

THE MINNESOTA ALUMNI ASSOCIATION
205 Coffman Memorial Union
University of Minnesota
Minneapolis 14, Minnesota

July 9, 1964
Minutes

Pursuant to notices sent to the members of the Executive Committee a meeting was held Thursday, July 9, 7:30 a.m. at the Minneapolis Athletic Club. In attendance were:

- | | |
|------------------------|-----------------|
| Judd Ringer, Presiding | Louis Gross |
| Dorothy Anderson | Waldo Hardell |
| Rolf Fosseen | Albert Heimbach |
| Robert Gillespie | Algot Johnson |
| Kenneth Glaser | Cecil March |
| Franklin Gray | James Watson |
| Ed Haislet | Ed Willson |

President Ringer welcomed all of the members of the Executive Committee to the first meeting of the new fiscal year. He discussed the structural organization of the Association; that is the three various phases of alumni activity - The Department of Alumni Relations - with a budget of \$79,000.00. This is a University Department, university financed and is responsible for the organization and promotion of alumni work on campus as well as keeping of alumni records. The Minnesota Alumni Association, Inc. is a voluntary organization with an estimated budget of \$88,000.00 for 1964-65. Funds come mainly from membership. The Alumni Fund is a University department with a University budget of \$30,000.00.

The Executive Committee calendar for 1964-65 was approved as follows:

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| Thursday, July 9, 1964 | 7:30 a.m., Mpls. Athletic Club |
| Tuesday, September 8, 1964 | 7:30 a.m., Mpls. Athletic Club |
| Tuesday, October 6, 1964 | 7:30 a.m., Mpls. Athletic Club |
| Tuesday, November 10, 1964 | 7:30 a.m., Mpls. Athletic Club |
| Tuesday, December 8, 1964 | 7:30 a.m., Mpls. Athletic Club |
| Tuesday, January 19, 1965 | 7:30 a.m., Mpls. Athletic Club |
| Tuesday, March 16, 1965 | 7:30 a.m., Mpls. Athletic Club |
| Tuesday, May 11, 1965 | 7:30 a.m., Mpls. Athletic Club |

Likewise the Board meetings for 1964-65 were approved as follows:

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|-----------------------------|---|
| Tuesday, September 22, 1964 | 6:00 p.m., Campus Club, University of Minnesota |
| Tuesday, January 26, 1965 | 8:00 p.m., Alumni Club, Sheraton-Ritz |
| Tuesday, March 2, 1965 | 6:00 p.m., Alumni Club, Sheraton-Ritz |
| Tuesday, June 1, 1965 | Annual Meeting |

Committee appointments were approved for 1964-65.

COMMITTEE APPOINTMENTS FOR 1964-65

SENATE COMMITTEE ON STUDENT AFFAIRS

Richard J. Fitzgerald, LLB'59, expiring 1965
Norman E. Groth, BS'45;BBA'48, expiring 1965

SENATE COMMITTEE ON INTERCOLLEGIATE ATHLETICS

Franklin D. Gray, BA'25, expiring 1965
Charles Judd Ringer, '41, expiring 1965

SENATE COMMITTEE ON MILITARY AFFAIRS

P. Arthur Hoblit, MA'47, expiring 1965
Orem O. Robbins, BBS'36, expiring 1966

REPRESENTATIVE ON UNION BOARD OF GOVERNORS

N. Lawrence Bentson, B of Pet Eng'43, expiring 1965
(Minneapolis Campus)
Joe Clifford, AGEd'50, expiring 1965 (St. Paul Campus)

INVESTMENT COMMITTEE

Clifford C. Sommer, BBA'32, Chairman
Wendell T. Burns, BA'16
Sam W. Campbell, BA'25;LLB'27
John K. Fesler, BA'24;LLB'26
James C. Harris, MBA'47
Albert H. Heimbach, BBA'42
Paul Reyerson, BA'17;LLB'19

ALUMNI HONORS COMMITTEE

Theodore C. Blegen, BA'12;MA'15;PhD'25, Chairman,
expiring 1965
Vincent K. Bailey, BSAg'29, expiring 1966
Dr. Lillian M. Fink, BA'18;MD'21, expiring 1967

PAST PRESIDENT AND ALUMNI FUND ADVISORY COMMITTEE

Joseph A. Maun, BA'32;LLB'35, Chairman, Past Presidents
Franklin D. Gray, BA'25, Chairman Alumni Fund Advisory Comm.
Russell E. Backstrom, BSME'25;MSME'27
William F. Braasch, BS'00;MD'03
Wendell T. Burns, BA'16
Victor Christgau, BSAg'24
George Earl, BA'06;MD'09
Hibbert M. Hill, IT'32
J. D. Holtzermann, BA'21
Arthur R. Hustad, BA'16
Francis Lund, '31-35
Harvey Nelson, MD'22
Virgil J. P. Lundquist, MD'43
Ben W. Palmer, BA'11;LLB'13MA'14
Glenn E. Seidel, IT'36
Leif R. Strand, DDS'29
Wells J. Wright, LLB'36
Edgar F. Zelle, BA'13

UNIVERSITY SCHOLARSHIP COMMITTEE

Frank M. Rarig, Jr., BA'29;LLB'31, expiring 1965
 Mrs. Violet Rosacker Graf, '34-35, expiring 1966
 Elmer R. Lundgren, BSEd'50;MA'59, expiring 1967

Two at-large appointments: 3 year terms expiring June 1, 1967
 were approved for:

George S. Arneson, BBA'49
 Vice President, H. K. Porter Co.
 Pittsburgh, Pennsylvania

Melvin C. Steen, LLB'29
 Attorney, Cleary, Gottlieb, Steen and Hamilton
 New York City, New York

Judd Ringer then indicated that the Alumni Club is one of the Board's continuing responsibilities and job is to be sure that it is placed on a basis where it will be successful. The Club has 2019 members at the present. A House Committee, Program, Finance and Membership Committees have been established, but committee members will be reappointed for this year. The Club serves as center for alumni activities. It is a business and should be operated as a business, with accountability, responsibility and authority to get the job done. The total operating budget is about \$73,000 a year. About \$60,000 will be taken in through dues and \$20,000 through food and beverage. The problem is not enough use and a larger membership. An increased membership is a "must" this year. Mr. Ringer stated that the report of the Finance Committee had been made and a copy sent to all members of the Executive Committee along with the letter from the Executive Director. What was needed now was approval of the recommendations of the Finance Committee. After a discussion centering around what banks the various accounts should be handled, on motion duly made and seconded the report of the Finance Committee was approved.

Judd Ringer then said he would like to go over objectives and emphases for the 64-65 year that he had a number of objectives that he would list and hoped that the Executive Committee would think about them and they could be finalized at the next meeting of the Executive Committee.

OBJECTIVES FOR 1964-65

Objective 1 - Membership:

Membership is the heart of the alumni program and 85% of the funds coming from this source. At the present time, there are 22,000 members and the objective is to try and increase that by 20% which means 25,000 or more members by June 30, 1965; and an increase in life membership of 20% which means an increase of 460 members so that a year from now life membership should be about 2860. A committee will be appointed to review membership procedure and what is being done and any possible methods of increasing membership. It would be an idea committee mainly to kick around membership procedures,

problems and ideas with the Executive Director; probably four members with the members to be appointed by the Chairman. The Chairman should call on anyone he wants to assist him

Objective 2 - Alumni Club:

To increase to 2500 members during the year. All the Board members will have to help and a \$10,000 profit should accrue by the end of the year. Also the MAA should be paid back monthly payments with 6% interest and in the amount of \$10,000 a year. The Association has been reimbursed at the present time from the capital expenditures fund, in the amount of \$5480. At present there is a balance still owing, without interest, of \$44,620. There was some discussion at this point. The question was raised, is the Club a profit making organization? It was pointed out that it is not a profit making organization and any profit must be incidental. Judd Ringer indicated that funds for projects are needed to allow the Association to do some of the things they should be doing. However, we do have a large financial obligation both to the Hotel and the Association; that is first on the program.

Objective 3 - Business and Industrial Relations:

This is to achieve a closer liaison with the business community and the University. The University can be a real asset to the business community and the business community can be a real asset to the University. This can be done in several ways; one way would be inviting key business people in various industries to meet with the proper administrative people at the University; likewise for the University through its research and highly trained personnel help develop new business for the state of Minnesota.

Objective 4 - Alumni Fund:

This program is under the direction of the Fund Advisory Committee. A 50% increase in the amount of funds raised is the objective. Also to substantially increase the number of persons who give from 3000 to 5000. It was felt, however, that the overall Fund picture at the University was not clear; rather it is confused. The Executive Director was asked if he would write a simple statement on the various aspects of fund raising at the University to be sent to the members of the Board for their information.

Objective 5 - Special Projects:

Some special project that the Association could do should be selected, for instance, air conditioning the Union Ballroom. However, this is a \$225,000 project and too big to take on. Algot Johnson is a specialist in raising

money and his talents should be used. If there is a specific needed project that could be underwritten, it might get more alumni interested in becoming members. It was felt that this idea should be explored. What are some of the projects? A list of projects should be obtained and then discussed by the Executive Committee. The question was raised, are we not confounding the fund raising picture at the University by going out and raising funds for a project?

Objective 6 - Development of Alumni Chapters:

There is a need to strengthen the Field Service Program of the Association and develop additional chapters, especially out of state. Chapters that should be re-established this year are Cleveland, Toledo, Cincinnati and Columbus, Ohio.

Objective 7 - Further Development of the Constituent Program:

There are certain alumni groups that are not as yet a part of the overall constituent plan and should be organized and brought into the plan. The objective for this year is to bring into the overall plan the following groups: Journalism, School of Social Work, Occupational Therapy, Medical Technology and General College

Objective 8 - Legislative Assistance:

This means assisting the University in whatever way the University thinks it most feasible for the Association to do. The Past Presidents Committee is the Association's legislative committee but the whole Board is involved in this project, especially the Executive Committee.

Objective 9 - Alumni Quarters:

Alumni office space in Coffman Union is now inadequate. There is a possibility of the proper space in Nicholson and the objective for this year is to obtain Nicholson Hall space for the Alumni Office.

On motion duly made and seconded, the meeting was adjourned.

Respectfully submitted,


ED HAISLET
EXECUTIVE DIRECTOR

EH:jv

THE MINNESOTA ALUMNI ASSOCIATION
205 Coffman Memorial Union
University of Minnesota
Minneapolis 14, Minnesota

September 8, 1964
Minutes

Pursuant to notices sent to the members of the Executive Committee a meeting was held Tuesday, September 8, 7:30 a.m. at the Minneapolis Athletic Club. In attendance were:

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|------------------------|---------------|
| Judd Ringer, presiding | Waldo Hardell |
| Rolf Fosseen | Al Heimbach |
| Robert Gillespie | James Watson |
| Franklin Gray | Ed Willson |
| Louis Gross | Ed Haislet |

The Minutes of the July 9 meeting of the Executive Committee were approved.

President Ringer read letters from Mel Steen accepting appointment on the Board of Directors for a three year term; a letter from William Burgess of Los Angeles indicating he regretted he could not serve on the Board this year; a letter from Kenneth Anderson, President of the Law Alumni Association, indicating that he would be delighted to attend the Alumni Board meetings.

Al Heimbach reported on the 1963-64 Association audit in which we showed assets at \$274,454 as follows: \$52,627 operating fund; \$69,695 savings account; and \$152,132 life membership fund. On motion duly made and seconded the report of the auditor was accepted and approval recommended to the Board of Directors.

Judd Ringer then indicated for a number of reasons it was important to change the date of the fall meeting from September 22 to a suggested date of October 20. This met with approval of the Executive Committee and the date of October 20 was set as the fall meeting date and notices will be sent out of the change.

Judd Ringer then went over the objectives set for the fiscal year. As regards Objective 1, membership, the Executive Director is going to meet with a special membership committee and will bring in their recommendations to the Executive Committee.

Objective 2, Alumni Club, a further report will be made after a meeting of the special membership committee.

Objective 3, Business and Industrial Relations, Judd Ringer indicated that he had met with President Wilson twice and that President Wilson was anxious that something be done in this area. Therefore he is going to appoint a special committee consisting of three members from the Executive Committee and three members from the University who will discuss the overall problem of business and industrial relations, relations with the University, advantages to the University and how the operation might be achieved.

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Objective 4, Alumni Fund, the Executive Director will report after talking to the Alumni Fund Advisory Committee.

Objective 5, Special Projects, this objective is being held up until the return of Stanley Wenberg.

Objective 6, Development of Alumni Chapters, will be hearing about this from the Executive Director.

Objective 7, Development of Constituent Programs, will be hearing about this from the Executive Director.

Objective 8, Legislative Assistance, the program is in the process of being developed at the present time. Football legislative meetings, legislative workshop November 14 and legislative dinners for the Hennepin and Ramsey delegations December 2 and 3.

Objective 9, Alumni Quarters, Judd Ringer has talked to President Wilson on this matter but is awaiting the return of Vice President Stanley J. Wenberg.

Executive Director reported on football meetings in conjunction with the California-Minnesota game October 3. Meetings will be held in San Diego September 28; Los Angeles September 29; Santa Barbara September 30; and San Francisco October 1 and 2 with a pre-game Minnesota-California luncheon and a postgame reception October 3. Vice President Stanley J. Wenberg will accompany the Executive Director on this trip.

Legislative luncheons will be held at the Alumni Club with President Ringer as host. Legislators for Nebraska, September 26; Northwestern October 10; Iowa November 7 and Purdue November 14. The legislative workshop of which all Board members have had preliminary information will be held November 14. The Hennepin County delegation dinner will be December 2 at the St. Paul Athletic Club and the Ramsey County delegation December 3 at the Minneapolis Athletic Club.

President Wilson will tour alumni chapters in Minnesota on November 30 in Hibbing and December 1 in Brainerd. These meetings consist of a luncheon at noon in which the legislators, editor, county agent, and chapter directors attend; a meeting with the county agricultural committee at 2:00 p.m. and an alumni dinner at 6:00. Judd Ringer will go on this trip if at all possible.

On motion duly made and seconded the meeting was adjourned.

Respectfully submitted,


ED HAISLET
EXECUTIVE DIRECTOR

EH:jv

THE MINNESOTA ALUMNI ASSOCIATION
 205 Coffman Memorial Union
 University of Minnesota
 Minneapolis, Minnesota 55455

October 6, 1964
Minutes

Pursuant to notices sent to members of the Executive Committee, a meeting was held Tuesday, October 6, 1964, at 7:30 a.m. at the Minneapolis Athletic Club. In attendance were:

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|------------------------|-----------------|
| Judd Ringer, presiding | Waldo Hardell |
| Dorothy Anderson | Albert Heimbach |
| Rolf Fosseen | Algot Johnson |
| Franklin Gray | James Watson |
| Robert Gillespie | Ed Willson |
| Kenneth Glaser | Ed Haislet |
| Louis Gross | |

After preliminary comments by Judd Ringer, the Executive Director was asked to report on his trip to California. He and Stan Wenberg had met with the San Diego Club, a fine meeting with 93 in attendance; Los Angeles with 94 in attendance; Santa Barbara with 58 in attendance; and in San Francisco a series of meetings, luncheon with the past presidents on Friday noon, reception with 100 in attendance Friday afternoon and evening, and on Saturday a combined alumni luncheon with California alumni at the Alumni House on Berkeley Campus with over 600 attending of which 350 were Minnesota Alumni. After the game a reception was held at the Berkeley City Club at which 400 were expected and an estimated number of between 1200 and 1400 attended. The whole series of meetings were exceptionally well attended and there was more enthusiasm shown by our West Coast alumni than at similar meetings in the past. It was a successful trip.

Judd Ringer then discussed the progress of the Alumni Club. At the present time according to reports from Mrs. Widseth, we have 2,025 members; however, this did not take into account the 400 as yet who have not renewed from the first mailing. It was decided that there would be a follow-up mailing to those who have not renewed 30 days after expiration, a letter over the signature of Judd Ringer. Two weeks after this letter is out, the alumnus will be dropped from the Club rolls if not heard from. The original billing goes out a few days before the month of their expiration. At the present time there is no financial problem but if we don't get a higher renewal in membership we could possibly be in financial difficulty this year. He said there is a membership committee for the Club and that Cal has been trying to invite people to lunches and dinners bringing guests but this has not worked very successfully up-to-date. Also a number of Board members will be asked to try to get five members each. He said the House Committee handles the Club program but has to become more active.

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While Ed Haislet and Stan Wenberg were in Los Angeles they spent several hours with Dr. John Aldes of the Cedars of Lebanon Hospital. Doctor Aldes is director of the Ben R. Meyer Rehabilitation Center of that hospital. He is one of the outstanding orthopedic surgeons of the country and the world. Doctor Aldes has been very helpful. He signed for a Pillsbury Fellowship. Inasmuch as there is an opening from Los Angeles on the Board due to the resignation of Bob Swenson, it was felt that Dr. John Aldes would make an excellent Board member because of his tremendous interest in the University. In talking to him he said he would be willing to accept such an assignment if it were offered to him. Judd Ringer sketched his biographical background and on motion duly made and seconded it was voted that Dr. John Aldes be appointed to the Board of Directors to fill the unexpired term of Bob Swenson, to go out in 1966. He would then be eligible for a full three year appointment if he would accept.

At the suggestion of Judd Ringer, the Executive Director had brought together an ad hoc committee to ask their assistance in how membership in the Association might be increased. The Committee met September 10 at the Alumni Club. Those in attendance were Robert W. Fisher, Mr. Dorothy Anderson, Tom Swain, Maurice MacCaffrey, Otto Quale, Janet Widseth and Ed Haislet. Judd Ringer asked the Executive Director to report on the meeting. He indicated that all membership materials had been sent to the committee so they had complete information on both renewal and new membership programs with the actual material sent. After a discussion on the present program, the committee felt that the renewal program was doing a good job. It was also pointed out that there was a definite increase in membership the last two years and the question was, what had been done differently? The only thing that could be pointed out was that the insurance program and the Alumni Club had been started. The committee felt that evidently alumni wanted services so one of the important things to be done was to see what other services could be made available to members.

Because of the tremendous number of alumni, (45,000 in the Twin Cities Area) the Committee was unanimous that the way to get a real increase in membership would be through a properly conceived and executed telephone campaign. The campaign should be broken down by colleges and each of the constituent groups should set up their own committees and campaign organizations in making calls to their own people. It was felt that it would be most effective if Judd Ringer would talk to the Presidents and get them to commit themselves to this membership program. As regards overall membership material, it was felt that too much copy was being used.

The committee also asked why alumni should become members, what should the Association try to sell? They felt the magazine was doing a good job but a personalized column by someone well known such as Ben Kern or Bob Burrill might create a following and people would renew because of that. Likewise it was felt that perhaps some of the advertising people would be willing to help on the membership campaign for free. Judd Ringer said the Executive Director should bring a recommendation on how to proceed on increasing membership at the next meeting of the Executive Committee.

Judd Ringer discussed special alumni projects. He had been talking with President Wilson and Vice President Wenberg concerning a special project and they had suggested that the most important program was the air conditioning of the ballroom in Coffman Union. This would be a very expensive project; however, with the money which was available they would probably need \$25,000 to \$30,000 from the Association to finish the project. This could be the project for the Association. He said there would be more discussion on this and he has a meeting arranged with President Wilson and Vice President Wenberg, and that Algot Johnson would be the chairman of this Special Projects Committee because of his fund raising ability. He felt with Algot as Chairman and the people that he knows this project could be successfully completed.

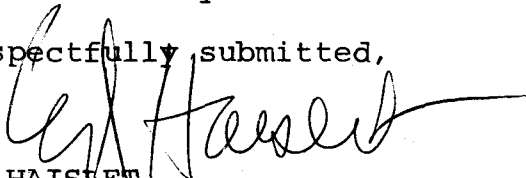
Judd discussed the possibility of sponsoring a high school honors banquet. He said again the University thought this would be a good project and something we might think about. We are talking mainly about the top 2% of students. It was felt that such an occasion should be for juniors, not seniors, because seniors have already selected their college. In the discussion that followed it was felt that the Association should take a cooperative position rather than a leadership one. The dean of each college is doing something along these lines and there probably should be a University committee with which the Association Committee would work. Judd stated that the Association's job would be to finance and to run the dinner, that the University would select the scholar. This will come up for discussion at another meeting.

The legislative workshop is scheduled for Saturday morning, November 14, 9:00 a.m., Campus Club. It will end with a luncheon at 11:45 a.m. Judd talked briefly about the University-Industrial Relations program and said the University was most interested in that idea, that he had asked the Executive Director to write the Big 10 Universities to see what they were doing. Three universities have sent back information. While all of them indicated that there are a lot of this kind of relations going on the alumni association as such were not involved directly.

The next meeting of the Executive Committee is set for November 10 at the Minneapolis Athletic Club, 7:30 a.m.

On motion duly made and seconded the meeting was adjourned.

Respectfully submitted,



ED HAISLET
EXECUTIVE DIRECTOR

EH:jv

THE MINNESOTA ALUMNI ASSOCIATION
205 Coffman Memorial Union
University of Minnesota
Minneapolis, Minnesota 55455

October 20, 1964
Minutes

Pursuant to notices sent to the Board of Directors, Past Presidents and Committee members the fall meeting of the Board was held October 20 at the Campus Club, Coffman Memorial Union, at 6:00 p.m. In attendance were:

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|--|-----------------------|
| Charles Judd Ringer, President and presiding | |
| Kenneth Anderson | Algot Johnson |
| Vincent K. Bailey | Warren Lindquist |
| Lawrence Bentson | Lloyd Lundeen |
| Dreng Bjornaraa | Lawrence Mueller |
| Sam W. Campbell | Mrs. Frances Naftalin |
| Mrs. Lillian Fink | Alfred Nier |
| Richard Fitzgerald | Robert Peters |
| Robert Gillespie | Orem Robbins |
| Mrs. Violet Graf | Melvin Steen |
| Franklin Gray | Miss Betty Sullivan |
| Norman Groth | Miss Judith Tiede |
| Louis Gross | Edwin Willson |
| James Hanson | Stanley J. Wenberg |
| Albert Heimbach | Ed Haislet |
| Albert Hendry | Janet Widseth |
| J. D. Holtzermann | |

President Ringer opened the meeting by introducing the new Board Members: Dreng Bjornaraa, Minneapolis, elected for a four year term; Melvin Steen, New York, at-large appointment for a three year term. Constituent Presidents: James Hanson, Veterinary; Medicine; Albert Hendry, Institute of Technology; Warren Lindquist, Education; Lloyd Lundeen, M Club; Lawrence Mueller, Pharmacy; Frances Naftalin, CLA; Robert Peters, Mortuary Science; Judith Tiede, Nursing and Kenneth Anderson, Law.

Committee members in attendance were: Honors, Vincent Bailey and Dr. Lillian Fink; Senate Committee on Student Affairs, Richard Fitzgerald and Norman Groth; Scholarship, Mrs. Violet Graf and Orem Robbins; Union Board, Lawrence Bentson.

On motion duly made and ~~approved~~ approved the minutes of the Executive Committee for July 9, September 8 and October 6, 1964 were approved. The Memorial Resolution on the death of Ben W. Palmer, Past President of the Association, was introduced and approved as follows.

THE MINNESOTA ALUMNI ASSOCIATION

University of Minnesota

MEMORIAL RESOLUTION

October 20, 1964

Resolved, that in behalf of the entire membership of the Minnesota Alumni Association, the Board of Directors adopts this resolution in tribute to the memory of Ben W. Palmer, in recognition of his leadership and his many years of loyal unselfish service to the Association and the University of Minnesota, as a member of the Board of Directors, 1927-1938; 1932-1948. He was one of the incorporators of the Minnesota Alumni Association at the time of its reorganization in 1948; he was the primary author of its revised By-laws; he acted as legal counsel for the Minnesota Alumni Association for many years; was one of the creators of the Greater University Fund; was active on many alumni committees; was president for three years, from 1940-1943. He was President of the Class of 1911 and Chairman of the Class reunions until the time of their Golden Anniversary. He received the Alumni Service Award from the University Regents, February 24, 1960.

Resolved further, that a copy of this resolution be spread upon the official minutes of the Board of Directors recording the profound sorrow of its members, that a copy be transmitted to Mrs. Palmer that the Board of Directors may extend to her and to the members of the family an expression of sincere sympathy and heartfelt condolences.

Resolved further, that copies of this resolution be transmitted to the President of the University and the Board of Regents.

ED HAISLET
Executive Director

CHARLES JUDD RINGER
President

Treasurer Al Heimbach explained the audit of the MAA books for the fiscal year 1963-64. Examination was by Wilkerson, Guthmann and Johnson. On motion duly made and seconded the audit was approved.

The objectives for the 1964-65 fiscal year were reported on by President Ringer as follows:

1. Increase membership by 20% - goal, 26,400 members
Increase life membership by 20% - goal, 2,700 life members
2. Successful operation of Alumni Club:
 - a. Increase membership to 2,500
 - b. Pay off \$10,000.00 indebtedness to Association

3. Building of University relations with business and industry.
4. Alumni Fund - 50% increase in fund raising
Goal, \$150,000.00
5. Special project - Fund drive for installation of air conditioning in Union Ballroom.
Goal - \$25,000.00 - \$30,000.00
6. Development of Alumni Chapters - establish chapters in Cleveland, Toledo, Cincinnati, and Columbus.
7. Further development of constituent groups.
8. Intensify the legislative assistance program.
9. Program for attracting honor students to the University.
10. Improve location of Alumni Association office.

On motion duly made and seconded the objectives were approved.

In the discussion that followed it was indicated that Item 4, Alumni Fund, was for the calendar year beginning January 1, 1965 as the Fund is on the calendar year.

Item 5, Special Projects, air conditioning of ballroom, Larry Bentson of the Union Board asked if this was a Union Board project and if the financing would come from the Union Board. The answer was yes. Jim Hanson reminded the Board that the same kind of project is important to the St. Paul Student Center.

On Item 9, program for attracting honor students to the University, several ideas were expressed by Board members. A question was raised by Mrs. Graf, member of the Scholarship Committee. The best way to attract top students is through better scholarships. In other words honor students go to the schools that provide the best scholarships. Mrs. Naftalin thought that we should expose the students to top faculty so they would realize that this would be an exciting and interesting experience at the University. Dreng Bjornaraa felt that exposure to the University itself was a very important factor. Al Hendry thought that what we needed was a color movie of about 20 minutes, color and sound, that could be used at all the various alumni clubs and other service organizations. The Executive Director said that a request has been made year after year to the Administration for sound and color movies but because of lack of funds no consideration has been given to it. He had already talked to Henry Mackall of the Foundation and Mr. Mackall felt that this was the kind of a project that could be supported by the Foundation.

As regards location of the Alumni Office, Item 10, Vice President Wenberg said because of the crowded academic space and classroom space, there was no possibility of the Alumni Association Office

getting the Nicholson Hall space. (The Alumni Office has for 12 years been asking for more adequate quarters and Nicholson Hall space had been definitely promised to the Alumni Association.)

Judd Ringer then talked about the Alumni Club which has just finished the first year of operation in the black. The Alumni Club had no financial problem this first year but that the second year would be a more difficult one. He said we have had problems both on service and on food which are primarily hotel-related. The House Committee meets once a month and is trying to solve these problems. The Hotel does receive \$5.00 per square foot for rent but mainly they are benefactors of indirect benefits in terms of scheduled meetings in the ballroom, rooms, etc. Mel Steen said he has been to the Club with guests and had found good service and good food. In his opinion it was one of the most attractive clubs he had been in.

The Executive Director reported on the Alumni Fund stating that the total number of contributions on January 1, 1964 through September was 2,149. This is in contrast to 1,280 at the same time a year ago. This year the total will probably run over \$100,000 but not by much. The total money received for this year was \$55,421.00 in contrast to \$46,957.00 a year ago. The big emphasis the first five years of the Fund is to get a large number of donors, hopefully in five years 15,000. Then the money will start to come in. Experience at other universities has shown that it is important to get a large number of alumni giving because once alumni start to give they not only continue but tend to increase their gifts.

The Legislative Workshop is scheduled for November 14, East Wing of the Campus Club. It will begin with a coffee hour at 9:00 a.m. and a two hour session beginning at 9:30 with lunch at 11:45 in time so that everybody can get to the football game. The Legislative Delegation dinners are scheduled as follows: Ramsey County delegation on December 3, St. Paul Athletic Club; Hennepin County delegation December 4, Minneapolis, Athletic Club.

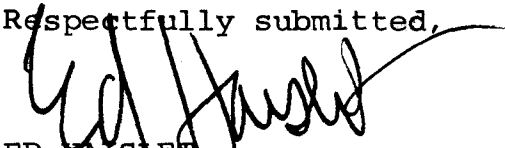
Judd Ringer and the Executive Director are going to fly to Ann Arbor for a pre-game luncheon before the football game October 24. They will make a three day trip to Eau Claire, Appleton and Madison in conjunction with the football game in Madison on November 22.

Judd Ringer indicated he had requests from out-of-town Board members for Friday night meetings. While the reason was understandable it was felt that attendance would be very small and the Board voted not to change the date or time.

The Annual Report of the Association for 1963-64 was available to the Board members to take with them. The next meeting of the Board is scheduled for the Alumni Club, January 26, 1965 at 5:45 p.m.

On motion duly made and seconded the meeting was adjourned.

Respectfully submitted,



ED HAISLET
EXECUTIVE DIRECTOR

THE MINNESOTA ALUMNI ASSOCIATION
205 Coffman Memorial Union
University of Minnesota
Minneapolis, Minnesota 55455

Tuesday, November 17
Minutes

Pursuant to notices sent to the members of the Executive Committee a meeting was held Tuesday, November 17, 1964, 7:30 a.m., at the Minneapolis Athletic Club. In attendance were:

| | |
|------------------------|-----------------|
| Judd Ringer, presiding | Al Heimbach |
| Dorothy Anderson | James A. Watson |
| Judge Rolf Fosseen | Ed Willson |
| Franklin D. Gray | Cliff Sommer |
| Louis Gross | Ed Haislet |
| Waldo E. Hardell | |

Judd Ringer commented briefly on the Legislative Workshop held Saturday, November 14. The presentation was good and President Wilson had done a fine job. He felt the workshop was helpful to the administration as well as those in attendance.

In a letter, R. E. Summers, Dean of Admissions and Records, and Chairman of the University Space Committee indicated that the Alumni Association's request for space in Nicholson Hall had been turned down, that it had to be used for classroom and teaching purposes. It was also his judgement that there was little prospect of space for the Alumni Association in the years just ahead. In the discussion that followed it was felt that a new Space Committee be appointed with the idea of the Association look into the possibility of building their own building.

In a letter from Eric Sevarid, he indicated that he was unable to accept the invitation to be a speaker at the Annual Meeting of the Minnesota Alumni Association in June as he didn't know if he would be in the country at that time. In regards to the annual meeting it was suggested that Hubert Humphrey be the speaker and it was the unanimous agreement that he should be asked.

Dr. John Aldes in a letter to the Board accepted an appointment as an at-large member of the Board expiring June 1966.

A proposal presented by the Encyclopaedia Britannica to work with the Alumni Association on a combined program to bring the encyclopaedia to alumni, faculty and students with the Association being compensated for their efforts, was denied after discussion.

Cliff Sommer, Chairman of the Investment Committee, was asked to bring in the recommendation of the Investment Committee as regards the investment policy of the Association. He explained that at the present time the resolution adopted in 1952 limits the com-

mittee in several ways - only common or preferred stocks listed on the New York Stock Exchange can be considered and that the combined market value of all such stocks should not exceed 50% of the total Fund. He indicated that for some time the market value of stocks have exceeded 50% of the total fund which means that the Committee has not been able to invest money in stocks even if they wanted to. He pointed out that at the present time investment other than stocks is \$92,500; the cost of stocks \$46,700 and the market value of the stock as of December 31 was \$124,600. Therefore, the need for a new resolution. On motion duly made and seconded, the Executive Committee recommended approval to the Board for adoption. The resolution is as follows:

"Resolved that the Treasurer of this Association is authorized, with the approval of the Investment Committee of the Board of Directors, to invest, and re-invest funds in the Life Membership Fund from time to time in United States Government Bonds, municipal bonds, corporate bonds, or bonds of any governmental authority, in preferred or common stocks of corporations, in shares of investment trusts, in bank savings certificates, or savings accounts, or in any other form of property which an ordinarily prudent person of discretion and intelligence would acquire as trustee of the property of others; provided, however, that at the time investments are made in stocks the combined value of all stocks held in the fund shall not exceed 50% of the entire fund at cost or market value, whichever is lower, and not more than 10% (at the time of original investment) shall be invested in the stock or obligation of any one corporation, or obligor other than the United States Government."

Judd Ringer then asked for a report on the Group Life Insurance Program. As of October 1, 1964, insurance in force was \$8,621,000 and 863 lives. Premiums paid from October 1, 1963 to October 1, 1964 is \$48,966.10. In the period of 10-1-63 to 10-1-64, there were 50 terminations due to nonpayment of premium. Of this 50, eleven were reinstated. Five life claims have been paid since inception of the plan, four in 1963, and one in 1964. The program is now pointed toward graduating seniors with a letter and folder in the commencement packet followed up 90 days later by another letter.

Judd Ringer reported on the Alumni Club. He said the audit has been finished which shows we are in the black. However, it includes original initiation fees and tax money so in reality we only broke even. Membership at the present time is 1,765 and may go lower but this is the shakedown and crucial year. For this year it is figured that we need a minimum of 1,700 members with some food and beverage business and we will break even. He said that the food and service were improving. The membership program for the Club has been held up until all such problems are solved. In about another month the membership program will get under way. He recommended that from the \$17,000 surplus that \$5,000 be paid back on the loan to the MAA. This would leave \$12,000 in reserve which should be adequate for this year. On motion duly made and seconded it was voted to take \$5,000 from the Club surplus to be paid back to the MAA. It was felt that the membership program for the Club should be started now rather than waiting. It is important that as many members as possible be enrolled.

Judd Ringer reported on the suggested honors banquet saying that he had met with University people who seem to think it is a good idea. The idea presented is that the top two students of all schools in the seven metropolitan counties be invited to a banquet (about 200 people) sometime next October. The cost would be from \$1200-\$1500 and would have to be raised in one way or other. Discussion followed with many points of view being stated. One, that the Optimist Club at the present time is bringing the top 5% of the students in the metropolitan area to the University each fall for a dinner. Perhaps this program should be explored first as they are doing the same thing. Al Heimbach said that there is no University pitch given at this banquet. It was the overall consensus that the idea be given careful study, especially by the University. Many of the colleges of the University are now doing their own recruitment. It was decided that Judd Ringer with several members of the Board should again explore the idea with the University people.

The Executive Director was asked for his recommendation on membership which is as follows:

Membership Recommendation

The main recommendations of the special membership committee which met September 10, 1964, was that the best method to increase membership was via a telephone campaign conducted through the constituent groups.

Therefore the recommendation - that a telephone campaign to obtain membership in the Minnesota Alumni Association be conducted through the constituent groups for the spring of 1965, (March, April and May) to be called - Project Twenty Per cent.

Implementation

- Step one - President Judd Ringer to meet with constituent presidents and sell them on the idea of a telephone campaign.
- Step two - Each constituent president would set up telephone campaign committees, either by class or area of specialization.
- Step three - Material preparation - by college committees - lists, telephone numbers, assignments, telephone pitch, etc.
- Step four - Briefing session by college, announcement of target dates, plan of operation, where telephone calls to be made from, etc. Each college officer would be assigned a different date.
- Step five - Calling sessions.
- Step six - Follow up.

The Executive Director indicated that the main job and a difficult one will be to sell the constituent presidents and to get them enthusiastically behind the program, and that Judd Ringer will be the one to convince the presidents of the importance of this program. It will require a tremendous amount of preparation in getting telephone numbers and lists prepared. On motion duly made and seconded it was recommended that the membership program be implemented as soon as possible. Judd Ringer indicated that he would like to meet with the constituent presidents at a luncheon or dinner as soon as possible.

Judd Ringer indicated that in conjunction with the Minnesota-Wisconsin football game that he and the Executive Director would meet with three alumni clubs, Eau Claire, Fox River Valley of Neenah, and Madison, Wisconsin.

On motion duly made and seconded the meeting adjourned. The next meeting of the Executive Committee will be December 17 at the Minneapolis Athletic Club at 7:30 a.m.

Respectfully submitted,



ED HAISLET
EXECUTIVE DIRECTOR

THE MINNESOTA ALUMNI ASSOCIATION
205 Coffman Memorial Union
University of Minnesota
Minneapolis, Minnesota 55455

Thursday, December 17, 1964
Minutes

Pursuant to notices sent to members of the Executive Committee, a meeting was held Thursday, December 17, 1964, at 7:30 a.m. at the Minneapolis Athletic Club. In attendance were:

Charles Judd Ringer, presiding
Judge Rolf Fosseen
Louis Gross
Waldo Hardell
Al Heimbach
Algot Johnson
Ed Haislet

The minutes of the Executive Committee of November 17 were approved as sent out.

A citation from the Citizens Committee on the Taconite Amendment to the Board of Directors of the Minnesota Alumni Association was read and placed on file. Likewise a letter from Larry Lunden indicating that the resolution on Ben Palmer had been read at the meeting of the Board of Regents.

Al Heimbach gave the treasurer's report for the period of August 31, 1964 to November 30, 1964. As of November 30, 1964, the balance for the income statement was \$2,622.10. The principle account shows a balance of \$767.10 which means that as of the present time all the money on hand has been invested.

Judd Ringer asked the Executive Director to talk about the trip President Wilson made to Chisholm-Hibbing on November 30 and Brainerd on December 1. He explained that three meetings were held each day, the kind of meetings, that President Wilson spoke briefly but mainly answered questions raised. In this manner he could get the feel of what people were thinking about as regards the University. At these meetings, the most apparent question was, "What about limited enrollment?"

The two delegation dinners on December 4 and December 11 were very successful with 41 in attendance December 4 in Minneapolis and 23 in attendance in St. Paul. Questions raised by legislators were on the medical school, number of graduates in the Medical School, enrollment problem, Mankato and Engineering at the University and the number of students leaving the state. The Executive Committee felt that the meetings should be continued, especially in the off years, and that some of the deans of the various colleges should be invited so that the legislators could meet them.

Judd Ringer then talked about the trip to Wisconsin and the luncheon with the Director of the Wisconsin Alumni Research Foundation; he went into the background of the Foundation and how it has contributed so much to the University. Actually the Foundation donates about 3 million dollars a year to the University of Wisconsin. A discussion followed as to how it happened and how better the MAA might assist the University in this way.

A question was raised about the children of alumni from out-state, could they get their children into the University on same conditions as in-state students? There was considerable discussion about this and Judd Ringer said that he would talk to the President about it and see what the President thinks about the Alumni Association raising this question to them.

Judd Ringer also had a letter from Vice President Wenberg in which the go ahead sign was given on the air conditioning project for the Union. Vice President Wenberg estimated that \$40,000 would have to be raised by the Alumni Association in order to complete the project. President Ringer said that after the Holidays he would talk more with Algot Johnson about this and that he had already approached some industries about it.

Judd also talked about a Bert Baston reception dinner on April 30. He said that Bert Baston had never been honored and had done such a tremendous job that he felt this should be done. A dinner will be held with all the ends who have played for Bert being invited.

He then reported on the Alumni Club which he feels has now hit bottom on membership and that membership will go up from now on. Club business is off from last year and a membership committee will be activated right after the Holidays.

A suggestion was made that a list of those in Northwestern National Life Insurance Company employees should be gone over by Board members and they could probably see those that they knew and try to get them to become members. Judd explained that each Board member was going to be given the job of getting five new members.

As this was a legislative year, the question was raised, should not the legislators be given guest cards or courtesy cards for use at the Club. After discussion as to whether legislators should pay cash or be able to charge, on motion duly made and seconded, it was voted to recommend to the House Committee of the Club that all legislators be provided with courtesy cards with the provision of cash payments to the Alumni Club for the duration of the legislature, January 1 to about May 1.

Judd Ringer talked about membership and that he is meeting with the constituent presidents December 21 to urge them to take on a telephone membership campaign. However, he feels that the Alumni Board members should sell membership as hard as they might. It was felt that the point should be continually made that each alumnus has a stake in the University in that as the prestige of the University grows so does the

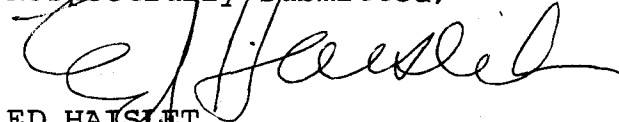
worth of his degree. If the University declines in character or prestige, likewise the worth of the degree. Right now on the market place, the University of Minnesota degree is worth a lot because our University is a great and distinguished place.

President Ringer said that he is obtaining information on membership from the Executive Secretary because it is the feeling that the Association, while it has had good growth during the last 15 years, has gone as far as possible on a straight mail campaign. Probably there is need of a staff person whose full job would be membership. However, he wanted to have a chance to study materials, facts and figures on membership together with Waldo Hardell and Ed Willson and then he could discuss it with the Executive Committee and ask their opinion and advice.

The next meeting of the Executive Committee will be held January 19 at 7:30 a.m. in the Minneapolis Athletic Club and the Winter Board of Directors meeting is scheduled for January 26, 1965 at the Alumni Club at 6:00 p.m.

On motion duly made and seconded the meeting adjourned.

Respectfully submitted,



ED HAISLET
EXECUTIVE DIRECTOR

THE MINNESOTA ALUMNI ASSOCIATION
205 Coffman Memorial Union
University of Minnesota
Minneapolis, Minnesota 55455

Tuesday, January 19, 1965
Minutes

Pursuant to notices sent to the members of the Executive Committee a meeting was held Tuesday, January 19, 1965 at 7:30 a.m. at the Minneapolis Athletic Club. In attendance were:

Charles Judd Ringer, presiding
Al Heimbach
Dorothy Anderson
Robert Gillespie
Ed Willson
Ed Haislet

The minutes of the Executive Committee for December 17 were approved as sent out.

As regards the Annual Meeting, Judd Ringer indicated that Hubert Humphrey indicated he could not schedule more than one month ahead. That being the case it was felt that the Association could not wait that long. A number of speakers were talked about, Dr. Lawrence Hafstad, Vice President of Research at General Motors; Elmer Engstrom, President, RCA; Floyd Berkner, President of Graduate Research Center in Houston, Texas; Harrison E. Salisbury, New York Times; Levon West, an outstanding photographer; Robert F. Woodward, Ambassador to Spain; Jacob George Harrar, President Rockefeller Foundation; and Roy Wilkins, Executive Secretary, National Association for the Advancement of Colored People. After discussion it was felt that Jacob George Harrar should be asked first and that the letter should go out over Judd Ringer's signature with the follow-up letter and supporting letter from President Wilson. Judd Ringer will talk to President Wilson about the matter. The second choice was Roy Wilkins; in case Dr. Harrar does not accept, a telephone call should be made directly to Roy Wilkins as time is growing short.

As regards the special telephone campaign, President Ringer said that in order to obtain the lists and send out the statements, notices and postage \$1000 would be necessary to cover the cost. He asked that the Executive Committee approve this amount from the Reserve Operating Fund in order to implement the telephone campaign. On motion duly made and seconded they voted \$1000 from the Reserve Operating Fund for this purpose.

A request from the Encyclopaedia Britannica was again made, this time for faculty and students only. Once before the request had been made to use the alumni list and this was denied. However, in going over the program, it indicated that a 34% reduction was given to Senior students and alumni. For every sale made the Association would receive \$10.00 and there would be no obligation for the individual receiving the letter to participate unless he sends back the card

saying so and then a salesman would call on him. No alumni lists are involved. After discussion in which Bob Gillespie indicated that he had gone through this because his family is interested in buying a set he felt there was no reason why the Association shouldn't go ahead. This seemed to be the sentiment of those present and on motion duly made and seconded it was voted to approve but only after careful examination of the proposition by Judd Ringer and Ed Haislet.

The Executive Director requested that a resolution for the establishment of a saving account at the First National Bank be authorized for the simple reason that the Association has savings account at all other banks in Minneapolis but not at First National. Many of their people have served on alumni committees, especially on the Investment Committee. On motion duly made and seconded it was authorized that a savings account be set up.

Judd Ringer talked about the President's Special Project - air conditioning assistance for Coffman Union in the amount of \$46,000.00. The money will be channeled through the Alumni Fund capital expenditures funds of the Association so that the Alumni Association get financial credit. At the present time \$2,000 has been raised. A committee consisting of Judd Ringer, Ed Willson, Waldo Hardell and Algot Johnson will handle the campaign. They will contact certain companies and certain individuals but will not interfere with the Alumni Fund or other Fund raising projects at the University. They are asking for \$1000 minimum contribution from individuals and \$2000-5000 from corporations.

Judd Ringer indicated that six of the Constituent groups have voted to go ahead with the telephone membership campaign. The Executive Director said that he had been working on materials and that the IT Alumni Association was going to make a trial run February 10 on 200 names. The experience will be used as a basis for all other campaigns. So far Dentistry, Agriculture, Forestry and Home Economics Medicine, CLA, Pharmacy and IT have approved the idea.

The Executive Director reported that the results for the calendar year for the Alumni Fund were as follows:

| | |
|--------------------------------|-------------------------|
| Total gifts 1963 | \$ 97,137.19 |
| Total gifts <u>1964</u> | <u>116,442.24</u> |
| | up \$19,305.25 or 21.8% |
| Total Number Gifts 1963 | 2,948 |
| Total Number gifts <u>1964</u> | <u>4,844</u> |
| | up 1,896 gifts or 64.3% |
| Per capita gift 1963 | \$32.95 |
| Per capita gift <u>1964</u> | <u>24.03</u> |
| | Down \$8.92 |

Percent of participation by alumni

| | |
|-----------------------|--------------------|
| Mailed 1963 - 110,000 | 2.68% participated |
| Mailed 1964 - 112,000 | 4.32% participated |
| | up 1.64% |

The University Needs Statement was sent out to all alumni with a special cover, "The University Reports". It was put out at no cost to the Association to 75,000 alumni in the State of Minnesota. Inside the back cover was a pitch for the Alumni Club and on the back cover was a pitch for MAA membership from which about 50 members have already been secured. The new Alumni Rate Card was passed around. This rate card was designed especially for Advertising Agencies and will be given to all such agencies in the Twin City Area. It is of file size and professionally done.

Judd Ringer reported on the Alumni Club. He said that this last month only \$1800 had been netted on food and drink. This is about \$500 lower than the same month last year; however, the membership has leveled out at 1680 and from now on the Club should start to grow.

At the last House Committee meeting, membership was discussed and a number of ideas were suggested. First, that a full time solicitor should be hired on a commission basis to do the job. Commission probably about \$10.00. Second, inasmuch as only one mailing has ever been made a direct mail piece sent out college by college would probably be a most effective mass media. Three, that the membership be opened to a certain percentage of Big 10 alumni in the Twin City area. It was the consensus of the House Committee that the direct mail approach was the one that should be used. However, Judd wanted the Executive Committee to discuss it and get their feeling on the matter. In the discussion that followed it was felt that the best way and the way most likely to get 400 or 500 members would be through direct mail and to proceed college by college. President Ringer asked Al Heimbach to head a committee to help the Executive Director draft a proper kind of letter and invitation.

Judd Ringer talked briefly about industrial relations program at the University, that he has had the Executive Director write to the Big 10 schools and to 50 other land-grant colleges and the material has been coming back. He has a large file of material that he is in the process of analyzing. He will write a five or six page report which he will present directly to the President of the University for such use as can be made of it. He said that is a very sensitive area and believes that out of the report will come some good ideas that may be of real assistance to the University, especially for the School of Business and Institute of Technology.

Finally, the Executive Director reported that the University is making a film, 29 minutes, 16 mm. kinescope on which President Wilson is interviewed on the overall problems of the University. Copies will be used and released to television stations throughout the state and also five copies to the Alumni Association so they can cover all the clubs in the state in about 30 days. The target date is for February 1.

On motion duly made and seconded the meeting adjourned.

Respectfully submitted,

A handwritten signature in cursive script, appearing to read "Ed Haislet".

ED HAISLET
EXECUTIVE DIRECTOR

THE MINNESOTA ALUMNI ASSOCIATION
205 Coffman Memorial Union
University of Minnesota
Minneapolis, Minnesota 55455

Minutes

Pursuant to notices sent to the Board of Directors and Past Presidents, the Winter Board meeting was held January 26, 1965 at 6:00 p.m. in the Alumni Club. In attendance were:

| | |
|--------------------------------|-------------------|
| Charles Judd Ringer, presiding | Peter Pafiolis |
| Fred J. Agnich | Robert Peters |
| Dorothy Anderson | Dr. M. O. Sletten |
| Kenneth M. Anderson | Clifford Sommer |
| Dr. Wesley Anderson | Betty Sullivan |
| Dreng Bjornaraa | Judith Tiede |
| Leonard Frame | James A. Watson |
| Robert B. Gillespie | Terrance Webster |
| Waldo E. Hardell | Ed Willson |
| Harold Holden | David Zentner |
| Lloyd Lundeen | Irene Kreidberg |
| Cecil March | Ray Foley |
| Lawrence Mueller | Ed Haislet |
| Robert Odegard | Janet H. Widseth |

After a fine dinner President Ringer opened the meeting by introducing several new constituent presidents: Leonard Framd, Institute of Technology; Peter Pafiolis, CLA; Dr. Melvin Sletten, Dentistry; Dr. Wesley Anderson, Veterinary Medicine and David Zentner, Vice President, UMD. He also presented the Board member who came to the meeting from Dallas, Texas, Fred J. Agnich.

On motion duly made and seconded the minutes of the Executive Committee meetings for November 17 and December 17, 1964 and January 19, 1965 were approved as sent out.

Cliff Sommer, Chairman of the Alumni Investment Committee presented a new recommended Investment Policy which had been adopted for recommendation to the Board at the November 17 meeting of the Executive Committee. He explained that at the present time the resolution adopted in 1952 limits the Committee in several ways, only common or preferred stocks listed on the New York Stock Exchange can be considered and that the combined market value of all such stocks should not exceed 50% of the total fund. He indicated that for some time the market value of stocks had exceeded 50% of the total fund which means that the committee has not been able to invest money in stocks even if they wanted to. He pointed out that at the present time investments other than stocks is \$92,500; the cost of stocks \$46,700; and the market value of stocks as of December 31 was \$124,600. Therefore the need for a new resolution.

The resolution was presented as follows:

"Resolved that the Treasurer of this Association is authorized, with the approval of the Investment Committee of the Board of Directors, to invest, and re-invest funds in the Life Membership Fund from time to time in United States Government Bonds, municipal bonds, corporate bonds, or bonds of any governmental authority, in preferred or common stocks of corporations, in share of investment trusts, in bank savings certificates, or savings accounts, or in any other form of property which an ordinarily prudent person of discretion and intelligence would acquire as trustee of the property of others; provided, however, that at the time investments are made in stocks the combined value of all stocks held in the fund should not exceed 50% of the entire fund at cost or market value, whichever is lower, and not more than 10% (at the time of original investment) shall be invested in the stock or obligation of any one corporation, or obligor other than the United States Government."

Several questions were raised. For instance, what is a prudent man? Ken Anderson explained and then raised a question as to whether this resolution was broad enough and if it did not limit the committee? Will it, for instance, keep the committee holding the present common stocks that they have? Does it give enough latitude? Cliff Sommer explained that it did limit the committee somewhat but the committee felt the resolution was as far as they wanted to go at the present time. The question was then put and on motion duly made and seconded the new investment policy was approved.

The Executive Director reported on the insurance program as follows. As of January 1, 1965, 853 policies were in force and \$853,000,000 of insurance. He explained that insurance program is going along at about what was expected; that the only promotion being done was through a brochure in the commencement packet and then 90 days later a letter to the graduate. However, on a questionnaire type information blank sent out to graduates of the first five years, the bulk of inquiry was on the insurance program.

Judd Ringer reported on the membership program and indicated that a study made by the Executive Director indicated that the Minnesota Alumni Association is about in the middle of the Big Ten, that is, there are about four better and five worse than Minnesota. The University of California which has the largest membership in the country commissions salesmen. The MAA membership committee which met last fall felt that with 48,000 alumni in the metropolitan area the best way to increase membership was through a telephone campaign. A plan has been worked out and all the constituent presidents invited to a dinner at which time the telephone membership plan was explained. Since that time all of the constituent Boards that have met have indicated approval. It is hoped that some 3,000 new members will be achieved before June 1. As regards a long range program with commissioned salesmen it is still under study.

In the absence of Franklin Gray, Chairman of the Fund Advisory Committee, the Executive Director was asked to report on the results of the Alumni Fund for the fiscal year January 1 to December 31, 1964. A summary of the alumni gifts are:

| | |
|--------------------------------|-------------------------|
| Total gifts 1963 | \$ 97,137.19 |
| Total gifts <u>1964</u> | <u>116,442.44</u> |
| | up \$19,305.25 or 19.8% |
| Total number gifts 1963 | 2,948 |
| Total number gifts <u>1964</u> | <u>4,844</u> |
| | up 1,896 gifts or 64.3% |
| Per capita gift 1963 | \$32.95 |
| Per capita gift <u>1964</u> | <u>24.03</u> |
| | down \$8.92 |

Percent of participation by alumni

| | |
|------------------------------|---------------------------|
| Mailed 1963 - 110,000 | 2.68% participated |
| Mailed <u>1964</u> - 112,000 | <u>4.32%</u> participated |
| | up 1.64% |

The Executive Director indicated that the Wilbur Cherry Memorial Scholarship Fund raised \$3368; CLA and University College Distinguished Teacher Award as a brand new Fund brought in \$1393 thus assuring two \$500 awards for this next year. He indicated that the classes came up from an average of less than \$250 a year ago to an average of about \$400 this year. The Class of 1916 Bernie Bierman Scholarship Fund raised \$1219; Dentistry raised \$1439 which is a brand new fund this year. The Alumni Freshman Scholarship Program raised \$25,456.52 as compared to \$10,035.00 last year. The Medical Alumni Student Center raised \$21,286 and the Henry L. Williams Scholarship Fund raised \$36,807 as compared to \$22,000 a year ago.

Judd Ringer reported on the Alumni Club. He said that we have been going through a period of shakedown; however, in the last 90 days the food and service has improved greatly. Now we have hit our bottom of 1680 members, down from 2050, but we have started up again. If the usage remains as is we will break even this year but if we can do \$1800-\$1900 per month it is possible that we could end up in the black with as much as \$15,000. Income comes from a percentage on all food and drinks as well as initiation fees and dues. This year we are \$2900 down from estimates. The House Committee has realized that the Club needs University atmosphere and steps have been taken to do something about it. A direct mail membership campaign will be tried again. Inasmuch as the first

1800 members were the result of a direct mail campaign and no other mailing has been tried since it was felt that another piece should be made up and mailed college by college until a quota of 250 has been reached. The committee is working on this particular aspect of the membership program at the present time.

Judd said he felt that all Board members should do as much as possible to bring in new members. The question was raised, who is responsible for membership. Judd indicated that it was the function of the House Committee. Once the new direct mail campaign has been finished the next step would be a person contact program. However, other things are being done, such as Cal having guests at luncheons, an insert mailing to M Club members, etc.

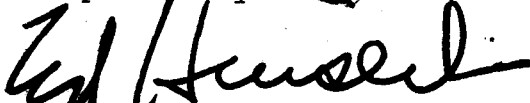
He then reported on the President's Project, which is air conditioning project for the Union Building Ballroom. It has been suggested to him by President Wilson that \$46,000 would be needed to finish the air conditioning of the ballroom of Coffman Union. The overall project would be in the neighborhood of \$250,000. This project will be to raise \$46,000 and on the committee with him are Algot Johnson, Waldo Hardell and Ed Willson. Money will be raised through individuals and corporations going via the Alumni Fund. At the present time, \$2,000 has been raised.

Judd also said that a University of Minnesota Legislative Needs Pamphlet was on each plate. He felt that Board members should become familiar with the needs of the University and be prepared to answer questions, and to talk to their own legislators. He said that a Hennepin and a Ramsey County delegation dinner had been held; and that guest cards to the Alumni Club for legislators have been sent out at the suggestion of the Club House Committee. The Executive Director said that a legislative Newsletter will be again sent out; and that a "President Report" film of 29 minutes, kinescope, would be ready sometime early in February so it can be used for television stations as well as for alumni clubs. It is a question-answer program and President Wilson will answer many of the questions people have on their minds.

As regards the Annual Meeting, President Ringer said that Jacob George Harrar, '35PhD, President of Rockefeller Foundation, New York City, has accepted as speaker for the Annual Meeting of the Association, Tuesday, June 1. The meeting this year will be held at the Leamington Hotel, Hall of States. Everyone should put the date of June 1 on their calendar.

There being no other business on motion duly made and seconded, the meeting adjourned.

Respectfully submitted,



ED HAISLET
EXECUTIVE DIRECTOR

THE MINNESOTA ALUMNI ASSOCIATION
205 Coffman Memorial Union
University of Minnesota
Minneapolis, Minnesota 55455

Minutes
March 16, 1965

Pursuant to notices sent to the members of the Executive Committee a meeting was held Tuesday, March 16, 1965, at 7:30 a.m. at the Minneapolis Athletic Club. In attendance were:

Charles Judd Ringer, presiding
Al Heimbach
Dorothy Anderson
Waldo Hardell
Judge Rolf Fosseen
Franklin Gray
Bob Gillespie
Lou Gross
Guest Earl MacCormac

After introduction of Earl MacCormac, administration fellow from Davidson University, a communication from Bob Pillsbury was read. It requested that the Minnesota Alumni Association sign the contracts with TWA for charters to football games conducted by Mr. Pillsbury. It was the unanimous decision of the Board that the Association should not be involved in any such tours and no matter what the arrangements made with Mr. Pillsbury, the Association would be held liable if anything happened.

Mr. Al Heimbach, treasurer, reported on the quarterly statement for the endowment fund indicating the sum of \$5111.92 was on hand. He indicated that a meeting of the Investment Committee would be called to consider investment of funds when more funds were on hand. The report was approved.

Judd Ringer talked about the Alumni Club and indicated that membership has been holding above 1700, actually 1719, which is five additional over a month ago. A direct mail campaign piece will go out in April to all non-members in the Twin Cities for Medicine, Institute of Technology, and Business. It is hoped that the membership drive will bring membership to 2500. Other college groups will be added if necessary to bring membership up to the 2500 level. He felt the Club does have a problem with waiters and that the Club manager has been given definite responsibilities so results can be attained. Club use figures for February 1965 as compared with 1964 showed a drop from a total of 3218 meals to 2980, off about 8%.

The question was raised as to the new University motif for the Club. It was reported that arrangements have been made and orders placed. These changes should occur sometime during the month of April.

The Executive Director then reported on the group life insurance program indicating that insurance in force as of February 10 was \$8,673,000 and 868 lives. One death occurred, Dr. Leo A. Nash of St. Paul. The question was raised about dividends. The first three to five years are difficult years in the beginning of any insurance program. After that time depending on the number of deaths, dividends can probably be declared. Dividends do accrue to the Minnesota Alumni Association for such disposition as the Board decided.

The matter of a notary public for the Alumni Office had been planned as a part of the student-alumni relations program for the present year. The reason for a notary public in the Alumni Office would be to service students, especially seniors for notary work and without fee. It would be one of the services that would bring seniors into the alumni office. There are very few places on campus where students can obtain this service. There was a question as to the liability and the question was posed to Joe Maun who said to go ahead and do it. In the discussion that followed the Executive Committee felt it was a good idea and that not only should students be served but also the faculty.

Judd Ringer said present membership is now 24,106 and hopefully we can hit 26,000 by June 30. The telephone membership campaigns are now under way with Nursing scheduled for March 29, the Medical Association for March 31 and Education for April 20. The Executive Director said there was a problem of getting a place with enough phones. There are a number of offers for 10-14 phones but none for 25-30. The groups scheduled will use the Dain & Co. and Sexton Co. phones (14 each).

Al Heimbach suggested that the Farmers & Mechanics Bank might be used if the matter of security could be solved. He will check into it and let us know. It was also suggested to try Northwestern National Life Insurance Company and North American Insurance Company.

The Executive Director indicated that Editor Merrill Busch has resigned as of April 1, 1965. Merrill received a fine opportunity that he couldn't afford to turn down; it was not a matter of money but a matter of a kind of experience that he wanted to gain. He has done a tremendous job with the Alumni News. The Executive Director also informed the Executive Committee that the former editor, Joe Davidson, had been hired to take over the position as of April 1. A letter from the Executive Committee over Judd Ringer's signature should be sent to Merrill Busch thanking him for his fine service.

Judd Ringer asked the Executive Director to tell of plans for re-establishment of alumni chapters. Reorganization of chapters in Detroit, Cleveland, Akron and Milwaukee are scheduled for the last week in April and the first week in May. Three

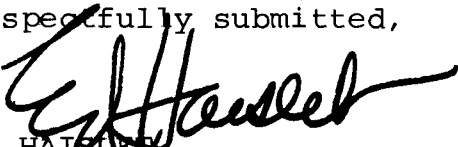
meetings next fall have already been scheduled, Columbus, Springfield, and Dayton, Ohio for a Central Ohio Chapter and Cincinnati. Chapters already formed this year are the Suncoast Chapter out of Tampa, Florida, and new chapters in Korea, Hawaii and India.

Judd Ringer reported on his President's Project of raising money for the air conditioning of the Union. He indicated that they have commitments for \$12,000 so far.

President Ringer asked for a review of the Association By-Laws and named a committee of Joe Maun, Franklin Gray and Rolf Fosseen for this purpose.

On motion duly made and seconded the meeting adjourned.

Respectfully submitted,



ED HAISLER
EXECUTIVE DIRECTOR

EH: jv

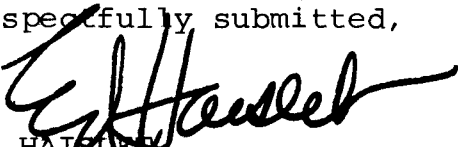
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On motion duly made and seconded the meeting adjourned.

Respectfully submitted,



ED HAISLER
EXECUTIVE DIRECTOR

EH: jv

THE MINNESOTA ALUMNI ASSOCIATION
205 Coffman Memorial Union
University of Minnesota

A meeting of the Legislative Committee was held March 24 at 6:00 p.m. at the Alumni Club. The meeting was called especially at the request of Stanley J. Wenberg who wanted to talk to the group on the problems of the University and obtain their reactions.

In attendance were:

Dorothy Anderson
Dreng Bjornaraa
Robert B. Gillespie
Franklin Gray
Waldo E. Hardell
Al Heimbach
Hibbert Hill
Harold Holden

J. D. Holtzermann
Cecil C. March
Joe Maun
Robert J. Odegard
Peter Pafiolis
E. A. Willson
Ed Haislet
Janet Widseth
Stan Wenberg

Mr. Wenberg first talked about Mankato. He indicated there is not a sound education program but rather for economic reasons a business man's approach. There is no identifiable educational support; only the legislators in the area are supporting. The bill, however, is not dead, in fact it is gaining strength because it is a horsetrading proposition. He said the junior college program will bring relief to the University at the freshman level and also will relieve the state college. The University has decided not to battle Mankato.

He went on to say that it is impossible these days to be strong in everything. The University is strong in Medicine, Agriculture and IT. However, our University is losing in the social sciences and a second university would duplicate our weakness. We are behind \$7,000 per professor as regards Chicago and California. Mankato's main claim is that the University is not producing enough teachers for the state system and colleges and especially now with a new certification required of high school superintendents by 1970 to work past the masters. The University is somewhat vulnerable. We turn out enough people but they are so good they can get jobs anyplace so they leave the state. The better trained leave and jobs are being filled from graduates of North Dakota and South Dakota who are bettering themselves as regards their own states. Actually Mankato is proposing that they turn out average or mediocre people who won't be hired anyplace else.

He then went on to say the University has long been a supporter of education in the state, both the state college system as well as the junior college system. The University has advocated the need for coordination and composite cost studies for ten years. Mankato with 8,000 students is more crowded than the University at 33,000 and has no threshold for admissions. Actually Mankato and Winona are the least qualified with Moorhead and St. Cloud far ahead. All state colleges have a bill ready in case the bill is passed giving University status for Mankato.

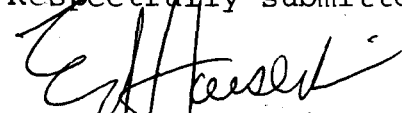
Joe Maun said that there is a great push in St. Paul - all colleges going together to form a University of St. Paul. Stan Wenberg said there is a Common Market Bill in the legislature which permits both private and public schools to contract together, both in and out-state. He felt that the private colleges should join together in this manner.

Wenberg then discussed Coordination. President Wilson sets the policy. The University is supporting Rod Searle's bill. His bill strengthens the present liaison committee, comprised of the executive officers of the Regent's, Junior College Board, State College Board, Board of Education and Private College Boards. Under the Searle bill, instead of being a voluntary board, it would have a constitutional base with the governor appointing five people, the chief executive officers of each of the other groups and five other lay people. What the University does oppose is a superboard - one which interposes itself between the college board and the legislature. In other words the colleges would have to bring their budgets to a superboard which in turn would deal with the legislature. It means interest is in finances, not education. He said the University favors the strengthening of the Liaison Board, then the transfer to the Regents, and only thirdly the Superboard. Joe Maun said he had been with a number of Senators that same day and they said the last two weeks of the session, a sales tax will be put in on a crash program.

The final proposition was, what has happened at the Legislature as regards the money. This invoked a discussion of the sales tax.

Mr. Wenberg made a fine presentation and the Board responded in such a way that Mr. Wenberg was able to get a good sounding. It was a successful meeting with other meetings to be called before the end of the session.

Respectfully submitted,



ED HAISLET
EXECUTIVE DIRECTOR

THE MINNESOTA ALUMNI ASSOCIATION
 205 Coffman Memorial Union
 University of Minnesota
 Minneapolis, Minnesota 55455

Minutes

Pursuant to notices sent to the Board of Directors and Past Presidents, the spring meeting was held April 13, 1965 at 6:00 p.m. at the Alumni Club. In attendance were:

| | |
|--|--|
| Charles Judd Ringer, presiding Bob Bjorklund D Dreng Bjørnaraa Wendell T. Burns Rolf Fosseen George Frey Robert Gillespie Franklin Gray Waldo Hardell J. D. Holtzermann Algot Johnson Warren Lindquist Eva Maloney | James Mankey Peter Pafiolis Bill Proffitt Robert J. Odegard Mel Steen Leif Strand Judith Tiede E. A. Willson Dave Zentner Ed Haislet Janet Widseth Special Guest: President O. Meredith Wilson |
|--|--|

Judd Ringer called the meeting to order after dinner and welcomed everybody to the spring meeting and indicated that our special guest for the evening was President O. Meredith Wilson who would talk to the Board on the special problems of the University and answer any questions. He said, however, that there was a small business meeting which would take only a few minutes. He introduced the past presidents in attendance, Wendell T. Burns, Franklin D. Gray, J. D. Holtzermann and Dr. Leif Strand. He also introduced Mr. Melvin Steen who flew in from New York especially to attend the meeting.

The first order of business was approval of the minutes of the meeting of the Executive Committee on March 16, approved as sent out. He reported that the 15th constituent group had just been organized and would become an official part of the Association as of May 1. The group is the School of Social Work.

President Ringer reported on the telephone membership campaign as follows:

| Date | Group | No. of <u>Callers</u> | No. calls <u>Completed</u> | <u>Yes</u> | <u>%</u> | <u>To date New Members</u> |
|---------|---------|--------------------------|-------------------------------|------------|----------|--------------------------------|
| Feb. 10 | IT | 5 | 52 | 37 | 71.1 | 14 |
| Mar. 29 | Nursing | 14 | 295 | 158 | 53.3 | 17 |
| Apr. 7 | Medical | 7 | 113 | 69 | 61.0 | |
| Apr. 8 | Ag-F-HE | 14 | 125 | 58 | 46.4 | |

Future Telephone Campaigns

| <u>Date</u> | <u>Group</u> | <u>Place</u> | <u>Time</u> |
|-------------|--------------|----------------|-------------|
| April 19 | CLA | J. M. Dain Co. | 7:00 p.m. |
| April 20 | Education | Donaldson's | 7:00 p.m. |
| April 29 | Business | J. M. Dain Co. | 7:00 p.m. |
| May | Pharmacy | - | |
| May | I.T. | - | |
| May | Dentistry | By District | |

It is hopeful, of course, that they will bring in a goodly number of memberships. The work involved is considerable and puts a heavy load on the Alumni Office.

He then introduced President Wilson. President Wilson said he was there to tell the Alumni Board the things they wanted to know and especially what they wanted to hear about. The first question was on Mankato. He talked for a considerable time on this program and said the real issue was whether the original decision of the people of the State of Minnesota that one University was the best way to educate the children of the state or rather the changes in population demands have changed so much that to have one university was no longer valid. He said Minnesota and Wisconsin were two of the most distinguished and productive Universities in the country; they both have a single university. The policies in both of these institutions had educational respect at all levels at all times. Wisconsin calls all their state colleges universities. The threat, however, is not somatic but a different function and allocation of resources. There is a great need for the state colleges to do their job well and their work is greatly underfinanced. The University needs strong state and junior colleges if the University is to do a good job. Only two years ago the legislature gave the state colleges the right to award masters degrees'; now, without any valid experience they are wanting to give PhD degrees.

A question was raised, what is the place the University has in higher education in the coming population explosion in the State? President Wilson said he thought the growth of the University would be less at the undergraduate level because of junior colleges and more at the professional and graduate level than now.

Other questions were loss of faculty, scholarships, needs for scholarships and loans, and tuition increases. The President gave a tremendous presentation which was gratefully received by the members of the Board.

The meeting adjourned at 8:45. Before adjournment, President Judd Ringer presented President O. Meredith Wilson with a gift from the Board which was an official University of Minnesota blazer with the special University emblem. President Wilson immediately put it on and thanked the group for their gift.

Respectfully submitted,

A handwritten signature in cursive script that reads "Ed Haislet". The signature is written in dark ink and is positioned above the typed name.

ED HAISLET
EXECUTIVE DIRECTOR

EH:jv

THE MINNESOTA ALUMNI ASSOCIATION
205 Coffman Memorial Union
University of Minnesota
Minneapolis, Minnesota 55455

Pursuant to notices sent to the Executive Committee a meeting was held Thursday, May 20, 7:30 a.m., Mpls. Athletic Club. In attendance were:

Charles Judd Ringer, presiding
Robert Gillespie
Ken Glaser
Rolf Fosseen
Franklin Gray
Al Heimbach
Algot Johnson
Ed Willson
Ed Haislet

This was the annual budget meeting; however, several other matters were talked about first. President Ringer talked about the alumni funds deposited in the State Capitol Credit Union where the Association has some \$25,000 deposited. This depository has been used for eight years. Because the money is on deposit, rather than shares, the Association will get all their money but funds may be tied up for some time. He felt there should be a statement of policy in the By-laws concerning handling of reserve money. He said because of good business management over the years, the Association has developed a surplus of about \$30,000. After discussion it was voted to establish a Segregated Reserve Operating Fund for surpluses from the operating budget. Monies from the Segregated Reserve Operating Fund would be available to the Investment Committee for their disposition. This money should be more or less a liquid reserve for short time investments.

The President then reported on the Alumni Club, on the new Club manager and the fact that there has been a rapid depletion of reserve funds since January. It costs about \$70,000 to operate at the present time. The break-even point for Club operation is \$1700 a month from food and beverage. Income is estimated at about \$68,000. The new manager is fully accountable and understands the problem. It is felt that by positive management the Club will break even this year. At a House Committee meeting on Wednesday, May 19, the new manager presented a three point program which was adopted. Board members were asked to supply any names of possible members for the Alumni Club to Robert Winrich, Club Manager.

The President then said he felt business practices and procedures of the Association should be reviewed because of the rapid growth of the Association the last few years. A consulting firm should be brought in to look at the present business practices and to make recommendations. He said this was no criticism of present practices but that every business owes it to itself to have an outside look once in awhile. Several firms were talked about. On motion duly

made, it was voted that the president be authorized to engage a consulting firm to look at business procedures at a cost not to exceed \$1,000.

The Executive Director was then asked to go into the 1966 budget program. He first presented a list of capital expenditures for this year,

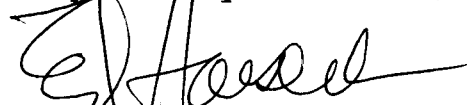
a new projector for \$350
a tape recorder for \$250
a camera for \$250

The last two items had been approved a year ago but not bought. The projector was the new item. The present projector is 14 years old and badly beat up. On motion duly made and seconded it was voted to approve the three items with the money to come from reserve operating fund.

The budget was then gone into point by point. First the income estimate - advertising, lists and interests, various types of memberships, and how the figures were arrived at. Expenditures were gone into on a line by line explanation and the details involved. The total expenditures will be either \$90,427.00 or \$91,337.00 depending upon what happens under the Salary item. Waldo Hardell had recommended that Item No. 22 should be reviewed and that there probably should be a larger bonding figure which he would make a recommendation on. After discussion it was voted that the estimated budget for 1965-66 be recommended for approval by the Board of Directors.

There being no other business, the meeting adjourned.

Respectfully submitted,



ED HAIKEL
EXECUTIVE DIRECTOR

THE MINNESOTA ALUMNI ASSOCIATION
205 Coffman Memorial Union
University of Minnesota
Minneapolis, Minnesota 55455

The annual meeting of the Board and membership was held in conjunction with the 16th Annual Alumni Honors Presentation, June 1, 1965, Cotillion Ballroom, Sheraton-Ritz Hotel, Minneapolis. There were 351 in attendance. Inasmuch as this was an open meeting of the membership and Board, the Board members approved the report of the Nominating Committee by mail ballot vote.

Judd Ringer as presiding officer of the meeting announced the results of the Minnesota Alumni Association election. The new Board members elected to the Board of Directors of the Minnesota Alumni Association for four year terms, expiring in 1969, were:

Grant Johnson, '38BSEd; '46MA, Detroit Lakes, Minnesota
Richard E. Kyle, '27LLB, St. Paul, Minnesota
Edwin A. Martini, '28BA; '30LLB, Duluth, Minnesota
James G. Peterson, '42BBA; '49MA, Minneapolis
Otto W. Quale, '40BA Journ, Owatonna, Minnesota

Also President Ringer announced the newly elected officers and members of the Executive Committee for the coming year.

President: Edwin A. Willson, '30BEE
Minneapolis

First Vice President: Waldo E. Hardell, '26BS
Minneapolis

Second Vice President: Albert H. Heimbach, '42BBA
Minneapolis

Secretary: Dorothy Green Anderson, '30BSED
Mahtomedi, Minnesota

Treasurer: Kenneth Glaser, '42BA
Minneapolis

Executive Committee Members: Drang Bjornaraa, '39BA
Minneapolis

Harold Holden, '31BBA
Minneapolis

Cecil March, '31BChemE
St. Paul

Robert Odegard, '41BSAg
Princeton

James B. Watson, '42BA
Hopkins

Terrance Webster, '27BBA
Minneapolis

President Ringer then went on to describe the work of the Association, that membership was at an all time high of 24, 400. The Alumni Club situated on the Lobby Floor of the Sheraton-Ritz Hotel was financially in the black and the structure and overall program of the Club had been strengthened - that there were about 1800 members. He indicated that the School of Social Work had become the 15th constituent group of the Minnesota Alumni Association. New alumni chapters had been organized in Korea, India, Hawaii, Florida (Sun Coast Chapter) and Akron, Ohio; chapters reorganized in Detroit, Cleveland and Milwaukee. He also indicated that on a special project to raise money for the air conditioning of the Union, that with an estimated objective of \$47,000 about half had been raised and the project would be finished in another month or two.

He then presented special citations of service to the retiring members of the Board,

Algot Johnson, '10EM, 1961-65
William E. Proffitt, '39MD, 1961-65
Kenneth Duncan, '10EM, 1962-65
Rolf Fosseen, '31LLB, 1961-65
Franklin D. Gray, '25BA, 1961-65
Clifford C. Sommer, '32BBA, 1961-65
Louis Gross, '25LLB, 1962-65

President Ringer then introduced Ed Willson, President-elect. Ed Willson indicated that he thought we have a fine Board and Executive Committee and with their help he was hopeful to continue the good work started by Judd Ringer. He presented Judd Ringer with a citation of service as national president. He introduced Dr. Roy Schuessler, Professor of Music, accompanied by his wife, who led the crowd in the Alma Mater song, "Minnesota Hail to Thee".

Respectfully submitted,



ED HANSEN
EXECUTIVE DIRECTOR

THE MINNESOTA ALUMNI ASSOCIATION
205 Coffman Memorial Union
University of Minnesota
Minneapolis, Minnesota 55455

Minutes

Pursuant to notices sent to the Executive Committee a meeting was held Thursday, June 3, 7:30 a.m., Minneapolis Athletic Club. In attendance were:

| | |
|--------------------------------|--------------|
| Charles Judd Ringer, presiding | |
| Dorothy Anderson | James Watson |
| Robert Gillespie | Ed Willson |
| Kenneth Glaser | Rolf Fosseen |
| Waldo Hardell | Joe Maun |
| Al Heimbach | Ed Haislet |

The purpose of the meeting was to consider the Articles of Incorporation and new By-laws drawn up by a committee headed by Joe Maun. The first discussion was to set a procedure by which the Articles and By-laws would be most quickly put into effect. It was decided that the Executive Committee would review the By-laws and Articles and give their approval. Second, that the new Executive Committee should do likewise. Third, that a notice of the new Articles should be completely published in the September issue of the Alumni News so that the Articles could be amended at the fall meeting of the Board. Likewise, the By-laws should be approved by the New Executive Committee and by the Board as soon as possible thereafter.

Next there was a general discussion as to the purposes of the changes discussed by Joe Maun. He said the Articles were changed to be brought in line with the new statutes of the state. Likewise the By-laws to correspond with the Articles. On motion duly made and seconded the Executive Committee voted approval by the members of the Executive Committee.

The By-Laws were then gone through section by section, article by article, and the necessary changes as agreed to by the Executive Committee were made. On this basis, Joe Maun will make the revisions and these will be sent to the new Executive Committee for their approval. In all cases, there was complete agreement on all sections and all articles of the By-Laws.

On motion duly made and seconded the meeting adjourned.

Respectfully submitted,


ED HAISLET
EXECUTIVE DIRECTOR

THE MINNESOTA ALUMNI ASSOCIATION
205 Coffman Memorial Union
University of Minnesota
Minneapolis, Minnesota 55455

July 22, 1965

Pursuant to notices sent to all members of the Executive Committee, a meeting was held Thursday, July 22, 1965, at 7:30 a.m. in the Minneapolis Athletic Club. In attendance were:

Ed Willson, President and presiding
Waldo E. Hardell
Dorothy Green Anderson
Kenneth Glaser
Dreng Bjornaraa
Robert Gillespie

Harold Holden
Robert J. Odegard
James A. Watson
Terrance L. Webster
Ed Haislet

The calendar of Board meetings and Executive Committee meetings for 1965-66 was approved as follows:

Board Meetings

Tuesday, September 21, 1965
Tuesday, January 25, 1966
Tuesday, March 1, 1966
Tuesday, June 7, 1966...annual meeting

Executive Committee Meetings

Tuesday, September 14, 1965
Tuesday, October 12, 1965
Tuesday, November 9, 1965
Tuesday, December 7, 1965
Tuesday, January 18, 1966
Tuesday, March 16, 1966
Tuesday, May 10, 1966

The following committee appointments were recommended by President Willson and confirmed by the Executive Committee.

Senate Committee on Student Affairs

Elwood W. Molander, '38BBA, expiring in 1967
Mrs. Arthur Naftalin, '39BBA, expiring in 1967

Senate Committee on Intercollegiate Athletics

Charles Judd Ringer, expiring in 1966
Edwil A. Willson, expiring in 1967

Senate Committee on Military Affairs

George E. MacKinnon, '29LLB, expiring in 1967

Union Board of Governors

Minneapolis Campus - Emil V. Behrens, expiring in 1967
St. Paul Campus - Dorothy Isenberger Riebe, expiring in 1967

Alumni Honors Committee

Owen K. Hallberg, '46BSAg, expiring in 1967

Fund Advisory Committee

Judd Ringer as Chairman and all the past presidents.

University Scholarship Committee

Richard J. Fitzgerald, '59LLB, expiring in 1968

Investment Committee

Ken Glaser as treasurer is a new member.

Brought to the Executive Committee for approval was the custodial fee from Midland National Bank from June 30, 1964 to June 30, 1965 in the amount of \$372.72 and a bill in the amount of \$833.80 for deleting 8,338 names from the head file at 10¢ a change. It included all non-members graduating prior to 1915 plus Farm School and a number of others. This will save the Association a great deal of money in regular mailings. The Association does not pay any part of the records system other than special bills which occasionally come up. On motion duly made and seconded those two bills were approved. The DMI bill to be paid out of the Alumni Reserve Fund and the Midland National Bank bill from the Endowment Fund.

Ed Willson explained that he had been participating on meetings with the students concerning the student tuition raise which goes in effect in the fall and that there were several groups who were concerned about the problem, that the University had asked the Association to assist them in helping by sponsoring a letter from the students to alumni with an insert over his signature indicating approval and that the Association was picking up the cost of the letter. The letter written by the students was read as well as the letter which Ed Willson would sign and after a vigorous discussion a motion was duly made and seconded that this letter be sent. Actually the cost of the letter will be reimbursed to the Association by the University.

It was the consensus of the Executive Committee that while they were in favor of the idea of a scholarship letter, they didn't like the University to be forced into any position by the students. On the other hand, they felt the University had done an excellent job in control of students and keeping students happy and preventing occurrences such as the University of California and Illinois. They felt that Ed Willson should convey this idea to President O. Meredith Wilson.

President Ed Willson said it was time to start thinking about the annual meeting which will be June 7. He said the name of Roy Wilkins, '23BA, Executive Secretary of the NAACP had been suggested. He had been asked two years ago but he couldn't accept because of commencement activities. Other suggested names were Dr. Lawrence Hafstad, Vice President for Research, General Motors; Elmer Engstrom, President of the Radio Corporation of America; Lloyd Berkner, President of the Graduate Research Center of Houston; James Gray, historian. President Willson asked everyone to think in terms of the kind of speaker we should have and suggest names, if possible, before the next meeting. Waldo Hardell suggested Conrad Cooper, Executive Vice President, U. S. Steel and Walter Finke of Honeywell in the East.

He then asked the Executive Director to discuss briefly the need for an actuarial study. Each five years an actuarial study is done by Marsh and McLennan to see if there is enough money in the life endowment fund to take care of life subscriptions to all members. Such an actuarial study also sets the annual fees because the annual fees must be related to the overall life fee. This being the fifth year the study is now indicated. The Executive Secretary went on to say that at the present time our dues have not been changed since 1957 and that magazine costs have gone up to 20¢ per issue or \$2.00 per member which leaves the Association \$3.00 per individual to operate upon. Percentage wise this is less than we have been getting and it looks like an increase in annual fees is indicated. Most of the Big 10 Associations have gone to \$6.50 and some to \$7.50. The Executive Director will report on this after his meeting with the Big 10 Secretaries this August. On motion duly made and seconded it was authorized that an actuarial study be done by Marsh and McLennan. Last time a \$200 fee was charged but it will probably be more this time.

As regards office quarters, it was pointed out that this is one of the most pressing needs of the Association. The quarters are crowded; there is no proper place for office machines, office equipment or for proper staff work or extra help when needed. Some of the functions of the Association are being handicapped because of it, especially work with students.

When Doctor Lindquist was President, he presented a plan for the Association to build their own building on the West Bank to include the Association office space, the Alumni Club and 100 rooms that

could be used by people servicing the University. Prudential was interested in the financing and it was roughly figured at 1½ million dollars. The 100 rooms if they could be kept 3/4 full would amortize the cost and pay for the overall expenses for both the Association office and Club. This idea was discussed with the University administration and they liked the idea but because of the involvement with a liquor license they asked if we would defer for the present because of the clearing of liquor licenses from the Seven Corners area.

Due to the unsatisfactory situation with the Sheraton-Ritz Hotel in Minneapolis as regards the Alumni Club and with eight years of the lease still to go, it seems that a planning committee should be set up to explore this idea, select the area and proper place for such a club, check into possible financial arrangements, get preliminary plans underway. In other words, a long range plan for the next eight years to be developed. Ed Willson said that since no one opposed the idea he would appoint a committee to start work on this idea.

Ed Willson indicated that at the meeting of June 3 that the Executive Committee had approved the new Articles Inc. The original articles date back to 1906 and were revised in 1948 with a number of amendments since that time. He asked that the new Executive Committee confirm the action of the last Executive Committee and approve the articles so they could be published in the September issue of the Alumni News and come up for action at the first meeting in the fall, September 21. At that time 50 members would be needed to approve the new articles. On motion duly made and seconded the Articles of the MAA were approved to be published in the September issue of the Alumni News and to be prepared for action at the meeting of the Board on September 21.

As regards the membership program, as of July 1, there were 24,296 members. There has been an increase the past two years of about 2,000 a year but the increase this year had come a great deal from the telephone campaign through the constituent groups. This year members will be solicited through special campaigns by the Club chapters and through a second mailing to classes and colleges.

Ed Willson read a letter from Arthur "Red" Motley, publisher of Parade Magazine who after reading an editorial in the Alumni News that the Class of 1922, his class, was 12th in the number of members, had asked for a list of his class members and had personally written all the members of his class. Returns are just starting to come in with 10 memberships being secured as of now. Ed Willson thought the idea might be picked up by other members of the Board. He also indicated that at the present Club membership is up from 1,743 to 1,754 members, there being 1131 resident, 564 non-resident and 59 associate memberships. He also indicated that a lot of work has been done, a new menu which will be offered very soon. There is a problem with the Hotel that prices are high.

Waldo Hardell as First Vice President has accepted the chairmanship of the House Committee. Waldo said that Judd Ringer and he had met with Mr. Carey on reducing prices on the new menu but Mr. Carey wouldn't do anything about it. Mr. Carey felt that the MAA and alumni members had not been bringing enough business to the Hotel and thought we should in some way be sure this is documented. However, it was the feeling of the members of the Board that the Association officially couldn't ask that people go to the Hotel but could do so as individual members if they so desired. It was also felt that the Executive Committee should get a complete financial report once a month as to Club progress. Waldo said there was a lot of business to be done and a meeting of the House Committee should be set up just as soon as possible.

The Executive Director was asked to talk about the Alumni Poll. He said the idea of an alumni poll had been about the University for a long time - a way to poll the opinion of alumni in their communities but nothing had ever been done. He had a conference with poll experts and talked about what would be involved in doing a real scientific poll. He found it would cost \$8000 plus a poll expert to do the work. This was beyond the scope of the Association. However, the alumni magazine this year in three issues will run an opinion questionnaire on certain matters of national and state importance. It will be a tear-out sheet which can be sent in and tabulated. It will in no way pretend to be a scientific poll but merely represent the opinion of the alumni who return the poll. It was felt that this idea should be tried out to see the reaction. An advisory committee on poll techniques would be established to assist in the work.

The Executive Director also indicated that there was \$6000 of estimated income in the budget for advertising with most of it from national advertising. Last year Al Born Associated worked with the advertising agencies to see what they could do but had little success. Mr. Born indicated that the alumni magazine was well regarded and has good prestige; it is read by a large number of people. As a matter of fact, most people keep the magazine for several months and some of them even bind them. They all like the magazine and read it but they haven't thought of it as a means of advertising. Our local market is only 10,500 members in the 7 metropolitan counties. Mr. Born wasn't sure how much could be done in the coming years. Joe Davidson as editor has outlined a program which he feels will accomplish something. He is contacting several smaller agencies on taking the account. Likewise he is going to contact a number of advertisers who could well advertise such as local hotels, motels, etc. Everything will be done to see if we can't improve our financial status and advertising for the coming year.

Ed Willson indicated he is appointing Al Heimbach head of a scholarship dinner committee to explore the possibilities of what might be done by the Association and how best it can be accomplished. Also, on November 6 there will be a full morning program and luncheon for alumni chapter presidents from the state of Minnesota and throughout the United States; Board members will also be invited. The

program will be mainly on what the Alumni Association does, how it operates, and how chapters can better do the job. He also said the Executive Director has received some requests for alumni tours and that a number of tour people had called on him. The Executive Director said that the MAA was first in the field on alumni tours in 1957 and 1958 and that he would bring in a proposal at another time for their consideration.

Ed Willson explained that he will work closely with constituent programs, attend their annual meetings when possible, Board meetings and that he is planning to continue the special dinner for presidents of constituent groups that was started last year.

He also indicated that legislative luncheons will be held each of the football Saturdays at the Alumni Club with the exception of Homecoming and the November 6 (Northwestern) game which will be the chapter presidents program. He said that as regards the telephone campaign of the constituent groups there were 126 callers, who completed 1,647 calls and that memberships received to date were 225 or 13.4%.

The Executive Director reported on a number of items for information. The Alumni Fund reports each month to the Regents and in return the Regents send an acknowledgement. For the month of May 522 gifts totaling \$6,668.54 were received.

The Alumni insurance program has in force as of June 10, 1965, 870 policies for an increase of 6 over May and \$8,963,000 in insurance. He also reported on the Statement of Assets for the Life Membership Fund that cost value of stocks and bonds at the present is \$154,428.07 with a market value of \$251,000.00. He indicated that Roger Copeland of Denver had accepted the at-large position on the Board as had Henry Dahlberg of Chicago.

The Alumni Association office has participated in the Student Work Program but so far only one student is working and this person is the sister of Sandy Stephens who started working July 19 on record.

There being no other business on motion duly made and seconded, the meeting adjourned. The next meeting of the Executive Committee will be Tuesday, September 14 at 7:30 a.m., Minneapolis Athletic Club. The Fall Board meeting will be Tuesday, September 21 at the Campus Club. The first meeting of the year is held at the Campus Club and all subsequent meetings of the Board are held at the Alumni Club.

Respectfully submitted,


ED HAISLET
EXECUTIVE DIRECTOR

THE MINNESOTA ALUMNI ASSOCIATION
205 Coffman Memorial Union
University of Minnesota
Minneapolis, Minnesota 55455

September 14, 1965

Pursuant to notices sent to members of the Executive Committee a meeting was held September 14, 1965 at 7:30 a.m. in the Minneapolis Athletic Club. In attendance were:

Ed Willson, President and Presiding
Dorothy Anderson
Kenneth Glaser *Henry Bjornson*
Harold Holden
Robert Gillespie
Robert Odegard
Terrance Webster
Ed Haislet

The following communications were read: A letter from Henry Mackall expressing appreciation to the officers and directors of the Association for his receiving the Outstanding Achievement Awards; A letter from Waldo Hardell in which he suggested a new Blanket Position Bond covering all employees for a minimum of \$5,000 or \$10,000 each, at \$5,000 - \$54.83 or at \$10,000 - \$84.15; in addition committee members, directors, or officers who have access to funds, not employees, to endorse the bonds to cover such activities. A question was raised as to whether or not those who actually handle funds should not be covered in greater amount and secondly, if a blanket bond, should not the amounts be increased. The Executive Committee felt it should be a Blanket Position Bond but thought it might be considered whether the amount should not be a greater sum. It was referred back to Waldo Hardell for his recommendation at the next Executive Committee meeting.

A communication from Vice President Larry Lunden was read in which he acknowledged grateful thanks to the Alumni Fund for June, 470 gifts totaling \$6,420.52 for support of 42 funds, and for July, 479 gifts totaling \$12,323.43.

Kenneth Glaser reported on the audit and recommended approval. On motion duly made the audit was approved. In talking about the audit a question was raised as what the expenditures of the magazine were in relation to income. The Executive Director was asked to put together a cost sheet for the members of the Executive Committee.

Ed Willson chatted about the Alumni Quarters Committee of which Dr. Lundquist is chairman. Their job is to consider needs and possible location for new alumni quarters and the possibility of the alumni quarters and Alumni Club together. Al Heimback

has taken the chairmanship of the Scholarship Committee and will work with University people and others as regards an honors dinner if feasible.

Ed Haislet discussed the State Capitol Credit Union problem. This problem was brought up by the audit inasmuch as \$25,886.67 is in the SCCU Fund and at the present time not available for use by the Association. The Executive Director has been in contact with Fred Stahl, receiver, and at the present time plans for reorganization have gone to the membership for their vote. If this is approved, three points are pertinent. (1) There will be no loss to the Alumni Association because all funds are in deposits. However, 17½% of the shares are temporarily frozen with the hope that most of this amount will be released to members within a short period of time. (2) At least 25% of shares and deposits as of March 26 will be available for withdrawal upon opening; however, there has to be a five day period of notice before withdrawals can be made. (3) Loan service and all other Credit Union services will be available immediately on reopening. On motion duly made it was voted that the Association approve the plan of reorganization and secondly it was voted that the Association will draw out such portions of their funds as is permitted at any one time.

The Executive Director was asked to talk about the advertising matter. He indicated the back history as regards Mr. McGrath and the fact that the contract which expired June 1964 permitted extension of advertising for as much as nine issues. Mr. McGrath took advantage of this and secured advertising before June 1965 for the fall of 1965 without letting the Alumni Office know. On the last date before deadline of ads he brought his ads in. Mr. Davidson signed for them which made the contract valid. In the subsequent events, because Mr. McGrath thought the Alumni News was not going to carry his ads, he sued the members of the University administration and the Association and also had a restraining order so the Alumni News could not be published. The Executive Director was informed while on vacation and asked that Mr. McGrath's schedule be accepted. However, the word did not get to Mr. McGrath so papers were served on members of the officers of the Board and officers of the University. Mr. Haislet made a trip into Minneapolis and talked with Mr. McGrath and indicated that the Alumni News was carrying the schedule for September and as indicated in the schedule for the rest of the year and that things were all right again.

A meeting was set for September 7 at which time the parties concerned were present and the advertising schedule was officially accepted for the coming year with complete final termination as of June 1966. Mr. McGrath indicated that he expected a favorable recommendation and felt that the Executive Director would not give him that. The University attorney, Joel Tierney, advised the Executive Director to send any letters concerning recommendations on Mr. McGrath to Mr. McGrath. This was the agreed procedure.

As regards this year, Mr. Joe Davidson, Editor, has been working with Don Siiter who handles a number of publications in the Twin Cities on advertising and a meeting has been set up for September 15 to see if he might be interested in obtaining advertising for the Alumni News on a straight commission basis, the same as agencies.

The Executive Director also indicated that Marsh McClennan is going to do an actuarial study and that the alumni office is getting information together. The study will determine whether the present annual, paid-in-advance fees, and life membership fees are sufficient to operate the Association and furnish the Alumni News to members. The results should be known by the first of the year. The cost of the study is \$250.00.

Ed Willson talked about the speaker for the annual meeting indicating that for the last meeting the Board had been asked to bring in their recommendation but had been asked to consider Roy Wilkins, '23BA, Executive Secretary of the NAACP as main speaker. Mr. Wilkins had been asked two years ago to be the speaker but refused because of a commencement address. Civil rights is still an important subject and it would probably bring great publicity to the Association. Both Con Cooper of U. S. Steel and Walter Finke who is with Honeywell in the East in charge of the computer division, a fine speaker and formerly with the welfare department of the state and national president of the Jaycees, should be considered. It was felt that this should be considered and brought up again at the next Executive Committee meeting with recommendations so that the invitation could go in the mail on or before January 1.

President Willson also talked about the Alumni Club, that decorations have been partially completed; financially that during the summer months the Club has been running behind, but this September was better than a year ago. Membership is still holding its own with 1764 in August and 1765 in September. Billings are just going out and there has been a large number of terminations again. A membership drive will be initiated soon as well as a new program. Also negotiations with the Hotel seem to be proceeding more favorably than before.

President Willson explained that for the first Board meeting of the fall, September 21, the meeting has two parts, the meeting of the Board and the second half at 8:00 p.m. will be a meeting of the membership at which time the new Articles will be read and acted upon. It is necessary that 50 members be present or their proxy vote obtained.

Ed Willson explained that on authority of the Executive Committee he had gone ahead and sent out an insert on the Regents Student Aid letter. The letter went out September 12 with results just starting to come in. Copies of the letter were passed around.

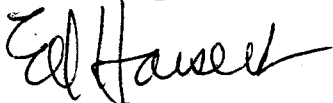
The Executive Director talked on membership briefly and indicated that Red Motley through his own individual effort had obtained 19 new members for the Class of 1922 which at this late date was a

fine record. Secondly, that the telephone campaign conducted last spring obtained 250 new members. Dentistry alone had secured about 100 memberships and Dr. Mel Sletten, President, had personally been responsible for that record. It was felt that something special should be done for Dr. Sletten at the fall meeting. The telephone campaign will be continued this year.

Copies of the annual report were given out. These will be given out at the time of the Board meeting on the 21st.

There being no additional business on motion duly made and second the meeting adjourned.

Respectfully submitted,

A handwritten signature in cursive script, appearing to read "Ed Haislet".

ED HAISLET
EXECUTIVE DIRECTOR

THE MINNESOTA ALUMNI ASSOCIATION
205 Coffman Memorial Union
University of Minnesota
Minneapolis, Minnesota 55455

Minutes
September 21, 1965

Pursuant to notices sent to members of the Board of Directors, Past Presidents and Committee members, the fall meeting of the Board was held September 21, 1965 at 6:00 p.m. in the East Wing of the Campus Club. In attendance were:

| | |
|-------------------------------------|--------------------|
| Ed Willson, President and Presiding | |
| Dr. Richard E. Anonsen | Edwin A. Martini |
| Vincent K. Bailey | Elwood W. Molander |
| Denis O. Bakke | Frances Naftalin |
| Robert Bjorklund | Robert J. Odegard |
| Dreng Bjornaraa | Peter Pafiolis |
| Russell Boogren, Jr. | James G. Peterson |
| Sam W. Campbell | Otto W. Quale |
| Henry W. Dahlberg, Jr. | Melvin Sletten |
| Ruth Egeland | Betty Sullivan |
| Violet R. Graf | Terrance Webster |
| Grant Johnson | Stanley J. Wenberg |
| Irene D. Kreidberg | Ed Haislet |
| Elmer R. Lundgren | Janet H. Widseth |
| George E. MacKinnon | Dennis Swan |
| James Mankey | Chester Tomczyk |
| Cecil C. March | Joe Davidson |
| Florence Elliot Marka | |

President Willson introduced the newly elected Board members, constituent presidents, committee members and Board members present. The minutes of the Executive Committee meetings of July 22 and September 14 were approved as corrected - to include Dreng Bjornaraa who was present but not listed for the September 14 meeting.

President Willson then talked about the overall objective for the coming year. He said membership was always the main objective and it was his hope there would be a continual increase in membership. He said the telephone campaign of the constituent groups produced 258 new members or 27% of the calls made and would be continued this year. He read a letter from Red Motley who is a member of the Class of 1922 written to all the members of his class which had obtained 20 new members. He thought it might be an idea for other Board members. He also said the mailings to non-members have been increased from 1 to 2 this year and this should be helpful in obtaining more memberships.

In talking about membership, Ed Willson pointed out that all the groups had done a good job but one group, the School of Dentistry Alumni Group, had done a particularly outstanding job due to the fine leadership of Dr. Melvin Sletten. In appreciation for his leadership in obtaining 105 members for the School of Dentistry Alumni Association, the Board of Directors of the Minnesota Alumni Association presented to Dr. Sletten the Minnesota Sheaffer Pen, lifetime pen set, with sincere thanks.

A Scholarship Committee under the chairmanship of Al Heimbach has been appointed. The purpose is to meet with University officials to determine how best the Association can assist the University scholarship program with the possibility of financing and underwriting an Honors Dinner.

Dr. Virgil J. P. Lundquist will chair the Office Quarters Committee. At the present time, 205 Coffman Memorial Union office quarters are crowded so as not to be able to function the way it should. Dr. Lundquist agreed to draw up a plan for consideration of the Executive Committee and Board for the year.

Each five years the Executive Committee authorizes an Actuarial Study of membership, both for life membership, paid-in-advance and annual, to determine if the membership fee structure will handle costs. At the present time the magazine actually costs about \$2.00 a year which leaves only \$3.00 for the rest of the alumni program. There probably is a need for an increase and some of the Big 10 schools now have gone past the \$5.00 fee.

On football Saturdays, except for Homecoming and the Workshop, legislative luncheons will be held at the Alumni Club at which time the legislators will be invited as guests for both the luncheon and football game.

Regarding the Alumni Club, President Willson indicated that the problem is with the Hotel and that the Club hasn't advanced as fast as we had hoped. The new manager is doing a fine job and relations with the hotel seem to be improving. Hopefully this can be solved this year. At the present time membership is holding about even with 1765 members as of September 1 of which 568 are non-resident members and 64 associate members. At the present time, most of the renewals are coming due and there is indication that there will be a considerable dropout this year. He asked the support of the Board for the Club and to do everything they can to be of assistance.

In the absence of Ken Glaser, Treasurer, Ed Haislet reported the audit for the fiscal year ending June 30, 1965 which was made by Wilkerson, Guthmann & Johnson, certified public accountants of St. Paul. Upon Ken Glaser's recommendation the Executive Committee approved the audit and recommended approval to the Board. Various exhibits were examined page by page and there being no objection, under motion duly made and seconded the audit was approved.

President Willson then asked the Executive Director if he would introduce his staff members. Each staff member was allowed five minutes to talk about their plans for the year, some of their purposes, and the type of thing they were doing. Joe Davidson, Editor of the Alumni News, talked about the plans for special issues this year and some of the special features; Janet Widseth talked about alumnae work, student-alumni relations, class reunions, membership planning, records, and work in the Alumni Office on the Alumni Club; Dennis Swan talked about the important phases of constituent programs of the 14 colleges, student-alumni relations, board-faculty relations and membership programs; Chet Tomczyk talked about field service, both in and out state indicating the three phases of program in the field: membership recruitment, scholarship and University programs.

Ed Haislet indicated that Association membership was 23,919 as of September 1 and that the Alumni Fund this year was running a little ahead of last year in money and considerably ahead in the number of gifts. Hopefully this year the Fund will have 7,500 alumni donors and within the next five years 15,000 at which time real fund raising can be done. He also reported on insurance. In force as of September 1965 are 901 policies for \$9,003,000. He went over the travel program for the Association briefly and indicated the following travel:

| | | |
|---------|-------------------------|---|
| Oct. 14 | Des Moines | Marsh Ryman |
| Oct. 15 | Cedar Rapids | Marsh Ryman |
| Oct. 26 | West Central Wis. | Dr. William Rogers, Walt Bachman Ed Willson and Ed Haislet |
| Oct. 29 | Columbus, Ohio | Ed Haislet |
| Nov. 1 | Dayton, Ohio | Ed Haislet |
| Nov. 2 | Cincinnati, Ohio | Ed Haislet |
| Nov. 6 | Workshop | |
| Nov. 13 | Purdue | Ed Haislet |
| Nov. 29 | St. Louis, Missouri | Ed Haislet |
| Nov. 29 | Grand Rapids and | President Wilson and Ed Willson |
| Nov. 30 | Bemidji, Minnesota | |
| Jan. 19 | Fox River Valley (Wis.) | Dr. Elmer Learn and Ed Haislet |
| Jan. 20 | Milwaukee | Dr. Elmer Eearn and Ed Haislet |
| Jan. 21 | Chicago | Dr. Elmer Learn and Ed Haislet |
| Feb. 7 | Detroit | Stan Wenberg and Ed Haislet |
| Feb. 8 | Cleveland | Stan Wenberg and Ed Haislet |
| Feb. 9 | Akron | Stan Wenberg, and Ed Haislet |
| May 2 | Red Wing and | President Wilson |
| May 3 | Albert Lea, Minnesota | |

President Willson then asked Stan Wenberg to comment. He talked about the fall enrollment, the new bridge, some of the problems on campus, particularly the traffic problem, and the new tuition increase. He also talked about the Big 10 position on use of athletic facilities. It was a very interesting and helpful discussion for Board members.

There being no other business the meeting of the Board of Directors adjourned and the meeting of the Board of Directors and membership was convened. The purpose of this meeting was to adopt the new Articles of Incorporation for the Association inasmuch as there had been no new Articles of the Association since 1906. The purpose of the change was to update the Article to be in compliance with state law. Copies of the Articles had been sent to all members of the Board. Sam Campbell moved to adopt the new Articles of Incorporation as proposed at this meeting and Cecil March seconded, recommending that Article 5, line 6, middle of line, "now" to be changed to "nor". (Actually it was a typographical error). The question was then raised did we have 50 members. There were 35 members present. The Executive Director had the following proxy votes in favor of the new Articles: Judith A. Tiede, Victor Christgau, A. R. Husta, Glenn E. Seidel, Lee Slater, Hibbert Hill, Charles J. Ringer, Dorothy G. Anderson, Alfred O. C. Nier, Joseph A. Maun, Francis L. Lund, Wells J. Wright, Paul Reyerson, Richard E. Kyle, Clifford Sommer, Leif Strand, Robert B. Peters, James Watson, Waldo E. Hardell, Owen K. Hallberg, Harold Holden, Kenneth Glaser, Christian Kamrud, Edgar F. Zelle, Orem Robbins, Dorothy Riebe, Albert Heimbach, Dr. George Earl, Russell E. Backstrom, Roger E. Copeland, Dr. William Braasch, George S. Arneson, Virgil J. P. Lundquist, John K. Fesler, George J. Frey, Fred J. Agnich' and Wendell T. Burns. The new Articles were given unanimous approval.

There being no other business on motion duly made and seconded, the meeting adjourned. The next meeting of the Board of Directors will be held at the Minnesota Alumni Club in the Sheraton-Ritz Hotel, 6:00 p.m., Tuesday, January 25, 1966.

Respectfully submitted,


ED HAISLET
EXECUTIVE DIRECTOR

THE MINNESOTA ALUMNI ASSOCIATION
205 Coffman Memorial Union
University of Minnesota
Minneapolis, Minnesota 55455

Minutes
October 12, 1965

Pursuant to notices sent to members of the Executive Committee, a meeting was held Tuesday, October 12, 1965 at 7:30 a.m. in the Minneapolis Athletic Club. In attendance were:

Ed Willson, President and presiding
Dorothy Anderson
Dreng Bjornaraa
Robert B. Gillespie
Waldo Hardell
Al Heimbach
Harold Holden
Bob Odegard
Judd Ringer
James Watson
Terrance Webster
Ed Haislet

A letter from Encyclopaedia Britannica requesting the Alumni Association to work with them on a group cooperative plan in promoting their product at a special price to alumni with a \$10.00 fee per sale to the Alumni Association. After discussion it was voted that this kind of commercial identification wasn't the image the Association wanted to project and therefore the request should be denied.

In response to a request by the Executive Committee, Waldo Hardell had submitted additional information concerning proper bonding procedures for the Association. At the meeting on September 4, he had suggested a new blanket position bond covering all employees for a minimum of \$5,000 or \$10,000 each with the cost for \$5,000 of \$50.43 and for \$10,000 at \$84.15. In answer to questions raised at that time as to whether or not those who actually handle funds should not be covered in a greater amount and if a blanket bond used should not the amounts be increased? Waldo Hardell explained that if coverage in excess of \$10,000 is desired, the primary insurance of \$5,000 Blanket Position Bond should be purchased and the excess cover arranged under what is known as a "Commercial Blanket Bond". The purpose of the excess is to cover each individual loss regardless of the number of employees involved, which is a cheaper bond in total per \$1,000 of cover than the Blanket Position Bond.

After discussion it was voted that \$5,000 Blanket Position Bond should be purchased as well as \$25,000 Excess Blanket Commercial Bond.

President Willson asked that the Executive Committee decide on a speaker for the Annual Meeting, that Walter Finke, Con Cooper and Roy Wilkins had been suggested. He said that Vice President Humphrey had attended the first legislative meeting at the Alumni Club at which time the Alumni Association was host to the Regents, the mayors and governor and that the Vice President indicated he would like to have one of the special Minnesota jackets (43 medium long). This raised the question, why don't we invite the Vice President to be our speaker? In the discussion that followed it was felt that if he invited he might have to cancel at the last minute although he would probably try to be present. However, if he did cancel, why not go without a speaker rather than try to get someone at the last minute. It was voted that Vice President Humphrey be invited to be the speaker at the annual meeting on June 7, 1966.

At this time the question was raised should the Association underwrite the cost of those attending the annual meeting? It was the consensus that the Association might subsidize partly. The Executive Director was asked to bring in his recommendation as to what he feels would be the effect on attendance if a charge was made.

The new Articles were officially signed to be sent back to Joe Maun to be filed with the Secretary of State. The new revised By-Laws submitted by Joe Maun were passed out and the Executive Committee asked to review them. They will be discussed at the next meeting.

Along with the By-Laws, President Willson raised a question as to the definition of an alumnus. At the present time anyone who matriculates toward a degree is considered an alumnus; however, this particular definition excludes night school and extension people who are not degree holders, thus excluding them from membership in the Alumni Club. This was the reason the question was raised. The Club has received requests from those who have gone to night school and would like to be members of the Club. The question was raised as to procedure at other state universities and it was explained that ordinarily it indicated those who have matriculated toward a degree which means one quarter of work. It was the consensus of opinion that if the definition of alumnus is as broad as it is at the present time, people in extension should be included. Ed Willson suggested that 15 credits of extension work be required to qualify. On motion duly made and seconded, this was approved. This definition is to be written into the new By-Laws.

In his work on the McGrath Case, Joe Maun has submitted a bill in the amount of \$205.00. For several years Joe Maun has been helping the Alumni Association by doing legal work and giving advice as regards the administration of the Association, including revision of the By-Laws, Articles, and things of that nature. In this particular case, there was a great deal of research involved and an appearance by his office. It was unanimous that the bill be paid.

Ed Haislet indicated the Association, through Joe Davidson, had been trying to find individuals who might solicit advertising for the Alumni News and that two different parties had submitted proposals. One was Donald H. Siiter, Siiter-Lake Co. and the other was Joe Stone of Stone Association, Minneapolis. Both proposals were similar but it was the recommendation of both Joe Davidson and Ed Haislet that the Siiter proposal was the best one. However, the contract had been looked over by Joe Maun to be sure it was all right before the agreement was made.

Waldo Hardell talked about the Alumni Club. He said there were several things that have to be done. There is a need for an assimilation committee to be appointed at once. As soon as a new member is signed he should be contacted, brought to the Club and introduced so he will use the Club and be a part of it. He indicated that we do have problems. A new membership program will soon be put into effect which will be an area program with solicitation of members from industry within the five block radius, that the hotel has been a problem but it looks like a new proposal which would allow the alumni club manager to have more jurisdiction over food and drinks will be accepted and if so this will be the breakthrough needed. He asked all Executive Committee members to think in terms of how they can best help the Club. He also indicated that at a meeting of the House Committee an honorary membership be recommended for Charles Carey, manager of the Sheraton-Ritz. It was felt in this way it would be helpful to the Club. Likewise there was a suggestion that the Regents of the University be given honorary membership.

After discussion it was voted a special membership be given to Mr. Carey and that President Ed Willson write a special letter to the Regents inviting them to membership in the Association, giving special eligibility for those who were not graduates of the University.

The meeting was adjourned at this point due to the fact that it was 9:00 and a number of the members had to leave.

Respectfully submitted,



ED HAISLET
EXECUTIVE DIRECTOR

THE MINNESOTA ALUMNI ASSOCIATION
205 Coffman Memorial Union
University of Minnesota
Minneapolis, Minnesota 55455

Minutes
November 9, 1965

Pursuant to notices sent to members of the Executive Committee a meeting was held Tuesday, November 9, 1965, at 7:30 a.m. in the Minneapolis Athletic Club. In attendance were:


Ed Willson, President and Presiding
Dorothy Anderson
Dreng Bjornaraa
Bob Gillespie
Kenneth Glaser
Waldo Hardell
Harold Holden
Bob Odegard
Judd Ringer
Ed Haislet

While waiting for breakfast the Executive Director was asked to report on recent activities. Two chapters have been organized, one in Dayton and one in Cincinnati, Ohio. The Chapters in Ohio now include Cleveland, Akron, Dayton, and Cincinnati. No club was organized in Columbus due to the fact that other alumni meetings had been organized without the knowledge of the alumni office and as a result the organizational meeting had to be cancelled. The Executive Director attended both meetings, luncheon and dinner, which were held on Saturday before and after the game.

A 1940 team reunion was held at the Minneapolis Athletic Club with 35 in attendance. Bob Bjorklund was chairman. The Alumni Office handled arrangements for the reunion.

The Workshop Program for chapter presidents was held Saturday, November 6 at the Campus Club with 22 instate presidents in attendance and 2 outstate (from Chicago and St. Louis) for a total of 35 people including Board members. The program was on the organization, structure of the program of the MAA, but the time allotment did not allow for questions. A format should be developed to attract greater attendance. It was suggested that each of the clubs that have a strong program be asked to explain their program.

The recommendation of Waldo Hardell concerning the bonding question which had been brought up at two different Executive Committee meetings was discussed. It was recommended that a \$5,000 Blanket Position Bond and a \$25,000 Excess Blanket Commercial Bond for the Minnesota Alumni Association be purchased on a three year basis. On a three year basis with



premiums payable in advance, the Blanket Bond Position would be \$137.08 and the Excess Commercial Bond would be \$247.93 or for a three year combined premium of \$385.01. On motion duly made it was voted to purchase such a bonding program with the money to come from Reserve.

Letters from Vice President L. R. Lunden were read in which the Regents accepted the gift from the Alumni Fund for September in the amount of \$5,895.40 and for October in the amount of \$10,539.47. The reports were accepted and placed on file.

In response to a change in the definition of membership which was voted upon at the last Executive Committee meeting and which had been referred to Joe Maun for wording in the new By-laws, the following recommendation was made. To insert a new paragraph just before husband and wife membership, page 1, Article 1, Section 1, reading as follows: "For the purpose of this section, a "Former student" is anyone who has completed fifteen credits of work in either day or night school or extension, but excluding correspondence courses". On motion duly made and seconded this change was voted to appear in the amended By-Laws.

Under the discussion of the By-laws, Robert Gillespie brought to the attention of the Executive Committee that under the By-laws, no more than \$10,000 can be put in any one depository which must be approved by FDIC. It was felt that it probably should be worded to include the Federal Savings and Loan Investment Corporation as well. However, the whole matter was referred to Ken Glaser who with the Executive Director will discuss it with the Investment Committee and a recommendation brought in for the next meeting.

Waldo Hardell reported on the Alumni Club. He said that after months of work a new policy between the Club and Hotel had been worked out which would come to the Executive Committee for approval and if approved sent to the home office of the Sheraton Hotel Corporation in Boston. The new policy allows the Club to establish its own prices, menus, etc. He also indicated that the House Committee was to meet on November 9 and would have some specific recommendations on membership which they would bring back to the Executive Committee.

Mr. Hardell also indicated that Ed Landis of IBM had agreed to chair the membership committee; that the committee was going to do a concentrated job on soliciting membership in the area and felt that as many as 500 members would be secured through this effort. They wanted alumni members in the area who would use the Club, that membership as such was not as important as use.

Due to the lack of time, the last piece of business was the approval of Richard Dunsworth as alumni representative for the Senate Committee on Military Affairs to be recommended to President O. Meredith Wilson, Orem Robbins having resigned.

The other items of business which were to be considered at the next meeting are the annual meeting, recommendation of the Executive Director concerning underwriting, cost and promotion; office space committee; and insurance report.

On motion duly made and seconded, the meeting adjourned.

Respectfully submitted,

A handwritten signature in cursive script, appearing to read "Ed Haislet", written in dark ink.

ED HAISLET
EXECUTIVE DIRECTOR

THE MINNESOTA ALUMNI ASSOCIATION
205 Coffman Memorial Union
University of Minnesota
Minneapolis, Minnesota 55455

December 14, 1965
Minutes

Pursuant to notices sent to members of the Executive Committee a meeting was held Tuesday, December 14 at 7:30 a.m. in the Minneapolis Athletic Club. In attendance were:

Ed Willson, President and presiding
Dorothy Anderson
Robert Gillespie
Al Heimbach
Harold Holden
Robert Odegard
Terrance Webster
Ed Landis (guest)
Ed Haislet

The minutes of the Executive Committee for November 9 were approved as sent out.

A letter from Dr. Mel Sletten thanking the Board for the Sheaffer Pen Set which had been awarded to him by the Board for his fine work on the telephone campaign was read. Also a letter from Larry Lunden acknowledging for the Board of Regents 3,023 gifts totaling \$16,855 for the Alumni Fund for November.

The Executive Director reported on the Regent Student Aid Fund and as of date 191 alumni contributions have been made for \$4,441 and 79 non-alumni contributions for \$1,035.05 for a total of 270 gifts and \$5,475.05. The total net to the Fund was \$1,110.05.

Ed Willson then introduced Ed Landis who has consented to be the chairman for the membership committee for the Alumni Club. Mr. Landis told the Executive Committee that he had been particularly busy at this time and hadn't accomplished as much as he had hoped. However, he appointed a chairman for the First National Bank and thought there would be good results there, that he had something going at the Northwestern National Bank with John Pillsbury and that would have to be followed up. He said the idea is that they would sample several buildings in the area naming a chairman for each building and then have personal visitations in soliciting memberships for the Club. The sample was planned to be finished by the first of the year but now will have to be done after the first of the year. On the basis of such results, the regular campaign will be set up.

Under old business, the By-laws change was discussed and the Executive Director reported on his meeting with Ken Glaser on Tuesday, November 16 for the purpose of going over alumni books

and accounts to determine the amount of unobligated monies available for investment and to recommend a policy to the Executive Committee as to depository of alumni funds. In going over various funds, it was determined that approximately \$38,000 was unobligated and could be invested. However, because of the need to keep these funds fluid and therefore accessible it should be short term investme

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It was the recommendation of the treasurer, Ken Glaser, that the money be placed in savings certificates. As regards policy on MAA deposits it was recommended that not more than \$10,000 be deposited in any one depository except national banks in the Twin City Area. There should be no limit placed on any accounts, savings or checking, in national banks. It was also decided that at the time of the audit conference, the treasurer should be present. After reading this report in the absence of Ken Glaser, in the discussion that followed it was felt that the overall principle was good but there should be an addition in terms of insurance by FDIC and FSLIC. The consensus was that the change be made. Upon motion duly made and seconded, it was voted the Executive Director be authorized through the Association treasurer to place funds of the MAA in any depository guaranteed by FDIC or FSLIC up to the sum of \$10,000; that deposits placed in National banks in the Twin Cities would not be subject to the \$10,000 limitation. It was the express desire of the Executive Committee that the Executive Director be able to proceed with his depositories on the basis of this action taken as it is urgent that a new depository be found at this time. On the basis of this information, the By-laws should now be revised to be sent to the membership for the winter meeting of the Board in January.

It was reported that the bonding provision was being handled by Waldo Hardell and applications had been filled out by the Executive Director.

As regards the annual meeting at the present time the Association underwrites guests. It was felt by the Executive Committee that probably a charge of some kind should be made. They asked the Executive Director to bring his recommendation in. It was the recommendation of the Executive Director that the program be followed for the reason that invitations to alumni members in the area, some 15,000 plus the fact that it would still be necessary to underwrite OAA winners return, plus the other work involved would cost as much or more than now being spent. On motion duly made and seconded, it was voted that the present plan be continued.

President Ed Willson reported that a letter to Vice President Hubert H. Humphrey had been sent out asking him to be the speaker at the June 7 annual meeting but at the present time no answer had been received.

As regards office space, Stan Wenberg had reported that rental fee for the Credit Union Building based upon \$3.50 per square foot at 5,000 square feet had come to \$17,500. At the present time two appraisals were being made of the rental value of the building in order to determine what a proper rental is.

As regards the Alumni Club, Ed Willson said that the House Committee was considering a new proposal but until additional information is forthcoming from manager Bob Winrich the matter couldnt be presented to the Executive Committee. However, he had asked the Executive Director to present a new idea on Club support.

The Executive Director explained that every five years an actuarial study is made to determine the cost of the life membership and the cost of annual membership. This actuarial study is being completed now and is supposed to be ready by January 1, at the very latest. While the overall membership fee is \$5.00 per year the per capita income per member is about \$3.50 per year due to the special rates, ie. a years free membership, special rates for the first five years out and 2,000 husband-wife members at \$1.00 each. The cost of the magazine at the present time is \$2.40 leaving about \$1.10 for the overall Association program. On the basis of the actuarial study an increase in dues will probably be recommended. It was felt that if the dues were \$7.50 and out of the \$7.50 \$1.25 could be allocated to the operation of the Club (this would bring in about \$25,000 a year), \$1.00 allocated for \$1,000 of accident insurance, plus the Alumni News, plus the possibility of the University of Minnesota Golf Club being available to alumni members. With this kind of package membership in the MAA would be easy to sell because \$7.50 would be a very reasonable cost. A real job of merchandising could be done.

Under this setup it would mean the Club would be a part of alumni association program and services and membership would be 24,000 members. In the Minneapolis-St. Paul area there are over 8,000 members. Through good promotion this 8,000 would be appealed to and use of the Club would greatly improve. Through volume use of the Club, funds would be available which would assist the Association in meeting the operational cost. Whether the idea is feasible or not would have to be carefully thought about. There are many pluses and number of minuses; the financial side would have to be carefully explored but it is a possibility if the \$7.50 fee is feasible. If it requires a greater amount of money to do the job, it would be impossible to consider. Following the recommendation by the Executive Director, the matter was briefly discussed. The idea will be more fully developed and presented after the actuarial study has been received.

Under new business the idea of accepting advertising for liquor and cigarettes was discussed. The University policy does not prohibit such advertising as liquor advertising and cigarette advertising is now approved by the University Board of Publications and the new student-faculty directory accepts liquor advertisements. This matter has been before the alumni board and Executive Committee on several occasions but because of the University position of no liquor advertising it was never discussed on its merits. It was felt that because this is a controversial subject it should be an item on the agenda for the winter board meeting in January.

Copies of the consulting report have been sent to members of the Executive Committee by Judd Ringer. Ed Willson has suggested that a date be set when Judd Ringer would be present and he would call a special meeting of the Executive Committee to discuss the report.

There being no further business to come before the Board, on motion duly made and seconded the meeting adjourned.

Respectfully submitted,

A handwritten signature in cursive script, appearing to read "Ed Haislet", with a long horizontal flourish extending to the right.

ED HAISLET
EXECUTIVE DIRECTOR

NOV 23 1965

MAUN, HAZEL, GREEN, HAYES, SIMON AND ARETZ
ATTORNEYS AT LAW

EPH A. MAUN
ALD S. HAZEL
LYN C. GREEN
ENCE J. HAYES
ME B. SIMON
ARD E. ARETZ
A. MURRAY
C. JOHANNESON
S W. BREHL
DDORE J. COLLINS
R F. NELSON
E G. ODLAUG

332 HAMM BUILDING
SAINT PAUL, MINNESOTA 55102

227-9231
AREA CODE 612

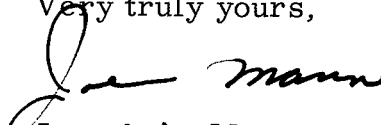
November 22, 1965

Mr. Ed Haislet
Minnesota Alumni Association
205 Coffman Memorial Union
University of Minnesota
Minneapolis, Minnesota

Dear Ed:

I am enclosing the original certificate of amendment of the Articles of Incorporation of Minnesota Alumni Association which has been filed with the Secretary of State's office and with the Register of Deeds of Hennepin County. This document should be placed in the permanent minute book of the corporation.

Very truly yours,


Joseph A. Maun

JAM:dp
enc.



~~1-26, 461~~

CERTIFICATE OF AMENDMENT
OF ARTICLES OF INCORPORATION OF
THE MINNESOTA ALUMNI ASSOCIATION

We, the undersigned, Edwin A. Willson and Dorothy Green Anderson, respectively the President and Secretary of The Minnesota Alumni Association, a non-profit corporation, subject to the provisions of Chapter 317, Minnesota Statutes, do hereby certify that, pursuant to resolution of the Board of Directors of said corporation, as required by Section 317.27, Subdivision 2 (1) at a meeting of the members of said corporation, notice of such meeting, proposal to amend and nature of such proposal having been mailed to each member entitled to vote thereat at least five days prior to such meeting, held in the City of Minneapolis, Minnesota, on the 21st day of September, 1965, at which meeting a quorum of the members were present, resolutions as hereinafter set forth were adopted by a majority of said members:

"RESOLVED, that pursuant to Section 317.27, Minnesota Statutes, that the Articles of Incorporation of The Minnesota Alumni Association, be and the same hereby are amended in their entirety and as so amended, they shall read as follows:

~~L-26, 462~~

ARTICLES OF INCORPORATION OF
THE MINNESOTA ALUMNI ASSOCIATION

ARTICLE I

The name of the corporation is THE MINNESOTA ALUMNI ASSOCIATION.

ARTICLE II

Purpose

The purpose of the corporation is:

1. To cooperate in maintaining the University of Minnesota's leadership among American universities.
2. To assist in securing every reasonable financial support that the needs of the University of Minnesota require.
3. To support the administration of the University of Minnesota in carrying out its educational policies and program of service to the people of the State of Minnesota.
4. To keep graduates and former students adequately and correctly informed regarding the affairs of the University of Minnesota.
5. To develop a program of cooperation with alumni of the University of Minnesota, who, as individuals or groups, desire continuing educational service such as may be made available through the departments of the University of Minnesota.
6. To work toward broadening educational opportunity for youth through the sponsorship of a scholarship program.

7. To lend support to worthy student projects and activities and to assist students of the University of Minnesota in every way possible.

8. To bring alumni back to the University of Minnesota campus as often as possible through planning and arranging special programs, events, occasions, meetings, reunions and the like.

9. To sponsor and develop University of Minnesota alumni chapters throughout the state and the United States so as to bring the University to its alumni.

10. To provide the opportunity for graduates of the University of Minnesota for annual giving to the University through the alumni fund.

11. To bring service and educational programs to the University of Minnesota alumni body not otherwise obtainable.

12. In furtherance of the foregoing purposes, to accept, receive, hold, invest, reinvest, manage and administer gifts, legacies, bequests, devises, funds and property of any kind or nature, without limitation as to amount or value; to use, employ, apply, expend and disburse, by donation or otherwise, the income and principal thereof, exclusively for the express purposes of this corporation.

ARTICLE III

Duration

The duration of this corporation shall be perpetual.

~~Page, 464~~

ARTICLE IV

Location

The registered office of this corporation shall be in the City of Minneapolis, County of Hennepin, State of Minnesota.

ARTICLE V

Limitations on Corporate Powers

1. No part of the activities of this corporation shall consist of carrying on propaganda, nor shall this corporation engage in any activities which are unlawful for charitable or educational organizations to engage in under either the laws of the United States of America, or any state where such activities are carried on; nor shall it engage in any transaction defined at the time as "prohibited" under the Internal Revenue laws of the United States of America.

2. No compensation or payment shall ever be made or paid to any member, officer, trustee or organizer of this corporation, except as a reasonable allowance for actual expenditures or for services actually rendered. Neither the whole nor any part or portion of the assets or the income of this corporation shall ever be distributed to or divided among any such persons, and this corporation shall afford no pecuniary gains, incidentally or otherwise, to its members.

ARTICLE VI

Disposition of Assets on Dissolution

In the event of the liquidation or dissolution of this corporation,

the net assets of this corporation shall be distributed only to a corporation or other organization qualified for exemption under Section 501(c)(3) of the Internal Revenue Code of 1954, or to any federal, state or local government or governmental organization for use for public purposes.

ARTICLE VII

The members of this corporation shall not have any personal liability whatever for the corporate obligations.

ARTICLE VIII

This corporation shall have no capital stock and it is neither organized nor shall it be conducted to obtain pecuniary profits.

ARTICLE IX

Members

Any person may become a member of this corporation in accordance with the terms and conditions of membership specified in the By-Laws.

ARTICLE X

Board of Directors

1. This corporation shall be governed by a Board of Directors which shall have control over its property and the general direction of its affairs, subject to review by the membership as in the By-Laws

provided. The Board of Directors shall number not less than twenty-seven (27) nor more than fifty (50). The exact number of members of the Board of Directors, their method of election or appointment and eligibility shall be as provided from time to time in the By-Laws.

2. The By-Laws may provide for honorary, special, and ex officio Directors as well as regular Directors.

3. Each Director, whether elected or appointed, shall serve one term of four years or one or more short terms not exceeding four years and shall thereafter be ineligible for further membership on the Board.

4. In case of a vacancy on the Board other than a vacancy occurring because of the expiration of a term in office, the vacancy may be filled by election at any special meeting of the Board of Directors called for that purpose, or at any annual meeting of the Board of Directors; provided, however, the appointee shall serve only for the balance of the term.

5. The names and post office addresses of the Board of Directors, each of whom shall serve until his term expires or until his successor has been elected and qualified are as follows:

| | |
|-----------------------------------|---|
| Fred J. Agnich | 5206 Kelsey Road, Dallas, Texas |
| John Henry Aldes | 4833 Fountain Avenue, Los Angeles, Calif. |
| Kenneth M. Anderson | 300 Roanoke Building, Minneapolis, Minn. |
| Mrs. O. H. Anderson | 161 Juniper, Mahtomedi, Minnesota |
| Dr. Wes D. Anderson | Rosemount, Minnesota |
| George S. Arneson | 5619 Kentucky Avenue, Pittsburgh, Pa. |
| Dr. Richard E. Anonsen | 5 West Lake Street, Minneapolis, Minn. |
| Denis Bakke | 3950 Cherrywood Drive, North St. Paul, Minn. |
| Robert J. Bjorklund | 4618 Colfax South, Minneapolis, Minn. |
| Dreng Bjornaraa | 2926 W. River Road, Minneapolis, Minn. |
| Russell Boogren, Jr. | 717 Jenks, St. Paul, Minn. |
| Roger E. Copeland | 5682 Chestnut Avenue, Littleton, Colorado |
| Henry W. Dahlberg, Jr. | 1025 Sunset, Winnetka, Illinois |
| Ruth Egeland | 216 Oak Grove, Apt. 102, Minneapolis, Minn. |
| J. Leonard Frame | 4912 St. Croix, Minneapolis, Minn. |
| George J. Frey | 1897 Summit Avenue, St. Paul, Minn. |
| Robert B. Gillespie | P.O. Box 272, Cambridge, Minnesota |
| Kenneth C. Glaser | 426 Hollyhock Lane, Minneapolis, Minn. |
| Waldo E. Hardell | 4620 Browndale Avenue, Minneapolis, Minn. |
| Albert H. Heimbach | 5037 Dupont South, Minneapolis, Minn. |
| Harold L. Holden | Route 12, Box 1084, Wayzata, Minnesota |
| Grant Johnson | 1124 Summit, Detroit Lakes, Minn. |
| Christian Kamrud | Appleton, Minnesota |
| Irene D. Kreidberg | 1360 St. Paul Avenue, St. Paul, Minn. |
| Richard E. Kyle | 18 Lake Avenue, White Bear Lake, Minn. |
| Dr. James C. Mankey | 4510 Fremont South, Minneapolis, Minn. |
| Cecil C. March | 16 Buffalo Road, North Oakes, St. Paul, Minn. |
| Edwin A. Martini | 3432 E. 2nd Street, Duluth, Minnesota |
| Alfred O. C. Nier | 2279 Hoyt Avenue West, St. Paul, Minn. |
| Robert J. Odegard | 708 South Second Street, Princeton, Minn. |
| Peter G. Pafiolis | 7538 Columbus Avenue, Minneapolis, Minn. |
| Robert B. Peters | 1838 Juliet Avenue, St. Paul, Minn. |
| James G. Peterson | Route 4, Box 41, Excelsior, Minn. |
| Otto W. Quale | 3233 Murray Street, Owatonna, Minnesota |
| Charles Judd Ringer | 16617 Black Oaks, Wayzata, Minnesota |
| Lee H. Slater | 160 Woodlawn Avenue, St. Paul, Minn. |
| Dr. Melvin O. Sletten | 515 Western Avenue, Madison, Minn. |
| Melvin C. Steen | 5 Hampshire Circle, Bronxville, New York |
| Betty Sullivan | 4825 Queen Avenue South, Minneapolis, Minn. |
| David Tester | 4501 Oneota, Duluth, Minnesota |
| Judith Tiede | 19-27th Avenue S. E. Minneapolis, Minn. |
| James A. Watson | 2337 Newton Avenue South, Minneapolis, Minn. |
| Terrance L. Webster | Route 7, Box 318, Excelsior, Minn. |
| Edwin A. Willson | 5440 Normandale Road, Minneapolis, Minn. |
| Edwin L. Haislet (Executive Dir.) | 3724 W. 22nd Street, Minneapolis, Minn. |

~~120,468~~

ARTICLE XI

The Board of Directors, by majority vote, shall establish Bylaws for the investment policy, management and conduct of the business and affairs of this corporation.

The Board of Directors may provide for an Executive Committee which shall have and exercise such of the powers, functions and rights of the Board of Directors as said Board shall delegate.

SS& 1022 PAGE 124

ARTICLE XII

The officers of this corporation shall be elected by the Board of Directors. The names and places of residence of the officers of the corporation who shall serve until the next annual meeting of the corporation shall be as follows:

- President Edwin A. Willson
5440 Normandale Road
Minneapolis, Minnesota
- First Vice President Waldo E. Hardell
4620 Browndale Avenue
Minneapolis, Minnesota
- Second Vice President Albert H. Heimbach
5037 Dupont South,
Minneapolis, Minnesota
- Secretary Dorothy Green Anderson (Mrs. O. H. Anderson)
161 Juniper
Mahtomedi, Minnesota
- Treasurer Kenneth C. Glaser
426 Hollyhock Lane
Minneapolis, Minnesota
- Executive Director Edwin L. Haislet
3724 W. 22nd Street
Minneapolis, Minnesota

ARTICLE XIII

This corporation shall have a corporate seal.

And we do further certify that the said resolution, and said Articles of Incorporation so amended, were at a meeting of the members held on the 21st day of September, 1965, at which a quorum of all members of said corporation were present, and voted, duly adopted, ratified and confirmed.

IN WITNESS WHEREOF, we, the undersigned, have subscribed our names and caused the corporate seal of the corporation to be hereto affixed this 22nd day of October, 1965.

Edwin A. Hillen
President

Dorothy Green Anderson
Secretary



~~470~~

STATE OF MINNESOTA)
)
) SS.
COUNTY OF HENNEPIN)

Edwin A. Willson and Dorothy Green Anderson,

being first duly sworn, on oath depose and say that they are respectively the President and Secretary of THE MINNESOTA ALUMNI ASSOCIATION, the corporation named in the foregoing certificate; that said certificate contains a true statement of the action of the members of said corporation duly held as aforesaid; that the seal attached is the corporate seal of said corporation; that said certificate is executed on behalf of said corporation by its express authority; and they further acknowledge the same to be the free act and deed of said corporation.

Edwin A. Willson

Edwin A. Willson

Dorothy Green Anderson

Dorothy Green Anderson

Subscribed and sworn to before me
this 22 day of October, 1965.

Joseph A. Maun

Notary Public

JOSEPH A. MAUN
Notary Public, Ramsey County, Minn.
My Commission Expires June 30, 1972

STATE OF MINNESOTA
DEPARTMENT OF STATE
I hereby certify that the within instrument was filed for record in this office on the 28 day of Oct, A. D. 1965, at 1:45 o'clock P. M., and was duly recorded in Book L-26 of Incorporations, on page 461
Joseph L. Donovan

Secretary of State

APPR'D & FILED
INDEXED
IND. FILED
DEX. CHECKED



Minn A.

Pub

**OFFICE OF REGISTER OF DEEDS
STATE OF MINNESOTA
COUNTY OF HENNEPIN**

I hereby certify that the within instrument was filed for record in this office on the

8 day of NOV A. D. 1965 at 8

o'clock A.M. and was duly recorded in book 1022 of size page 119 etc

Bert J. Wilson

By B. Lundemo
REGISTER OF DEEDS
DEPUTY REGISTER OF DEEDS

Winn, Hazel et al

302 Hamm Bldg

St Paul
Winn 55102

7-350



THE MINNESOTA ALUMNI ASSOCIATION
205 Coffman Memorial Union
University of Minnesota
Minneapolis, Minnesota 55455

Minutes
January 18, 1966

Pursuant to notices sent to members of the Executive Committee, a meeting was held Tuesday, January 18 at 7:30 a.m., Minneapolis Athletic Club. In attendance were:

Ed Willson, President and presiding
Dorothy Anderson
Robert Gillespie
Al Heimbach
Robert Odegard
Judd Ringer
Terrance Webster
William Ramsey, guest
Ed Haislet

The minutes of the Executive Committee for December 14 were approved as sent out.

President Ed Willson read a letter from Mr. William Connell, Administrative Assistant to Vice President Humphrey, indicating they had received the letter concerning the annual meeting on June 7 and it will be considered at the time they make up their schedules in April. They will then let us know.

Ed Haislet read a letter from Vice President L. R. Lunden indicating that the Board of Regents had accepted 813 gifts in the amount of \$20,662.00 for support of 37 funds in December. The report was placed on file.

The main purpose of the meeting was the Frazer-Torbet report and William Ramsey, on the invitation of Judd Ringer, was there to go over the report. Mr. Ramsey went over the several items point by point.

First the recommendation on membership accounting procedures. He indicated that all recommendations had been implemented, that established procedures had been shortcutted by the girls and therefore the internal control over cash receipts was nullified because of this. His recommendations restored regular procedure.

As regards the Alumni Fund, he felt his recommendations should be implemented. However, the Executive Director, because the Alumni Fund is a University Department, indicated the recommendations had been sent to the University auditors office and the auditors office had sent two men over to review the procedures. They had indicated

by phone that we should continue the present procedures until they made a report. Up to the present no report has been made. Mr. Ramsey felt that there was considerable duplication of work and handling of funds and that some of Margaret Ezzell's time could therefore be used for other purposes. It was agreed that President Willson should write to the auditor to see if he couldn't get the recommendations of the University auditor.

As regards the computer, it was agreed that recommendations as indicated should be implemented, that the recommendations have been sent to the Foundation for their consideration. As a matter of fact, the same recommendations previously had been made several times to the Foundation. For the most part it was felt that the Association lists are not as good as they could be because of lack of money for tracer work and to verify addresses of those who go insufficient. It was felt that this matter should be presented to the University administration and more money be made available in order to keep more accurate records.

As regards the Alumni Club, Mr. Ramsey indicated that it was a real difficult bookkeeping procedure because of the double expiration date on membership, both Association and Club. He felt one of the ways out would be to have membership in the Club a part of the overall membership of the Association. President Willson indicated that the agenda called for a report on the Actuarial Study just completed which encompasses this point somewhat and asked the Executive Director to report on the Actuarial Study.

The Executive Director said he had received the Actuarial Study from Marsh & McLennan and that the recommendation was "on the basis of an actuarial analysis it was recommended that existing membership dues be continued for the time being". The reason for this recommendation was because of the fact that in 1962 the Board of Directors changed the life membership from \$75.00 to \$100.00 in order to take care of the 25% commission for a life membership plan that was in effect. This distorted the overall relationship between the life membership and annual membership and because of this particular action the relationship between the \$5.00 and \$100.00 life membership was still adequate at this time. This allows the Board if they so desire to raise the alumni dues and in it encompass \$1.25 or so for the Club along with some other benefits, that if this was feasible the Association wouldn't advertise the raise in dues but this would be indicated only on renewals. This would be one of the benefits along with the magazine and other things that could be worked out.

Ed Willson indicated he was appointing a committee to bring in a membership report on the result of the actuarial study to encompass this whole matter.

After this overall report, on motion duly made and seconded, it was voted to approve the Frazer-Torbet report and the fee in the amount of \$975.00 for the report was likewise approved.

Ed Haislet was then asked to report for Treasurer Ken Glaser who was not present. His report indicated that all the alumni accounts have now been changed from former depositories to new depositories in line with new resolution and that \$100,000 was now in savings certificates in a deposit box in the University National Bank. The operating fund stood at \$20,074 as of December and that in the various savings accounts there was \$46,701. This transfer of funds had the approval of the Treasurer.

At the request of the Treasurer, the Executive Director had prepared a resolution which was a standard resolution and indicated that the President, Treasurer, Executive Director and one Assistant Director as designated were authorized to sign and that all checks needed only one signature. This raised the question as to whether this was proper procedure. It was felt that because of the monies held in savings and savings certificates of about \$150,000 that two signatures are needed, one from designated officers and one from the staff. On motion duly made and seconded, the resolution was approved on the basis that two signatures would be necessary for all savings and savings certificate accounts.

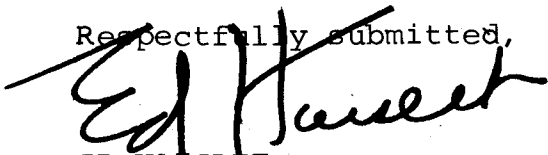
As regards the operating fund, it was felt that this likewise should have a double signature. However, the Executive Director indicated that this would make it very difficult to transact the regular and ordinary business and that the budget which had been approved delimited expenditures, that it would increase the time necessary to transact business and inasmuch as he was at the University and the rest of the Board was either downtown or farther out it would make it most difficult. It was the consensus of the Board that somehow double signatures should be worked out. A suggestion was made that expenditures up to a certain amount could be handled by one signature. The Executive Committee referred this matter back to Ken Glaser for his recommendation at the next meeting of the Executive Committee.

(NOTE: The Executive Director checked with his bookkeeper to find the number of checks written the last two months; 95 checks were written in November and 71 in December and encompass salary checks, check for the magazine, printing, field services, travel, office expenditures, postage, merchandising objects and advertising. All the expenditures were small with the

exception of the magazine which is the one large expenditure. The alumni magazine which is a bid figure comes to \$2438 per issue.)

There being no additional business the meeting adjourned.

Respectfully submitted,

A handwritten signature in black ink, appearing to read "Ed Harslet". The signature is written in a cursive style with a large, sweeping initial "E".

ED HARSLET
EXECUTIVE DIRECTOR

PLEASE NOTE: The Executive Committee meeting scheduled for March 16 has been cancelled and been rescheduled for February 22. The Spring Board Meeting scheduled for March 1 has been rescheduled for March 23. All members of the Executive Committee are asked to change their calendars.

THE MINNESOTA ALUMNI ASSOCIATION
205 Coffman Memorial Union
University of Minnesota
Minneapolis, Minnesota 55455

Minutes
January 25, 1966

Pursuant to notices sent to members of the Board of Directors and Past Presidents the winter meeting of the Board was held at the Alumni Club at 6:00 p.m., January 25, 1966. In attendance were:

| | |
|-------------------------------------|-------------------------|
| Ed Willson, President and presiding | |
| Mrs. O. H. Anderson | Irene Kreidberg |
| Denis O. Bakke | Richard E. Kyle |
| Russell Boogren | Dr. Robert Hugh Monahan |
| Dr. W. F. Braasch | Otto W. Quale |
| Julius E. Davis | Arthur Radcliffe |
| Ruth M. Egeland | Betty Sullivan |
| Robert Gillespie | Melvin Steen |
| Waldo Hardell | Terrance Webster |
| Albert Heimbach | Ed Haislet |
| Harry Heltzer | |
| Harold L. Holden | |

After dinner, President Willson called the meeting to order and presented Melvin Steen, Director at Large, who had travelled from New York to attend the meeting. Then he introduced presidents of constituent groups attending for the first time: Denis O. Bakke, president College of Agriculture, Forestry and Home Economics; Dr. W. F. Braasch, President School of Dentistry Alumni Association; Julius E. Davis, President Law Alumni Association; Dr. Robert Hugh Monahan, President Medical Alumni Association; and Arthur Radcliffe, President School of Social Work Alumni Association.

The minutes of the Executive Committee meetings of October 12, November 9, December 14 and January 18 were approved as sent out.

Progress reports were then heard. Re: the insurance program, the Executive Director indicated that there are now 884 policies in force with \$8,835,000 in volume. Forty-six alumni had terminated in the past two months mainly converting. At the present time only a minimum of promotion is being done in that an application blank and folder are placed in the commencement packets, and then 90 days later a letter goes out to the new graduates about the program. A new program is going to be tried out on the December graduates which will start about March 1. The question was raised, why is the Alumni Association in the insurance business? The answer was that the Association actually isn't in the insurance business but offers an opportunity for group life insurance as a service to its younger graduates as a means of holding membership and as a source of income.

As regards membership, each five years the Minnesota Alumni Association does an actuarial analysis of its membership to see if the life membership fee is enough to cover the cost of the magazine for life and that the annual membership fee is in proper relationship to life membership fees. On the basis of the study made this year by Marsh & McLennan (1965 calculations) the recommendation is as follows: "On the basis of an actuarial analysis it was recommended that the existing membership dues schedule be continued in force for the time being." It was explained that for some time now there has been a need for increased funds, that the actual cost of the magazine per capita is \$2.30 at the present time, and although annual membership fees are \$5.00 because of the special rate to students the first five years out, the faculty rate at \$2.50 and husband-wife membership of \$1.00 extra a year. Instead of an average income of \$5.00 the actual income is closer to \$3.50. That means the funding is getting very tight and there is a need to raise the membership fees. It has been thought that a \$7.50 annual fee might be the proper one. If so, the life membership fee would have to relate to that fee.

However, if the membership fee was increased benefits would be increased. Suggested was that all members of the Association receive the magazine, belong to the Alumni Club, and receive a \$10,000 accident policy, and also, if possible, the University golf course privileges. Some additional funds for the Association would be added to its able program. President Willson indicated he appointed a committee to bring in a study if possible by June which would encompass the financial and administrative aspects, the various pros and cons, problems and benefits. Membership as of December 1965 is 24,336 and as of December 1964 23,590, or a gain of 800.

The report of Dr. Lundquist, Chairman of the Office Space Committee, was given by the Executive Director. The plan is an alumni building by 1973 which would house the Alumni Office, the Alumni Club, plus 100 hotel rooms which would be used by people servicing the University. It would be erected on the West Bank adjacent to the new campus. The rental rooms would amortize the whole structure. This plan was first developed at the time Dr. Lundquist was President of the Association and was considered prior to the Alumni Club idea downtown Minneapolis. At that time the Administration was interested in the idea but when it came to the liquor situation, because it was necessary to eliminate as many liquor licenses as possible from the Seven Corners Area and because the Alumni Club would have to have a liquor license, it was thought the plan should be deferred for at least five years.

For the past 15 years the Alumni Office has been crowded in its present quarters and the University Administration has made every attempt to try to find additional space. Space at the University at the present time is so completely used that there is little

opportunity for office space for Association quarters in University buildings in the foreseeable future. There is a possibility that the Credit Union Building on 14th and 4th Street might be available in joint occupancy with the Credit Union. This idea is under consideration by the Administration at the present time. However, that would be an interim step with the Association having its own alumni building with offices, Club, and rooms by 1973.

Dr. Lundquist and the committee in discussing the problem felt that plans should start at once. The Executive Director with Dr. Lundquist met with Win Close, the University architect, at one time and discussed possible locations and overall plans. Mr. Close said he would be willing to proceed with the preliminary sketch if he had some idea of space requirements. In talking to Stan Wenberg about this, he suggested that the Executive Director check with the Extension Department, Dean Thompson, and with the Center for Continuation Study, Fred Berger, as well as the Campus Club. A date was arranged to appeal before the Campus Club Board of which Stan Wenberg is building chairman but for some reason it never did come about. A conference was held with Dr. Willard Thompson. He is interested in the whole idea but especially the hotel rooms being available for their use. They are getting out of the hotel business entirely and this would be a tremendous adjunct to them and the University to have rooms available for visitors coming to conferences or visiting others at the University. He said they want to be kept fully informed. He said hopefully the Alumni Association wouldn't go into the conference business - that they would use our meeting rooms from time to time. He hoped we would have some meeting rooms that would handle 50 persons.

A conference likewise was held with Fred Berger, Director of the Center for Continuation Study and he indicated they have only 12 rooms to house people and that this phase of our idea was a most important one to his operation. At the present time they are housing their people in two off campus motels and more and more they are off campus for meetings because the University facilities are not adequate. He would probably use some of our smaller conference rooms for special sessions. He was interested and would like to be kept advised.

At one of the meetings of the Administration it was pointed out that land on the West Bank already is becoming scarce and one of the most important things we should do is to indicate where we would like to be, and start buying the land now; that if we wait very much longer there won't be any land available.

In reporting all this to Dr. Lundquist, he felt we should submit our space requirements to Mr. Close so that a preliminary sketch could be made. He felt that \$300-400 would be necessary for Mr. Close to complete the sketches and he is going to ask the Executive Committee for this amount. Likewise he feels we should start working with the University on a location and see if the Association shouldn't start buying the property as soon as possible. This was a report to the Board and no action was required.

Waldo Hardell talked about the Alumni Club and indicated that the membership program is now chaired by Ed Landis of IBM and he has every confidence that a good job will be done. He likewise thought that Mr. Landis should be assured that no matter what new program is in prospect nothing will be done for one year. Membership at the present time is 1522 with 916 residents, 492 non-residents and 70 associate members. Membership has held this number now for two months. However, the hard core of users has held and actually business has increased although the number of members is down. He feels that more members should be obtained as soon as possible. The food and service is good. December was our biggest month and January looks good at the present time.

He also reported on his trip to Los Angeles and San Francisco and indicated he had met with Dr. John Aldes, Association Board member at large from Los Angeles, and the problem of reorganization of the Los Angeles Chapter. He likewise visited the Northern California chapter and officially presented the Outstanding Chapter Award to them. He was most enthusiastic about this fine group of alumni and their program.

The next item of business was the consideration of accepting cigarette and liquor advertising in the Alumni News. Previously it has been reported to the Executive Committee that the University now accepts liquor advertising in their student address book and therefore the University has no objections if the Alumni Association accepts liquor and cigarette advertising for the Alumni News. This matter has come up before the Alumni Board on three previous occasions and each time because it was the policy of the University not to accept this kind of advertising in their publications, the Association should not. Now the matter could be discussed on its merit. The Executive Committee wanted the matter brought to the Board for their consideration and recommendation. A motion was made and seconded that the Minnesota Alumni Association accept liquor and cigarette advertising in the Alumni News if done with good taste and discretion.

In the discussion that followed it was the feeling that the decision had already been made by the University, that alumni are sophisticated and read magazines in which there is liquor advertising, have liquor in their homes, go out, and all we need to do is proceed. There is a possibility of making about \$2500 a year per page and that two or three pages plus one page of cigarette advertising might give as much as \$10,000 additional funds. The Association has real need of additional revenue and this would be one source. The question was raised if money was our aim. The Executive Director indicated that the Board had really made the decision several years ago in order to do more for the Alumni in the way of services additional revenue would have to come from alumni sources. While money was not the aim it was necessary that every source of funds be exploited and this was the reason to some degree for the Alumni Club and insurance program. It was expressed that because the Alumni News goes into the homes and children look at it for that reason the advertising should not be carried. There was some feeling that only liquor

advertising be carried and not cigarette advertising because of the health hazard of cigarettes. It was emphasized that if the advertising was accepted it must be done slowly and with good taste and discretion. On motion duly made and seconded, the motion was carried.

The main business before the Board was the consideration of By-laws. The Bylaws are in line with the new Articles which had already been adopted. All members have received copies of the Bylaws to be acted upon. Ed Willson said he would go over the Bylaws section by section and if there were any objections they would be noted and changed before a final vote was taken. The Executive Director was asked to explain each section and the change from the previous section.

The first change was page 6, Article V - to be changed to Article VI. On the top of page 7, the petition signed by fifty members, there should be a (50) in parenthesis. Article 29 as follows: Special meetings of the Board may be called by the President and shall be called by the President or Secretary on written request of four directors and said call shall briefly state the purpose of the meeting. Section 33, page 8, was changed as follows: The Nominating Committee shall consist of the President, as chairman, ~~the two immediate past~~ presidents, the first vice president, the second vice president, and two members of the Association other than Board members appointed by the President. Section 34 was changed as follows: The Nominating Committee will have a two-fold function. First, it will nominate not less than two members for each director to be elected for membership on the Board and second, it will nominate at least one person for each vacancy filled by the Board for members at large. The last sentence was delineated.

Page 9, Section 37 was changed: Nominations for members at large. Section to read: the names of those persons selected as nominees for vacancies on the Board as members at large shall be communicated to the President at least two weeks prior to the Annual Meeting. The President shall in turn communicate the recommendation to the Board at its annual meeting. Page 10, Section 41, last paragraph should read: The Executive Director is authorized, instead of be authorized. Page 11, Section 44, first sentence to read: Membership on this committee consists of all presidents of the Association and/or corporation. Page 12, Section 48, last paragraph, the last line should read: Incorporation or Bylaws of this Association.

President Willson then reiterated the changes and on motion duly made and seconded it was unanimously voted the new Articles be accepted.

President Willson indicated one important date changes for the Board. The Spring meeting of the Board of Directors originally scheduled March 1 has been rescheduled for March 23 at 6:00 p.m. The members were asked to change their calendars.

There being no further business, on motion duly made and seconded the meeting adjourned.

Respectfully submitted,

A handwritten signature in black ink, appearing to read "Ed Haislet", written over the typed name.

ED HAISLET
EXECUTIVE DIRECTOR

Jan 25 1966

BYLAWS OF
MINNESOTA ALUMNI ASSOCIATION

ARTICLE I
Membership

Section 1. Regular Members Any graduate or former student of the University of Minnesota, including the University of Minnesota Duluth and University of Minnesota, Morris, shall be eligible for membership upon the payment of \$5.00 annual dues, or if having graduated less than six years before applying for membership, upon the payment of the following dues:

| | |
|--------------|---|
| 1st year out | Regent's membership (free) |
| 2nd year out | Membership fee of \$1.00 |
| 3rd year out | Membership fee of \$2.00 |
| 4th year out | Membership fee of \$3.00 |
| 5th year out | Membership fee of \$4.00 |
| 6th year out | Membership fee of \$5.00 |
| Thereafter | Regular membership fee as determined by the Bylaws of the Association |

For the purpose of this section a "former student" is anyone who has completed fifteen credits of work in either day or night school or extension, but excluding correspondence courses.

A husband and wife may become members upon payment of the following dues:

- (a) Annual: Upon payment of additional \$1.00 or a total membership fee of \$6.00
- (b) Five-Year: Upon payment of additional 80¢ a year (\$4.00) or a total membership fee of \$24.00
- (c) Life: Upon payment of an additional \$25.00 or a total membership fee of \$125.00

Section 2. Faculty Whether or not a graduate or former student, if associated with the University of Minnesota as a member of the Board of Regents, as a person holding a full-time faculty academic appointment or as an administrative officer, upon the payment of \$2.50 annual dues.

Section 3. Life Memberships Any of the foregoing may become life members upon the payment of \$100.00.

Section 4. General All members shall be entitled to all the rights and privileges of membership, including the subscription to the ALUMNI NEWS, the official publication of the Association.

ARTICLE II
Organization

Section 5. Board of Directors The government of the Association shall be vested in a Board of Directors which shall have control over its property and the general direction of its affairs, subject to review by the membership as hereinafter provided. The Board of Directors of the Association shall consist of the following members:

- (a) Twenty (20) members selected by the general membership
- (b) Six (6) members at large appointed by the Board of Directors
- (c) One (1) member from each of the duly constituted constituent societies
- (d) The presidents of such other special alumni groups as authorized by the Board of Directors.

The number of members of the Board of Directors representing the constituent societies and the special alumni group shall not exceed nineteen (19).

Each Director, whether elected or appointed as a member at large, shall serve one term of four years or one or more short terms not exceeding four years and shall thereafter be ineligible for further membership on the Board. In case of a vacancy on the Board other than a vacancy occurring because of expiration of a term in office, the appointee shall serve only for the balance of the term.

Section 6. Eligibility Any active member of the Association in good standing shall be eligible to be a member of the Board of Directors or an officer of the Association.

Section 7. Honorary Members of the Board Every Past President of the corporation and of the Minnesota Alumni Association shall be an honorary member of the Board of Directors, and additional honorary members may be elected from time to time by the Board of Directors. Honorary members shall be notified of meetings of the Board of Directors, but the failure to notify the honorary members of any meeting shall not invalidate said meeting. Honorary members shall have the right to attend and speak at said meetings, but shall have no vote, nor shall the number of honorary members be considered in determining whether or not a quorum of the Board of Directors is present.

Section 8. Special Members of the Board Presidents of special alumni groups, the membership of which cross over college and departmental lines, thus prohibiting constituent status, are eligible for ex officio membership on the Board of Directors of the Association, provided they are nominated by at least three members of the Alumni Board and elected by a three-fourths vote of same.

Section 9. Quorum At all meetings of the members at least fifty (50) members in good standing and actually present shall be necessary to constitute a quorum. Eleven of the regular members of the Board of Directors shall constitute a quorum. At committee meetings a majority of the committee shall constitute a quorum. At any meeting a majority of the quorum present shall be entitled to carry on business and adopt resolutions. Voting by proxy shall not be permitted at any meeting.

Section 10. Order of Business Except as herein otherwise provided at all meetings of the Association or any of its component parts, Roberts Rules of Order will govern.

ARTICLE III Officers

The officers of this Association shall consist of a President, a First Vice President, a Second Vice President, each of whom shall be an ex officio member of the Board of Directors and with voting rights, a Secretary and a Treasurer, each to be elected by the Board of Directors for a term of one year or until his successor is elected and qualified. The Second Vice President shall succeed the First Vice President in office. The First Vice President shall succeed the President in office.

Section 11. President The President shall be the chief executive officer and as such shall preside at all meetings of the members, the Board of Directors and of the Executive Committee, and shall be the official representative of the Association at all times with respect to its relationship to the University and to the public. All general communications shall be subject to the approval of the President and (excluding individual correspondence) shall in the discretion of the President be under the joint signature of the President and Executive Director. The President shall be an ex officio member of all committees, with voting privileges.

Section 12. Secretary The Secretary of the Association shall attest to the minutes of the meeting of the Board of Directors and to the minutes of the meetings of the members and the Executive Committee. He may, however, delegate the mechanical preparation of said minutes to the Executive Director or his staff.

Section 13. Treasurer The Treasurer shall present a report with respect to the financial affairs of the Association at the annual meeting and at such other times as may be directed by the Board of Directors. An annual audit of the books and accounts of the said Association shall be had by an independent certified public accountant who shall be employed by the Treasurer with the consent of the President. The Board of Directors may authorize the Treasurer and such other persons as it may appoint to sign or countersign checks drawn by the Association on any bank account or bank accounts of the Association. The Treasurer shall have the responsibility annually to review with the University of Minnesota the Association's fiscal relationship to the University. He shall be chairman and an ex officio member of the Investment Committee.

Section 14. Order of Authority In the event there is a vacancy in the Office of President, the First Vice President shall succeed to the Presidency. In the absence of the President, the First Vice President or the Second Vice President, the Treasurer and the Secretary in the order named shall assume the duties of President. In the absence or disability of the above named officers the Board of Directors shall select from its own members a president pro tem.

Section 15. Terms of Office All terms of office shall commence on July 1st and continue for a period of one year. All officers shall continue in their office ex officio even though their term on the Board of Directors will expire before the completion of said office.

Section 16. Vacancies Vacancies occurring, other than by expiration of a term, in the Board of Directors or among the officers shall be filled for the unexpired term by the Board of Directors. This may be done at a meeting called for that purpose or by ballot sent to each member of the Board.

ARTICLE IV
Executive Committee

Section 17. Membership The members of the executive committee shall consist of the President, the last living immediate Past President, all Vice Presidents, the Secretary and the Treasurer, and not to exceed six others selected by the President from the Board of Directors, all of whom shall be approved by the Board of Directors.

Section 18. Duties In the interim between meetings of the Board of Directors it shall act for and on behalf of the Board of Directors. It shall also analyze the annual departmental budgets made up and submitted by the Executive Director and in addition shall prepare and submit the budget to the Board of Directors through the President, with recommendations. In addition it shall advise, counsel with and make recommendations to the President, the Board of Directors and to the Executive Director upon finances, management policy and other business coming before the Association.

ARTICLE V
Executive Director

Section 19. Executive Director An Executive Director of the Association shall be appointed by the Board of Directors for a definite term and upon such conditions with respect to duties and compensation as may from time to time be determined by said Board.

Section 20. Duties The Executive Director shall manage the day-to-day affairs of the said Association subject to and in accordance with directions and instructions of the President. He shall have power to make such purchases and expend such funds as may be within the scope of the budget from time to time approved by the Board of Directors or the Executive Committee. In the concurrence of the President, the Executive Director may employ full-time or part-time employees but only upon such terms and under such conditions as are approved by the President.

Section 21. Constituent Societies The Association shall act as a secretariat to each of the constituent societies and its Executive Director will serve as Executive Director to each of the constituent societies.

Section 22. Disbursements No liability shall be incurred in behalf of the Association by any member of the Association or by any Director, officer, committee or any member of the administrative staff of the Association unless the same shall be provided for in an annual budget prepared under the supervision of the Executive Committee and approved by the Board of Directors. All disbursements shall be made by vouchers stating the purpose for which the funds are expended signed by the Treasurer, such other officers, the Executive Director or staff members as may be authorized by the Executive Committee. No appropriation of money or other property of the Association shall be made for any purpose other than as provided in the budget and other than to defray the legitimate expenses of the Association except by unanimous consent of the members present at any meeting of the Board of Directors or Executive Committee.

ARTICLE VI
Seal

Section 23. Seal The Association shall have a seal in such design as the Board of Directors may adopt.

ARTICLE VII

Section 24. Official Publication An official publication of the Association shall be issued to its members and shall be known as the "Alumni News". Editorial expressions relating to policy matters of the University or the Association shall be published in the "Alumni News" only after review by and consent of the President of the Association.

Section 25. Policy All resolutions adopted by committees and all reports and other communications which purport to reflect the views, attitude or policy of the Association shall first be approved by the Board of Directors before being made available either to the membership of the Association or to the public, except such resolutions, reports or other communications as shall have been approved or authorized in advance by the Board of Directors. No committee shall of its own volition commit the Association to any policy of any kind whatsoever without first having obtained the approval of the Board of Directors.

Section 26. Referendum When the Board of Directors deems any subject of sufficient importance, it may subject the same to referendum by a ballot printed in the "Alumni News"; or on

a petition signed by fifty (50) members after reference and consideration by the proper committee; provided the subject is germane to the purpose for which the Association exists, the Board shall submit the same to such a referendum. The ballots shall be counted within twenty days after that issue of "Alumni News" containing the ballot is mailed. The ballots shall provide for their return to the office of the Executive Director. The envelopes containing the ballots shall be opened and the ballots tallied on the 21st day after the date of the mailing of said issue by a committee of three, appointed by the President. The results thereof shall be communicated in writing by the committee to the President.

ARTICLE VIII
Meetings

Section 27. Annual Meeting The annual meeting of the Association shall be held at such place and time as the Board of Directors shall determine, which determination shall be made at least three months prior to the date of the meeting. Notice thereof shall be published at least sixty (60) days prior to the date of the meeting in the "Alumni News". At this meeting the annual reports of the officers shall be made and the newly elected President, First Vice President and Directors shall be presented.

Section 28. Special Meetings Special meetings of the members may be called at any time by the written request of four directors or twenty-five (25) members, filed with the President, or in his absence, with the First Vice President, which said call shall briefly state the purpose of the meeting. Notice of the time, place and purpose of said meeting shall be published at least once in the "Alumni News", such publication to be not less than twenty (20) days prior to the time of said meeting.

Section 29. Directors' Meetings Regular meetings of the Board of Directors shall be called by the President at such time and place as the Board of Directors or the Executive Committee shall designate, provided, however, that the Board shall meet not less than three times a year. Special meetings of the Board may be called by the President and shall be called by the President or Secretary on written request of four (4) directors and said call shall briefly state the purpose of the meeting.

Section 30. Annual Board Meeting The annual meeting of the Board of Directors shall be held prior to the time of the annual meeting of the members. At said annual meeting the election of officers shall take place. The President shall present to the Board at that time the list of persons nominated to be members

at large on the Board and as officers, as compiled by the nominating committee. Any other persons may have their names placed in nomination for such positions upon the motion of a member of the Board and seconded by any other member.

Section 31. Notice of Meetings Except as hereinbefore provided relative to the meetings of the members, notice of all meetings under these bylaws shall be given by mail, telegraph or telephone by the Executive Director upon request by the President, as follows:

- (a) Meetings of the Board of Directors, not less than Forty-eight (48) hours nor more than thirty (30) days:
- (b) Meetings of the Executive Committee, not less than Twenty-four (24) hours nor more than fifteen (15) days.

Section 32. Scope of Meetings Any business within the scope of the corporate powers of the Association and in accordance with these bylaws may be transacted at the annual meeting of the Association. Any business within the jurisdiction of the Board of Directors may be transacted at the regular Director's meeting provided that no vacancy shall be filled by the Board at any meeting unless the object of so doing is specified in the notice or call.

ARTICLE IX Committees

Section 33. Nominating Committee The nominating committee shall consist of the President, as chairman, the two immediate living Past Presidents, the First Vice President, the Second Vice President, and two additional members of the Association other than Board members, appointed by the President. The nominating committee shall meet upon call of the President of the Association but in any event in ample time to allow voting upon the persons nominated.

Section 34. Function of Nominating Committee The nominating committee will have a two-fold function: First, it will nominate not less than two members for each Director to be elected by the membership to the Board. Second, it will nominate at least one person for each vacancy to be filled by the Board as members at large.

Section 35. Board The nominating committee shall report in writing to the President of the Association as to those members they have selected to be nominated for election to the Board of Directors. Said report shall be made at least ninety (90) days prior to the date of the annual meeting. Nominations to the Board of Directors may also be made upon petition of not less than twenty-five (25) members of the Association, filed in writing with the President of the Association not less than ninety (90) days prior to the annual meeting. The President shall notify the Executive Director of all persons nominated.

Section 36. Ballots and Canvassing Upon delivery of the report of the nominating committee to the President, the latter shall cause the Executive Director to prepare a form of ballot subject to the President's approval and cause it to be published in the next subsequent issue of the "Alumni News". The ballot shall be in such form that the same may be clipped from the publication and mailed to the office of the Executive Director. The ballot shall indicate the college, school, place of residence, year of graduation or attendance, degrees and other pertinent information relative to such nominee. In case of nomination by petition the ballot shall contain after the name of each person so nominated the statement: "Nomination by petition". On the same page with the printed ballot shall appear specific directions with respect to the marking and mailing of said ballot, together with a statement indicating the final date the ballots must be received in order to be counted. The names of the nominees on the ballot shall be arranged in alphabetical order. The election committee appointed by the President shall count the ballots and the results of the election shall be reported at the annual meeting of the Board. Any member receiving a copy of the "Alumni News" shall be presumed eligible to vote. He need not attach his name to the ballot. It will be sufficient if his name and return address is on the envelope containing the ballot. All members shall be entitled to vote.

Section 37. Nominations for Members at Large The names of those persons selected as nominees for vacancies on the Board as members at large shall be communicated to the President at least two weeks prior to the annual meeting. The President in turn shall communicate the recommendations to the Board at its annual meeting.

Section 38. Qualifications The nominating committee, in making nominations of those to run for election to the Board shall give due regard to the representation by college, sex,

schools, organized alumni units and geographical areas, keeping in mind, however, such representations on the Board of Directors as will not make it difficult to secure attendance of a quorum at any meeting thereof.

Section 39. The membership of the Board of Directors representing constituent societies shall be selected by each society in accordance with its own rules and bylaws; provided, however, that no one person shall serve more than four consecutive years unless an officer of this Association, and provided further, that the method of selection shall have been approved by the Executive Committee of the Association.

Section 40. Standing and Special Committees The Board of Directors, upon the recommendation of the President, shall name such standing committees and special committees as the Board may deem necessary for the conduct of the affairs of the Association. The President, subject to confirmation by the Board of Directors, shall appoint the members of such committees for a period ending with his own term and until the appointment of successor committeemen, whichever is the later. The following standing committees are hereby designated:

Section 41. Investment Committee The function of the Investment Committee is to invest and reinvest the life membership, and other funds of the Association.

The Executive Director shall make a written report quarterly to each member of the Investment Committee as to the status of all money and investments of the Association, including information as to:

- (a) the amount of cash on hand together with a statement thereto as to the amount of said cash that could be invested.
- (b) names of each depository of funds and the amount on deposit in each.
- (c) a list of all investments.

The Executive Director is authorized through the Association Treasurer to place MAA funds in any depository guaranteed by FDIC or FSLIC up to the sum of \$10,000; that deposits placed in national banks in the Twin Cities are not subject to the \$10,000 limitation.

Section 42. Alumni University Liaison Committee This committee shall consist of the immediate five living past Presidents of this Association. Its function shall be to meet with and advise with the President of the University.

Section 43. Alumni Honors Committee This committee shall be comprised of three members each serving three year terms, one being named each year and one expiring each year. The senior member of the committee shall be the chairman. The purpose of the committee is to make recommendations to the University Honors Committee for the University's Outstanding Achievement Award, Alumni Service Award and such other appropriate University and/or Association awards.

Section 44. Alumni Fund Advisory Committee Membership on this committee consists of all past Presidents of the Association or corporation. The chairman shall be the immediate past living President. The committee shall act in an advisory capacity to the Director of the Department of Alumni Fund with reference to the annual giving campaign.

In view of the fact that all funds for the operation of the Alumni Fund come directly from the University for which the Executive Director of the Association has the responsibility of direction, the function of the committee will be to support, advise and counsel as to the various Alumni Funds such as:
(a) the Alumni Fund projects developed for and within the various colleges; (b) the Freshman Scholarship Program (c) the Class Funds (such as the Golden Anniversary Class Fund); (d) other similar funds.

Section 45. Powers and Duties of Committees Generally It shall be the function of committees to make studies and to make recommendations to the Executive Committee and the Board of Directors and to carry on such further activities as may be delegated to them by the Board of Directors. They shall examine into and report on such subjects as may be referred to them by the Board and they may originate and report to the Board such views as they deem proper for its consideration. Each committee shall endeavor to initiate ideas and procedures for accomplishing the objectives sought to be accomplished by the committee and may utilize the staff of the Association to that end.

Section 46. Election Committee An election committee consisting of not less than three members who are not officers or Directors or nominees for election shall be appointed by the President with the approval of the Board of Directors, at least twenty (20) days prior to the annual election. Such committee shall have jurisdiction over and supervise all elections for the Association. It shall act as a canvassing board, open the envelopes containing the ballots, count the votes and certify the results to the President. The results shall be made known to the membership at the time of the annual meeting and through the official publication by and under the name of the President.

Section 47. Canvass of Votes The nominee receiving the highest number of votes for Director shall be declared elected by the election committee by writing delivered to the President. Whenever there shall be a tie vote the election committee shall cast lots and certify to election the person or persons to whom the lot favors.

ARTICLE X
Miscellaneous

Section 48. Constituent Societies Constituent societies may be formed within the Association. Membership in the Association automatically confers membership in the proper constituent alumni society. Application to form such a constituent society may be made to the Board of Directors upon the filing of a petition signed by not less than twenty-five (25) alumni of any school, college, or department of the University or upon a like petition from a new regularly organized alumni association of some school, college, department of a University setting forth that they shall maintain an active bona fide existence as evidenced by holding at least one annual meeting. Upon approval of the Board of Directors of the Association an official charter will be issued.

Constituent societies may adopt constitutions, pass bylaws, elect officers, designate committees and otherwise function as an organization within the Association provided that nothing so adopted or done shall be in conflict with the Articles of Incorporation or Bylaws of this Association.

Section 49. Meetings Each constituent society shall hold its annual meeting at a time not conflicting with the meeting of the members of the Association. Each constituent society shall make an annual report to the Association through its delegated member at the time of the annual meeting of the Association.

ARTICLE XI
Fiscal Year

The fiscal year shall end on the 30th day of June.

ARTICLE XII
Amendment of Bylaws

These bylaws may be amended at any time by the Board of Directors, provided, however, that notice of any proposed amendment be mailed by the Executive Director under the signature of the President, to each Director at least five days prior to the meeting at which said proposed amendment is to be voted upon.

THE MINNESOTA ALUMNI ASSOCIATION
205 Coffman Memorial Union
University of Minnesota
Minneapolis, Minnesota 55455

Minutes
February 24, 1966

Pursuant to notices sent to members of the Executive Committee a meeting was held Thursday, February 24, 7:30 a.m. in the Minneapolis Athletic Club. In attendance were:

Ed Willson, President and presiding
Dreng Bjornaraa
Dorothy Anderson
Al Heimbach
Harold Holden
Robert J. Odegard
Judd Ringer
Terrance Webster
Ed Haislet

The first item of business was the recommendation of Ken Glaser on depository signatures. A letter from Mr. Glaser was read in which he indicated he preferred the signatures on the resolution to be handled in the following way: rather than have the president or treasurer and the Executive Director or Assistant Director be the check signers, any two of the president, treasurer, Executive Director or Assistant Director be able to sign. He also thought as a permanent thing the President and Treasurer of the organization should be able to sign a check without one of the directors, but the Executive Director and Assistant Director as co-signers for reasons of internal control would not be wise. After discussion, it was voted that the President and Treasurer and Executive Director or Assistant Director as designated be allowed to sign checks on both the savings and checking account. As regards the checking account this be so for all checks in the amount of \$2500 or more. Under \$2500 only the signature of the Executive Director and/or the Assistant Director so designated would be required.

Ed Willson then asked the Executive Director to continue on the next item - the Fraser Torbet Report and Alumni Fund recommendations. The recommendations were made by the University auditors to the Alumni Association and had been sent to the Executive Committee. For all purposes, except for minor changes, they followed the recommendations made by the report. The recommended procedures were now in operation. Actually all changes were minor ones.

Judd Ringer said he had received a letter from Clint Johnson saying the report had been accepted without change and asked about the changes as mentioned. The changes put into effect were those recommended by the auditor. On motion duly made and seconded the changes were approved as submitted.

On insurance, in force as of January 28, 1966, was 896 insured lives for a total of \$8,948,000.

Al Heimbach reported on the Alumni Club in the absence of Waldo Hardell. He said the House Committee met on the 23rd of February and generally each month this year has shown an increase over last year. The Club membership committee is starting its program as of next week, that Bob Winrich our manager is doing a good job in getting groups to attend on a regular basis for dinner programs. He said that Mr. Carey was being transferred to New York to take over a hotel there and that the manager from the Chicago Sheraton will be in Minneapolis. It was pointed out that a special membership for the Club had been extended to Mr. Carey and that the same membership should be extended to the new manager as soon as possible, that Ed Willson and others meet with the new manager to welcome him and get him on our side if possible. It was recommended that at the House Committee a special membership be considered for the new manager of the Sheraton-Ritz Hotel.

The Alumni chapter program was talked over briefly. Each chapter in the state has a membership committee and each year ten or more communities work out a special membership plan. The Alumni Office underwrites the cost, that is prepares the letters, address the envelopes, send the letters and envelopes to the local groups who sign them and mail them out. The Association picks up the tab on the postage. Three days after the letters are mailed, telephone calls are made. From the memberships secured the local chapter receives 50¢. It has been a good program for the chapters and does put a few dollars in the till besides.

There is also a University committee. This is the legislative committee and comprises three members who keep in close contact with the legislators in their district year around. There is a Scholarship Committee which encourages scholarships on the local level, if it is not done in the community otherwise. The chapter holds an honor luncheon or dinner for the top students graduating from the local high school.

A new program this year is one of recruitment. The top 5% of the junior students are sent to each of the recruitment committees of the local chapters who in turn contact the parents and talk to them about the University Honors Program and why the University is a good place for a top scholar. When they find out the interest of the student, bulletins are sent to them from the University. Then an alumnus in the field of the student's interest talks to the student about that area at the University, business, music, education.

The Executive Director indicated that he and Stan Wenberg had met with the chapters in Detroit, Cleveland, and Akron. While the meetings were good, they were small due to a mailing problem. The Boston group is being organized on March 17.

Also reported was that all candidates for the Board for the next fiscal year have accepted so the ballot is complete.

Judd Ringer was meeting with the Fund Advisory Committee on noon of the 24th in order to acquaint the Committee with the background and progress of the Fund.

As regards the President's Seminars, Ed Willson reported that the date for the next Seminar has been set for March 31 with Larry Lunden representing President Wilson and Dean Ed Williamson as the speaker. This was tentative but a confirmed date will be May 19 with Dean Spilhaus as the speaker.

The Executive Director reported on the Alumni Fund and indicated this was the first year they have had complete returns from all alumni giving at the University as well as Alumni Fund. The total number of alumni was 109,000. The number of alumni donors to the annual fund was 7,116. Total gifts to the annual fund for the fiscal year 1965 was \$133,599.57. However, 1719 other alumni gave to the University in other ways than through the Alumni Fund: 104 gave to the Regents, \$181,194.12; 586 to Special Projects Program, \$12,793.50; 31 to the University of Minnesota Foundation, \$108,059.53; 920 to Medical Foundation, \$27,482.90; 78 to Law, \$21,745, for a total of \$351,275.05. The total number of alumni donors for all purposes was 8,835 and total alumni support for all purposes was \$484,874.62.

It was reported that the telephone membership campaigns will be underway soon for the following constituent groups: Dentistry, Medicine, IT, Business, Pharmacy, CLA and University College, and Ag-F-HE.

The Executive Director reported on advertising progress as regards liquor sales. The advertising representative has made a number of inquiries on national brand bourbans, scotches and gins contacts in the Twin Cities. The people he was concentrating on were: Seagram's V.O., Ballentines Scotch, Cutty Sark, Canadian Club, Canadian Windsor, Heublein mixes, Old Fitzgerald, Gordon's Gin and one or two other well known names. The advertising representative said he was moving carefully in the area and trying for a one page schedule for one of the above for a minimum of five insertions starting in April. He said it is possible to get four or five brands on less than one page but he didn't feel that this was what we wanted. He feels he will also have to go to New York eventually to sell the long range schedule.

He also reported that the Association has a new tax exempt status that is a change from a classification of social organization (501 (c) (3) which has been in effect since 1948. This means contributions exclusive of membership dues are now deductible by donors as taxable income.

It was recommended by the Executive Director that the title of Joe Davidson be changed from Editor to that of Assistant Director and Editor. He said this has been the pattern at other Big 10 Universities. On motion duly made and seconded, after some discussion, the new title was approved.

President Willson then asked the Executive Director if he would talk briefly on the needs of the Association and long range plans. The Executive Director indicated that for this legislative year the Vice President for Business had asked for a listing of needs, both personnel and space, up through 1980 and that President Wilson had indicated that we ought to do our thinking up to the year 2000.

The visible needs at the present time: An Assistant Director for the University of Minnesota Duluth. Provost Darland of UMD and Ed Willson had met with Vice President Stanley Wenberg to talk about the matter and that Vice President Wenberg was in accord with the idea but it was a matter of money. The Executive Director expressed the belief that the Alumni Association should subsidize the program this year to the extent of about \$4000 if the University would pick up the tab for the other \$8000. However, this undertaking be with the understanding this would be phased out over three to five years and then it would be a full University responsibility. The person selected would work in the Office of the Association for three months, in the field part-time, working with constituent groups, working with Mrs. Widseth on student-alumni relations, faculty-alumni relations, alumnae, membership, records, etc. The Director after going to Duluth would not only work with UMD alumni but all alumni in the northern counties of the state on every level.

He indicated that in his budget proposal this probably would be one of the budget items. The question was asked did the Association have the funds and the answer was only if taken out of reserve. The question was raised if there were enough alumni at Duluth to keep one man busy and the answer was yes, that 10,000 alumni is enough to start the job, that it is a most valuable adjunct to the University to get to know their alumni and work with them not only in alumni relations but on the development side. He indicated that there would be need for an assistant director at Morris in 1973-75, that there is a need for two additional editorial assistants, one for Joe Davidson to work on the editorial side and a second one to act as a writer for the Alumni Association materials. There is also a need for an assistant director to work with outstate chapters. This should be combined with another function such as membership. Also by 1968 there will be need for an assistant director in charge of the Alumni Fund. By that time the basic plan should be set and it would be time to enlarge the size of the annual giving program.

After answering a number of questions, on motion duly made and seconded the meeting adjourned.

Respectfully submitted,



ED HAISLET
EXECUTIVE DIRECTOR

THE MINNESOTA ALUMNI ASSOCIATION
205 Coffman Memorial Union
University of Minnesota
Minneapolis, Minnesota 55455

Minutes
April 12, 1966

Pursuant to notices sent to members of the Board of Directors and Past Presidents, the spring meeting of the Board was held at the Alumni Club at 6:00 p.m., Tuesday, April 12, 1966. In attendance were:

| | |
|-------------------------------------|-------------------|
| Ed Willson, President and presiding | |
| Dorothy Anderson | Florence E. Marks |
| Russell E. Backstrom | Dr. R. H. Monahan |
| Denis O. Bakke | Otto Quale |
| Bob Bjorklund | Arthur Radcliffe |
| Bob Gillespie | Judd Ringer |
| Kenneth Glaser | James A. Watson |
| Waldo E. Hardell | Edgar F. Zelle |
| Albert H. Heimbach | Janet H. Widseth |
| Harold Holden | Ed Haislet |
| Irene Kreidberg | |

President Ed Willson introduced the past presidents in attendance, Edgar Zelle, Russell Backstrom, and Judd Ringer.

Minutes of the Executive Committee of February 24, 1966 were approved as sent out.

President Willson announced that four new constituent groups have applied for constituent alumni status: Dental Hygiene, Library Science, Journalism, and General College. He indicated that all of them had met the basic requirements of submitting by-laws, constitutions in agreement with the overall MAA constitution and by-laws, and they had temporary planning groups with officers. The addition of these four groups bring the number to 19 with a possibility of Hospital Administration becoming a constituent group in the near future. At that time it will be necessary to change the By-laws as the By-laws indicate that there can be no more than 19 constituent groups. The reason for the rule is that at the time the constituent groups were started there were only 20 elected Board members. It was felt the constituent group representatives should not exceed the number of elected Board members. At the present time there are 20 Board members plus the six at-large so the number of constituent groups can be increased to 25. After discussion, on motion duly made it was voted to approve the new four constituent groups to constituent status: Dental Hygiene, Library Science, Journalism, and General College.

President Willson read a letter he had received from Charles Carey, former manager of the Sheraton-Ritz, now general manager of the St. Regis Hotel in New York City, in which he expressed appreciation for the special membership in the U of M Alumni Club.

Two communications from Vice President L. R. Lunden were read in which the Board of Regents accepted alumni gifts in February - 1890 gifts totaling \$37,888.49 for the support of 53 funds and 101 gifts totaling \$4,260.22 for the support of 15 funds; likewise in March, 110 gifts in the amount of \$9,835.76 for the support of 22 funds. The reports were accepted and placed on file.

Ken Glaser reported that as of February 28, 1966, assets for the life endowment fund of the Association were as follows: Bonds: cost value \$77,043.55, market value \$72,477.82. Stocks: cost value \$47,984.52, market value \$138,893.13 for a total cost value for bonds and stocks of \$125,028.07 and market value \$211,370.95. He also indicated there is \$30,000 in savings certificates in three different depositories so the total assets of the Life Endowment Fund are \$241,370.95. He likewise indicated that the income statement for the endowment fund for the period ending 11/30/65 was \$3,198.93 and that for the period covering 12/1/65 to 2/28/66, \$2,579.70 had been received making a total of \$5,769.63. The balance carried in the principle fund is \$9,855.36, monies which are free for investment by the Investment Committee.

President Willson reported on the insurance program and read a letter from Union Central Life Insurance Company in which was enclosed a check in the amount of \$8,430.45 representing the dividend earned for the year ending September 30, 1965. He read the summary of the figures and experience over the past three years.

| <u>Experience</u> | <u>Premium</u> | <u>Claims</u> | <u>Dividend</u> |
|-------------------|------------------|---------------|-------------------|
| 1963 | \$ 37,700.41 | \$30,650 | - |
| 1964 | 48,962.10 | 20,650 | - |
| 1965 | <u>54,430.68</u> | <u>30,065</u> | <u>\$8,430.45</u> |
| Totals | \$141,093.19 | \$81,365 | \$8,430.45 |

The Executive Director reported that insurance in force as of March 17, 1966 was 915 lives for \$8,967,000. The dividend received has been deposited in a savings account and the final disposition of the dividend is to be discussed at the next meeting of the Executive Committee.

President Willson then indicated that at each meeting he was planning to have a discussion in depth on some phase of the alumni program so a better understanding would be had by all Board members. At this particular meeting the telephone campaign was going to be discussed and Dennis Swan who handles the telephone campaigns was to be present to discuss it but because he was attending one of the new constituent group meetings the Executive Director would discuss. The Executive Director gave out a kit to each member present and indicated they were to consider themselves as a committee

about to receive their instructions on the campaign. He had a full briefing session with the group on how the campaign was set up, the actual script as to how the calls should be made and follow-up.

The Executive Director then indicated that the core activity of the Association was membership, records and mailing. At the present time the office has been working hard on this program because it all leads into the budget. This year for the first time, Mrs. Widseth has handled the actual detail work in connection with the membership planning program and would make the presentation. Mrs. Widseth went into a very detailed explanation of the membership campaign beginning with the various kinds of drives, renewal, non-member, special college drives, explaining how each mailing is determined, the number of pieces, colors, dates, delivery, and post office instructions. The same kind of schedule is drawn up for the regular mailings. This becomes the master schedule. The printing and envelope orders are subtracted because these go out on bids. A calendar of mailings is then made up for each day of the year. The calendar is then followed by all groups concerned, printers, tape and computer people, and alumni office. Each week the mailings scheduled for the week are gone over to see if copy has been delivered and if the mailings will go out on time.

Mrs. Widseth then went into the tape and computer program indicating that she was liaison with the computer people, that some 25,000 address corrections were made each year, that they come in about 2,000 a month. She went into the tracer work, the locating of lost addresses, the updating of records twice a month and the coordination between the printer and computer people, illustrating by a number of examples. It was very well presented and well accepted by the Board.

The Executive Director was asked to briefly talk about the needs of the Association. He indicated that the imperative need was for office space and on the drawing board at the present time is a plan for an alumni building on the West Bank including the Alumni Office quarters, Alumni Club, with 100 hotel rooms. It is being done as a thesis by one of the School of Architecture seniors and will be available sometime in June.

The imperative staff need at the present time is for an Assistant Director for the University of Minnesota Duluth. One of the recommendations in the budget this year will be that the Association underwrite part of this cost and the University pick up the rest with the Association's part on a diminishing basis.

A half time person is needed to work with outstate chapters to organize, reorganize, develop and strengthen programs, assist with mailings, speakers, meetings, newsletters and audio-visual aids. Likewise a half time membership person is needed because membership has grown to the place where it needs constant promotion and planning, special membership campaigns, involvement of alumni and membership committees to work with membership committees and constituent groups, chapter and classes to

prepare membership material and enroll special groups such as faculty and students.

A full time assistant director is needed for the University of Minnesota Morris in 1975. The Alumni News needs a full time editorial assistant to help with the editor in preparing special issues and special feature work. There is need for a half time editorial assistant to write copy and produce promotional material used in membership campaigns and other alumni programs. By 1975 there is need for an assistant director for the Alumni Fund whose responsibility would be to follow up on the basic annual giving programs already being promoted, to head up special fund raising projects for classes, constituent groups and chapters, and matching gift programs.

President Willson distributed questionnaires to be filled out concerning what Board members would like to have discussed at future meetings. Tabulated returns indicate that relations with the University and faculty had the most votes, followed by alumni work at the University, student-alumni relations. Those receiving more than one vote were field service program, state and outstate and legislative; special events, services and promotions; and reunion programs. He also indicated that the Seminar has 105 reservations for April 21 and the final one for this year was scheduled for May 19 with Dean Spilhaus.

There being no other business, on motion duly made and seconded, the meeting adjourned.

Respectfully submitted,

MRS. O. H. ANDERSON
SECRETARY



ED HAISLET
EXECUTIVE DIRECTOR

THE MINNESOTA ALUMNI ASSOCIATION
205 Coffman Memorial Union
University of Minnesota
Minneapolis, Minnesota 55455

Minutes

A meeting of the officers was held Thursday, April 28 at the Alumni Club. In attendance were Ed Willson, presiding, Waldo Hardell, Al Heimbach, Dorothy Anderson with Judd Ringer and Ken Glaser absent.

Ed Willson indicated that the first problem was whether the Association should give \$4,000 to help set up an alumni office at UMD. Ray Darland, Ed Haislet and Ed Willson had met with Stan Wenberg on the matter and Vice President Wenberg agreed that this was something that should be done but it was a matter of money. The Alumni Relations budget has received \$5500 for additional Civil Service and Miscellaneous Payroll for the coming fiscal year with which to finance the new salary range for the Assistant Director classification. This would cost \$2792 leaving a balance of \$2708 for UMD depending on what Ray Darland could work out. The \$4000 from the Association would mean a total of \$6708. Rather than establishing an Assistant Director classification, the classification of Alumni Representative with a salary range of \$5844 to \$7104 should be established leaving \$854 for supplies, expense and equipment. If Ray Darland could furnish an office and secretary and help on supplies, expense and equipment, the alumni office could open. So far there has been no response from Ray Darland.

After discussion it was voted that \$4000 be taken out of reserve and used for this purpose for the 1966-67 fiscal year diminishing \$1000 a year.

The second item was a bonus of \$300 for the four assistant directors with the provision that Dennis Swan receives his only if he completes the job of getting three constituent groups. The bonus question was related to the overall increase of salary range. After a number of questions, it was voted that a \$300 bonus be given this year to Joe Davidson, Chet Tomczyk, Janet Widseth and Dennis Swan, the money to come from reserve. It was voted that no increase be given in mileage this year.

The retirement program for three employees of the Association was then discussed. The question was raised why can't these people be put on the University payroll with the Association furnishing the money. The answer, each year there are X number of new jobs made possible by the legislature; that if we add two more jobs to the University payroll this would take away two jobs that could be used by the University and for this reason it is not an acceptable procedure. The question was

raised if there was any way then, an employee could be placed under Civil Service Retirement Policy without working for the University.

It was agreed that a retirement program should be set up and the program as outlined was to be studied by Waldo Hardell and a recommendation brought in if possible by the time of the Executive Committee meeting May 10.

The group went into executive session to discuss the salary increase for the Executive Director.

Respectfully submitted,

ED HAISLET
EXECUTIVE DIRECTOR

*\$500⁰⁰ - Authorized by Ed Haislet
in phone call - total
with University not
to be more than \$2000*

THE MINNESOTA ALUMNI ASSOCIATION
205 Coffman Memorial Union
University of Minnesota
Minneapolis, Minnesota 55455

Minutes
May 10, 1966

Pursuant to notices sent to members of the Executive Committee a meeting of the Executive Committee was held Tuesday, May 10, 1966 at 7:30 a.m. at the Minneapolis Athletic Club. In attendance were

Ed Willson, President and presiding
Dreng Bjornaraa
Dorothy Anderson
Waldo E. Hardell
Robert Gillespie
Harold Holden
Judd Ringer
Terrance Webster
Ed Haislet

Ed Willson reported that he had appointed an election committee to supervise the election results and count ballots. The committee consists of Gordon Starr, Mrs. Violet Graf, Herman Rosenblatt and James Spensley. The Executive Committee voted approval.

Ed Willson read a communication from Vice President Larry Lunden indicating that the Regents of the University of Minnesota at their April 15 meeting accepted 290 gifts totaling \$4,777.99 for the support of 24 funds. He expressed the sincere thanks of the Regents to the Board. Report was accepted and placed on file.

President Willson explained that according to Bylaws the Secretary is now suppose to take minutes unless the minute taking is delegated. In a letter from Dorothy Anderson, Secretary, to the Executive Director, the Executive Director was hereafter asked to take minutes of all meetings.

He also reported on the Third President's Dinner-Seminar scheduled for May 19 with Dean Spilhaus as speaker. So far there are only 96 reservations and it does need the support of the Board. At the Second President's Seminar there were only two Board members present. He said he would send a letter to all members of the Board asking for the support of this event. Bob Winrich will see that the members are called as well as all those who made reservations.

Waldo Hardell was then called upon to report on the Alumni Club. At a meeting of the House Committee April 19 the matter of salary bonus and vacation for Bob Winrich had been discussed. It was their recommendation that the \$810 finders fee which was paid by the Association at the request of Bob Winrich when he took the job on May 1, 1965 should be considered as his bonus for this year. As of May 1, 1966 his salary will go from \$750 a

month to \$800 a month; he will receive two weeks vacation during each of his first five years to be taken consecutively during June, July or August. Each year the House Committee would review his salary and bonus and action taken will be determined upon increase in sales and profits. The base figure will be \$1884 and an increase of up to 8% in net sales will mean a salary increase; over 8% will mean a bonus in addition to salary increase. He indicated the Committee had talked to Bob Winrich and that Bob was satisfied with the \$810 (finders fee) bonus and with the salary increase.

Waldo Hardell went on to express the feeling that Mr. Winrich had done a fine job, the food and service at the Club had improved, business had increased as well as numbers using. Judd Ringer supported this and said it was difficult to find a good manager and hoped we would do everything possible to make Bob Winrich's stay a success. He thought the House Committee had done a splendid job in bringing the Club out of a fast decline to a good solid footing.

At the present time a Club membership drive is underway in five buildings in downtown Minneapolis with group captains in each building. The first membership report will be ready the 17th of May. There still is a problem at the Hotel with the new manager and a meeting with the manager on Club problems is scheduled for May 12.

On motion duly made and seconded, the action of the House Committee was confirmed.

The matter of the insurance dividend of \$8430.45 was discussed. At the present time the insurance dividend is in the savings account in depository in the reserve operating fund. In the discussion it was expressed that this money should go into reserve and probably stay there; that we should build reserve as fast as possible in view of the light of a building in the near future. However, after discussion it was felt that the dividend should be turned over to the Investment Committee for investment separate from the life endowment fund.

The MAA budget recommendations for 1966-67 were considered. At the February meeting of the Executive Committee the need to get an alumni office started at the University of Minnesota Duluth was felt most important, that President Ed Willson, Mr. Haislet, Ray Darland, Provost of the University of Minnesota Duluth had met with Vice President Stanley J. Wenberg on the matter of an alumni office for Duluth. At the time it was felt an overall cost would be \$12,000 with the University funding \$8,000 if possible and the MAA funding \$4,000. For the 1966-67 fiscal year the Department of Alumni Relations received \$5500 of which about \$3800 could be used this year for supplies and expenses. Provost Ray Darland of UMD has agreed to supply an office and secretary and expense money and is enthusiastic in support of this idea. The budget

committee recommended that \$4,000 be given this year for UMD office being reduced \$1,000 each year, that the money come from MAA reserve funds. On motion duly made and seconded the recommendation was approved.

A new wage range for Assistant Directors was discussed. Money from the University had been made available for a change from classification 30 to 32 or about a \$600 differential. However, at present the Assistant Directors are underpaid by almost \$3000 a year from the going rate for the Assistant Director classification in the Big 10 alumni offices. To show our recognition a bonus of \$300 each be given to the four assistant directors with the exception of Dennis Swan who has a project to be completed by July 1 in order to qualify. In the discussion that followed it was felt that the \$300 fee was proper in this case but a precedent couldn't be started, that the term bonus should not be used. After discussion it was felt that a temporary salary adjustment of \$300 each year be given to the four above indicated.

Waldo Hardell had been asked to look into the matter of an Alumni Association retirement program. In replying he indicated the Association does not have a program and that there are two full time employees and that the amount of money the Executive Director receives from the Association was not covered in his retirement program. Under Section 501 (c) (3) of the Internal Revenue Code the premium paid by the tax exempt organizations for an annuity owned by an employee is not taxed to the employee provided they do not exceed the liberal exclusion allowance. This is a tax sheltered annuity plan. He went on to say that he wouldn't go into detail but felt the Association should do something for those concerned. The Executive Director for a \$100 monthly income for life commencing at age 68 would cost the Association about \$1100-1200 a year. For the Assistant Director (Mrs. Widseth) it would cost the Association about \$1000 a year for a \$100 monthly income for life commencing at age 65 which also includes a \$10,000 life insurance. For Assistant Director (Joe Davidson) a \$100 monthly income for life commencing at age 65 would cost about \$400 per year including a \$10,000 life policy. There was considerable discussion but it was felt that it was impossible to go into the details of the plan at this meeting. The Executive Committee voted to endorse the idea of an MAA retirement program for its employees and that a committee be appointed to look into the matter and bring in a plan.

Ed Willson then indicated that budget material had been sent to the Executive Committee and that the budget committee was recommending approval of the budget to the Executive Committee. He then asked the Executive Director to talk about the estimated income for 1966-67. Items involved were advertising, lists and interests, and various kinds of membership. However, the figures were estimated.

The question was raised as to the percentage of increase over a year ago - which is about 4 $\frac{1}{2}$ %. The matter of expenditures was gone into. There being no questions on expenditures it was moved and seconded that the budget be approved for the 1966-67 year. (Budget attached)

There being no other business the meeting adjourned.

Respectfully submitted,

DOROTHY ANDERSON
SECRETARY

by

A handwritten signature in cursive script, appearing to read "Ed Haislet", written in dark ink.

ED HAISLET
EXECUTIVE DIRECTOR

COMBINED BUDGET 1966-67

MAA - ALUMNI RELATIONS - ALUMNI FUND

| | <u>MAA</u> | <u>ALUMNI RELATIONS</u> | <u>ALUMNI FUND</u> | <u>TOTAL</u> |
|--|--------------|-----------------------------|------------------------|--------------|
| Salaries | \$25 515 Est | \$55 197 | \$12 168 | \$92 880.00 |
| Magazine | 32 508 | | | 32 508.00 |
| Printing and Promotional Materials | 11 774 | | 8 974 | 20 748.00 |
| Field Service, Events | 2 775 | | | 2 775.00 |
| Travel | 5 625 | 3 450 | 300 | 9 375.00 |
| Constituent Groups | 1 475 | | | 1 475.00 |
| Office Supplies | 5 788 | 5 724.50 | 1 500 | 13 012.50 |
| Postage | 12 350 | 1 000.00 | 4 635 | 17 985.00 |
| Records Mailing | | 30 198.50 | 5 600 | 35 798.50 |
| | <hr/> | <hr/> | <hr/> | <hr/> |
| | \$97 810 | \$95 570.00 | \$33 177 | \$226 557.00 |

THE MINNESOTA ALUMNI ASSOCIATION
205 Coffman Memorial Union
University of Minnesota

Budget Estimate 1966-67
(operating)

| <u>Income</u> | <u>1962-63</u> | <u>1963-64</u> | <u>1964-65</u> | <u>Revised Estimate 1965-66</u> | <u>1966-67</u> |
|---------------------------|----------------|----------------|----------------|---|----------------|
| Advertising | \$15 341.00 | \$11 000.00 | \$ 8 751.00 | \$10 000.00 | \$10 000.00 |
| Gifts and Interests | 2 256.00 | 1 500.00 | 4 092.00 | 3 000.00 | 4 600.00 |
| <u>Memberships</u> | | | | | |
| Annual | 33 302.00 | 34 000.00 | 30 900.00 | 30 000.00 | 30 000.00 |
| Gifts in Advance (Annual) | 4 500.00 | 7 000.00 | 6 006.00 | 13 000.00 | 15 000.00 |
| Five-Year | 10 900.00 | 7 800.00 | 8 286.00 | 12 000.00 | 12 000.00 |
| Gifts | 14 427.00 | 15 500.00 | 17 575.00 | 18 140.00 | 19 392.00 |
| Life | 4 630.00 | 7 200.00 | 7 280.00 | 7 300.00 | 7 300.00 |
| | <hr/> | <hr/> | <hr/> | <hr/> | <hr/> |
| | \$85 356.00 | \$84 000.00 | \$82 889.00 | \$93 440.00 | \$98 292.00 |

How Income is Figured

1. Advertising - Has shown a good increase due to our new agency, Don Siiter Company. We figured a total \$6000 for 1965-66 and it will be over \$10,000. Of this amount \$5000 is from the American Alumni Council Advertising Agency. The increase is because of the new connection. Minimum for advertising 1966-67 \$10,000.00.
2. Interest - can figure interest on an estimate \$120,000 @ 4% or about \$4 600.
3. Membership

Annual - the trend which started a year ago, that is an increase in multiple year membership, is substantial this year. Upon analysis, paid-in-advance is actually paid-in-advance on annual memberships and results because of the mailing to members by constituent groups requesting a donation to their group. Alumni, not reading the information enclosed, because it is a statement, send in another annual membership. So actually in order to correctly interpret annual membership, the two figures, annual and paid-in-advance must be looked at together. Although there has been a decrease in annual membership as such it has been more than compensated by an increase in paid-in-advance (annual). The estimated income for the fiscal year 1966-67 as regards annual and paid-in-advance, membership reflects this change. Estimate is \$30,000.

Paid-in-Advance (Annual) - These are memberships longer than one year, but not five years. While actually we do not have such a classification, some alumni send in paid up amounts of \$10.00 or \$15.00 and receive a paid-in-advance membership. A great number send in a second \$5.00 while still a member so membership expiration date is advanced.

This item likewise represents funds already collected during 1965-66 year to be used in the 1966-67 budget. The figure already known at this time is \$11 000. Estimate \$15 000.

Five-Year Membership - This part of the membership budget represents a one-fifth portion of the five-year memberships expiring June 30, 1966. At present, the sum stands at \$9 707.56 with March, April, May and June figures still to be added in. The estimated figure for the coming fiscal year is \$12 000.00.

Regent's Membership - for each degree granted during the fiscal year, \$2.50 is received from the University's Commencement Budget. Estimates of graduates are received from the Office of Admissions and Records.

| | |
|------------------------|-----------|
| June 1966 | 3492 |
| July 1966 | 525 |
| August 1966 | 780 |
| December 1966 | 1215 |
| March 1967 | 970 |
| UMD 1966 (June & Aug.) | 700 |
| Morris 1966 (June) | <u>75</u> |
| | 7757 |

7757 X \$2.50 = \$19 392.50 (Estimate)

Life Membership - For each certified life member as of June 30, 1967, the MAA will receive \$3.00. The estimate of new life members for 1966-67 is a total of 73 which brings the estimated total to 2454. This would bring in an income of \$7362. However, because of deceased, total gain for year will be closer to 60. Therefore, estimate of \$7 300.

Minnesota Alumni Association Budgets
1948-1967

| | <u>Total Budget</u> | <u>Salaries</u> | <u>Personnel</u> | <u>Travel</u> | <u>Secretary Salary</u> |
|---------------|-------------------------|-----------------|------------------|---------------|-----------------------------|
| 1948-49 | \$24590 | \$5188.33 | 2½ | \$ 649 | \$ 493 |
| 1949-50 | 26452 | 8463 | 2½ | 1386 | 600 |
| 1950-51 | 28488 | 8298 | 2½ | 1549 | 600 |
| 1951-52* | 31124 | 7859 | 2½ | 1715 | 900 |
| 1952-53 | 38838 | 7900 | 2½ | 3213 | 900 |
| 1953-54 | 37405 | 8120 | 1½ | 2442 | 900 |
| 1954-55 | 42553 | 9052 | 2 | 2645 | 900 |
| 1955-56 | 43581 | 8836 | 2 | 2594 | 900 |
| 1956-57 | 41365 | 9218 | 2½ | 2620 | 1200 |
| 1957-58 | 51254 | 6780 | 1½ | 1691 | 1500 |
| 1958-59 | 56762 | 13116 | 2½ | 2646 | 1750 |
| 1959-60 | 66044 | 11883 | 2½ | 2674 | 2000 |
| 1960-61 | 66256 | 12512 | 2½ | 3411 | 2300 |
| 1961-62 | 67833 | 14655 | 2½ | 3309 | 2300 |
| 1962-63 | 77435 | 22594 | 3½ | 3310 | 2600 |
| 1963-64 | 84059 | 18275 | 2½ | 3310 | 3000 |
| 1964-65 | 79984 | 18971 | 2½ | 4550 | 3400 |
| 1965-66 (Est) | 92440 | 24088 | 2½ | 5780 | 3400 |
| 1966-67 (Est) | 98292 | | 2½ | 5780 | |

* shifted in depository money from life fund until after end of fiscal year (\$5 370) - actual figure would have been \$36 494.00.

MAA BUDGET 1966-67

II. Expenditures

| <u>Salaries</u> | <u>1963-64</u> | <u>1964-65</u> | <u>Estimated 1965-66</u> | <u>Estimated 1966-67</u> |
|-----------------------|-----------------|-----------------|--------------------------|--------------------------|
| 1. Executive Director | \$ 3 000 | \$ 3 400 | \$ 3 400 | \$ 3 900 |
| 2. Assistant Director | 6 564 | 7 104 | 7 392 | 8 644 |
| 3. Editor | 8 500 | 8 500 | 9 000 | 9 600 |
| 4. Miscellaneous | 4 562 | 3 652 | 3 684 | 3 271 |
| | <u>\$22 626</u> | <u>\$22 656</u> | <u>\$23 226</u> | <u>\$25 415</u> |

Magazine

| | | | | |
|---------------------------|-----------------|-----------------|-----------------|-----------------|
| 5. Printing | \$21 775 | \$24 880 | \$26 531 | \$29 608 |
| 6. Engraving | 1 600 | 1 800 | 1 900 | 1 900 |
| 7. Photos | 600 | 650 | 700 | 700 |
| 8. Feature Writing & Art | | | 200 | 200 |
| 9. Newspaper Subscription | 100 | 100 | 100 | 100 |
| | <u>\$24 075</u> | <u>\$27 430</u> | <u>\$29 431</u> | <u>\$32 508</u> |

Printing

| | | | | |
|------------------------------------|-----------------|-----------------|-----------------|--------------------|
| 10. Printing (other than magazine) | \$ 4 000 | \$ 3 500 | \$ 6 481 | \$ 7 287.60 |
| 11. Envelopes | 2 674 | 2 500 | 4 161 | 4 336.40 |
| 12. Other | 930 | 1 000 | 500 | 600.00 |
| | <u>\$ 7 605</u> | <u>\$ 7 000</u> | <u>\$11 142</u> | <u>\$12 224.00</u> |

Field Service, Student-Alumni Relations, Special Events, Student Membership

| | | | | |
|--|-----------------|-----------------|----------------|-----------------|
| 13. Audio-Visual | \$ 700 | \$ 700 | \$ 600 | \$ 700 |
| 14. Field Service | 150 | 150 | 215 | 215 |
| 15. Homecoming | 100 | 100 | 60 | 60 |
| 16. Reunions (other than postage) | 300 | 350 | 300 | 400 |
| 17. Annual Meeting (other than printing) | 1 200 | 1 300 | 1 300 | 1 500 |
| | <u>\$ 2 650</u> | <u>\$ 2 700</u> | <u>\$2 475</u> | <u>\$ 2 875</u> |

Travel

| | | | | |
|---------------------------|-----------------|-----------------|-----------------|-----------------|
| 18. Instate Chapters (CT) | \$ 3 000 | \$ 3 000 | \$ 2 600 | \$ 2 400 |
| 19. Faculty Speakers | 1 400 | 1 400 | 1 225 | 1 225 |
| 20. Other | 2 085 | 2 300 | 1 955 | 2 000 |
| | <u>\$ 6 485</u> | <u>\$ 6 700</u> | <u>\$ 5 780</u> | <u>\$ 5 625</u> |

Constituent Alumni Groups

| | | | | |
|-------------|----------|----------|----------|----------|
| 21. Special | \$ 2 200 | \$ 2 200 | \$ 1 320 | \$ 1 475 |
|-------------|----------|----------|----------|----------|

| <u>Office</u> | <u>1963-64</u> | <u>1964-65</u> | <u>1965-66</u> | <u>Estimated 1966-67</u> |
|---|-----------------|-----------------|-----------------|------------------------------|
| 2. Bond | \$ 24 | \$ 36 | \$ 30 | \$ 148 |
| 3. Office Supplies | 250 | 300 | 300 | 400 |
| 4. Insurance, Car allowance expense | 1 035 | 1 081 | 1 146 | 1 146 |
| 5. Staff relations | 250 | 275 | 275 | 275 |
| 6. FICA | 600 | 600 | 550 | 722 |
| 7. Unemployment Security - Workmans Compensation | 60 | 75 | 75 | 75 |
| 8. Audit | 370 | 300 | 300 | 300 |
| 9. Board expenses | 1 000 | 1 300 | 1200 | 1 200 |
| 0. Bank service charge | 75 | 75 | 50 | 50 |
| 1. Legislative expenses | 800 | 1 000 | 1 000 | 1 000 |
| 2. Athletic Award | 200 | 200 | 175 | 175 |
| 3. Other (flowers, Christmas calendars, etc.) | 350 | 400 | 300 | 329 |
| | <u>\$ 5 014</u> | <u>\$ 5 642</u> | <u>\$ 5 401</u> | <u>\$ 5 820</u> |

| <u>Postage</u> | | | | |
|----------------------------------|-----------------|-----------------|-----------------|-----------------|
| 4. Magazine | \$ 2 350 | \$ 2 750 | \$ 2 850 | \$ 3 000 |
| 5. Membership | 4 500 | 5 500 | 7 000 | 7 500 |
| 6. Constituent Groups | 2 250 | 2 000 | 1 000 | 300 |
| 7. Field Service | 350 | 350 | 150 | 850 |
| 8. Office (See Alumni Relations) | 1 000 | 500 | 500 | 500 |
| 9. Special Events | 350 | 400 | 200 | 200 |
| | <u>\$10 800</u> | <u>\$11 500</u> | <u>\$11 700</u> | <u>\$12 350</u> |

Total estimated expenditures 1966-67

| | |
|--------------------|-----------------|
| Salaries | \$25 415 |
| Magazine | 32 508 |
| Printing | 12 224 |
| Field Service | 2 875 |
| Travel | 5 625 |
| Constituent Groups | 1 475 |
| Office | 5 820 |
| Postage | <u>12 350</u> |
| TOTAL | \$98 292 |

MAA BUDGET - 1966-67

Line Explanation

- line 1. Salary paid to Executive Director \$3900. Up \$500.
- line 2. Assistant Director \$8644. New salary range - up \$964.00. for Assistant Directors.
- line 3. Editor - Salary \$9 600. Increase of \$600.
- line 4. Miscellaneous help \$3 271. Down \$412
- Secretarial Help - \$2 771. Secretary three days per week for Assistant Director, \$2.22 per hour. Increase \$212.
- Miscellaneous Help - \$500. (D.S. \$10 per month 10 months - \$100) plus extra. Up \$300.
- line 5. Printing - North Central Publishing of St. Paul - first year of new contract. Bid on 22,500 magazines, 40 total pages. Magazines for year will average 840 additional per month or 8400 extra for year. Plus 150 magazines per issue for office or 1500 for year. Total extra \$9 900.
- | | |
|-----------------|---|
| \$2 872.80 | per issue - 40 pages bid price - 22,500 magazines |
| <u>10</u> | issues |
| \$28 748 | for year |
| 880 | for 10,000 extra magazines for membership and |
| | extra copies for office |
| <u>\$29 608</u> | Total |
- line 6. Engraving - \$1 900. Same
- line 7. Photos - \$700. Same
- line 8. Feature Writing and Special Art - \$200. Per recommendation of Editor. Same
- line 9. Newspaper subscription - \$100. Same
- line 10. Printing (other than magazine). Only printing on regular and membership printing schedule. \$7 287.56. Up \$840. Increase in amount of printing.
- line 11. Envelopes - only envelopes on regular and membership printing schedule. \$4 336.40. Up \$175.40. Increase in number of pieces.
- line 12. Other printing - take care of all printing not regularly needed or on yearly schedule. Small items not on bid - Statements \$35.00; Chapter Newsletters \$100.00; printing for magazine (rate card and newsletters) \$100.00; Annual Meeting program and citation; Other \$365.00. Total \$600. Department of Alumni Relations Budget for letterhead, field service, student alumni relations. Increase \$100.

- ne 13. Audio Visual Aids - 1 FB film for each of nine games and highlights. Total \$700. Up \$100. We pay for postage.
- ne 14. Field Services - 10 membership drives \$165; chapter of year \$50. \$215. Same.
- ne 15. Homecoming -(no printing or postage) Homecoming Luncheon; \$65. Total \$60. Same.
- ne 16. Reunions - (not postage) to pay for complete expenses of golden anniversary class, including luncheon (not garage). Total \$400. Increase \$100.
- ne 17. Annual Meeting - (not mailings or postage). Total \$1 500. Up \$200.
- ne 18. Travel - Instate Chapters - 32 weeks in field at \$75 per week. \$2 400. Down \$200.
- ne 19. Travel - Instate speakers - travel expenses incurred by faculty in conjunction with program of Alumni Chapters. \$1 225. Same.
- ne 20. Travel - Other - staff travel. Conferences: AAC (2) \$700; District (5) \$500; Fieldman (1) \$150; Big 10 Directors (1) \$150; UMD and Morris constituent \$130; Alumnae \$150; Unassigned \$70. \$2 000. Up \$45.
- ne 21. Constituent Alumni Groups - (not membership or annual meetings) printed programs for annual meetings; newsletters, citations. Annual meeting programs \$855; President's citation \$120; Newsletters \$300; Phone campaign \$100; Other \$100. Total \$1 475. Up \$155. (additional constituent groups).
- ne 22. Bond - \$5000 Blanket Position Bond; \$25,000 Excess Commercial Blanket \$148. Annual premium. up \$118.
- ne 23. Office Supplies - Total \$400 including \$100 for Chamber of Commerce Membership. Up \$100.
- ne 24. Insurance, Car Allowance, Expense - Insurance \$160 for protection of MAA on liability (EH; DS; JHW; CT) \$50 monthly expense allowance for Executive Director; 24 hour parking \$130. St. Paul Athletic Club membership fees \$21 per month plus \$4.00 for magazine. Total \$1 146. Same.
- ne 25. Staff Relations - Staff bonus at Christmas and Christmas party. \$275. Same.
- ne 26. FICA - MAA share 4.20% for 3 staff members. \$722.40. (EH-JHW-JD). Increase in base rate from 3 5/8%.
- ne 27. Unemployment Security and Compensation - To cover MAA employees \$75. On basis of experience. Same.

- line 28. Audit - \$300. Total \$300. Same
- line 29. Board Expenses - Board dinner meeting, citations, name buttons, committee lunches, etc. \$1 200. Same.
- line 30. Bank Service Charge - \$50. Same.
- line 31. Legislative Expenses - Luncheon, dinners, etc. FB tickets (4); FB Luncheons; Legislative Workshop (\$322) Legislative dinner for Minneapolis delegates; Legislative dinner for St. Paul delegates \$425. Total \$1 000. Same.
- line 32. Athlete of the Year Award - The E. B. Pierce Alumni Athlete of the Year Award. 11 plaques. \$175. Same.
- line 33. Other - Flowers \$150. Christmas calendars \$179. \$329 .
- line 34. Postage - magazine - (2nd class) About \$300 per issue \$3 000. 10 issues. Up \$150 - increase in advertising.
- line 35. Postage - Membership - Renewals; M-1; M-2; special drives; constituent drives, annual meeting, postage due \$500. Increase in number on list. \$7 500.
- line 36. Postage - Constituent Groups - correspondence, notices, etc. (Includes alumnae club 4 meetings - Board, members). \$300.
- line 37. Postage - Field Service - Club mailings, program guides (\$100), correspondence with clubs (both instate and outstate), First class mailings to outstate. \$850.
- line 38. Postage - Office - Office correspondence, including editor's office \$500. Same. See Alumni Relations
- line 39. Postage - special events, annual meeting, class reunions, \$200. Same.

THE MINNESOTA ALUMNI ASSOCIATION
205 Coffman Memorial Union
University of Minnesota
Minneapolis, Minnesota 55455

Minutes
Annual Meeting
June 7, 1966

The 17th Annual Honors Presentation and 62nd Annual Meeting of the Board of Directors and Membership was held June 7, 1966 at the Hotel Pick-Nicollet in Minneapolis. There were 394 in attendance. Ed Willson presided over the meeting. The invocator was Reverend Roy C. Lepak, Chaplain, Newman Center, St. Paul Campus.

Ed Willson introduced the recipients of awards, the University administrators and his fellow officers, also past presidents which included

Edgar Zelle, 1926-28
Arthur Hustad, 1946-49
Victor Christgau, 1952-53
Francis Pug Lund, 1954-55
Dr. Leif Strand, 1957-58
J. D. Holtzermann, 1958-59
Wandell T. Burns, 1959-60
Dr. Virgil J. P. Lundquist, 1961-62
Franklin D. Gray, 1963-64
Judd Ringer, 1964-65

He then introduced the 15 Alumni Service Award winners in attendance and the 44 Outstanding Achievement Award winners present.

President O. Meredith Wilson gave out the ASA to Mark M. Abbott, '16BSAg, '28LLB; Lawrence S. Clark, '22BSB; and Franklin D. Gray, '25BA; and OAA to Donald G. Fletcher, '22BSAg and Senator Eugene J. McCarthy, '39MA. He then introduced Senator McCarthy as speaker and his address was "Government and the Academic Community."

President Ed Willson then called the annual meeting to order and announced the results of the election to the Board of Directors of the Association for four-year terms,

Francis M. Boddy, '30BA, '36MA, '39PhD, Minneapolis
Wallace L. Boss, '28BSBus, St. Paul
Florence M. Lehmann, '23BA, Minneapolis
Melvin O. Sletten, '35DDS, Madison, Minnesota
William F. White, '49BAJourn, Winona, Minnesota

At-large members for three-year terms,

John H. Aldes, '38MD, Los Angeles, California
Robert W. Olson, '30BEE, Dallas, Texas

He also announced the newly elected officers and Executive Committee for the 1966-67 year.

| | |
|-----------------------|--|
| President | Waldo E. Hardell, '26BSBus Minneapolis |
| First Vice President | Albert H. Heimbach, '42BBA Minneapolis |
| Second Vice President | Kenneth Glaser, '42BBA Minneapolis |
| Secretary | Mrs. Florence E. Marks, '53BS Minneapolis |
| Treasurer | Robert Odegard, '41BSAg Princeton, Minnesota |
| Past President | Edwin A. Willson, '30BEE Minneapolis |
| Committee Members: | Dreng Bjornaraa, '39BA, St. F Harold Holden, '31BA, Minneap Cecil March, '31BChemE, St. F Otto Quale, '40BA, Owatonna James E. Watson, '42BA, Hopki Terrance Webster, '27BBA, Mir |

He then went on to talk about the Alumni Association, introducing Ed Haislet, Executive Director and his staff: Janet H. Widseth, Joe Davidson, Dennis Swan and Chet Tomczyk.

He then gave a resume of the year's activities as follows: Two new constituent groups joined the Alumni Association - Gene College and Dental Hygiene - bringing the total number of constituent groups to 17. Eighteen outstate chapters were visited with two chapters being organized - Dayton, Ohio and Boston, Massachusetts and Cincinnati, Ohio reorganized. The number of outstate chapters number 40. Instate chapters number 55 with one chapter, Windsor organized this year. Membership increased by 1,082 for a total membership of over 24,000. An actuarial study was made. Tax exemption was changed from social to education by the Bureau of Internal Revenue and the State of Minnesota.

The Alumni Fund showed a 14.73% increase in funds and a 46.9% increase in number of donors. The number of donors is 8,835. New Articles of Incorporation were filed and new Bylaws adopted to bring them up to date with present state statutes. The Association audit procedures were surveyed; a new bonding policy adopted. The Alumni News with its editorial policy of special issues continued to receive the commendation of alumni members. The Alumni Club now in its third year had a successful year.

He expressed appreciation to the Executive Committee, the Board of Directors and members of alumni committees, classes, chapters

and constituent groups. He then presented citations to the retiring members of the Board:

Fred J. Agnich, '37BA, 1962-66, Dallas, Texas
Robert J. Bjorklund, '47BSEd, 1962-66, Minneapolis
Robert B. Gillespie, '26BA, '29LLB, 1962-66, Cambridge, Minn.
Alfred O. C. Nier, '31BEng, '33MSc, '35PhD, St. Paul
Charles Judd Ringer, '41, 1961-66, Minneapolis
Betty Sullivan, '22BACChem, '35PhD, Minneapolis

He then introduced Waldo Hardell, president as of July 1, 1966. Mr. Hardell presented a citation of appreciation to Ed Willson as National President and told of his fine leadership and adjourned the meeting by having the alma mater song "Hail Minnesota" led by Dr. Roy S. Schuessler.

Respectfully submitted,

DOROTHY ANDERSON
SECRETARY



ED HASSLET
EXECUTIVE DIRECTOR

THE MINNESOTA ALUMNI ASSOCIATION
205 Coffman Memorial Union
University of Minnesota
Minneapolis, Minnesota 55455

Minutes
Executive Committee

Pursuant to notices sent the Executive Committee a meeting was held July 21, 1966, 7:30 a.m., Minneapolis Athletic Club. In attendance were:

Waldo Hardell, President and presiding
Ken Glaser
Harold Holden
Florence Marks
Otto W. Quale
Terrance Webster
Ed Willson
Ed Haislet

President Hardell amended the Board and Executive Committee tentative calendars for 1966-67 as follows:

Board Meetings (Alumni Club, 6:00 p.m., dinner)

Tuesday, October 4, 1966
Tuesday, January 24, 1967
Tuesday, March 21, 1967
Tuesday, June 6, 1967...Annual Meeting (scheduled tentatively for Nicollet Hotel)

Executive Committee Meetings (7:30 a.m., Minneapolis Athletic Club)

Thursday, July 21, 1966
Tuesday, September 27, 1966
Tuesday, October 11, 1966
Tuesday, November 8, 1966
Tuesday, December 13, 1966
Tuesday, January 17, 1967
Tuesday, March 14, 1967
Tuesday, May 9, 1967

The calendars were approved by the Executive Committee.

Appointments for the following year were approved by the Executive Committee as follows:

Senate Committee on Student Affairs

Elwood W. Molander, Expires in 1967
Mrs. Arthur Naftalin, Expires in 1967

Senate Committee on Intercollegiate Athletics

Ed Willson, Expires in 1967
Waldo Hardell, Expires in 1968

Senate Committee on Military Affairs

George E. MacKinnon, Expires in 1967
Richard B. Dunsworth, Expires in 1968

Union Board of Governors - Minneapolis

Emil V. Behrens, Expires in 1967

St. Paul Campus

Dorothy Isenberger Riebe, Expires in 1967

Investment Committee

James C. Harris, Chairman
Wendell T. Burns
Sam Campbell
John K. Fesler
Paul Reyerson
Bob Odegard
Cliff Sommer

Alumni Honors Committee

Cyril P. Pesek, Expires in 1969
Owen Hallberg, Expires in 1968
Lillian Fink, Expires in 1967

Fund Advisory Committee

Ed Willson, Chairman, Expires in 1967
and all Past Presidents

University Scholarship Committee

Irene D. Kreidberg, Expires in 1969
Elmer R. Lundgren, Expires in 1967
Richard J. Fitzgerald, Expires in 1968'

President Hardell then indicated that he had met with President Wilson. Before he went into the program for the year he would like to talk to the Executive Committee about this meeting. He said President Wilson is most interested in recruiting to students for the University of Minnesota and anything the

Association can do to be of service in the area would be most important.

This sparked a conversation by the members of the Executive Committee concerning how this might be done. It was felt everything possible should be done to improve the image of the University which is, it is a large University, classes are large and they try to get rid of students. It was the feeling that through the constituent groups a lot could be done in the recruitment program. The constituent groups will be asked to cooperate. Also, it was felt the Board should be informed about the policies and practices of the University so they could know the answers when questions are raised. Mr. Hardell said the President is having a difficult time in the recruitment of faculty. The problem is, of course, there are many Universities both in the Big Ten, Ivy League and on the West Coast that are recruiting top faculty away from the University. The University of Minnesota Foundation was set up to be of assistance in this area but the Foundation needs help. It is the hope of the President that he can create 20 chairs at \$500,000 each - a ten million dollar project. While this is the Foundations job the President seemed to feel that the Foundation needs help. Mr. Hardell said he wanted to appoint a committee to sit down with the President of the University and talk about ways the Foundation might be helped.

The Office Space Committee is chaired by Dr. Virgil J. P. Lundquist. For the present time the University is tentatively thinking about housing the Alumni Office in the Hubbard Building, next to KSTP building, which would be for the next five to seven years at which time hopefully the Alumni Association would be ready with its own building on the West Bank. This building would house the Alumni Office, Alumni Club and 100 hotel rooms - the rooms to be of service to University needs. Plans have been drawn up by the School of Architecture concerning same and should be available to the Executive Committee sometime in the fall.

The big problem this year is membership. Present annual dues are \$5.00 but the actual amount available to the Association is about \$3.50 because of the many combined kinds of membership - the \$1, \$2, \$3, \$4, \$5 new class membership, plus the \$2.50 for free year which is given to the Association by the Regents. The actual cost of the magazine is \$2.30 so the Association has very little money to work with. Fees need to be raised and it is the thinking that certain services should be included for instance \$1,000 accident policy, membership in the Alumni Club as well as the University Golf Club. These things should be worked out as soon as possible and Mr. Hardell asked Ken Glaser to

chair this committee.

President Hardell indicated the advertising program is going along smoothly. There was an income increase this year and should be an income increase this coming year. The question was raised, "Were we going to have liquor advertising?" and the answer was "Hopefully one page." It was suggested that Phillips might be one to contact and also Heublin and Canada Dry would be three companies that might be interested.

In regard to Scholarship Dinner Committee, preliminary work was done last year in contacting the University departments concerned; the Honors Division, the Admissions Office, University Dean of Student - Scholarship Bureau - all have definite ideas. It was their tentative feeling that there should be an overall day which should be held the end of the junior year of high school. The students selected would have a chance to see the campus, hear from the admissions and counseling people and others and end up with a dinner which would be financed by the Association. How to do it, is the question and how it can be financed. Ken Glaser suggested that each of the constituent groups could give \$100 and this would be a good start. A committee will be appointed.

President Hardell indicated he would try to cover as many of the Annual Meetings as possible and some of the Board meetings of the constituent groups. He said that while he knows the Executive Director tries to cover the meetings if the President or Executive Director can't be present someone of the other officers should represent the Association.

The Legislative Workshop date has been set for Saturday, November 26th. The chapter and constituent groups will be invited. President Wilson and his staff will present the needs of the University at that time. The Board of Directors would be hosts and it is important that as many Board members as possible be present. The afternoon program will be for alumni chapter presidents who are present. Tickets will be available for the University Theatre that evening for out of town guests. Luncheons will be held in conjunction with football Saturdays as in the past with two legislators and their wives being invited. President Hardell will be host. The luncheons are coordinated with President Wilson's Office who likewise invites legislators.

The Hennepin County Delegation Dinner has been set for November 14, at the Alumni Club; the Ramsey County Delegation Dinner has been set for November 21st at the St. Paul Athletic Club. Board members need to support each of these meetings. It was suggested that before each of these two meetings Stan Wenberg or Executive Director brief those attending on the needs of the University.

Al Heimbach will act as chairman of both the House Committee

and the Alumni Club Membership Committee.

The first President's Dinner Seminar has been scheduled for September 27, with President and Mrs. Wilson as host and hostess and Dr. Elmer Learn as the speaker on University Planning.

President Hardell asked the Executive Director to talk about the appointment of a Rose Bowl agent for the Association. The Executive Director indicated that this problem started back in 1960 and that there has been a committee of the alumni directors working with the Big Ten Commissioner's office. Such items as housing and transportation are now a part of the Big Ten contract. However, the Big Ten Office has come up with a new idea. They want to appoint a tour director for the Conference, with each University appointing a tour director to represent them. This is to be done by September 1. In talking to President Hardell the Executive Director suggested that the Gibbs Agency of Chicago who handled our alumni movements in 1960 and 1961 should be named for Minnesota. President Hardell agreed and wanted this reported to the Executive Committee. In the meantime this matter has been talked over with Vice President Stanley J. Wenberg and a meeting in the Big Ten Office on this matter has been scheduled for July 27. Stan Wenberg has asked Mr. Haislet and Martin Snoke of the Dean of Students Office to attend this meeting.

The Treasurer was not in attendance and the Executive Director gave the treasury report for the life endowment fund period ending May 30, 1966:

| | <u>Cost</u> | <u>Market</u> |
|--------------|------------------|-------------------|
| Bonds | \$ 77,043.55 | \$ 73,188.44 |
| Common Stock | <u>47,385.52</u> | <u>132,391.01</u> |
| Total | \$124,429.07 | \$205,579.45 |

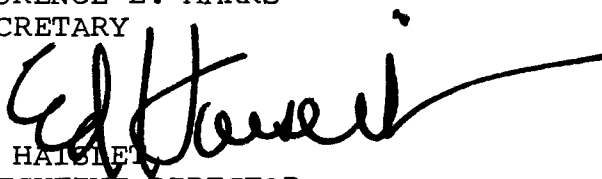
In addition there is \$30,000 in Certificates of Deposit in Farmers & Mechanics, Midland and Northwestern National Banks. The total therefore would be \$235,579.45.

There being no other business, on motion duly made and seconded the meeting adjourned.

Respectfully submitted,

FLORENCE E. MARKS
SECRETARY

by



ED HAISLET
EXECUTIVE DIRECTOR

THE MINNESOTA ALUMNI ASSOCIATION
205 Coffman Memorial Union
University of Minnesota
Minneapolis, Minnesota 55455

Minutes
Executive Committee Meeting
September 27, 1966

Pursuant to notices sent to the Executive Committee a meeting was held September 27, 1966 at 7:30 a.m. at the Minneapolis Athletic Club. In attendance were:

Waldo Hardell, President and presiding
Dreng Bjornaraa
Al Heimbach
Harold Holden
Robert Odegard
Otto Quale
Terrance Webster
Ed Willson
Ed Haislet

The minutes of the July 21 meeting were approved as sent out. Robert Odegard, Treasurer, presented the 1965-66 annual audit report noting that the Association was financially in good shape. Assets from all forms were \$351,120 and total reserves and members' equity \$351,120; Operating fund \$74,859; Savings Fund \$102,314; Life Membership Fund \$173,947. As regards cash receipts and cash disbursements, all funds, for the fiscal year ending June 30, 1966 figures are: All Funds \$133,677; Operating Funds \$97,402; Savings Fund \$26,144; Life Membership Fund \$10,131. Disbursements were: All Funds \$97,516; Operating Funds \$88,266; Savings Fund \$8,451; Life Membership Fund \$799. Excess of cash receipts over cash disbursements: All Funds \$36,161; Operating Fund \$9,136; Savings Fund \$17,693; Life Membership Fund \$9,332. Balance at the end of year: All Funds \$193,786; Operating Fund \$71,967; Savings Fund \$102,314 and Life Membership Fund \$19,508. On motion duly made and seconded the audit for the Alumni Association ending the period June 30, 1966, was approved.

Reported for information was the quarterly statement on Life Endowment Fund for the period 7/1/66 to 8/30/66 showing \$804.87 income, and in the principle account \$9,855.36.

Al Heimbach, chairman of the MAA Retirement Program Committee, made his report. He explained that the MAA was attempting to set up a retirement program for the Association which now includes three people. Because of age factor, the Executive Director had to be handled differently than the other two. As regards the two employees of the Association also included is \$10,000 of group life insurance. The program in each case will produce \$100 per month in pension income beginning at the age of 65 years. After discussion it was moved and voted that the University of Minnesota Alumni Association approve the establishment of a retirement program on a participating basis for Mrs. Janet Hart Widseth and

Joseph Davidson which will provide a minimum of \$100 per month in pension beginning at 65 years of age as well as \$10,000 of life insurance. Manufacturers of Canada was recommended as a carrier and Mr. Al Swanson of Home Life as agent. The plan to be implemented goes into effect October 1, 1966 with the Alumni Office instructed to put the plan into effect and make necessary arrangements for payment of premiums with the agents as they come due.

As regards the retirement program for the Executive Director, it was checked out with Vice Presidents Larry Lunden and Stan Wenber and a letter was read to the effect that they had no objection to increasing the retirement program for the Executive Director. Likewise Al Heimbach had had a conference with Mr. Ray Archer, Director of University Insurance, who indicated there was a way which Mr. Haislet could receive tax benefits and also other value through the University Program if approved by the University which was possible. The Association would pay to the University of Minnesota \$1017 to increase the Executive Director's salary by that much; the University in turn would reduce Mr. Haislet's salary by \$1017 per year but provide \$100 retirement per month on the date of his retirement. This is under the tax-sheltered annuity program of the University. The Executive Director had a conference with Ray Archer and was most pleased with the arrangement.

After discussion on motion duly made and seconded, it was voted that that portion of Ed Haislet's salary that is paid by the Minnesota Alumni Association be increased by \$1017 per year for the purpose of providing additional \$100 per month retirement income on a life only basis on his compulsory retirement date from the University of Minnesota. It was asked that the check for \$1017 be brought to Ray Archer just as soon as possible. Also voted was that the funds should come out of the MAA Operating Reserve.

Mr. Hardell thanked Mr. Heimbach for an outstanding job in getting together the facts and figures which made possible this plan for the Association. The Executive Director likewise thanked the Executive Committee and indicated that this was an important step forward for the Association and thanked them for the \$100 a month retirement for himself.

Mr. Heimbach then reported on the Alumni Club and indicated that the budget would be presented at the next meeting although it was retroactive to October 1. The Alumni Club membership campaign will be brought before the Committee soon. Mr. Heimbach has some new ideas which he hoped might work.

He indicated there would be 125 people present at the first President's Dinner-Seminar, that 23 letters to 23 firms had been sent out asking for \$100 as Seminar Sponsors. He had had some who thought this was not a good idea for a private club. Nevertheless 13 firms sent \$100 for a total of \$1300 in order to underwrite the costs of the 3-4 seminars for the year. A sponsor sheet will be put into each program. It costs about \$175 to \$200 expense for each Dinner-Seminar. The money was turned over to the Executive Director for deposit in the Alumni Club savings account.

President Hardell talked about the Presidents Selection Committee consisting of himself, as chairman, Al Heimbach, Ken Glaser, Hibbert Hill, Harry Heltzer, Jim Watson and Ed Haislet, Secretary of the Committee. This committee is advisory to the Regents and has been approved by Regent Mayo. He had been asked by Vice President Wenberg if the Association would be willing to add several students to the committee because there was great pressure from the students to have a committee on the selection of a new president. There was considerable discussion at this point and it was felt that if Doctor Mayo and the Board of Regents request the alumni committee they would be willing to augment the alumni committee with several members of the student body. This committee will meet upon the call of the chairman, on assignments as required by the Regents.

It was reported that Mr. Jim Powell, graduate of August 1966 in Psychology, was hired on September 19 as our Alumni Representative for Duluth. He spent last week in the Alumni Office with the various staff members learning the business and reported in Duluth Monday, September 26 to open the office and move the alumni program forward for the Duluth area.

On motion duly made and seconded the meeting adjourned.

Respectfully submitted,

FLORENCE E. MARKS
SECRETARY
by

A handwritten signature in cursive script, appearing to read "Ed Haislet", written in black ink.

ED HAYSLET
EXECUTIVE DIRECTOR

THE MINNESOTA ALUMNI ASSOCIATION
205 Coffman Memorial Union
University of Minnesota
Minneapolis, Minnesota 55455

Minutes
Board of Directors
October 4, 1966

ATTENDANCE

Presiding - Waldo E. Hardell, President

Members of Board present:

| | |
|------------------|--------------------|
| Dorothy Anderson | Richard Kyle |
| Dreng Bjornaraa | Marian Leebens |
| Francis M. Boddy | Florence Lehmann |
| Wallace Boss | Florence E. Marks |
| Zoe Cosgrove | Dr. Robert Monahan |
| Julius Davis | Ray Mykleby |
| Fredrick Dresser | Otto Quale |
| Al Heimbach | Arthur Radcliffe |
| Harry Heltzer | Dr. Melvin Sletten |
| Harold Holden | James Watson |
| | David Zentner |

Committee Members present:

Mrs. Lillian Fink, Honors Committee
Owen Hallberg, Honors Committee
Elwood Molander, Student Affairs Committee
Mrs. Arthur Naftalin, Student Affairs Committee
Irene Kreidberg, Scholarship Committee

Past Presidents present:

J. D. Holtzermann Dr. Virgil J. P. Lundquist

Staff present:

Joe Davidson Chet Tomczyk
Dennis Swan Janet Widseth

Board members not present:

| | |
|------------------|------------------|
| John Aldes | Leon Linden |
| George Arneson | Cecil March |
| William Braasch | Edwin Martini |
| Edwin Braman | Robert Odegard |
| Roger Copeland | Robert Olson |
| Henry Dahlberg | James Peterson |
| Ben Gilquist | Lee Slater |
| Kenneth Glaser | Melvin Steen |
| Richard Heeb | Frank Stanton |
| Vernon Iwanoski | Terrance Webster |
| Grant Johnson | William White |
| Christian Kamrud | Edwin Willson |
| George Koepke | |

After a dinner in the Regents Room, President Hardell asked the Board to adjourn to the Maroon Room. He opened the meeting by introducing the newly elected Board members present: Wallace Boss, Dr. Melvin Sletten, Dr. Francis Boddy, and Florence Lehmann. He also introduced the presidents of the two newest constituent groups: Marian Leebens, President Dental Hygiene Association and Fredrick Dresser, President General College Alumni Association. He introduced the two past presidents in attendance: J. D. Holtzermann and Dr. Virgil J. P. Lundquist. He then asked all others to introduce themselves.

INTRODUC

Minutes of the Executive Committee meetings of July 21 and September 27 were approved as sent out.

MINUTES
APPRIVED

President Hardell then opened the meeting by talking about the overall emphasis of the program for the 1966-67 year. He has appointed a scholarship committee under Ken Glaser, the purpose of which is to see how the Alumni Association can assist the University in attracting students in the top 2%. There is a great need for the University to get their share of such students. Ken Glaser is enthusiastic and President Hardell feels the program will get underway.

YEAR'S
EMPHASIS

He then talked about the University of Minnesota Foundation and the need for the Association to help in every possible way. The University is desperately in need to maintain and recruit new top faculty and to resist the raid of other schools. President Wilson wants 20 professional chairs at \$20,000 minimum a chair which is \$400,000 a year or an 8 million overall investment. A special committee has been named which has already discussed the problem. He said he also had a chance to talk to Mr. George Russell, Executive Vice President of General Motors, who is a member of the Foundation and who has some good ideas. He has also discussed the matter with President Wilson and is meeting with President Wilson soon on the matter.

President Hardell announced that Dr. Charles Mayo, Chairman of the Board of Regents, had asked the Association to appoint an alumni committee to work with the Regents on the selection of the new president. He would act as chairman and Al Heimbach, Ken Glaser, Hibbert Hill, Jim Watson, Dreng Bjornaraa, Harry Heltzer would be on the committee, with Ed Haislet as secretary. The committee has been accepted by the Regents.

PRESIDEN
SELECTIO
COMMITTE

Likewise he appointed a membership committee under Dreng Bjornaraa. The Association has a need of increased fees for the simple reason that the overall average fee coming into the Association is about \$3.50

MEMBERSH
COMMITTE

a year rather than \$5.00 due to the fact that all new graduates come in at \$2.50 (paid by the Regents), plus the five year program of graduated fees, husband-wife memberships which reduce the overall amount so that the Association will be forced to raise their fees. At the same time there is a feeling that there are a number of services that should be included as a part of membership. The task of the Membership Committee is to make MAA membership more attractive, encompass more services so as to attract more members into the Association.

President Hardell then asked the Executive Director to introduce members of the staff who would make brief presentations. The Executive Director indicated that each year the staff not only made out an annual report on their activities but also in the fall of each year make an analysis of their years program. The material has been dittoed and each of those present was given a copy. Such information would not be repeated but a brief summary would be made by each member. Called upon were: Mrs. Janet Widseth to explain her responsibilities and her area, and then in turn Chet Tomczyk, Dennis Swan, and Joe Davidson.

MAA STAFF
REPORTS

He then reported that a new staff person had been hired for the Department of Alumni Relations to be Alumni Representative at the University of Minnesota Duluth. He was hired September 19 and reported to Duluth on September 26. The first week was spent in the Alumni Office learning the various aspects of alumni work. The Executive Director felt that this was a real step forward. The Alumni Association is paying more than half the cost of this program with the idea that it be reduced each year until it is completely taken over by the University. The new staff person is Mr. James Powell, a graduate of the University of Minnesota, August 1966, major in Psychology, a good student. He has a good background and should do a good job. David Zentner, President of the UMD alumni group, was asked to comment and he thought this action was a tremendous step forward and one badly needed, that it would make the difference between an active alumni group in support of UMD and not having that support. He said his group would cooperate in every possible way to help get the job done.

NEW STAFF
AT UMD

Al Heimbach was then asked to talk about the Club. He reported that the Club was at a breakeven point and membership was down to 1550 members at the present time. Income is up over last year. He said what was needed was 400-500 more new members. He plans to inaugurate a special program to get members this year.

CLUB REPORT

President Hardell then read a letter from Mrs. Widseth thanking the Board of Directors for the new retirement program of which she was a benefactor.

President Hardell announced that the Legislative Workshop would be Saturday, November 26 starting at 9:00 a.m. at the Alumni Club and that all Board members should plan to attend. At this time the President and his administrative group will brief the Alumni Board of Directors as well as the Chapter Presidents on the needs of the University for the 1967-69 biennium. The program will end with lunch at the Club at noon.

LEGISLATIVE
WORKSHOP
NOVEMBER

He then introduced Dr. Virgil J. P. Lundquist who talked on the preliminary plans for a new Alumni Center on the West Bank of the University of Minnesota. Dr. Lundquist in his remarks said the MAA was a going organization because it did things and that while the Alumni Club had problems it also had the interest of alumni and when you do things you do have problems. He said the Association had inaugurated the first tape and computer system for alumni records in the country and the second group life insurance program which was making money for the Association, and also a number of other things were being done which indicated the leadership of our Association. However, it has been a long time dream of himself and the Executive Director that there should be an overall alumni center serving the whole University. This center would combine the facilities of the Alumni Office, the Alumni Club with housing facilities for those who service the University, guests, alumni and others. Since he was appointed to the job a year ago, a lot of work had been done. Meetings had been held with Win Close who did some preliminary work on the idea of an alumni center on the West Bank. Win Close indicated two sites he thought would be ideal and then through Mr. Close and Ralph Rapson, head of the Department of Architecture, a senior student in Architecture, Peter Zubert, was assigned the Alumni Club as his thesis. The Executive Director spent many hours working with Mr. Zubert on the overall idea and furnishing him information. Mr. Zubert contacted many different clubs, motels and hotels and studied a great deal of literature and has come up with an actual plan. Out of the plan had come a finalization in terms of a mock-up and in terms of actual drawings of the club. Dr. Lundquist said it was a thrilling concept.

ALUMNI CE

Vice President Stanley J. Wenberg and the Administration are cognizant of the plan. Mr. Wenberg had suggested we talk with the Center of Continuation Study and the Dean of Extension, as well as the Campus Club people on the idea. The Administration would like to see the faculty a part of any such plan. All these things were done and have been reported at prior meetings of the Executive Committee. There was an enthusiastic response by the Extension people - especially to the idea of rooms available for their use. At the present time their people are housed all over the city. There are only 9 rooms left in the Center for Continuation Study. The Campus Club was contacted but no meeting as yet has been accomplished.

Dr. Lundquist indicated that the present lease of the Alumni Club will run out in 7 years or by 1973. Hopefully until that time some better quarters can be secured for the Alumni Office on Campus. There was talk about putting the Alumni Office in the Credit Union Building and lately the Hubbard Building. The last word seems to be that the office will have to stay where it is but funds will be available to refurbish the quarters which are completely rundown. Present quarters are very unsatisfactory because of lack of space and overcrowded. Good staff work is almost impossible. It means the MAA should speed up plans to have their own building as soon as possible.

Dr. Lundquist then said that he was going to present a preliminary plan. He unveiled the mock-up which showed a seven story building overlooking the river. Someone said it looked like the University Hilton. He then went over the aspect of the plans, showing the artists sketch of the concept of the building, east and west approaches, cross section, section showing the hotel rooms, floor plans for the two major floors housing the Alumni Office and Alumni Club, lounges, swimming pool, shops, lobby, and registration desk. The response was most enthusiastic.

The first question was how much space and how much will it cost? The overwhelming consensus was that this was a great dream and a great vision and completely worthwhile and should be carried forward just as quickly as possible. Dr. Lundquist then asked for permission of the committee to proceed and on motion made and seconded, it was voted that the committee should proceed as to site, plans, timing, furnishing, that regular and ordinary expenses would be underwritten, that any special costs would have to be approved by the Board.

President Hardell then thanked Dr. Lundquist for his tremendous presentation and work involved.

There being no further business on motion duly made and seconded the meeting adjourned. The next meeting of the Board will be held Tuesday, January 24, 1967, at 6:00 p.m. at the Alumni Club.

NEXT BOARD
MEETING

Respectfully submitted,

FLORENCE E. MARKS
SECRETARY
by


ED HAISLET
EXECUTIVE DIRECTOR

THE MINNESOTA ALUMNI ASSOCIATION
205 Coffman Memorial Union
University of Minnesota
Minneapolis, Minnesota 55455

Minutes
Executive Committee Meeting
October 11, 1966
7:30 a.m.
Minneapolis Athletic Club

Presiding - Waldo E. Hardell, President

ATTENDANCE

Members of Executive Committee present:

Dreng Bjornaraa
Al Heimbach
Harold Holden
Florence Marks

Robert Odegard
Otto Quale
Ed Willson
James Watson

Executive Committee Members not present:

Kenneth Glaser
Cecil March
Terrance Webster

Two communications were received from the Board of Regents, one gift in the amount of \$4,000 for the establishment of the Minnesota Alumni Association Representative Fund. Second, accepting the total of 78 gifts totaling \$1073.75 from the Alumni Fund and a third letter accepting 274 gifts totaling \$11,809.31 from the Alumni Fund. The Regents expressed their appreciation for the gifts. Letters were placed on file.

COMMUNICATIONS

The next item was speaker for the Annual Meeting which is June 7, 1967. The name of Harry Reasoner was discussed as a possibility. He had turned the School of Business down as a speaker but it was possible that he might accept the Outstanding Achievement Award at this time and if so could be the speaker. Several others who have been mentioned and are hold-overs on the list are: Carl Rowan, now with the Chicago Daily News; Roy Wilkins; Walter Finke. Ted Peterson, head of Journalism at the University of Illinois was suggested. It was suggested that the new University president would be selected by then and would be the natural speaker at the meeting. Likewise Bert Cross, 3M ~~Bechtel~~, is slated to receive the OAA at the time of the annual meeting and could be asked to speak and is a good speaker. It was left that the matter of the speaker at the annual meeting should be played by ear,

ANNUAL MEETING
SPEAKER

A By-Laws change was proposed - allowing the ~~President~~ of the Minnesota Student Association to serve as an ex-officio member of the Board of Directors of the Minnesota Alumni Association. It was asked how this got on the agenda and it was reported that this request had been made from the

BY-LAW CHANGE
PROPOSED PER-
MITTING STUDENT
REPRESENTATIVE

student groups from time to time, that in 1954 the Executive Committee had recommended such a resolution to the Board.' However, at that particular time they were having some difficulty with the student groups and it was thought best not to proceed. Actually the relationship of the student group and the Alumni Association should be a closer one. There seemed to be no objections so President Hardell asked the Executive Director to bring in a proposed amendment to the By-Laws to be considered by the Executive Committee at their meeting on November 8.

The matter of the annual meeting was then brought up as regards who are invited, would it be all right to charge people whole or part of the cost and allow this money to go to scholarships or some other alumni project. Some members felt that it might be done without offending anybody and that most would be willing to pay. There were others who felt that this would defeat the purpose of the whole affair, that this does get out a tremendous group, a very special group, probably the most distinguished group any place at the University during the year and that nothing should be done to disturb this, and that the long range result is the one to be looked at and not the price of the ticket. No conclusions were drawn and the matter will be discussed at another time.

ANNUAL
COST

President Hardell then talked about the Scholarship Committee and Foundation. He said he was meeting with the President on the Foundation on the 21st of the month and that he had some ideas he was going to talk to the President about.

PRESIDENT
HARDELL
PROJECT

There being no further business, the meeting was adjourned.

Respectfully submitted,

FLORENCE E. MARKS
SECRETARY
by


ED HAISLET
EXECUTIVE DIRECTOR

THE MINNESOTA ALUMNI ASSOCIATION
205 Coffman Memorial Union
University of Minnesota
Minneapolis, Minnesota 55455

Minutes
Executive Committee Meeting
November 8, 1966
7:30 a.m.
Minneapolis Athletic Club

Presiding - Waldo E. Hardell, President

ATTENDANCE

Members of Executive Committee present:

Dreng Bjornaraa
Harold Holden
Kenneth Glaser
Florence Marks
Robert Odegard
Ed Willson
Ed Haislet, Executive Director

Members of Executive Committee not present:

Otto Quale
Cecil March
Terrance Webster
James Watson
Albert Heimbach

The minutes of October 11, 1966 of the Executive Committee were approved as sent out.

MINUTES

Communications received were from: Vice President Larry Lunden saying that the Board of Regents at their meeting October 14, 1966, accepted 5,284 gifts totalling \$27,626.27 from the Alumni Fund. The Regents expressed appreciation for these gifts. The letter was noted and placed on file.

COMMUNICATIONS

A letter from the First National Bank of Minneapolis was read which indicated that the bank is offering a new series of 90 day savings certificates with interest at 5% - an effective annual rate of 5.17%. They listed three options indicating that holders of present certificates with the 4½% rate guaranteed for five years could make the change. After discussion it was voted that the 5% - 90 day Savings Certificates with interest compounded every 90 days be selected and the \$10,000 Savings Certificate now held at the First National Bank of Minneapolis should be exchanged as soon as interest rates make it feasible.

A communication from Wilkerson, Guthmann, and Johnson, Certified Public Accounts of St. Paul, who handled the Association audit was read. It indicated that for a number of years they have audited the alumni books at a fee of \$250 and felt that this arrangement of auditing books at a reduced fee should be shared with other CPA firms on an every other year basis or intervals of several years. They recommended the Association engage another CPA to audit the records for the fiscal year ending June 30, 1967. It was agreed unanimously that this was a proper request and that it should be done. Ken Glaser volunteered to get a new firm to do the auditing for the next year or so at a reduced fee, the present fee being \$250. The letter to the Wilkerson firm should not be acknowledged until a new firm has been selected.

In view of the fact that there is a possibility that the University of Minnesota football team could go to the Rose Bowl if they won from both Purdue and Wisconsin it was voted that if Minnesota is chosen to go to the Rose Bowl to authorize the Executive Director to operate an alumni tour without financial contribution or obligation on the part of the Minnesota Alumni Association. The Gibbs Tours of Chicago would be the authorized travel agent for the Association tour. ROSE BOWL

A By-laws change for having a student as a member of the Board was discussed at the last meeting of the Executive Committee and was brought to the Executive Committee. Under Article II, Organization, Section 5, Board of Directors, all that was necessary was to add a new (e) as follows: (e) The President of the Minnesota Student Association, ex officio. On motion duly made and seconded, it was voted that the By-laws change be approved and be presented to the Board of Directors for their consent at the Winter Meeting. The By-laws change is herein attached. BY-LAWS

President Hardell brought in a resolution passed by the House Committee which authorized the elimination of the \$20.00 initiation fee and a membership fee of \$36.00 for University faculty members. There was a great deal of discussion on this matter. It was explained by the Executive Director that a letter to the faculty had just gone out in October, and it goes out every October and is prepared as a part of the overall membership program, that any change now would be for the coming fiscal year unless specially designated. In view of this, it was felt that the matter should be referred back to the House Committee of the Alumni Club for study with the suggestion that the whole matter of fee structure be reviewed as regards the faculty; that a reduction in the membership fee for faculty be duly considered, for instance, a \$10 a year fee. PRESIDENT REPORT

President Hardell indicated the Membership Committee under Dreng Bjornaraa is working on its report. The Scholarship Committee under Ken Glaser will meet December 15. The President's Selection Committee will meet November 9 with only one student so far having been selected, Howard Kaibel. He further reported he had been on the West Coast on a trip and had expected to meet with both the Los Angeles and San Francisco groups. Unfortunately his time prevented it. He did meet with Mr. E. L. Kolbe who is Director in Forestry Services for the Portland, Oregon area and who is anxious to get a good chapter started for Portland.

President Hardell indicated he had received a communication from an Alumni Club member from Connecticut who thought a special fee ought to be allowed for those outside the state. President Hardell will write and inform him that there is a special fee of only \$10.00 a year for non-resident members.

There being no further business, on motion duly made and seconded the meeting adjourned.

Respectfully submitted,

FLORENCE E. MARKS
SECRETARY

by



ED HAISLET
EXECUTIVE DIRECTOR

BY-LAWS CHANGE:

ARTICLE II
Organization

Section 5. Board of Directors The government of the Association shall be vested in a Board of Directors which shall have control over its property and the general direction of its affairs, subject to review by the membership as hereinafter provided. The Board of Directors of the Association shall consist of the following members:

- (a) Twenty (20) members selected by the general membership
- (b) Six (6) members at large appointed by the Board of Directors
- (c) One (1) member from each of the duly constituted constituent societies
- (d) The presidents of such other special alumni groups as authorized by the Board of Directors
- (NEW)(e) The President of the Minnesota Student Association, ex officio.

The number of members of the Board of Directors representing the constituent societies and the special alumni group shall not exceed nineteen (19).

Each Director, whether elected or appointed as a member at large, shall serve one term of four years or one or more short terms not exceeding four years and shall thereafter be ineligible for further membership on the Board. In case of a vacancy on the Board other than a vacancy occurring because of expiration of a term in office, the appointee shall serve only for the balance of the term.

THE MINNESOTA ALUMNI ASSOCIATION
205 Coffman Memorial Union
University of Minnesota
Minneapolis, Minnesota 55455

Minutes
Executive Committee Meeting
December 13, 1966
7:30 a.m.
Minneapolis Athletic Club

Presiding - Waldo E. Hardell, President

ATTENDANCE

Members of Executive Committee present:

Dreng Bjornaraa
Al Heimbach
Harold Holden
Mrs. Florence Marks
Bob Odegard
Otto Quale
Tob Webster
Ed Haislet, Executive Director

Members of Executive Committee not present:

Cecil March
James Watson
Ken Glaser

Communications: a letter from Ken Glaser indicating that he had talked to Haskins & Sells, CPA's and they had accepted the responsibility of auditing the Minnesota Alumni Association books for the fiscal year ending June 30, 1967 and agreed to do the books for the same fee (\$250) as Wilkerson, Guthmann & Johnson have done originally. The Executive Committee voted thanks to Ken Glaser for his service for making this arrangement.

COMMUNICATIONS

A note from Pug Lund was read thanking the Association for the chrysanthemum plant sent while he was in the hospital because of a heart attack. It was reported that Pug was doing well.

PUG LUND

Bob Odegard, Treasurer, presented the quarterly report of the Alumni Endowment Fund for the period 9-1-66 to 11-30-66 inclusive. Income statement showed \$2788.20 and the principal fund \$208.84. The report was accepted and placed on file.

REPORT OF
TREASURER

President Hardell then talked about the retirement of President Wilson and suggested that the annual meeting be at the time when the alumni would honor President

HONORING
PRESIDENT O.
MEREDITH WILSON

and Mrs. Wilson and that we should think in terms of gifts. Waldo suggested that while the Association might be able to pay for part of it, he thought maybe a number of alumni would be willing to underwrite a gift of some part of a gift. The Executive Committee agreed that the annual meeting was the proper time to have a testimonial on behalf of President and Mrs. Wilson, that a proper gift should be given to the both of them. Otto Quale said he would offer the help of his people on the framing of the resolution and printing of same.

Al Heimbach, Chairman of the Alumni Club House Committee reported the budget for 1966-67. He indicated that the committee consisting of the Executive Director, Bob Winrich and himself had gone over it; he felt that it was a good budget, probably a little tight and it had been approved by the House Committee at their meeting Monday, December 12. He indicated \$71,845 was the estimated income based upon an additional 300 members and funds of \$10,800. If we don't get the members, we won't be able to make the budget. Estimated expenditures are \$67,235. After answering questions, on motion duly made and seconded, the budget for the Alumni Club for 1966-67 was approved.

ALUMNI
BUDGET
1966-67

Al Heimbach then went on to say that a membership campaign is underway for sometime in January or February and that the House Committee recommended the waiver of the initiation fee of \$20.00 for the 60 day period from the time of the first mailing. He asked approval of the membership campaign and the waiving of the initiation fee for the 60 day period. On motion duly made and seconded, it was so voted.

ALUMNI
MEMBERSHIP
CAMPAIGN

Otto Quale said he would donate a Minnesota ring for the contest from Josten's. Also it was decided that the direct mail program for outstate members should be sent and to outline benefits to them, such as a place to come and shop, reduction in rooms at the Sheraton, skating, all things that could be thought of to entice these members. Al Heimbach agreed to follow through on this kind of a campaign.

OTTO QUA
DONATES
MEMBERSHIP
CAMPAIGN

President Hardell then talked about the Legislative Luncheons, that they had run successfully and thought they were important and did achieve a good rapport with legislative involved.

LEGISLATIVE
LUNCHEONS

The dinners for the Hennepin and Ramsey County delegations were successful, attendance was good at both. However, the attendance at the Ramsey County dinner was 28 out of 30. Both Dreng Bjornaraa and Ed Haislet told the group about the wonderful way in which Waldo Hardell handled the group and Dreng Bjornaraa said he had never seen anything like it in all of his days of legislative experience. The President was commended for a fine job.

COUNTY
DELEGATION
DINNERS

He asked the Executive Director to talk about the Madison trip and the 65 in attendance at the Continental Club.

MADISON TRIP

He explained the cancellation of the Legislative Workshop, that we had evidently picked the long Thanksgiving weekend and that people just weren't available, that less than 20 people, including, staff, state chapter people and Board members would be in attendance. All who had made reservations were called. Some showed up who had not made reservations, unfortunately. The dinner will be rescheduled in January if possible and Vice President Wenberg will set the date when the legislative team is available.

LEGISLATIVE
WORKSHOP
CANCELLATION

The Scholarship Committee chaired by Ken Glaser will meet on December 15 on campus with the faculty group concerned.

SCHOLARSHIP
COMMITTEE

The Membership Committee chaired by Drenng Bjornaraa is still waiting for the Executive Director to get his materials prepared for the Committee.

MEMBERSHIP
COMMITTEE

Waldo Hardell, with an off the record statement, talked about the President's Selection Committee which he said was highly confidential and the remarks were not to be put into the minutes.

PRESIDENT'S
SELECTION
COMMITTEE

Ed Haislet promised to send the list of original sponsors of the Alumni Club to Al Heimbach so a proper book or plaque or citation could be placed in the Alumni Club.

There being no additional business, on motion duly made and seconded, the meeting adjourned.

Respectfully submitted,

FLORENCE E. MARKS
SECRETARY


ED HAISLET
EXECUTIVE DIRECTOR

INCOME

| | |
|--------------------------|----------|
| Dues and Initiation Fees | \$46,000 |
| Food Sales | 9,000 |
| Beverage Sales | 15,000 |
| Interest | 1,000 |
| President's Seminar | 800 |
| Other Income | 45 |

\$71,845

| | |
|-------------------|-----------------|
| Income | \$71,845 |
| Expenditures | <u>67,235</u> |
| Net Income (Loss) | <u>\$ 4,610</u> |

I. Expenditures

| <u>Department</u> | <u>1967</u> | <u>1966</u> | <u>1965</u> |
|-----------------------------|-----------------|-----------------|-----------------|
| Salaries | 13,800 | 12,350 | 15,615 |
| Club Rooms | 46,815 | 47,060 | 47,300 |
| Promotion | 519 | 1,065 | 1,273 |
| Postage | 458 | 203 | 218 |
| Office | 834 | 1,932 | 847 |
| Piano | 242 | 242 | — |
| Printing | 612 | 1,000 | 1,000 |
| Computer | 850 | 184 | 1,416 |
| Payroll Taxes | 531 | 516 | 949 |
| Insurance | 280 | 293 | 295 |
| Publications | 27 | — | 49 |
| Professional Services | 525 | 940 | 405 |
| Club Management Association | 492 | — | — |
| Music | — | 1,280 | 839 |
| President's Dinner Seminar | 800 | — | — |
| Miscellaneous | 450 | 982 | 1,386 |
| Bus Rental | — | 365 | 586 |
| Flowers | — | 140 | 589 |
| <u>TOTALS</u> | <u>\$67,235</u> | <u>\$68,552</u> | <u>\$72,767</u> |

II. Income

| | <u>1967</u> | <u>1966</u> | <u>1965</u> |
|--------------------|-----------------|-----------------|-----------------|
| Dues and Fees | 46,000 | 36,206 | 59,300 |
| Food Sales | 9,000 | 8,381 | 7,247 |
| Beverage Sales | 15,000 | 15,100 | 11,925 |
| Interest | 1,000 | 1,050 | 1,027 |
| Presidents Seminar | 800 | — | — |
| Bus Tickets | — | — | 394 |
| Other Income | 45 | 37 | 173 |
| <u>TOTALS</u> | <u>\$71,845</u> | <u>\$60,774</u> | <u>\$80,066</u> |

EXPENDITURES

| | |
|---------------------------------------|---------------|
| 1. <u>Salaries</u> | |
| a. General Manager | \$ 9,600 |
| b. Secretary | <u>4,200</u> |
| | \$13,800 |
| 2. <u>Club Rooms</u> | |
| a. Rent | \$30,625 |
| b. Interest | <u>3,540</u> |
| c. Depreciation | <u>12,650</u> |
| | \$46,815 |
| 3. <u>Promotion</u> | |
| a. Comp. Food and Beverage | \$350 |
| b. Christmas Party for Children | 100 |
| c. Homecoming Decorations | 15 |
| d. Food and Beverage Signs 3 @ \$18 | <u>54</u> |
| | \$519 |
| 4. <u>Postage</u> | |
| a. Office Correspondence | \$218 |
| b. Monthly Newsletter 12 @ \$20.01 | <u>240</u> |
| | \$458 |
| 5. <u>Office</u> | |
| a. Telephone @ \$30 per month | \$360 |
| b. Miscellaneous Supplies | 100 |
| c. Envelopes (used in MAA office) | <u>374</u> |
| | \$834 |
| 6. <u>Piano</u> | |
| a. Monthly Installments | \$242 |
| | |
| 7. <u>Printing</u> | |
| a. Monthly Newsletter @ \$20. | \$240 |
| b. MAA Materials | 89 |
| c. Labels for Newsletter 12 @ \$31.90 | <u>383</u> |
| | \$612 |
| 8. <u>Computer Fees</u> | |
| a. Programming | \$250 |
| b. Monthly Update @ \$50 | <u>600</u> |
| | \$850 |
| 9. <u>Payroll Taxes</u> | |
| a. Estimated | \$531 |

| | | |
|-------|--|----------------------------------|
| 10. | <u>Insurance</u> | |
| | a. Estimated | \$280 |
| 11. | <u>Publications</u> | |
| | a. Gourmet | \$ 6 |
| | b. Institutions | 10 |
| | c. Cornell Quarterly | 8 |
| | d. Club Management | <u>3</u> |
| | | \$27 |
| 12. | <u>Professional Services</u> | |
| | a. Yearly Audit | \$425 |
| | b. Miscellaneous | <u>100</u> |
| | | \$525 |
| 13. | <u>Club Management Association</u> | |
| | a. Annual Dues | \$ 10 (Regular) 50 (National) |
| | b. Convention (Los Angeles, Feb. 1967) | <u>432</u> |
| | | \$492 |
| 14. | <u>President's Dinner Seminar</u> | |
| | a. Four Dinner Meetings | \$800 |
| 15. | <u>Miscellaneous</u> | |
| | a. Staff Christmas Party | \$ 75 |
| | b. Bonus to Maitre' D | 25 |
| | c. Christmas Decorations | 50 |
| | d. Unbudgeted Items | <u>300</u> |
| | | \$450 |
| <hr/> | | |
| | TOTAL | <u>\$67235</u> |

THE MINNESOTA ALUMNI ASSOCIATION
205 Coffman Memorial Union
University of Minnesota

Minutes
Executive Committee Meeting
January 20, 1967
7:30 a.m., Minneapolis Athletic Club

Presiding - Waldo E. Hardell, President

ATTENDANCE

Members of Executive Committee present:

Dreng Bjornaraa
Al Heimbach
Harold Holden
Florence Marks
Otto Quale
Terrance Webster
Ed Willson
Ed Haislet, Executive Director

Members of Executive Committee not present:

Cecil March
Jim Watson
Ken Glaser
Bob Odegard

Minutes for the meeting of the Executive Committee of December were approved as sent out. MINUTES

Two letters from Larry Lunden, Secretary of the Board of Regents were read, one stated that the meeting of the Regents of Nov. 18, 2019 gifts were transmitted totaling \$12,250.28, and on the same date \$1017 for the establishment of the Minnesota Alumni Association - Special Fund with the thanks of the Regents. The letters were placed on file. COMMUNICATION

Also a letter from the National Association of State Universities and Land Grant Colleges was read in response to a letter from the Executive Director indicating that Minnesota Mining and Manufacturing should have been included in the Directory of State and Land-Grant Alumni who are leaders in the nation's largest corporations. It indicated that the 3M Company is approximately the 60th largest in the nation and they were delighted to know that both the chairman and presidents were Minnesota alumni. They would make the correction in their next revision.

In the absence of Treasurer Bob Odegard, Ed Haislet reported on the Investment Committee which met December 28, 1966 in the Northwestern Bank Building of Minneapolis. Jim Harris, chairman, presided. The portfolio was reviewed and they voted to eliminate holdings in the steel industry by the sale INVESTMENT COMMITTEE

of 50 shares of United States Steel. Investment of the available cash in the amount of \$18,000 was discussed. Upon motion duly made and seconded the following purchases were approved.

\$10,000 General Telephone and Electronics 6 1/4% Bonds due in 1981,
\$5,000 United Airlines 5% Bonds due 1981,
200 shares Middle South Utilities, common at 26

It was agreed that the bank savings certificates now held would be cashed on their maturity dates in April since those funds have been earmarked as a purchase reserve. It was further agreed that a meeting of the Committee would be held in April after the savings certificates had matured.

President Hardell made a lengthy report on the President's Selection Committee reviewing the whole matter from the first day the committee was appointed until their last meeting

PRESIDENT
SELECTION
COMMITTEE

The Chairman of the House Committee reported on the Alumni Club. He said the membership campaign was geared and all set to go as of February 1 and that the first letters will be mailed January 30. Signs and banners will be put up in the Alumni Club, and that three additional letters will go to resident members. The second letter will talk about prizes. He also indicated the Executive Director and Dick Fitzgerald had met on the Alumni Club lease and that recommendations had been made to the House Committee which would be reviewed at their next meeting January 25.

HOUSE
COMMITTEE

Otto Quale said he thought the way to get members for outstate alumni - non-resident memberships - would be through the alumni chapters. He feels a list of the benefits to outstate chapters should be sent out and that at every meeting someone should make the pitch to the members because at \$10.00 if someone really went to work there is no reason why a large number of memberships couldn't be sold. At their meeting in February in Owatonna, he will do this as a trial run if Al Heimbach would send out a note to him about the facilities, the reasons to join, etc. A suggestion was made that all chapter presidents be given a complimentary membership in the Alumni Club for the year they are president. This would be part of their award for being president. This should be brought before the House Committee for discussion.

The Executive Director reported on the meeting of the Scholarship Committee which was held December 15 at the Campus Club with 3 faculty members, Vice President S. J. Wenberg, Waldo Hardell, Ed Haislet and Janet Wiseth. It was their opinion that a scholarship dinner as such was too big and too impersonal to start without knowing exactly how to handle it and without being assured of some success. Stan Wenberg indicated that the Minneapolis Banks - Minneapolis Thrift Club do hold a scholarship dinner and also there are other groups that ~~do~~ ~~have~~ ~~scholarship~~ ~~dinner~~. It was felt that anything done should be at the junior year and that the high school counselors should be included on anything that is done.

SCHOLARSHIP
COMMITTEE

was the final recommendation of the group that 2-3 dinners held by alumni chapters in the state, that 25 of the top students be invited to this dinner at which time a team from the University would come out, a faculty member and some of the honor students at the University and if possible someone from the alumni office. It would be called Minnesota Alumni Scholarship Recognition Dinner. The local chapter would be sponsor. The expense of the team would be the Association's and probably the underwriting of the dinners if the chapter couldn't handle it. The counselors in the local communities would be invited along with the top high school juniors in the area. The Local Committee would make the decision to what schools to invite and the number from each school to attend the dinner. If possible the format might be experimented with to try to work out the best pattern. It was felt that juniors would be best because they haven't made their selection; that if you get seniors you run the risk of not inviting some of the seniors who have received letters from the President's Office, and likewise antagonize some of the private schools. The students selected for the dinner would be recommended by the school counselors and officials rather than any other way although taking those on the honor roll, A students or by high school rank and MSAT could be used. What is wanted is high ability, not necessarily high achievement. The talk by the faculty person should be a stimulating one for the students and only indirectly would recruit for the University. It was felt that the project should start with 2-3 chapters to see if it would be successful and to watch the resulting publicity in the community. It might be that in some way the idea could eventually more into the TwinCity area.

On motion duly made and seconded it was voted to try three local chapters this year.

Waldo Hardell indicated that the Legislative Workshop was Feb. 8 and hoped that as many as possible of the Board would attend and especially the Executive Committee. *He also indicated* ~~indicated~~ so far that state returns have been very sparse, that if the Executive Director would give him 10-15 names he would call them personally to see if he could get them to come. LEGISLATIVE WORKSHOP

He indicated the Nominating Committee for the Association would meet February 7 to determine a slate to be voted upon by the membership by ballot this spring. NOMINATING COMMITTEE February 7

The Honors Committee is meeting January 25; that the Executive Director has done a fine job in preparing a Membership Report which was full of new ideas, facts and figures, that Dreng Bjornaraa, Chairman was to contact Jim Watson as to a date and when he could meet to call a meeting of the whole committee for discussion of the report and to begin their work. The material is in the hands of the Committee. HONORS COMM. TO MEET JANUARY 25

There being no additional information, on motion duly made
and seconded the meeting adjourned.

AD.

Respectfully submitted,

FLORENCE MARKS
SECRETARY

by


ED HAPSLET
EXECUTIVE DIRECTOR

THE MINNESOTA ALUMNI ASSOCIATION
205 Coffman Memorial Union
University of Minnesota
Minneapolis, Minnesota 55455

Minutes, Winter Board Meeting
January 24, 1967
6:00 p.m., Alumni Club

Chairman - Waldo E. Hardell, President

ATTENDANCE

Members of the Board present:

| | |
|-------------------|------------------|
| Dreng Bjornaraa | Florence Marks |
| Francis Boddy | Robert W. Olson |
| Wallace L. Boss | Melvin Sletten |
| Charles Britzius | Melvin Steen |
| Zoe Cosgrove | William F. White |
| Fredrick Dresser | Ed Willson |
| Harold Holden | Janet Widseth |
| Dr. L. G. Idstrom | Ed Haislet |

Members of the Board not present:

| | |
|-----------------------|------------------|
| Dr. John H. Aldes | Vernon Iwanoski |
| George Arneson | Grant Johnson |
| Dorothy Anderson | George Koepke |
| Robert Boyer | Richard Kyle |
| Tim Burgess | Marian Leebens |
| William E. Costello | Florence Lehmann |
| Dr. Arthur P. Hayward | Leon Linden |
| Edwin Braman | Cecil March |
| Roger Copeland | Ray Mykleby |
| Henry Dahlberg, Jr. | Edwin Martini |
| Julius Davis | Robert Odegard |
| Ben T. Gilquist | Otto Quale |
| Kenneth Glaser | James Peterson |
| Richard Heeb | Lee Slater |
| Albert H. Heimbach | Darlene Simmons |
| Bruce W. Halvorson | James Watson |
| | Terrance Webster |

President Hardell introduced all members present at the finish dinner. The group then moved into the Gold Room for the meeting. It was especially noteworthy that Robert W. Olson from Dallas, Texas, representative from the Southwestern region and Melvin C. Steen of New York City, Eastern representative, were both present.

INTRODUCTIONS

The minutes of October 11, November 8 and the December 13 1966 were approved as sent out. The Executive Committee meeting minutes of January 20, 1967, has not been sent out so were read by the Executive Director. On motion duly made and seconded, these minutes were approved.

MINUTES OF
OCTOBER 11, NOV.
8, DEC. 13, 1966
AND JAN. 20, 1967

A new Bylaws amendment which had been discussed by the Executive Committee and recommended to the Board for their adoption had been sent out to all members of the Board with notice that it would be discussed and acted on at this meeting. The purpose of the amendment is to allow the President of the Minnesota Student Association to be an ex-officio member of the Board. Waldo Hardell explained the amendment and there being no discussion, upon motion duly made and seconded the following amendment was approved.

BYLAWS
VOTED

BYLAWS CHANGE:

ARTICLE II
Organization

Section 5. Board of Directors The government of the Association shall be vested in a Board of Directors which shall have control over its property and the general direction of its affairs. The Board of Directors of the Association shall consist of the following members:

- (a) Twenty (20) members selected by the general membership
- (b) Six (6) members at large appointed by the Board of Directors
- (c) One (1) member from each of the duly constituted constituent societies
- (d) The presidents of such other special alumni groups as authorized by the Board of Directors.
- (NEW)(e) The president of the Minnesota Student Association ex officio.

The number of members of the Board of Directors representing the constituent societies and the special alumni group shall not exceed nineteen(19).

Each Director, whether elected or appointed as a member at large, shall serve one term of four years or one or more short terms not exceeding four years and shall thereafter be ineligible for further membership on the Board. In case of a vacancy on the Board other than a vacancy occurring because of expiration of a term in office, the appointee shall serve only for the balance of the term.

In the absence of Bob Odegard, Treasurer, The Executive Director reported on the life endowment fund of the Association. As of December 28, 1966 assets in bonds show \$93,160; savings certificates \$15,000; common stock \$119,832; for a total of \$227,992 . There was also cash available of \$15,208.84. The Investment Committee met December 28 and with the \$3000 available from the Principal Fund, \$18,000 was available for investment as following: \$10,000 General Telephone and Electronics 6 1/4% bonds due in 1981, \$5,000 United Airlines 5% bonds due in 1981, and 200 shares

TREASUR
REPORT

Report Middle South Utilities, common at 26. The Treasurers Report was accepted and placed on file.

In the absence of Al Heimbach, Waldo Hardell reported on the Alumni Club. He indicated that at the present time a new membership campaign for Club members would begin and continue during February and March and that 300 new members was the goal. This number is needed in order to make up the difference between the estimated Club budget of \$72,000 for the fiscal year and the \$62,000 of estimated income. The campaign as outlined by Chairman Heimbach would be carried on through a series of letters to all members, the first of which is to go out February 1. There will be prizes and other promotional gimmicks to help make the campaign a success. Bob Olson from Dallas immediately paid \$10 so as to be the first new member of the campaign. He also said he would take some applications with him and would probably get some members for us. Likewise Charles Britzius indicated that if he were sent some applications, he would see what he could do. Membership at the present time is about 1400. Usage is holding up well but we do need the extra members. The Executive Director and Dick Fitzgerald have met and made some recommendations that will be brought before the House Committee on January 25.

REPORT ON
ALUMNI CLUB

The Executive Director reported on the Scholarship Committee which met December 15 at the Campus Club with 3 faculty members, Vice President Stanley J. Wenberg, Ed Haislet and Janet Widseth. The purpose was to discuss a possible scholarship dinner and how it might be handled. It was the opinion of the group that a scholarship dinner as such was too big and too impersonal to start out with without knowing how it could be handled and without success being assured. It was felt that anything done should be at the junior year level and high school counselors should be included. It was the final recommendation of the group that 2-3 experimental dinners be held by alumni chapters in the state, that the top 25 students be invited to the dinners at which time a team from the University would come out with a faculty members and several honor students who attend the University - if possible from the same community - and also someone from the alumni office. It would be called the Minnesota Alumni Scholarship Recognition Dinner. The local chapter would sponsor the dinner. The expense of bringing the team to the community would be the Association's and also the underwriting the dinner if the chapter could not handle it. The counselors in the local communities would be invited, along with the top high school juniors in the area. The local committee would make the decision as to what schools to invite and the number from each school. The students selected for the dinner would be recommended by the high school counselors and officials rather than using other criteria. What is wanted is high ability, not necessarily high achievement. The talk by the faculty person should be a stimulating one for the honor students and only indirectly recruit for the University. After a great deal of discussion the Board voted to try out the pattern in 2-3 chapters this year to set the pattern for what might be done thereafter.

SCHOLARSHIP
COMMITTEE

President Hardell said that Dreng Bjornaraa's membership Committee had the preliminary report before them and that soon they would meet to discuss it and bring a recommendation before the Executive Committee. It did seem there was a real need for a fee increase at the present time.

MEMBER
COMMITTEE

He also briefed the group on the Alumni President's Selection Committee and brought them up to date on the matter as of the moment.

PRESIDENT
SELECTION
COMMITTEE

He then introduced Vice President Stanley J. Wenberg who kindly consented to talk to the Board concerning some of problems of the University. The first problem facing the University other than financial was the general practitioner problem of the Medical School, and that it is going to cause some difficulty in the Legislature.

VICE PRESIDENT
STANLEY
WENBERG
UNIVERSITY
PROBLEMS

Problem two - what is going to happen to extension in the state and better coordination of extension, the changing of extension so as to encompass extension in this country and not just agriculture. This too will cause some difficulty with the Legislature. Three, the structure of higher education and the role of the coordinating body in the state, and four, the adoption of a national education compact by the states which places another barrier in the way for the universities and colleges in getting their job done. At present, some 17 states have already joined the compact and Minnesota has a bill before the legislature with all the top legislative leaders as authors, yet such a bill would not be compatible to the best interests of education in the state.

Ed Haislet then passed out some dittoed material put together for the American Alumni Council for the 1967 Alumni Administration Award program. The material covered what the Association is doing in student recruitment, pre-matriculation, student-alumni relations, alumni programs on campus, alumni programs off campus, alumni programs for international alumni, and faculty involvement. It was good practice for the staff to get together all the things being done by the Association in its various areas and it was felt that the Board would appreciate knowing about the information covered.

There being no other business, the meeting adjourned. The next meeting of the Board will be at the Alumni Club at 6:00 p.m. on March 21.

Respectfully submitted,

FLORENCE MARKS
SECRETARY

by



ED HAISLET
EXECUTIVE DIRECTOR

THE MINNESOTA ALUMNI ASSOCIATION
205 Coffman Memorial Union
University of Minnesota
Minneapolis, Minnesota 55455

Minutes
Executive Committee Meeting
March 14, 1967
7:30 a.m., Minneapolis Athletic Club

Rido E. Hardell - Presiding

ATTENDANCE

Members of Executive Committee present:

| | |
|-----------------|----------------------|
| Dreng Bjornaraa | James A. Watson |
| Al Heimbach | Terrance Webster |
| Harold Holden | Ed Haislet, Ex. Dir. |
| Bob Odegard | Guest: Bart Quale |
| Otto Quale | |

Members of Executive Committee not present:

Florence Marks
Kenneth Glaser
Cecil March
Ed Willson

Communications received were from Vice President Lunden
Secretary of the Board of Regents accepting gifts and
transmitting the totals as follow with thanks from the
Regents:

COMMUNICATIONS

January 13, 1967 accepted 517 gifts totaling \$15,448.37
February 10, 1967 accepted 971 gifts totaling \$26,154.19
February 10, 1967 accepted 366 gifts totaling \$5,423

A letter from William Nuerge, Jr., Public Relations Dir.
of Minnesota Theatre Co. Foundation, requesting the use of
the alumni mailing lists for the greater Minneapolis-St.
Paul area sometime in May, all mechanical and handling
costs to be paid by Theatre. It was the unanimous feeling
of the Committee that they should reaffirm their policy of
not giving out the alumni list for any purpose, for any
group, that to open the door for one means opening the
door for all. On motion duly made and seconded they
denied the request and reaffirmed their policy of not
giving out the MAA list.

REQUEST FOR
LIST DENIED

Dreng Bjornaraa, Chairman of the Membership Committee
was then asked to bring in the recommendations of his
Committee. See Committee report attached. The
recommendations were:

REPORT OF
MEMBERSHIP
COMMITTEE

| | |
|--------------------------|---|
| Annual fee \$10.00 | Husband-wife without a second magazine - \$12.00 |
| Three year \$25.00 | Husband-wife \$30.00 |
| Life Membership \$175.00 | Husband-wife \$225.00 |

The recommendation encompasses \$1.00 fee for each annual membership received to be credited to the constituent group involved and to eliminate all voluntary contributions for funds by constituent groups. In regard to the faculty, all members of the faculty are eligible for membership and would pay the regular \$10 membership fee whether or not they are a graduate of the U of M. Likewise a proposal to the Athletic Department that only members of the Association be allowed to use the U of M Golf Course was to be included as a part of the proposal if and when approved by the Athletic Department.

In the discussion that followed, there was some feeling that the jump to \$10 is difficult to justify, especially for the younger alumni and would probably preclude membership of younger alumni. The question was raised whether Vice President Wenberg knew of this proposal and his letter which had been received by the Executive Director was explained to the group indicating that he preferred a \$7.50 fee rather than \$10.00 and that membership size was important to him as far as he was concerned. While not to be a part of the original motion, it was felt that if the returning veterans could be offered a free membership this might be helpful. It was decided that this could be best handled by including this statement in a brochure to the seniors in the commencement packet; also by Executive Director to check with other Big 10 schools to see how it is handled.

Likewise as regards life membership it was felt that if it could be made tax-deductible in some way it might make selling of life memberships much easier and this should be checked into.

At the present time it is the policy of the Board that for each life member \$3.00 is received for the operating fund each year as of July 1, that this policy should be brought before the Investment Committee to see if a greater return to the operation fund is not possible.

On motion duly made and seconded it was voted:

| | |
|---------------------|---|
| Annual fee \$10.00 | Husband-wife \$12.00 without second magazine |
| Three years \$25.00 | Husband-wife \$30.00 |

MEMBERS
RECOMME
VOTED

to be recommended to the Board of Directors to go into effect as of July 1, 1967. Life membership would remain as it is but the price to be raised to \$175, husband-wife to \$225 as of July 1, 1968. The recommendation will be presented to the Board of Directors at its March 21 meeting which change would also require a By-law amendment.

Executive Director indicated that two alumni groups of University have made application to become constituent groups, both have met and framed constitutions and by-laws both have organized their group with officers and directors with the program to start immediately. The groups are the Alumni Association of the University of Minnesota Division of Medical Technology and Occupational and Physical Therapy Alumni Association. Because they have met the requirements to become constituent groups the Executive Committee recommended that the Board approve these two groups as the 18th and 19th constituent groups of the Association. (NOTE: this brings the number of constituent groups to the limits as indicated in the Bylaws.)

MED. TECH. AND
OC. & PT CONST.
GROUPS APPROVED

The Treasurers Report was given by Bob Odegard indicating for the period of 12/1/66 to 2/28/67 inclusive in the Income Account there was \$3900.28 and in the Principal Account \$208.84. There will be a meeting of the Investment Committee sometime in April. The report of the Treasurer was accepted.

TREASURERS
REPORT

It was reported that all ten nominees had accepted candidacy to the Board; however, as regards the at-large appointments - Bryan E. Smith, retiring from his position as Chairman of the Board of Liberty Mutual Insurance Co., felt he could not take on this responsibility as he would be traveling a great deal in the next several years. Mrs. Dixie Goss indicated that she would very much like to be a member of the Board but needed to know the calendar for next year. She does a great deal of traveling and wanted to be sure her travel plans would coincide with the meetings of the Board.

NOMINATING
COMMITTEE
REPORT

Al Heimbach reported for the Alumni Club and indicated that as of this date 75 new members had been obtained, 17 alumni had participated in getting the 75 members; he asked that the campaign date be extended to April 15 in view of the slow start. A letter would go out over Waldo Hardell's signature within the week and that a fourth letter would go out sometime the first week in April. He mentioned that the magazine had done a good job in getting in a large percentage of the memberships.

REPORT ON
ALUMNI CLUB

As regards the Special Membership report, he indicated that while Dick Fitzgerald was still lacking a report from Bob Winrich, he had talked to Tom Hoadley, Manager of the Sheraton, and that soon a report would be forthcoming for the Executive Committee.

The Executive Director gave the report on the Insurance Committee for the period from 5/27/66 to 1/27/67 - number of policies in force, 907, Volume \$9,058,000. The Executive Director also was happy to present to the Executive Committee for their acceptance the dividends for the calendar year 1966 in the amount of \$5,167.98. The

INSURANCE
PROGRAM
REPORT

dividend was gratefully accepted and the Executive Director was authorized to place this into savings deposits as a part of the overall savings of the Association.

President Hardell talked about the work of the President's Selection Committee and brought the Committee up to date.

PRESIDENT
SELECTION
COMMITTEE

He indicated that the Sixth President's Dinner-Seminar was scheduled for April 6 with Vice President Stanley J. Wenberg as the speaker. Al Heimbach would handle the meeting in his absence.

PRESIDENT
SEMINAR

The Annual Meeting is to be held June 6 at the Nicollet Hotel and approved to receive the OAA at the present time are Chet Wilson and Bert Cross. The speaker will be President O. Meredith Wilson.

ANNUAL
MEETING

The postponement of the Administrative Committee for March has delayed action on those recommended by the Alumni Honors Committee and approved by the University Honors Committee a month which will make it difficult to get the recommendations approved in time for the June 6 meeting.

The next meeting of the Executive Committee will be held May 9; this will be the Budget Meeting for the coming year.

NEXT MEETING

There being no additional business, on motion duly made and seconded the meeting adjourned.

Respectfully submitted,

FLORENCE E. MARKS
SECRETARY
by


ED HAISLET
EXECUTIVE DIRECTOR

THE MINNESOTA ALUMNI ASSOCIATION
205 Coffman Memorial Union
University of Minnesota
Minneapolis, Minnesota 55455

Minutes
Spring Board Meeting, March 21, 1967
6:00 p.m., Alumni Club

Presiding - Waldo E. Hardell, President

ATTENDANCE

Members of Board Present:

| | |
|--------------------|--------------------|
| Dorothy Anderson | Howard Kaibel |
| George S. Arneson | Marian O. Leebens |
| Dreng Bjornaraa | Leon Linden |
| Wallace L. Boss | Edwin Martini |
| Charles Britzius | Robert Odegard |
| Tim Burgess | Robert Olson |
| Roger Copeland | Darlene Simmons |
| Zoe L. Cosgrove | Dr. Melvin Sletten |
| Fredrick Dresser | Robert Werness |
| Arthur Hayward | Joe Davidson |
| Harry Heltzer | Dennis Swan |
| Harold Holden | Chet Tomczyk |
| Mrs. Harold Holden | Jim Powell |
| | Ed Haislet |

Members of Board not present:

| | |
|-------------------|---------------------|
| Dr. John Aldes | Richard Kyle |
| Dr. Francis Boddy | Florence Lehmann |
| Robert Boyer | Cecil March |
| William Costello | Mrs. Florence Marks |
| Henry Dahlberg | Ray Mykleby |
| Julius Davis | James Peterson |
| Ben Gilquist | Otto Quale |
| Ken Glaser | Lee Slater |
| Bruce Halvorson | Melvin Steen |
| Richard Heeb | James Watson |
| Albert Heimbach | Terrance Webster |
| Dr. L. G. Idstrom | Robert Wescott |
| Grant Johnson | William White |
| | Ed Willson |

INTRODUCTIONS

President Hardell introduced Howard Kaibel, President of the Minnesota Student Association, representative on the Alumni Board; Tim Burgess, President of the UMD Alumni Association; Bob Werness, President of Mortuary Science Alumni Association; Darlene Simmons, President of Nursing Alumnae Association. Those who came from some distance: Ed Martini, member of Board from Duluth who has had serious heart surgery during the past six months; Dr. Arthur Hayward, Wisconsin Rapids; Bob Olson, at-large member from Dallas; George Arneson, at-large member from Kansas City and Roger Copeland, at-large member from Kansas City.

The minutes of the Executive Committee of March 14, 1967 were approved as sent out.

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Next order of business was the recommendation of the Membership Committee. Dreng Bjornaraa made the report. He explained that the Committee had been working for several months and a great deal of basic material on past history of the membership of the Association had been put together by the Executive Director. He said there were several reasons why it seemed necessary that the membership fee be raised: first, was an economic reason - the need for the Association for more money. At the present time because of the many kinds of membership, the average membership fee is only \$3.50. Likewise inflationary costs. Experience shows that as the Association grows larger the costs for the magazine and promotion likewise go up. He said it was the definite feeling of the Membership Committee and the Executive Committee that there should be an increase in membership fees.

How the new membership program would work out no one knows; membership could drop, stay even, or increase. Again experience of other schools shows that there is usually a drop for a year or two but an eventual make up within two years and then a pattern of increase. One of the membership needs is to simplify the dues structure which at the present time is most complicated and elaborate and takes a lot of office time, staff time and computer time to do the job. So the new program is a simplified one.

It was the feeling of the Membership Committee that the program has been directed toward the younger alumnus but experience again shows that most alumni do not become members or stay members until after 15 years out, and that the new membership recommendation has been directed toward the alumnus who can afford to be a member and will probably stay on the membership rolls once on. There has been no change in the dues structure since 1959.

The recommendation of the Membership Committee endorsed by the Executive Committee are:

Annual fee and three year membership increases will go in effect as of July 1, 1967.

| | | | |
|-------------|----------|--------------|--------------------------------------|
| Annual Fee | \$10.00 | Husband-wife | \$12.00 (without second magazine) |
| Three years | \$25.00 | Husband-wife | \$30.00 |
| Life | \$175.00 | Husband-wife | \$225.00 |

The recommendation encompasses the \$1.00 fee for each annual membership received to be credited to the constituent group involved and to eliminate all voluntary assessment for funds by constituent groups.

In regard to the faculty, all full time members of the faculty are eligible for membership and will pay the \$10 fee whether they are a graduate of the University of Minnesota or not.

The Athletic Department has approved the request of the Alumni Association to make members of the Association members of the University of Minnesota Golf Club but the proposal still has to be approved by Vice President Wenberg's office and won't be put into effect until July 1, 1968.

He pointed out that the life membership recommended for approval at this time would not go into effect until July 1, 1968.

He then moved the approval of the recommendations which was seconded.

The first question raised was, why should the life membership fee not be approved and go into effect at the same time as the overall fees? The new membership structure is pointed toward annual membership and at the present time we are losing money on life memberships with only \$3.00 for each life membership going into the operating fund. Waldo Hardell indicated the reason for the delay was that a year's time was wanted to see if we couldn't get senior and new students to take advantage of the lower price, and also, of course, to allow other alumni to take advantage. A life membership means interest in the Association. It was explained that the new membership increase would not be publicized but put in effect on a renewal basis. It was then pointed out that if the life membership was held out for a year and publicized this would really accentuate the membership increase and probably cause difficulty. After additional discussion it was moved to amend the motion so that the life membership fee will go into effect at the same time as the other increases, that is July 1, 1967. The amendment carried.

There were 12 constituent presidents in attendance and most of them talked about the fee increase. Dr. Sletten said that Dentistry asked for \$2.00 contribution because that amount is necessary for their group to do the things they want, that he has fears that they would lose members and likewise lose income. Dennis Swan indicated that of the 900 members of Dentistry 300 gave \$2.00 each or \$600.00 or about 1/3. It was felt that even a reduction of 25% in membership would still bring in more than the \$600 now raised. It was explained that no one knows just what is going to happen with the fee structure but the purpose of the raise is to strengthen the Association which is a constituent association

that the \$1.00 membership fee would strengthen the constituent groups. If it didn't work out it could be quickly amended so that the constituent groups could once again have voluntary assessments. It is important that they be kept strong. Leon Linden of Education said that his Board had considered the matter at one of their regular Board meetings and felt that the \$10.00 raise was not out of line but of the \$10.00, \$2.00 or \$2.50 should go to the constituent groups so they could do more things, especially in terms of student-alumni relations. It was explained that \$1.00 would probably bring them in considerable more than they have ever had before and would allow them to do the things they wanted. But after one year the new fee structure would be re-evaluated to see how it was working out and steps would be taken to correct any weaknesses that appeared at that time.

It was pointed out by the Nursing Alumnae group that most alumni do not know what the membership fee is, whether it is \$5.00 or \$10.00 so the increase won't make that much difference. The Alumnae group indicated that while they were a constituent group they were not a college group and therefore would not benefit from this \$1.00 fee. They weren't complaining but just explaining. It was explained that the door was not being shut on the constituent groups as regards the \$1.00 fee and that in cases necessary, such as Medicine, they could ask for special permission for a special assessment if necessary. The Board had the power to grant this permission.

Howard Kaibel said he felt it important that the \$1, \$2, \$3, \$4, and \$5 new graduate fees be put back into the program because he felt the new plan would eliminate most of the students after their free year. He moved to have the \$1, \$2, \$3, \$4, \$5 new graduate fees re-established. It was explained that only 11% of those out 5 years now participated and actually the average amount of money taken in by the Association was less than cost, that after the 5 years the membership dropped to less than 1% of those who continue their membership so we are talking about a very few people. There was no second on his proposed amendment.

The question on the original motion was then put and the Board voted to approve the recommendation as amended.

APPRO
VOTED

It was pointed out by the Executive Director that the new fee structure required a By-laws change encompassing Article I, Sections 1, 2, and 3, and also Article X, Miscellaneous, Section 48, Constituent Societies. It was voted that the By-laws be amended encompassing the changes as voted.

BY LA
AMEND

President Hardell then said that additional constituent groups, Medical Technology and Occupational Therapy and Physical Therapy have met all the requirements and had applied for constituent status. On motion duly made the groups were given constituent status.

MED. TECH. &
OT&PT APPROVED
AS CONST.
GROUPS

In the absence of Albert Heimbach, President Hardell reported on the Alumni Club membership campaign. He said up to date 93 new members had been received and that the campaign had been extended to April 15. He felt that 50% of their original quota of 300 will be obtained. This has been a very effective membership campaign and a good increase.

REPORT ON
ALUMNI CLUB
MEMBERSHIP

It was indicated that Dick Fitzgerald is working on a special brief to present to the House Committee and if approved would be taken to the Sheraton-Ritz people in Boston to see if there was a chance of the Alumni Club being taken off from the direct responsibility and operation of the Sheraton-Ritz Hotel in Minneapolis.

SPECIAL CLUB

He indicated that Vice President Stanley J. Wenberg was the speaker at the Sixth President's Dinner-Seminar on April 6 and urged all members to be there

PRESIDENT'S
DINNER SEMINAR
APRIL 6

The Executive Director reported on the insurance committee for the period of 5/27/66 to 1/27/67. Total policies in force 907, volume \$9,058,000. He said he was happy to inform the Board that dividends for the calendar year 1966 was \$5,167.98 which means that \$13,598 has been received in dividends the past two years.

INSURANCE
DIVIDEND
RECEIVED

Waldo Hardell then briefly reported on the President's Selection Committee and said that publicity has been very unfortunate and probably was responsible for one or two of the candidates not considering the job. There was only one being considered now, Robben Fleming, Chancellor at the University of Wisconsin, who had been on the campus for an interview although the alumni committee or student representatives had not sat in on the interview. Fleming will return in two weeks and at that time the students and alumni will sit on the final interview committee.

PRESIDENT'S

He reported that the Scholarship Committee recommendation had been put in effect and that several of the alumni chapters through the state had been inviting the top junior students to their annual meetings with the alumni office bringing several honor students from the campus to talk to the local students. It is working out very well.

He talked briefly about the Regent professorships awarded by the Minnesota Foundation at the March commencement and thought it was a real step forward in holding top faculty at the University,

Ed Haislet then introduced the members of his staff present.


STA
INT

On motion duly made and seconded, the meeting adjourned.

Respectfully submitted,

FLORENCE E. MARKS
SECRETARY

by

A handwritten signature in black ink, appearing to read "Ed Haislet", with a long horizontal flourish extending to the right.

ED HAISLET
EXECUTIVE DIRECTOR

THE MINNESOTA ALUMNI ASSOCIATION
205 Coffman Memorial Union
University of Minnesota
Minneapolis, Minnesota 55455

Minutes
Executive Committee Meeting
May 16, 1967
7:30 a.m., Minneapolis Athletic Club

100 E. Hardell - Presiding

ATTENDANCE

Members of Executive Committee present:

Dreng Bjornaraa
Ken Glaser
Al Heimbach
Harold Holden
Florence Marks
Robert Odegard
James Watson
Ed Willson
Ed Haislet, Executive Director

Members of Executive Committee not present:

Cecil March
Otto Quale
Terrance Webster

Note from Joe Maun was read which indicated that he had received the galley proof for the new ballot published in the May issue and everything was just "fine and dandy".

COMMUNICATIONS

Communication from the Board of Regents indicating that they had accepted the following gifts:

March 10, 1967, 195 gifts totaling \$3239
April 14, 1967, 300 gifts totaling \$13,466
April 14, 1967, gifts in the amount of \$10,000
for the University of Minnesota Alumni
Endowment Fund
April 14, 1967, a gift in the amount of \$619.15
for support of the Minnesota Alumni Freshman
Scholarship Fund

The Regents expressed their appreciation for the gifts. Report was accepted and placed on file.

The Executive Committee at their meeting March 14 asked the Investment Committee to review present policy which allows each year as of July 1 \$3.00 for each life member from the life endowment fund to be transferred to the Alumni Operating Fund. They asked that the Investment Committee consider the possibility of increasing the amount given for each life member. The Investment Committee met on April 26 and at that time reviewed the policy and passed the following resolution.

INVESTMENT
COMMITTEE
RESOLUTION
APPROVED

"Before the close of the fiscal year ending June 30, 1967, and each fiscal year thereafter, the net income from all investments shall be credited to the principal of the Life Membership Fund, and at the same time a sum equal to \$5.00 for each of the then living life members shall be charged to the principal of the Fund and transferred to an operating account of the Association for use during the ensuing fiscal year; and to assure the actuarial soundness and solvency of the Life Membership Fund the Executive Secretary shall cause to be maintained records showing as completely as may be found practicable the number, age, sex, of living life members, which together with the principal sum and average income yield of the Fund shall be reviewed from time to time by a qualified actuary, whose report and recommendations shall be submitted to the Board of Directors."

It was further agreed that this action would be reviewed next spring in the light of then current income to determine if any changes should be made in fiscal 1968-69.

On motion duly made and seconded the Executive Committee accepted the resolution of the Investment Committee.

Waldo Hardell introduced the budget estimate for 1967-68 and because all members had received the material in the mail the main discussion would center around the increase in the annual membership fee and asked the Executive Director to talk to that point. It was explained that the real impact of the new membership fee increase will not be felt during 1967-68 year, that for the fiscal year 1967-68 only annual memberships will be affected. Because annual membership renewals are spread out over 12 months period only about one half of the impact of those dues will be felt the first year. As of April 25, 1967, there were 7232 annual members at \$5.00 each. It was the feeling of the Executive Director that 30% will not renew. Applying that percentage to the 7232 means 5000 annual members at \$10.00 each or \$50,000. Also it was explained that the paid-in-advance and the 5-year (3-year memberships next year) is money already on hand and paid for. The 3-year membership plan will not really show membership change until a year from now.

There being no additional questions Waldo Hardell went on to the explanation of expenditures. He said he would talk mainly about those items that show real change, but members should ask questions on any of the items.

The first item was salaries and the raises for the Assistant Director and Editor. The State Legislature passed a bill increasing the state civil service employees by an amount of 15.8%, depending on their classification, with the minimum being 8% and maximum 32%. The U of M has comparability with state civil service and the MAA as comparability with U of M.

instance, the U of M has the same position, Assistant Director, on the civil service budget. MAA positions are the same level. The raises reflect new increases in these classifications. It likewise applies to the Miscellaneous item.

Under the magazine two new items: advertising promotion, \$400 allow the Alumni Office to send to 200 potential advertisers rate cards, monthly direct mail piece and copy of the Alumni News. Likewise a special book insert, four page, September, December, March, and June issues of Alumni News. Books written by alumni will be reviewed by faculty members so Minnesota Press Publications; cost is \$440 per insert. This will make the magazine a more desirable one for alumni to receive.

Under travel a new item for outstate chapters is included. It is the policy of the Alumni Association to furnish each year a speaker from the campus to all outstate chapters. Actually only about 1/2 of our chapters are being served each year with a speaker. However, because of this policy, it is necessary to increase the travel budget \$1000 and this is what this item does.

Under constituent alumni groups, it was explained that this doesn't represent the money spent on constituent groups but only those special items that can be singled out, such as annual meeting programs, citations, phone campaigns, etc.

Under office, the main change there is Item 37, MAA Retirement and Medical, an item of \$2913.50. This is included this year because of the retirement program started a year ago for MAA employees. Likewise the State Legislature this year approved a bill furnishing medical health program for state employees. This has to be applied to Association employees. This item is retroactive to April.

The postage is down somewhat from last year which reflects somewhat the decrease in the number of magazines that will be sent out.

A new special item had to be considered and that is constituent reimbursement. This is Item 45 at \$5,000. When the new membership program was passed with a \$10.00 annual fee, \$1.00 goes to the constituent group of which the member belongs for each \$10 annual member. Income was figured on 5,000 members and therefore this means \$5,000 must be in the budget for constituent reimbursement. If the income goes above the \$5,000 this item would likewise increase.

Item X100, transfer UMD to underwrite the UMD alumni position. The agreement with the University was that the University would, if possible pick up \$1000 of the Association's involvement each year. The figure shows that but also reflects the fact that there is a salary increase for the UMD Alumni Representative, the same as the other jobs.

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Item X101, Nonrecurring is a computer programming charge. This includes a new type-code to handle the new membership fee structure; a traffic code to weed out duplications on the list; to allow the full name to be put on rather than two initials and last name; and to establish a county code in order to be able to get discrete counts and lists for specific groups and areas. For instance, some of the zip codes for Minneapolis go as far out as Faribault.

There being no questions, on motion duly made and seconded, the estimated budget of the Minnesota Alumni Association for the fiscal year 1967-68 was approved (copy attached).

BUDGE
APPR

President Hardell then asked Al Heimbach to talk about the Club and he said they do have problems, that he had met recently with Bob Winrich. Now is the time for renewal of his contract, and that he would like a salary recommendation from the Executive Committee. He felt a salary increase was needed to hold Bob Winrich and felt that because of the good job that Mr. Winrich has done that he deserved a substantial increase. After discussion on motion duly made it was voted that the House Committee could give the Manager a raise as in its judgement they decided.

CLUB

President Hardell indicated that he received a note from the Executive Director concerning special faculty rates. Recently the Executive Committee had recommended to the House Committee that the faculty members in order to be members of the Alumni Club would not have to be members of the MAA. The Executive Director suggested as an alternative idea that the initiation fee be waived for faculty members but they would have to be members of the Association, that this was the principal on which the Club was built - that everyone would have to be a member of the Association in order to be a member of the Club; that this would actually be an added benefit and give added incentive to the faculty to become members. The cost would be \$36.00 plus the \$10.00 membership fee or \$46.00. At the present time it costs them \$56.00 plus \$2.50 for membership or \$58.50. President Hardell said he favored such a resolution. After discussion on motion duly made and seconded it was recommended to the House Committee that this policy be adopted if they approved of the idea.

INITI
WAIVE
FACUL

A special retirement fee for Club members was discussed. A fee of \$10.00 would be charged if they had been a member for three years, if they had reached the compulsory retirement age of 65. Mr. Hardell said he didn't really favor the idea although he wasn't against it. It was suggested that this matter be brought before the House Committee for whatever action they would take.

President Hardell then talked about the Seminar and suggested that all Board members attend if at all possible because they needed full attendance to give a real farewell to President Wilson.

PRESIDENTS
FAREWELL
PARTY

There being no other business, on motion duly made and seconded the meeting adjourned.

Respectfully submitted,

LORRENCE E. MARKS
SECRETARY

by 

ED HAISLET
EXECUTIVE DIRECTOR

THE MINNESOTA ALUMNI ASSOCIATION
205 Coffman Memorial Union
University of Minnesota
Minneapolis, Minnesota 55455

Minutes
Annual Meeting
June 6, 1967

The 18th Annual Honors Presentation and 63rd Annual Meeting of the Board of Directors and Membership was held June 6, 1967 at the Hotel Pick-Nicollet in Minneapolis. There were 387 in attendance. Waldo Hardell presided over the meeting. The Invocator was the Reverend Clase W. Karsten, Methodist Wesley Foundation on campus.

387 IN
ATTENDANCE

President Hardell introduced the recipients of the Alumni Service Awards and then the Outstanding Achievement Awards. There were 17 Alumni Service Award winners present and 52 Outstanding Achievement Award winners present. President O. Meredith Wilson gave out the Alumni Service Award to Douglas R. Manuel, '22BChemE and Charles Judd Ringer, '38-'41; and the Outstanding Achievement Award to Bert S. Cross, '24-29 and Chester S. Wilson, '08BA '12LLB.

AWARD
RECIPIENTS

President Hardell then introduced the President who talked to the Association after which Waldo Hardell presented to the President a citation and also a Steuben Glass Bowl on one side which was engraved the Regents Seal of the University of Minnesota and underneath, O. Meredith Wilson, President, University of Minnesota 1960-1967. The bowl has an ebony base on which the words on the facade of Northrop Auditorium are inscribed "Founded in the faith that men are enobled with understanding, dedicated to the advancement of learning, and the search for truth, to the instruction of youth and welfare of the state."

PRESIDENT
WILSON

GIFT TO
PRESIDENT AND
MRS. WILSON

President Waldo Hardell then called the annual meeting of the Association to order and announced the results of the election of the Board of Directors of the Association for four year terms:

63RD ANNUAL
MEETING
CALLED TO
ORDER

Harry Heltzer, '33MetE, St. Paul
Oscar R. Knutson, '27LLB, St. Paul
Sheldon Lagaard, '30MD, Minneapolis
Dr. Jeannette R. Piccard, '42PhD, Minneapolis
Howard F. Woo, '27BA, Minneapolis

ELECTION
RESULTS
ANNOUNCED

At-large members for three year terms:

Mrs. Dixie I. Goss, '15BA, Cleveland, Ohio
Carl M Anderson, '27BA '30LLB, New York City

He also announced the new elected officers of the Executive Committee for the 1967-68 year:

NEW
COMM
OFFIC

President: Albert H. Heimbach, '42BBA, Minneapolis
First Vice President: Kenneth C. Glaser, '42BBA, Minneapolis
Second Vice President: James A. Watson, '42BA, Minneapolis
Secretary: Florence M. Lehmann, '23BA, Minneapolis
Treasurer: Wallace L. Boss, '28BSBus, ~~St. Paul~~
Past President: Waldo E. Hardell, '26BSBus, Minneapolis

Committee Members: Dreng Bjornaraa, '30BA, St. Paul
Charles W. Britzius, '33BCE, '38MSCE
St. Paul
Harry Heltzer, '33MetE, St. Paul
Oscar R. Knutson, '27LLB, St. Paul
Otto W. Quale, '40BA, Owatonna, Minn.
Howard F. Woo, '27BA, Minneapolis

NEW
COMM
MEMBE

After introducing Ed Haislet, Executive Director, and his staff he then gave a resume of the years activities:

PRESE
HARDE
REPOR
YEARS

Two groups joined the Association in the constituent plan - Medical Technology and Physical and Occupational Therapy, bringing the total number of constituent groups now to 19.

The Association has 98 organized and active alumni chapters, 55 instate and 43 outstate. Four new chapters were organized - Jacksonville, Fort Lauderdale, Miami and Hawaii. Three chapters were reorganized - Central Florida, Southern California and Kansas City.

A new membership plan resulted from a year long study.

A new scholarship recruitment program was started in several of the state chapters.

Preliminary plans were heard for an alumni center to be built on the West Bank close to the campus.

The Alumni News with its editorial policy of special issues continues to receive the commendation of alumni everywhere.

The Alumni Club aided by a special membership campaign had a successful year - its fourth.

The Alumni Fund showed a 56% increase in donors, now numbering 11,000, a startling increase over the 2,900 of only four years ago. Most importantly, for the calendar year 1966, 12,953 alumni gave \$550,165 to the University, a record of support of which all Minnesota alumni can be proud.

then expressed appreciation to the Executive Committee,
the Board of Directors and members of the alumni committees,
classes, chapters and constituent groups.

President Hardell then presented citations to retiring members
of the Board -

Terrance Webster, '27BBA, 1963-67, Minneapolis
Dorothy Green Anderson, '30BSEd, 1964-67, Mahtomedi
Florence Elliott Marks, '53BSN, '56MNA, 1965-67, Minneapolis
George S. Arneson, '49BEE, 1964-67, Kansas City
Melvin C. Steen, '29LLB, 1964-67, New York City
Robert J. Odegard, '42BSAg, 1963-67, Princeton
Edwin A. Willson, '30BEE, 1961-67, Minneapolis

He then introduced Al Heimbach, President elect. Mr. Heimbach
expressed appreciation to Waldo Hardell for his outstanding
leadership during the past year and presented a citation to him
on behalf of the Board. He then closed the meeting by asking
Dr. Roy Schuessler and Mrs. Schuessler to lead the group in
"Hail Minnesota".

The Board unanimously approved the budget for 1967-68 year
as well as report of Nominating Committee.

Also the Executive Committee approved the 4%, 1 step merit
raise for Mrs. Widseth.

Respectfully submitted,

FLORENCE ELLIOTT MARKS
SECRETARY

by


ED HAISLET
EXECUTIVE DIRECTOR

THE MINNESOTA ALUMNI ASSOCIATION
205 Coffman Memorial Union
University of Minnesota
Minneapolis, Minnesota 55455

Minutes
Executive Committee Meeting, July 11, 1967
Minneapolis Athletic Club, 7:30 a.m.

Heimbach - President and Presiding

ATTENDANCE

Members of Executive Committee present:

| | |
|-----------------|------------------|
| Dreng Bjornaraa | Oscar R. Knutson |
| Wallace Boss | Florence Lehmann |
| Kenneth Glaser | Otto Quale |
| Waldo Hardell | James Watson |
| Harry Heltzer | Ed Haislet |

Members of Executive Committee not present:

Charles Britzius

President Heimbach commented upon a clipping from the Time magazine on "an alumni roundup" around the country in which the U of M School of Business program was talked about under "ideas not martinis".

COMMUNICATIONS

A letter from the Secretary of the Board of Regents indicating that in May they had accepted 768 gifts for a total of \$13,765.28 was read. The Regents expressed their appreciation for these gifts. Likewise a letter from Florence Marks, Secretary of the Executive Committee for the last fiscal year, thanking Waldo Hardell and the Executive Committee for the service award presented to her and for the valuable and educational experience of serving.

The Treasurer, Wallace Boss, reported on the income statement from the life endowment fund indicating the balance forward for the period May 26, 1967 to June 30, 1967 inclusive was \$2,856.99, disbursements of \$302.95, agency fee from 6/30/66 to 6/30/67, indicating the monies received from various investments bringing the balance to \$3,786.80. The report was accepted.

TREASURER'S
REPORT

The Executive Director then passed out a combined budget statement showing that the MAA budget for the year was \$117,307; Dept. of Alumni Relations \$116,138.50; Alumni Fund \$37,690, a total of \$271,135.50. The combined budget shows the overall alumni work at the University with costs broken down by various categories.

COMBINED BUDGET

The calendar of Board of Directors meetings for the year 1967-68 was approved as follows;

BOARD

Tuesday, October 3, 1967
Tuesday, January 23, 1968
Tuesday, March 12, 1968
Tuesday, June 4, 1968 (annual meeting)

Likewise approved was the date set for the Executive Comm. meetings, three of which this year will be held at the St. Paul Athletic Club.

EXECUTIVE
CALENDAR

Tuesday, July 11, 1967
Tuesday, September 26, 1967
Tuesday, October 3, 1967
Tuesday, November 7, 1967
Tuesday, December 12, 1967
Tuesday, January 9, 1968
Tuesday, March 5, 1968
Tuesday, May 14, 1968

The following committee appointments were approved:

COMMITTEE
APPROVED

Senate Committee on Student Affairs

Mrs. Arthur Naftalin, '39BBA, 66 Seymour S.E., Mpls. Former president of CLA. Expires in 1968. Serving second year.

Mr. Terrance Webster, '27BA. Retiring member of Board and Executive Committee. Expires in 1969.

Senate Committee on Intercollegiate Athletics

Waldo Hardell, '26BSBus, expires in 1968
Albert H. Heimbach, '42BBA, expires in 1969

Senate Committee on Military Affairs

Richard B. Dunsworth, '39BBA, Vice President, Carleton Screw Products Co., Inc., expires in 1968.
John T. Jensen, '42BBA, Manager for Systems, Defense Marketing, Univac, Expires in 1969.

Union Board of Governors - Minneapolis

Fred J. Dresser, '55AA, President, General College Al. Assn., Systems Supervisor, Midwest Federal Savings and Loan, expires 1969.

St. Paul Campus

Denis O. Bakke, '58BSForestry, Caldwell Phillips, Inc. St. Paul. Former president of Ag-F-HE alumni Assn. expires in 1969.

ment Committee

es C. Harris, '47MBA, Chairman; Hermon J. Arnott, '24BA;
llace Boss, '28BSBus; Wendell T. Burns, '16BA; Sam W.
ppbell, '27LLB; John K. Fesler, '24BA; Paul Reyerson, '17BA;
iff Sommer, '32BBS. Committee kept as constant as possible.

ni Honors Committee

Charlotte W. Chope, Former Board member, President CLA
l. Assn., Wayzata, expires 1970.
iril P. Pesek, '28BSArchE, Vice President, 3M Company,
pires 1969.
wen K. Hallberg, '46BSAg, Chairman, Dir. of Education, Land
'Lakes Creameries, expires 1968.

Advisory Committee

aldo E. Hardell, '26BSBus, Chairman. Expires in 1968.
Consists of all Past Presidents

iversity Scholarship Committee

John R. Duxbury, '49BBA, Past President School of Bus.
Admin. Al. Assn., Rosemount Engineering, expires 1970.
Irene D. Kreidberg, '30BBA, St. Paul, expires 1969.
Richard J. Fitzgerald, '59LLB Minneapolis, expires 1968.

President Heimbach then went into the major emphases of his
program for the coming year. A Minnesota movie sponsored
the Farmers & Mechanics Bank (and the MAA) with F&M
allocating \$5,000 for the project will be made. It will be
12-15 minute, sound and color film; the script has already
been approved and the shooting now taking place. Is to be
available early in the fall and will be sent to all alumni
chapters in the country. Also will be handled through the
extension division. The service clubs will be circularized.
It was suggested that it would be a wonderful recruiting film
for industry and for school systems. It was felt that the
greatest possible use should be made of the film. Five copies
will be available to the Association with several copies through
the bank.

THE PRESIDENT'S
PROGRAM FOR
1967-68

The second program was that of an alumni tour. The MAA has
conducted two tours, one in 1957 and one in 1958 and were one
of the first alumni groups to do this, but nothing has been
done since. Other schools have picked up the idea and most
of the Big 10 Schools conduct tours every other year or every
year. They do it as a service to their alumni. It would
probably be a 21 day tour to the Scandinavian peninsula.
President Heimbach asked permission to pursue the idea and to
bring a detailed plan in for approval. The Committee approved
and asked that a report be made at the next meeting.

ALUMNI TOUR

A third program is that of Alumni Continuing Education. The meeting would be held three weekends a year starting on a Friday morning and ending Saturday noon. Subject matter would be the area of liberal arts and would be handled through the Extension Division working with Dr. Willard Thompson and Dr. Alvord.

ALUMNI
CONTINUING
PROGRAMS

Dr. Lundquist will again serve as chairman of the office space committee. The Alumni Office is greatly overcrowded and one of the real needs of the Association is for its own quarters. Dr. Lundquist will activate his committee this year.

OFFICE

Membership - with the new fee structure in effect the Ex. Comm. will be given a report on membership results at each meeting. The program this year will be comprised of both the old and new rates. The effect of the new rates will not be apparent until near the end of the fiscal year.

MEMBERSHIP

As regards the Alumni Club, Ken Glaser as 1st Vice President is now chairman of the House Committee and the House Comm. meets on July 13. Al Heimbach indicated there were problems but there is a committee under Dick Fitzgerald that is studying the problem and will probably present a plan for relief to the National headquarters of the Sheraton Hotel chain in Boston. The problem is that we are treated as just one of the hotel food operations and all the formulas as applied to the Sheraton chain apply to the Club which has made it very difficult for the Club to operate as should.

ALUMNI CLUB

President Heimbach then indicated there were a number of the programs which were continuing ones.

THE CONTINUING

The Presidents Selection Committee, of course, has completed its assignment. Waldo Hardell said that he wanted to thank all the Committee and he thought the Committee had done a fine job, that the Alumni Student Committee had received the praise of the Regents for a job well done. He said he wanted everyone to note that his job as President of the Association and his job as chairman of the Selection Committee ended on the same day. Al Heimbach reported he had been at the press conference at which Dr. Moos was named President and he was very impressed with Dr. Malcolm Moos and his wife.

PRESIDENTS
SELECTION

At this point Otto Quale brought up the point that the Gopher Yearbook had been suspended and that he thought the Alumni Association would be greatly affected. The Executive Secretary said he had appeared in favor of continuation of the yearbook as had most of the University administration but the group because of finances and many other problems, among them the lack of interest of students, the yearbook was discontinued for one year. It was felt by the group that this was unfortunate and Otto Quale and Al Heimbach will look into the matter and report back.

PROBLEM
GOPHER
YEARBOOK

Eng Bjornaraa indicated that a group of real importance
the state were the editors and the editors now were com-
posed of a preponderance of Minnesota alumni and that the
Alumni Association ought to use this group for publicity
purposes. The Executive Director explained that the editor
of the local paper was one of the first people contacted by
our field representative, that we have very good relations
with the local editors and get tremendous publicity in the
local newspapers on local alumni chapter programs. Univer-
sity administration entertains all the editors at a football
game and luncheon. Likewise the School of Journalism has an
informal alumni association which the Alumni Office has been
trying to work into a more active constituent status. All
agreed that the editors were a very important group of people
to keep in contact with.

MINNESOTA
EDITORS
IMPORTANT

Al Heimbach then went on to talk about the football luncheon
which are held in conjunction with the home games at which
time two legislators and their wives are entertained for
lunch at the Alumni Club and the football game. Also he
will make a football trip with the Executive Director the
weekend of November 4 going into Des Moines and Cedar
Rapids for alumni meetings.

FOOTBALL
LUNCHEONS

FOOTBALL TRIP
TO IOWA

He explained that each year each Big 10 University has to name
a tour agent for the Rose Bowl by August 1 whether they have
any possibility of going or not. Gibbs Tours were the ones
who have handled the Association's two Rose Bowl movements
and was the agent named last year. On motion duly made and
seconded, it was voted that Gibbs Tours be appointed as the
official agent of the Association for this year.

TOUR AGENT
NAMED FOR
ROSE BOWL

As regards advertising, the same advertising agency that has
been handling the Association's work is continuing. It is
difficult to get a large advertising agency interested because
the account is such a small one. The agency has good relations
with the advertising agency and are doing the best job we have
ever had done.

ADVERTISING
PROGRAM

Homecoming is Michigan State, October 21 with the alumni
president participating in the parade, crowning the queen,
hosting the luncheon for the Homecoming Committee and wel-
come alumni at the half time of the football game.

HOMECOMING

President Heimbach stated that he was handed a calendar of
events, some 49 different occasions on which he was scheduled
to attend, including meetings of constituent groups, and
the attending of their annual meeting.

PRESIDENT'S
CALENDAR OF
EVENTS

The Legislative Delegation Dinners will be held this year on
November 13 for the Hennepin County Delegation at the Alumni
Club and November 20 at the St. Paul Athletic Club for the
Ramsey County delegation. This year President Malcolm Moos
and Vice President Wenberg will be invited to attend.

LEGISLATIVE
DELEGATION
DINNERS

The Seminar date has been tentatively set for October 24 or October 25 and President Moos is being contacted to see if he would be available for either one, either as a speaker or as the host.

FALL S
DATE

The Association Scholarship Program of bringing from the campus honor students to the local chapter meetings to meet with the honor students of the community was found to be most effective in three chapters in which it was tried, and the program will be extended as far as possible this year.

SCHOLAR
PROGRAM

The President's Workshop will be held on January 13 this year at the Alumni Club, starting with a reception and coffee hour at 9:00 a.m. with the program going from 10:00-12:00 noon, breaking for lunch, and then meeting from 2:00-3:30 p.m. This being the off year the program is for alumni chapter presidents and for constituent president. Basketball tickets will be available for the Illinois game for Saturday night.

PRESID
WORKSH

There being no other business, on motion duly made and seconded the meeting adjourned.

Respectfully submitted,

FLORENCE M. LEHMANN
SECRETARY

by



ED HAISLET
EXECUTIVE DIRECTOR

THE MINNESOTA ALUMNI ASSOCIATION
205 Coffman Memorial Union
University of Minnesota
Minneapolis, Minnesota 55455

Minutes
Executive Committee Meeting
September 26, 1967
Minneapolis Athletic Club
7:30 a.m.

Al Heimbach, President and Presiding

ATTENDANCE

Members of Executive Committee present:

Dreng Bjornaraa
Charles Britzius
Waldo E. Hardell
Harry Heltzer
Oscar Knutson
Florence Lehmann
Otto Quale
Howard Woo
Ed Haislet

Members of Executive Committee not present:

Wallace Boss
Ken Glaser
James Watson

Minutes of the July 11 meeting of the Executive Committee were approved as sent out.

MINUTES

President ~~Heimbach~~ read a letter received from Joe Maun concerning the application of the sales tax to the MAA and the Alumni Club as nonprofit corporations of the state of Minn. His letter indicated that the alumni loyalty items sold either by the Alumni Association or Alumni Club are taxable, that suppliers of the Association or Club which are tax exempt corporations are not taxable. Membership dues are not considered tangible personal property and therefore the sales tax does not apply.

COMMUNICATIONS

A letter from the Secretary of the Board of Regents, Vice President Lunden, was read indicating that gifts from the Alumni Fund for June and July had been accepted. The Regents expressed their appreciation for these gifts.

In the absence of Wallace Boss, MAA Treasurer, Ed Haislet reported on the endowment fund of the MAA for the period of 7/1/67 to 8/30/67 indicating there was a deficit of \$611.95 in the Principle Account and \$2,079.35 in the Income Account. The report was accepted and placed on file.

TREASURERS
REPORT

The audit for the 1966-67 year has been received but due to the absence of our treasurer it was recommended that the report be held over to the next meeting of the Executive Committee.

Membership figures for June, July and August of 1963, 1964 1965, 1966 and 1967 are:

MEMBERS

| | June | July | August |
|------|-------|-------|--------|
| 1963 | 19581 | 19767 | 19571 |
| 1964 | 22127 | 22175 | 21975 |
| 1965 | 24296 | 24212 | 26032 |
| 1966 | 24356 | 24402 | 24754 |
| 1967 | 23033 | 23599 | 23688 |

July showed a gain over June of 565, down 904 from a year ago. For the month of August a gain over July of 89, down from a year ago of 1066. However, in August 210 faculty members went off as a group. The membership figures for new graduates, that is those who were on for \$1, \$2, \$3, and \$4 is off 846 over last year. Annual membership off 218 over a year ago. At present there is no real basis of comparison. The M-1 mailing to 70,000 non-members went out in the middle of September. A report on that mailing will be available in November and a direct comparison with last year can be made. However, on the basis of 2 months it looks like the membership will be not off as much as estimated.

President Heimbach indicated that several tour proposals have been received, one for a tour of the Scandinavian countries one for a tour of the Far East, one for the Scandinavian Peninsula and Continent. Proposals are still coming in and more time is needed to determine before a recommendation can be made to the Executive Committee. Hopefully the recommendation will be ready for the meeting in November.

ALUMNI
TOUR

All the footage for the University Film has been taken. The narrator is Bob Boyle, Director of TV and Radio at the University of Minnesota, and a professional having been at KSTP for 12 years. All five alumni recall voices have been recorded. At the present time the cutting and editing is being done. The first edition of the film should be ready by October 15. F&M Bank and MAA will hold a pre-view premiere for alumni and business leaders. Univac and 3M have already ordered a copy for recruitment purposes.

ALUMNI

For the period 1/27/67 to 9/1/67 there are 892 insurance policies in force with a volume of \$8,909,000 down from 907 policies and \$9,058,000 a year ago. Two death claims were paid during the year. A new insurance proposal is being proposed to the Union Central Life Insurance Company for their approval. It approved it should mean in increased volume of the insurance being sold.

INSURAN
REPORT

ALUMNI CLUB

At the absence of Ken Glaser, Al Heimbach reported on the Alumni Club stating that President Moos is now a paid up member of the Club, that the Alumni Club in its fourth year netted \$22,470.89, down about \$500 from a year ago. Figures for 1963-64 showed \$19,856.72; for 1964-65, \$18,894.28; for 1965-66, \$23,023.00 and 1966-67 \$22,470.89. The two private dining rooms are being rep paneled; separators have been ordered for the Regents dining room and special window shading has been ordered. Total cost of remodeling will be \$7500, that costs being handled directly by Mr. Glaser. There is one problem, that is the loan of \$50,000 for the Club by the MAA of which there is a balance of \$39,520, last payment having been made in 1965. The question is, is interest to be charged, should it be retroactive. Ken Glaser will bring this up at the next Executive Committee meeting.

The Seminar will be held November 7. President Moos will introduce the speaker, Dr. Arthur Ballet, University Theatre. Last years sponsors will be listed and one new sponsor has been obtained so far, Josten's of Owatonna. Letters have gone out to a number of other concerns and answers are expected soon.

SEMINAR

In response to a letter about the suspension of the Gopher Yearbook addressed to the chairman of the Faculty Adviser the Board of Publications, Dr. Charnley answered, indicating that the Gopher had been suspended for a year, that a committee is studying the problem and will have a recommendation sometime this spring. The reason for the suspension is that less than 10% of the student body orders Gophers and less than 5% the past few years. Only the fraternities and sororities seem to support the Gopher and seemingly it has little appeal to the general student body. The committee will propose a substitute. He appreciated the concern of the Alumni Association and felt in any answer the Alumni Association might play an important part. Al Heimbach recommended to the Executive Committee that the Alumni Association request of President Moos an alumni appointment to the Board of Publications. It was felt that alumni were definitely interested in the Gopher (and student publications) and an alumni member might be most helpful on the committee. On motion duly made and seconded it was voted that a letter be sent to President Moos by Al Heimbach requesting an alumni representative on the Board of Publications.

GOPHER
YEARBOOK

It was reported that the agreement between the Athletic Department and the Alumni Association whereby an alumnus must be a member of the Association in order to use the University Gold Course will go into effect April 30, 1968 the beginning of the current golf season instead of July 1, 1968. Plans have been made whereby if an alumnus who is not a member showed up to play, he will be issued a guest card and given an MAA membership application card so he can take out membership before he plays again.

U OF M GOLF
COURSE

Al Heimbach indicated that with the resignation of Jim Powell the whole matter of how best to handle the alumni work at UMD must be reconsidered. Possibilities are: 1. consider UMD alumni group as one of the constituent associations and act accordingly; 2. have an MAA alumni representative handling the UMD program as has been in effect the last year; and 3. a completely autonomous status with UMD operating their own alumni program. The Big 10 secretaries at their meeting in July discussed this problem and the experience of Wisconsin and Illinois over the past several years and it was the consensus that the autonomous alumni association was probably the best solution. Both Ray Darland and Vice President Wenberg are aware of the situation and its possible solutions. The next step is that Al Heimbach and Ed Haislet sit down with Vice President Wenberg and Ray Darland to discuss the matter more thoroughly. Actually the policy that is determined by the University will be the pattern that will be followed.

UMD SI

At each of the home football games, legislators will be invited to a luncheon at the Alumni Club before the game and the home game. Invitations have been extended for all games. Mayors Naftalin and Byrne attended the first luncheon. The list of legislators to be invited came from Vice President Wenberg's office.

LEGISLA
LUNCHEON

A letter has been sent to all life members enclosing a life membership decal and asking them if they would be willing to act as a member of the opinion poll for the Alumni Assn.

LIFE ME
SHIP LE

Significant dates for the consideration of the Executive Committee are: November 13, Hennepin County Delegation; November 21, Ramsey County Delegation; January 13, President's Workshop in conjunction with the Illinois basketball game.

SPECIA
DATES
SIGNIF

President Heimbach indicated there were certain controversial matters that come up in conjunction with the University, for instance the Papandreou affair and the student records matter.

CONTR
MATTERS

The question he posed: should the alumni association take an official position on such controversies. In the discussion that followed it was the consensus that Board members certainly have the right to express themselves as individuals but on controversial issues it would be necessary to get all the facts and have complete understanding of the problem before an official position could be taken. It was felt that the Executive Committee should be fully informed on controversial matters so that they know about the situation and can better express an opinion when necessary. On matters of real alumni concern where the alumni body is directly affected, only then should the Board take an official stand, and such a stand would be to the administration but not publicly.

APPOINTMENT
OF ATHLETIC
COMMITTEE

President Heimbach said that for a number of years the Alumni Association had as one of its Standing Committees an Athletic Committee. The Committee kept in touch with the Department of Intercollegiate Athletics on its problems so that MAA members on the Senate Committee on Intercollegiate Athletics would be better informed and could be more helpful to the Committee. He recommended that a Standing Committee on Athletics be re-established and the Committee voted approval.

There being no further business, on motion duly made and seconded the meeting adjourned. The next meeting of the Executive Committee is Tuesday, November 7, Minneapolis Athletic Club at 7:30 a.m.

Respectfully submitted,

FLORENCE LEHMANN
SECRETARY

By 

ED HAISLET
EXECUTIVE DIRECTOR

THE MINNESOTA ALUMNI ASSOCIATION
205 Coffman Memorial Union
University of Minnesota
Minneapolis, Minnesota 55455

Minutes
Board of Directors Meeting
October 3, 1967
Alumni Club
6:00 p.m.

Heimbach - President and presiding

ATTENDANCE

Members of Board of Directors present:

| | |
|-----------------------|------------------------|
| Carl M. Anderson | Harold Holden |
| Mrs. Margaret Arnason | Linneus Idstrom |
| Dreng Bjornaraa | Grant Johnson |
| Frank Boddy | Oscar Knutson |
| Wallace Boss | Richard Kyle |
| Robert Boyer | Sheldon Lagaard |
| Louis Brewster | Marian Leebens |
| Charles Britzius | Florence Lehmann |
| Mrs. Catherine Buck | Genevieve Olson |
| William Costello | Robert W. Olson |
| Fredrick Dresser | Mrs. Carol Ostrow |
| Kenneth Glaser | Mrs. Jeannette Piccard |
| Mrs. Dixie Goss | Otto Quale |
| Mrs. Violet Graf | Milton Smith |
| Mrs. Harold Holden | Walter W. Warpeha |
| Bill Newell | Howard Woo |

Staff members present:

| | |
|--------------|--------------------|
| Joe Davidson | Chet Tomczyk |
| Dennis Swan | Mrs. Janet Widseth |

Special Guests:

Dr. Martin Snoke
Stanley J. Wenberg
Fred Lauerman

Members of Board of Directors not present:

| | |
|-------------------------|-------------------|
| Dr. John H. Aldes | Cecil C. March |
| Mrs. Patricia Bordewich | Edwin Martini |
| Tim Burgess | James G. Peterson |
| Roger Copeland | Lee H. Slater |
| Henry W. Dahlberg, Jr. | Melvin O. Sletten |
| Julius Davis | James Watson |
| Bruce Halvorson | Robert Werness |
| Waldo Hardell | Robert Wescott |
| Harry Heltzer | William F. White |

Before dinner, President Heimbach introduced the newly elected Board members: Oscar R. Knutson, Dr. Sheldon M. Lagaard, Dr. Jeannette R. Piccard and Howard F. Woo; the newly appointed at-large members present, Carl Anderson from Summit, New Jersey, representing the eastern region; Mrs. Dixie I. Goss, Shaker Heights, Ohio, representing the eastern region; and Robert W. Olson, Dallas, Texas, representing the Great Plains Region. He then went on to introduce the newly elected constituent presidents and special guests, speaker of the evening and all other Board members present.

INTROD

After the dinner the meeting of the Board was convened. Minutes of the Executive Committee meeting of July 11 and September 26, 1967 were approved as sent out.

MINUTES

President Heimbach indicated for the year 1967 projects under way are: University of Minnesota Alumni Film, cosponsored by the Minnesota Alumni Association and Farmers & Mechanics Bank, a 15 minute, sound and color, 16 mm. The first print is due in October and dates for the premiere showing will be set for November with invitations going to alumni leaders. A promotion plan has been set up and alumni chapters and civic and service groups throughout the state and country will get a chance to see the film. Five alumni recall voices are used. The cost of the film is being paid for by the F&M Bank. The film sells the University and will probably be used extensively for recruitment purposes by industrial firms in the area. All Board members will be invited to the premiere showing of the film.

SPECI
EMPHA
THE Y

An annual alumni tour is being planned. It will probably be a Scandinavian tour - Bergen, Oslo, Stockholm, Copenhagen, Helsinki, Leningrad, Moscow, Berlin, Paris and London. It will be a 21-day tour with a limit of 50 people scheduled for a year from this October or a year from this coming spring. Definite plans will be forthcoming soon.

A continuing education program for alumni program which will accommodate a maximum of 60 alumni. It is a combination study-retreat program of selected liberal arts areas. Some six weeks before the weekend retreat two professors will prepare special readings and one or two questions will be mailed to each participant. Registrants will be informed that the essay answers they submit, not the reading itself, will provide the basis for discussion at the retreat. This will create a common background. The professors will have a better idea of what should be stressed at the retreat.

CONTIN
EDUCAT
FOR AL

The weekend retreats will meet from Friday noon through Saturday afternoon or from Saturday noon through part of Sunday afternoon in a motel or lodge large enough to house and feed all 60 members on the premises, for instance, Lowell Inn in Stillwater. After lunch on the first day, each professor will introduce the weekend discussion with a general address to all members. This will be followed by an informal discussion over cocktails and dinner. After dinner the group

will be divided in half and each professor will meet with one of the groups to discuss his subject in detail. Breakfast or immediately afterward the following morning (Sat. or Sun. morning) the groups of 30 will switch professors for further discussion. Following lunch both professors will lead a general summary session and will conclude by posing more questions designed to evoke the written response which will be mailed to professors within three weeks after the retreat. Two sets will then be edited, published and mailed to all participants. The estimated cost is \$50 per person or \$100 a couple and would include all expenses connected with the series. It was suggested that the first retreat be a weekend in February of 1968. The topic proposed was Tension and Change for the New Europe, led by Professors Harold Deutsch and John Turnbull, both just having returned from Europe.

The only question raised was as to the timing, whether it should be a Friday noon - Saturday weekend or Saturday noon - Sunday weekend. This will be explored farther.

Other important projects this year are office space. Alumni staff is crowded without chance to do proper staff work and working and storage space is needed. Dr. Virgil J. P. Lundquist is in charge of this program.

OFFICE SPACE
NEEDED

Membership - this is an important membership year because of the new membership structure. In the first 90 days the membership figures have been holding up quite well with a loss at the present time of 54.7%. Estimated reduction in membership for the year is 25%, which may be too high although it is too early yet to know exactly what is happening.

MAA MEMBERSHIP

Ken Glaser reported for the House Committee of the Alumni Club. He indicated that Board members especially should support the Club more than they do. In his case, he had to make a particular effort to start bringing some of his meetings and group affiliations to the Club because he had a habit of going other places. The Club now has good food and good service. At the present time the two special dining rooms are being repaneled; also an airwall is going to be installed so that the Regents Dining Room can be divided very easily into smaller rooms. The whole cost will be \$7500; the materials have been ordered, the two rooms have already been repaneled; and air wall will be in soon. The project has been paid for without any cost to the Club.

ALUMNI CLUB

President Heimbach went on to indicate other programs - Legislative luncheons each Saturday before the home game with legislators and their wives at the Club and then to the ball game; a football trip to Cedar Rapids and Des Moines in conjunction with the Iowa football game; Homecoming activities, crowning the queen, parade, halftime ceremony; Legislative delegation dinners which are coming up in November; President's Seminar which is scheduled for November 7 with Dr. Arthur Ballet speaking and President and Mrs. Moos hosting

OTHER PROGRAMS

The President's Workshop is to be held January 15 at the Alumni Club in conjunction with the Illinois-Minnesota basketball game that night.

After the discussion of the program, emphasis of the year, Al Heimbach indicated there was a special presentation to be made and asked the Executive Director to talk about the award and point system involved. The Executive Director indicated that this was a new award patterned after the Outstanding Chapter award, that evaluation forms had been sent to all the constituent groups, that all had filled them out and returned them with documentation. There were 14 evaluation points each carrying a weighted score. The three top groups this year were School of Business Administration, the Medical Alumni Association and the Minnesota Alumnae Club. President Heimbach then presented the Outstanding Constituent Award to Mr. William Costello, President of the School of Business Alumni Association. The award consisted of a banner properly worded to indicate the winning of the award by the School of Business Alumni Association.

FIRST
STAND
CONST
AWARD
OF BU
ADM.

President Heimbach introduced the speaker of the evening, Dr. Martin Snoke, Associate Dean of Students at the University whose subject was Student Aids. Dr. Snoke pointed out that the financial aid program is a tremendously complicated one that consists of loans, scholarships, grants and work opportunities plus financial counseling and advice to students. They are now working on package deal, that is, to ascertain the full need of the student and then try to provide various sources - from the University trust funds, from the federal grant, from private funds such as the banks or other lending agencies. As regards scholarships and grants, the Alumni Association and many other groups support these programs. The All-University-Scholarships awarded to students are supported by such outside groups as PAT, Business Women's Club, etc., federal grants, such as the Educational Opportunity Grant, and finally working in some campus office.

SPEA
EVEN
MARTI

The first year the scholarship program started, 1949, there was a total of \$82,000 available for financial aids. In 1966-67 there was \$5 million available. On the work program alone last year, for instance, students were paid \$12 including graduate students. The college work study program alone started out three years ago with \$26,000, the second year increased to \$368,000 and last year \$741,000 of which 90% comes from federal funds. He indicated that alumni support for the Freshman Scholarship Program has multiplied four times since 1949 with \$40,000 for Freshman Scholarships this year. He indicated that in 1949, there were only 100 scholarship applications with 40-50 grants made. Last year there were 2,000 applications with 375 receiving assistance. These are boys and girls in the upper 20% of their high school class who have need in order to attend higher education. Charts were shown and questions were then answered after the presentation.

Snoke indicated that he had talked only about one phase of the whole program, that is the Freshman Scholarship Program, not touching upon the scholarships to sophomores, juniors and seniors and other merit award or honors. There is a great need for funds to obtain top students and hopefully in the next 2-3 years the emphasis will shift in that direction.

President Heimbach thanked Dr. Snoke and his staff for the fine presentation. There being no additional business on the agenda motion duly made and seconded the meeting adjourned.

Respectfully submitted,

LORENCE LEHMANN
SECRETARY

Ed Haislet

D. HAISLET
EXECUTIVE DIRECTOR

THE MINNESOTA ALUMNI ASSOCIATION
205 Coffman Memorial Union
University of Minnesota
Minneapolis, Minnesota 55455

Minutes
Executive Committee Meeting
Minneapolis Athletic Club
November 7, 1967, 7:30 a.m.

Al Heimbach - President and presiding

ATTENDANCE

Members of Executive Committee present:

| | |
|------------------|------------------|
| Dreng Bjornaraa | Oscar Knutson |
| Wallace L. Boss | Florence Lehmann |
| Charles Britzius | Otto W. Quale |
| Waldo E. Hardell | Howard Woo |
| Harry Heltzer | Ed Haislet |

Members of Executive Committee not present:

Ken Glaser
James Watson

President Heimbach read a letter from Vice President Lunden acknowledging 1610 gifts for \$23,686 in September and 433 gifts totaling \$5170 in October. The Regents expressed appreciation for these gifts. The letter was placed on file.

COMMUNICATIONS

A communication was read from Jack Stewart, former owner of the Camelback Inn who gave \$100,000 to the University of North Dakota and about which the faculty objected. Our Executive Director wrote to Jack suggesting that the gift go to the University of Minnesota.

A communication from Dick Fitzgerald indicating that he felt he could no longer do anything concerning the Alumni Club. Al Heimbach said he would send a letter of thanks and would talk with Ken Glaser as to what should be done concerning the brief which was to have been reported by Mr. Fitzgerald.

The matter of student controversy on campus was discussed and whether or not the Executive Committee and Board should take a stand on the matter. The Executive Committee reiterated their policy on controversial matters, that is that the Board members have the right to express themselves as individuals but on controversial issues before any official action can be taken it will be necessary to get all the facts and have a complete understanding of the problem. It was felt that the Executive Committee should be fully informed on controversial matters so that they know about the situation and can better express an opinion

CONTROVERSY ON
CAMPUS

when necessary. On matters of real alumni concern where the alumni body is directly affected only then should the Board take an official stand and such stand would be to the administration and not publicly. It was the consensus of the group concerning the student situation on campus, certainly students have every right to dissent but must conduct themselves according to rules and regulations as set by the University so that the rights of the nonvocal majority are protected.

Wallace Boss, Treasurer, then reported on the audit for the year ending June 30, 1967. An analysis of the audit is as follows:

TREA
REPO

I. Report on Annual Audit for year ending June 30, 1967

1967

A. New Auditor - Haskins & Sells

B. Audit - (Budget was \$101,951.00)

1. Total income = \$120,033.39 which includes

\$ 96,177.09 in Operating Fund

20,248.18 in Savings Fund

3,608.12 in Life Membership Fund

\$120,033.39

2. Total Expenditures = \$128,584.47 which includes

\$ 98,842.08 from Operating Fund

5,988.77 from Savings Fund

23,753.62 from Life Membership Fund

\$128,584.47

3. Net Expendires in Excess of Income = \$8,551.08

made up of -\$ 2,664.99 in Operating Fund

- 20,145.50 in Life Membership Fund

(Sale of Securities)

offset by 14,259.41 of Net Income in Savings Fund

= \$ 8,551.08

4. Which, adding the Cash on Hand at the beginning of the year, gives Cash on Hand at the end of the year, June 30, 1967, \$185,235.00 of which

\$ 44,448.86 is in Operating Fund

141,423.34 is in Savings Fund

- 637.20 in Life Membership Fund

\$185,235.00

5. In addition to the Cash on Hand there was

\$ 53,609.03 of Life Membership Funds invested in Common Stocks

124,281.05 of Life Membership Funds invested in Bonds

2,894.72 in Office Equipment (Operating F

\$180,784.80

185,235.00 Cash on Hand

\$366,019.80 Total Assets and Fund Balance

| | | |
|----------|---------------------|--------------------------------|
| of which | \$ 47,343.58 | is in the Operating Fund |
| | 141,423.34 | is in the Savings Fund |
| | <u>177,252.88</u> | is in the Life Membership Fund |
| | <u>\$366,019.80</u> | |

6. This was an increase of \$14,889.59 for the year, made up of

| | | |
|---|--------------------|-----------------------------|
| - | \$ 2,664.99 | in the Operating Fund |
| | 14,259.41 | in the Savings Fund |
| | <u>3,305.17</u> | in the Life Membership Fund |
| | <u>\$14,899.59</u> | |

On motion duly made and seconded the report of the auditor Haskins & Sells, for the year ending June 30, 1967 was accepted.

AUDIT
ACCEPTED

Then he said he felt there should be a current monthly report by the Treasurer as to the financial status of the Association, that as of the present time there was income of \$65,911.19 in the Operating Account and \$9,331.42 in Savings for a total Income of \$75,242.61. Disbursements were \$21,537.92 plus \$18,157.48 for a total disbursement of \$39,695.40. The excess of income over expenditures was \$35,547.21.

He says that the bookkeeping procedures and the amount of bookkeeping of the Alumni Office is very complex, that he would like to try to simplify the reporting form if at all possible.

He then went on to say that he had just learned that the Alumni Club is governed by the Board of Directors of the MAA and the officers of the Association are also the officers of the Alumni Club and with others as appointed constitute the Executive Committee. Therefore, he was Treasurer of the Association and as Treasurer of the Association was also Treasurer of the Alumni Club. According to the By-laws he was to present reports of financial affairs of the Club at such times as directed by the Board and at the annual meeting. He went on to say he had seen no reports until the week before last and he had no knowledge of the financial affairs of the Club and wanted to inquire if the other members of the Executive Committee were aware of their responsibility in connection with the Club. He said he had received no reports to his knowledge and that Ed Haislet said he hadn't received reports on any regular basis, that both he and Ed Haislet felt it was imperative that the Executive Committee be given complete information on the operation of the Club. The By-laws provide that the annual meeting of the Board of Directors of the Club (same as the Board of MAA) shall immediately follow the annual meeting of the Board of Directors of the MAA.

ALUMNI CLUB
FINANCIAL
REPORTS

The members of the Executive Committee said they did not realize their responsibility and it was evident that they must take responsibility for the Club, that they should have a monthly report and asked that President Heimbach contact

Ken Glaser and see that information was forthcoming monthly on the financial status of the Alumni Club and that it be reported by the Treasurer at each Executive Committee meeting. A meeting was to be set up at which time President Heimbach, Wallace Boss, Ken Glaser and Ed Haislet will go over this matter.

President Heimbach asked the Executive Director to talk about the Outstanding Achievement Award policy of the University. He briefly gave the background on the matter saying that President Moos feels that the OAA and ASA should all be made at one time at some big function of the University. Ed Haislet had talked to some of the constituent presidents and they were unanimous that this would affect their whole program and that the proper place to make the awards was at their annual meetings which has been the practice for the past 10-12 years. Likewise Dean Ziebarth of the College of Liberal Arts and Associate Dean Marcia Edwards of Education, upon learning about this matter stated very definitely that they would protest any such change and that it would definitely affect their whole alumni program. In the discussion that followed, the Executive Committee asked President Heimbach to write a letter to President Moos stating that they felt the present policy on OAAs should be continued and that before any changes are made they would like the opportunity to sit down and discuss the matter with him.

President Heimbach then presented needs of the Alumni Office. He indicated that he had met with Ray Darland, Stan Wenberg and the Executive Director on the UMD Matter, that it was the feeling that ultimate separation was to be the best procedure. Until that time a constituent status would be continued for UMD and for Morris. The Alumni Fund now has need of full time direction and an Assistant Director for the Alumni Fund should be established as of July 1, 1968 in order that the program move forward. The first five years has been used to broaden the base so there are now about 15,000 alumni donors and it is now time to cultivate the 15,000 in terms of raising money. This request is to be presented to Vice President Stanley J. Wenberg. Likewise there is need of a full time man to be hired by the Alumni Association as an Alumni Representative to handle membership and out-state travel. Membership is now to a place where it needs constant cultivation and help. Likewise outstate travel, now being handled by the Executive Director, needs someone whom can devote more time to assisting outstate alumni chapters. The salary range would be about \$7200 to begin with. Along with these two new positions, a half time clerical job would have to be created. Finally, the space of the Alumni Office is overcrowded, preventing good staff work and something definitely has to be done. These needs have been presented to the University for 15 years and nothing has been done and at the present time and evidently if anything is to be done the MAA will

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have to do it. Dr. Lundquist is chairing the Space Committee that has been thinking in terms of a new Alumni Center and not office space per se. President Heimbach suggested that the representation for space be again called to the attention of Vice President Stanley J. Wenberg and that Dr. Lundquist should be told about the need for office space to see if a report could be brought to the Executive Committee recommending what might be done.

Al Heimbach reported on the progress of the Club stating that the air-walls were now in, that he feels that business is picking up in the evenings but because of no definite reports he isn't sure, that the Club owes the MAA \$39,820 and nothing had been paid back the last several years nor has interest ever been paid. He has discussed this matter with Ken Glaser and has come to an agreement as to what should be done as regards the interest matter but Ken Glaser would like to present the matter to the Executive Committee and it will be done at the December meeting. It was pointed out that the House Committee has no official authority, that the official authority lies in the Executive Committee of the Association which is the Executive Committee of the Club, that the manager does have a responsibility for reporting the fiscal doings of the Club and a monthly report should be made to the Executive Committee.

ALUMNI CLUB

It was reported for information that the alumni film was being previewed at the Alumni Club for University people on November 8 from 4-6 p.m. and for the business community on November 9 from 4-6 p.m., the tab being picked up by the Farmers & Mechanics Bank. Eight copies of the film are ready and a plan has been developed to get greater distribution of the film to alumni chapters, civic groups, etc. Likewise the Board of Trustees of the Farmers & Mechanics Bank will see the film at a dinner meeting of the Board of Trustees.

ALUMNI FILM
PREVIEW

The Continuing Education program is moving forward and a date will soon be set for either February or March, for instance, a weekend at Lowell Inn with Professor Deutsch and Professor Turnbull at a price of \$50.00 per individual for the Seminar. This is a most important experiment to the Alumni Association and hopefully it will be a success.

CONTINUING
EDUCATION
PROGRAM

A report was made on the proposed alumni tour, an itinerary and suggested prices will be ready for the December meeting of the Executive Committee. The dates are being held up because of the Rose Bowl possibility.

ALUMNI TOUR

The Executive Director reported on membership and indicated we are down 1188 members from a year ago. As of November 1 membership was 22,645 - a year ago 23, 633. Cash receipts indicate a \$10,000 increase over a year ago this same time.

MEMBERSHIP
DOWN

President Heimbach reported on the Iowa football trip, the meetings in Des Moines and Cedar Rapids, and thought a great deal is accomplished with these trips.

IOWA FOOTBALL
TRIP

President Heimbach indicated that the first Seminar of the year will be held November 7 with President Moos presiding and Dr. Arthur Ballet as the speaker with a full house being assured.

FIRS
PRES
SEM
NOV.

Legislative delegation dinners are scheduled for November 13 and November 20, that there is a good turnout of legislators for both dinners, a fine turnout of Board members for the 13th but an absence of Board members for November 20 which is the Ramsey County Delegation dinner at the St. Paul Athletic Club. All Board members were urged to attend.

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AND

He indicated that the Athletic Committee which was authorized to be appointed is in the process of being studied and a list of names has been submitted to Marsh Ryman and at present are awaiting his suggestions as to names.

ATHL
TO B
APPO

The annual report has been sent out and at the suggestion of Al Heimbach has been reduced in size to 12 pages. He thought a good job had been done.

ANNU
OUT

Because of the Rose Bowl possibility, the Executive Director asked permission to operate a Rose Bowl tour without financial commitment and obligation on the part of the MAA. On motion duly made and seconded the Executive Committee granted the Executive Director permission to so proceed.

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TOUR
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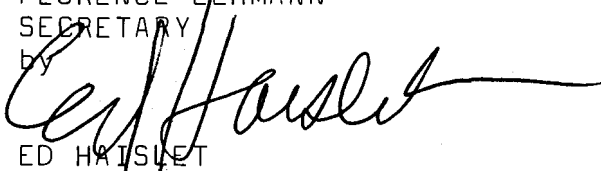
On final action was taken. It was felt that the Executive Committee should be as fully informed as possible on what happens on campus, that to better inform the Executive Committee, a subscription to the Minnesota Daily should be taken out for all members of the Executive Committee. On motion duly made and seconded, it was voted that a subscription be placed for the U of M Daily for all members of the Executive Committee and funds were authorized to pay for same.

DAL
Ser
E.L.

There being no additional business, the meeting adjourned. The next meeting of the Executive Committee is scheduled for Tuesday, December 12, 1967 at the Minneapolis Athletic Club. The Board of Directors Winter Meeting will be held January 23, 1968 at the Alumni Club.

Respectfully submitted,

FLORENCE LEHMANN
SECRETARY

by 

ED HAISLET
EXECUTIVE DIRECTOR

THE MINNESOTA ALUMNI ASSOCIATION
205 Coffman Memorial Union
University of Minnesota
Minneapolis, Minnesota 55455

Meeting of the Executive Committee
Minneapolis Athletic Club
December 12, 1967
7:30 a.m.

Minutes

Al Heimbach - President and presiding

ATTENDANCE

Members of Executive Committee present:

| | |
|------------------|------------------|
| Dreng Bjornaraa | Oscar Knutson |
| Wally Boss | Florence Lehmann |
| Charles Britzius | Otto Quale |
| Ken Glaser | Ed Haislet |
| Waldo Hardell | |

Members of Executive Committee not present:

Harry Heltzer .
James Watson
Howard Woo

On motion duly made and seconded the minutes of November 7 were approved as sent out.

MINUTES
APPROVED

President Heimbach read a letter from Vice President Larry Lunden acknowledging 279 gifts totaling \$9,921.45 for October with an expression of sincere appreciation for the gifts from the Board of Regents. The letter was placed on file.

LETTER FROM
VICE PRES.
LARRY LUNDEN

A letter from Vice President Wenberg dated November 17 on the matter of the Outstanding Achievement Award suggesting procedure to be followed.

LETTER FROM
VICE PRES.
WENBERG

A letter from Professor Burnham Terrell dated November 20 concerning the recommendation on campus demonstrations and alumni representative.

LETTER FROM
PROFESSOR
BURNHAM TERRELL

The report of the Treasurer, Wallace Boss, turned into a joint report from Wally Boss and Ken Glaser reporting on the Alumni Club. Wally Boss presented a resolution concerning the fact that the MAA on August 1, 1963 had made a loan of \$50,000 from their savings fund to the Minnesota Alumni Club which by subsequent payments has now been reduced to \$39,520. The resolution suggested that beginning October 1, 1968 the MAA collect interest annually at the current rate of interest now being paid on other amounts in the savings fund of the MAA and that the rate be subject to adjustment periodically, and that any accrued interest due on the loan

REPORT OF
TREASURER

ALUMNI CLUB
INDEBTEDNESS

from August 1, 1963 to September 30, 1968 be forgiven with the understanding that further payments will be made by the Minnesota Alumni Club on the remaining indebtedness in accordance with the net operating profit shown in each fiscal year, including the fiscal year ending September 30, 1968.

Ken Glaser spoke at this point and thought what needed to be done was reduce the principal involved just as soon as possible, that every effort should be made to that end, rather than trying to pay off the interest. If the interest was not paid it would create additional problems, both legal and otherwise, for the Board. This was supported by Judge Knutson and Otto Quale and other members of the Executive Committee and after discussion it was voted that collection of interest on the balance of \$39,520 be deferred until the Club is in the position to make a substantial payment on the principal itself.

ACTI
CLUB
RESO

Wally Boss then went on to indicate that before the meeting of the House Committee November 22, he, Al Heimbach, Ed Haislet and Ken Glaser had met with Bob Winrich and because there have been no financial reports from the Alumni Club, because the Executive Committee is responsible, because he as Treasurer is responsible, it is absolutely necessary to have a monthly financial report so everyone knows about the Club finances. At this meeting it was decided that a monthly report would be made to the Treasurer and the Executive Committee so that everyone knows the financial status of the Club's operation. Bob Winrich indicated that an auditing firm was keeping the books. It was suggested that Bob Winrich and/or his assistant should keep the books and put out the monthly report. However, since the meeting of the Committee on November 22, no information has been forthcoming from the Club.

FINA
REPO
ALUM

Ken Glaser at this point indicated that he would meet with the manager, that they did have a problem at the moment because of the fact that Maryclaire Richardson was resigning as of January 1, and a replacement was necessary, that there was to be a meeting with Bob Winrich directly after the Executive Committee meeting adjourned, that he will talk to Bob Winrich and see that the matter was taken care of, that is that a monthly financial report would be forthcoming.

Ken Glaser went on to say that the Club has had a fine month, probably the best it ever had and that hopefully this will continue, that Maryclaire Richardson had been very helpful to the Club and hoped that the same caliber of person could be found in a replacement.

Wally Boss then went on with his report at which time he presented to the Committee a new form - a summary of receipts and disbursements for the Alumni Association which would be substituted for the present monthly report. The idea of the simplified report was approved by the Committee, The Treasurer will meet with the Executive Director in working out the exact form to be followed.

NEW
SUMMA
RECEI
AND D
BURSE
SUGGE

MEMBERSHIP
REPORT

The Executive Director then reported on membership for the month and indicated that as of November 1966 there were 23,833 members and as of November 1967 22,722 for a loss of 1111. The loss as a month ago was 949 for only 162 additional for November. As regards income, in November 1966 from life members we took in \$2489 - this year \$2712. Three and five year membership for 1966 was \$7928 and this year \$8530. Total annual memberships for November 1966 were \$24,315 and this year \$36,802, an increase in income of \$12,487 over a year ago. It was pointed out, however, that the great loss in number and in amount will be in the spring months of April and May and it is too soon to know actual results although the membership seems to be holding up at this point.

ALUMNI FILM

Letters have gone out to the superintendents and principals and counselors of the Twin City area as well as to 70 of the personnel directors of large corporations. It was suggested that the Director of Personnel for the Minneapolis Public Schools be alerted to the film and it was agreed that this be done.

CONTINUING
EDUCATION
PROGRAM

The date for the Minnesota Alumni Seminar is scheduled for February 24 and 25, a Friday and Saturday. It will be held at the Pine Edge Inn in Little Falls, Minnesota. Seminar leaders will be Professor Harold Deutsch, Department of History and Dean John Turnbull, College of Liberal Arts and Department of Economics, both being leading scholars in their respective fields and both having just returned from a year's study in Europe. The cost of the program including registration, lodging and meals will be \$50.00 per person. A story on the Alumni Seminar was in the December issue of the Alumni News and promotion will start in January. Several members of the Board indicated that they would attend the Seminar.

ALUMNI
FOREIGN
TOUR

Three agencies are working on our European Alumni Foreign Tour of Scandinavia, Russia, Berlin and London and the program should be ready to be submitted for the January meeting of the Executive Committee.

WINTER QUARTER
DINNER SEMINAR
FEBRUARY 7

The Winter Quarter President's Dinner Seminar will be held on February 7 at the Alumni Club. Dr. Jeannette Piccard will be the speaker on "From Balloon Gondola to Manned Spacecraft". She will talk along with a new film just released by NASA, 26 minutes, sound and color, which is a gift to the University from Dr. Gilruth, Director of NASA, Houston Manned Spacecraft Center. There is a possibility that Dr. Gilruth will be present.

ATHLETIC
COMMITTEE

A list of about 40 suggested names for the Athletic Committee has been made and 10-12 deleted. Marsh Ryman is submitting names from his point of view and the committee will be named by the time of the next Executive Committee

meeting with probable action being a meeting of the Committee for the purpose of briefing them on the problems of the Athletic Department.

The matter of the Gopher, no matter what action has been taken by the Alumni Office - sending letters to those concerned - no answers have been forthcoming. President Heimbach indicated he would make some telephone calls.

As regards office space, both long term and short term, Dr. Lundquist has indicated his willingness to hold a cocktail hour and dinner at his home to bring together the concerned people to discuss the problem of the Alumni Center, and to get the project off to a start.

Under other business, it was indicated that the Minnesota Daily ordered for the Executive Committee has not been yet received by the members of the Executive Committee and the Executive Director was instructed to talk to the Daily to see if there were any problems. (Daily said subscriptions start January 4, no Daily last two weeks in December.)

There being no additional business, on motion duly made and seconded, the meeting adjourned. The next meeting of the Executive Committee is Tuesday, January 9, 1968 at the St. Paul Athletic Club, and the Winter Board meeting is January 23, 1968, 6:00 p.m., Alumni Club.

Respectfully submitted,

FLORENCE LEHMANN
SECRETARY

by



ED HAISLET
EXECUTIVE DIRECTOR

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1968

THE MINNESOTA ALUMNI ASSOCIATION
205 Coffman Memorial Union
University of Minnesota
Minneapolis, Minnesota 55455

Executive Committee Meeting, St. Paul Athletic Club
January 9, 1968, 7:30 a.m.
Minutes

Heimbach - President and presiding

ATTENDANCE

Members of Executive Committee present:

| | |
|------------------|---------------|
| Dreng Bjornaraa | Harry Heltzer |
| Wallace Boss | Otto Quale |
| Charles Britzius | Ed Haislet |
| Waldo Hardell | |

Members of Executive Committee not present:

| | |
|------------------|--------------|
| Kenneth Glaser | James Watson |
| Oscar Knutson | Howard Woo |
| Florence Lehmann | |

Motion duly made and seconded the minutes of the Executive Committee meeting of December 12 were approved as sent out.

MINUTES

A letter from Vice President L. R. Lunden acknowledging 720 gifts totaling \$16,055.60 for the month of December expressing the sincere appreciation of the Board of Regents. Letter placed on file.

COMMUNICATIONS

Treasurer Wallace Boss presented the new monthly statement of the Association which showed a bank balance of December 31 of \$48,187.16 with a beginning balance of \$44,174.25. The only change suggested was that at the top of the page the year to date apply not to the first figure but all figures thereafter. It was asked that the change made. Report was approved.

TREASURERS
REPORT

The Treasurer then went on to indicate that he had received information from the Executive Director concerning the money from the MAA to the Alumni Club, the MAA paid \$50,000 to the Alumni Club as of Aug. 1, 1963, the check being made out to the Minneapolis Sheraton Corporation; that on January 29, 1964, \$5480 was paid to the MAA, money raised by patrons in a drive headed by Algot Johnson; on November 18, 1965, \$5000 was paid to the MAA, the money authorized to be taken from the Alumni Club reserve fund. The amount paid to the MAA up until this date is \$10,480 leaving a balance of \$39,520. He then indicated that the Club auditor for the year ending September 30, 1967 had been received and shows a loss of \$11,015, the loss for 1966 was \$7778. He said, however, that he had received a note from Bob Winrich to advise that the months of October, November and December all equalled or exceeded the breakeven point of \$2416, that the monthly statement ~~is~~ ^{is} being prepared and will be forthcoming soon and thereafter a monthly statement will be reported.

CLUB OWES
MAA \$39,520

CLUB AUDIT
1967

CLUB MONTHLY
STATEMENT TO
BE AVAILABLE

FINAN
STATU
CLUB

It was pointed out that the Alumni Club deficit is almost in direct relationship to membership. The Club started out with 1800 and are now down to about 1300, not enough members to be financially solvent. The Treasurer indicated the financial situation of the Alumni Club is very serious at this time and something should be done. Al Heimbach said that he was going to recommend to the House Committee club membership for VIP's and for members of the Big 10 schools residing in the area. Finally it was voted that in order to be more business like on the MAA loan to the Club that an official note should be drawn to be held among the assets of the Association, a noninterest bearing demand note.

INVEST
COMMIT
TO ME

Wallace Boss then indicated that a meeting of the Investment Committee would be held January 12, 1968 and he would have a report on that meeting at the next Executive Committee meeting.

In the absence of Ken Glaser, President Heimbach remarked on the Alumni Club saying that we now have a new Assistant Manager in the person of Kjell Ronning, that he felt the financial help of Ken Glaser and particularly Wallace Boss had been most helpful and most important in understanding the financial problems of the Club.

MANUA
FINANC
CEDURE
POLIC
WRITTE

The Treasurer had met with the Executive Director on the new recommendations made by the auditors and also to discuss policy for the Association and it was agreed that the Director would draw up a new manual of financial procedure and policy for the Association.

The Treasurer indicated that for the quarterly period of 9/1/67 to 11/30/67 the income statement from the life endowment fund was \$2,004.02; in the principal account \$1,467.40.

MAA ME
REPORT
DECEME

The Executive Director then reported on membership for the month of December and indicated that funds were:

| | | |
|---------------|-------------|-----------------------|
| December 1966 | \$32,011.50 | |
| December 1967 | \$38,463.25 | |
| | | Increase about \$6400 |

As regards membership:

| | | | |
|-----------|---------------|-----------|---------------|
| | 1967 | | 1966 |
| November | 22,722 | November | 23,833 |
| December | <u>22,210</u> | December | <u>23,668</u> |
| Loss over | | Loss over | |
| Nov. | 510 | Nov. | 165 |

This means that from November 1966 to November 1967 membership was down 1111
from December 1966 to December 1967 membership was down 1458

It was pointed out that January, February, March, April and May are poor membership months and it is possible to project for the year a 25% loss in membership (original estimate was 30%).

The Executive Director then went on to say that the Alumni Film has been completely booked now for 60 days in advance and the most inquiries are coming from public schools of the Twin City area and alumni chapters.

ALUMNI FILM
BOOKED SOLID

On the Continuing Education program, President Heimbach indicated that the letters have been mailed, promotion material out and there was a two page spread in the January issue of the Alumni News. As of Monday, January 8, the Extension Department had no reservations but a number of inquiries had been made. The Executive Committee felt that the program should not fail and that some of the corporations should be contacted to send people. The Executive Director indicated that he expected to receive some promotion help from the Extension Department; if not, this probably would have to be done. If we could get 20, the program would go on.

CONTINUING
EDUCATION
PROGRAM

As regards the foreign tour, three different companies are working on an itinerary and definite proposals should be available by the next meeting. Because LBJ has indicated a possible tax on charter tours it will probably be necessary to re-evaluate the tour situation. Waldo Hardell indicated Congressman MacGregor felt there would be no tax on tours as such but probably the amount of money which a person could take out of the country would be limited.

ALUMNI FOREIGN
TOUR

The President's Dinner-Seminar notices are out. The dinner will be held February 7 at the Alumni Club with Dr. Jeannette Piccard as the speaker and Phil Whitbeck, Deputy Administrator of NASA, being present to make a gift to the University of the special film.

DINNER-SEMINAR
FEBRUARY 7

The Legislative Workshop for this year has been cancelled. The reason is that the alumni chapter presidents and secretaries don't want to give up a weekend and the weather in the middle of the winter is too unpredictable; they would come in to hear the President and administrative staff brief them on legislative needs and in the afternoon have a seminar on procedures and programs.

PRESIDENT'S
WORKSHOP
CANCELLED

Al Heimbach reported it has been the policy of the Association over the years to furnish some money to the Vice President for Educational Relationships and Development for lobby work and that he was alerting the Executive Committee because they would be contacted as to possible sources of funds.

As regards the Alumni Athletic Committee we are still waiting for names from Marsh Ryman.

The Executive Director reported on his western trip, meetings in San Diego on December 26, Los Angeles on the 27th and San Francisco on the 28th. For the first time a combined M Club-alumni meeting had been tried - Marsh Ryman, Glen Reed, Lou Brewster, Dr. John Aldes and Ed Haislet made the presentation with Coach Murray Warmath joining the group in Los Angeles. Ed Haislet acted as emcee. In attendance in San Diego were 70

REPORT ON
WESTERN TRIP

for the dinner; in Los Angeles 241 for dinner and 330 for the basketball game; in San Francisco 142 with 20 turned down for lack of space. These were three of the best alumni meetings the Executive Director has attended and the idea of a team presentation on a phase of the University is one which should be continued when funds are available. He indicated that both Lou Brewster, President of the M Club, and Dr. John H. Aldes, Alumni Board Member representing the west coast, both attended all three meetings at their own expense. Because they were volunteers and had a real impact on the meetings, the Executive Director was asked to send a letter of commendation and appreciation in behalf of the Executive Committee to Dr. Aldes and Lou Brewster for their fine help.

The Executive Director indicated the postage increase went into effect January 8 and this means a 31% increase in first class; second class went up 27% although no information has been received for nonprofit corporations.

It was also indicated that the Bureau of Internal Revenue now indicated that profits of tax exempt organizations derived from advertising in periodicals, journals, and magazines they publish are taxable unrelated business income. The new regulation makes it clear that advertising will be taxed only if the publication as a whole shows a profit. Subscription losses may be set off against advertising profits. The Alumni News has income from advertising about \$12,000 and the cost of the magazine is over \$35,000; therefore, there should be no problem. The auditor should check out the facts and make a presentation so the Association will not be taxed on its advertising profits.

Because no alumni representative has been hired to fill the job at UMD due to the fact that as of July 1, 1968, UMD will again revert to constituent status and after discussion with Vice President S. J. Wenberg, the Executive Director had drawn up specifications for another Assistant Director.* The specs call for 60% of the time for the Alumni Fund, 15% to outstate chapters, 15% to membership promotion and 10% to other assignments. Needed is approval of the Executive Committee for the Executive Director to hire someone to fill the job. President Heimbach said the specifications were well drawn and recommended the Executive Director be allowed to proceed with the hiring. On motion duly made and seconded, it was voted that the Executive Director be able to hire a person for the position with the understanding that as of July 1, 1968 the Association would probably have to finance \$1500-1800 of the salary of this individual.

President Heimbach then brought up the fact that President Moos had specific ideas about a new format for the presentation of OAA's. He had been authorized by the Executive Committee to write a letter to the President which he had. He had received

* Position

POSTAGE
INCREASE

ALUMNI
ADVERTISING
NOW TAXED

APPROVAL
TO HIRE
ASSISTANT
DIRECTOR

from President Moos which said in effect, "wait and see what happens." The President said he would be glad to meet with the Executive Committee if they wanted him to. It was agreed that it was best to wait until a full year had evolved and then if necessary to sit down with President Moos on the matter.

The next meeting of the Executive Committee has been changed from March 5 back to February 27, 1968, Minneapolis Athletic Club, 7:30 a.m. The Winter meeting of the Board will be held January 23, 1968, Alumni Club, 6:00 p.m. A panel on student power consisting of Mike Anderson, Editor of the Daily; Greg Ritter, President of Union Board of Governors; and Bill Newell, President, Minnesota Student Association. It should be a very interesting evening.

As regards the Gopher yearbook, Al Heimbach indicated that he had received information on the current status, that what he would like to do was appoint Otto Quale as the official representative of the Executive Committee to look into the matter and report back to the Executive Committee. Al Heimbach indicated that the materials sent him stated there was a need for an official record; the Gopher, however, is not an official record. They do not record all of the University happenings. There is a need for an official audio and written record kept by the University so that students, faculty, administrators, and alumni would have access to the information, important to many of the offices on campus. One of the most important things the Executive Committee could do would be to talk to the administration about the importance of this kind of record. Otto Quale accepted the assignment and will report back to the Executive Committee from time to time.

There being no additional business, the meeting adjourned.

Respectfully submitted,

FLORENCE LEHMANN
SECRETARY

by



ED HAISLET
EXECUTIVE DIRECTOR

NEXT EXECUTIVE
COMM. MEETING
DATE CHANGED
TO FEB. 27
FROM MARCH 5
NEXT BOARD
MEETING JAN.
23, 1968

GOPHER
YEARBOOK
PROBLEM

THE MINNESOTA ALUMNI ASSOCIATION
205 Coffman Memorial Union
University of Minnesota
Minneapolis, Minnesota 55455

Minutes
Board of Directors Meeting
January 23, 1968
Alumni Club
6:00 p.m.

ATTENDANCE

Albert H. Heimbach - President and presiding

Members of Board of Directors present:

| | |
|-----------------------|-----------------------|
| Dr. Vernon Amundson | Grant Johnson |
| Mrs. Margaret Arnason | Richard E. Kyle |
| Wallace L. Boss | Marion O. Leebens |
| Charles Britzius | Miss Florence Lehmann |
| Mrs. Catherine Buck | Dr. Kenneth Manick |
| Mrs. D. J. Diessner | William Newell |
| Fredrick J. Dresser | Genevieve Olson |
| Mrs. Violet Graf | Dr. Jeannette Piccard |
| Waldo Hardell | Miss Cathrine Rosness |
| W. L. Hindermann | Dr. Melvin Sletten |
| Harold Holden | Milton Smith |
| Mrs. Harriet Holden | Richard Weigel |
| Dr. Linneus Idstrom | Robert W. Olson |

Guests included:

Stuart Immer, President of the Albert Lea Chapter, and
Milford Juten, Past President, Washington D. C. Chapter
present to receive the Outstanding Chapter Award.

Also guests for the student panel were: Greg Ritter and Mike
Anderson. Vice President Stanley J. Wehberg.

Members of the staff present:

| | |
|--------------|--------------------|
| Joe Davidson | Chet Tomczyk |
| Dennis Swan | Mrs. Janet Widseth |

Members of Board of Directors not present:

| | |
|-------------------------|---------------------|
| Dr. John Aldes | Julius E. Davis |
| Carl M. Anderson | Kenneth C. Glaser |
| Dreng Bjornaraa | Dixie I. Goss |
| Francis M. Boddy | Bruce W. Halvorson |
| Mrs. Patricia Bordewich | Harry Heltzer |
| Louis R. Brewster | Oscar R. Knutson |
| Roger E. Copeland | Dr. Sheldon Lagaard |
| Henry W. Dahlberg | Cecil C. March |

Edwin A. Martini
Mrs. Carol Ostrow
James P. Peterson
Otto W. Quale
Lee H. Slater
Dr. Walter S. Warpeha

James A. Watson
Robert G. Werness
Dr. Robert A. Wescott
William F. White
Howard F. Woo

Following dinner, President Heimbach introduced the special guests: Milford A. Juten, Past President and representative of the Washington D. C. Chapter; Stuart Immer, President and representing the Albert Lea Chapter; panel members - Mike Anderson, Editor of the Minnesota Daily; Bill Newell, President, Minnesota Student Association; and Greg Ritter, President, Union Board of Governors; Vice President Stanley J. Wenberg and the new constituent presidents - Mrs. D. F. (Mary) Diessner, new president of Dental Hygiene; Dr. Vernon Amundson, President of the UMD Alumni Association; W. L. Hindermann, new President of IT Alumni Association; Richard B. Weigel, new President of the School of Business; Dr. Kenneth Manick, new President of Medical Alumni Association; Miss Cathrine Rosness, new President of the School of Social Work; and Robert W. Olson who traveled from Dallas, Texas for the meeting.

INTRO

President Heimbach asked the Executive Director to talk about the Outstanding Chapter Awards who indicated that for the instate chapters there were 55 chapters and questionnaires were sent out during the summer to each of the chapters. These questionnaires covered such items as number of separate board meetings and number attending; number of general meetings of chapter each year, date and attendance; did chapter hold annual meeting and election of officers and list of new officers? at annual meeting did chapter give recognition to outstanding high school students? did a representative from the chapter attend the Chapter Legislative Workshop? did chapter organize a committee to update the records and conduct a membership drive? did chapter have a permanent scholarship committee? did chapter make a separate donation to the Minnesota Alumni Freshman Scholarship Program? did chapter have a permanent recruitment committee? permanent publicity committee?

OUTST
CHAPT

For instate chapters Albert Lea was named the Outstanding Chapter of the year with Glenwood second, St. Cloud third and Fergus Falls fourth. President Heimbach presented Stuart Immer with a banner indicating the Outstanding Chapter of the Year 1967. Likewise the outstate chapter award went to the Washington D. C. Chapter with the Suncoast Chapter second and Chicago third. Milford A. Juten was presented the special banner award for the Outstanding Chapter of the Year 1967. Both Milford Juten and Stuart Immer spoke briefly.

Minutes of the Executive Committee of January 9, 1968, Dec. 12, 1967 and November 7, 1967 were approved as sent out.

MINUTE
APPROV

After dinner there was a five minute break and the meeting convened with Al Heimbach presiding. President Heimbach discussed briefly that the Alumni Club had enjoyed three fine months, the three best months in the existence of the Club, that we were down to 1350 members and the breakeven point was 1500 so a membership campaign in the spring will be necessary, that Maryclaire Richardson had resigned and Kjell Ronning who has had his experience in Norway was appointed to take her place.

ALUMNI CLUB

The Alumni Film, "Minnesota, Then and Now" is completely booked, all six copies, 60 days in advance, and that the bank has a copy and can be used if needed.

ALUMNI FILM

The weekend alumni retreat scheduled for the 24th and 25th of February, Little Falls, Minnesota, had 14 registrants with 20 needed to make it successful. The Board members were asked to push the program so that it will be successful.

CONTINUING
EDUCATION
PROGRAM

As regards the foreign tour program, plans will be brought before the Executive Committee at their next meeting. Plans call for a tour for the spring of 1969 to the Scandinavian Peninsula and Russia.

ALUMNI TOUR

The President's Dinner Seminar in February 7 and our own Dr. Jeannette Piccard will be the speaker with Mr. Philip Whitbeck, Deputy Director of Administration for NASA, being present to officially present to the University a gift of their special limited new edition film, "From Balloon Gondola to Manned Spacecraft", the same subject that Dr. Piccard will talk on. It looks like a delightful evening and Dr. Piccard was asked to comment. Dr. Piccard spoke briefly on the last moon shot of which she was present.

PRESIDENT'S
DINNER-SEMINAR
FEBRUARY 7

President Heimbach asked the Executive Director to report on membership. Membership as of the moment is down 1458 from a year ago December. In November down 1111. Between November and December this year 510 members were lost. January, February, March, April and May are all poor membership months and it is possible at this time to project a loss in membership of 25% for the year. The original estimate was 30%. However, income will be greater than a year ago and experience shows that within 18 months membership does come back.

MEMBERSHIP
REPORT

Dr. Vernon Amundson, President of the UMD Alumni Association asked to be heard and indicated that while they had been appreciative of the efforts of the Association to be helpful and enjoyed the year of directorship of Jim Powell they didn't want to go back to the constituent status. To that end, between now and July 1, they are going to try to start a UMD Alumni Association independent from the University, set up their own membership drive, create a budget which they can support a minimum program to begin with. He indicated they would appreciate any help the Association could give them in the next six months. The Executive Director indicated that he had already worked out a plan with Provost Darland to the effect that the Alumni Office would underwrite a half time job retroactive to January 1 until June 30. He also indicated that some funds would be

UMD

available for supplies, expense and equipment. President Heimbach indicated that the Board was anxious to be of help and would do anything they could to be of assistance.

President Heimbach then introduced the panel on student power Bill Newell, President of Minnesota Student Association; Mike Anderson, Editor of the Minnesota Daily; and Greg Ritter, President of the Union Board of Governors. He asked Bill Newell to chair the group. Mr. Newell then asked for each student to introduce himself and tell a little bit about himself. Mike Anderson is a CLA senior majoring in Journalism and plans to go into the Peace Corp upon graduation. His home is in International Falls but was raised in Edina and graduated in 1964. Greg Ritter is a senior in Education and plans to teach at Minneapolis South High School next fall. He is a graduate of St. Paul Central and as President of UBOG has control of policy and salary program with an \$800,000 budget. Bill Newell is a senior in CLA, Political Science major, with Russian emphasis. He plans to be married this summer and join the Peace Corp upon graduation.

STUDENT
POWER
PANEL

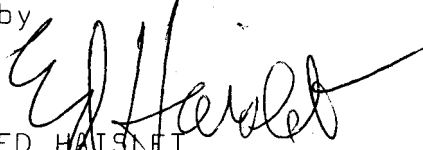
Each of the panelists made a statement, the consensus was there is a great student apathy as indicated by football attendance being off, the Gopher yearbook out of business, student interest down. Students are no longer committed to the University as they used to be and seem to have lost a sense of togetherness. Changes have to be made to correct this. Greg Ritter indicated that the Union is a haven for people seeking identity and even the Union has become so large that they now have two boards, one for program and one for policy. Bill Newell said that student power was trying to make the public aware of the problems of students, to play a more meaningful role in decision making policy of the University. He thought, however, that it should not be called student power but rather relationship of the student to the institution. He indicated anytime there were questions by Board members the panel would try to answer them. From there on the Board members asked many many questions which were answered by the panel members. It was a very exciting meeting and gave the opportunity to the Board to see what kind of leadership now is exerted on campus. Vice President Wenberg in a summary statement thought that maybe the Board had led the students away from the main topic but evidently they wanted questions answered to their satisfaction and to that end was a good meeting. Al Heimbach thanked the panel for their presentation and for being present.

There being no further business, on motion duly made and seconded, the meeting adjourned.

Respectfully submitted,

FLORENCE LEHMANN
SECRETARY

by


ED HAISLET
EXECUTIVE DIRECTOR

THE MINNESOTA ALUMNI ASSOCIATION
205 Coffman Memorial Union
University of Minnesota
Minneapolis, Minnesota 55455

Meeting of Executive Committee
Minneapolis Athletic Club
February 27, 1968

MINUTES

A1 Heimbach - President and presiding

ATTENDANCE

Members of Executive Committee present:

| | |
|------------------|------------------|
| Dreng Bjornaraa | Oscar Knutson |
| Wallace Boss | Florence Lehmann |
| Charles Britzius | Otto Quale |
| Ken Glaser | James Watson |
| Harry Heltzer | Ed Haislet |

Members of Executive Committee not present:

| | |
|---------------|------------|
| Waldo Hardell | Howard Woo |
|---------------|------------|

A1 Heimbach read a letter from Vice President L. R. Lunden acknowledging 1547 gifts totaling \$34,204 as of February 2, 1968 and as of February 23, 266 gifts totaling \$5,979.46 from the Alumni Fund, expressing the appreciation of the Board of Regents. Letter placed on file.

COMMUNICATIONS
FROM VP LUNDEN
RE: ALUMNI FUND

Letter from Max Schultze concerning designation of Rose Bowl travel agents by Alumni Association. This is usually done in July or August but they are asking for designation at this time. On the recommendation of the Executive Director the Alumni Office was named travel agent for the Rose Bowl. Mr. Schultze will be so informed.

FROM MAX
SCHULTZE, RE:
ROSE BOWL

Letter from Mr. William B. Huckabee of New York Stock Exchange inviting the MAA to participate in an investors information program, would be a 9:30 - 3:00 conference program in which local brokers would present talks on educational nature. Speech outlines, booklets, program will be provided. The local contact for this program is Ed Braman, Minnesota alumnus of Dain & Co. After looking over the materials supplied, on motion duly made and seconded it was agreed that the Alumni Association should participate in this program, the Executive Director was asked to expedite the program.

FROM WILLIAM
HUCKABEE
RE: INVESTMENT
CONFERENCE

Wallace Boss reported on MAA receipts and disbursements for January. There was a bank balance at the beginning of the period of \$40,187 and the bank balance at the end of the period was \$49,219. The report of the Treasurer was accepted

REPORT OF
TREASURER

The Treasurer then reported that the Investment Committee of the Association had met and indicated actions which were taken by the committee. It was the feeling of the Executive Committee that the present resolution concerning the life endowment fund that now indicates stocks held in the fund shall not exceed 50% of the entire stock fund should be changed to a more liberal ratio for purchase of stocks. Wally Boss and Ed Haislet were to inform the chairman of the Investment Committee and see if the Committee could bring in a resolution incorporating such a change.

INVEST
COMMITTEE
REPORT

Ken Glaser reported on the Alumni Club and the resignation of Bob Winrich as of February 29, 1968. Bob Winrich is going with Honeywell in charge of their food services. A new manager has been hired, Mr. Bruno Krempen. Mr. Krempen is European educated and trained as a food beverage or hotel services manager. He is 45 years of age, married, with excellent appearance. He has a good local reputation being maitre d' of the Minneapolis Club from 1960-1967 and with the Kahler Corporation 1967-1968.

ALUMNI

Ken Glaser presented the statement of operation and accumulated earnings for the U of M Alumni Club for the four months ending January 31, 1968. It shows a net profit of \$2366. Hereafter a monthly statement will be issued. A CPA will do the books for the Club and make sure that a statement is out each month. He indicated that a meeting including Wally Boss, Ed Haislet and Al Heimbach had been held to discuss Alumni Club membership. A whole new membership plan was proposed and is being worked out which will mean a By-law change. The new program will be presented at the next meeting of the Executive Committee. He also said that it was the feeling of the group at the meeting that because the Club is tied so closely to the Alumni Office and it is so clearly a tool of the University that the Club manager should report directly to the Executive Director of the Association. All this will be brought to the Executive Committee with necessary By-law changes at the next meeting.

The President then reported on the Alumni Tour and inciated the Executive Director now had three very fine tours, all well priced from which to choose but because of the uncertainty of travel and the edict of President Johnson that Americans shouldn't travel abroad they felt that the decision to go ahead should be postponed. That was the action taken by the Executive Committee.

ALUMNI

The Executive Director indicated that the situation at UMD has been satisfactorily resolved, that the Department of Alumni Relations has agreed to hire a half-time person from January 1 to June 30, 1968 at which time the obligation ceases. Also he said that some \$300 would be available to the UMD Alumni Association for expenses. The UMD Association is working to set up a separate non-profit corporation, to have their own membership program and is trying to have this completed by July 1. The role with the MAA will be that of big brother without any financial obligation.

UMD

No action was taken on the subject of appointment of the Athletic Committee until after a conference with Marsh Ryman, Stan Wenberg and Ed Haislet.

ATHLETIC
COMMITTEE

As regards Office Space, the Executive Director reported that with Dr. Virgil J. P. Lundquist, chairman of the committee, they had met with Dr. Elmer Learn and Warner Shippee, the purpose of which was to explore with them their thinking as to an Alumni Center and where it would fit into the University corporation plans. Both were enthusiastic about the idea but thought that it should become part of the redevelopment people in the area, that is Leo and Ray Harris and Keith and Gloria Segal. It was their feeling that our location north of the Washington Avenue Bridge overlooking the river, while a fine location, would be out of it from the point of view of the freeway development. They both thought we should work with the developers rather than trying to promote the building ourself. It was their feeling that both Harris and Segals would be interested in the proposition to build the Alumni Center which we would then lease from them.

OFFICE SPACE

On that basis, Dr. Lundquist and the Executive Director met with Warner Shippee and Ray Harris of the Leo Harris Co. Realtors. Large space location maps were used to indicate where their various developments would be in relation to the University community, they have land both directly east of the University, at the confluence of University and Washington Avenues; also directly west of the University where the bridge-head leads into Cedar Avenue. They have 22 acres in that area and will build a housing development which takes care of 7500 people. It was their feeling that it was in this area that the Alumni Club should be built. Harris' said they were interested in the idea; they would build and lease. Many of the things we would like to have in our Club operation would be part of the overall development. Likewise with 7500 people in the area it would be helpful to the Club. The location is within walking distance of the West Bank, on the main freeway interchange coming from St. Paul, accessible from St. Paul and easily accessible from downtown Minneapolis. The next step is for Dr. Lundquist and the Executive Director to meet with Ray Harris and some of their planners to go over our needs, so we can get our thinking involved with their planning.

Al Heimbach indicated Paul Burke Associates had been named insurance administrator and agent of record for the Association because of dissatisfaction with the present administrators and agent of record in carrying through new plans and ideas and lack of promotion. New plans are now in the making and will be announced shortly. In the 5 years of the program dividends to the Association have amounted to \$23,286.66; premiums \$256,165, and claims \$148,255.

INSURANCE
PROGRAM

The Executive Director then reported on alumni membership for January.

JANUA
MEMBE
REPOR

| | | |
|--------------|---------------|---|
| January 1967 | \$38,698 | |
| January 1968 | <u>44,664</u> | |
| | \$ 8,966 | increase - up from \$6400 increase as a month ago |

Membership

| | <u>1967-68</u> | | <u>1966-67</u> | | <u>Difference</u> |
|-----------|----------------|--|----------------|---------------|-------------------|
| Dec. 1967 | 22,210 | | Dec. 1967 | 23,668 | -168 |
| Jan. 1968 | <u>22,272</u> | | Jan. 1968 | <u>23,634</u> | -362 |
| | +62 | | | -34 | |

Loss for January 362, December 510

Nov. 1966 to Nov. 1967 - membership down 1111
 Dec. 1966 to Dec. 1967 - membership down 1458
 Jan. 1967 to Jan. 1968 - membership down 362

Specifications have been written out for a new Fund Director and as soon as approved by Civil Service a person will be hired. The new Fund Director will be responsible to the Executive Director but have the responsibility of directing the Fund as well as other assigned duties.

FUND

Al Heimbach indicated that the Dinner-Seminar on February 7 was very successful with 120 in attendance and Dr. Piccard doing an-exceptionally fine job.

DINNE
FEBRU

The Spring President's Dinner-Seminar has been set for May 16 with Dr. Harold Deutsch as the speaker. His subject will be "Historian and the Living Witness."

SPRIN
SEMIN
MAY 16

The first alumni weekend retreat was held February 24-25 in Little Falls at the Pine Edge Inn with 20 people in attendance. While the attendance was small it was a success and challenging experience with Professors Harold Deutsch and John Turnbull, who recently returned from Europe sharing their experience. The food was good; the rooms were good. The format should be changed in some aspects. A critique will be forthcoming from the Continuation Study soon.

WEEKEN
RETREA
FEBRU

As regards the Gopher, Otto Quale indicated he was trying to find out whom to talk to before asking to appear before them. On a small scale a Gopher will be published this spring by the fraternities and sororities. The big problem is financial support which is a matter for the administration to solve. President Heimbach read a clipping from the Daily indicating the Board of Publications approved the creation of a new quarterly publication to replace the suspended Gopher year-book. Don Rundquist, Chairman, said the exact format would be decided later. The position of business manager and editor are to be filled by March 7.

GOPHER

The Alumni film is still in great demand with requests coming not only from all over the state but all over the country.

ALUMNI FILM

President Heimbach said that at a recent meeting of the Grey Friars, Vice President Stanley J. Wenberg suggested that the Grey Friars and Iron Wedge and Mortar Board both be sponsored by the Alumni Office. Both Grey Friars and Iron Wedge have had difficulty in the last several years.

OTHER

He also reported briefly on the matter of campus demonstrations indicating he had seen the preliminary copy of the committee, that it was a well written document with which the alumni could be happy.

The next meeting of the Executive Committee was set for April 9 at the St. Paul Athletic Club, 7:30 a.m. The next meeting of the Board, the Spring Meeting, is April 23.

NEXT MEETING
OF EXECUTIVE
COMMITTEE
APRIL 9

There being no additional business, on motion duly made and seconded the meeting adjourned.

SPRING BOARD
MEETING CHANGED
TO APRIL 23

Respectfully submitted,

FLORENCE LEHMANN
SECRETARY
by


ED HAISLEY
EXECUTIVE DIRECTOR

THE MINNESOTA ALUMNI ASSOCIATION
205 Coffman Memorial Union
University of Minnesota
Minneapolis, Minnesota 55455

Meeting of Executive Committee
Minneapolis Athletic Club
April 9, 1968

Minutes

Al Heimbach - President and presiding

ATTENDANCE

Members of Executive Committee present:

| | |
|------------------|---------------|
| Wallace Boss | Oscar Knutson |
| Charles Britzius | Ed Haislet |

Guest: Dr. Virgil J. P. Lundquist

Members of Executive Committee not present:

| | |
|-----------------|------------------|
| Dreng Bjornaraa | Florence Lehmann |
| Ken Glaser | Otto Quale |
| Waldo Hardell | Jim Watson |
| Harry Heltzer. | Howard Woo |

COMMUNICATIONS

INVESTMENT
COMMITTEE

At the meeting of the Executive Committee on February 27, it was felt that the investment resolution policy to the life endowment fund was too conservative and that it should be reviewed by the Investment Committee. The Executive Director contacted the Investment Committee and a reply was received from Mr. Paul Reyerson (copy of which is attached to the minutes) which states that the formula now used permits almost 70% of the funds to be invested in common stocks. After discussion, Wally Boss thought the formula should be looked at by the Investment Committee at their next meeting. It was so ordered.

A letter from Howard Woo was read to the Executive Committee stating that he appreciated everyone's concern for his well being, that he was getting along fine, and thought he would be able to attend meetings soon.

FROM HOWARD WOO

From Vice President Lunden, three letters acknowledging 179 gifts in the amount of \$12,590.75 as of March 29; as of April 5, 554 gifts totaling \$13,771.20; and as of April 5 a \$50.00 gift for the establishment of the Broadway-Suburban Medical Clinic Scholarship Fund, which the appreciation of the Board of Regents. Letter placed on file.

FROM VICE PRES.
LUNDEN

The first report on the life endowment fund for the period 12/1/67 to 2/29/68 inclusive indicated there was a balance in the income fund of \$5,570.33 and a balance in the principle statement of \$1,199.62.

REPORT OF
TREASURER

Also reported was the receipts and disbursements for the MAA for February 1968. There was a bank balance at the beginning of the period of \$49,219.15 and the bank balance at the end of the period was \$49,861.85; for March 1968 indicating the bank balance at the beginning of the period of \$49,861.85 and the balance at the end of the period was \$39,915.56.

Also reported on was the financial statement for the Alumni Club for February showing a loss of \$2115; a loss of \$2234 for March; for the past six months ending March 31, a loss of \$1982.

REPORT
ALUMNI

The report of the Treasurer sparked a discussion on the Alumni Club and the fact that we are slowly using up our reserve and that we will probably have to dip into our \$15,000 reserve sometime during the summer. What should be done about the Alumni Club? President Heimbach asked the Executive Director to talk about the new membership plan submitted to the membership committee, chaired by Ken Glaser. The membership plan will go into effect next fall except for two phases. Solicitations will be made to constituent groups, alumni chapters, alumni of the Big 10 schools, through the Board of Directors to classmates, letters to Club members, and letters to all former members. There will be a VIP membership and a sustaining membership for corporations which should be conducted this spring. There will be a direct mail program of 14,500 pieces going out each year to the various groups and college groups. The overall Club drive will be paid out of MAA funds.

MEMBER
PLAN

Involved are several things: (1) should initiation fees be dropped? After discussion it was recommended that the fees remain the same but the Executive Director be given permission to drop the initiation plan whenever needed, for instance, for special drives. (2) Also the line of authority making the Executive Director responsible for the operation of the Club involves a By-law change. Also a By-law change for types of membership. These changes are to be spelled out article by article and on motion made and seconded it was voted (1) that the By-laws be changed to accommodate changes as discussed, (2) that the Board of Directors be notified of the by-laws change which will be on the agenda for the Spring Board meeting on April 23 for their consideration.

The Executive Director was asked to report on MAA membership for April.

REPORT
ALUMNI
MEMBER

As of April 1, 1968, there were 22,181 members in comparison to 22,397 for March or down 216 for the month, and down 594 over April 1967.

In terms of alumni who are on the former fee structure, 7685, excluding Regents and life with 3794 on new program as of April 1 or a 33% on changeover. Because of the 5 year, 3 year

and multiple memberships it will take more than a year to make the complete changeover.

The MAA budget for this fiscal year was based upon 5,000 annual memberships of \$10.00. As of April 1, we have 3,121 new \$10 annual members, with 3 months left to go, so we will fall short of the 5,000 planned for. Financially, however, we are ahead.

On the financial side, in terms of memberships only, as of:

April 1, 1967 - \$46,786
April 1, 1968 - \$59,583
\$12,797 ahead as of a year ago.

In terms of the budget statement, April 1

April 1, 1967 MAA BankBalance - \$17,047
April 1, 1968 MAA Bank Balance \$39,915
\$22,868 increase

Total Income - including all income, memberships, advertising, etc.

April 1, 1967 - \$38,185.50
April 1, 1968 - \$60,618.50
\$22,433.00 increase

President Heimbach indicated that the timing as regards the Committee on Athletics didn't seem quite right and by the mutual consent of all concerned including Vice President Stanley J. Wenberg the matter was dropped.

ATHLETIC
COMMITTEE

As regards the Insurance Divident, it was the unanimous vote of the Executive Committee that the money be placed in savings deposits or certificates which will receive the greatest income. The \$9,688.23 dividend from insurance was placed in a premium savings account at F&M Bank at 5%.

INSURANCE
DIVIDENT

The Executive Director reported on the Fund Director Position. Specifications have been changed delaying action by Civil Service Commission but the position will be reviewed by Civil Service Commission as of April 10 and if approved the position will be filled as soon as possible.

FUND POSITION

The President's Dinner-Seminar will be May 16 and President Heimbach indicated he would be out of town but asked Ken Glaser to take over with the introductions as emcee. The speaker is Dr. Harold C. Deutsch and the host for the evening will be Dr. E. W. Ziebarth

PRESIDENT'S
DINNER-SEMINAR
MAY 16
SPEAKER: DR.
HAROLD C. DEUTSCH

As regards the Alumni Fund, the Executive Director indicated that alumni giving this year has reached a new high of \$853,378. This included the Alumni Fund which raised \$167,574 with 8214 donors. However, 2990 other alumni gave to the University through channels other than the Alumni Fund for a sum of \$685,804.57. Therefore, for the calendar year 1967, 11,208 alumni gave \$853,378.58 to the University - a record of which Minnesota alumni can be proud.

ALUMNI FUND
REPORT 1967

President Heimbach indicated that an Alumni Representative had been requested for the new Board of Governors on the West Bank and that Bob Stuebing, former member of the Union Board, had been appointed to that position.

NEW AL
REPRES
ON UNI
OF GOV
WEST B

The Election Committee which serves as Tellers for the balloting has been appointed: Miss Jan Wiggs, Kendall Macho, Roland Wardell, and Fred Dresser. Also the Nominating Committee for officers and Board members has been appointed consisting of the three immediate past presidents, Ken Glaser, ex-officio, with President Heimbach acting as chairman.

ELECTI
COMM
NOMINA
APPOIN

He also reported that a couple of years ago the Executive Director had brought a request without recommendation to the Board concerning the Encyclopedia Britannica that wanted to mail to our MAA members. At that time the Executive Committee turned down the request. Since that time, however, the Executive Director had been given permission to try a sample outside the Alumni Association to see what was involved. Last fall the letter went out to all the faculty members on the special offer for the Encyclopedia Britannica with about 40% off the regular price of \$459. Eighty-eight sets were sold with a commission of \$10.00 going to the Alumni Fund. Additional monies will be coming in which will probably raise the total to at least the \$1000 level. In view of the fact that there were no problems involved, that there is no financial outlay required, permission was given the Executive Director to solicit the Alumni body sometime during the slack summer period.

\$880 R
ENCYCL
BRITAN
LETTER
ALUMNI

Then Mr. Heimbach asked Dr. Virgil J. P. Lundquist, President and Chairman of the Office Space Committee, to update them on committee progress. He said that the committee had met with Elmer Learn and Warner Shippee and found acceptance of the idea. The idea has been checked out previously with the Administration. He suggested that the developers of the Cedar Area be contacted. Meetings had been held with Harris Realtors and with Segal-Heller group. While some of the locations are excellent it is doubtful that they will be ready to do anything in time to be helpful to the Alumni Club. However, it is a very interesting development, affecting the University community in which the Board ought to be completely briefed on. He feels there is a real need for an alumni center which would house the Alumni Office, the Alumni Club, and rooms for housing with the income from the rooms financing funding. It would be a service to the University and would be supported by the administration especially if the faculty were allowed to make use of the facilities. Meetings have been scheduled with Larry Lunden and others thinking in terms of site.

PROGRE
BY DR
LUNDQU
OFFICE
COMMI

Wally Boss at this point indicated that the Alumni Club being the overlapping board with the Alumni Association should have an annual meeting of the Alumni Club Board as called for in the By-laws. It was suggested that the spring meeting be both the meeting of the MAA and Alumni Club with the Club meeting being the annual meeting for the Al. Club. It was agreed that this change in by-laws be made.

ANNUAL
OF ALU
CLUB B

There being no further business on motion duly made and seconded, the meeting adjourned.

Next meeting of:

Executive Committee, May 14, St. Paul Athletic Club, 7:30 a.m.

Board of Directors, Spring Meeting, April 23, 6:00 p.m., Alumni Club

Respectfully submitted,

FLORENCE LEHMANN
SECRETARY

by



ED HAISLET
EXECUTIVE DIRECTOR

Minneapolis, Minnesota
March 5, 1968

Mr. Ed Haislet, Secretary
The Minnesota Alumni Association
University of Minnesota
205 Coffman Memorial Union
Minneapolis, Minnesota 55455

Dear Ed:

This will acknowledge receipt of your letter of March 1, 1968 in which you state that the Executive Committee at a meeting on February 27th raised a question about the investment resolution under which the Treasurer of the association operates. The import of the objection seemed to be that the resolution does not permit a large enough percentage of the fund to be invested in common stocks.

In your letter you state that 'The question was raised as to the resolution which limits stocks held cannot exceed 50% of the entire fund at cost per market value! The resolution actually reads "provided, however, that at the time investments are made in stock the combined value of all stocks held in the fund shall not exceed 50% of the entire fund at cost or market value, whichever is lower and not more than 10% (at the time of original investment) shall be invested in the stock or obligation of any one corporation or obligation other than the United States government."

Because of the fact that I drafted this resolution I feel that I should explain just what this means when related to our fund.

At the meeting of the Investment Committee on January 11, 1968 we were furnished with a statement of assets showing the following:-

| | tax cost | market value |
|--------|---------------|----------------|
| Bonds | 124,279 | 114,920 |
| Stocks | <u>60,043</u> | <u>149,772</u> |
| | 184,322 | 264,692 |

50% of the fund at cost is \$92,161. Under the formula on 1/11/68 could have invested in common stocks the additional sum of \$32,123. This would have brot the market value of stocks up to \$181,895. These funds would have been raised from the sale of bonds. Subtracting \$32,123 from the market value of bonds leaves us \$82,797 as the total market value of bonds. The total value of the entire fund (market) was \$264,692. If these changes had been made the market value of the common stocks would have been 68.7% of the entire fund.

You will recall that at the January 11th meeting we did decide to sell \$15,000 in U S Treas Bonds and invested the proceeds in two electric utility common stocks. As a member of the Investment Committee I feel that a formula which permits almost 70% of the fund to be invested in common stocks is liberal enough.

Sincerely yours

Paul Reyerson

copy fo James C. Harris

Chairman of the Investment Committee

THE MINNESOTA ALUMNI ASSOCIATION
205 Coffman Memorial Union
University of Minnesota
Minneapolis, Minnesota 55455

Minutes
Spring Meeting, Board of Directors
April 23, 1968
Alumni Club, 6:00 p.m.

ATTENDANCE

Albert H. Heimbach - President and presiding

Members of Board of Directors present:

| | | |
|------------------|---|----------------------------|
| Margaret Arnason | 2 | Dr. S. M. Lagaard |
| Francis Boddy | | Dr. Virgil J. P. Lundquist |
| Wallace Boss | | Florence Lehmann |
| Dreng Bjornaraa | | Dr. Kenneth Manick |
| Charles Britzius | | Carol Ostrow |
| Julius E. Davis | | Dr. Jeannette Piccard |
| Mary Diessner | | Otto Quale |
| Fred Dresser | | Robert Roessel |
| Kenneth Glaser | | Cathrine Rosness |
| Harry Heltzer | | Joan Scott |
| Harold Holden | | Milton Smith |
| James Watson | | R. B. Weigel |
| | | Robert Werness |

Special Guests:

Kathleen Kochevar, Alumni Representative, UMD
Vice President Larry Lunden

Members of Board of Directors not present:

| | |
|---------------------|-----------------------|
| Dr. John Aldes | Richard E. Kyle |
| Dr. Vernon Amundson | Cecil C. Mardh |
| Carl M. Anderson | Edwin A. Martini |
| Patricia Bordewich | William Newell |
| Louis Brewster | Genevieve Olson |
| Catherine Buck | Robert Olson |
| Roger Copeland | James Peterson |
| Henry Dahlberg | Lee Slater |
| Dixie I. Goss | Stuart Starner |
| Violet R. Graf | Dr. Walter Warpeha |
| W. L. Hindermann | William White |
| Grant Johnson | Howard F. Woo |
| Oscar R. Knutson | Dr. Robert A. Martens |

Members of staff present: Janet Widseth
Dennis Swan
Ed Haislet

On adjournment of the dinner, the Board retired to the Maroon Room where the official meeting of the Alumni Association was convened.

President Heimbach asked for the Treasurers Report from Wallace Boss:

TREAS
REPORT

For fiscal year ending June 30, 1967

| | |
|---------------------------------------|-------------------|
| Total Receipts | \$120,033.39 |
| Total Disbursements | <u>128,584.47</u> |
| Excess of Disbursements over Receipts | 8,551.08 |

| | |
|----------------------------------|--------------|
| Total Assets as of June 30, 1967 | \$366,019.80 |
| Total Liabilities as of 6/30/67 | <u>0.00</u> |
| Membership Equity | \$366,019.80 |

For nine months ending March 31, 1968

| | |
|----------------------|------------------|
| Receipts | |
| Operating Fund | \$ 88,917.23 |
| Deferred Income | 24,877.67 |
| Miscellaneous Income | <u>10,884.00</u> |
| | \$124,678.90 |

| | |
|---|------------------|
| Disbursements | |
| Operating Fund | \$ 99,839.91 |
| Transfer of Deferred Constituent Group and Alumni Fund Income | <u>28,261.67</u> |
| | \$128,101.58 |
| Excess of Disbursements over Receipts | (\$ 3,422.68) |

It should be noted that for the first nine months ending March 31, 1968 there is an excess of disbursements over receipts of \$3422.68.

President Heimbach then asked the Executive Director for the report on membership and he reported:

MEMB
REPORT

As of April 1, 1968 there were 22,181 members in comparison to 22,397 for March or down 216 for the month, and down 594 over April 1967.

In terms of alumni who are on the former fee structure, 7685, excluding Regents and life with 3794 on new program as of April 1 or a 33% on changeover. Because of the 5 year, 3 year, and multiple memberships it will take more than a year to make the complete changeover.

The MAA budget for this fiscal year was based upon 5,000 annual memberships of \$10.00. As of April 1, we have 3,121 new \$10 annual members, with 3 months left to go, so we will fall short of the 5,000 planned for. Financially, however, we are ahead.

the financial side, in terms of memberships only, as of:

April 1, 1967 - \$46,786

April 1, 1968 - \$59,583

\$12,797 ahead as of a year ago.

In terms of the budget statement, April 1

April 1, 1967 - MAA Bank Balance - \$17,047

April 1, 1968 - MAA Bank Balance - \$39,915

\$22,868 increase

Total Income - including all income, memberships, advertising, etc.

April 1, 1967 - \$38,185.50

April 1, 1968 - \$60,618.50

\$22,433.00 increase

President Al Heimbach then reported on the insurance program and indicated that this year we received a dividend of \$9688 and that a new agent and administrator had been appointed - Paul Burke & Associates in an effort to insure a better program for the Association. He indicated that a new program was being instituted which will insure the Association of better dividend income from now on.

PRESIDENT'S
REPORT

INSURANCE

He then asked the Executive Director to talk about the fund position. The Civil Service Commission has stalled the new position so the Executive Director will hire an Assistant Director in charge of the Alumni Fund for the time being in the hope that a year from now the new position will be made available. The new Assistant Director person will get the new program established. Should be accomplished by July 1.

FUND POSITION

Al Heimbach indicated that the President's Dinner-Seminar will be May 16 with Dr. Harold Deutsch as the speaker. Ken Glaser will introduce him as Al Heimbach will be out of town.

PRESIDENT'S
DINNER-SEMINAR

A Union Board of Governors for the West Bank has been established and they have asked for a new Alumni Representative and Bob Stuebing, Jr. has been appointed.

BOB STUEBING,
JR. APPOINTED

The Alumni Weekend Retreat which was held February 24 and 25 in Little Falls, Minnesota with 20 people in attendance. It was a great success from the point of view of those who attended.

WEEKEND RETREAT

The Budget Committee will meet Thursday, May 9 to go over budget principles and to present the MAA Estimated 1968-69 budget to the Executive Committee May 14. The election committee will meet on May 24 to count ballots with the Nominating Committee meeting on the 27th of May for election of officers and directors.

BUDGET COMM.

The Annual Meeting will be June 4 and indicated that some new things are being instituted and it should be a gala occasion.

ANNUAL MEETING
JUNE 4

He then introduced Kathleen Kochevar, Alumni Representative from UMD who indicated that the separation of the UMD Alumni Association from the parent body, the MAA, will take place on July 1. Their membership program is underway and they feel this is a most important step in support of UMD. It was explained that UMD alumni will always be eligible for membership in the MAA but not on a combined membership basis.

UMD ALUMNI
REPRESENTATIVE

There being no further business on motion duly made and seconded, the meeting adjourned.

The meeting was then reconvened as the Annual Meeting of the Board of Directors of the Alumni Club.

ANNUAL
BOARD
DIRECTORS
ALUMNI

President Heimbach asked Ken Glaser, Chairman of the House Committee to report on the Alumni Club. Mr. Glaser reported that the Alumni Club is a most intricate part of the overall alumni program, the center for alumni activity, that while it does show a loss of \$11,000 for the fiscal year ending Sept. 30, 1967 the net loss is only \$1982 for the 6 months ending March 31, 1968. It shows a better job is being done in getting people to use the Club and the new air walls have something to do with this increase.

REPORT
ALUMNI

However, he indicated that the Alumni Club depended upon all members of the Board of Directors to pass the word to others to become members, to make use of the Club and to get organizations to which they belong to use the Club facilities. A meeting had been held on Club membership plans. At that time it was decided that the regular membership program should be established rather than an annual membership drive each spring, that the Club has lacked real direction under the House Committee because of a changing House Committee and changing chairman, so the recommendation was that the Club Bylaws be amended so that the responsibility of the Club be given to the Executive Director of the MAA. In that way he would be responsible to the Association Board of Directors for operation of the Club. This recommendation including new Club membership program was discussed at the last meeting of the Executive Committee and were recommended for adoption to the Alumni Board. Notice of amendment to Bylaws was sent out to all Board members on April 11 in accordance with the Bylaws requirement.

Ken Glaser then explained the new membership program which will be put into effect as of July 1 with every reason to believe it will be successful. He then said that materials on the amendment of the Bylaws was at each seat, that the Executive Committee had approved the changes in the Bylaws and he recommended their adoption. The Executive Director explained that there were only two real changes, one, elimination of the House Committee, and two, the change in responsibility from the House Committee to the Executive Director

President Heimbach then introduced Dr. Virgil J. P. Lundquist, Past President and Chairman of the Office Space Committee, to update the Board on the Committee progress. Dr. Lundquist said the committee had met with Elmer Learn and Warner Shippee and found acceptance to the idea. The idea had been suggested that the developers of the Cedar-Seven Corners Area be contacted and meetings were held with Harris Realtors and the Segal-Heller group. The locations were excellent but it was doubtful whether they will be ready to do anything in time to be helpful to the Alumni Club. He said the alumni center has been a long time dream which is coming closer to reality each day, that is the Alumni Office, Alumni Club and 150-200 rooms to serve the need of the University in a building of its own. West Bank sites have been considered, especially a site on the edge of the river gorge. The Committee has had to move slowly until the placement of freeways has been established before any locations could be selected. He said the Administration approves the idea; the faculty is anxious to have the Club established on the West Bank; that the Campus Club would not be extended to the West Bank, the Extension Department has indicated there is need for use of rooms for those attending their various programs on campus. With this use, the people who are servicing the University, plus the alumni events, it was felt there would be no problem funding such a Club. He said that additional meetings have been scheduled and as soon as developments take place the Executive Committee and the Board will be fully informed.

OFFICE SPACE
COMMITTEE
REPORT, DR.
VIRGIL J. P.
LUNDQUIST

Vice President L. R. Lunden who was guest for dinner was asked to speak on the 1968-69 budget for the University. He gave a very fine presentation on the problems facing the University for the next fiscal year beginning July 1, 1968. He said the University is in deep financial trouble mainly because of the cut in enrollment, the loss in tuition of \$565,000 plus a federal shortfall in research and development of \$372,000, or almost a million loss of funds. He said there would be no relief until the spring of 1969 after the Legislature has met so the coming year would be one of austerity and retrenchment but that the University has weathered such periods before and will weather it again. He felt the reasons for the lack of student enrollment was first due to prosperity and affluence of the general population, many youth feeling they do not need to go on to higher education and to the draft which is taking students and the uncertainty in the minds of graduate students. After a short question period, President Heimbach thanked both Dr. Lundquist and Vice President Lunden for their presentation.

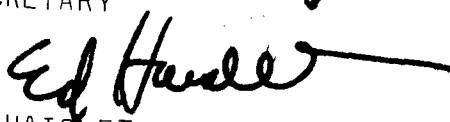
VICE PRES.
L. R. LUNDEN
SPEAKING
ON THE
UNIVERSITY
BUDGET

On motion duly made and seconded, the meeting adjourned.

Respectfully submitted,

FLORENCE LEHMANN
SECRETARY

by



ED HAISLET
EXECUTIVE DIRECTOR

THE MINNESOTA ALUMNI ASSOCIATION
205 Coffman Memorial Union
University of Minnesota
Minneapolis, Minnesota 55455
Executive Committee Meeting
St. Paul Athletic Club
May 14, 1968

Minutes

Al Heimbach - President and presiding

ATTENDANCE

Members of Executive Committee present:

| | |
|------------------|---------------|
| Dreng Bjornaraa | Waldo Hardell |
| Wallace Boss | Oscar Knutson |
| Charles Britzius | Otto Quale |
| Ken Glaser | Howard Woo |
| | Ed Haislet |

Members of Executive Committee not present:

| | |
|------------------|------------|
| Harry Heltzer | Jim Watson |
| Florence Lehmann | |

A letter from Sterling Garrison, Assistant Secretary of the Board of Regents indicating the acknowledgement of gifts under a valuation of \$5,000 reported to the Board of Regents at their meeting on April 19, 1968.

COMMUNICATIONS

A letter from Paul Cashman of May 2 in reply to a letter from the Executive Director concerning alumni membership on the Task Force appointed by the President in which he indicated that it was an oversight and hereafter the Alumni Office will be informed and consulted with.

Wally Boss reported on the financial status of the Alumni Association. He indicated that income for the month of April was \$9,039.01 and disbursements were \$8,495.31 with income in excess of the disbursements in the amount of \$543.70; that the bank balance for April 30, 1968 was \$40,453.26; the savings account balance was \$27,777.18.

FINANCIAL
REPORT

He stated that the Alumni Club was operating at a loss but doing better than a year ago. In April there was a loss of \$1179; for the seven month period a loss of \$3161.

Ken Glaser reported on the Alumni Club indicating we have a new auditor which seems to be very able. Because of the work of Wally Boss we now have a statement that everyone can understand. He indicated that the Club is doing 20% better gross this year than a year ago and if they can continue we would be very close to breaking even. There still is, however, a satisfactory cash flow. Now that the responsibility of the Club is the Executive Director's he felt this would work out to the benefit of the Club. Club business is holding up well

REPORT ON
ALUMNI CLUB

but needed was business for evening, that this would be through organizations and groups, that the Alumni Board members should see if they couldn't channel groups to the Club for this purpose. He indicated that the Spring President's Dinner-Seminar would be held May 16 and those who haven't made reservations should do so.

The Executive Director reported that membership is holding up well and that financially we are ahead of last year. As regards members only financially the Association is \$17,953 ahead of a year ago; as regards bank balance the Association is \$24,874 ahead of a year ago; as regards total income from all sources the Association is \$26,409 ahead of a year ago. As regards the number of members as of May 1, the Association had 22,405; a year ago 22,570 or down only 165. Membership for May 1 is up 204 from a month ago. At the present time both the old and new fee structure is in operation with 62% still on the old fee structure and 38% now on the new fee structure. As of May there were 3611 new annual \$10 memberships.

President Heimbach then indicated a memorial resolution had been purposed on Leif Strand and the Executive Director read it as follows:

MEMBERS
REPOF

MEMORIA
RESOLUT
ON LEIF
STRAND

MEMORIAL RESOLUTION
May 14, 1968

Resolved, that in behalf of the entire membership of the Minnesota Alumni Association, the Board of Directors adopts this resolution in tribute to the memory of Leif R. Strand, '29DDS, in recognition of his leadership and his many years of loyal service to the Association and the University of Minnesota. He was a member of the Board of Directors 1954-59, National President 1957-58, and during that time great progress was made in the organizing of constituent alumni groups under the Association's new constituent plan; the Greater University Fund study which ultimately led to the establishment of the University of Minnesota Foundation was completed and approved; the changeover to a punch card and addressing system was started. Dr. Strand received the Regents' Alumni Service Award June 5, 1962.

Resolved further, that a copy of this resolution be spread upon the official minutes of the Board of Directors recording the profound sorrow of its members, and that a copy be transmitted to Mrs. Strand, that the Board of Directors may extend to her and to the members of the family an expression of sincere sympathy and heartfelt condolences.

Resolved further, that copies of this resolution be transmitted to the Chancellor of the University and the Board of Regents.

Executive Director

President

It was voted that the resolution be spread on the minutes and presented to the membership at the time of the Annual Meeting, June 4,

President Heimbach indicated the Executive Director had a problem in terms of losing an editor who resigned without warning and in hiring a new Editor. Some 40 applications were received from ads run in the Minneapolis and St. Paul papers. Those whom had magazine experience were screened out and interviewed. Hired was Miss Mary Lou Aurell who is Editor of 7 magazines for Leland Publishers, Inc. in St. Paul. She is a 1962 graduate of the U of M School of Journalism and comes highly recommended by the School of Journalism, by Bruce Publishing and others. She will be in the salary range of the Assistant Director at \$8664 to \$12336 starting at the first step of \$8664. She starts May 15 and it will be her responsibility to get out the June issue. It was felt that the Association was fortunate to find such a fine replacement for Editor of the Alumni News. Also indicated was that the changeover would cost the Association some extra money - as our former editor had to be paid for 3 weeks of the month, plus vacation time; the interim editor who put out the May issue was paid \$515. However, because the new editor starts on the first step by July 1 the deficit should be no more than \$250.

NEW EDITOR
HIRED

Al Heimbach talked about the alumni tour and indicated that Congress hasn't yet acted and felt the matter should be tabled. Waldo Hardell supported by Ken Glaser thought the alumni tour ought to move forward and proceed as soon as possible. Ken Glaser indicated he had 10 people ready to go. After discussion it was decided that the President and Executive Director would proceed to explore the possibility of following through on the tour for the summer of 1969.

ALUMNI TOUR

Otto Quale reporting on the Gopher yearbook indicated a quarterly Gopher publication had been authorized with a budget of \$17,000 for three years. He indicated that he was not sure that the new idea would be successful.

GOPHER
MATTER

The President then presented the 1968-69 budget as recommended to the Executive Committee by the budget committee. The budget committee consisting of the officers of the Association had met on May 9 at the Minneapolis Athletic Club and had approved the major changes and a line by line presentation by the Executive Director. The three new programs recommended were: The Homecoming program in which the Association in part apply up to \$1,000 with the Homecoming Committee; Legislative Support to the Alumni Fund of \$1,000; establishment of a new alumni position to handle alumni public relations and promotion. He then went over the various areas of alumni expenditures explaining the changes and reasons for the changes, indicating that the expenditures this year were estimated to be \$118,129. He then went over the estimate of income for the 1968-69 year - Advertising \$10,000; insurance \$6500; \$4500 for interest \$45,000 from annual memberships, \$12,000 for paid in advance

1968-69
MAA BUDGET
PRESENTATION

memberships; \$14,000 from 3 and 5-year memberships and \$26,000 from Regents memberships with \$11,850 for life members - Total \$129,850.

He called attention to the fact that for the first time in the operational budget is the insurance dividend, that at the budget meeting it was the expressed feeling that everything possible should be done to increase the membership of the Association which in turn leads to more Club memberships, more insurance participation and to increase membership accomplishes the most important objective of the Association.

He noted that the estimated income was \$10,000 more than the estimated expenditures; however, as regards hiring a public relations promotion man, the Executive Director was authorized to go beyond the budget figure in order to get the proper person. He then asked if there were any questions concerning the estimated budget, both on expenditures and income for the 1968-69 fiscal year.

There being none, on motion duly made and seconded, the budget was approved.

There being no further business on motion duly made and seconded, the meeting adjourned.

Respectfully submitted,

FLORENCE LEHMANN
SECRETARY

by


ED HAYSLET
EXECUTIVE DIRECTOR

EH:jv

THE MINNESOTA ALUMNI ASSOCIATION
205 Coffman Memorial Union
University of Minnesota
Minneapolis, Minnesota 55455

Minutes
Annual Meeting
June 4, 1968

The 19th Annual Honors Presentation and 64th Annual Meeting of the Board of Directors and Membership was held June 4, 1968 at the Hotel Pick-Nicollet. There were 393 in attendance. Albert Heimbach presided at the meeting. Invocator was Rabbi Louis Milgrom, B'nai B'rith Hillel Foundation, U of M.

393 IN
ATTENDANCE

President Heimbach introduced all recipients who in past years had received the Alumni Service Award and the Outstanding Achievement Award. There were 16 ASA winners present and 36 OAA winners. President Malcolm Moos gave out the Alumni Service Award to Carroll Kinsey Michener, '07BA; Constance Malmsten, '26BSHE; and Edwin A. Willson, '30BEE, and the Outstanding Achievement Award to William O. Nilsen, '35MA and John E. Carroll, '33BChemE.

AWARD
RECIPIENTS

President Moos then went on to talk about student unrest on campus and asked alumni for their support, help and understanding.

President Heimbach then called the 64th Annual Meeting of the Board to order and announced the results of the Board of Directors election for four year terms. Those elected were:

64TH ANNUAL
MEETING
CALLED TO
ORDER

Hermon J. Arnott, '24BA, Minneapolis
J. Roscoe Furber, '24EE, Minneapolis
Mrs. Violet Rosacker Graf, '33-37, Minneapolis
Maynard Speece, '43AgEd, Minneapolis
Charles Withers, '49BA, Rochester

ELECTION
RESULTS
ANNOUNCED

At large members for three year terms selected were:

Miss Irene D. Kreidberg, '30BBA, St. Paul
Carl Woie, '50BEE, Chicago, Illinois

President Heimbach also announced the newly elected officers of the Executive Committee for the 1968-69 year. New Executive Officers:

NEW OFFICERS

President: Kenneth C. Glaser, '42BBA
First Vice President; James A. Watson, '42BA
Second Vice President; Harry Heltzer, '33METE
Secretary: Miss Florence M. Lehmann, 23BA
Treasurer: Wallace L. Boss, '288SBus
Past President, Albert H. Heimbach, '42BBA

Members of the Executive Committee:

Oscar R. Knutson, '27LLB
Howard F. Woo, '27BA
Otto W. Quale, '40BA
J. Roscoe Furber, '24EE
Maynard Speece, '43AgEd
Richard E. Kyle, '27LLB

NEW
EXEC
MEMB

He then introduced the alumni staff: Ed Haislet, Executive Director, who will have served 20 years in that position on November 9, 1969; Assistant Directors Janet Widseth, Chet Tomczyk and Dennis Swan; Mary Lou Aurell, new Editor; Production Manager, Warren Headley; and as of July 1 new Fund Director, Bart J. Kersteter; and Mrs. Margaret Ezzell of the Alumni Fund office.

President Heimbach then gave a resume of the year's activities. An alumni film was produced, "Minnesota, Then and Now" under the co-sponsorship of the MAA and Farmers & Mechanics Savings Bank. It has been very popular with 8 prints being kept busy.

RESU
YEAR
ACTI

For the first time the Association sponsored an alumni study retreat held at Pine Edge Inn in Little Falls on February 24 and 25, 1968, which was very successful.

The third special project was a tour to the Scandinavian countries and Russia which was postponed until the summer of 1969.

On July 1, 1967, the new membership fee structure went into effect and there has been only a slight drop in membership over a year ago.

Alumni giving to the University reached a new high with 11,208 donors and \$853,378. The Alumni Fund raised \$167,574 and 8,214 donors.

The Alumni Club in its fifth year continues to be a center of alumni activity and programs.

The Office Space Committee is now searching for a site for an alumni center to be built on the West Bank.

The School of Business Alumni Association was named the outstanding constituent association this year and Albert Lea was named the Outstanding Chapter of the Year for instate chapters and Washington, D. C. the best for outstate chapters.

He then expressed his appreciation to the Executive Committee, Board of Directors, members of alumni committees, chapters, classes and constituent groups.

President Heimbach then presented citations to retiring Board members:

Dreng Bjornaraa, 30BA, 1964-68, Minneapolis
Roger E. Copeland, '57BA, 1965-68, Kansas City
Henry W. Dahlberg, '40BChemE, 1965-68, Chicago
Waldo E. Hardell, '26BSBus, 1963-68, Minneapolis
Harold L. Holden, '31BBA, 1964-68, Minneapolis
Cecil March, '32BChemE, 1964-68, St. Paul
Lee Slater, '23-27, 1964-68, St. Paul

CITATIONS
AWARDED TO
RETIRING
MEMBERS OF
BOARD

A memorial resolution for Leif Strand was read. The resolution is in the minutes of the Executive Committee under May 14, 1968.

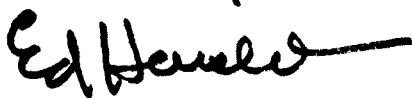
He then introduced Ken Glaser, President elect, who expressed appreciation to Al Heimbach for his outstanding leadership during the past year and presented a citation to him on behalf of the Board. He then asked candles on the tables to be lighted, lights lowered, and then asked the crowd assembled to repeat after him the motto on the facade of Northrop Auditorium "The University of Minnesota founded in the faith that men are ennobled by understanding; dedicated to the advancement of learning; the search for truth; devoted to the instruction of youth; and the welfare of the state." He then closed the meeting by asking Dr. Roy Schuessler and his wife, Elaine, to lead the group in "Hail Minnesota."

PRESIDENT
ELECT KEN
GLASER
INTRODUCED

The Board unanimously approved the budget for 1968-69 year and also the report of the Nominating Committee.

Respectfully submitted,

FLORENCE LEHMANN
SECRETARY



by
ED HAISLET
EXECUTIVE DIRECTOR

THE MINNESOTA ALUMNI ASSOCIATION
205 Coffman Memorial Union
University of Minnesota
Minneapolis, Minnesota 55455
Executive Committee Meeting
Minneapolis Athletic Club, 7:30 a.m.
August 1, 1968
Minutes

Ken Glaser - President and presiding

ATTENDANCE

Members of Executive Committee present:

| | |
|------------------|------------|
| Wally Boss | Jim Watson |
| J. Roscoe Furger | Howard Woo |
| Florence Lehmann | Ed Haislet |
| Otto Quale | |

Members of Executive Committee not present:

| | |
|----------------|---------------|
| Harry Heltzer | Oscar Knutson |
| Richard Kyle | Al Heimbach |
| Maynard Speece | |

A letter from Vice President L. R. Lunden of May 17 acknowledging 254 gifts for a total of \$821 from the Alumni Fund; of May 24 acknowledging 3 shares of Gulf Oil Stock for a value of \$2272.50 for the University of Minnesota Alumni Endowment Fund; of June 21 acknowledging 376 gifts from Alumni Fund totaling \$11,267.31.

COMMUNICATIONS

From Sterling Garrison of the Board of Regents as of June 14 and July 24 acknowledging gifts under a valuation of \$5000 from the Alumni Fund; and a letter indicating that the MAA Memorial Resolution for Dr. Leif R. Strand was spread on the minutes of the meeting of the Board of Regents on July 12, 1968.

A letter from Mrs. Strand expressing the thanks to the Board of Directors for the resolution on behalf of Leif Strand.

A letter from Paul Reyerson of the Investment Committee, resigned. Letters were accepted to be placed on file.

The Executive Director indicated that as of July 1, 1968 the number of insured members was 948, volume insurance \$18,835,000, premiums \$78,374.36, claims this policy year - one at \$10,000. Also the new parents mailing resulted in 66 new insured lives and \$660,000 of new insurance was the volume, \$1188 of new premiums.

REPORT ON
INSURANCE
PROGRAM

Wally Boss, Treasurer, reported on the financial status of the Alumni Association. For the month of May he indicated

Receipts \$16,474.18

Disbursements \$6,174.70

Bank balance for the end of the period of \$47,415.12.

June:

Receipts \$5,921.77

Disbursements \$18,501.79

Bank balance for the end of the period of \$33,353.39.

For the Alumni Club for June, he indicated the loss was \$834, for the eight months ending June 30, the loss was \$5300. He also reported on the meeting of the Investment Committee. The life endowment fund as of June 28 showed:

Bonds

Cost \$109,466.00

Market \$99,380.00

Stocks

Cost \$74,976

Market \$168,266

Total Assets

Cost \$184,442

Market \$267,646

The calendar of Executive Committee meetings for 1968-69 was adopted as follows:

| | |
|-----------------------------|------------------------|
| Tuesday, September 24, 1968 | Mpls. Athletic Club |
| Tuesday, October 1, 1968 | St. Paul Athletic Club |
| Monday, November 4, 1968 | Mpls. Athletic Club |
| Tuesday, December 17, 1968 | Mpls. Athletic Club |
| Tuesday, January 21, 1969 | St. Paul Athletic Club |
| Tuesday, March 4, 1969 | Mpls. Athletic Club |
| Tuesday, May 13, 1969 | St. Paul Athletic Club |

NEW BUSIN

CALENDAR
EXECUTIVE
COMMITTEE
1968-69

Board meetings approved as follows:

Tuesday, October 1, 1968 - Alumni Club
Tuesday, January 21, 1969 - Alumni Club
Tuesday, March 18, 1969 - Alumni Club
Tuesday, June 3, 1969 - Annual Meeting

CALENDAR
BOARD MEE
1968-69

The following committee appointments were approved:

COMMITTEE
APPOINTME

Senate Committee on Student Affairs

Mrs. Judy Carpenter Schuck, '61BSEd, '63BA, Hopkins
expires 1970

Mrs. Katherine K. Thompson, '31BSN, Mpls. - expires 1970

Senate Committee on Intercollegiate Athletics

Albert H. Heimbach, '42BBA, Mpls. - expires 1969

Kenneth C. Glaser, '42BBA, Mpls. - expires 1970

Senate Committee on Military Affairs

John T. Jensen, '42BBA, Hopkins - expires 1969
George O. Ludcke, Jr., Mpls. - expires 1970

Union Board of Governors

Minneapolis - Fred J. Dresser, '55AA, Mpls. - expires 1969
St. Paul - Denis O. Bakke, '58BSFor, St. Paul - expires 1969
West Bank - Robert O. Stuebing, '62BA, Mpls. - expires 1970

Investment Committee (Hold constant)

James C. Harris, '47MBA, Chairman, Mpls.
Hermon J. Arnott, '24BA, Mpls.
Wallace L. Boss, '28BSBus, St. Paul
Wendell T. Burns, '16BA, Excelsior
Sam W. Campbell, '25BA, Mpls.
Terrance Hanold, '36LLB, Mpls.
Clifford C. Sommer, '32BBS, Owatonna

Alumni Honors Committee

Cyril P. Pesek, '25BSArchE, Chairman, Mpls. - expires 1969
Charlotte W. Chope, '27BA, Wayzata - expires 1970
Edwin A. Willson, '30BSEE, Mpls. - expires 1971

Past Presidents - Alumni Fund Advisory Committee

Al Heimbach, '42BBA, Chairman - expires 1969
And all Past Presidents

University Scholarship Committee

Irene D. Kreidberg, '30BBBA, St. Paul - expires 1969
John R. Duxbury, '49BBBA, Mpls. - expires 1970
Clarence K. Bros, '25BA, Mpls. - expires 1971

President Glaser then indicated that for this coming year he has a number of projects under way. One is a new movie called, "Minnesota, 1968 Annual Report to Alumni", co-sponsored by National Car Rental and MAA. The film will be 15 minutes sound and color and will consist of a resume of the happenings on campus starting with the inauguration of President Moos, dedication of the new library, and including happenings of the Year. Films will be previewed by MAA Board.

NEW MOVIE

The Alumni Tour scheduled for July 1969 already has 35 people who have indicated they would like to go. The limit is 40. To increase the tour to 80 is the problem which will have to be decided before the end of September; however, it has financial implications for the Association in that it would cost the Association about \$1000 for every place not filled. (If 30 were signed and 10 were not it would mean the Association would have a \$10,000 deficit to pick up.) A tour promotion program has been outlined and will be put into effect in September.

ALUMNI TOUR

The Alumni Office is still terribly crowded and there still is the hope that a building can be built on the West Bank. Dr. Lundquist is chairing the committee and will be asked to be at the first meeting of the Board, October 1, 1968, to talk about the report on developments. OFFICE S

The Executive Director was asked to report on membership and indicated that the figures for the fiscal year ending June 30, the Association was down 813 members ending with 22,220 members. As regards income from annual memberships - MEMBERSH REPORT

June 30, 1968 - MAA showed \$76,456.26

June 30, 1967 - \$46,324.00

Increase of \$30,132.25 over a year ago.

Including life, regents and complimentary members, 5786 members or 53% are still on the old fee structure meaning that 47% are on the new plan. The total drop in membership for the year was 3.6% which is a remarkable record and quite different than the 30% which was expected.

President Glaser talked to the Executive Committee about the fact that he had received as well as the alumni office calls concerning membership of minorities on the alumni board. The matter was thoroughly discussed and it was agreed that everything possible be done to make it possible to appoint members of minority to the Board. The Executive Director was instructed to bring in a recommendation at the next meeting of the Executive Committee. THE MATTE OF MINORI

He also went on to say that one of his big projects for the year would be to work with President Moos, to bring to President Moos the alumni viewpoint and its importance, that he would call upon members of the Board and Executive Committee to help, that he had several things in mind. Also that everything possible should be done to completely inform the Executive Committee and Board on the workings of the alumni office, that a great deal of business goes through the alumni office of which the Board members are unaware of. He has asked approval to bring certain staff member reports to each of the Board meetings. It was voted to proceed.

He went on to explain the legislative football luncheons which are held each year at the time of the home games at the Alumni Club. Two legislators and their wives are invited for each of the games to be entertained at the Club and then taken to the football game. Legislative names are furnished by Vice President S. J. Wenberg. Legislative dinners are scheduled for November 12 and 13; for Hennepin co. delegation in Minneapolis on November 12, and November 13 for the St. Paul delegation. It was suggested that definite assignments be given to Board members so they will make every effort to be present, especially for the St. Paul meeting on the 13th. The Legislative Workshop has been tentatively scheduled for November 9. This is the time the President and his staff make the presentation of the University request to the legislature to the Board of Directors, alumni committees and chapter presidents. LEGISLA LUNCHEO LEGISLAT DELEGATI DINNERS NOV. 12-1 LEGISLAT WORKSHOP

President Glaser said he is planning to attend several out-of-town meetings in September and October in conjunction with football games.

The Executive Director indicated that the advertising contract was being drawn up with the Naegele Stoddard Publishing Co. They are the ones who handle the Twin Citian and other local magazines and will handle MAA advertising under a year's contract to see what they can do.

ADVERTISING
CONTRACT

Homecoming program this year has a new aspect, a new face. For the first time a big pep rally will be held downtown at the Radisson Hotel on the 10th of October. Tables will be sold by corporations and each constituent group will be asked to take a table. Murray Warmath, Marsh Ryman, the football captain and others will be there for the program.

HOMECOMING

Ken Glaser indicated that he will cover a number of the constituent group annual meetings.

CONSTITUENT
GROUPS

As regards the Alumni Club, it was indicated that membership is down again slightly; that a new program on membership will begin in September and hopefully it will keep membership stable - around 1500. Good liaison has been established with the hotel through Tom Hoadley; Bruno Krempin is doing a fine job especially on the financial part and in working closely with the hotel. Also there will be news in the magazine on the Alumni Club each issue.

ALUMNI CLUB

Seminar dates will be discussed and also some indication as to the areas that the committee would like. It was decided that Ken Glaser and the new vice presidents would meet with the Executive Director to draw up the dates and indicate the people and areas which they felt would draw.

PRESIDENT'S
DINNER-SEMINAR

Ken Glaser indicated that there was one piece of business that was to be brought before the group and asked the Executive Director to talk about it. The Executive Director explained that as of February 24, 1966, the subject of depositories was discussed by the Executive Committee as well as who should sign checks. It was voted that the President, Treasurer, Executive Director or Assistant Director as designated by allowed to sign checks on both the savings and checking account. As regards the checking account all checks more than \$2500 would need two of the above signatures. For checks less than \$2500 only the signature of the Executive Director and/or the Assistant Director as designated would be required. The reason the limitation of \$2500 was set was because that was the amount of money necessary to pay the monthly publishing bill for the Alumni News. Subsequently it was found that at times the monthly bill would exceed the \$2500 limitation and it was brought up to the Executive Committee and approved that the Executive Director could sign such checks singly without a double signature.

EXECUTIVE
DIRECTOR
AUTHORIZED TO
SIGN CHECK ON
CHECKING
ACCOUNT UP
TO \$4500

In searching the minutes this amendment does not appear. At the present time, the monthly bills for the magazine go as high as \$3800 and on special issues will go higher. I need authorization so I can sign that check without a double signature.

The resolution could be amended to state for checks less than \$2500 only the signature of the Executive Director and/or the Assistant Director as designated are required with the exception of the monthly bill for publishing the Alumni News. For that purpose only, checks not to exceed \$4500 may be signed by the Executive Director and/or the Assistant Director as designated.

It will greatly expedite the work of the alumni office and should be retroactive from the date of February 24, 1966.

On motion duly made and seconded, it was voted that the Executive Director be allowed to sign checks for the monthly billing of the Alumni News not to exceed \$4500.

There being no additional business, the meeting adjourned.

Respectfully submitted,

FLORENCE LEHMANN
SECRETARY

by

A handwritten signature in cursive script, appearing to read "Ed Hauslet", written over the printed name.

ED HAUSLET
EXECUTIVE DIRECTOR

THE MINNESOTA ALUMNI ASSOCIATION
205 Coffman Memorial Union
University of Minnesota
Minneapolis, Minnesota 55455

Minutes
Executive Committee Meeting
Minneapolis Athletic Club
7:30 a.m.

September 24, 1968

Len Glaser - President and presiding

ATTENDANCE

Members of Executive Committee present:

| | |
|------------------|----------------|
| Wally Boss | Otto Quale |
| J. Roscoe Furber | Maynard Speece |
| Richard Kyle | James Watson |
| Florence Lehmann | Howard Woo |
| Oscar Knutson | Ed Haislet |

Members of Executive Committee not present:

| | |
|---------------|-------------|
| Harry Heltzer | Al Heimbach |
|---------------|-------------|

The minutes of the Executive Committee of August 1 were approved as sent out.

Letter from Vice President Larry Lunden of August 2, 1968
539 gifts transmitted to the Regents totaling \$10,902.75
and a letter dated August 16, 806 gifts totaling \$11,809.02
in support of the Alumni Fund with appreciation from the
Board of Regents. Letters were placed on file.

COMMUNICATIONS

Treasurer Wally Boss reported on the audit for the MAA
for the year ending June 30, 1968. He handed out a summary
sheet on the audit and covered each breakdown of figures.
In motion duly made and seconded the audit was accepted.
A copy of the audit is herewith attached to the minutes.

REPORT OF
TREASURER
1967-68 AUDIT
APPROVED

Financial statements of the MAA were accepted for July
and August. The quarterly reports on the MAA Alumni Endow-
ment showed an income statement of \$2,046.18; a principal
statement of \$1,055.91. The statement was approved.

CURRENT MAA
MONTHLY STATE-
MENT APPROVED
QUARTERLY REPORT
ON ENDOWMENT FUND

President Glaser indicated that Haskins & Sells had handled
the alumni audit account for the past two years. Haskins &
Sells had been thanked on behalf of the Board by both himself
and the Executive Director. The job now was to get a new
auditor for the next two years to do the books at a reduced
rate as a public service.

LETTER OF THANKS
TO HASKINS &
SELLS

Also at this time the Alumni Director indicated he was going to transfer \$10,000 from the checking account into savings and this was in line with the policy of the Executive Committee that this kind of transfer be made whenever deemed possible - and this was a matter of reporting. In discussion the point was stressed that only a bare minimum amount be kept in the checking account and the rest should be kept in savings accounts so as to get as much interest as possible. Wally Boss reported he had never seen any organization where the money was transferred so fast into savings as the MAA but the policy was a good one and was being pursued for all purposes.

\$10,000
TRANSFER
FROM OP
TO SAVI

The Executive Director also indicated he thought that money which the Association had in its non-active savings accounts (not to be confused with the endowment fund) should be designated for the U of M Alumni Building Fund. For the most part it is the unstated purpose of the savings to be used for a proposed new building; such designation would not prevent the Board from using the savings money for operating or capital expenditures when deemed necessary, that inasmuch as the building is in prospect the money should now be so designated. It was felt that as long as this did not prohibit the Board from using the funds for alumni purposes if needed, this was the proper action. On motion duly made and seconded, the non-active savings accounts will now be designated as the U of M Alumni Building Fund.

SAVINGS
TO BE D
NATED A
ALUMNI
FUND

Ken Glaser asked the Executive Director to present the Alumni Club budget estimate for 1968-69. The proposed expenditures were indicated as \$61,102 which is about \$400 less than in 1967-68 when it was \$61,572. Each of the items were gone over with Bruno Krempin and are the result of experience over the past two years and an averaging out of expenses. A monthly forecast for 1967-68 indicated \$166,158.14 and for 1968-69 \$199,000. It was felt that this was an optimistic forecast because the food and beverage percentage would produce \$31,702 under this forecast whereas last year \$25,022 was the net to the Club. However, there should be a slight net gain, for instance, past performance indicates that there was a net increase of about \$3000. The estimate based on actual performance from dues this year indicated with anticipated income based on this year's performance of \$56,696.13 which is a deficit figure of \$4406. The answer is 200 new members which will bring in \$7200 from dues and leave a slight surplus. If the 1500 members can be maintained and business remains as it, the Club can break even.

ALUMNI
1968-69
BUDGET
ESTIMATE
APPROVED

This set off a long discussion on the Club and its financial status. What happened if we would close the Club? If we close the Club, some \$30,000-40,000 of our investment would be lost plus \$39,000 which is owed the MAA. If for no other reason these seem to be two good reasons why the Club should be continued as long as possible. The Club financial status has been brought to the attention of Tom Hoadley, Manager of the Sheraton-Ritz Hotel, and the Executive Director will meet soon with Mr. Hoadley to see if there is anything the Hotel can do to help the Club's financial position.

At the last meeting of the Executive Committee, the matter of amending the By-laws was discussed as regards increasing the number of at-large appointed members from 6 to 8. The purpose of the present 6 at-large members is to guarantee regional representation of the Board. Experience has shown that outstate alumni are unable to be elected. It was felt also that it would allow appointments from the Twin City and state area to fill gaps in the Board as regards class, college, professions, race or color. In Article II, Section 5B, the change would be from (b) six (6) members at large appointed by the Board of Director to (b) eight (8) members at large appointed by the Board of Directors.

NEW BY LAW
CHANGE
RECOMMENDED
TO BOARD OF
DIRECTOR

On motion duly made and seconded, the change was recommended for approval of the Board at its meeting on October 1.

Under old business, the Executive Director reported on Homecoming Luncheon on October 10 and indicated that 3 Board members had ordered tables - Northern States Power, Lend Lease Transportation and Farmers & Mechanics Bank. However, there have been very few reservations other than that from the Board as individuals so far have not supported the lunch; this is also true of the constituent groups and the M Club. At the present time approximately 300 reservations have been received. Over 500 people are expected and a great program is set but the support of the Board, Executive Committee and others is needed if it is to be successful.

HOME COMING
LUNCHEON
OCTOBER 10

As regards the Alumni Tour, for all purposes the tour is sold out and all Board members who have already indicated they want to go are asked to get their deposit in immediately because there is a waiting list now of 7 who have already paid their money.

ALUMNI TOUR
PRACTICALLY
FILLED UP

The Alumni Film is in the process of trying to get the script set - a new alumni film sponsored by National Car Rental. Maynard Speece felt that corporations and others with experience should be brought in and Ken Glaser indicated that he thought a small committee ought to be appointed to talk about it.

ALUMNI FILM

The President's Dinner-Seminar is October 30 with Professor Carl Auerbach talking on "Role of Law in Society" and a most interesting evening is ahead. The Board is asked to support this event.

DINNER-SEMINAR

Legislative Delegation dinners are set for Hennepin County on November 12 and for Ramsey County on November 13. Board members are asked to be sure to hold these dates.

LEGISLATIVE
DELEGATION
DINNERS
NOVEMBER 12
AND 13

FALL BO
MEETING
OCTOBER

Mr. Glaser said he would not be present at the Fall Board Meeting October 1 but Jim Watson would preside, that Dennis Swan and Janet Widseth are scheduled to give reports on their area of responsibility. This is in line with the policy of keeping the Board informed on what the Alumni Office does. Also a report from Dr. Lundquist.

There being no other business, on motion duly made and seconded the meeting adjourned.

RESPECTFULLY SUBMITTED,

FLORENCE LEHMANN
SECRETARY

by



ED HAISLET
EXECUTIVE DIRECTOR

REPORT OF TREASURER OF MINNESOTA ALUMNI ASSOCIATION TO EXECUTIVE COMMITTEE
ON ANNUAL AUDIT FOR YEAR ENDED JUNE 30, 1968

September 24, 1968

| | <u>1968</u> | <u>1967</u> |
|-------------------------------|--|-------------------|
| 1. Total Income | = \$151,173.20 which includes | \$120,033.39 |
| | 98,819.90 in Operating Fund | 96,177.09 |
| | 36,251.05 in Savings Fund | 20,248.18 |
| | <u>16,102.25</u> in Life Membership Fund | <u>3,608.12</u> |
| | \$151,173.20 | \$120,033.39 |
| 2. Total Expenditures | = \$107,623.44 which includes | \$128,584.47 |
| | 101,402.19 from Operating Fund | 98,842.08 |
| | 6,221.25 from Savings Fund | 5,988.77 |
| | <u>0</u> from Life Membership Fund | <u>23,753.62</u> |
| | \$107,623.44 | \$128,584.47 |
| 3. Net Income | = \$ 43,549.76 made up of | \$ -8,551.08 |
| | -2,582.29 in Operating Fund | -2,664.99 |
| | 30,029.80 in Savings Fund | 14,259.41 |
| | <u>16,102.25</u> in Life Membership Fund | <u>-20,145.50</u> |
| | \$ 43,549.76 | \$ -8,551.08 |
| 4. Cash on Hand | = \$228,664.35 made up of | \$185,235.00 |
| | 68,162.79 Operating Fund | 44,448.86 |
| | 156,851.92 Savings Fund | 141,423.34 |
| | <u>3,649.64</u> Life Membership Fund | <u>-637.20</u> |
| | \$228,664.35 | \$185,235.00 |
| 5. Investments | = \$178,010.49 consisting of | \$177,890.08 |
| (Life Membership Funds) | 68,542.44 Common Stocks - at Cost | 53,609.03 |
| | <u>109,468.05</u> Bonds - at Cost | <u>124,281.05</u> |
| | \$178,010.49 | \$177,890.08 |
| 6. Office Equipment | = \$ 2,894.72 | \$ 2,894.72 |
| 7. Total Assets | = \$409,569.56 made up of | \$366,019.80 |
| (Fund Balances) | 71,057.51 Operating Fund | 47,343.58 |
| | 156,851.92 Savings Fund | 141,423.34 |
| | <u>181,660.13</u> Life Membership Fund | <u>177,252.88</u> |
| | \$409,569.56 | \$366,019.80 |
| 8. Increase 1968 over 1967 | = \$ 43,549.76 consisting of | |
| | 23,713.93 in Operating Fund | |
| | 15,428.58 in Savings Fund | |
| | <u>4,407.25</u> in Life Membership Fund | |
| | \$ 43,549.76 | |

W. P. Hedberg

THE MINNESOTA ALUMNI ASSOCIATION
205 Coffman Memorial Union
University of Minnesota
Minneapolis, Minnesota 55455

Minutes
Fall Meeting - Board of Directors
October 1, 1968
Alumni Club, 6:00 p.m.

Jim Watson - First Vice President presiding

ATTENDANCE

Members of Board present:

| | |
|------------------|-------------------|
| Vernon Amundson | Sheldon Lagaard |
| Carl Anderson | Florence Lehmann |
| H. J. Arnott | Roland Leuzinger |
| Francis M. Boddy | Kenneth Manick |
| Charlotte Boyles | Jeannette Piccard |
| J. Roscoe Furber | Robert Roessel |
| Violet Graf | Joan Scott |
| Jim Garner | Jim Soltau |
| Al Heimbach | Dick Weigel |
| Dennis Johnson | Ed Willson |
| Grant Johnson | Charles Withers |
| Oscar Knutson | Carl Woie |
| Joe Kroll | William H. Ziemer |
| Richard Kyle | |

Committee members present:

| | |
|---------------|-----------------------|
| Clarence Bros | Fred Dresser |
| Denis Bakke | Robert Stuebing |
| Sam Campbell | Katherine T. Thompson |

Board of Directors not present:

| | |
|--------------------|-------------------|
| John H. Aldes | Robert Martens |
| Virginia Bechtol | Edwin A. Martini |
| Patricia Bordewich | Robert W. Olson |
| Wallace Boss | James G. Peterson |
| Mary Diessner | Cathrine Rosness |
| Kenneth Glaser | Melvin Sløtten |
| Dixie I. Goss | Maynard Speece |
| Harry Heltzer | Stuart Starner |
| W. L. Hindermann | Robert Werness |
| Irene D. Kreidberg | William White |
| | Howard Woo |

Staff members present:

| | |
|------------------|-----------------|
| Janet H. Widseth | Mary Lou Aurell |
| Dennis Swan | Warren Headley |
| Chet Tomczyk | Bart Kersteter |
| | Ed Haislet |

On adjournment of dinner, the Board retired to the Maroon Room where the official meeting of the Association was convened.

MEETING
CONVENE

The minutes of the Executive Committee of August 1 and September 24 were approved as mailed out.

MINUTES
EXECUTIV
COMMITTE
APPROVED
BY-LAWS
AT-LARGE
INCREASE
6 TO 8

Presented was a recommendation of the Executive Committee that the By-laws of the Association be amended to increase the present at large appointed membership from 6 to 8. The present six at-large members are to guarantee regional representation on the Board. The additional two recommended are to allow appointments of Board members from the Twin City or state area to fill gaps in the Board as regards class, college, profession, race or color. The change would be a minor one - the change of Article II, Section 5b from: - Six members at large appointed by the Board of Directors
to: - Eight members at large appointed by the Board of Directors

Under the plan of eight members at-large, two would be appointed each year for four year terms.

The question was raised, why not increase the number of at-large members to represent one from each of the ten regions and why should not there be more at large members on the Board from all over the country. It was explained that this particular amendment was to allow the two members from the local area to be appointed rather than regional but that the idea was a good one and it would be brought before the Executive Committee for their recommendation to the Board.

EXECUTIV
COMMITTE
REQUESTE
CONSIDER
INCREASE
OF AT-LA
MEMBERS

There being no further discussion on motion duly made and seconded the amendment was voted.

It was then voted that the Executive Committee consider the enlargement of the at-large members on the Board.

Mr. Watson then explained that in the minutes of the Executive Committee already approved progress reports had been made and unless there were any particular questions only a brief discussion would be held. He then asked the Executive Director to talk about alumni membership, Alumni Club, alumni tour, and the new film. It was indicated that alumni membership is still only 44% on the new plan and 56% on the old plan; that it will be another 2-3 years before the complete change-over is made. Membership has dropped from a year ago by 1470 and income is down about \$4000 at the present time but felt this would be recovered before the end of the year.

PROGRES
REPORTS

MEMBERSH

As regards the Alumni Club, the new membership campaign is underway which is just starting and some 35 new memberships have been signed up since September 1 and it is expected that the 200 new memberships will be achieved before January 1, 1969.

ALUMNI CL

Jim Watson talked about the financial status of the Club its need of support and asked each Board member to get 2-3 members; that financially this is a difficult time, that we do need 200 more members in order to stay at a break even point. He indicated that if they didn't support the Club the choice would either be give it up which he thought was a poor choice or we would have to support it from Association fees and questioned whether the Association members would approve such a move.

FINANCIAL
STATUS OF THE
CLUB

As regards the new film which will be co-sponsored by the Association with National Car Renta; the script is being written and a film will be produced this year. Maynard Speece and Florence Lehmann will meet with Ed Haislet and work on the script.

ALUMNI FILM

He also said there were four dates coming up which he wanted the Executive Director to briefly talk about:

DATES TO MARK
CALENDAR

One was the Homecoming Pepfest Luncheon October 10. At the present time 500 reservations have been received. Support from the community has been good but the Board and the constituent groups have not been supporting the luncheon. All Board members are asked to support this affair.

HOMECOMING
PEPFEST
LUNCHEON
OCTOBER 10

The fall meeting of the President's Dinner-Seminar features Carl Auerbach of the Law School talking about "The Role of Law in Society", a very pertinent subject for today. Board members are asked to support this event, October 30, Alumni Club, to make it a success.

FALL DINNER-
SEMINAR, ALUMNI
CLUB, OCT. 30

The Legislative Workshop at which time the President and his administrative staff will brief the Board, Chapter and Constituent Presidents, on the University legislative 1969 request. It is an important meeting and will start at 9 a.m. At 9:30 the meeting will start and break at 11:30 at which time there will be a luncheon after which the football game.

LEGISLATIVE
WORKSHOP
NOVEMBER 9
ALUMNI CLUB

The Legislative Delegation Dinners will be held November 12 for Hennepin County and November 13 for the Ramsey County group. The Board is asked to support each event because in the past we have had more legislators than Board members. This is especially true of Ramsey County. Each Board members will be assigned a legislator. Reservations should be sent in as soon as possible.

LEGISLATIVE
DELEGATIONS
HENNEPIN -
NOVEMBER 12
RAMSEY -
NOVEMBER 13

Jim Watson indicated that Wally Boss had made a Treasurers Report including the audit report at the Executive Comm. but was not able to be present at the meeting so unless there were questions raised his report would be accepted.

TREASURERS
REPORT

Jim Watson then introduced Janet H. Widseth, Assistant Director, who talked about her various duties and functions. Her responsibility includes membership, working with suppliers, record, computer, Alumni Club, report on the Alumni Club, membership report, responsibility for two alumnae groups =

STAFF REPORTS -
JANET H. WIDSETH

Nursing and the Alumnae group itself, class reunions, reunions by mail, Homecoming, student leaders and is understudying the boss. It was a concise, well presented report and enlightening to the membership.

Dennis Swan, Assistant Director, was asked to talk about his DENN duties. He said he had 16 groups and each of the groups worked S on a committee basis, some doing a good job in their committees and some not doing so good. He talked about the 10 various kinds of committees using an example for each. He talked about the annual meeting illustrated with the School of Business Annual Institute; class reunions illustrating with the Medical Alumni Association promoting class reunions in connection with their annual meeting; the College of Liberal Arts and Dean Ziebarth to discuss developments within the college; alumni relations illustrating with Vet Med Alumni Association Annual Board-Faculty Stag; fund raising - the School of Dentistry Century Club, honors, Outstanding Achievement Award and the Harold S. Diehl Award for social and medicine, membership programs illustrated by the Institute of Technology telephone campaign; Newsletter, example College of Education Alumni Association annual spring newsletter; student-alumni relations, example Mortuary Science Annual Senior Honors Luncheon; special functions such as alumni booths at state conventions, dinner parties, etc. It was a well thought out presentation.

The Executive Director then introduced his other staff members- I Bart Kersteter, Chet Tomczyk, Mary Lou Aurell and Warren Headley O In the absence of Dr. Virgil J. P. Lundquist, the chairman of the office space committee who was called away from the meeting, the Executive Director explained about the dream of the Association of its own alumni office building combined with the Alumni Club O and 150-200 rooms overlooking the edge of the Mississippi River S and indicated that a special site committee was meeting the C next day and that until that meeting the committee had been held up because of the exact location of the freeways which were not known until the last 30 days. The meeting on the site had been planned before the Board meeting but had to be postponed because some of the people necessary could not be there. Very soon a report would be forthcoming to the Board with some decisions and specific plans being presented.

The next meeting of the Board is Tuesday, January 21, 1969
Alumni Club, 6:00 p.m. - dinner meeting.


NEXT
MEET

There being no additional business, on motion duly made and seconded the meeting adjourned.

Respectfully submitted,

FLORENCE LEHMANN
SECRETARY

by


ED HAISLER
EXECUTIVE DIRECTOR

THE MINNESOTA ALUMNI ASSOCIATION
205 Coffman Memorial Union
University of Minnesota
Minneapolis, Minnesota 55455

Minutes
Executive Committee Meeting, Alumni Club
7:30 a.m., November 4, 1968

Ken Glaser, President and presiding

ATTENDANCE

Members of Executive Committee present:

| | |
|---------------|----------------|
| Wallace Boss | Otto Quale |
| Richard Kyle | Maynard Speece |
| Al Heimbach | James Watson |
| Oscar Knutson | Howard Woo |
| | Ed Haislet |

Members of Executive Committee not present:

| | |
|------------------|---------------|
| Florence Lehmann | Harry Heltzer |
| J. Roscoe Furber | |

A letter from Vice President Larry Lunden of September 25, 1968 acknowledging 1160 gifts transmitted in the amount of \$18,620.88 in support of the Alumni Fund, likewise a letter of October 16, 1968 acknowledging 566 gifts in the amount of \$40,784.71. Letters placed on file.

COMMUNICATION

Also a letter from Oscar Knutson, Chief Justice of the Supreme Court, who had been informed by the Executive Director that a building at the new Crookston Technical Institute had been named in his honor by the Board of Regents, that he hadn't been informed, said it would be 50 years next year since he graduated and had played basketball at that school. The Executive Director wrote to the Director of the Crookston Technical Institute asking if they were planning to do anything and a letter in return indicated that he was quite surprised that the story had been released, that it wasn't supposed to be, that, of course, it was Judge Oscar Knutson and that a special dedication function was being planned of which Oscar Knutson would be guest of honor. Members of the Executive Committee all offered their congratulations to Oscar for having a building named after him at the Crookston Technical Institute.

Treasurer Wally Boss reported on the income and disbursements for the Alumni Association for September 1968 indicating income for the month of \$20,214.99, disbursements of \$18,676.66; a balance in the checking account of \$65,223.83, in savings account of \$9,926.45. He also reported on the Club as of the

TREASURERS
REPORT

end of September and gave the end of the year report for 12 months which indicated that there was a loss of \$7,938.00 for the year, down from a loss of \$11,015 as of September 1967.

The Executive Director was then asked to report on membership. As of September 30, 1968, the Association is down \$3728.50 over a year ago in total monies received; MAA bank checking balance for September showed \$22,745.51 above the balance of a year ago. Funds from annual membership only showed \$10,228.00 or \$139.00 less than a year ago; membership figures showed 21,604, down 1875 from a year ago; 53% of the membership excluding life, regent, and complimentary are still on the old plan with 47% on the new plan.

MEMBER-
SHIP
REPORT

Alumni Club membership as of November 1 was 1283 members, down from 1343 a month ago. Actually 34 new members were received, five former members who returned for a total of 39 new members for the month; however, 92 cancelled. In August, 4 cancelled and 6 new memberships were received; in September, 15 cancelled and 25 new memberships received. September, October, and November are the big months and we still face heavy cancellations in November. The figures show we are losing ground even though we have in effect a continuing membership solicitation. Every effort is being made to sign new members but unless we can hold our membership it will be very difficult to build numbers, much less hold our own. The main reasons being given by those who cancel are poor service and poor food.

ALUMNI

The Executive Director and Manager, Bruno Krempin, have been meeting with Tom Hoadley regularly and Mr. Hoadley is completely familiar with the financial status of the Club and knows of its precarious financial condition. Mr. Hoadley is concerned and is most cooperative.

Ken Glaser talked on the new alumni film being made. An ad hoc committee met November 1 - Maynard Speece, Florence Lehmann, Ken Glaser, Paul Eide, Jim Butler and Ed Haislet - to talk over the projected film. The film will be built on the idea of the changing campus and will start with the new change in administration - the inauguration of President Moos. The thread which will hold the film together are the seasonal changes, the fall season with its activity, its crowding, its excitement, football becoming, and that type of thing; then the winter season with the change in the kind of wearing apparel and student activity on campus, likewise the spring with its change. Within these three segments special happenings on campus as regards the students and faculty will be chronicled. Also new buildings such as the space center, Biological Sciences College on the St. Paul and the new Wilson Library on West Bank will be put into the proper framework within these three original periods. As things develop the committee will meet again. The film will end with commencement and will be ready for use the fall of 1970.

ALUMNI

The Office Space Committee has met several times, at the Alumni OFFICE Club, consisting of Virgil Lundquist, Clarence Bros, Vice Presi- SPACE dent Larry Lunden, Elmer Learn, Roy Lund and Joel Tierney for COMMITTEE the University. Possible sites were looked at. The whole area being considered is now under the Housing Rehabilitation Authority. Possible sites that are of interest at the old concrete plant on the West Bank of the river; a second possible site would be Segal-Heller property, one half block facing on Cedar Avenue, adjacent to the Washington Avenue bridge approach facing the School of Business; third would be the site in the Harris Development which would be on the north side of the Cedar Avenue; another site is one directly south of St. Mary's Hospital facing Riverside park and the final one was the gas tank site, north of the tracks, next to the 10th Avenue Bridge. The University owns the last site of about 2 acres and have no direct plans for its use but it is also under the HRA. At another meeting the Committee looked at the Pillsbury Library as a possible office building but there are a number of negative factors, the space is not close enough to the University, the building with its cut up areas and high ceilings on two floors lacks usable space - the mechanical facilities are in need of great repair. It was estimated that remodeling would cost \$60,000-80,000 plus a great deal of work on the outside of the building - steps and concrete; also there is no parking. The Committee felt that the building was not usable and not worth rehabilitation. Clarence Bros submitted to the Executive Director a check list of things that should be gone into in order to ascertain cost of facility, cost of outfitting, plus income and operating costs. Once these figures are gathered, a decision can be made whether to go ahead with the Alumni Center or whether the Association should purchase or build an office for the Alumni Association.

The alumni tour, first section, is sold out and leaves July 14, ALUMNI TOUR 1969. A second section leaving July 21, using exactly the same itinerary and same hotels, has been scheduled and it is hopeful that it will fill up. About 8 people have already applied.

The Homecoming Luncheon had 610 people with over 50 firms buying HOMECOMING tables of ten. The pep band, pep squad, Men's Glee Club, made LUNCHEON the program an exciting one.

At the fall meeting of the Alumni Board, the By-laws were amended AT LARGE to increase the at-large appointments, from 6 to 8. The purpose APPOINT- of the two at-large appointments, which are to be made from the MENTS Twin City Area, is to take care of minority membership on the Board. The Executive Director has been working with various organizations and people in the community to obtain a listing of possible nominees for the Board. The list will be presented to the Nominating Committee of the Board which will make the selection.

Also the proposal was made at the Fall Board meeting to enlarge PROPOSAL TO the number of outstate members of the Board and was considered. ENLARGE The Executive Director passed around the structure of alumni NUMBER OF regions and chapters which shows a total of 14 directors from AT LARGE the 8 regions. After discussion the Executive Director was asked MEMBERS to bring in a recommendation of at least one director from each OUTSTATE of the regions plus others as the Executive Director felt needed, also suggested names of alumni for regional appointment.

The matter of the four letter word affair was discussed. The Executive Director explained that the whole story had not been fully told in proper perspective, that he consulted with President Glaser and that a straight news story which would give all the facts would be presented in the November issue of the Alumni News; that the University had done a good job so far in not having any major demonstrations on campus, that the regular channels set up by the University to take care of such cases was being used. In the discussion that followed it was the unanimous feeling that the Board of Regents and the President should have taken definite action as regards the students who uttered the obscenities and carried the signs, that they should have been expelled from school. It was felt that in any student demonstrations where rules, regulations, laws and statutes are broken, civil law should apply and disciplinary action taken.

THE 4
LETTER-
AFFAIR

It was the feeling of the members of the Executive Committee that each of the members write to the Board of Regents expressing their feeling on the matter; that no official action by the Executive Committee or Board should be taken at this time. However, should there be another such incident on campus, it was felt that the Executive Committee should immediately prepare a statement for the Board and the Board would be called to take action so it could present it to the Board of Regents and the President.

Held over from the last meeting of the Executive Comm. was the proposal of honorary membership in the Alumni Club being extended to the hierarchy of the various church demoninations which probably would result in a great deal of business for the Club, likewise honorary membership should be extended to the members of the Board of Regents. After vigorous discussion it was the unanimous feeling that the honorary memberships should not be extended to the church hierarchy people nor to the Board of Regents, that we have now the VIP membership which means membership is open to those who are not graduates of the University, and available to outstanding leaders in the community or professions, that, therefore, there is no need to extend honorary membership. Likewise it was felt that those who are Minnesota church hierarchy or a Regent of the University of University Administration. Only two honorary memberships have been issued at present for President James L. Morrill and President O. Meredith Wilson, both of whom were not graduates of the U of M.

ALUMNI

The Fall-Dinner Seminar was held October 30 with 72 in attendance. The program was excellent with Vice President S. J. Wenberg being the host and Professor Carl Auerbach the guest speaker on "The Role of Law in Society". The Executive Director is now trying to get a date with Dean Ziebarth who promised a year ago that he would be glad to talk to the Seminar on his return from Russia. As soon as the dates are forthcoming, Jim Watson's calendar will be committed as he will handle the next Dinner-Seminar.

FALL
PRESIDE
DINNER-
SEMINAR

The Legislative Workshop will be held Saturday, November 9 at the Alumni Club with some 25 of the Board members present and 25-30 instate chapters represented.

LEGISLATIVE
WORKSHOP
NOVEMBER 9

The Hennepin County Delegation Dinner at the Alumni Club will be November 12 with 20 Board members present; for the Ramsey County Delegation Dinner November 13 at the St. Paul Athletic Club, 14 Board members will be present.

LEGISLATIVE
DELEGATION
DINNERS
NOV. 12 & 13

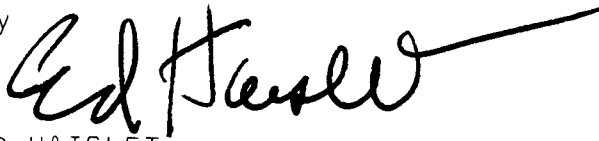
On motion duly made and seconded, the meeting adjourned.

The next meeting of the Executive Committee will be held Tuesday, December 17 at 7:30 a.m. at the Alumni Club, Sheraton-Ritz Hotel.

Respectfully submitted,

FLORENCE LEHMANN
SECRETARY

by



ED HAISLET
EXECUTIVE DIRECTOR

THE MINNESOTA ALUMNI ASSOCIATION
205 Coffman Memorial Union
University of Minnesota
Minneapolis, Minnesota 55455

Minutes
Executive Committee Meeting, Alumni Club
7:30 a.m., December 17, 1968

Ben Glaser - President and presiding

ATTENDANCE

Members of Executive Committee present:

| | |
|---------------|------------------|
| Wally Boss | Florence Lehmann |
| Harry Heltzer | Otto Quale |
| Richard Kyle | Howard Woo |
| | Ed Haislet |

Members of Executive Committee not present:

| | |
|------------------|----------------|
| Al Heimbach | Oscar Knutson |
| J. Roscoe Furber | Maynard Speece |
| Jim Watson | |

Treasurer Wally Boss reported on the MAA Endowment Fund, the income statement shows a balance of \$4,031.31, the principal statement \$7,493.03 on hand. He then reported on the summary of receipts and disbursements of the MAA for November indicating receipts of \$8,907.88 and disbursements before transfers of \$18,361 and transfers of \$4,822.26 leaving bank balance of \$35,124.01. On motion duly made and seconded reports were accepted.

TREASURERS
REPORT

As of November 1 the Alumni Club Savings Account at the University National Bank showed \$12,102.55; the MAA Savings account \$14,986.78; MAA Checking Account \$35,124.01. All depositories a total of \$199,583.93 excluding operating fund. On motion duly made and seconded, the reports were accepted and placed on file.

Wally Boss then reported on the financial statements of the Alumni Club which is now on a cash basis. November showed a profit of \$1927, with a profit for the two months ending November 30 of \$4284. He reported on the audit of the Minnesota Alumni Club by Touche, Ross, Bailey and Smart for the fiscal year ending September 30, 1968 showing decreasing assets of \$89,969, members equity \$155, accumulated earnings \$5825. For the fiscal year ending September 30, 1967, there was a loss of \$5879 as compared to \$13695 for 1967. On motion duly made and seconded, the reports were accepted and placed on file.

The Executive Director was then asked to talk about the Association membership. He indicated for the first five months this year we have a 7.5% loss or 1655. Membership as of November 30, 1968 was 20,555. On the other hand, he indicated that our MAA operating account is twice as large as a year ago, that on annual memberships alone we are just holding our own. Membership decrease will probably continue through the spring and then start to slow down. The overall loss from July 1, 1967 to this date is 10.7% or 2748 members. However, in that number should be figured a 500 decrease for UMD which is no longer a constituent group.

ASSOCIATION MEMBERSHIP

He reported on the Alumni Club - the report of December 3 which showed that we are up 45 members, 1344 as compared to 1289 a month ago. There were 63 new members but 29 cancelled. Our problem is mainly service and food. If service can be enhanced we could probably plug the gap. He also read the Club usage report for November which showed a decrease in average daily attendance of 15, a decrease in the number of meals of 374 and a net dollar decrease of \$776.05.

ALUMNI

The alumni film is coming along. During December we are taking shots of the new faculty and administrative people because of their availability.

ALUMNI FILM

As regards the alumni tour, Sections I and II are now full with a waiting list of 5 on hand. It seems to be a very popular trip without too much promotion involved.

ALUMNI

The Office Space Committee met Friday, November 15 and toured the various sites proposed for the Alumni Club. The first site looked at was the one opposite Riverside Park. Because of its location off the freeway and away from the University and the difficulty of getting to it from downtown it was decided that it was not a desirable site. The next site looked at was the Segal-Heller Property on the corner of Riverside and 4th Street and Cedar, a half block which they own and a half block which the University owns. It was felt to be a most desirable site because it is directly adjacent to the University School of Business West Bank Development. Right across the street is the Harris Property site which is not quite as attractive because it is further away from the University and from the river although it is adjacent to the freeway development and has good potential. The Committee then went to the concrete plant and gas plant sites. Both sites are very desirable. The gas plant would be more desirable because it is owned by the University and might be obtained without cost to the Association. In this particular case, who owns the land between the gas tank site and the river must be determined. Dr. Lundquist then drove down to the bridge directly off the Naegele Building north of the old Washington Avenue Bridge where at river level there is a U of M parking lot. The parking lot belongs to the University and it is Dr. Lundquist's idea that we can build our building with the University still having a parking lot if they would give us air rights for a building above the parking lot. The question, of course, would be liquor license apply to air rights of University property. This seemed to be the preferred site with the gas tank second, cement plant third, Segal-Heller Property fourth and the Harris Property fifth. The next step is to meet with the University

OFFICE SPACE

Vice President's Committee to find out University commitments for an Alumni Center. For the past 20 years the University has furnished quarters, lights and heat. A commitment is now needed as to what they would do for an alumni center to be erected in the near future.

The report on the insurance program was a good one. In a mailing to those who already had the insurance, 105 increased their insurance from \$10,000 to \$15,000-\$20,000; 116 new applications were received, new insurance applied for was \$2,590,000; new premiums \$16,700. This is an increase of 20.6% and experience shows that after the deadline date of November 1 another 15-20% increase can be expected. For the year to date, the number of insured members is 1081; number in force as premium of insurance is \$15,275,000; \$102,853 in annual premiums, claims this policy year \$10,000. It looks like the insurance program hereafter will be a money maker with some \$8500 indicated in the budget this year, when it actually will probably be at least double that. The income from the insurance program could well underwrite the whole Alumni Club deficit.

INSURANCE
REPORT

Nominees for the two at-large Board members were submitted. They consisted of a number of names, both in the Jewish and Negro community, to be considered by the Nominating Committee which will meet early in January. The Nominating Committee is comprised of the President, First Vice President, Second Vice President and past president and two other members of the Association to be named.

NOMINEES FOR
TWO AT-LARGE
BOARD MEMBERS

The Executive Director at the last Executive Committee meeting was asked to bring in recommendations increasing the total at-large representation. He recommended at least 14 at-large appointees (8 additional) for the 8 regions and requested that we be allowed to write the chapters and ask them to submit their recommendations because they would know people who could travel and attend the meetings. The recommendations as received from the chapters would be turned over to the Nominating Committee for their selection of the 14 at large directors. At the present time we have 6 at large directors which means 8 new directors must be selected. Region 1 would be a person from the Boston Chapter; Region 2, one from Washington DC Chapter; Region 3 one from the Suncoast Chapter, St. Petersburg; Region 4, two new members, one from Eau Claire and one from Detroit; Region 5, one from St. Louis; Region 6, one from the Denver Chapter; Region 7, one from the Portland Chapter; Region 8, a second person from San Francisco - we have one from Los Angeles. Motion duly made and seconded the recommendation of the Executive Director was approved, to be brought before the Board of Directors at their meeting January 21.

RECOMMENDATION
ON NEW
REGIONAL
REPRESENTA-
TIVES

The President reported on the Legislative Workshop November 9 at which President Moos and his administrative team appeared. There were 65 in attendance.

REPORTS
LEGISLA
WORKSHO

Legislative Dinners on November 12 and 13 were successful. There was a good turnout of the Hennepin County Delegation but for some reason none of the St. Paul Senators appeared although many had indicated they would be there. It was a good turnout and at least part of the University story was told.

LEGISLA
TIVE
DELEGAT
DINNERS

The Winter Dinner-Seminar will be held January 28 at the Alumni Club with Dr. E. W. Ziebarth as speaker on Russia compared to 10 years ago and show slides. This will be chaired by Vice President Jim Watson.

WINTER
DINNER-
SEMINAR
JANUARY 28

The next meeting of the Executive Committee will be held Jan. 21, St. Paul Athletic Club and the winter meeting of the Board will be held the same date at the Alumni Club at 6:00 p.m.

NEXT EXEC.
COMM. MEET
JANUARY 21
WINTER
MEETING

President Glaser called attention to the fact that J. D. Holtzermann was in St. Mary's Hospital because of a heart attack and that Al Heimbach was recovering from surgery at home and both would like to receive cards of best wishes from the Board members.

There being no additional business, the meeting adjourned.

Respectfully submitted,

FLORENCE LEHMANN
SECRETARY

by



ED HAISLET
EXECUTIVE DIRECTOR

THE MINNESOTA ALUMNI ASSOCIATION
205 Coffman Memorial Union
University of Minnesota

Minutes
Executive Committee Meeting, January 21, 1969
St. Paul Athletic Club, 7:30 a.m.

Ben Glaser, President and presiding

ATTENDANCE

Members of Executive Committee present:

| | |
|------------------|---------------|
| Wally Boss | Oscar Knutson |
| J. Roscoe Furber | Richard Kyle |
| Al Heimbach | Otto Quale |
| Harry Heltzer | Howard Woo |
| | Ed Haislet |

Members of Executive Committee not present:

| | |
|------------------|----------------|
| Florence Lehmann | Maynard Speece |
| Jim Watson | |

Minutes of the Executive Committee of December 17, 1968 were approved as sent out.

MINUTES
APPROVED

The first action was to consider an amendment to the By-laws. At the meeting of the Executive Committee on November 4, the matter of increasing the number of at-large places on the Board was discussed and the Executive Director was asked to bring in a recommendation. At the meeting on December 17, this recommendation was made, the recommendation being that the Association go to a total at-large representation of 14 directors for the 8 regions. This would include the two special at-large approved to take care of the special needs of the Board including minority groups. The By-laws change would be Article II, Organization, Section 5, Board of Directors under (b) - the change would be from 8 members at-large appointed by the Board of Directors to 14 members at-large appointed by the Board of Directors.

AMENDMENT TO
THE BYLAWS TO
BE PRESENTED
AT WINTER
BOARD MEETING
INCREASING
AT LARGE
MEMBERS FROM
8 TO 14

The full Board has already received notice that the amendment is to be presented. It was moved that the amendment be presented at the Winter Board meeting, January 21.

Wally Boss reported on the Association and Alumni Club for December. As regards the Association, he indicated the bank balance at the beginning of the period was \$35,124.01 and at the end of the period \$35,338.82; total receipts for the month were \$10,891.80; disbursements \$7288.74; transfers \$3388.25. For the Alumni Club he indicated that total income was \$4,606; total expenses \$5722 or a loss of \$1116. For the three months ending December 31 the Club showed a profit of \$3169.

TREASURERS
REPORT

The Executive Director reported on the Alumni Club and indicated that for the month of December the Club showed a decrease average daily attendance of 38, decrease in the number of meals of 787, and a net dollar decrease of \$653.38. President Glaser pointed out that there is a 50% loss in the evening business and that was responsible for the overall loss.

REPORT
ALUMNI

As regards membership, it was indicated that for the month ending December 31, we have gradually started to close the gap which was created by the loss of membership. Annual membership shows an increase fo \$1341.00, up from \$166 a month ago. As regards membership figures, as of July 1, 1967 membership was 23,033; membership as of December 31, 1968 was 21,060 or an 8.5% loss. Membership is up from a month ago - from 2,585 to 21,060 with out total loss over a year ago of 1160 members or 5.2%. Unless the recent episode on campus interferes too greatly, membership should show a continued gain.

MEMBERS
REPORT
GAP

As regards the Alumni Film, the Executive Director has been meeting with the people in Audio-Visual and a script outline has been written and approved and under which they are proceeding. The title of the film will be "The Changing University" or "Some Notes on the Changing University." The film will begin with shots of the inauguration of President Moos, with a narrator posing questions about the nature of the job, his undertaking, the institution he is going to preside over; this will be followed by a chain of small connected essays which will create a kind of character sketch of the institution. The editing will be planned around a film-journalism device and might be termed a "personality statement" device that is in the middle of the presentation, when a problem is posed or when an authoritative statement is made, a face appears and says what he thinks for 10-20 seconds. It will be used with the well known people on campus, students, faculty and others.

ALUMNI

The Executive Director requested that he be given authority to proceed on organizing a short tour for 1970, probably March, without obligation to the Association; also the plan of a 3 week tour for 1971. On motion duly made and seconded, the Executive Director was so authorized.

EXECUTIVE
DIRECTOR
AUTHORITY
PROCEED
PLACING
FUTURE

The Executive Director was asked to talk about the Office Space Committee. The Committee had requested a meeting of the Vice Presidents to discuss with them the commitment of the University to an alumni center. On January 6, Dr. Virgil J. P. Lundquist, Chairman, Clarence Bros, Ed Haislet, and Janet Widseth met with representatives of the University - President Moos, Vice Presidents Shepherd, Smith, Wenberg, Lunden and Assistant Vice Presidents Learn, Lukerman, Kegler, Hoag, and Eileen McAvoy. Dr. Lundquist backgrounded the group on the need for space and that the request for needed space has been made each year since 1954. Over the years it has become evident that the University won't be able to furnish the space the Association needs so the Association is faced with the problem of either building an alumni office building on campus, lease or rent an office off campus, or build an Alumni Center; the Board has indicated its preference in the Alumni Center.

OFFICE
COMMITTEE
MEETS
PRES.
AND VP
TO UNIV
COMMITTEE

The Space Committee has been looking at sites; the various sites were described to the Vice Presidents. Two of the sites are owned by the University and it was proposed that the University lease them to the Association. Also the question was raised as to the commitment of the University as regards rent, heat, and lights in its own building, and a commitment on a site.

The Vice Presidents each commented and all were agreed that there should be such a center, that we had a captive audience, that it would be good for the University for such a center; and that the University should make a commitment. When President Moos spoke he said he felt the University should make a commitment to the Association and that he would set up a committee comprised of the Vice Presidents and one Regent to discuss their commitment concerning space, rent, heat and lights, and also site. The Committee will continue to explore the possibilities of sites as well as explore the possibilities of a management firm to operate the food and beverage and room phase of the operation. The University seemed most favorable to the idea and they will give what commitment they can make to the alumni center and Association for this program. It was the feeling of the Executive Committee that the Space Committee should make a firm recommendation of the preferable site and do it at once - otherwise, the lack of a particular site will hold up progress.

The Winter Dinner-Seminar to be held January 28 and chaired by Jim Watson is sold out.

WINTER DINNER
SEMINAR JAN.
28 SOLD OUT

The Nominating Committee will meet on January 29 to make selections of those who will run for the Board including at-large members.

NOMINATING
COMMITTEE
MEETS JAN. 29

The matter of the University demonstration and sit in was discussed although not on the agenda. It was evident that most of the Executive Committee members had had many conversations and been part of many conversations concerning the demonstrations and take over of Morrill Hall on campus. Ken Glaser had received many calls and most of them wondered if the Association was going to take a position. He indicated that he had been saying that the Association would have to ascertain the facts before taking any position and then he told the group that Stan Wenberg would be present at the meeting of the Board to give answers. Questions raised by the legislators and others have been very difficult to answer.

UNIVERSITY
DEMONSTRATIONS

Al Heimbach indicated he had gone through the demonstration report and that it is an excellent policy and that he had underlined a number of statements which indicated things the University would do in case a demonstration occurred again. These were read and it was agreed that actually what should be done at this time is to express our concern of the

Minnesota Alumni Association over the incident and then indicate that disciplinary action should be taken as announced in the Demonstration document. Ken Glaser then appointed a writing committee consisting of Otto Quale to be assisted by Al Heimbach and himself. The whole group was to meet at 5:45 p.m. at the Alumni Club to go over the materials which had been prepared which would then be presented to the Winter Meeting of the Board of Directors.

There being no further business, on motion duly made and seconded, the meeting adjourned.

Respectfully submitted,

FLORENCE LEHMANN
SECRETARY
by

ED HAISLET
EXECUTIVE DIRECTOR

THE MINNESOTA ALUMNI ASSOCIATION
205 Coffman Memorial Union
University of Minnesota
Minneapolis, Minnesota 55455

Minutes
Winter Board Meeting, Board of Directors
January 21, 1969, 6:00 p.m.

Ken Glaser - President and presiding

ATTENDANCE

Members of Board present:

| | |
|-----------------------|-----------------------|
| Leonard Arling | Oscar Knutson |
| Mrs. Lois Berndt | Miss Irene Kreidberg |
| Wallace Boss | Miss Florence Lehmann |
| Mrs. Charlotte Boyles | Dr. Jeannette Piccard |
| John Finnegan | Mrs. Joan Scott |
| Mrs. Violet Graf | Burt Swanson |
| Al Heimbach | Ed Willson |
| Harry Heltzer | Carl Woie |
| Miss Elizabeth Hunt | Howard Woo |
| Grant Johnson | Bill Ziemer |
| Otto Quale | B. J. Garner |

Staff members:

| | |
|-----------------|---------------|
| Ed Haislet | Chet Tomczyk |
| Mary Lou Aurell | Dennis Swan |
| Warren Headley | Janet Widseth |

Board of Directors not present:

| | |
|-----------------------|--------------------|
| Dr. John Aldes | Edwin A. Martini |
| Dr. Vernon Amundson | Robert W. Olson |
| Carl M. Anderson | James G. Peterson |
| Hermon J. Arnott | Robert B. Roessel |
| Miss Virginia Bechtol | Dr. Melvin Sletten |
| Dr. Francis Boddy | James Soltau |
| Julius E. Davis | Maynard Speece |
| J. Roscoe Furber | Stuart Starner |
| Mrs. Dixie I. Goss | Dr. Dennis Johnson |
| Everett Dale | James A. Watson |
| Joseph Kroll | Robert G. Werness |
| Richard E. Kyle, Sr. | William F. White |
| Roland Leuzinger | Charles Withers |
| Dr. Robert Martens | |

After dinner, President Glaser called the meeting to order and INTRODUCTIONS introduced the new presidents - Dr. Leonard Arling, President of the Medical Alumni Association; John Finnegan, President of the School of Journalism, the newest constituent group; Elizabeth Hunt, President of Social Work, and Burt Swanson, President of Business. This was followed by self introductions of all present.

The minutes of the Executive Committee of November 4 and December 17 were approved as sent out.

MINUTES
APPROVED

President Glaser then stated that there was need of amendment to the Bylaws and asked the Executive Director to explain it. The Executive Director indicated that at the November 4 meeting of the Executive Committee the matter was first discussed. The Executive Director was requested to bring in a recommendation which he did at the meeting of the Executive Committee December 17 and it was then recommended by the Executive Committee for presentation at the Winter Board Meeting. There was a need to increase the atlarge members from 8 to 14 to give alumni greater regional representation and that it required only the changing of one word in the by-laws, Article II, Organization, Section 5, Board of Directors

AMENDMENT
OF BYLAWS
INCREASING
AT LARGE
MEMBERS
TO 14

(b) instead of - 6 members at-large appointed by the Board of Directors
to - 14 members at-large appointed by the Board of Directors.

There being no discussion, on motion duly made and seconded the amendment was approved.

Ken Glaser then talked about the Alumni Club, the membership report which was a good one, the progress of the Alumni Film, that the Executive Director had been authorized to proceed without obligation to the Association in planning tours for 1970 and 1971. He then asked the Executive Director to talk about the Office Space Committee, and stated that recently the Committee met with the Vice Presidents and President Moos to ask for a commitment from the University on both the commitment to furnish space, heat, and lights and the possibility of a site for the alumni center on University property. The University group seemed favorable to the idea of an alumni center and felt there was a University commitment. President Moos said he would appoint a committee comprised of the Vice Presidents and a Regent to decide what the commitment would be as regards heat and lights and space, and also a commitment as regards site. The Committee is to continue to contact operating management groups as regards food, beverage and hotel rooms.

PRESIDENT
GLASER
REPORTS

He indicated the Winter Dinner-Seminar on January 28 was a sellout with Dean Ziebarth as speaker.

WINTER SEMINAR
JANUARY 28

The Nominating Committee is to meet January 29 to indicate the slate of officers for the coming year.

NOMINATING
COMMITTEE
JANUARY 29

He then presented Mary Lou Aurell, Editor of the Alumni News who talked in depth about the job of editing an alumni magazine some of the problems and changes under way. Chet Tomczyk Assistant Director for Field Services, talked about his job and outlined clearly and concisely the kind of a program which the Association offers to its instate chapters.

STAFF REPORTS
MARY LOU
AURELL AND
TOMCZYK

PROPOSED
RESOLUTION
ON CAMPUS
SIT-IN AND
DEMONSTRATION

President Glaser indicated that the Executive Committee had a great deal of time that morning going over the latest campus student demonstration and sit-in and a resolution had been formed, copies to be presented to each, that he would read it word for word. He then proceeded to read the resolution, word for word, and then after a motion for adoption with proper second, the matter was opened to discussion. There was some division of thinking; there were 3 members of the Board who felt that no matter what happened at the University that the Association has to approve any action taken. The majority felt, however, it was the obligation of the Alumni Association to speak out, to let the University Administration know how alumni feel on matters of University concern, that actually all the resolution did was ask the University to follow the rules and regulations as already determined by the University as regards demonstrations, and that immediate disciplinary action be taken through proper channels. All members of the Board who desired were heard from. Finally Vice President Stanley J. Wenberg was asked to comment on the whole matter. Mr. Wenberg talked on the University position which was followed by additional questions and discussion.

On motion duly made and seconded, a motion was called for and on vote, 13 members of the Board approved the report to the resolution, six voted against. The resolution was to be transmitted to the President and Board of Regents and published in the Alumni News.

RESOLUTION
APPROVED

There being no further business on motion duly made and seconded, the meeting adjourned.

Respectfully submitted,

FLORENCE LEHMANN
SECRETARY
by

ED HAISLET
EXECUTIVE DIRECTOR

RESOLUTION

Whereas, on Monday, January 13, 1969 seven students, representing the Afro-American Action Committee did request an appointment with President Moos to discuss the following:

1. Establishment of a Department of Afro-American Studies;
2. Financial support by the University for a black student conference on campus in February and;
3. Control over the Martin Luther King scholarship fund by a black community agency.

Whereas, President Moos was out of town, Dr. Paul Cashman, vice president for student affairs, did represent the president, meet with the students and accept their demands for action on the aforementioned three points.

Whereas, said seven students set a deadline of 1:00 p.m., Tuesday January 14, 1969 for the University to respond to their three proposals.

Whereas, at 1:00 p.m., Tuesday, January 14, 1969, President Moos did meet with the said seven students plus an additional 40 or more students associated with the original representatives.

Whereas, President moos explained in a 25-minute discussion with the student representatives that action was being taken in these three areas of concern.

Whereas, the student representatives stated their demands were not being met, left the President's Office and did move to and enter the Bursar's Office and Office of Records on the first floor of Morrill Hall.

Whereas, said students did occupy these offices and establish a blockade that permitted no one to enter but allowed students and civil service personnel to leave.

Whereas, in the late evening additional persons were admitted to Morrill Hall by the committee in control of access to the building.

Whereas, during the night members of the occupying groups did move furniture, blockade doors, upset files and cause damage to building, equipment and records.

Whereas, the rules of conduct of all parties concerned is set forth in the Report of the University of Minnesota Commission on Demonstrations dated April 24, 1968.

Whereas, said report was publicly presented to administration, faculty and student organization governing units at the University and accepted by said groups as the code of conduct for demonstrations.

Whereas, on page vi, paragraph 3 it states: "Demonstrations which disrupt the functioning of a university endanger its existence. Demonstrations which disrupt the functioning of a university must be seen as what they are: acts that endanger the existence of the University, one institution that provides hope for the use of rational means to solve the problems of men living in a society."

Whereas, on page vi, paragraph 4 it states: "Disruptions which interfere with the orderly process of the teaching program and administrative functions cannot be allowed. Several of those who spoke in hearings before the Commission asserted the propriety of interfering with the freedom of others in order to give prominence to a demonstrating group may enter an office without permission, pick up and carry out the furniture and place it in the hallway. No harm was done, it was stated, but such action because it was intended as "symbolic," as an expression of dissent and not as an interference with the property of others. Such interference with and disruption of the office and affairs of others was rationalized by reason of the importance of the cause underlying the demonstration. In similar vein, an attempt was made to justify the practice of completely obstructing the entrance to an office so as to frustrate a program of interviews. This interference with the rights and interests of others was defended on the ground of the relative strength and importance of the principle being asserted by the demonstrators. The Commission does not acknowledge that a few can be justified in arrogating to themselves, the right to dictate to others through "symbolic" or other acts.

"What is true of the classroom and the teaching function is also true of the administrative function in the University . . . Both teaching and administration are entitled to proper protection against unreasonable disruption and interference. What is unreasonable disruption or interference will necessarily depend on the circumstances of the particular case."

Whereas, on page vii, paragraph 5 it states: "Those who cause property damage will be held accountable. Although we are here concerned with disruption of activities, it is to be clearly understood that persons causing deliberate and wanton damage of property will be held accountable."

Whereas, on page vii, paragraph 7 it states: "Those students whose conduct has unreasonably disrupted the activities of the University or infringed upon the rights of others may be called into question before an appropriate hearing authority. Rather than spell out in detail a code of do's and don't's, it seems prudent to rest ultimate responsibility on each student as an individual. He must be aware that if his conduct is found to have unreasonably disrupted the activities of the University or infringed upon the rights of other students, faculty members or other users of the University, he may be called in to question before an appropriate hearing authority. Failure to meet this standard will result in appropriate sanctions."

Whereas, on page vii, paragraph 9 it states: "Trespassers may be arrested and removed from University premises by the University police. Failure of a person on University property to follow a reasonably founded request to leave University facilities, expressed by one duly authorized to make it, makes him a trespasser. While it is to be hoped that such a remedy will rarely if ever be called for, trespassers may be identified, arrested and removed from University premises. The appropriate authority to effect removal in the case of willful trespass is the University police."

Whereas, on page ix, paragraph 13 it states: "When student groups organize a demonstration on campus which is intended to violate the demonstrations policy, action may be taken against the group as well as individuals. Where a recognized student group organizes a demonstration on its campus which is intended to violate the demonstrations policy, and in fact does so, action may be taken not only against the individual students responsible under the student misconduct policy but also against the recognized group.

Therefore, be it resolved that the Board of Directors of the University of Minnesota Alumni Association go on record requesting the University Administration to take prompt and appropriate disciplinary action against individuals and groups responsible for damage to University property and disruption of University activity in violation of rules and regulations approved for campus demonstrations.

Said action is vital to the peaceful on-going of the University and must set an example of leadership in law and order for Minnesota individuals and institutions.

Be it further resolved that copies of this resolution be submitted to members of the Board of Regents and that it be published in the Alumni News.

Approved Winter Meeting, Board of Directors
Minnesota Alumni Association
January 21, 1969
University of Minnesota Alumni Club

THE MINNESOTA ALUMNI ASSOCIATION
205 Coffman Memorial Union
University of Minnesota

Minutes
Executive Committee Meeting, March 4, 1969
U of M Alumni Club, 7:30 a.m.

Ken Glaser - President and presiding

ATTENDANCE

Members of Executive Committee present:

| | |
|------------------|----------------|
| Wally Boss | Otto Quale |
| Al Heimbach | Maynard Speece |
| Oscar Knutson | Jim Watson |
| Richard Kyle | Howard Woo |
| Florence Lehmann | Ed Haislet |
| Harry Heltzer | |

Members of Executive Committee not present:

J. Roscoe Furber

Minutes of the Executive Committee of January 21, 1969 were approved as sent out.

MINUTES OF
JANUARY 21
APPROVED

Communications were read from Vice President L. R. Lunden acknowledging on behalf of the Board of Regents 5,664 gifts from the Alumni Fund in the amount of \$35,086.13 and a letter dated February 14, 2,019 gifts totaling \$148,664.28. Reports were placed on file.

COMMUNICATIONS

A copy of a letter from Waldo Hardell to President Moos of January 24 was read in which Mr. Hardell requested alumni be placed on the committee appointed by President Moos to study the Morrill Hall incident.

A note from Mrs. Holtzermann and children to the Board of Directors of the Association expressing their sincere thanks for the memorial resolution paying tribute to J. D. Holtzermann and for the memorial contribution to the Alumni Scholarship Fund.

Wally Boss reported the January receipts and disbursements for the Alumni Association, indicating that the bank balance at the beginning of the period was \$35,377.82 and at the end of the period \$32,110.97, with total receipts of \$50,575.15 and total disbursements of \$37,309.63 and transfers of \$1,198.66. The Alumni Club income was \$4,164 and total expense \$6,086 for a deficit of \$1922; and for the four months ending January 31, income was \$24,026 and expenses \$22,780 or a balance of \$1246.

TREASURERS
REPORT

He also indicated that the Investment Committee had met and that an important piece of business of concern to the Executive Committee was that the \$5.00 fee for every life member was retained for the 1968-69 fiscal year and to be reviewed at the end of the year. On motion duly made and seconded the reports on the MAA, Alumni Club and Investment Committee were accepted and placed on file.

Ken Glaser asked the Executive Director to talk about the Minnesota Alumni Capital Gift Fund which was established for the purpose of air conditioning the Minnesota Union Ballroom; a sum of \$8263.20 was raised and placed in the Alumni Capital Gift Fund. The University in checking their accounts asked what disposition should be made of the money inasmuch as the account had been inactive for several years. The Executive Director talked to Ken Glaser about the matter and it was felt the money should be used to pay off the indebtedness of the Alumni Club to the Association. Members of the original committee who raised the money were contacted and they in turn contacted the donors involved. All donors approved the gift going to the Association to use for paying off the Alumni Club loan. The Alumni Club owes the Association \$39,520 and applying the \$8263.20 reduced the balance to \$31,256.80 still owed the Association by the Alumni Club.

CLUB DEBT
ASSOCIATION
REDUCED BY
\$8,263.20

The Executive Committee voted to support the U of M Health Science Program and authorized a resolution to be sent to the chairman of the Committee for University Health Sciences indicating their support. Likewise all the chapters of the state will be asked to support the resolution. A copy of the resolution is herewith attached to the minutes.

U OF M HEALTH
SCIENCE PROGRAM
SUPPORTED

The Executive Director reported on MAA membership and indicated there was an upturn for the first time since July 1, 1967, the time that dues were doubled. As of December 31, 1968, excluding life, regent and complimentary, 3122 members were still on the old fee plan or 30% and 7154 members were on the new plan or 70%. On July 1, 1967 membership was 23,033 and as of January 31, there was a 7.6% loss or 1759 members. As of July 1, 1968 the beginning of the present fiscal year, membership was 22,220, on January 31, 1969 membership was 21,274 indicating a loss of 946 members or 4.4% loss. For the first time this year annual membership showed an increase over a year ago in the amount of \$1746.

MEMBERSHIP
REPORT

The Executive Committee officially accepted the U of M Crookston Technical Institute as a constituent group of the Association bringing the total number to 20. This exceeds the present by-laws which calls for a maximum of 19. It was voted to change the by-laws at the next meeting of the Board of Directors, from 19 to 20.

U OF M
CROOKSTON
ACCEPTED
CONSTITUENT
STATUS

A letter from Mrs. Robert C. Scott, President of Liberal Arts Alumni Association to President Ken Glaser, was read in which it was indicated that six members who had not voted in favor of the Board Resolution had sent in a minority report and asked that it be published in the Alumni News. It was voted that the report be published.

President Glaser, Chairman of the Nominating Committee, read the list of ten nominees, the ballot which will be published in the April and May issues of the Alumni News.

The Executive Director in reporting on the Alumni Club indicated the Sheraton-Ritz now has a new hotel manager, Mr. Frisoe Wallace who seems to be a very able person, who has a good concept of the importance of the Alumni Club to the Sheraton Hotel, that he recognized immediately that the Club does pay rent. He indicated everything we wanted done to be written so there is a record of it and then it could be discussed. The Executive Director immediately sent him a 6 page letter listing some of the problems and some needs of the Club. Mr. Wallace is meeting with Club Manager, Bruno Krempin, to go over possible changes. The Executive Director also indicated there was the possibility of operation of the Club as a separate entity, that is the operation of their own kitchen and their own bar. The Club Manager feels that money could be made in this manner. However, it is merely an indication of a possible action that might be taken if it seems feasible providing the Hotel cannot be of assistance in the present situation.

Salary for the Club Manager for the fiscal year 1969-70 was increased \$500 for the coming year. He also stated the possibility of a deficit for the Club by the first of September. He suggested that the dividend payment from the MAA Insurance program be used to cover the Club deficit. There was discussion on the last item and a great deal of discussion about the Club with the suggestion that the Club probably should be closed unless a great need by alumni was shown. It was pointed out, however, the MAA has legal obligations - with the lease running another 4 years and that the money borrowed from the Hotel would have to be paid. No action was taken.

It was pointed out that December, January and February have been poor months for hotels generally speaking. Membership has gone up to about 1400.

Reported was the insurance dividend for the fiscal year ending in September 1968, for the MAA Insurance Program of 17,740, an increase almost double the amount received a year ago. In talking about it, the Executive Director told the Executive Committee that in his budget presentation he will make a recommendation that the money from this program be used to underwrite the deficit of the Club, that any deficit cannot be underwritten legally by money from the Association dues - so has to be from other sources.

NOMINATING
COMM. LIST OF
NOMINEES FOR
BOARD
ALUMNI CLUB
REPORT

INSURANCE
DIVIDEND

For the calendar year 1968, it was reported that the Alumni Fund raised \$315,449.43 with 12,279 donors, as compared to \$167,574.01 and 8,218 donors a year ago - the primary increase being from bequests.

ALUMNI FU
SHOWS SUB
TIAL INCR
OVER YEAR

Reported was the fact that a year ago the Board authorized the alumni list to be circularized for Encyclopedia Britannica with the commiggon going to the Association. However, because the year before the letter had gone out for the Fund, the letter went out again on Fund letterhead so the Fund received \$2670 in this manner. The mailing is being ready this spring by the Association and commission will go to the Association.

\$2670 FRO
ENCY.
BRITANNIC
MAILING

A memorial resolution to J. D. Holtzermann had been approved by the Board, printed and delivered personally to Mrs. Holtzermann and is printed in the March issue of the Alumni News

MEMORIAL
RESOLUTI
J.D.HOLT

The Spring Seminar suggested date is April 30 with Dr. Paul Cashman, Vice President for Student Affairs, the speaker talking on Student Concerns on Campus. It was felt this was an excellent subject and it was asked to see if this could be brought about.

SPRING S
SET FOR
APRIL 30

Ken Glaser indicated that the new Gymnasium at the U of M Technical Institute in Crookston had been named in honor of Oscar Knutson, February 28, 1969. The Executive Committee gave a rising vote of appreciation to Oscar for the honor given him.

OSCAR KN
HONORED

Fred Dresser had send a copy of a letter concerning a meeting he had held with the President of the Union Board of Governors telling of some of the problems facing the Board. This action was applauded by the Committee and asked that a letter be sent to Fred Dresser thanking him for his effort to inform the Executive Committee and Board.

REPORT F
UNION BO
GOVENORS

The next meeting of the Executive Committee will be May 13 at St. Paul Athletic Club at 7:30 a.m. - the budget meeting. The next meeting of the Board will be held March 18 at the Alumni Club at 6:00 p.m. with President Moos guest speaker.

NEXT MEE
MAY 13
NEXT BOA
MEETING
MARCH 18

The Executive Director talked about awarding an honorary membership in the MAA to non-graduates of the University who have given special help to the University, or who have made a significant contribution professionally or in service to the University. The consensus was that such cases should be considered on an individual basis.

There being no additional business, on motion duly made and seconded, the meeting adjourned.

Respectfully submitted,

FLORENCE LEHMANN
SECRETARY

by


ED HAISLET
EXECUTIVE DIRECTOR

March 4, 1969

UNIVERSITY OF MINNESOTA HEALTH SCIENCES RESOLUTION

WHEREAS, The University of Minnesota Board of Regents in a statement dated April 19, 1968, did outline a four-step program to expand and advance education for the Health Sciences in Minnesota, and

WHEREAS, The University of Minnesota, in the development of this program has recognized the need for:

1. An increased number of physicians in the State of Minnesota, particularly for physicians who would practice family medicine;
2. Increased numbers of all other individuals in the Health care professions and vocations; dentists, pharmacists, veterinarians, nurses, medical technologists, dental assistants and hygienists, physical and occupational therapists, as well as other personnel; and

WHEREAS, The University of Minnesota has fostered the development of this emerging new concept of a team-approach to health care, which will depend upon the participation and understanding of all the health sciences personnel;

THEREFORE, ~~be~~ it resolved that the

MINNESOTA ALUMNI ASSOCIATION

supports the University of Minnesota Health Sciences proposal and urges its membership and citizens of Minnesota to give this proposal its full support and understanding.

THE MINNESOTA ALUMNI ASSOCIATION
205 Coffman Memorial Union
University of Minnesota
Minneapolis, Minnesota 55455

Minutes
Spring Board Meeting, Board of Directors
March 18, 1969, 6:00 p.m.
Alumni Club

Glaser - President and presiding

ATTENDANCE

Members of Board present:

| | |
|-----------------------|--------------------------------------|
| Dr. Leonard Arling | Oscar Knutson |
| Mrs. Lois Berndt | Miss Irene Kreidberg |
| Francis Boddy | Miss Florence Lehmann |
| Mrs. Charlotte Boyles | Roland Leuzinger |
| Everett Dale | Dr. Jeannette Piccard |
| Julius Davis | Keith Redfield |
| B. J. Garner | Robert Roessel |
| Mrs. Frances Hanson | Maynard Speece |
| Mrs. Violet Graf | Burt Swanson |
| Miss Elizabeth Hunt | Carl Woie |
| Al Heimbach | Bill Ziemer |
| Grant Johnson | Russell Backstrom, Past President |

Guests: President Malcolm Moos and Herb Croom

Guest members:

Ed Haislet, Mary Lou Aurell and Janet Widseth

Members not present:

| | |
|-----------------------|-----------------------|
| Dr. John Aldes | Richard E. Kyle |
| Dr. Vernon Amundson | Dr. Sheldon Lagaard |
| Carl M. Anderson | Dr. Robert A. Martens |
| Hermon J. Arnott | Edwin A. Martini |
| Miss Virginia Bechtol | Robert Olson |
| Wallace L. Boss | James G. Peterson |
| John Finnegan | Otto Quale |
| J. Roscoe Rurber | James Soltau |
| Mrs. Dixie Goss | James Watson |
| Harry Heltzer | Robert Werness |
| Paul Hetland | William F. White |
| Dennis Johnson | Charles Withers |
| Joseph Kroll | Howard Woo |

After dinner, President Glaser called the meeting order and introduced the new constituent presidents: Mrs. Lois Berndt, President, Dental Hygiene Alumni Association; Everett Dale, IT Alumni Association; Mrs. Frances Hanson, President, Medical Technology Alumni Association; Keith G. Redfield, President, U of M Morris group. He also introduced Mr. Herb Croom, Director of Student Services at Morris and President Moos who was glad to join the members at this meeting. This was followed by self-introductions of all present.

INTROD

H3 called upon the Executive Director to make a special presentation - the Outstanding Constituent Award of the Year 1968. This award is worked on a point system and all constituent groups compete. This year the Medical Alumni Association earned the top award. They sponsored a special membership campaign for the classes of 1947, 48, 49, 50 and 51. At their annual meeting, they held four class reunions, had scientific sessions and presented a special award to Dr. Ted Fritsche with 341 in attendance. Their fund raising project, The Microscope Fund was successful. As regards student-alumni relations, the Board sponsored a cocktail party and dinner for members of the Medical School student council and the Medical School Student Adytum cabinet, a Class Stag for all seniors of the Medical School. The Board was also very active in the area of faculty-alumni relations, liaison with the MAA. The meeting was then turned back to President Ken Glaser who asked Dr. Arling, President of the Medical Alumni Association to come forward to receive the award. The award was a banner which indicated Outstanding Constituent Association 1968, Medical Alumni Association. Dr. Arling indicated he was pleased to receive the award but that his leadership was not involved and we had to thank the Board members of the past year.

OUTSTA
CONSTI
AWARD
MEDICA
ASSOCI

The dinner meeting was adjourned to meet in the Gold Room for the business portion of the meeting. Minutes of the Executive Committee of March 4 were approved as sent out.

MINUTE
APPROV
MARCH

An amendment to the By-laws was presented by the Executive Director who said notices of the meeting had indicated consideration of an amendment. The amendment would increase the number of constituent groups from the present limit of 19 to 25. After discussion, on motion duly made and seconded, the by-laws were amended to raise the number of constituent groups from 19 to 25.

BYLAWS
MENT T
NUMBER
CONSTI
GROUPS
19 TO

President Glaser then talked about the Association and some of its special projects. He indicated that membership for the first time this year was starting to make a comeback and had taken in more money than we did a year ago. He named the list of nominees for the Board which will be published in the April and May issues of the Alumni News. He said that Mrs. Holtzermann expressed her appreciation to the Board for the resolution passed on the death of her husband. The insurance program of this year brought in a dividend of \$17,740 which is almost double a year ago. He commended the Alumni Fund for its fine job of raising \$315,449 with 12,279 donors. He announced the fine honor that had come to Oscar Knutson - the U of M Technical Institute at Crookston had named a gymnasium in his honor on February 28, 1969. Also was discussed the health science resolution passed

PRESID
GLASER
REPORT

y the Board asking constituent groups and chapters to likewise pass the resolution. At the Spring Dinner-Seminar scheduled for April 30, 1969, Dr. Paul Cashman will talk on "Student Concerns on Campus."

He then asked the Executive Director to talk about the Alumni Office space problem. The Executive Director stated that since 1920 the University had housed the Alumni Office which had moved into their present quarters in 1940 with 1800 square feet, at that time with 4 members on staff - staff has now grown to 13 without any chance for good staff work, for storage, machines meetings, etc. The Committee surveyed what other space other Big 10 alumni association had. The University has made effort to find space for the alumni office - some 14 buildings having been considered over the years, with none turning out to be suitable. The Association for the past 6 years has been studying the possibility of an alumni center on the West Bank as a solution to the space problem. The first step was the Alumni Club at the Sheraton. Contacts were made of University schools and departments concerning the need for housing - the Medical School, University Administration, Extension, Campus Club, community groups have all been contacted on the need for this kind of facility. It was determined that there was a real need for such a facility. The Committee has been looking at possible sites but had to wait until the freeway plans were complete in order to finalize their choice of sites. Many meetings have been held with the University people, Elmer Learn, Warner Shippee, Segal-Heller people, the Harris people, with Trinity Church-Riverside Center groups. Then on January 7, the committee met with President Moos and the Vice President's on a possible University commitment. The response was favorable and President Moos indicated he would appoint a committee of vice presidents and a Regent to decide on the University commitment and what could be done on a site. Since that time the Executive Director has been in touch with Roy Lund, Joel Tierney, University attorney, and Elmer Learn. The problem is that something has to be done soon because space problems at 205 CMU are interfering with the efficient operation of the program.

ALUMNI OFFICE
SPACE
PROBLEM

President Malcolm Moos was introduced and talked about the legislature, the need for the health science program, the University maintenance program, and especially the new position money. He indicated that he supported the idea of an alumni center on campus, a place where town and gown could meet and it was an invaluable concept. He indicated that at any one time on campus there were as many as 300-400-500 transients, that the faculty of 2700 were constantly bringing in many visiting lecturers, faculty being recruited, and people coming to the campus for meetings and conferences that are now being ferried back and forth - that it would be in the best interest of the University to have an alumni center or that type of building. He then went

PRESIDENT
MOOS

on to talk about the student unrest on campus and the problem facing American campuses, the Morrill Hall incident. He said that so far the University has not had a single class disrupted or any violence or injury occur. He ended by saying he was greatly disappointed in the resolution passed by the Board of Directors of the MAA at its Winter meeting without first consulting with him. After several questions, he was thanked for his frankness and for being present for this meeting.

There being no additional business, on motion duly made and seconded the meeting adjourned.

Respectfully submitted,

FLORENCE LEHMANN

SECRETARY

by

A handwritten signature in cursive script, appearing to read "Ed Haislet", written over a horizontal line.

ED HAISLET

EXECUTIVE DIRECTOR

THE MINNESOTA ALUMNI ASSOCIATION
205 Coffman Memorial Union
University of Minnesota
Minneapolis, Minnesota 55455

Minutes
Executive Committee Meeting, April 22, 1969
U of M Alumni Club, 7:30 a.m.

Ken Glaser - President and presiding

ATTENDANCE

Members of Executive Committee present:

| | |
|------------------|------------|
| Wallace Boss | Otto Quale |
| J. Roscoe Furber | Jim Watson |
| Oscar Knutson | Howard Woo |
| Richard Kyle | Ed Haislet |

Members of Executive Committee not present:

| | |
|------------------|----------------|
| Al Heimbach | Harry Heltzer |
| Florence Lehmann | Maynard Speece |

Communications - a letter from Vice President Larry Lunden of March 25 reporting that the Memorial Resolution of the MAA in memory of J. D. Holtzermann had been presented to the Board of Regents, February 14, 1969.

COMMUNICATIONS

A letter from same of April 18, acknowledging 117 gifts in the amount of \$15,233.09 and a second acknowledging 692 gifts totaling \$12,793.88 in support of the Alumni Fund.

A letter from Harold E. Simmon and the Reverend A. C. M. Ahlen indicating support of the Alumni Association position on Morrill Hall was read.

Wally Boss, Treasurer, reported on the MAA Financial Statement for March and on the endowment fund. He indicated that no statement for March had been received on the Alumni Club. The report of the Treasurer was accepted.

TREASURERS
REPORT

The Executive Director indicated that as of March 31, excluding life, regent and complimentary members, 27% of members are on the old fee plan and 73% on the new plan. From the beginning of the new membership plan, July 1, 1967, the Association is down 1626 members or down 7%, a drop of .3% over a month ago. From the beginning of the fiscal year, July 1, 1968, membership is down 813, a loss of 3.6% - down 13% over a month ago. The down trend of alumni memberships is directly related to the Morrill Hall incident. Several life memberships have been cancelled; many people have decided not to renew because of what happened on campus. Likewise the

MEMBERSHIP

Alumni Fund for this month was low in comparison to a year ago. Again the letters and notes coming back indicate it is the Morrill Hall affair. If there is no new occurrence on campus, membership and the Fund should start up next month.

Ken Glaser asked the Executive Director to talk about the Alumni Club. He indicated that the Hotel pool will be opened for Club members at a fee of \$1 per day or membership via Downtown Swimming Club for \$10 per season. A 10% discount on hotel rooms over the weekend, starting January 1 through August 31 of any given year had been approved by the Hotel. A rental charge for Club rooms has received approval by Hotel management. The recommendation to the Executive Committee was that \$25 minimum bill for meetings at noon (food and beverage) and \$50 minimum bill for meetings at night (food and beverage) be required - otherwise a \$5 room charge. After discussion it was voted to approve the recommendation of a \$5. room charge in lieu of a minimum bill. In view of the fact that the Alumni Club is running a deficit each month there is a need for a way to subsidize the Club and recommended was that the dividends from the insurance program be used if and when necessary. It was pointed out that after September 19 the Association still has a lease of 4 years with the Sheraton-Ritz Hotel and that of the original note of \$75,000, \$40,000 will still be outstanding to the Hotel at that time and that the Association will have to find some means of underwriting any deficit that occurs and which cannot come from MAA membership dues. The only real solution at the present time would be to use the funds received from the dividend of the insurance program which this year amounted to \$17,000 and probably will amount to more in the future. The question was asked how much a deficit per year would be expected. The Executive Director indicated that at the most it would be probably \$10,000 but hopefully less.

ALUMNI C
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It was also pointed out that the Association does have an obligation to support the Club as a center of alumni activity and a service to the Association and University. It is a non-profit corporation and while the Club may be losing money the Association is making money on other activities and it has a real responsibility to underwrite the Club. Being a non-profit organization it is not supposed to show a profit. The discussion went on to indicate that probably what should be done would be to use the insurance dividend to reduce the MAA loan to the Alumni Club - at this point about \$30,000. Each year the Executive Committee could indicate a payment on the loan so that at the end of the 4 years the loan to the Association would be paid back. On motion duly made and seconded it was voted that the insurance dividend be used to offset any deficit that might occur in the Club operations and that each year if feasible part of the dividend be applied to reducing the Alumni Club debt to the MAA.

Ken Glaser then said that the Association had a proposal to extend the insurance program of the Association to Hospital Indemnity and asked the Executive Director to explain same. It was pointed out that a committee comprised of Dr. Virgil J. P. Lundquist as Chairman, Ken Glaser and Al Heimbach had met with the MAA Insurance agent of record and insurance administrator on the matter and the whole program had been presented to them and discussed. The committee felt the program a good extension of the insurance program and presented it to the Executive Committee for discussion and approval.

NEW INSURANCE
PROPOSAL
APPROVED

It was pointed out that a supplemental hospital money plan would be exclusively to MAA members and their families. It had a low cost group rate and would be a real service to members. Male members would receive \$30 per day for every day in the hospital, female members \$20 per day and each child \$20 per day with daily benefits doubled when the insured person was hospitalized due to pathologically diagnosed cancer. Rates were discussed along with other information concerning the plan. Benefits paid are income tax free, benefits received are not taxable as income. There is no examination during the open enrollment period and it would need 500 members during the enrollment period in order to put the plan in effect. The Association would receive a service fee for use of their mailing list, assistance in revision of lists and assistance in direct mail and other administrative matters. The maximum payment under the agreement of a sum equal to 10% of the gross earned premium for that policy year. Actually it means the Association won't make a lot of money from the program, and nothing the first three years, but could make anywhere from \$3,000-10,000 a year depending upon the claims in subsequent years. It was felt that the program is a real service to members, the purpose of which is not to make money but to be compensation for the use of our lists, etc. On motion duly made and seconded it was voted that the insurance program proposal of Hospital Indemnity Insurance Program be approved to go into effect as soon as possible.

The Executive Director then presented the budget principles. He indicated that difficulty had been encountered to fill the new position of Fund Director, that there aren't any fund directors available as such, that anyone selected had to be trained to the job. A person was hired in September but after six months decided that fund raising wasn't his field. In the meantime it was decided the best fund raiser available was Dennis Swan of the staff who for the last six years has been in charge of constituent groups and who in the past several years has worked with the constituent groups on fund raising and has some experience. Chet Tomczyk had been asked if he wanted to come in the office and take the constituent groups and he accepted. So the Fund job is open. For several months the Executive Director has been working with Civil Service to fill the field job. The job was only filled as of

1969-70 BUDGET
PRINCIPLES
APPROVED

STAFF
REALIGNMENT

April 21. Also during the last six months the Executive Director has been working with Civil Service Department of the University in trying to get the salary classification for Assistant Directors increased. The average for the Big 10 is \$14,000 and for the MAA about \$9500. Civil Service has been looking into the structure of the Association and as a result the Executive Director worked out a new job description, creating a new position of Associate Director. All staff jobs with the exception of Editor are at the Assistant Director level. Civil Service pointed out that this was most unusual, but probably because of the public relations involved was necessary. They felt the Fund job should be an Associate Director rather than Director and that on the alumni side such a classification would be available (and desirable). It is recommended that the Associate Director classification be put into effect for the new fiscal year with Mrs. Widseth named to fill that position as she has been fulfilling that function for several years now. Dennis Swan after a period as trainee on the Fund job will become an Associate Director for the Alumni Fund January 1, 1970.

Also discussed were new salary increases of the state employees probably 8% for the first year of the biennium, 1969-70 and 4% the second year. These raises will apply to University Civil Service positions at the University and, therefore, to the same classification of the Alumni Association. Approval of these budget principles and the new classification of Associate Director was requested. On motion duly made and seconded the budget principles as presented were approved.

Ken Glaser then indicated that Jim Watson had secured Peat, Marwick, Mitchell & Co. as auditor for the next two years. The question was raised whether the Alumni Club was a part of it. The Executive Director said no but might be included (fiscal years different). Jim Watson said if that was true he hadn't spoken about it and that would have to be cleared.

PEAT,
MARWICK,
MITCHELL
AUDITOR F
MAA

Ken Glaser said that Vice President S. J. Wenberg had called concerning the Executive Director recommending an alumni representative on a ROTC Advisory Committee and had recommended Waldo Hardell. When the news release on the committee was made, there was no alumni representative named. It was the feeling of the Executive Committee that this be called to the attention of President Moos and that alumni representation on special University committees would be valuable.

The Executive Director then indicated that ~~\$1131.61~~ ^{1129.96} from the Encyclopedia Britannica mailing would be received and it was recommended that this be applied on the MAA loan for the Alumni Club. The money to go into Supplies, Expense Equipment of the Operating Fund. This would reduce the loan of Association to the Club from \$31,256.80 to \$30,126.84. In line with the above discussion, it was so voted.

MONEY FROM
ENCYCLOPE
BRITANNIC
BE USED TO
REDUCE CL
LOAN

The Executive Director requested permission to purchase a new academic costume to represent the Association at official academic affairs and approval was given.

NEW ACADEMIC
COSTUME APPROVED
FOR EXECUTIVE
DIRECTOR

The alumni film, "The Changing University" is in the process of being filmed, that a 2 minute excerpt in sound and color will be presented at the time of the Annual Meeting, June 3. ALUMNI FILM

There being no additional business to come before the Committee on motion duly made and seconded the meeting adjourned.

Respectfully submitted,

FLORENCE LEHMANN
SECRETARY

by



ED HAISLET
EXECUTIVE DIRECTOR

THE MINNESOTA ALUMNI ASSOCIATION
205 Coffman Memorial Union
University of Minnesota

Minutes
Executive Committee Meeting
May 13, 1969, 7:30 a.m.
St. Paul, Athletic Club

Heimbach - Presiding

ATTENDANCE

Members of Executive Committee present:

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|------------------|-------------|
| Wally Boss | Otto Quale |
| J. Roscoe Furber | Al Heimbach |
| Richard Kyle | Ed Haislet |

Members of Executive Committee not present:

| | |
|------------------|---------------|
| Harry Heltzer | Jim Watson |
| Maynard Speece | Howard Woo |
| Florence Lehmann | Oscar Knutson |
| Ken Glaser | |

Executive Director indicated that the minutes of the Executive Committee of April 22 needed correction - the check from the Encyclopedia Britannica, when it arrived, was for \$1129.96 instead of the estimate of \$1131.61. The minutes were approved as corrected.

MINUTES

Letter from Vice President Larry R. Lunden acknowledging gifts transmitted in the amount of \$12,793.88 for the Alumni Fund with thanks and appreciation from the Regents.

COMMUNICATIONS

Letter from George Glotzbach, Administrator of the MAA Insurance Program in regards to the question raised by Otto Quale as to a flight policy as part of the alumni insurance package. After discussion it was decided no action would be taken.

INSURANCE

Statement received from Siena College and from the University of Pittsburgh had been sent to the Executive Committee and was discussed. They were in regard to the student unrest on campus. It was felt that these communications should be on the agenda for the fall meeting to be discussed at that time.

Communication from the M Club asking for representation to the Senate Committee on Intercollegiate Athletics as one of the alumni representatives. The Executive Director indicated he talked to the President of the M Club, Chairman of the Senate Committee on Intercollegiate Athletics and Marsh Ryman on the matter. This year the alumni representatives have not been in attendance and the Senate Committee Chairman felt they needed alumni support. The Executive Director indicated that

M CLUB

it would be possible to have the President of the Association as one member of the SCIA and the President of the M Club to serve during his year as Club President. After discussion it was the consensus of the Executive Committee that this idea was a good one. It made real sense that the President of the M Club should serve the year he is President. On motion duly made and seconded, it was voted that starting July 1, 1969, the two representatives on the SCIA to be recommended to President Moos will be the President of the Minnesota Alumni Association for a one year term and the President of the M Club for a one year term.

VOTED TO
CHANGE
ON ALUM
REPRESENTATI
ON SCIA

Wally Boss, Treasurer, reported on the April MAA financial statement which was accepted and the March Club financial statement which was accepted. The Executive Director reported on MAA membership and indicated that as of April 30, 74% of the members are on the new plan; since July 1, 1967 there has been a 6.9% overall loss and for this fiscal year beginning July 1, 1968, a 3.5% loss.

TREASURER
REPORT

Al Heimbach then asked the Executive Director to present the 1969-70 budget estimate. Income was estimated at \$129,500 and expenditures \$127,757 which is an increase of \$9648 over last year due mainly to new position changes which were approved at the Executive Committee meeting of April 22. After going over estimated income and a line by line explanation of expenditures, on motion duly made and seconded the budget was approved to be recommended to the full Board for adoption for the 1969-70 fiscal year.

MAA
BUDGET
ESTIMATE
FOR 1969
APPROVED

There being no additional business, on motion duly made and seconded, the meeting adjourned.

Respectfully submitted,

FLORENCE LEHMANN
SECRETARY

by



ED HAISLET
EXECUTIVE DIRECTOR

THE MINNESOTA ALUMNI ASSOCIATION
205 Coffman Memorial Union
University of Minnesota
Minneapolis, Minnesota 55455

Minutes
Annual Meeting
June 3, 1969

The 20th Annual Honors Presentation and 65th Annual Meeting of the Board of Directors and Membership was held June 3, 1969 at the Hotel Pick-Nicollet. There were 458 in attendance. Jim Watson presided in place of President Ken Glaser who was unable to be there because of surgery. Invocator was The Reverent George G. Garrelts, Director and Chaplain, Newman Center.

458 IN
ATTENDANCE

After a presentation by the U of M Men's Glee Club under the direction of Jerry Kieinsasser, Jim Watson introduced all recipients who in the past years had received the Alumni Service Award and Outstanding Achievement Award. There were 15 ASA winners present and 55 OAA winners, up from 36 the year before. President Malcolm Moos gave out the OAA to Dr. John Henry Aldes, '37MD, Los Angeles and William O'Shields, '32BSEd, '46MA, Cheyney, Pennsylvania; and Alumni Service Awards to Milton S. Wunderlich, '19BS, '20ME, St. Paul; Gates Hunt, '20BSEE, Cleveland, Ohio and Waldo E. Hardell, '26BSBus, Minneapolis. Waldo Hardell spoke in behalf of all the recipients. President Moos in introducing the OAA winners talked about the fine work of the Association, the importance of alumni and then talked about the U of M band that had such a successful trip to Russia.

U OF M MEN'S
GLEE CLUB
RECIPIENTS
INTRODUCED

Also Bill Anderson, Professor Emeritus, Political Science, at the University of Minnesota, spoke briefly on the fact that this was the 100th Anniversary of the actual founding of the University.

BILL ANDERSON
SPEAKS

The 65th Annual Meeting was called to order by Jim Watson and announced the results of the Board of Directors election for four year terms. Those elected were:

65TH ANNUAL
MEETING CALLED

Harry E. Atwood, '31BA, Hopkins
John E. Carroll, '33BChemE, St. Paul
Melva E. Lind, '24BA, St. Peter, Minnesota
George T. Pennock, '34BBA, Minneapolis
Carl Platou, '51MHA, Minneapolis

ELECTION
RESULTS
ANNOUNCED

At-large members elected:

AT-LARGE
MEMBERS

Ralph E. Britigan, '40ME, St. Louis, Missouri
Bryan E. Smith, '25BS, '25MS, Boston
Herman Welch, '33BSAg, Washington, D. C.
Don E. McMoore, '51BSEd, Twin Cities
Patrick J. Turner, '48BSEd, Tampa, Florida
William Carlson, '37BA, Portland, Oregon
John Henry Aldes, '37MD, Los Angeles
Jerry H. Friedell, '48BA, '51JD, Twin Cities
Jack Stromwall, '50BA, Eau Claire, Wisconsin
Fred Agnich, '37BA, Dallas, Texas
The Honorable Joseph Karesh, '29BS, San Francisco

Vice President Watson announced the newly elected officers of the Executive Committee for the 1969-70 year. The new officers are:

NEW OFFI
AND EXE
COMMITTE

President: James A. Watson, '42BA
First Vice President: Harry Heltzer, '33METE
Second Vice President: Richard E. Kyle, Sr., '27LLB
Secretary: Irene Kreidberg, '30BBA
Treasurer: Walker L. Boss, '28BSBus
Past President: Ken Glaser, '42BBA

Members of Executive Committee:

Oscar R. Knutson, '27LLB
J. Roscoe Furber, '24EE
Hermon Arnott, '24BA
John E. Carroll, '33BChem
George T. Pennock, '34BA
Carl Platou, '51MHA

Jim Watson then gave a resume of the year's activities indicating that the Executive Committee met monthly August-May. The Board of Directors held fall, winter and spring meetings. The Board authorized a second alumni movie and changed the By-laws so that all 8 alumni regions of the country were given representation on the Board to at-large memberships.

RESUME O
YEAR'S
ACTIVITI

The new membership program put in effect July 1, 1967 resulted in more memberships than originally estimated and the financial condition of the Association has been greatly improved. Alumni committees have been active.

The Alumni Fund had its best year with \$315,449 being raised from 12,279 donors. Through all channels other than the Fund, 3,031 alumni gave \$726,640 to the University so for the calendar year 1968 a total of 15,310 alumni gave \$1,441,989 to the University. The Association lent significant legislative support to the University through its legislative luncheons, delegation dinners and its legislative workshop as well as the legislative letters sent out during the legislative session.

A Homecoming luncheon was held downtown for the first time with 460 people turning out to enjoy an old fashioned pepfest rally.

There are 55 chapters in the state and 45 chapters outstate. The Outstanding Chapter of the Year Award for Minnesota went to Pope County Chapter and Detroit received the Outstanding Chapter for outstate groups. The Outstanding Constituent Group of the Year Award went to the Medical Alumni Association.

The Association's group life insurance program continues to grow and serve an increasing number of graduates. The Alumni office Space Committee met regularly and has been making every effort to find a suitable site on the West Bank to build an alumni center housing the alumni office, alumni club and sleeping rooms for 200.

The Alumni Club is ending its sixth year of operation. An alumni tour to Scandinavia-Russia 1969 received a great reception with one group of 40 leaving July 14 and a second group of 40 leaving July 21. Likewise for 1970 an alumni tour to Palma de Mallorca is planned, leaving March 15.

Through Ken Glaser, President, and National Car Rental, a second alumni film is being sponsored, titled, "Our Changing University" with excerpts from the film being shown.

Vice President Watson presented MAA citations to retiring members of the Board:

CITATIONS
TO RETIRING
MEMBERS OF
BOARD

Albert H. Heimbach, '42BBA, 1964-1969, Minneapolis
Grant Johnson, '38BSEd, '40MA, 1965-1969, Buffalo, Minn.
Edwin A. Martini, '23BA, 1965-1969, Duluth
Robert W. Olson, '38BEE, 1966-1969, Dallas
James G. Peterson, '40BAAero, '49MA, 1965-1969, Minneapolis
Otto W. Quale, '40BAJourn, 1965-1969, Minneapolis

Jim Watson then paid tribute to the fine leadership of Ken Glaser and presented to Mrs. Glaser a citation for outstanding leadership from the Board and a gift of a pen set properly engraved.

TRIBUTE TO
KEN GLASER

He then asked the candles on the tables to be lighted, lights lowered and asked the crowd assembled to repeat after him the motto on the facade of Northrop Auditorium. After this closing renewal ceremony, Jerry Kleinsasser led the group assembled in Hail Minnesota.

RENEWAL
CEREMONY

The Board unanimously approved the budget for 1969-70 year and also accepted the report of the Nominating Committee.

Respectfully submitted,

FLORENCE LEHMANN
SECRETARY
by

ED HAISLET
EXECUTIVE DIRECTOR