



ROCKY MOUNTAIN HARVARD UNIVERSITY CLUB

Steering Committee

Meeting Minutes

January 4, 2011
6:30 pm - 8:30 p.m.
Daniels Fund Building

In attendance:

Phil Weintraub - President
Fred Ris - Treasurer
Jeff Lakey - Secretary
Diana Lawrence - Events Committee Chair
Lucy Clark - At-large Member
Douglas Dinsmoor - Communications Chair
Bill Bruneau - At-large Member
Anna Jones - Past President, At-large Member
Babette Greenwell - Speaker Committee Chair

1. December 7, 2010 Meeting Minutes
 - A. Approved unanimously on Fred's motion to approve.

2. Treasurer's Report - July 1 - Dec 31, 2010

	<u>Jul 1, 2010 - Dec 31, 2010</u>
Income	
CAC Support Contributions	385.00
Event Income	3,352.00
Interest Income	24.04
Member Dues	7,365.00
Total Income	<u>11,126.04</u>
Expense	
Bank fees	181.73
CAC Expenses	385.00
CLIMB Summer Program	275.53
Event Expense	2,916.59
Internet Services	132.50
Office supplies	68.66
Publications, mailing	
Member/Recent Member	664.21
Non-Member- all pub/mailings	1,484.39
Total Publications, mailing	<u>2,148.60</u>
School Committee Expense	56.67
Steering Committee Expense	392.64
Total Expense	<u>6,557.92</u>
Net Income	<u>4,568.12</u>

Bank balances as of December 31, 2010:

Checking -- \$8,146.05

Money Market -- \$20,090.65

Our events are showing a net income of \$435.41, representing a loss of \$15.72 on the Annual Meeting, an expenditure of \$8.80 for the Harvard-Yale telecast for which there was no income, and a profit of \$459.93 on the Holiday Party. This leaves us slightly in the black for the past two fiscal years combined; a very helpful position to be in.

The Holiday Party took in \$1,867.00, and we had expenses of \$1,407.07. We benefited substantially from the fine weather that day and evening, collecting \$510 at the door from walk-ins. Extra wine had to be acquired during the evening; had the weather been bad, I think we would have roughly broken even, as the expenses would have been reduced along with the income. Notwithstanding that speculation, I felt that the social bottom line was very much in the black. That had nothing to do with the weather and a lot to do with Diana's leadership.

During December we acquired 37 new members. Seven of these were ancillary to the Holiday Party (5 who attended, and 2 who did not), four came via the website, and 24 came in response to the mail solicitation to 165 members from 2009 and/or 2010 who had not previously renewed. One had been mailed to Charlene Coutre, and I collected one in person. The mailing also resulted in an additional \$175 for the Scholarship Fund and \$50 for the Summer Internship Fund. The mailing was particularly cost-effective. It cost us \$188.35, and netted \$1630, an average of not quite \$68 per member.

Our membership total is currently 170. At this point last year, we had 174 and ended with 219. (Quite a few came in in January due to the December 2009 mailing.) We also currently have \$983 in Scholarship Fund contributions and \$410 in Summer Internship Fund contributions. These compare with \$770 and \$370 respectively for the entire 2009-10 fiscal year.

Two new line items on this month's statement are a reimbursement to Anna for her airfare to attend the Cambridge Admissions Conference on our behalf in October, which we were able to pay because of receipt of a contribution specifically designated for CAC support.

Last month we agreed to expend no more than \$1500 in support of no more than 4 attendees at the Alumni Leadership Conference next month. Assuming we do that, we are still well-positioned to provide up to \$3000 in support of CLIMB students this summer. And hopefully we can restore our Scholarship Fund contribution to the levels (\$2000) it has enjoyed prior to last year (\$1000).

There are 103 folks who were members in 2010 who to this point have not renewed for 2011, and an additional 42 from 2009 who neither renewed last year nor this. Forty-five current members have not been members in the past three years. I will note in passing that the Communications Committee will

be recommending the formation of a Membership Committee to consider how to interpret and respond to such statistics, so I will leave it at that for this report.

Treasurer's report accepted by acclamation.

3. Schools Committee

Everything is on track for the Schools Committee, we are assigned for almost everyone that has been reviewed by Cambridge so far, and we're still getting the occasional new interviewer.

4. Events Committee

Holiday Party:

Was felt to be quite successful with 62 people attending this year. Also see comments in the Treasurer's Report above.

Global Night of Networking:

Global Night of Networking is scheduled for Thursday, January 13, 2011 at Choppers. Leslie Munoz is coordinating this event. RSVP's are low so far.

Dr. Susan Solomon Climate Change Event:

Dr. Susan Solomon will be speaking at 7:30 PM Thursday Feb. 17, 2011, at Lindsay Auditorium, Sturm Hall Denver University, 2000 E. Asbury, Denver 80210.

Harvard Beats Yale 29-29

A showing is being considered. Location needed and options were discussed, still in progress. Molly T is seeking a food donation. Dates being debated.

Monthly Speaker Series:

Babette Greenwell is leading the development of a monthly speaker series. Dates and speakers are being arranged. Susan Heitler is the first speaker and her topic is on marriage and the "Win-Win Waltz." Peter Hanson is scheduled as the second speaker. There was a discussion on speaker guidelines. Text for an email blast is being developed. This month's second blast will be on January 22nd and will include a speaking series and early speaker announcements.

5. Communications Committee

- A. Phil commended progress on the communications strategy work by Fred and committee.
- B. Fred reviewed handout and asked for feedback from the steering committee members. There are four high ranking strategies: 1) website improvement; 2) member welcome calls; 3) describing the value proposition of belonging to the club; 4) developing a membership committee.
- C. Discussion of club planning as related to communication; consideration and discussion of a volunteer to assist with marketing strategies.
- D. Douglas noted that there is a function in the Alumni Magnet website for advertising. Brief discussion of pros and cons of advertising on RMHUC website. Generally the steering committee registered a favorable response to the potential for member services and club

income developed from potential advertising revenue, although this function suggests significant involvement by a member to manage advertising processes.

6. Ivy Leadership Forum

- A. Scheduling of Ivy Leadership Conference, Jan 28-29th in Denver- Although some of the details remain to be worked out, this alumni leadership training conference for most of the local Ivy league alumni groups and that of Stanford will be an opportunity for any of us who are interested in learning from national leaders how to more successfully run our organization. Present at the conference will be Jennifer Flynn, Harvard Alumni Association's Director of Clubs, Special Interest Group, and International Affairs. She has offered to make herself available to meet with our group to provide consultation on many of the issues and challenges we regularly face. It will also be a chance to network with leaders from local alumni groups with whom we share common interests.
- B. Send ideas for agenda topics to Phil or Fred for a proposed special steering committee meeting on Thursday January 27 at 6:30 - 8:30 pm at a location to be arranged (Daniels Fund Building not available).

7. Ongoing Review of Club's 2010-2011 Goals

CLIMB Update

CLIMB (Colorado Leaders, Interns, and Mentors in Business) is looking for a commitment from us for a contribution. Discussion of how to determine our contribution amount. Anna and Bill will research further for consideration at our next meeting. Issues regarding lack of transparency of financial interactions with CLIMB and our unrepaid loan last year.

8. Future Business - topics raised during previous meetings on which there is yet to be action

- A. Proposal for new club activity (proposed actions are carried over from November meeting) - Bill will prepare an email blast blurb to see what the interest level is at this point. Need to revisit later the issues of liability.
- B. Discussion of possible involvement by former steering committee members to do outreach with new Facebook and LinkedIn group joiners.
- C. Club sponsorship of and liability for activities.
- D. Soliciting, securing, and regulating club volunteers.
- E. Secure student names for those who we want to invite to the GNN.
- F. Communicate with students about GNN (action required: secure student names)
- G. Revisit the issue of the students cleaning our files at a later time.

9. Dinner Volunteers for Upcoming Steering Committee Meetings

- A. January 27 - Fred
- B. February 1 - Phil
- C. March 1 - Lucy

D. April 12 - Anna

E. May 3 - Bill

10. Next meeting: Special meeting Thursday, January 27, 2011 at location to be arranged, 6:30 - 8:30pm.

11. Next regular Steering Committee Meeting: Tuesday, February 1, 2011, 6:30 - 8:30pm Daniels Fund Building