

UNIVERSITY OF MINNESOTA ALUMNI ASSOCIATION  
NATIONAL BOARD OF DIRECTORS MINUTES

Friday, November 17, 2006

4:00 to 6:00 p.m.

500 McNamara Alumni Center

Board Members Attending

Alaniz, Karin

Casey, Lynn

Carthaus, Marcia (by phone)

Cunningham, John

Dragseth, Ken

du Bois, Jim

Foster, Barbara

Givens, Archie

Horsager, Kent

Johnson, Susan

Kuehnast, Doug

LaSalle, Tom

Lichty, Marshall

Litton, Steve

McCartney, Sandy

McLeod, Mary

Meyer, Jan

Maine, Lucinda (by phone)

Mooty, Bruce

Mulder, Jim

Newell, Rich

Ollila, Gene

Osberg, Brian

Page, Max

Phillips, Jessica

Phillips, Mark

Resch, Jim

Schulstad, Denny

Stein, Robert A.

Stein, Robert A.

Thacker, Kip

Thompson, Paul

Tuzcu, Ertugrul

Xu, Amy

Board Members Unable to Attend

Anderson, Lowell

Calmenson, Bob

Casey, Lynn

Cheung Ho, Yvonne

Chomsky, Carol

Cracraft, Ed

Gruenberg, Karyn

Lindahl, Nancy

Meyer, Scott

Pohland, Darcy

Norman, Ravi

Reichl, Lorna

Sobotka, Suzanne

Wiese, Sandra Ulsaker

UMAA Staff Attending

Carlson, Margaret

Delvo, Mary Kay

Fisher, Diane

Kono, Chad

Isaak, Ruth

Rader, Bruce

University Guests Attending

Fischer, Jerry – University of Minnesota Foundation

Heagle, Emily - Minnesota Medical Foundation

Peterson, Donna – University Relations

Powell, Deborah – Medical School

Reasoner, Amy – University Relations

Thrane, Linda - University Relations

Guests

Senator John Hottinger and Senator Wes Skoglund

University of Minnesota Alumni Association (UMAA) National President Denny Schulstad called the meeting to order at 4:00 p.m.

### **National President's Report**

Schulstad welcomed board members and thanked those attending the November 3 social at his house, noting that it had been an excellent, informal time for the board to gather. He told the group that the printed board directories were available to pick up.

He extended a special welcome to Jerry Fischer, CEO of the University of Minnesota Foundation and also Emily Heagle, assistant vice president for the Minnesota Medical Foundation. Schulstad introduced new board member, Amy Xu, who was unable to attend the September meeting. He noted that board members Marcia Carthaus and Lucinda Maine were joining the meeting by phone.

Schulstad announced that Linda Thrane, Vice President of University Relations, will be leaving for a vice president position with Rice University. Both Schulstad and Margaret Carlson, CEO, thanked Thrane for her contributions to the UMAA and the University. Thrane told the group that a favorite part of her job had been her interaction with the alumni association. She thanked the group for their support and advice.

While viewing a pictorial power point presentation, Schulstad reminded board members of the many historic highlights that had occurred since the September meeting including the public dedication of Scholars Walk, the unveiling of the Wall of Discovery, the Football Relay and the TCF Bank Stadium groundbreaking.

### **Consent Agenda**

Schulstad directed the board's attention to the consent agenda. The items requiring action include the September 15, 2006 national board minutes, September 30, 2006 internal financial statements and the fiscal year 2006 audited financial statements.

Regarding the 2006 audit report, Schulstad informed board members that the independent auditors had noted that there were no adjustments to the financial statements presented by management and complimented the organization by stating that it is the yardstick by which other non-profit organizations should be measuring themselves. Schulstad commended Ertugrul Tuzcu, chairman of the Finance and Audit committee, Diane Fisher, CFO, and the entire Finance and Audit Committee for the excellent performance.

MOTION: Approve consent agenda items as mailed  
*APPROVED UNANIMOUSLY*

Schulstad called attention to the finance and audit, membership, advocacy and program committee reports included for board member information.

### **2006-2007 Board Development Committee**

Schulstad announced that Robert Stein, immediate past president, will chair the 2006-2007 Board Development Committee. Stein presented a proposed slate of committee members and explained that the committee will meet to discuss board leadership and suggest future members to present to the entire board at future meetings. Stein asked board members to contribute the names of individuals that they might recommend for board membership. Committee members proposed are Robert A. Stein, past president; Denny Schulstad, president; Tom Lasalle, UMAA president-elect; UMAA board members Ken Dragseth and Karin Alaniz; and Jean Fountain, Deb Hopp and Linda Mona, all UMAA members and past presidents of the alumni association.

MOTION: Approve 2006-2007 UMAA Board Development Committee as presented.  
*APPROVED UNANIMOUSLY*

### **Stadium Grassroots Fundraising /“Goldy on Parade”**

Schulstad reminded board members that they had approved further exploration of a Goldy on Parade statue project at the last board meeting. Towards that goal, he and Carlson had met with key University stakeholders, including Athletic Director Joel Maturi, University of Minnesota Foundation CEO Jerry Fischer, VP of University Relations Linda Thrane and Stadium Grassroots Fund-raising Chair Dave Mona for further discussion on the Goldy project and stadium grassroots fund-raising overall.

The following guidelines were agreed upon:

- This is an excellent concept to raise visibility and raise funds for the stadium;
- TivoliToo, the St. Paul firm that designed similar local and national projects, is an excellent vendor choice;
- In order for the project to complement the fund raising effort, it should not be introduced until the grassroots fund raising campaign begins;
- The university needs to raise an additional \$48 million; 80-90 percent of the monies need to be committed before the grassroots campaign is begun; and
- The launch of the grassroots campaign is projected to be State Fair 2007 or Homecoming 2007.

Given these guidelines, UMAA staff and volunteers will work to develop a proposal that will coordinate well with the overall grassroots fund-raising initiative. Schulstad explained that this project should not preempt the major gift-giving program which will not be complete by the 2007 Annual Meeting. Before the project is approved, it will be reviewed by the Finance and Audit Committee, the Executive Committee, and finally the full Board of Directors.

### **CEO/Staff Reports**

Margaret Carlson reviewed the current dashboard of this year's progress towards objectives and discussed the following highlights. Scholars Walk is an extremely successful accomplishment and partnership among the alumni association, the University of Minnesota Foundation, and the Minnesota Medical Foundation. Carlson noted that alumnus Earl Bakken is making a special trip to campus to see his section of the Wall of Discovery with his hand-drawing of the first transistorized cardiac pacemaker.

Carlson introduced Mary Kay Delvo, the new UMAA Advocacy Director. Delvo will staff the Advocacy Committee, work on legislative efforts with University Relations and cultivate relationships with alumni throughout greater Minnesota.

Carlson noted that increasing membership is a top priority for the alumni association. UMAA staff now present letters to all chapter and society board members, either thanking individuals for their particular type of membership or inviting them to join if they are not members.

She also told board members that she is part of a steering committee that is looking at dates and plans for Homecoming 2007 to 2009 and Beyond. Cheryl Jones is investigating a comprehensive awards and achievements program, which may become a signature event during Homecoming week.

Carlson thanked Macys for committing to be the UMAA 2006-2007 Signature Sponsor and especially Treasurer Ertugrul Tuzcu for his assistance in securing the sponsorship for the second year. She asked board members for their help in contacting other potential sponsors.

She also announced *Minnesota* magazine recently received several 2005-2006 Publishing Excellence Awards from the Minnesota Magazine and Publications Association. They are Gold for Overall Excellence, Silver for Best Overall Design, Silver for Best Single Cover, Silver for Best Feature Article and Bronze for Best Feature Article.

### **UMAA Branding Update**

Carlson introduced Bruce Rader, Senior Director of Marketing and Membership. Rader reviewed the status of UMAA's brand development project. Research results from the strategic planning process, interviews with key internal and external stakeholders and surveys of alumni members and non-members have yielded results on what alumni feel are important activities for an alumni association and revealed certain themes that are prevalent in the research results. From this background, Rader said that the brand team, composed of UMAA staff, had identified a brand platform consisting of three main messages, advocacy and support for the University, alumni access to the University and sustaining pride.

The next step will be to implement the brand platform through all UMAA communication vehicles. Through a contact from board member Karyn Gruenberg, Rader will be discussing the project with a General Mills creative group that does pro bono work on projects such as this.

### **2007 Legislative Overview**

Donna Peterson, associate vice president for government and community relations, told the board that 2007 is a biennial budget year. The university submits a budget to the Governor. This is incorporated into the budget that he will be submitting to the legislature by the middle of January. After that, the budget is studied by various committees. The main components of the University's budget are the overall biennial request, the Biomedical Sciences Research Funding Authority request, and funds for the University's basic building improvements (HEAPR). Overall, the University's message regarding the budget is that a strong university contributes to the quality of life for citizens and the state of Minnesota.

### **Biomedical Sciences Research Funding Authority**

Mary McLeod, Advocacy Committee co-chair, introduced Deborah E. Powell, M.D., dean of the Medical School. Powell thanked the group for their support of the Biomedical Sciences Research Funding Authority request. She said that the University's medical school is the only public medical school in the state and graduates 220 physicians per year. A large number of alumni are physicians or in related medical professions. She told the group that the medical school is an important part of US medicine, responsible for important 'firsts' such as the first open heart surgery and the first implantable heart device resulting in the medical device industry. Because of current research at the university medical school, a cure for diabetes is possible, cystic fibrosis patients are living longer and there is progress towards a cure for Alzheimer's disease. Medical research grants bring in \$190 million annually to the University. To sustain this type of progress, it is necessary to keep and recruit top-notch faculty. The medical school must be confident in offering space and equipment when recruiting.

The current bonding process is so lengthy that windows of opportunity in recruiting are lost. The University is breaking ground soon for a new research building funded by the last legislature. However, another will be needed in two years. Powell affirmed that the funding authority concept is an investment in the future.

Bruce Mooty, Advocacy Committee co-chair, thanked Powell for her remarks and presented a resolution of support for the University's overall biennial budget and the Biomedical Sciences Research Funding Authority on behalf of the UMAA. After reviewing the language, board members endorsed the resolution (attached).

MOTION: Approve resolution related to the state biennial request 2008-2009 as attached.

*APPROVED UNANIMOUSLY*

Schulstad then welcomed State Senators John Hottinger and Wes Skoglund, telling the group that they both had graciously agreed to participate as board members role-play how best to communicate with legislators. Board members Mary McLeod and Bruce Mooty each demonstrated a one-on-one session with each legislator.

The exercise helped define helpful strategies such as being precise when visiting with your legislator, shortening your message for those that already support your position, identifying yourself as a constituent and making sure you have experts contact the legislator with any information that he or she requests that you do not know. The two legislators said they appreciated personal stories and letters, sincerity, and a clearly-defined message.

Following the exercise, Schulstad adjourned the meeting at 6:00 p.m.

Submitted by Ruth Isaak  
Executive Assistant  
*for*  
Ertugrul Tuzcu, Secretary-Treasurer

UNIVERSITY OF MINNESOTA ALUMNI ASSOCIATION

RESOLUTION RELATED TO  
STATE BIENNIAL REQUEST 2008-2009

WHEREAS, the University of Minnesota Alumni Association supports advancing the University's goal to be one of the top three public research universities in the world, and

WHEREAS, the University of Minnesota Alumni Association urges the state legislature to fund the 2008-2009 biennial budget request as a partnership of excellence between the state and University for the good of all Minnesota citizens, and

WHEREAS, strong biomedical sciences are key to the University of Minnesota becoming one of the top three public research facilities in the world, and

WHEREAS, funding of the biomedical sciences will cement the state's commitment of being a leader in biomedical research, and

WHEREAS, establishment of an authority will provide predictability in funding needed to recruit top research talent, and

WHEREAS, the Biomedical Sciences Research Facilities Authority is unique, visionary and essential to the long-term success of the University of Minnesota and the state of Minnesota.

THEREFORE BE IT RESOLVED, that the University Of Minnesota Alumni Association Board Of Directors urges the 2007 Legislature to approve 2008-2009 University of Minnesota Biennial Request and the Biomedical Sciences Research Facilities Authority.