



University of Colorado Medical Alumni Association
Meeting of Board of Directors
November 6, 2006

Present: R. Buchanan, D. Dreitlein (phone), L. Fisher, L. Foley, M. Goodwin (phone), D. Gordon (phone), J. Hanson, R. Harvey, G. Hickman, S. Iyengar (phone), E. Kapler, H. Matthews, L. Perry, C. Petersen, R. Rymer, D. Scott, B. Wilson

Guest: Celia Kaye (SOM Faculty), John Farrington (MD 52), Edward Kinzer (MD 52), Angela Lee (CU Foundation)

Staff: W. Reoch, A. Kapp

Absent: N. Alsever, M. Bartlett, J.J. Cohen, J. Courtney, R. Krugman, A. Sambunaris, J. Tennant, A. Waldbaum, C. Winter, J. Zimbelman

Call to Order

Meeting was called to order at 5:40 p.m. Introductions were made around the table and by telephone. Dr. Petersen welcomed our two new board members, Lisa Foley and Barbara Wilson, representatives for the Class of 2010.

Approval of minutes

Minutes were approved without comment.

President's Report

Christine Petersen noted the recent death of David Mills (MD 57) from Monument. The board sent a sympathy card and flowers/plant to the memorial service. John Farrington (MD 52) agreed to fill the vacancy on the board and Dr. Petersen asked the board for their approval. Motion approved unanimously. She thanked Doug Scott for presiding in her place at the August meeting and noted that Doug Scott had agreed to serve the Association as President-elect. Dr. Petersen asked for the board's approval of her final slate of officers: Doug Scott – President-elect, Max Bartlett – Finance/Treasurer, Matt Goodwin – Past-President. Motion approved unanimously. Dr. Petersen read the minutes of the Executive Committee (attached) and submitted them for the record into the proceedings.

December 31 marks the end of terms for three members of the board, Jerry Hickman, David Gordon and David Dreitlein, and they were each recognized and thanked for their service to the Association. A glass award was presented to each and will be mailed to those members not able to attend this presentation.

Dr. Petersen also thanked Dr. Gordon for his recent gift to the Association, via the transfer of stock. She noted that stocks or securities transfer are an additional way to support the Association and its fundraising goals and/or the School. Wende Reoch thanked Dr. Petersen for a recent gift she made and noted the gift was matched by Dr. Petersen's employer – a great way to increase one's gift. Dr. Petersen suggested checking with your company to see if they have a matching gift program.

Dean's Report

Dean Krugman was not able to attend and Senior Associate Dean, Celia Kaye, MD, PhD, provided a report in his place.

She began her report by noting that alumni are important and carry an important message of advocacy and support for the School, health care and higher education. The University intends to use every opportunity in the coming legislative session to reverse the trend of the previous 5 years in which State funding for higher education has been cut, in fact cut disproportionately compared to other public institutions. This negative trend in funding has had a deleterious effect on students (higher tuition) and the School's ability to recruit high quality students. NIH grants provide a substantial part of the School's budget and they are flat. Research funding is flattening. She urged that alumni to be the School's advocates and tell the School's story to others. The HSC Ambassador program, an electronic advocacy network for alumni, is a great way to stay on top of issues and receive timely information. Wende said she would email the sign up link to all board members and that an ENewsletter (to all alumni) would contain the same sign up invitation.

On a positive note, she mentioned the gift from the Charles and June Gates Family Foundation to fund a Stem Cell Biology and Regenerative Medicine program. The \$6 million commitment to the School of Medicine is comprised of \$2.5 million for an endowed chair and \$1.75 million for specialized laboratory equipment. An additional \$1.75 million was offered in the form of a challenge grant to fund portions of up to seven discipline-specific programs. The specialties are for heart/congestive heart failure; liver disease; vascular disease; neurological diseases/Parkinson's and Alzheimer's; type 1 diabetes; blood diseases/leukemia, and cancer. Dr. Kaye asked board members to share this philanthropic opportunity with fellow alumni or others who may be interested.

She noted that another opportunity for alumni to become involved is to participate in the Mentored Scholarly Activity project. A description of the program was sent to board members via email in the Dean's Weekly Message (10/30/06). Anthony Kapp reminded everyone that the messages are posted on the alumni website.

David Gordon recommended the School and the CU Foundation establish a formal, coordinated campaign plan to promote these giving opportunities and use all the tools of communication available to reach alumni (Silver & Gold banquet, reunion events, *CU Medicine Today*, the web site) about these efforts.

Regarding the HSC Ambassador program, John Farrington suggested the Colorado Medical Society has a vibrant/strong lobbying program and he offered to research how to connect with CMS to coordinate/strengthen our efforts.

Committee Reports

Finance Committee

Max Bartlett was not able to attend. Wende noted that he is working on a several proposals that he will present to the membership subcommittee or board as a whole for action in the near future. Wende presented the finance report in his absence. She noted that expenditures and income were on track for the year.

Larry Fisher reported for the membership committee that the peer-to-peer solicitation campaign – members of the board or class representatives personally ask their classmates to join – was underway. He asked that members look at the two reports prepared by the alumni office staff (Wende and Anthony). One is a dues comparison over the course of the past ten years and the second report was the initial performance report for the peer-to-peer solicitation campaign. Both noted that the campaign was in the early stages but that the response so far was promising. They noted that most responses would come in before the end of December. A good deal of discussion ensued regarding membership and ways to

improve. Interested parties were asked to meet after the meeting to discuss and the membership committee will bring back proposals/action items to the board at the next meeting.

Reunion Committee

Matt Goodwin and C. Petersen reported that the Reunion Retreat had met and selected the Denver Museum of Nature and Science as the venue for the 2007 Silver & Gold banquet and Stem Cell Research as the umbrella topic for the Alumni Weekend CME. M. Goodwin will work with Wende and the CME office to pull that program together. They also reported that the Class Representatives attending the meeting had agreed to add a fundraising aspect to the banquet by including a request for an additional voluntary donation to the Medical Alumni Association's Scholarship Fund. The board approved this idea.

Awards Committee

Jerry Hickman, Outgoing Chair of the committee, noted that the action of this committee is in January and there was no report to make at this time. The alumni staff noted that nomination requests had been mailed and were posted on the website. Two nominations have been received and those submitted (but not selected) in the previous three years are still active for consideration by the committee. Dr. Petersen noted that Dr. Hickman had agreed to stay on the committee for the month of January to assist with the transition to a new chair. Asaad Mubarak (MD 62) has tentatively agreed to Chair the committee pending his election to the board this December 31.

CU Med Today Committee

D. Gordon reported that the magazine was out and he posed a question to the board, "Is the magazine a powerful tool for the Association and the School? If so, then how can we stretch that impact?" He suggested the board, and the school which provides the financing, consider increasing the frequency, perhaps making the magazine smaller (less pages) in order to do so. He suggested we send it electronically (it is currently posted on the alumni web site). Dr. Gordon also asked for help from the board with content – suggest ideas for future issues, or write articles. He suggested that the issue of reimbursement be explored in an upcoming issue.

Angela Lee offered the comment that she thought the magazine was a powerful tool for cultivation and getting the message about the School out to alumni and potential donors.

Another board member (Barbara Wilson or Lisa Foley) suggested that a more obvious fundraising and membership message be included in the magazine other than the insert in each issue. Larry Fisher suggested the membership message be a profile of a member along the lines of "Why I joined..." and Wende and Anthony will work on creating this for the spring 2007 issue.

Nominating Committee

No report.

Student/Alumni Committee

Heather Matthews reported that the first event was well received. About 30 students attended and three alumni - Ted Clarke (MD 69), Grant Miller (MD 69) and Dan Bessesen (MD 82) participated as panelists. A survey was taken and the response positive. The students did ask for more alumni participants – 4 to 5 per session and a wider spread of ages of alumni. Next event is Women in Medicine on 11/14 and Heather is working on coming up with more topics from the students for events in the spring.

Outreach Committee

D. Scott reported that the alumni reception in Seattle on October 29 had about 35 attendees total, 10 or so alumni and the rest family, friends or faculty attending the AAMC annual meeting. D. Gordon attended and reported that it was a nice event, the Dean spoke about move to Fitzsimons.

ad hoc Alumni-Heritage Center (formerly Red Cross) Committee

C. Petersen reported she is bound and determined to move this project forward. She suggested that the board consider the 125th anniversary of the School in 2008 as a big fundraising opportunity for the Alumni-Heritage Center. She suggested the board start thinking about holding a big gala fundraiser, inviting former faculty, etc.

She also noted that the alumni office had been making the background connections with the Red Cross community, members of the community who were interested in historic preservation and with the Architecture School at UCD, which has a historic preservation program. A representative from the program has been to tour the Red Cross building with Wende and Noel Copeland, the UCDHSC Resident Architect. She will present the proposal to work on the project and report to Wende before the end of the year.

Student Representative Reports

Class of 2007 is setting up interviews from Nov – Jan now that the Dean's Letters have gone out (Nov 1). Both Elisa and James are working with the alumni staff to promote the HOST program to their classmates.

Class of 2008 is on rotations.

Class of 2009 were enjoying the new curriculum getting ready for the transition in early March and setting aside that month to take boards.

Alumni Office Report

Wende noted that she was leaving her position at the end of the year to pursue personal goals and that it has been her pleasure and privilege to work with the members of the board and the alumni of the School. A search committee has been formed and Doug Scott has agreed to serve as the alumni representative to that committee. A national search will be held to fill the position.

New Business

C. Petersen proposed that the board hold a retreat for the purpose of bonding and improving teamwork. The Alumni Office offered to cover the cost and suggested a downtown Denver cooking school, which holds weekday evening sessions that use the backdrop of cooking lessons to impart team-building lessons. After some discussion, it was agreed and the board asked Wende to look into possible dates to offer the board in January or February.

Angela Lee provided an update on the Classes of 55-56-57 Endowment. A recent gift, made in the memory of one of the classmates by his son, has brought the contributions very close to their goal of \$100K. The Tri-Classes intend to announce the completion of the goal and the first scholarship recipient at the May 2007 Silver & Gold banquet.

Edward Kinzer reported on the Class of 1952 Endowment as the representative of that Class Committee. Each year, the CU Foundation and the Class Committee will report on the status of endowments to the Association's board. Dr. Kinzer noted his class intended the gift as means to express, in a tangible way, their appreciation and gratitude to the School for their education, because their education enabled them to have a rewarding career and life. He noted that the National Council of Economic Advisors has shown that for each year of education, a 5-10% increase in income.

There were three goals of the Class of 1952 Committee when mapping out their strategy for the fundraising:

1. Anonymity (focus on the class as a whole, not individuals and to encourage participation and giving at any level that was comfortable to each classmate),

2. They would not solicit, just inform,
3. They would use the power of compounding interest and keep the fund intact 100 years from their graduation date.

He reported that the fund was on track. As of this date \$1.5 million in the fund and the expected worth in 2052 would be over \$30 million.

He posed the question, "What if every class did this?" He offered to give each class, starting with 2011, a \$10K starter gift (seed money) in the name of the Class of 1952 in order to begin raising the funds to create their own endowment. He noted that the CU Foundation would need to bend its rules to change its policy of minimum endowment levels (currently \$25K). Angela Lee offered to take his idea to the Foundation and report back to the board and Dr. Kinzer.

Unfinished Business (None)

Meeting adjourned at 7:45 pm.

Next meeting is Feb 5, 2007 at the UPI Building, Lilly Marks Conference Room, on the Fitzsimons campus.

Respectfully submitted,

Wende Reoch
Secretary pro tem