

**NIU Alumni Association Meeting  
12 September 2019  
7-8 pm**

**218-339-6463 Passcode #4400**

**Participants:**

**Christal Archibald '14, President**  
**Tom Van Wagner '94 NIU Liaison**  
**John "Hank" Bailey '14, San Antonio Network**  
**Marie Hayden '16 New York Network**

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**SUMMARY:** Approved July and August minutes, the latter with one amendment. The 2020 draft budget is still under review, with another chance for review during the 10 October meeting. The Board welcomed Maria Hayden, the volunteer lead for a Greater NYC Alumni network.

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**Meeting Notes:** President Christal Archibald '14 opened the meeting at 7pm by welcoming all participants on the line. The Board welcomed MSgt John "Hank" Bailey from San Antonio, Texas as he joined in on the call.

**Approval of Minutes:** The Board unanimously approved the minutes for the July and August meeting, the latter with one correction, to wit: LTG Karen Gibson is no longer the CENTCOM J2. Since April, she has been the Deputy DNI for National Security Partnerships (<https://www.dni.gov/index.php/newsroom/press-releases/item/1981-new-deputy-dni-of-national-security-partnerships-joins-odni>).

**II. REPORTS**

**Budget Report**– No budget report.

**Membership report** – No membership report.

**LinkedIn report** – Breakthrough from "Lucky." See Lucky email. Christal to acknowledge Lucky in the next alumni communication.

**Volunteer Report** – 3 volunteers. One from July, one from August. Two new ones from recent email. We need to tweak the way the NIUAA website forwards volunteer offers. Recommended holding a separate call between Amber, Tom, Christal and Matthew to discuss

**New York Network: Marie Hayden '16** –First meeting. Works in private sector, but misses the networking. List of alumni in the NYC area would be helpful. Got together with Mike Richter, and someone named Miranda reached out as well. So it is a network of 3 right now. Maria inquired into getting more NIUAA members located in the NY-CT-NJ region. In response, Christal explained some of the barriers to sharing such information that might be at play. Notwithstanding these barriers, the NIUAA Executive Board is looking at ways to pass names to Marie to keep building the network.

Follow up with Mike Edgerton and Matt Arbor. (tw) ACTION

**Texas San Antonio Network:** MSgt Hank Bailey briefed the board on some of the activities he's engaged in to help build the San Antonio network, including setting up a facebook page for NIUAA Texas, and making contact with fellow alumnus Steve Venezia who has made contact; he is in the unit with General Zoppi (army connection). There was also mention of Col Robert Rameriz '99 (Vice Commander of the USAF Training Wing at San Angelo). MSgt Bailey reported there are currently approximately 7 alumni in the network, with an eye toward either monthly or quarterly meetings. Tom pointed out the respective networks should grow and have events in an organic manner.

**8th Annual NIU Homecoming Brunch**—SUNDAY, 3 NOV, 1030-1300, Fort Myer, Arlington, VA.

Keynote speaker is Deputy Assistant Secretary of State for Intelligence Policy and Coordination Annette Redmond, Class of 1996. Cost is \$45/person. Plus 1s welcome. Register at:  
<http://bit.ly/NIUAA8thHomecomingBrunch>

**Tampa Network:** Reporting for Frank Figg '05, Tom Van Wagner noted the "Burger Burn" is on for next Friday, 20 September. Tom briefed the board on the great model currently in place in Tampa, where each current student is assigned an alumni mentor and it seems to be working very well, according to the Campus Director Chris Marshall '97. In order to foster continued alumni-student connections, the Tampa Network had requested the Board monetary support to host a "burger burn" networking luncheon at CENTCOM during September for current students, staff and local alumni (the NIUAA Executive Board approved \$200.00 during the August conference call).

### III. BUSINESS:

#### A. Old Business: On-line Merchandise store.

Tom Van Wagner provided an update on the Follett's on-line store initiative, stating that Follett's is ready to go, final details of how to process any proceeds from the store to the NIUF was being decided. The store is expected to be open for business between mid-October and Halloween 2019

#### B. New Business –

AA President Christal Archibald '14 put together a proposed budget for 2020 (below, in grey) based off of this year's (FY19) numbers. The NIUAA Executive Board submits these estimates of expenses to the NIUF Board of Directors for inclusion as expense line items within the **NIUF FY20 Proposed Budget**.

Tom Van Wagner remarked that this is the time when it would be helpful for us to know what spend and what we brought in during the current year. The AA "ask" would be strengthened if we had at hand what our net was in 2019, which he believes was a net positive. Our strongest position would be to be a cash positive experience for NIUF in the net balances.

Calculate ballpark revenue numbers for FY2019. (tw) ACTION

Total FY20 Estimated Budget = \$4,500 (\$1,000 + \$3,500) = \$4,500  
\$250 to generate a high resolution NIUAA logo suitable for marketing purposes;  
\$750 for marketing materials NIUAA Network Leads will hand out at events.  
\$3,500 to support 15 events, which could be broken down as follows: Four events—Northern VA

Network (NOVA is aiming for one G2G dinner event per quarter); two (2) events—Maryland Network; Nine (9) events, divvied up amongst the various regional networks (i.e., Augusta; Bay Area CA; Florida; Huntsville; Midwest/Dayton; Midwest/St. Louis; NYC; San Antonio; Seattle/Pacific NW; SoCal, etc.)

- ✓ FY20 Socials/Networking: (3,500 at a cost of between \$200 to \$250 per event).
- ✓ **G2G Dinners** are currently structured as cash negative (-\$180/event). Some end up cash neutral.
- ✓ **NIUAA Book Events**—structured as \$25/head, with the number of attendees depending on the author. The base/min. price for a venue is \$1k. Author events are less predictable-- depending on when a book is hitting the shelves and whether it will be of interest to the alumni/group.

**2019 Homecoming.** Estimated attendees: 50-60. Estimated cost: \$2,000. Estimated Revenues: \$2,250. (Revenue generating event)

**Follett's Online Store.** The newly-established online store should generate additional revenue, especially with the transfer of all NIU logo paraphernalia to this online platform. Revenue is expected to increase as NIUAA membership increases—as well as the number of association events increase—leading to more opportunities for people to not only know about the online store, but also providing events to wear their NIU Alumni Association clothing.

**Close/Adjourn:** President Christal Archibald '14 adjourned the meeting at 8PM.

**NEXT MEETING:** The next meeting will be held on Thursday, 10 October 2019 from 7-8 pm via conference call.