

## Class of '70 Officers' Meeting January 28, 2012

Participants: Connie Ferris Meyer, Murem Sakas Sharpe, Carole Peck Fishman, Kathy Cornell, Gail Post Wallis, Jeff Haber, Bill Wallis

Guest Classmates: Marty Stuart Jewett, Leane Werner Dicker, Cathy Hogan, Don Noveau, Phil Batson

Visitors: Lynne Conway (Director, Class Programs), Lauren Morgenstern (Associate Director, Class Programs), Kathy Davis (Administrative Services Manager), Touchdown (The Big Red Bear)

Missing: Sally Anne Levine, Randy Kamen, Cynthia O'Malley, Sandy Schorr, Paul Vizcarrondo, Martin Tang, Beth Treadway, Lynn Girolamo Burke, Steve Poliakoff, Tom Newman

Connie opened the meeting by welcoming the guests and thanking everyone for their attendance. With seven members present, there was a quorum. As there were no changes to the minutes of the last meeting, they were approved as distributed.

Open Officer Position: At the last meeting the Vice President, Affinity Groups vacancy was discussed and Toby Marion had been proposed as a candidate. Connie reported that Bill and Martin Tang had contacted Toby, and he had agreed to accept this position. Carole moved and Gail seconded a motion to formally elect Toby to the position, and the motion passed unanimously. Connie expressed thanks to Toby for agreeing to fill this important role.

Treasurer's Report: Carole distributed the attached summary of the Class finances and reviewed the following points:

- The 2012 budget shows 3 major expenditures for funding the Class legacy (scholarship fund, art fund, and Big Red Bear endowment). There are issues with the Big Red Bear endowment, to be discussed later on the agenda.
- The Class treasury is assessed for the Cornell Alumni Magazine in July and September, based on the results of the annual membership solicitation. This year a new version of the generic approach, called the "Ezra Plan", has been proposed by Alumni Affairs & Development ("AAD") as a way to reduce the cost of the membership campaign.

- The University is implementing a new financial system, which they planned to offer training on at CALC, but it is not ready yet. Carole expects to receive training in the next few months.

The scholarship fund was discussed. It wasn't known how the amount to be allocated to the recipient is calculated, and Carole agreed to research this. Most do not know anything about the recipients, so Connie agreed to get a brief summary for posting on the Class website as information becomes available each year.

Connie has received the following instructions regarding the Account Numbers for the Class of '70 Scholarship fund and Art Fund for classmates that choose to can designate their contributions to them instead of the general fund:

You can make gifts to the Class of 1970 Art Purchase Fund and/or the Class of 1970 Scholarship Fund by going to Cornell's secure giving website: [www.giving.cornell.edu/give/](http://www.giving.cornell.edu/give/) or by calling 1-800-279-3099. Please indicate the portion of your gift that you want to give to our scholarship fund by using the fund number 112322 and indicating "Class of 1970 Scholarship." Please indicate the portion of your gift that you want to give to our art purchase fund by using the fund number 0000553 and indicating "Class of 1970 Art Purchase Fund." You can also make your gift by check made out to "Cornell University" and mailing it to: BNY Mellon Lockbox 223623, Cornell University, PO Box 535267, Pittsburgh, PA 15253-9874. Please indicate the designation of your gift by using the fund numbers set forth above. If you have any questions whatsoever, you can call the 800 number listed above and a Cornell Annual Fund staff person will be glad to help you.

This will be posted on the Class website with a "Contribute Now" button offering people a choice of funds. Cathy Hogan agreed to speak to Rich Glick on what can be put in the annual fund-raising letter and/or on the Pledge Card as far as specific Class named funds are concerned, and to verify that contributions to Class named funds are considered contributions to the Cornell Fund.

Affinity: The AAD five-year class plan does not have any activity scheduled for this second year in the cycle. Bill reported that Toby has already been in contact with Paul Cashman '73 who developed the process many classes use for encouraging attendance at reunions. Based on the session at CALC led by Paul and others, Toby should have some co-chairs to share the workload.

This will be discussed with Toby. Cathy Hogan reported that AAD has been working to digitize freshman dorm records as another possible affinity group.

Missing Classmates: Bill reported that the use of FaceBook posts hasn't had an impact, and at this time the number of missing classmates is increasing as people retire, move and their work email addresses are cancelled. Cathy reported that Jeff Weintraub '91 has had good success finding his missing classmates, and may be willing to share what he found to be effective. Bill will contact him. One possibility we'll investigate is a double post card, with an easy to fill out half that can be returned with updated information. Another possibility is to divide the list of missing classmates among the officers and have each research 30 – 40 names.

Communications: Murem reviewed the FaceBook and Twitter sites that have been set up. The need is to drive more traffic to them. One way will be via the widget on the new Class website.

Website: Jeff reported that the new website is 2/3 done. The need is for content, to start and regularly update the site. Attached is a matrix developed last year by Murem, Jeff, Connie and Bill as part of the website update effort, showing each officer's responsibility for content.

Events: This year's gathering at CALC was a success – 6 officers and 5 other classmates gathered Friday evening for a mini-reunion. See the Class FaceBook page for a picture. Sally Anne Levine was unavailable to report on the status of regional events, such as "Beatle Birthdays" as we turn 64.

Fund Raising: This was discussed earlier – see last paragraph of the Treasurer's Report.

Class Leadership: There are a number of forms AAD has developed for reviewing officer roles with a personal assessment form. Connie will request these from AAD.

Membership: Connie reported that we are a "Spring" membership (news and dues) solicitation class, and would be meeting with AAD on this year's Ezra Plan the next morning. Phil raised a

question as to whether he was counted as part of the total for magazine subscriptions, which impacts the column-inches allocated to the Class notes space, since his wife gets the magazine and he is a non-subscription dues payer. Connie will investigate this.

### New Business

CACO's Bill Vanneman '31 Ivy Award Fund: The Class has been approached to participate with other classes in creating a scholarship for student athletes. There were two strong concerns expressed by those present, including the guests: singling out athletes does not seem appropriate, and the Class is already giving significant support through our Class of '70 scholarship fund and our support of athletics through the endowment of the Big Red Bear.

Carole moved that the Class provide a \$1,000 gift to join with the other classes. There was no second. Bill moved to decline to participate at this time, and Murem seconded. The motion carried. If a persuasive argument is made in the future, we will still have the option of contributing.

Big Red Bear Endowment: At the May 21, 2011 Officer's meeting it was agreed that the Class would endow the Big Red Bear club which is such an important part of building school spirit. The amount of the endowment the Officers had approved had originally been proposed by the Athletic Department. The funds would be used to support recruiting club members, cleaning and repairing the bear costume, provide bags for the costume's transportation and storage, skate rentals so the students could practice skating wearing the costume as they do at hockey games, and replacement of the costumes when they wear out.

However, as a formal agreement was being discussed we were informed that the Trustees of the University have mandated that all endowments have a minimum of \$100,000 with no exceptions. This is far more than the \$22,500 we had agreed to and can afford from the Class treasury.

Based upon further discussion with the Development Office, we identified 3 possible solutions to the problem:

1. Add \$22,500 to the existing Class scholarship endowment and "repurpose" it for both scholarships and funding the Big Red Bear club. This would not meet the \$100,000 minimum (our scholarship was created in 1995, prior to the mandate).
2. Add \$50,000 to the Class scholarship endowment to increase it to \$100,000 and repurpose it for scholarships, supporting the Big Red Bear and something else.

3. Create a whole new endowment of at least \$100,000 by asking classmates to contribute to the endowment as part of the reunion fund-raising effort in 2015. This would support the Athletic department, with specific funding for the Big Red Bear club and any other activities we identified.

The Development representative we spoke to agreed to investigate the feasibility of these options for us.

It was also suggested we take the \$22,500 from the Class treasury and set up an external endowment on our own, but there was concern whether we could achieve the same returns as Cornell's investment fund.

While discussions are continuing, Murem moved that we cover current expenses of the Big Red Bear Club for this academic year, up to \$1,000. Gail seconded the motion, and it carried.

[NOTE Following the meeting, Kathy, Gail & Bill met with the Assistant Vice President of Development. He had been briefed by his representative and rejected the first two possibilities listed above. He suggested we donate the \$22,500 to the University's current account, to be disbursed for Big Red Bear expenses over the next 20 years or so. We rejected this as not being a true legacy, something our classmates' grandchildren would see and recognize as the work of their grandparents. He then said we should go raise the \$100,000 for an Athletic department endowment for the Big Red Bear and possibly the cheerleaders or band or some team uniforms. We asked if we could have some go to the Big Red Bears, some to scholarships and some to our Art fund, but he said it is not possible to have endowments split over university departments. Further discussion among the officers and with the university is necessary.]

Next Meeting: The next meeting via conference call is scheduled for Saturday, May 19, 2012 at 9:00 AM Eastern time to allow the members from Hong Kong the opportunity to join if possible.

Connie thanked everyone for their continuing support of Cornell and the Class, and for participating in the meeting. The meeting was then adjourned.

