

**UNIVERSITY OF MINNESOTA ALUMNI ASSOCIATION  
NATIONAL BOARD OF DIRECTORS MINUTES  
Saturday, September 13, 2008  
8:00 – 10:00 a.m.  
Gross Family Board Room, 500 McNamara Alumni Center**

Board Members Attending

Anderson, Jan  
Blissenbach, Hank  
Carlson, Margaret  
Cheung Ho, Yvonne  
Dragseth, Ken  
du Bois, Jim  
Givens, Archie  
Gruenberg, Karyn  
Hallin, Gayle  
Himle, Karen  
Horsager, Kent  
Johnson, Susan  
Joselyn, Bernadine  
Kremers, Kristie  
LaSalle, Tom  
Loyd, Susan Adams  
Lucas, Peggy  
McDonald, Dan

Meyer, Jan  
Mooty, Bruce  
Mulder, Jim  
Nagel, Mark  
Newell, Rich  
Omlie, Joey  
Osberg, Brian  
Peterson, Debra  
Reed, Maureen  
Resch, Jim  
Schott, Patrick  
Schultz, Martin  
Stein, Robert  
Thacker, Kip  
Tuzcu, Ertugrul  
Welshons, Bonnie

Board Members Unable to Attend

Beeson, Rick  
Carthaus, Marcia  
Cunningham, John  
Hoover, Emily  
Lichty, Marshall  
Page, Alison

Phillips, Jessica  
Reichl, Lorna  
Thompson, Paul  
Wiese, Sandra Ulsaker  
Xu, Amy

UMAA Staff Attending

Hanley, Stacy  
Isaak, Ruth  
Rader, Bruce  
Shortridge, Julie

### University Guests Attending

Robert, Bruininks, President, University of Minnesota

Steven Goldstein, CEO and President, University of Minnesota Foundation

University of Minnesota Alumni Association (UMAA) President Bruce Mooty called the meeting to order at 8:00 a.m.

### Presidents Report

Mooty welcomed board members and asked new members to introduce themselves: Jan Anderson, Martin Schultz, Dan McDonald, Gayle Hallin, Kristi Kremers and Susan Adams Loyd.

Mooty acknowledged recent accomplishments of board members; Ertugrul Tuzcu promoted to President and CEO of Lifetouch National School Studios; Jessica Phillips moved to Los Angeles to be Sr. Director of Customer Music at EMI Music; Alison Page running for the Wisconsin Senate; and Karyn Gruenberg recognized by the *Minneapolis St. Paul Business Journal* as one of the community's Top 25 women business leaders.

He noted that wedding bells had been ringing, offering congratulations to Margaret Sughrue Carlson and Paul Citron on their August 8 marriage and the weddings of board member Marshall Lichty and Provost Tom Sullivan, both married on September 12.

### Introduction of Steven Goldstein and Remarks

Mooty introduced Steven Goldstein, recently selected as the new President and CEO of the University of Minnesota Foundation. He acknowledged the successful 18 years of service provided by Jerry Fischer, past President and CEO of the Foundation, noting that Fischer often attended alumni association board meetings and was a valuable participant.

Goldstein asked for a show of hands of board members who had been 'groomed' by Margaret Carlson, noting that many University volunteers had learned from Carlson and their alumni association experience. Goldstein is a former alumni association board member and a past president.

He thanked the alumni association for their leadership, noting that the association set the pace with the first gift to the TCF Bank Stadium and a matched gift for scholarships in 2004. He acknowledged the scholarships that UMAA sponsors on an annual basis through endowments with the foundation, noting that the association's leadership has been critical. Goldstein noted that \$240 million in scholarship dollars had been raised overall since 2004 with over 7,000 students benefitting from scholarships.

### University Report

Mooty introduced President Robert Bruininks as a stellar leader but also a visionary committed to the institution and the alumni association. Bruininks greeted the group, and complimented the alumni association on its' academic emphasis mentioning scholarships, mentoring and recognition of extraordinary teaching as examples of the association's commitment to academic excellence.

Bruininks reported that the stadium effort is going well, noting that it will be a great gathering place. The names of all 87 counties, chiseled in stone, ring the exterior of the stadium and emphasize the stadium's connection to the whole state. Bruininks noted that the association's

initial gift to the stadium and the matched gift to scholarships set a precedent that netted more than \$43.7 million in gifts for academic purposes, along with gifts for the stadium.

The university's proposed request to the 2008 legislature is \$141.2 million: \$95.2 million for retaining faculty and staff, \$16 million for middle-income scholarship support, and \$30 million for research infrastructure. It will be the second smallest increase in the university's state request in ten years.

Bruininks went on to say that light rail transit is still being worked on and both the University and the alumni association will be keeping an eye on it, noting that the alumni association has been an important partner on efforts to have the best results possible.

Following questions, Bruininks was asked for a summary of why supporting the University was so important. He replied that the University offers value and impacts state productivity. Many businesses are here because of the human capital and research available through the University. The U has been willing to step up and reform itself to be as efficient as possible. The University offers the state and region incredible value and impacts state health today and even more tomorrow.

#### **Consent Agenda**

Mooty directed board attention to the consent agenda which included the June 18, 2008 national board minutes, June 30, 2008 internal financial statements, membership report, bi-monthly alumni survey results, Advocacy Committee report and Program Committee report.

**MOTION:** Approve items on the Consent Agenda as submitted  
*APPROVED UNANIMOUSLY*

#### **Conflict of Interest Disclosure**

Mooty explained a possible business relationship with the alumni association and board member Jim du Bois. The management team and Jim du Bois, executive director of the Minnesota Broadcasters Association, are proposing a one-year agreement between Access Minnesota, a project of the Minnesota Broadcasters Association, and the UMAA to provide mutually beneficial services.

The proposal states that Access Minnesota would provide to the UMAA, for unrestricted use, a minimum of two half-hour radio shows and two television spots per issue of *Minnesota* magazine with interviews related to the magazine beginning with the November-December 2008 issue in exchange for a ½ page horizontal ad in six (6) issues of *Minnesota* magazine also beginning with the November/December issue. The value of the advertising offered in the magazine is approximately \$19,000.

The Executive Committee has reviewed and recommended the proposal.

**MOTION:** Approve proposal as stated between Access Minnesota and the UMAA  
*APPROVED UNANIMOUSLY*

#### **Board Development Committee**

Tom LaSalle explained that bylaws require that the Board Development Committee include a minimum of one board member and two non-board members in addition to the Past President,

President and President-Elect. LaSalle, who chairs the Board Development Committee, suggested the following committee roster:

Tom LaSalle, Immediate Past President and Chair  
Bruce Mooty, President  
Archie Givens, President-elect  
Yvonne Cheung Ho, Board Member  
Bonnie Welshons, Board Member  
Linda Mona, past UMAA President  
Mary McLeod, past UMAA Vice-president

**MOTION:** Approve 2008-2009 UMAA Board Development Committee roster as presented.

*APPROVED UNANIMOUSLY*

### **McNamara Alumni Center Addition**

LaSalle also told the board that the Regents approved the addition to McNamara Alumni Center at their September 12 meeting.

### **Legislative Champions and Association Honors**

Kip Thacker, Vice President and Program Committee Chair, reviewed the selection process and the nine legislators named Legislative Champions by the Alumni Association. This year's designation honors nine legislators who were key supporters in the passage of the legislation to create the Minnesota Biomedical Research program. They will be honored at an October 8 luncheon in conjunction with an Academic Health Center open house to show progress on the newest facility.

The nine Legislative Champions are Senator Richard Cohen, Senator Keith Langseth, Senator Sandy Pappas, Senator David Senjem, Representative John Berns, Representative Lyndon Carlson, Representative Alice Hausman, Representative Tim Mahoney and Representative Loren Solberg.

Thacker announced the 2008 Alumni Award winners:

- Outstanding Alumni Society of the Year - College of Design
- Outstanding Alumni Chapter of the Year – Chicago Chapter
- Program Extraordinaire (3 awards) –
  1. San Diego Chapter – Annual Meeting
  2. School of Dentistry – Intentional Leadership for Future Dental Professionals
  3. College of Food and Agricultural Sciences (CFANS) – Classes Without Quizzes
- Student Volunteer of the Year - Megan Hines (CFANS)
- Faculty Volunteer of the Year - Dana Souther (CFANS)

The 2008 Alumni Award winners will be honored along with 11 Alumni Service Award winners at the inaugural Alumni Awards Celebration on October 29.

### **Membership Dues and Web Site Redevelopment Update**

Ertugrul Tuzcu, First Vice President and Marketing and Communications Committee Chair, said that increasing membership dues had been discussed at the August 20 committee meeting. The committee asked staff to offer different dues increase options, which will be presented at the next Marketing and Communications Committee. Tuzcu commended Bruce Rader, Sr. Director of

Membership and Marketing, Margaret Carlson, and all staff for reaching the goal of 14,450 life memberships.

Tuzcu told the board that branding and web site redevelopment have been top strategic initiatives for several years. The branding project was completed last spring. The new brand message and tagline “Where members are ambassadors” is now being fully implemented. Web site development is now being addressed.

He reported that the process to review web design and content management vendors for a new alumni association web site is on track. The Marketing and Communications Committee created a sub-group to provide input as staff prepares a recommendation with cost estimates. The proposal will be presented to the Marketing and Communications Committee, the Executive Committee and finally to the full board.

### **CEO Report**

Mooty asked staff in the room to stand, thanking them for their efforts. He thanked Carlson for her leadership as CEO.

Carlson explained the dashboard exhibit, which offers a graphic overview of the initiatives for the year. She noted that most items were on track at this time of year. She then reviewed the efforts being considered to enhance revenue and focus resources on programs strategically in line with the Associations’ goals and objectives. She outlined a timetable for investigating revenue options that would address future deficit spending. She explained that that the current year’s operating budget reflected deficit spending of \$442,000 but the association also has \$26.8 million in invested funds.

Noting that the Alumni Association has been a strong advocate for the Regent Candidate Advisory Board and its role of identifying candidates, Carlson informed board members that there will be four open regent seats. Open seats are in congressional districts 1, 4, 6 and 7 and incumbents are Regents Simmons, Frobenius and Allen. David Metzen, St. Paul, will not run again. Carlson encouraged board members to help identify qualified candidates. The deadline for applications is November 10.

She noted that the Statewide Speakers Tour would reach more than 40 communities this year with 30 of the speeches focusing on the stadium. The programs have been very well received and Carlson cited an example of a community person that said the tour’s presentation on the stadium had changed his opinion of the project from a negative perspective to a positive one. Carlson encouraged board members to contact legislative candidates and encourage them to support the University.

Mooty reminded board members of the following important dates:

October 8 – Academic Health Center Tour and Reception, Legislative Champions to be honored

October 29 – Alumni Association Awards Celebration

November 8 – next National Board Meeting

Mooty acknowledged Executive Committee members and also thanked new board members and asked for their input on their board experience.

Meeting adjourned at 10:00 a.m.

Submitted by Ruth Isaak  
Deputy Director and Board Coordinator

*for*  
Kent Horsager, Secretary-Treasurer