



Alpha Rho Alumni Chapter
Board of Directors Meeting Minutes
1/18/2017

Call specifics: 304-362-8484 and <http://www.uberconference.com/wvupikapp>

Call to Order: A regular meeting of the Board of Directors, Alpha Rho Alumni Chapter, was held via conference call on Wednesday, January 18, 2017. The meeting convened at 6:02 PM EST with President and Chief Executive Officer, Tom Begley presiding. Recording of minutes was taken by John George, Secretary.

Members of the Board in attendance:

- Erik Baldwin, AP 412 - Regional Leader for the Washington, DC metro area
- Patrick Farley, AP 67 - Member at Large
- Jordan Feathers, AP 438 - Vice President - Chief Risk Officer
- Jason Hyett, AP 466 - Vice President - Chief Information Officer
- John George, AP 385 - Secretary - Chief Communications Officer
- Patrick Folio, AP 147 - Treasurer - Chief Financial Officer
- Tom Begley, AP 284 - President & Chief Executive Officer

Others in attendance:

- n/a

Not in attendance:

- Bob Laughner, AP 68 - Regional Leader for the Pittsburgh, PA area
- Anthony Graley, AP 359 - Regional Leader for the Charleston, WV area
- Craig Winkelmann, AP 69 - Vice President - Fundraising
- Chris "Barney" Denson, AP 360 VP- Chief Operating Officer
- Matt Loffa, AP 628 - Executive Vice President

Reading of Minutes from last meeting:

Suspension of the reading of minutes from the last meeting was motioned by Brother Patrick Farley and seconded by Brother John George with no opposition.

Officer Reports (full reports suspended for this meeting):

Regional Leaders- Bob Laughner, Anthony Graley, Erik Baldwin

- From email correspondence prior to meeting, Bob Laughner indicated that following on the heels of a successful APAC gathering on Dec 3rd for WVU play Baylor football game, the western Pennsylvania Region is planning to gather at "Bacon, Bourbon, & Beer" (B3) located in Washington, PA on Sat. Feb. 18th to watch the WVU vs. Texas Tech basketball game. Bob has made contact Brother Shawn Janovich, who owns & operates B3 to work out details. Bob will a post on both the APAC & the Pittsburgh Region websites once details

are finalized. Tom asked Jason to go ahead and post the event for the Western PA region page to spark interest.

- Erik Baldwin indicated he will get an event hosted in the first quarter of this year for the DC metro area.

Member at Large- Patrick Farley

- Patrick mentioned that a February conference call will be held to truly begin the 40th Anniversary planning committee's work. Tom will look to have a separate call with Patrick about the history project and some ideas to present.

VP- Chief Risk Officer- Jordan Feathers

- Jordan is in negotiations with the Something Greek website to gain the Star & Shield logo for shirts. Tom presented an idea for Jordan to look and see if the National office would consider licensing the Fraternity's symbols to the Alumni Chapter to make negotiations easier. Jordan will look into

VP- Fundraising- Craig Winkelmann

- Not present

VP- Chief Information Officer – Jason Hyett

- Jason indicated that we have 172 followers, 79 recent page likes on Facebook and 110 followers on the Instagram. He asked members to share and like the pages and posts. Additionally, Jason has 'boosted' posts through nominal costs to draw attention to social media platforms spending \$15-\$20 month on those boosts. Jason has created the let us know link on the website asking Brothers to send information to us. He will be looking into a Chapter Eternal page and will research the best way to design. Tom has asked all board members to look for ways to promote our Alumni Chapter and make sure that news gets to us so we can get the word out to our members. We need to engage more to make the social media platforms more effective and have goals to increase our presence.

Secretary - Chief Communications Officer - John George

- John reminded the group that since our last meeting in November the December and January newsletters were distributed through the website and social media accounts. If anyone has design or content ideas, please pass to John. The Let Us Know initiative will continue to be part of the newsletter though some information may be late/old news for some due to social media presence. Tom asked for feedback on the content and or design. Jordan added that the length is perfect at two pages and great content. Patrick Farley has provided his approval with comments on social media.

Treasurer- Chief Financial Officer- Patrick Folio

- Patrick shared that \$7665 is in checking/PayPal account currently with no accounts payable. Patrick researched using Quickbooks type budgeting software for \$120/year or a non-profit donor tracking program for \$150/year. With that expense should we consider using a

spreadsheet? While donor management and tracking may be more difficult in spreadsheet, it can be accomplished. Tom presented an idea to use a program that creates invoices if it works even if it costs \$120. Patrick Farley said that PayPal can be utilized to send invoices. However, Patrick Folio and Jason Hyett were not in favor of sending invoices. Patrick Folio asked if we have any major large expenses coming for the 40th anniversary and Patrick Farley doesn't anticipate any for the next 6 to 8 months.

Vice President- Chief Operating Officer- Barney Denson

- Not present

Executive Vice President- Matt Loffa

- Not Present

President- Chief Executive Officer- Tom Begley

- Tom shared his goals for this calendar year:
 1. Working to get a firm commitment from WVU and National Staff on Re-chartering effort and will get a meeting with Christian Wiggins prior to his departure.
 2. Host 2 successful Morgantown Events for a total of 100 Members for each event. Everyone should use social network to share and encourage good friends to join.
 3. Raising another 10k for our operations as we are not where we need to be to meet our goals and objectives for the return to campus. This will require all of us to go back to those who have already given and go after new people to give.
 4. Complete the written History and Strategic Planning Committee Recommendations by the April meeting.
 5. Start a Charlotte Region, while getting a NY/NJ Region up and running and having at least 1 event in every region.
 6. Coordinate with Ability Experience for volunteer opportunities in our regions to have a couple of people participate on Alpha Rho's behalf. Tom feels that when we do work on behalf of the Ability Experience, we strengthen our connection to the Fraternity
 7. 40th Re-chartering Committee firmly established

Tom will need all board members assistance and increased intensity to accomplish these and other goals. Please give a little bit more this year as without all of us working together, we may not reach our goals.

- Spring Meeting Reservations - Tom got the Holiday Inn to agree to a \$99 per room special rate for the weekend.
 - Tom hopes everyone will make every effort to be in town this year. Please clear your weekend and be in Morgantown.
 - Last year's meeting was a great set-up, though no baseball in town this year. Therefore, we are looking to have something fun...possibly tour of Football facility. Erik Baldwin and Patrick Folio may have some contacts who can assist. Lastly, Tom will speak with Mike Turner about having another nice Saturday evening event similar to last year.

Old Business:

Future Undergraduate & Other Important Items (pinned and tabled for future consideration)

- Pinned for future discussion - Alpha Rhose newsletter should be added back to the Undergraduate responsibilities when they return to campus.

New Business:

- Patrick Farley asked Tom where he is getting his Charlotte numbers. Tom indicated that others in the region have asked to get together.

Open Floor for Members In good Standing (I) - Open to all Members wishing to discuss any topic:

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Scheduling Next Conference Call

- Wednesday, February 15, 2017 6:00 PM EST

Adjournment: A motion to adjourn meeting was presented by Patrick Farley and seconded by Jason Hyett. No opposition. Meeting ended at 6:49pm.