

**Alumni Blue Band Association
Board of Directors
CONFERENCE CALL
Sunday, January 06, 2002
MINUTES**

Participants: Dick Ammon, George Cerminara, Abby Diehl, Kelli Ferek, Curt Harler, Mark Heckel, Catherine Hodges, Clarence Hodges, Bill Rote, Bill Rubert, Lee Shaw, Tom Range, Ned Trautman

Not Participating: Hubie Haugh, Sean Smith, April Strong

Abby Diehl welcomed new board members Kelli Ferek, Catherine Hodges, and Bill Rubert.

Minutes

Curt Harler moved to accept the minutes with no amendments, and Ned Trautman seconded the motion. The motion passed unanimously.

THON solicitation

Abby Diehl updated the board on the THON solicitation, which was to be sent to ABBA members by Eric Marlow, the Blue Band's THON fundraising chair, prior to the holidays, and included a cover letter written by Abby Diehl. The solicitation was not sent out prior to the holidays, and Abby will check with Karen regarding the status of the solicitation so ABBA members have ample time to respond. THON takes place the weekend of February 22.

ABBA database

Abby Diehl updated the board on recent progress made on the ABBA database. The Penn State Alumni Association has two Blue Band-related "codes" that can be assigned to Blue Band alumni – one is a student activity code recognizing that the individual participated in the marching band, and the second is a recently created "alumni activity code" recognizing the individual as eligible to join ABBA. The Alumni Association pursues address corrections quite aggressively, and the result is that the Alumni Association's database is more accurate than ABBA's. Tom Range pointed out that when the newsletter or other items are mailed to ABBA members or to all Blue Band alumni, hundreds are returned to the Blue Band office as "undeliverable." The solution, then, was to receive address corrections from the Alumni Association's database and input these into ABBA's database.

Joyce Hoffman, Director of Alumni Relations for the College of Arts and Architecture, obtained from the Alumni Association a list of alumni with the Alumni Blue Band activity code. Tracy Weaver, an employee in Joyce's office, was given a "loaner" laptop to take home over the holidays and the ABBA database was downloaded onto it. Arrangements were made to pay Tracy \$8 per hour to find discrepancies between the Alumni Association's list and the ABBA database and to input changes into the ABBA database. This took her more than 40 hours over the University's holiday break. The result is that the ABBA database should be considerably

more accurate. In the future, ABBA need only obtain a list of address corrections over the period of time since the last update. For example, when mailing ABBA's January/February/March newsletter in February, we need only obtain a list from the Alumni Association of all those with the alumni activity code who provided the Alumni Association with an address correction since December, when we last obtained a list.

Online directory

There was a brief discussion of ABBA members being able to look up information about other ABBA members. Kelli Ferek mentioned that perhaps a password-protected online directory could be developed. The directory could sit on the ABBA website and ABBA members would be given a password in order to access it, much like Alumni Association members are given a password to access the *Football Letter* online. The board then discussed whether or not ABBA would have to obtain permission from each member before posting information in the directory. It was suggested that in the future, a check box appear on the ABBA membership application saying either "I do not want my information to appear in the online directory" (allowing people to opt out) or "I want my information to appear..." (allowing people to opt in). The merits of each approach were discussed. The board requested that Abby Diehl ask the Alumni Association how, or if, they obtain permission from alumni to post their information on their online directory.

Kelli suggested that if the online directory is not technologically possible, ABBA members could include an extra \$5 (or other appropriate amount) with their Homecoming registration if they wanted to receive a printed directory.

Memorial guidelines

The board discussed the memorial guidelines as presented by Mark Heckel. Lee Shaw said that he had presented the issue to several other Blue Band alumni, all of whom felt that ABBA should not be a "support group" and should only send cards to the families of deceased ABBA members, not donations. Lee suggested that information about Blue Band alumni deaths be posted in the newsletters, with accompanying information about addresses to send cards, flowers, or memorial fund donations, but that ABBA itself should not send flowers or donations. Ned Trautman reminded the board of Dr. Bundy's caution against setting precedent by making donations or sending flowers to families of deceased Blue Band alumni.

Tom Range suggested a yearly donation by ABBA in the name of all Blue Band alumni lost in that year.

As a result of the discussion, three motions are on the table:

- 1) Mark Heckel's original proposal: ABBA sends flowers or memorial donations of no more than \$50 value to deceased ABBA members (motioned by Mark Heckel, seconded by Bill Rote);
- 2) ABBA makes an annual donation to a Blue Band scholarship fund in the name of all deceased Blue Band alumni for that year (motioned by Curt Harler, seconded by Bill Rubert); and
- 3) ABBA sends a card to deceased ABBA members and posts information about deceased alumni in the newsletter (motioned by Lee Shaw, seconded by Curt Harler).

Richard Ammon requested that Abby Diehl find out from the Alumni Association approximately how many, and what percentage, of its alumni pass away each year. This will enable the board to determine what the approximate cost would be for ABBA to send donations to deceased Blue Band alumni each year. It was also suggested that Sean Smith and his constitution review committee examine the constitutionality of each of the three proposals. Mark Heckel agreed to summarize all three proposals and send the draft to the board for further consideration and for a brief discussion and voting at the next meeting.

Pep bands

On December 30, approximately 25 ABBA members played in a pep band at the Lady Lions' game vs. Ohio State. The pep band was a great success and will become an annual event.

Lee Shaw reported that a Blue Band alumna contacted him with an interest in setting up a metropolitan Washington, DC pep band. Lee is in the process of obtaining a list of Blue Band alumni in the metro DC area from Joyce Hoffman.

Ned Trautman will contact Joyce Hoffman to obtain a list of Blue Band alumni in the Erie area. There is additional interest in starting up a pep band in the Philadelphia area.

It was suggested that Abby Diehl forward a copy of the previously written pep band guidelines to the board.

Postponed agenda items

Two agenda items, constitution review and the ticket exchange program, were postponed until the next meeting due to the absence of Sean Smith and Tom Range, respectively.

Next meeting

The next ABBA Board of Directors meeting will take place on Sunday, April 14, 2002 at 9:00 a.m. at University Park (specific location TBD).

The meeting was adjourned.