit organization that exists to support Arizona State University (ASU). Gifts and fundraising activities in support of ASU are subject to Foundation policies and fees. Although the funds are being deposited with the ASU Foundation, all order fulfillment for these purchases will be handled solely by the ASU Staff Council. All proceeds from this fundraiser will go to Staff Council Fundraising programs. Your payment is not considered a charitable contribution.

ASURA Event Report

9/30/2016

| Event | Date | Registration Fees | | Event Costs | | | | |
|------------------------------------|----------|-------------------|----------|------------------|-------------------------------|-------------------|--------|---------------|
| | | Collected | Refunded | Travel & Related | Food, Entertainment & Related | Lodging & Related | Other | Net Gain/Loss |
| Meet & Greet Luncheon | 09/14/16 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 202.04 | -202.04 |
| Fall Luncheon | 10/11/16 | 918.00 | 0.00 | 0.00 | 813.85 | 0.00 | 0.00 | 104.15 |
| Rhythm Cats Dinner & Show | 11/29/16 | 360.00 | 0.00 | 0.00 | 720.00 | 0.00 | 0.00 | -360.00 |
| *Fundraiser Holiday Potluck | 12/16/16 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |

Net gain (loss) - all completed non-fundraising events -97.89

Net gain (loss) - all non-fundraising events -97.89

A PHOENICIAN CHRISTMAS

East Valley • Mesa

December 3, 2:00 & 7:00 pm

Skyline HS Performing Arts Center

West Valley • Glendale

December 10, 2:00 pm

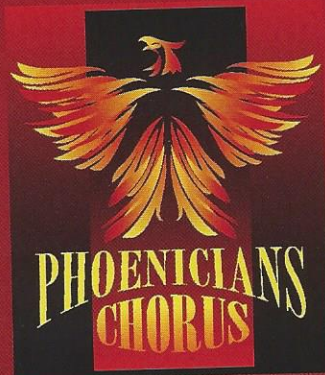
Church of the Nazarene

ALL SEATS RESERVED

Premium Seating \$25

Adult \$18 • Senior \$15 • Student \$12

tickets.phoenicians.org



ASURA MEMBERSHIP TOTALS

2014 Membership Year

| Counts | As of 11/6/2016 | As of 11/6/2015 | This Yr -Last Yr | More Counts | As of 11/6/2016 | As of 11/6/2015 | This Yr -Last Yr |
|---|--------------------|--------------------|---------------------|---|--------------------|--------------------|---------------------|
| Current-year Members | 510 | 515 | -5 | By Former Employment Category | | | |
| Renewals from prior years (any prior year) | 449 | 473 | -24 | Faculty and Faculty w/ Admin Appt | 244 | 239 | 5 |
| Introductory members | 61 | 42 | 19 | Academic Professional | 31 | 32 | -1 |
| Paid for the current year, now deceased | 1 | 3 | -2 | Staff | 137 | 144 | -7 |
| | | | | University Staff (Service Professional) | 71 | 70 | 1 |
| Last Year's Members - Not Renewed | 98 | 117 | -19 | Administrative | 27 | 30 | -3 |
| Members last year, now deceased | 12 | 13 | -1 | | | | |
| | | | | Having an Arizona Address | 471 | 468 | 3 |
| By Retired-from Organization | | | | | | | |
| Retired from ASU | 494 | 501 | N/A | Level of Activity | | | |
| Retired from another university | 1 | 0 | N/A | Checked at least one volunteer area | 121 | 105 | 16 |
| Former ASU employee, retired elsewhere | 5 | 4 | N/A | Attended at least one event this year | 99 | 110 | -11 |
| Still employed at ASU | 10 | 10 | N/A | Attended an event ever | 272 | 274 | -2 |
| | | | | Logged in to Members-only Site (ever) | 124 | 115 | 9 |
| By (Approx.) Time Since First Joining | | | | Made an additional donation this yr | 140 | 211 | -71 |
| Members for 0-2 Years | 91 | 61 | 30 | | | | |
| Members for 3-5 Years | 50 | 86 | -36 | Non-members in Database | | | |
| Members for 6-10 Years | 161 | 167 | -6 | Was a member at some time | 184 | 234 | -50 |
| Members for more than 10 Years | 208 | 201 | 7 | Never a member | 628 | 676 | -48 |
| | | | | | | | |
| By Communications They Want to Receive¹ | | | | | | | |
| Upcoming Event Announcements (e-mail) | 391 | 386 | 5 | | | | |
| Obituary Notices (e-mail) | 306 | 315 | -9 | | | | |
| Prime Times (US Post) | 448 | 458 | -10 | | | | |
| Other ASURA Communications (e-mail) | 320 | 336 | -16 | | | | |
| None of The Above | 10 | 9 | 1 | | | | |

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.

Automatic Membership for New Retirees

for discussion and action at the November 9, 2016, meeting of the ASURA Board

Motion passed at the September 14 Board meeting, as recorded in the minutes:

Effective January 1, 2017, all ASU retirees will automatically receive a free one-year introductory membership in the Arizona State University Retirees Association, with a welcome email containing necessary information, with the option to opt out of the membership.

Suggested revised motion:

Beginning with those who retired during the 4th quarter of 2016, all new ASU retirees will be automatically enrolled as Introductory members of the ASU Retirees Association. Members thus enrolled will have the option to decline the membership.

The primary need for revision is in the original wording “one-year introductory membership”. Currently, ASURA policy is that Introductory membership is valid through June of the year after enrollment. This might be a period of as little as 6 months (for someone who enrolls on December 31) or as long as 18 months (for someone who enrolls on January 1).

Operationally, this will mean:

1. Revision of the “Join Us” web page to reflect the new policy.
2. Replacement of any wording in letters, website, or e-mails that refers to a “free year”. We should say that membership is free through June of next year.
3. Revision of the quarterly import, which is used to import the list of new retirees received from HR about two weeks after the end of each calendar quarter to our ASURA membership database. We take into account that some new retirees are already members, having joined while still employed. Revision will set membership type as Introductory, Date Enrolled as the date of import, and “I Want to Receive” as “Upcoming Event Announcements”, “Prime Times”, and “Other ASURA Communications”, but not ASU Obituary Notices. “Other ASURA Communications” consists primarily of our e-News.
4. Revision of the automatic “welcome” e-mail that goes out upon enrollment as an Introductory member. The revised e-mail will explain the automatic enrollment and how to opt out of it. It will also display existing profile information and explain how to update that and to express interest in volunteering.
5. Change of procedure for sending US mail to new retirees and revision of the documentation of the procedure. We will now send a letter only to those new retirees for whom we have no e-mail or a bad e-mail address. The letter that goes out will be revised along the lines that the automatic e-mail will be. The Introductory Membership form and a self-addressed envelop will continue to be enclosed with the letter.

6. Documentation of a procedure for “unenrolling” any Introductory member who opts out.
7. Revision of the membership drive letter that goes out in May to Introductory members whose membership is expiring. The letter should acknowledge that the Introductory membership was automatic.
8. Revision of the procedures for sending out *Prime Times*. The generation of the list of those who should receive will be simplified: we have been sending to non-members who have retired in the prior year.
9. Revision of the procedures for inviting attendance at the fall Meet & Greet, to take into account that most (eventually all) retirees during the prior year are already members and will receive the event announcement.
10. Revision of the “Membership Period” web page on our intranet to reflect the change and the date of the change. The policy passed at the January 9, 2013, meeting said “ASURA will offer membership at no cost to any new member who completes an ASURA membership application.” A form will continue to be necessary for new members who did not retire from ASU.
11. Publicizing of the new policy in *Prime Times* (and e-News?). Should we wait until January to do this?
12. Any other changes that crop up as necessary.

Submitted by Connie McNeill, 5 Nov 2016

For September 14 Board meeting

PROPOSED POLICY ON BUSINESS ADVERTISING

As a service to our members, it might be useful and appropriate to allow, even to encourage, placement of relevant advertisements in ASURA publications. Examples: in-home computer services by people with knowledge of ASU computing services, services to help seniors find appropriate housing, services to help select the most appropriate medical insurance, etc. Since ASURA does not have the resources to “vet” such services and provide an endorsed list to our membership, advertisements seem like a “best available” means of getting this useful information to our members. Some committees may even wish to encourage or solicit advertisements from businesses that are relevant to their charge.

The following policy on business advertising is proposed:

- Advertising of businesses or business services is permitted in *Prime Times* only – not at events, on our website, or via e-mail blasts.
- Advertisements must be clearly marked as advertisements, so that there is no suggestion that ASURA is endorsing a particular business. Example below.
- Advertisements to be printed in *Prime Times* must be specially relevant to retirees, and be approved by the President as such.
- There will be no fee for printing approved advertisements in *Prime Times*.
- The size and look of advertisements may be limited at the option of the *Prime Times* editor.

ADVERTISEMENT

This is my business and I think ASURA retirees will find it very useful.

Contact: John Doe
999-000-1111
John.Doe@yahoo.com

Note: At the March 9, 2016, Board meeting, a policy on e-mail blasts was approved. It basically requires approval by the Executive Committee to send information not from the ASU Administration or ASURA Board Members to the membership via e-mail. If this business advertising policy is approved the Executive Committee would not approve any business advertisements.

From: Mary Stevens [mailto:marystevens0@gmail.com]
Sent: Tuesday, November 8, 2016 12:20 PM
To: Connie McNeill <ConnieMcNeill@outlook.com>
Subject: Re: Question re Advertising in Prime Times

Connie, I spoke with an attorney friend and we agreed that a simple disclaimer is needed on the page that contains the ads or listings. I also researched organizational liability for 3rd party advertisements and learned about the CDA "Communications Decency Act." This covers a much larger field than postings or ads in newsletters. But the law does give protection to organizations for their postings on-line of 3rd party information, such as ads. Protection covers copyright infringement, misleading or fraudulent 3rd party information, and other types of liability, so long as the organization does not edit or change the text coming from the 3rd party.

I drafted this disclaimer to be brief and not scare off potential advertisers. You could delete the first sentence if you want less text. Also, do not change or edit the ads. If PT is not comfortable with whatever is submitted, just don't use or publish it. Hope this is helpful. I think it's a good idea.

MS

Prime Times lists service providers without compensation as a service to our readers. These listings are not endorsements or ratings of the services or products provided. Information is based only on material received from service providers.
