

## Agenda for Mighty Hawkeye Bn Alumni Association Board Meeting

01 DEC 2015

Meeting Start Time: 7:00 pm Central

### **Directors Present**

- ✓ Brad Cook – '95  
Dave Deyak – Fmr PMS
- ✓ Steve Fredericks – '69/Fmr PMS
- ✓ Rob Hedgepeth – '88  
Todd Jacobus – '88 (Deployed)
- ✓ Dave Lewis – '89
- ✓ Luke Peters – '89  
Dave Pinter – '90
- ✓ Walter Prentice – '69
- ✓ Anthony Reynolds – '10  
Joe Rozek – '73
- ✓ Vance Stewart – '85
- ✓ Scott Stribe – '10  
Eric Winkie – '84  
Tony Wolf – '85

### **Others Present**

Joseph Poch – '09 (Director Elect)

Jeff Kueter, UIAA Director (for @ 1 hour)

1. Rob Hedgepeth called the meeting to order at 1904 hours.
2. Rob called for any conflicts of interest and none were noted.
3. Minutes of the regular board meeting of 03 NOV 2015 were unanimously approved on a motion by Steve Fredericks and a 2<sup>nd</sup> by Brad Cook.
4. Information Updates:
  - a. Finance Committee:

Jeff Kueter, UIAA Director, was present to answer questions and provide information on how the UIAA can assist the MHBAA. This discussion lasted a little over an hour and was very informative.

Jeff said that he wants the UIAA to reach out to smaller groups and clubs and assist them in maintaining contact with their members. Jeff said that the MHBAA is exactly what the UIAA is hoping to do with other groups. Jeff's main questions for the MHBAA were, what do we want to do and if we want to do other stuff what, when and where?

Jeff said that there are different structures for the UIAA to handle money. One is an account for Students (scholarships); one is an account for alumni (operating expenses); one is a hybrid of the two. It would depend on how we want to operate our money and choosing one option doesn't

preclude us from changing. Jeff stressed that the UIAA can help create any type of organization we want.

Jeff gave an example of the Scottish Highlanders and the I Club in DC. The UIAA manages most of the money for the Highlanders and dispenses it to them for their annual event. The DC I Club has their own separate account for social events and still has the UIAA hold money in a scholarship account.

Jeff said that if we wanted to create an endowment that the UI Foundation would be the best organization to assist with that. If the MHBAA wanted to create a yearly scholarship the UIAA could certainly assist setting that up and creating parameters for a scholarship. Jeff stressed that we still have control of our money.

Dave Lewis brought up the point that the MHBAA could work a dual approach; create a yearly smaller scholarship while working toward an endowed scholarship.

Luke and Joe stated that they wanted to make sure that the MHBAA had input on where the scholarship money went since the ROTC department consists of a small group of the overall UI student body. Jeff said that the UIAA would structure any scholarship requirements however we wanted. Jeff also cautioned, and recommended, that the MHBAA should not be in the process of selecting the scholarship winners because that could create bad blood among members if there was a conflict of interest. He said that he saw this first hand in the DC I Club.

Jeff said that any required financial reporting depends on our legal structure and that we would have to do reports for any money we control. The UIAA can do reports for the money they are tracking, usually at no cost to the MHBAA.

Jeff said that he is not interested in making money on the MHBAA. He wants to engage the alumni and wants the MHBAA to encourage our members to join the UIAA. Any charges for service would be negotiated in advance and be fair.

Rob asked if the UIAA would be able to collect MHBAA dues in conjunction with yearly UIAA dues. Jeff said that they currently don't do a lot of that but he likes the idea and would explore it if we wanted to.

Dave asked about Life Memberships for MHBAA. Jeff said it can be looked at but he doesn't like the idea because operating costs increase over time. Jeff said that a \$25.00/\$30.00 yearly due would get us a good start on capital.

Jeff said that most clubs sell "stuff" and that those clubs manage that on their own. The UIAA is looking to expand their merchandise but the issue is on the backend (i.e. who is dealing with the orders, inventory, returns, etc.). Jeff can help with the storefront on a website. Another issue is with licensing and trademarks but the UIAA can help with that.

Jeff said that he has people that can help us with a web page linked to the UIAA page. They do the hard work on setting it up but we are the content providers.

Jeff also stated that he has a team that tracks all alumni. He said we could draw off of that data in order to find and attempt to contact more alumni. We could work with them to set the parameters on how to find alumni specific to ROTC.

After Jeff left the call there was a short discussion among the board members. Luke and Anthony said that we should align ourselves with the UIAA. They provide many services that we could tap in to and we can start with short term goals, otherwise we are going in circles.

Rob asked the Finance Committee to prepare a recommendation for the board at our next meeting. Any additional questions from board members should be sent to the Finance Committee.

All previous questions that were submitted to Jeff are attached to the end of the minutes.

b. Budget Committee:

Joe Poch briefed: the committee needs to sit down face to face and set goals for the budget. The committee needs to figure out what to set aside for endowment, non-endowed scholarship(s) and an operating budget.

c. Outreach Committee:

Luke Peters briefed:

- i. Survey – surveys sent to 438 alumni; 37 responded to date.
- ii. Alumni Roster – excel spreadsheet of 438 known alumni completed. It will be updated as the surveys come in. Once the surveys are in Luke will forward the list to the department.
- iii. Post Sponsors – Luke made contact with Pat O’Connor (’09) about the post sponsorship. Pat is currently at Ft. Benning attending RASP and will then go back to Ft. Carson and PCS to Ft. Lee for the Advance Course. Once Pat is settled Luke will reach back out to him. Once the survey is finalized Luke will also reach out to other alumni that want to volunteer as sponsors.
- iv. Newsletter – Luke will publish a newsletter after the survey is finished. It is anticipated that we will publish 2-4 newsletters a year to keep alumni informed of MHBA and department activities.

d. Social Networking Update (Facebook/LinkedIn).

We are seeing a slight increase in traffic on the sites. There are currently 140 likes on Facebook and 56 on LinkedIn. We need to keep encouraging traffic.

e. Department Updates:

- i. Staff Updates.  
No Update
- ii. Alumni Color Guard. (AAR)  
The Alumni Color Guard was well received with the football program. There was a lot of good press including from the big-Army PAO. Dave Lewis said it was a great experience and hopes this can continue and more alumni can be involved. Jeff Adams (ROTC Alumni) was recognized as the veteran of the game.

- iii. Game Ball Ruck. (AAR)  
No Update.
  - iv. 100<sup>th</sup> Anniversary Celebration.
    - 1. On 5 FEB 2016 the wrestling team is sponsoring a military appreciation night during their match with Indiana at Carver Hawkeye Arena. The department will be holding a contracting ceremony during the match. MG (r) Leuer and COL (r) Steve Banach will try and provide video comments. LTC Buettner is trying to get free admission for Military ID holders, worst case \$8.00/ticket. Current plans: 200 free ROTC/Wrestling T-Shirts, videos from Leuer and Banach, Contracting ceremony during intermission, and general military recognition. Luke also stated that ROTC Alumni Roland Kane ('84 or '85) was also a Hawkeye wrestler and will pass his name on to the department.
    - 2. Luke provided the following ideas (these will be passed to the department):
      - a. Swearing in ceremony for the fall contracting cadets at either the Sep 3<sup>rd</sup> (Miami [Ohio], also Fry Fest) or Sep 17 (NDSU) games. The Sep 10 game is vs. ISU (Game Ball Run). It might be good to spread events out if possible.
      - b. Recognize the oldest living ROTC Alumni at a game.
      - c. Fall Dining Out/Military Ball.
      - d. Veteran's Day Football Game (likely vs. Michigan on Sep 12). Mass recognition of ROTC Alumni, Alumni Color Guard, Golden Knights jump in either the game ball or coin (or both). Joe has a friend that is a former Golden Knight and will look into the process of getting the Knights.
      - e. Governor's Proclamation. Should be in conjunction with the ISU and UNI departments. Should include PMS/Cadre, Current Cadets and Alumni from all schools. Rob will take this to MG Orr, TAG Iowa, to start the process.
      - f. After the meeting Luke received an idea from Kyle Kolthoff ('89) about putting on a 5k run around the campus. This could become an annual event and a great fundraiser for the MBHAA.
  - v. Leader Wall at IMU. (AAR)  
Ceremony went well. LTC Buettner has MG Leuers' framed certificate. We hope to widen the net next year for nominations.
  - vi. Military Ball 20 Feb 2016 – Sponsor a Cadet
    - 1. The department is seeking an alcohol waiver for the Mil Ball.
    - 2. Luke will reach out to the department to see how they want to work reaching out to the alumni for donations to offset the cost to cadets.
  - vii. The department needs to nominate 2 ROTC grads for the ROTC Hall of Fame. The department may reach out to the MHBAA for recommendations.
5. Other Items.
- a. New Business:
    - i. Luke will send out the "2016 Conflict of Interest" forms for the board to complete by the next meeting.
    - ii. Rob thanked our two outgoing board members, Joe Rozek and Eric Winkie, for their support and service as charter members to the MHBAA. Rob specifically recognized Joe for his contributions to the board.
    - iii. Dave Lewis made a motion (2<sup>nd</sup> by Luke) that once the MHBAA has coins made that Joe and Eric be given a coin. The motion passed unanimously.
  - b. Review schedule for next meetings.
    - i. JAN 5, 2016, 7:00 pm Central.

ii. FEB 2, 2016, 7:00 pm Central.

6. At 2051 hours Luke made a motion to adjourn; Dave Lewis provided a 2<sup>nd</sup>; the motion passed unanimously.

/////Signed\\\\\\\\

Luke A. Peters

Secretary

Mighty Hawkeye Battalion

Army ROTC Alumni Association (MHBA)

Attachment to 1 DEC 2015 Minutes  
Questions/Answers For Jeff Kueter, UIAA

1. What other examples of managed organizational accounts similar to ours can Jeff discuss? Can he provide copies of written procedures, etc?

We have a few examples of oversight of organizational accounts; the Dance Marathon Alumni Group gave the Alumni Association funds to cover their expenses as needed; the Scottish Highlanders have their own fund at the UI Foundation which provides reimbursement to Alumni Association for expenditures made on their behalf. The Iowa Clubs have been encouraged to develop their own operational accounts to improve the efficiency and flexibility of their day-to-day operations. Many of those Clubs maintain accounts with the Alumni Association too – to deposit scholarship monies or to direct those interested in making tax deductible contributions to them.

2. What periodic (monthly?) documentation is provided regarding this account?

The reporting structure could be developed as needed and desired. The organizations pace of activity on both the income and expense side would dictate how often you would need reports.

3. What is the cost to the MHBAA for the Alumni Association serving as our “bank”?

I’m not particularly interested in charging you much beyond a nominal fee to cover staff time for the reports you desire. I am much more interested in having MHBAA encourage its constituency to become members of the Alumni Association and to have the Alumni Association work with you on the various events and activities you wish to produce, some of which might be monetized.

4. What recommendations does Jeff have for how we should handle membership dues?

Our Iowa Clubs can charge dues and those that do self-manage that process. I did it for years with the Washington DC Iowa Club. For simplicity’s sake, I’d set a calendar date when all memberships need to be renewed and everyone is required to pay then. We charged \$25 per year and had a clearly articulated case for what that investment returned to the individual. Our Iowa Club was not a tax deductible charity (we were a 501(c)(7), and so those dues did not accrue tax advantages to a member; those seeking that were directed to make their gift to the Alumni Association and direct it towards our account there.

5. What are examples of how other organizations sell, manage, ship, and collect payments for merchandise?

Nearly all of our Iowa Clubs and other affinity groups produce merchandise for sale or give-away. They also charge for events and profit some off those. For example, we are working with the Student Veterans Organization, via our new Alumni Veterans Group, to produce shirts for the ruck

march the students will host during Veterans Day week. Extra shirts will be sold by the student org and via the web to the public.

6. Would the MHBAA have a web page linked in with the UIAA page?

Yes, I envision a page(s) similar to what we provide other affiliated groups – see [www.iowalum.com/UIVA/index.cfm](http://www.iowalum.com/UIVA/index.cfm) or [www.iowalum.com/debate/](http://www.iowalum.com/debate/) for two of our most recent groups.

7. Who would administer that page?

UIAA staff would administer the page but your group would provide the content for it. You would have access to my staff's editorial and design skills when content is posted.

8. How long would we be able to keep "archived" material (i.e. meeting minutes, newsletters, etc.) on the site?

Likely as long as you like. There are best practices when it comes to keeping websites fresh and vibrant that we would advise and recommend you adhere to. But, if there's a desire for an archive function, I am certain that can be arranged.

9. What charges are associated with the maintenance of the website?

So long as MHBAA encourages its alumni to become contributors to the Alumni Association, you won't be charged for the website.