

**The George Washington Alumni Association**  
**Board of Directors Meeting**  
**April 21, 2004**  
**Minutes**  
**As Approved: June 9, 2004**

Members in attendance: Sylvia Benatti, Kristin Betts, John Boswell, Marlynn Brown, David Cleary, Jay Cohen, Edmond Collier, Patrick Dine, Robert Efrus, Pastor Farinas, Jeremy Gosbee, Stanley Grube, Dennis Kain (via phone), Robert Kemelhor, Issa Khozeimeh, Joseph Kiehl, Eugene Lambert, Nicole Lang, John Manning, Patrick Martin (via phone) Kristy McDonnell, Eric Mendelsohn, David Moore, Margarita Brose Orr, and Chris Young

Staff in attendance: Scott Mory, Valoree Vargo, Jason Miller, Shannon Mouton, Joe Bondi, Stacey Martin, Elaine Douglas, Lisa Kranz, Marianne Oliva, John Rosser and Kelly Williams.

Guest: Frederic Siegel, Associate Vice President and Dean of Freshmen

- Rob Efrus, GWAA President, called the meeting to order at 6:45 p.m.
- The president introduced Fred Siegel, Associate Vice President and Dean of Freshmen, to make brief remarks.
- Mr. Siegel welcomed the Board to the campus and shared his vision for the campus as the new administrator.
- The president welcomed new member, Jay Cohen, to the Board and presented him with a GWAA pin and portfolio.
- He also recognized two former Presidents in attendance, Stan Grube and David Moore
- He asked everyone to read over the minutes, and they were approved as presented.

**President's Report**

- Robert Efrus, GWAA President, presented the report.
- He reported the DC reception with President Trachtenberg went well. A few members of a local union, who are GWAA members attempted to disrupt the evening, but the president handled the situation.
  - The president asked Scott Mory to elaborate on the situation. Alumni performed large searches on the alumni community, subsequently sending e-mails to alumni.
  - The on-line community vendor, Harris, alerted us to the situation and has set up alarms to alert us if they attempt it again.
  - Harris has changed the display so the receiver's e-mail is not visible to the sender.
- He met with Board of Trustees Chair, the Honorable Charles T. Manatt, and noted his support for the organization.
- The President announced that he has been asked to serve on the search committee to replace the Vice President for Advancement. He accepted the position.
- The President requested input for the GWAA's Annual Report to be published this summer. Jeremy Gosbee, VP for Communications, will take the lead on the project.
- He asked the Executive Director to explain the MBNA proposal
  - The MBNA proposal is a "World Points" products, which rewards cardholders for using their card with points that are redeemable at a number of nationally recognized vendors.

- The additional product will enhance the current program and MBNA projects a 20% growth in new accounts because of the enhancement.
- The General Counsel's office has approved program and contract.
- The President called for a motion to approve the new product.
- Stan Grube so moved and David Moore seconded; the motion was carried by voice vote.

### **President-Elect's Report**

- Kristen Betts, GWAA President-elect, presented the report.
- She has received six completed surveys, which contain valuable data; she is expecting to receive a couple more.

### **Treasurer's Report**

- Chris Young, GWAA Treasurer, gave the report.
- The GWAA has \$75,000 worth of liabilities for the year, plus the \$45,000 for Colonials Weekend.
- The net balance for the year will be around \$175,000.
- He noted that sales of the insurance products have increased.
- He mentioned the deficit was expected because this would be an "off cycle year" due to the shift in receipts from MBNA.
- He suggested a goal for the Board be to work on reserves for future fluctuations in revenue.

### **Executive Director's Report**

- Scott Mory, Executive Director of Alumni Programs, gave the report.
- He reported the OAP staff is holding a lot events, has begun planning for new programs and developing partnerships with offices around campus in order to introduce alumni to other sectors of the university.
- The OAP budget has been substantially increased to reflect the increase of programming:
  - Treating DC as an alumni chapter with its own presidential reception at the Hotel Monaco
  - Implementing a series of student-alumni programs
  - Launching the retooled on-line community
  - Planning educational day trips
  - Adding the Annual Fund to the Office of Alumni Programs
- Four alumni grant requests were submitted for approval totaling \$4,250.
  - **Graduate Student Wine & Cheese.** This graduate student event is an attempt to combat the sentiment that GW focuses exclusively on undergraduate student life. The event was held on April 8, 2004, at Alumni House. Approximately 75 graduate students attended, information on the GWAA and Alumni Programs was distributed. GWAA volunteers were invited to attend.

University contributions	\$1000
Proposed GWAA Sponsorship	\$250

- **Senior Week Activity.** In addition to our participation in the annual tradition of the Senior Toast, we would like to host an additional event for seniors, a BBQ during Senior Week with representatives from our office and the GWAA.

Alumni Programs contribution	\$1000
Proposed GWAA Sponsorship	\$1000

- **Deposited Student Welcome Letter.** We would like to send a letter co-signed by Scott Mory and Rob Efrus to deposited, incoming students this spring, along with their first piece of GW paraphernalia, a GW window sticker for their car or residence hall room.

Alumni Programs contribution	\$1000
Proposed GWAA Sponsorship	\$1000

- **Colonial Inauguration Legacy Receptions and Giveaways.** We propose to hold a reception for alumni-parents and their incoming students at each of the five Colonial Inauguration sessions where there is a critical mass of legacy families. The event would be held in Alumni House. GWAA volunteers will be invited to attend. In addition to the receptions, we would like to offer a giveaway—such as a printed cup—at Colonial Inauguration.

Alumni Programs contribution	\$3500
Proposed GWAA Sponsorship	\$2000

- The President called for a motion to approve the grant requests.
- Jay Cohen so moved and Pastor Farinas seconded; the motion was carried by voice vote.
- He then introduced Valoree Vargo, Executive Director of Constituent Programs, to present the 2004 Colonials Weekend budget, along with a request to the GWAA for \$45,000 towards the budget.
  - She noted the budget and schedule of events represents a balance between educational and entertaining programs. The idea of Colonials Village is to consolidate several small segregated events into one large event in response to the feedback from last year.
  - The Office of Alumni Programs is contributing \$70,000 towards Colonials Weekend 2004.
- The President called for a motion to approve the funding request.
- Stan Grube so moved and Eugene Lambert seconded; the motion was carried by voice vote.
- Kristen Betts then made a funding request on behalf of Jason Chautin and the Program Committee for \$250 towards Gold Cup.
- The President called for a motion to approve the funding request.
- Issa Khozeimeh so moved and Eric Mendelsohn seconded; the motion was carried by voice vote.

### **Awards Committee Report**

- Eric Mendelsohn gave the report on behalf of the committee.
- He said a subcommittee comprised of Bill King, Sylvia Benatti, Scott Mory, Shannon Mouton and himself have been working on program statements for the awards to be ratified at the April meeting.
- He noted that planning has begun for a revamped DAAA celebration, which is now a brunch at the Madison Hotel (15th & M Streets, NW) from 11:00 a.m. to 1:30 p.m. on Saturday, May 15, 2004.
- The President called for a motion to approve the program statements.
- Sylvia Benatti so moved and Jeremy Gosbee seconded; the motion was carried by voice vote.

### **By Laws Committee**

- John Manning, Parliamentarian, gave the report on behalf of the committee.

- He read aloud the proposed amendments nos. 1, 2, 3, 4, 5, 6, 8 and 9 (see attached).
- The president called for a motion to approve these amendments as read.
- Eugene Lambert so moved and Pastor Farinas seconded; the motion was carried by voice vote.
- He read amendment no. 7 (see attached).
  - Eugene Lambert opposed the amendment, noting that the GWAA was relinquishing some power to the Board of Trustees and the university with this amendment. John Manning agreed, but noted that this was not the appropriate time for the discussion.
- The president called for a motion to approve the amendment as read.
- Pastor Farinas so moved and Kristen Betts seconded; the motion was carried by voice vote.

### **Communications Committee**

- Jeremy Gosbee gave the report on behalf of this committee.
- He noted the revamped “Colonial Cable” and the “Regional Round Up,” are regularly reaching alumni with news from OAP.

### **Nominating Committee**

- Jason Miller presented the report on behalf of the committee. Nicholas Lakas, Committee Chair, was unable to attend the meeting.
- The call for nominations, applications and information were delivered to alumni via the Colonial Cable.
- Alumni are responding and applying for positions, which are due by the end of April.
- The committee will meet in mid-May.

### **Good of the Order**

- Stacey Martin, Director of Regional Programs, reminded the GWAA about Orioles game on June 5 and Gold Cup Steeplechase on May 1.
- Robert Kemelhor, SEAS delegate, noted that area SEAS alumni have served as judges to local high school science fairs, with a reception held at Alumni House to honor the winners.
- Eric Mendelsohn, Awards Committee Chair and SEAS alumnus, said that Dean Harold Liebowitz has passed away. He had been a Dean of the School of Engineering and Applied Science from 1968-1991.
- Scott Mory reminded the GWAA about the Annual Meeting on June 9 at 6:00 p.m., which will be followed immediately by the Alumni Service Awards reception and presentation. Both events will be held on the 7th floor of the academic building at 1957 E Street.

The meeting was adjourned at 8:25 p.m.

Respectfully submitted,

Shannon R. Mouton, MVC'90  
(On behalf of Sylvia Benatti)