Us TOO Board Meeting
Book of Materials

September 2015 Board Meeting

Saturday September 12, 2015:
Us TOO Board Meeting, Hyatt Regency, Chicago

Sunday September 13, 2015: 11th Annual SEA Blue Prostate Cancer Walk & Run,
Lincoln Park (LaSalle and Stockton)

Meeting Location:
Hyatt Regency Chicago
151 East Wacker Drive
Chicago, IL 60601
312-565-1234
• Page 2............................Proposed Meeting Agenda and Anticipated Action Items

• Pages 4-8....................DRAFT June 19, 2015 Board Meeting Minutes (with Attachments)

• Page 9............................DRAFT July 20, 2015 Objective 3 Meeting Minutes

• Pages 12-13...................Stuart Gellman letter (August 13)

• Pages 14-15...............2014 Committee Assignments (January 2015)

• Page 16.......................2015 Draft Us TOO Calendar (November 2014)

                         Operations Update
                         Audit & Tax Drafts
Proposed Meeting Agenda:

Saturday, September 12, 2015:

ARRIVALS and CHECK-IN

BOARD MEETING PROPOSED AGENDA:
1. NOON Lunch and Catch up (quick health status comments on significant changes)
2. 12:30 Discussion, Orientation to Us TOO
3. 1:00 Call to Order, Agenda Review
4. 1:40 Review and Acceptance of June 2015 Board Meeting Draft Minutes
5. 1:50 Leadership Updates
   a. Chairman comments/Executive committee, Jim Rieder
      i. Name change discussion update activities
   b. Treasurer’s Report (January-July 2015 Financials and Audit status update), Todd Ahrens
   c. Operations Update, Tom Kirk
      June 25th symposium follow-up and Year-end focus (SEA Blue and other targets)
6. 2:20 Committee Updates & Strategic Plan Goals & Objectives
   a. Board Membership (Year end activities for 2016 Officers and Board elections and Objective 6)
   b. Development, Bill Seidel (Objective 2 and report on Monday, 8/17/15 call)
   c. Finance, Todd Ahrens
   d. Program, Jerry Deans (Objectives 4 & 5 and 8/13/15 call report) and Peter Friend (on Objective 3)
7. 4:00 Old Business, New Business & Adjournment
8. 5:30 Reception at Greg Bielawski’s home and 7:00 dinner

Sunday, September 13, 2015:

11th Annual Us TOO’s SEA Blue Prostate Cancer Walk & Run: Lincoln Park (LaSalle & Stockton)
9:00 Registration
10:15 Run start
11:00 Celebration for Walk start
12:30 Event Conclusion

Potential Action Items: 1) Acceptance of June Minutes, 2) Acceptance of Treasurer’s Report, 3) Audit and Tax acceptance
The quarterly meeting of the Board of Directors, Us TOO International, 2720 South River Road, Suite 112, Des Plaines, IL, was held at the Hyatt Regency O’Hare, 9300 Bryn Mawr Avenue, Rosemont, IL.

ATTENDING:  Todd Ahrens, Tom Cvikota, Jerry Deans, Peter Friend, Jim Hammack, Keith Hoffman, Chad Little, Jim Naddeo, Jim Rieder, Jim Schraidt, Bill Seidel

ABSENT:  Fred Allen, Jerry Hardy

STAFF ATTENDING:  Tom Kirk, Terri Likowski, Chuck Strand, Amy Wood

The meeting was called to order by Chairman Rieder at 8:30 AM.

The first order of business was a review of the Business Leadership Council meeting the previous day. There was general agreement that the reaction from business representatives was positive, especially regarding the strategic plan, and that several good suggestions were made. Each director was tasked with noting and forwarding to Chairman Rieder the three most positive take-aways from the meeting, and the three most negative.

Minutes of March 7, 2015. The minutes for the meeting of March 7, 2015 were approved as submitted on a motion by Mr. Ahrens, seconded by Mr. Cvikota, and approved unanimously by the Board.

VOTE 1. Minutes for March 7, 2015 were unanimously approved.

LEADERSHIP UPDATES.

Executive Committee. Chairman Rieder provided a verbal summary of executive Committee activity since the last Board meeting. Minutes of meetings were provided in the Board Book. No formal report was submitted.

Treasurer’s Report. Mr. Ahrens summarized key points in the Treasurer’s report for June, 2015, a copy of which is attached as Supplement No. 1. The Treasurer’s Report was approved as submitted on a motion by Mr. Friend, seconded by Mr. Naddeo, and approved unanimously by the Board.

VOTE 2. Treasurer’s Report for June, 2015 was unanimously approved.

Operations Update. Mr. Kirk presented the Operations Update for June 2015, a copy of which is attached as Supplement No. 2. Emphasis has been on meeting with sponsors and potential sponsors for the 25th Anniversary Event. This will now be switching to the Sea Blue Walk which will be taking place in Chicago in September.
COMMITTEE UPDATES.

Finance Committee. Mr. Ahrens stated that there was not much to discuss over and above what was already discussed in the Treasurer’s Report. Directors were referred to the minutes of the Finance Committee meetings provided in the Board Book. It was noted that the resignation of David Lubaroff from the Board of Directors created an opening for Chairman of the Audit Sub-Committee. This position has been offered to a Director who will advise the committee of his decision regarding acceptance.

STRATEGIC PLAN 2015-2016. Activities of the Board Membership, Development and Program Committees were presented as part of the discussion of the draft strategic plan, given that almost all committee action since the last Board meeting was directed toward this activity.

- **Mission Statement.** Punctuation changes were made and are reflected in draft version 26JUN15.1115, attached as Supplement No. 3.
- **Objective One.** An additional form of contribution was added and is included in the attached draft. It was recommended that this new requirement be included in the On-Boarding process for new Directors.
- **Objective Two.** Approved as written.
- **Objective Three.** Mr. Friend accepted responsibility for this objective and recommended that the due date be moved up to September, 2015. The following Directors volunteered to serve on this work group: Mr. Cvikota, Mr. Friend, Mr. Little, Mr. Schraidt, and Mr. Seidel.
- **Objective Four.** This topic generated considerable energy, so much so that the Board had to be reminded to focus for the moment on the objective at hand and to leave related but separate matters to be dealt with outside of the proposed working group. The following Directors (and staff) volunteered to serve on this work group: Mr. Deans, Mr. Hoffman, Ms. Likowski, Mr. Naddeo, and Mr. Seidel.
- **Objective Five.** This was re-formatted and officially tied to Objective Four. Mr. Deans volunteered to take responsibility for this objective.
- **Objective Six.** This is a consolidation of three objectives in the discussed draft. The final version appears in Supplement No. 3.

The Strategic Plan for 2015-2016 was approved as revised on a motion by Mr. Little, seconded by Mr. Cvikota, and approved unanimously by the Board.

**VOTE 3.** Strategic Plan 2015-2016 was unanimously approved.

**SUMMARY OF BOARD ACTIONS.**

**VOTE 1.** Minutes for March 7, 2015 were unanimously approved.

**VOTE 2.** Treasurer’s Report for June, 2015 was unanimously approved.

**VOTE 3.** Strategic Plan 2015-2016 was unanimously approved.
**ACTIONABLE ITEMS:**

<table>
<thead>
<tr>
<th>What</th>
<th>Who</th>
<th>When</th>
</tr>
</thead>
<tbody>
<tr>
<td>Submit to Chairman Rieder the three most positive and three most</td>
<td>Each Director</td>
<td>June 27</td>
</tr>
<tr>
<td>negative insights each Director picked up from the Business</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Leadership Council meeting of June 18th.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Develop a method for tracking and reporting as appropriate</td>
<td>Executive Committee</td>
<td>September 12</td>
</tr>
<tr>
<td>individual Director donations as required by Objective One.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

The meeting was adjourned at 10:35 AM.

Respectfully submitted,

William L. Seidel, Secretary
The Finance committee held its call on Monday June 8th and was able to review the Draft January through April Financial Statements. Copies of the Profit & Loss Statements to the Budget, Profit & Loss Statement to Previous Year/Month and Balance Sheets are in the packets.

TO BUDGET: Our January through April statement shows us with more income than budgeted by nearly $50,000. This is due to Fundraising expenses for the SEA Blue sponsorship dollars from Bayer. Tom mentioned he did move $140,176 from our Deferred Restricted Revenue for projects such as the HotSheet and the 25th Anniversary event. The Expenses were less than budgeted by nearly $100,000 or a positive Net of about $2,000 versus a forecasted loss of $146,559.

Several issues were noted such as payment to the City of Chicago for the SEA Blue event permit, and Travel expenses for the February public policy training and the SEA Blue kick-off event we did in March.

TO PREVIOUS MONTH/YEAR’S P&L: We recorded more income by about $150,000 than the previous year and had similar expenses. This leaves us with better Net position at the end of April 2015 than 2014 when we were showing a Net loss of nearly $150,000. We are showing a bottom-line Net of $24,503 after Investments.

BALANCE SHEET: The Balance Sheet reflects our Assets and Liabilities. At the end of April 2015 we showed Cash at $958,503 compared to last year at $801,337, an increase of $157,000.

The other item is our Deferred Restricted Revenue we either are holding for our groups or holding for our own projects. That total for the end of April is $318,614, lower than April last year by 19%. This breaks down to $157,189 for the Us TOO groups and $161,425 for Us TOO projects. As noted previously, the groups keep adding to their total.

It might be added that of our Cash total of $958,503, aside from the $157,189 we hold for the groups, the remaining $801,314 is ours to spend for our mission.
Since our last face-to-face/in-person gathering for our March Board Meeting held March 6th & 7th we continued to be quite busy on the staff side. Here are some highlights and updates.

- Terri and Chuck attended the Zero Public Policy meeting and visited with Congressional staff on March 16th through the 18th with Us TOO Board member Chad Little.
- Chuck worked with Zero on a Twitter event on March 23rd and he attended the March 23rd advisory meeting of the Prostate cancer Registry project with Cancer Support Community in Philadelphia.
- Tom attended an NCCS Policy Roundtable meeting in DC on March 30th – April 1st.
- Tom attended an Astellas Advocacy Leadership meeting in DC on April 7th and 8th.
- Continued to work with the NASPCC on the CDC funding cuts, Tom visited Congressional staff on April 9th and had phone contact with CDC leadership on the 13th.
- Tom attended the PCRI Mid-year Update conference in LA on April 11th and the Gateway Foundation Annual Dinner in Chicago on April 21st.
- Staffed the April 29th Program committee.
- Staffed the May 5th Development committee.
- Staffed the Executive committee meetings (May 13th and June 9th).
- Obtained support for the AUA Hub exhibit and attended the meeting on May 14th-19th.
- Obtained support from and attended an Amgen sponsored meeting on the Bone Heath project on May 27th in Chicago and discussed revitalization of Janssen’s “My Prostate Cancer Roadmap.”
- Ramped up the International project with Bayer, the US survey results were shared at a pre-ASCO meeting on May 28th. Tom also did a video interview as well for them. Further twitter activity is planned for late June which will involve Us TOO.
- Tom and Chuck attended the Annual ASCO conference in Chicago from May 27th - June 1st.
- Organizational work has been taking place following the changes in the series of Roundtable meetings, the last one held in December 2014, new organizational name PCPC3.
- Follow-up contacts with AMS staff to the discussed collaboration on continence and ED issues.
- Deepened our relationship with Genomic Health following the January 15th Advocacy meeting in CA, obtained corporate support for the HotSheet and the 25th Anniversary meeting.
- Engaged in planning sessions with John Lupton from Prostate Cancer Speaks/Prostate Awareness Foundation about upcoming August Community Conversation sessions in Atlanta & other sites.
- Held monthly staff and committee meetings for the SEA Blue event and produced monthly HotSheets and News You Can Use updates.
- Worked with Creative Technical Resources in a hormone brochure (Draft available) and 25th Anniversary video project (filmed during March Board meeting), materials to be used during the event of June 18th -20th.
- Staffed the June 8th Finance committee.
- Staffed the June 10th Board membership committee meeting.
- Contacted and prepared proposals for new and past corporate sponsors.
- Continued audit work and have the site visit planned for July 21st.
Us TOO Committee/Workgroup Updates
Objective 3. [Supports Goal #2] Identify two to three quantifiable services that are (or should be) in demand by the prostate cancer community and that are (or can be) provided by Us TOO International. Develop and implement measures for same.

- Report items to be measured and strategies for measuring to Board of Directors by September 4, 2015.

Attendees: Peter Friend, Bill Seidel, Tom Cvikota, Jim Schraidt, Chad Little. Absent, Jerry Deans

1. Call to Order: Peter Friend called the meeting to order at Noon Central, reviewed the proposed agenda and welcomed all to the call.

2. Discussion of things Us TOO currently does: There was discussion of such things as the support groups, Inspire and Prostate Pointers, the Helpline number and its volunteers we refer callers to for assistance, our on-line services and materials, which lead to a discussion of how we measure what we provide.

   There was discussion of the numbers Tom had provided on the HotSheet, the website, Inspire and Prostate Pointers in the July 17th email. There was interest expressed in how the numbers could be helpful for Board members’ elevator speeches.

   There was interest expressed in drilling down and investigating other areas to get metrics such as the Helpline calls and materials. Tom indicated he would explore what additional data could be found. He mentioned some new systems may need to be put in place.

3. Discussion of things Us TOO should be doing: This issue was not addressed as time was running short.

4. Establish and start tracking a few of the most important metrics: This issue was not addressed either as time was running short.

5. Next meeting: It was agreed that a second call would be scheduled in early September prior to the Board meeting. Peter called the meeting to an end at 12:31pm central.
Other Board Book Materials

- Stuart Gellman letter to Us TOO groups (August 2015)
- 2015 Board Committee Assignments (January 2015)
  - Draft Us TOO Calendar (November 2014)
August 3, 2015:

I am part of the US Too satellite group in Buffalo, NY. I write to you not only as a member of that group, and as a prostate cancer survivor, but most of all, out of concern with certain aspects of how the awareness of prostate cancer should be disseminated. I understand that you are one of the group leaders interspersed around the country and I hope you will allow me a few seconds of your time in order to better define the goal of the US Too organization and the direction in which it is headed.

Initially, I am concerned with two major areas that affect the future of our organization, specifically:
1. Name recognition
2. National goals

For now, I restrict my thoughts to the former.

Yes, the name US Too has been with us for some time. But I think that if we were to retain the services of a prominent surveying organization, you would find that other than those intimately involved with prostate cancer, few, if any, would be able to associate the name US Too with prostate cancer. Look at the major organizations of a charitable nature that involve themselves with major afflictions of our time. There is the American Heart Association, the American Cancer Society, Women Against Drunk Driving, and even one of our own, the Prostate Cancer Research Institute in Los Angeles. These are but a few of many whose name is immediately associated with its cause. As much as we may become attached to the past, I think it is time that our organization pursues a name change that would make the average citizen, and yes, equally as important, the average financial contributor aware of exactly what we are trying to do. My own personal favorite is the Prostate Cancer Initiative, but regardless of what is chosen, it must be a name that reflects what we are trying to do. Quite frankly, US Too never has and does not now help our cause insofar as name recognition is concerned.

I have been in touch with US Too International regarding a name change, but there exists stalwarts who feel that the individuals who attend our meetings are there, to a large degree, as a result of the name recognition of US Too. I respectfully disagree. I feel, based upon my own personal experience, that our attendees arrive primarily as a result of:
1. Referrals from the medical community.
2. Referrals from hospitals or other treatment facilities where prospective treatment is given.
3. Friends who are aware of our monthly meetings (but based upon what we do and the help we provide, not because of the name of our organization).

It is my understanding that a national Board of Directors meeting of US Too International is to be held in Chicago this September. It is my hope that I may be able to arrange for a discussion of a possible name change to take place at said meeting. And that is where I seek your help.

1. What are your thoughts as to whether the name US Too should be retained or altered.
2. What sources do you feel your attendees use in order to find their way to your meetings.
If you would be kind enough to let me have the benefit of your thoughts and knowledge, hopefully prior to the end of August, that might go a long way in determining the future direction of US Too, its name and its long term goals. Based upon the comments from you and others like you throughout the country, it is my hope to share your thoughts with the Board come their meeting this September.

I leave you with a most important caveat. In no way do my thoughts reflect any disrespect for the US Too International organization. I am well aware of their limited resources as well as people at their disposal, and therefore the difficult tasks that they face. Their intentions are beyond admirable. It is just that I hope to pursue a greater awareness of prostate cancer to not only the general public, but to those most susceptible to being diagnosed with the disease at some time during their lifetime as well. I am sure these goals are shared by US Too as well. I just believe that some major alterations in pursuing these goals are in order.
Us TOO Board of Directors 2015 Committee Assignments

**Executive (standing committee):** Chairman, Jim Rieder; Vice-chairman, Jerry Deans; Treasurer, Todd Ahrens; Secretary, Bill Seidel

Responsibilities of the Executive Committee shall be as delineated in the Bylaws and shall be made up of all four officers plus the President/CEO. The Compensation Subcommittee of the Executive Committee shall “be responsible for recommending the compensation policies and programs of the Corporation”. The Executive Committee meets face-to-face, at meetings of the Board of Directors, and by conference call as deemed necessary. Officers are expected to be present for all scheduled meetings and conference calls of the Executive Committee, Board of Directors, and the Annual Business meeting.*

**Program (standing committee):** Chair, Jerry Deans, Jerry Hardy, Todd Ahrens, Tom Cvikota, Keith Hoffman, Jim Hammack, Chad Little, Jim Schraidt, Bill Seidel

Per the Bylaws this committee, the Program committee is responsible for the policy development and oversight of Us TOO’s programs that encompass the areas of research and education, support groups/chapters, the Companions and Families Circles of Love program, screening and outreach through events such as awards and anniversary events. The Program committee will coordinate its activities with other committees when appropriate. (Amendment made by Board action June, 2010). The Program committee will have responsibility of providing research guidance, counsel, oversight, measurements and evaluation for all programs and operations of the Corporation.*

**25th Anniversary Event Workgroup:** Chair Jim Hammack, Jerry Deans, Jerry Hardy, Keith Hoffman

**Development (standing committee):** Chair Bill Seidel, Tom Cvikota, Peter Friend, Jim Schraidt, Jerry Deans, Fred Allen, Chad Little and Jim Naddeo

Per the Bylaws the Development Committee shall “ensure the alignment of fundraising activities and events throughout the Corporation”.*

**Finance (standing committee):** Chair Todd Ahrens (Treasurer), David Lubaroff (also Audit subcommittee chair), Jim Naddeo, and Peter Friend

Per the Bylaws the Finance Committee shall “make recommendations to the Board on all matters of fiscal policy.” Subcommittees of the Finance Committee include the Audit Subcommittee, the Corporate Compliance subcommittee and the Investment subcommittee.*

**Board Membership (standing committee):** Chair Keith Hoffman, Jerry Hardy, David Lubaroff, Jim Hammack, and Fred Allen

Per the Bylaws, the Board Membership Committee shall: “be responsible for recommending, evaluating and nominating all candidates for Directors of the Corporation and its subsidiaries”. *

**Strategic Plan Workgroup:** Program committee discussion in January with staff, to send recommendations to the Executive committee

* From Corporate Policies, Approved December 2013.
Committee Assignments by Board Member: DRAFT, 1/6/15

Rieder: Board Chairman, Executive committee Chairman

Ahrens: Treasure, Finance committee Chairman, Program committee

Allen: Board Membership and Development committees

Cvikota: Program and Development committees

Deans: Board Vice Chairman, Program committee Chairman, 25th Anniversary workgroup

Friend: Development and Finance committees

Hammack: Chair 25th workgroup, Program and Board Membership committees

Hardy: Program committee, 25th workgroup and Board Membership committee

Hoffman: Chair Board Membership committee, Program committee, and 25th workgroup

Little: Development and Program committees

Lubaroff: Finance committee, Audit subcommittee Chairman and Board Membership committee (resigned in May)

Naddeo: Finance and Development committees

Schraidt: Program and Development committees

Seidel: Board Secretary, Development committee Chairman and Program committee
Us TOO International: 2015 Calendar  
November 2014

QUARTER I: Closed New Year Day (Thursday) and President's Day (Monday, 2/16/14)

January: 2015 SEA Blue permit application with City of Chicago, Year-end work carry-over (Board committee assignments and audit preparation), carry-over project work from 2014 continues/begins (25th Anniversary planning, Hormone brochure, the HotSheet, etc), grant application discussions, Dr. Crawford's 25th Int'l PCa Update Conference (21-24, Vail, CO), Possible Genomic Health meeting with advocates in CA

February: NASPCC Advocacy Training event (Chicago, first weekend in February), SEA Blue Thanks/kick-off, NHC 28th Annual Leadership Conference, Changing the Game (11-13, Ponte Vedra Inn, FL), ASCO GU Symposium (February 26-28, Orlando, FL)

**March: Quarter I Board meeting, possible Audit team site visit (here or in March), Zero Policy Summit in DC (16th-18th)**

QUARTER II: Closed Memorial Day (Monday, 5/25/15)

April: Possible Roundtable meeting in DC

May: Federal/State tax filings (or extension until August), AUA (15-19), New Orleans, ASCO's Annual meeting (May 29- June 2, Chicago), Possible Us TOO Business Leadership Council meeting

**June: Quarter II Board meeting, Potential Business Leadership Council meeting, Men's Health Month (Father's day June 21), Potential Fundraising ask campaign, Us TOO 25th Anniversary meeting (19th-20th) Hyatt O'Hare.**

QUARTER III: Closed Independence Day (Friday, 7/3/15) and Labor Day (9/7/15)

July: Active corporate sponsorship activities, follow-up to ASCO, Possible Prostate Cancer Roundtable in DC

August: September PC Awareness Month preparations, possible Tax filings if extension filed in May

September: PC Awareness Month, **Quarter III Board meeting, 11th Annual SEA Blue Prostate Run/ Walk (13th or 20th), Chicago), Pints event in Europe, PCRI Annual conference in LA**


October: SEA Blue Walk & Run fundraising continues

November: Movember activities

**December: Quarter IV Board/Annual meeting, end of year fundraising and audit preparation, Possible Prostate Cancer Roundtable in DC**

Unknown dates in 2015

Us TOO Prostate cancer Business Leadership Council (PCBLC) meeting, NCCS and NCCN Roundtable meetings, My Prostate cancer Roadmap calls and meetings, Us TOO committee meetings, Early Access Committee-Prostate cancer (EAP).

Monthly: HotSheet and NEWS You Can Use preparation and distribution