

MEETING MINUTES

MAY 15, 2009

CALL TO ORDER AT 1:05 PM

Attending: Dr John Longenecker, Dr Michael Hall, Dr Rena Sawyers, Dr Camille Reagan, Dr Erin Van Veldhuizen, Nick Anthony, Timothy Gunn, Yissel Lingenbrink, and Monica Rawlinson

Phone: Dr Vincent Scheffler, Dr David Hardison, Dr Kayce Frye, Dr Scott Garber

Absent: Dr Fabrizio Mancini, Dr Gilles Lamarche, and Scott Phillips

Alumni Association President's Report: Dr John Longenecker

- Review & Approve Meeting minutes from March 6, 2009.
 - Minutes from March 6, 2009 were approved by board.
 - Dr Longenecker is reenacting meeting protocol by approving the minutes from the prior meeting. From this point forward minutes will be reviewed in the following sequence.
 1. Minutes recorded at meeting by Office of Alumni Relations staff member
 2. Reviewed by Director of Alumni Relations within two business days following meeting
 3. Director of Alumni Relations forwards draft copy to Executive Committee who has 48 hours to provide feedback.
 4. Once approved by Executive Committee, Office of Alumni Relations to publish to www.parkercc.edu/alumniassociation for members to review.
- The Executive Committee voted on April 28, 2009 to pay \$5000 of the \$25,000 pledge for the Intern Lounge. One additional payment of \$5000 needs to be made by March 15, 2012.
- Also during the April 28 Executive Committee meeting a \$1000 donation was made to the Dr James W Parker Museum Renovation. The Parker Alumni Association will be listed on a special engraved plaque recognizing all museum contributors.

Treasurer's Report: Dr Erin Van Veldhuizen

2008/2009 Fiscal Year report

- Year to Date Expenditures \$11,124.51
- Year to Date Profit \$21,028.24
 - \$1,000.00 Donation to the Dr Parker Museum Renovations
 - \$5,000.00 Paid towards the pledge of \$25,000 for the Intern Lounge.
 - The updated profit amount with these 2 donations is approximately \$15,000.00
- Dr Longenecker stressed that we are one of the few organizations who will pay off their pledge early.

ALUMNI ASSOCIATION MISSION STATEMENT
TO PROMOTE THE PARKER PRINCIPLES OF SERVICE AND SUCCESS
FOR THE BENEFIT OF HUMANITY

- Dr Hall asked about the endowment fund and how it is progressing. Tim mentioned that this fund was in Wachovia bank which has since closed. It was recently moved to a new bank and still handled by the college's Business Office.

<u>Membership Report</u> by Timothy Gunn	2009	2008
○ Annual Members	291	370
○ Annual Honorary Members	286	365
○ Lifetime Members	175	163
Total Association Membership	= 752	898

*March 2009, is our biggest membership month to date with 132 members. Tim thanked Dr Garber for getting 2 new Lifetime members at Parker Chicago, Dr Don MacDonald and # 168 Dr Stephen LaFay.

*New Member Recognition - #163 Wade Taylor '03 of Nevada, #164 John Sparks '98 of Oklahoma, #165 Santo Fera '99 of Canada, and #170 Robert Coolbaugh '94 of Texas. The 10th Small Business application came in today, Up and Open Imaging out of Richardson, TX.

Office of Alumni Relations update: Timothy Gunn

- Event Updates
 - Oklahoma (April 15)
 - We had about 13 graduates with about 30-40 total in attendance. We were hoping for double that amount. Tim recognized Dr Sparks with his Lifetime plaque as well as acknowledging Ultimate CA, the Sparks' owned business, as a Small Business member. Dr Lepien and her associate doctors called alumni in the area to invite them to the event, however many of those who RSVP'd with them didn't show up to the event. Dr Van Veldhuizen sold alumni merchandise at the event.
 - Tim emphasized the great connections which occurred at the event. There were a few prospective students who came with our graduates.
 - Chicago (May 8)
 - Tim told the board that it was a small group with about 16 alumni and 40-45 people total. Tim again thanked Dr Garber for getting 2 new Lifetime members for the association.
 - Colorado (June 20)
 - This is a family friendly alumni event with attendees paying a small fee to offset the cost of the gathering. Colorado Rockies vs Pittsburgh Pirates, game starts at 6:30pm and the dinner is at 4:30 in the picnic area. The tickets are \$25/adult. Dr Scheffler will be attending the event. Tim said all alumni planning to attend will be encouraged to wear their clinic t-shirts to the game and there will be scoreboard recognition for the group.
 - White Coat Ceremony (May 22)
 - Drs Sawyers and Van Veldhuizen will be attending the ceremony on Friday from 5:30-7:00pm. Tim asked them to stop by the office to pick up merchandise before 4pm on Friday.
 - TCA Luncheon (June 13)

ALUMNI ASSOCIATION MISSION STATEMENT
 TO PROMOTE THE PARKER PRINCIPLES OF SERVICE AND SUCCESS
 FOR THE BENEFIT OF HUMANITY

- We are having a luncheon at the TCA convention in Austin. Dr Lamarche may be in attendance at the event. It is going to be from 12-1pm at the Sheraton Austin hotel. Dr Hardison mentioned that he is not attending TCA but may go there to attend the event.
- Dr Parker Museum Renovation Opening (Wed June 3 @ 12:30pm)
 - This will be approximately a 20-25 minute ribbon cutting with a tour of the newly renovated museum. Tim asks for board member presence at this event since the association is one of the donors for the museum.
- After Hours program request for applications – Yissel Lingenbrink
 - Dr Homero Cavazos '08 and Dr Paul LaBreche '08 – APPROVED
 - Tim and Yissel visited their clinic in Plano, Structure Chiropractic. It is very accommodating to the community and aesthetically pleasing. They will talk about how to get started without going into massive debt and cost saving measures. They are both honorary members and the date set for their event would be May 26. Dr Hall they practice very differently and this would be our first visit with alumni fresh out of school going into practice. The students may enjoy hearing from recent graduates.
 - Dr John Lehrer '94 – APPROVED
 - Tim and Yissel were impressed with the amount of community involvement his clinic does, many spinal screenings and patient education. His clinic is located in Carrollton. Dr Lehrer has a large staff at 6, who are very knowledgeable. He has a very large clinic at 3500 sq ft, looking to add a satellite office and associate in the near future. He is a 2009 annual member. The focus of his visit is patient and staff education. Dr Reagan likes that he will talk about staff training, since there hasn't been much said about that yet. The date of his visit is set at June 17.
 - Dr Elizabeth Taylor '96 - APPROVED
 - Dr Taylor is a repeat host, she plans on talking about hiring associates and when to lease out space, things to stay away from. She had 2 associate DCs with her who have since moved on to start their own practices. Her visit will take place on June 25.

Committee Reports

- Finance & Scholarship: Dr Erin Van Veldhuizen, *Chair*
 - Recent meeting – March 26, 2009 Status Report of tasks:
 - Begin selling promotional items at white coat ceremonies
 - Drs Sawyers and Van Veldhuizen will do this at the upcoming ceremony. Dr Sawyers will sell and Dr Van Veldhuizen will promote.
 - Host a Faculty Luncheon to increase awareness of and participation in the association
 - Dr Van Veldhuizen was at the pancake breakfast last month and feels that the students may not know if we are members of the

ALUMNI ASSOCIATION MISSION STATEMENT
 TO PROMOTE THE PARKER PRINCIPLES OF SERVICE AND SUCCESS
 FOR THE BENEFIT OF HUMANITY

alumni association. She helped with the scantrons at finals and the faculty really liked that. Dr Van Veldhuizen thinks that the luncheon and scantron at finals will be a great idea.

- Dr Sawyers suggested talking to the faculty senate to find the areas where they need the most help.
- Dr Reagan that if we have the faculty, we can get the students. Dr Sawyers thinks that we should show recognition and show that we care about the faculty.
- Create a list of benefits for the students
 - Nick Anthony stated that the binder and card dispensers are great, the students will love both. He stressed we need to make sure the students know they have to go to the Alumni office to sign up. He suggested changing the name of what their membership will be, thinking “student alumni” doesn’t fit. Tim said we want to keep the names as “Student Member” to remain consistent with Annual Member and Lifetime Member. Dr Hall said we need to make sure the students who join get involved.
- Determine lowest possible financial contributions from a Corporate Member who is a Parker Seminar Sponsor.
 - Tim said this topic has not been fully addressed and came from Dr Lamarche: The minimum we could accept from seminars for a corporate membership. Dr Longenecker mentioned how difficult getting a corporate sponsor will be if we have to reply upon Parker Seminars. Dr Reagan suggested accepting \$2500 for each, a plaque and spot in the coupon book is all the cost we would have. Tim suggested sitting down with Seminars, showing them our goals and how they can support us. If the board provides them with their goals the seminar team may see opportunities for collaboration.
 - Dr Hall mentioned Parker Seminars is geared more towards doctors and we have the opportunity to be seen by the students. He said Corporate Members would be exposed to the students, faculty and staff making the campus more aware of products and getting involved much earlier.
 - Dr Reagan said we should set an amount from the sponsorship \$1500/\$2500 since we cannot approach them personally for the memberships; we can take a cut from the sponsorship amounts.
 - Dr Van Veldhuizen suggested creating a package deal for new members and Parker Seminars. She asked about having recognition at the seminars for the sponsors if they are also a Corporate Member? Tim said this would be a question for Dr Lamarche. Dr Reagan suggested having something to recognize them at the Parker College booth.
 - Dr Sawyers said we shouldn’t sell ourselves short on getting the full \$5000 for the membership. Tim asked the committee to

ALUMNI ASSOCIATION MISSION STATEMENT
TO PROMOTE THE PARKER PRINCIPLES OF SERVICE AND SUCCESS
FOR THE BENEFIT OF HUMANITY

determine the 2010 membership fee for corporate membership and individual members. They may want to consider decreasing the corporate membership fee for 2010.

- Dr Hall said that when the alumni association can be autonomous, we will be able to grow and do much more.
- Dr Garber talked about having a tiered package for our business membership. The different levels could encourage more to join. Dr Reagan suggested a 3 level set up: small business – mid level – corporate level. Dr Garber said that each level would have different exposure. Tim said that these are great ideas, but more substantial benefits are needed. Currently the size of the company is the only way we differentiate between the small business and corporate members, the benefits are not much different.
- Dr Garber said we should base the memberships on exposure, not the size of the company. Tim suggested finding great benefits or take away benefits from the small business members. Dr Van Veldhuizen said that we will talk about it on the committee level.
- Dr Hall asked the board about talking to companies about corporate membership. He is hesitant to bring it up because he is unsure what companies are already involved with Seminars. Dr Garber agreed saying that he hesitates because of the Seminar restrictions as well. Dr Longenecker said that we cannot solicit for corporate membership, but if the company approaches you about it, it is alright to proceed. Tim told the board to please talk with Dr Lamarche about any companies and to copy him on the communications.
- Dr Garber asked about having Parker Seminars or Parker Share become a corporate member? Dr Hardison said that the money will be going to the same place.
- Dr Sawyers suggested asking Dr Lamarche for a list of companies they are currently working with.

○ Task List

- Discuss the price for corporate membership and association dues fees for 2010.
- Discuss the tiered membership level and finding benefits for the tiered business membership or take away benefits from the small business members.
- National Alumni Involvement: Dr John Longenecker, *Chair*
 - Recent Meeting – April 14 at 7:45am Status Report of Tasks:
 - Identify new areas of Texas, including DFW
 - Dr Longenecker said that there needs to be social clubs so the alumni can network.
 - Dr Van Veldhuizen asked if there are any candidates for DFW and where in Texas are we planning on looking. Dr Longenecker said

ALUMNI ASSOCIATION MISSION STATEMENT
TO PROMOTE THE PARKER PRINCIPLES OF SERVICE AND SUCCESS
FOR THE BENEFIT OF HUMANITY

that we are not actively searching in DFW for representatives right now, we haven't really pursued north Texas. The areas in Texas where we would like to have a representative are: Houston, Austin, East and West Texas.

- Research potential ways to fund future regional events
 - Dr Longenecker talked about finding ways to have the alumni take over in funding events in their areas, for example have everyone pay for their own dinner. Colorado will be the test to see if this will work to help fund in the future.
- Special Assignment: Bylaws – Dr Rena Sawyers, *Chair*
 - Recent Meeting April 9 at 7:30am with Jesse Green Status Report of Tasks:
 - Discussion and changes to the Bylaws from Dr Sawyers
 - Associate Lifetime Membership had to be consistent with associate members: not being able to vote or hold office
 - Election of Directors
 - The new board members were previously elected by the alumni board, but it was determined the association members should have to vote on new directors. Tim reminded everyone the Nomination Committee is responsible for verifying a persons ability to be placed on the ballot.
 - Executive Committee
 - The Executive Board will again be called the Executive Committee.
 - Committees
 - A detailed description of all standing committees will be placed in the bylaws to provide consistency. Dr Sawyers said it is important to have the standing committees listed with their goals; no ad hoc committees will be listed because the topics of ad hoc groups will vary.
 - Association dues amount will be left out of the bylaws so the amount can be adjusted, if necessary.
 - Removing a director with good cause
 - Jesse said we cannot arbitrarily decide to vote off a board member, there needs to be just cause.
 - Informal action by unanimous consent
 - If a majority vote was needed on something when a board meeting was not near.
 - Meetings by Telephone conference
 - Conflict of Interest
 - Tim to send the current form to Jesse for review
 - Ballot
 - Sending out the bylaw changes and board candidates in early June with a deadline of July 1.

ALUMNI ASSOCIATION MISSION STATEMENT
TO PROMOTE THE PARKER PRINCIPLES OF SERVICE AND SUCCESS
FOR THE BENEFIT OF HUMANITY

- Dr Sawyers thanks Jesse for all his help, she believes the bylaws are understandable and read very well now.
 - Dr Sawyers asks the board if there are any questions.
 - Dr Reagan asked about the student membership name change. She suggests “Honorary Student Members.” Nick said that it is an appropriate term. Dr Longenecker said there should be a distinction when using “honorary.”
 - Dr Sawyers motioned to call the student membership “Honorary Student Membership.” Dr Garber seconds and it is approved by board.
 - Dr Reagan then asked about changing the name of Lifetime membership. She said the Lifetime membership doesn’t go to the annual fund and since they are a member for life, some feel that there is no need to give anymore. Tim said they could become a Corporate or small business member. Dr Sawyers said the branding is already in place for the Lifetime Member, and we shouldn’t change that. She suggests sending out a letter to all Lifetime members asking for a donation.
 - Dr Sawyers motioned to accept the amendments to the bylaws. Dr Hall, Tim, and Dr Frye second and they are approved by the board.
- Special Assignment: Nominating – Dr David Hardison, *Chair*
 - Status report of tasks
 - Dr Hardison said we have received 5 applications from Drs Reagan, Hall, Longenecker, Cavazos and Maloy. He has contacted Dr Marty Ray and Dr Steven Brooks to see if they would like to be reconsidered, but has not heard back from them. Dr Van Veldhuizen contacted Dr Lesa Ansell and Dr Ryan Knight; both want to be placed on the ballot. Drs Hardison and Van Veldhuizen have until June 1 to contact all candidates.
 - There are 7 applicants for the ballot.
- Special Assignment: Resolutions – Dr Camille Reagan, *Chair*
 - Status Report of Tasks
 - Nothing to resolve

Old Business

- No report

New Business

- Potential candidate(s) to fill vacant board seat
 - Dr Van Veldhuizen suggests having Dr Mary Warren fill the seat. Dr Longenecker asks if anyone else has a candidate. Dr Reagan suggested Dr Homero Cavazos. Dr Cavazos completed his application to be considered for a full term and is going to be on the upcoming ballot.

ALUMNI ASSOCIATION MISSION STATEMENT
TO PROMOTE THE PARKER PRINCIPLES OF SERVICE AND SUCCESS
FOR THE BENEFIT OF HUMANITY

- Tim said Dr Warren has been on the ballot 2 times and knows she has the passion to serve. Dr Longenecker said we want board members to show up and to give back to their alma mater. Dr Van Veldhuizen mentioned that Dr Warren did a second after hours visit when the students requested one and it totally made her day to do so. She is very eager to serve.
- Dr Van Veldhuizen motioned to have Dr Mary Warren fill the vacant seat. Tim seconds and is approved by the board.

Meeting adjourned at 2:33 pm

Future board meetings:

- *June 12*
- *July 10*
- *September 12 – Planning Session*
- *November 13*

Meetings are held in the JWP Conference Room