

**The George Washington Alumni Association**  
**Board of Directors Meeting**  
**April 20, 2005**  
**Minutes**  
**As Approved: June 8, 2005**

Members in attendance: Alex Barned, Kristen Betts, Marlynn Brown, Penn Chabrow, Jason Chautin, David Cleary, Jay Cohen, Richard Crespin, Robert Efrus, Pastor Farinas, Allan From, Marc Goldsmith, Jeremy Gosbee, Stan Grube, Mark Hughes, Stuart Kassin, Issa Khozeimeh, Joe Kiehl, Gene Lambert, Jeannie Lesko, Cameron MacKenzie, John Manning, Eric Mendelsohn, Jeanette Michael, Alan Nadel, Tejbir Singh Phool, Jonathan Pompan, Ramona Stoltz, Breanna Templeton, Sean Walsh, Chris Young

Via Teleconference: Patrick Dine and Kristy McDonnell

Staff in attendance: Amy Aldrich, Karen Ancillai, Joe Bondi, Peggy Culp, Ginger Daniel, Elaine Douglas, Laurel Price Jones, Stacey Martin, Jason Miller, Scott Mory, Anita Ponchione, John Rosser

President Kristen Betts called the meeting to order at 6:40 p.m. in the 6th Floor Conference Room of the GW Hospital.

**Special Guest**

President Betts introduced Laurel Price Jones, the newly appointed Vice President for Advancement at the University. Vice President Jones spoke to the Board, after which President Betts presented her with a gift on behalf of the Association.

Pastor Farinas moved that the minutes of the Board of Directors meeting on February 9, 2005, be approved. The motion was seconded and carried by unanimous voice vote.

**President's Report**

- President Betts acknowledged presidents of school-based alumni associations present at the meeting.
- Betts called for GWAA volunteers to attend regional events in Philadelphia and Chicago.
- The President reported that the Board had progressed toward its goal of achieving 100% participation in annual giving, having reached 80%. Betts also thanked Board Member Mark Hughes for his pledge of \$1 million to the University.
- President Betts thanked the Office of Alumni Programs for having arranged a year of exciting alumni events.

**President-Elect's Report**

- President-Elect Chris Young reported that he had met with University President Stephen Joel Trachtenberg to discuss the potential of the alumni association.
- Young also noted that he was working on the 25<sup>th</sup> reunion committee, with Immediate Past President Robert Efrus.
- President-Elect Young reported that five GWAA grants totaling \$10,000 had been given this year, and that \$4,147 in funds were still available for other alumni groups.

- The President-Elect commented that, in his term as President, he wished to work on the interaction between the Association and the school-based alumni associations.
- Young also encouraged Board members to look for matching gift programs with their employers when making contributions to the University, and highlighted other non-financial opportunities for GWAA members to give back to the University, such as by guest speaking at GW classes.

### **Treasurer's Report**

- In addition to presenting the Treasurer's report, Treasurer Richard Crespín reported on the Finance Committee's progress toward its goals this year.
  - The Committee had made progress toward reducing the Association's deficit.
  - He was analyzing options to present to the Committee in order to simplify the Association's treasury.
  - Two items were noted as part of the goal to improve the Association's financial relationship with the University. The first, the grant program, was noted to be a success. Crespín reported that the second item, the student loan consolidation program approved by the Board, had been cancelled due to legal concerns on the part of the University.

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

- Executive Director of Alumni Programs Scott Mory reported that the Office of Alumni Programs had hosted twelve events in seven cities, during the past two weeks. Recent programs included events in Dallas and Houston and a reception in Paris.
- Mory reported that the "How Do I Become A..." series was due to host its last event, focusing on how to become a commercial real estate mogul.
- The Executive Director reported he was seeking to hire two additional staff members, one for the Annual Fund and the other for regional programming.
- Mory reported that he was working with Vice President for Advancement Laurel Price Jones to increase the University's budgeted resources for alumni programming. He noted that the University currently budgets approximately \$10 per mailable alumnus, and that he wished to raise the budget to \$12 per alumnus.
- Executive Director Mory elaborated on the status of the student loan consolidation program. He reported that the University's general counsel had raised questions as to whether such a program would endanger the University's eligibility for federal financial aid funds. Mory noted that he was working to identify other ways to build brand awareness for the GWAA without impacting the Association's budget directly.
- Mory reported that the contract with MBNA for the GWAA credit card program would be up for renewal in October. He also reported that the Office of Alumni Programs was seeking proposals for home mortgage affinity programs. Discussion among the Board followed regarding ideas for other affinity programs.

### **Awards Committee Report**

- Vice President for Awards Marlynn Brown reported that the Distinguished Alumni Achievement Awards would be held on May 23, and that eight awardees would be honored at the event.
- Brown also reported that the Alumni Service Awards would take place on June 8, immediately following the GWAA Annual Meeting.

- Vice President Brown thanked the GW community for providing a strong pool of nominees from which to select award recipients this year. She also thanked the Office of Alumni Programs for its support, as well as President Betts.

#### **Nominating Committee**

- The chairman of the Committee, Immediate Past President Robert Efrus, reported that the Committee was soliciting nominees for the offices of President-Elect, Secretary and Treasurer, and that nominations were due on April 29.

#### **Programs Committee**

- Vice President for Programs Jason Chautin reported on several events and programs:
  - The GWAA basketball team had won the Capital Alumni Network (CAN) tournament by defeating the University of Maryland.
  - The GWAA volleyball team ended its CAN season with a .500 record.
  - The GWAA softball program hosted two CAN teams this year, with over 40 alumni participating.
  - The GWAA flag football team, which will begin its season in the fall, had already enrolled 45-50 alumni.
  - The Association's sponsorship of a night at the Nationals game on April 30 had sold out 150 tickets.

#### **Strategic Planning Committee**

- Committee Chairman Alan Nadel noted that the Committee's efforts had been outlined in his article in the April *Colonial Cable*.
- Nadel reported that the Committee was still examining the mission of the GWAA, the roles and responsibilities of board members, the interface between the GWAA and the University, and how to work with other alumni associations.
- Committee member Jeanette Michaels led a discussion among the Board on the roles and responsibilities of board members.

#### **New Business**

- Tejbir Phool addressed his efforts to address the needs of alumni with an interest in entrepreneurship. He reported that a meeting had been held with representatives from several University entities, including the School of Business and the Virginia Campus, to connect existing opportunities.
- Stuart Kassan highlighted the fact that the Board was meeting in the new GW Hospital and noted the high-tech educational features of the facility.

There being no further business, the meeting was adjourned at 8:37 p.m.

Respectfully submitted,



Jeremy K. Gosbee  
Secretary