

THE GEORGE WASHINGTON ALUMNI ASSOCIATION
BOARD OF DIRECTORS MEETING
FEBRUARY 8, 2006
MINUTES

Members in attendance: Sylvia Benatti, Cheryl Bolding-Gunn, Penn Chabrow, David Cleary, Edmond Collier, Alma Collier, Debby Demaree, Laura Downs, Carol Engel, Pastor Farinas, Allan From, Marc Goldsmith, Jeremy Gosbee, Mark Hughes, Stuart Kassan, Joseph Kiehl, Gerald Lazarus, Jeannie Lesko, Cameron MacKenzie, John Manning, Eric Mendelsohn, Jeanette Michael, Melissa Nachatelo, Tejbir Phool, Tony Sayegh, Breanna Templeton, Deborah Wheeler, Christopher Young

Via Teleconference: Richard Crespin, Sebastian Filgueira, Kristy McDonnell Ortiz, Alan Nadel, Ramona Stoltz, Phillip Tahtakran

Members not in attendance: Jeffrey Akman, Joseph Baca, Alex Barned, Kristen Betts, Marlynn Brown, Jay Cohen, Jeffrey Flaks, Issa Khozeimeh, Eugene Lambert, Jeff Marootian, Tamara O'Neil, Audrey Plonk, Jonathan Pompan, William Quinn, Anna Sevilla, Audai Shakour, Sean Walsh

Staff in attendance: Scott Mory, Amy Aldrich, Joe Bondi, Ginger Daniel, Cristy Donnelly, Susan Hyatt, Rebecca Leonard, Stacey Martin, Jason Miller, Mark Roberts, Andrea Stewart, Barbara Tesner, Laura Violand

Call to Order, Opening Remarks and Approval of Minutes

- President Chris Young called the meeting to order at 6:11 p.m. in the Gelman Library.
- Andrea Stewart of Gelman Library addressed the Board regarding the library's recent advancement efforts.
- Jeremy Gosbee moved that the minutes of the December 7, 2005 meeting be approved. The motion was seconded and ordered approved without objection.

President's Report

- President Young reported that the Association had received a request from the Office of Alumni Programs to provide sponsorship support for activities surrounding the men's basketball Atlantic-10 and NCAA Tournaments. Executive Director Scott Mory requested that the Board allocate \$5,000 for alumni programming during the Atlantic-10 tournament, and \$15,000 each for Round 1 and Round 2 of the NCAA Tournament. Penn Chabrow moved to accept the proposal. The motion was seconded and carried by unanimous voice vote.
- Young recognized outgoing Director of Alumni Programs Stacey Martin for her support of the GWAA and presented her with a gift on behalf of the Association.

President-Elect's Report

- President-Elect Richard Crespin reported that the group created by the Executive Committee to consider proposals for a home mortgage affinity program had completed its work and recommended that the Association approve an affinity agreement with CitiMortgage. Tej Phool moved to accept the terms of the affinity agreement as presented to the Board, subject to clarification of the interest rate benefit for alumni, and to authorize the Association president to sign the contract implementing the agreement. The motion was seconded and carried by unanimous voice vote.

Treasurer's Report

- Treasurer Pastor Farinas reviewed the Treasurer's Report with the Board.
- Farinas also reported that an ad-hoc committee comprised of himself, Penn Chabrow and Marc Goldsmith had met to consider investment options for the Association, and that this group recommended that the Association should invest in certificates of deposit. Executive Director Mory noted that he had spoken with a representative of Smith Barney, who recommended that the Association consider an investment plan in which \$200,000 would be placed in a two-year CD ladder, \$50,000 in a short-term account and an additional \$50,000 in a money market account. Mory noted that he would ask the Smith Barney representative to attend the Board's April meeting to make a presentation.

Executive Director's Report

- Executive Director Scott Mory welcomed Alma Collier, a new representative from the Graduate School of Education and Human Development, to the Board.
- Mory noted that he would present the results of the University's "peg survey" to the Board at its April meeting.
- Mory also reported that he was working on a proposal to enable online access for alumni to the library's database services.
- Mory announced that the Board of Directors would be invited to attend GW Leadership Weekend, Jun 22-24. Participants in the weekend would include the GW Board of Trustees, school advisory boards, the GW Alumni Association and executive boards of school-based alumni groups. Mory noted that the GWAA would hold a planning session during the weekend, in place of its usual retreat in August.
- Mory noted that he would soon hire a new staff member to serve as assistant director for reunions.
- Mory announced that, due to Stacey Martin's departure, the position of director of alumni programs was vacant. He added that Programs Committee Chair Audrey Plonk would represent the Association during the interview process for a replacement candidate.
- Mory reported that the University had hired Marts and Lundy to conduct a study of the Division of Advancement, and that the study had found that GW's alumni programming resources were dramatically lower than other schools used as a comparative sample. Specifically, the budget allocated to alumni programming was 25 percent of the average

amount among the comparative sample, and the funding allocated for staff was 30 percent of the average.

Programs Committee

- Director of Alumni Programs Stacey Martin, reporting for Committee Chair Audrey Plonk, thanked Plonk and Board member Laura Downs for attending recent receptions with GW President Stephen Joel Trachtenberg in Dallas and Phoenix. Martin noted that two additional receptions with the president would take place in Florida and Denver, and that Association Board members would attend both.
- Martin announced that February 15 would be designated as “Alumni Night” at the men’s basketball game, and that Board volunteers were needed to participate in the event.
- Martin also reported that a dance performance entitled “Images from Embers” would be held at Lisner Auditorium. The event was to feature a GW dance professor and was co-sponsored by the Washington Performing Arts Society.

Student-Alumni Initiatives Committee

- Committee Chairman Cameron McKenzie reported that the Dinner with Alumni program had successfully hosted nine dinners in the Fall 2005 semester, the same as had been hosted in the entire 2004-05 academic year. He noted that between 13 and 20 dinners were planned for the Spring 2006 semester.
- McKenzie announced that the “How Do I Become A...” series would host two events in the spring, with travel writer Doug Morris and Food Network personality Warren Brown.
- McKenzie noted that the DC Networking Night would be held on February 16, with time allotted for both alumni-to-alumni and student-to-alumni networking.
- McKenzie reported that the Committee had hosted a Partnership for Public Service panel, where service-oriented occupations were discussed, and that the group was planning a young alumni panel to address GW underclassmen.
- McKenzie encouraged all Board members to join the Career Advisor Network.

Strategic Planning Committee

- Committee Chairman David Cleary reported on the activities of the Committee, comprised of Cleary, Stu Kassan, Jonathan Pompan and Scott Mory.
 - The group planned to present its recommendations in several phases. First, it would outline general concepts to the Board at the current meeting, then draft specific by-law amendments based on the Board’s discussion of these concepts. Then, the group would convene a conference call to discuss the specific amendments, and finally, present the amendments for approval by the Board at its April meeting.
 - Cleary reviewed the general concepts by which it would recommend changes to the structure and operations of the Board of Directors. These provisions included:

- Extending the term of the Association President from one year to two years and requiring two years of service on the Board of Directors prior to being nominated for President;
 - Changing the status of the Immediate Past President as *ex officio* on the Executive Committee;
 - Eliminating the position of President-Elect;
 - Consolidating the Trustee Recommendations and Nominations Committees and tasking the combined committee with the duty to nominate candidates for alumni trustees and executive committee officers, and to fill vacancies on the Board of Directors;
 - Consolidating the Vice President for Education Programs and Vice President for Programs into one vice president position;
 - Establishing the term of office for all Executive Committee members as one year, with the option for renewable terms;
 - Defining the line of succession for the President as first the Treasurer, then the Secretary, and then the Vice Presidents;
 - Expanding the number of At-Large Board Members from 10 to 14;
 - Reducing the number of Mount Vernon representatives from three to two.
- Following discussion of the proposal, Marc Goldsmith moved to authorize the Committee to draft bylaw amendments, to hold a conference call to discuss the amendments with interested Board Members, and to present the amendments to the Board for approval at its April meeting. The motion was seconded and ordered approved without objection.

Old Business

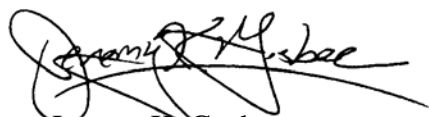
- President Young announced that 60% of the Board membership had made a contribution to the University within this fiscal year, and encourage all Board members to contribute before the end of the academic year.

New Business

- Upon a question from the floor, it was announced that Colonials Weekend 2006 would be held October 20-22, 2006.

There being no further business, the meeting was adjourned at 7:55 p.m.

Respectfully submitted,



Jeremy K. Gosbee
Secretary