Us TOO International

Board of Directors Quarterly Meeting, September 12, 2015

Minutes

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 Chicago, 151 East Wacker Drive, Chicago, 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

Discussion, Orientation to Us TOO. This discussion commenced at 12:30 PM.

- Mr. Kirk provided a status update on the health concerns of Mr. Chuck Strand, Us TOO Director of Marketing and Communications. Mr. Strand is still hospitalized with West Nile Virus and is expected to remain in convalescent status for a significant period of time. Ryan Maguire, former Communication Coordinator, is providing technical assistance as time and needs permit. The more critical areas requiring coverage are the Convio applications involving the Sea Blue Walk and volume email broadcasts. The annual year-end fundraiser, which is anticipated to provide $20,000 - $30,000, will be a critical hole to fill.

- Mr. Kirk presented an updated “Board Member Quick Reference Guide.” Mr. Kirk provided an overview of each of the various components.

The formal meeting was called to order by Chairman Rieder at 12:54 PM. The agenda was reviewed and a variety of general topics were discussed. In the course of this discussion, it was noted that Us TOO International is only registered to do business in two states: Illinois and Washington. Mr. Kirk was asked to secure auditing and legal recommendations on the need to register in other states. His report will be provided at the next Board meeting.

Minutes of June 19, 2015. Mr. Deans noted that the draft minutes incorrectly showed Mr. Naddeo as a member of the workgroup for Objective 4; it should show Mr. Hammack. The minutes for the meeting of June 19, 2015 were approved as amended on a motion by Mr. Ahrens, seconded by Mr. Deans, and approved unanimously by the Board.

VOTE 1. Minutes for June 19, 2015 were unanimously approved.

LEADERSHIP UPDATES.

Executive Committee. Two topics have dominated recent Executive Committee activity.
1. **Potential change in Us TOO name.** This topic was revived by a letter issued to 90 support group leaders by Stuart Gellman of our Buffalo, NY support group. It was decided that more information was required for appropriate action by the Board. Mr. Kirk will submit to the December Board Meeting:
   a. Proposed names and associated logos developed in 2013 by Terri Likowski.
   b. Primary steps involved in executing a name change
   c. Approximate costs and time periods involved in such a change.

2. **Anti-Us TOO sentiment being expressed on Inspire.** The current situation was presented by Messrs. Dean, Rieder and Seidel. There was lengthy discussion of the issues involved, with the following outcomes:
   a. This is one of the new technologies that Us TOO must learn to use effectively. Mr. Hammack suggested that electronic support groups may be the wave of the future and may supplant some, possibly many, of our physical support groups.
   b. The immediate concern is the domination and negative leadership being provided by a single individual on one thread, an individual who was a recent recipient of the Us TOO Kaps award. After much wide-ranging discussion, it was decided that the best next step would be to have selected Board members contact this individual to see if his energies might be channeled into a more positive direction. Messrs. Cvikota, Little and Schraidt will contact this individual to develop a better understanding of what he is trying to accomplish and report findings to the Chairman by October 12.

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

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

**COMMITTEE UPDATES.**

**Finance.** Mr. Rieder advised that Mr. Friend is unable to assume leadership of the Audit Subcommittee due to restrictions by his employer. Mr. Schraidt was offered, and accepted the position. Mr. Ahrens then presented the Finance Committee report. It was noted that The Board was required to review the Form 990 prior to submission. The required review was accomplished at this time.

**Board Membership.** Mr. Hoffman reported on progress with both the New Member Kit (Strategic Plan Objective 6), establishing a mentor concept for new Directors, and efforts to consolidate the interview process for prospective Directors.

At this point, the lack of Board meeting and committee attendance was noted for Messrs. Allen and Hardy. This record is in violation of Bylaw 3.21. While the Bylaw specifies corrective action for such instances, Mr. Hoffman will contact the two individuals in question to determine status and desires.
**Development.** Mr. Seidel advised that the work group for Objective 2 had met. The first step will be to document the existing process flow for individual donations. Mr. Kirk is presently documenting this information.

**Program.** Several topics were discussed:

- The work group for Objective 4 held its first conference call, which was well attended. The next call will take place shortly after the SEA Blue Walk. Directors should read the minutes from this first call to get a direct feel of the topics and ideas being discussed.
- We need to find a way to get the minutes of this workgroup out to the support group leadership.
- Videos of the 25th Anniversary Event are now posted on YouTube. Some events are not included due to preferences of the individual speakers.

**Objective 3 (Metrics).** Mr. Friend presented an update on the conference call for this work group. An intermediate goal is a spreadsheet of metrics, which is anticipated from Mr. Kirk shortly.

**Operations Update.** Mr. Kirk presented the Operations Update for September 2015, a copy of which is attached as Supplement No. 2.

**NEW BUSINESS.** Mr. Seidel commented on on-going problems resulting from current staffing levels. Mr. Kirk will present to the December Board meeting a staffing proposal showing positions required to meet both current and projected needs for the next year, a high-level breakdown of responsibilities for each position, and the costs associated with such a structure.

The meeting was adjourned at 4:20 PM on a motion by Mr. Seidel, seconded by Mr. Naddeo and unanimously approved.

**VOTE 3.** Meeting adjourned

**SUMMARY OF BOARD ACTIONS.**

**VOTE 1.** Minutes for June 19, 2015 were unanimously approved.

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

**VOTE 3.** Meeting adjourned.
**ACTIONABLE ITEMS:**

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<tr>
<th>What</th>
<th>Who</th>
<th>When</th>
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<tbody>
<tr>
<td>Secure auditing and legal opinion on which other states, if any, Us TOO International should be registered in.</td>
<td>Mr. Kirk</td>
<td>Dec. 5</td>
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<tr>
<td>Provide options and approximate time intervals and costs for a name change.</td>
<td>Mr. Kirk</td>
<td>Dec. 5</td>
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<td>Contact individual involved with negative Us TOO comments on <em>Inspire</em> to determine his objectives and report to Chairman Rieder.</td>
<td>Messrs. Cvikota, Little, Schraidt</td>
<td>October 12</td>
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<td>Contact Messrs. Allen and Hardy to determine status and desires regarding continuing Board membership, and advise Chairman Rieder.</td>
<td>Mr. Hoffman</td>
<td>October 12</td>
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<tr>
<td>Provide proposed organization chart with associated duties and costs required to meet current and 2016 projected requirements.</td>
<td>Mr. Kirk</td>
<td>December 5</td>
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Respectfully submitted,

William L. Seidel, Secretary
We reviewed the Financial reports for January through July in the Executive committee meeting on September 3rd. We also heard a report from the auditor as he joined us and reviewed the Draft Audit and tax reports.

We have filed the state of IL forms on time before the extended deadline of August 29th. Thanks to both Tom C and Jim S for helping with a signature.

We have until November 16th to review and finalize the Federal tax forms. They will be filed electronically following our review and acceptance as a Board. Our statements for 2015 are better than 2014.

In our Audit on page 4, the Statement of Activities, it shows us with Income of $886,692 and Expenses of $871,619 for a positive of $15,073, raising our Assets from $917,216 at the beginning of the year to Assets of $932,289 at the end of 2014.

As far as the 2015 Financials, January through July, we see in the Expenses to Approved Budget that we under-spent by 23%. In our Expenses, we are lower than budgeted in almost all of the lines with one significant area, travel. This represents the incentives we were using to drive attendance for the 25th symposium.

The bad news is our Income is lower than expected and the bottom-line deficit is higher than planned by just under $28,000. We continued to seek corporate sponsorships right up to the SEA Blue event.

The second report, the Profit & Loss Statement to Last Year shows that we spent more by $113,000 and earned only slightly more. The two big expense areas of Conference Expenses and Travel which reflect the 25th Anniversary activity.

The third report, the Balance Sheet, reflects our Assets and Cash which now shows a decline in our Net Worth from $966,427 last year to $942,701 or a decline of nearly $24,000 or 2.4%. In our Restricted Revenue Funds, Us TOO has $161,425 left for our projects with the balance of $155,000 being chapter/support group assets.
[Supplement No. 2] OPERATIONS UPDATE: SEPTEMBER 2015

Our last Board meeting was held on June 19th and involved the Business Leadership Council meeting on the 18th and the 25th Anniversary Symposium on the 19th and 20th.

- The PSA videos, the About Us TOO video and session videos were completed and posted on the Us TOO You Tube site.

- Major effort was focused on the September 13th 11th Annual SEA Blue Walk & Run event.

- The June and July Financials and the Federal and IL taxes as well as the 2014 Audit have been completed.

- The National Health Council-Standards of Excellence renewal application was submitted.

- Us TOO collaborated with Zero on a Survivorship webinar on August 5.

- Us TOO is collaborating with Urology Cares Foundation on a patient experience focus group.

- Work to launch the new PCPC3 collaborative effort was launched on September 1st.

- The Atlanta Community Conversation was completed successfully on August 1st where over 150 men were educated and screened

- Planning is underway for the October 8th Awareness event in San Francisco with the CPCC.

- Us TOO was involved with Astellas in a Chicago Awareness event where we presented with three physicians on prostate cancer. Us TOO also arranged for survivors to take part in a rugby game to benefit prostate cancer held at Soldier Field.

- Chuck developed a serious illness and was hospitalized last week.