Us TOO International

Board of Directors Quarterly Meeting, March 5, 2016

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 O’Hare, 9300 Bryn Mawr Avenue, Rosemont, IL 60018.

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

EXCUSED: Chad Little

ABSENT: Fred Allen

STAFF ATTENDING: Tom Kirk, Terri Likowski, Chuck Strand

OPENING DISCUSSION:

Health Updates. There were no health updates from any of the attendees.

Business Leadership Council. In a discussion of the previous day’s Business Leadership Council [BLC] meeting, Mr. Friend suggested that for future BLC meetings the Board be provided with a list of probable attendees showing: (1) name, (2) title, (3) company represented, (4) the business of that company, and (5) what that company has done with Us TOO in the previous two years.

June Board Meeting. Due to numerous scheduling conflicts with the normal dates, the June Board meeting will be held on Tuesday and Wednesday, June 7 and 8.

Name Change. Mr. Rieder opened the discussion by noting that this was a scheduled topic for this meeting and that the question was not so much “if” as it was “to what, and how.” There was general agreement that this was a poor time for such a change due to current leadership changes. Mr. Gellman suggested that as a minimum, a list of potential names should be researched for availability. Mr. Deans recommended that the idea of a name change be run through the support groups to ensure that there are no unintended consequences. Several potential names were discussed. Mr. Cvikota discussed at some length his preference for the word “Living” appearing somewhere in the title. Mr. Hoffman provided a similar discussion on the word “connect.” A summary of Mr. Cvikota’s comments are attached as Supplement No. 3.

On a motion by Mr. Seidel, seconded by Mr. Hoffman, “The Board designates Stuart Gellman to form a work group, including staff, to (1) identify all key issues relating to a name change, (2) take initial steps to investigate those issues, and (3) report progress to the June meeting.” The motion was approved 10-1. Directors should send their preferred names to Mr. Rieder for forwarding to Mr. Gellman.
VOTE 1. The Board designates Stuart Gellman to form a work group, including staff, to (1) identify all key issues relating to a name change, (2) take initial steps to investigate those issues, and (3) report progress to the June meeting.

Elevator Speech. This discussion was in response to an earlier email from Mr. Schraidt describing the need for such a summary and offering suggestions for how one might best be developed. Guidelines were that it should have a maximum of two sentences and should open the door for further discussion. Mr. Ahrens showed a video by Simon Sinek that emphasized the point that people do not buy what you do, they buy why you do it. We need to catch the “why” in the opening statement of any elevator speech. It was decided to address this effort in the strategic planning sessions that will be led by Mr. Friend at the June meeting.

STANDARD REPORTS.

Minutes of December 5, 2015. The minutes for the meeting of December 5, 2015 were approved as read on a motion by Mr. Schraidt, seconded by Mr. Naddeo, and approved unanimously by the Board.

VOTE 2. Minutes for December 5, 2015 were unanimously approved.

Treasurer’s Report. Mr. Ahrens presented the Treasurer’s Report, commenting that reduced income was not fully offset by reduced expenses. The report is attached as Supplement No. 1. The Treasurer’s report was accepted on a motion by Mr. Cvikota, seconded by Mr. Friend, and approved unanimously.

VOTE 3. Treasurer’s Report approved unanimously.

Operations Update. The quarterly Operations Update was summarized by Mr. Kirk and is attached as Supplement No. 2. Mr. Deans emphasized that the announcement of Mr. Strand becoming CEO should include the “why” of his selection, i.e., the reasons why he was the best candidate.

COMMITTEE REPORTS.

Board Membership. Mr. Allen’s lack of attendance and difficulty in being contacted was discussed again, as it had been in several previous meetings. On a motion by Mr. Gellman, seconded by Mr. Friend, a letter will be sent to Mr. Allen quoting the bylaws on attendance and advising him that he is no longer a Director of Us TOO International. The motion was unanimously approved.

VOTE 4. A letter will be sent to Mr. Allen advising him of his removal from the Board of directors, Us TOO International.
Executive Committee. No report.

Development Committee. Mr. Seidel reported that the Development Committee had not met during the last quarter. Emphasis in 2016 is on increasing individual donations, and that is dependent upon enhancements to infrastructure currently under discussion. Considerable activity on Development is anticipated during the coming quarter.

Finance Committee. The report of the Finance Committee was included in the discussion of the Treasurer's Report.

Metrics Committee (ad hoc). There was no formal metrics report either provided separately or included in the Operations report. Mr. Kirk verbally advised that hits on the website have declined recently, and that Prostate Pointers is back up and running.

Program Committee. Mr. Deans provided a detailed verbal report on the two (of four) subcommittees formed to address objectives 4 & 5 of the Strategic Plan. The minutes of these meetings were provided in the Board Book of Materials. Meetings of the other two subcommittees are expected shortly.

OLD BUSINESS.

Rochester, NY Walk/Run. The Rochester, NY chapter is expanding the scope of last year’s initial event and is using the Chicago Sea Blue Walk-Run as a template in expanding plans for this year’s event.

Hotsheet. Mr. Gellman suggested that the monthly Hotsheet may be too technical for most readers to understand. The topics are excellent, but the detail is often too difficult to use. The opinions of various Directors were mixed. It was noted that the Hotsheet was hands-down the most popular thing Us TOO provided in the 2015 chapter survey.

NEW BUSINESS.

Membership Committee. Mr. Friend asked the Membership Committee to provide to all Directors a listing of what we are currently seeking as Directors.

U.S. Preventative Services Task Force [USPTF]. For the June meeting, the staff is asked to prepare an update on Us TOO’s position regarding the USPTF screening recommendation.

SUMMARY OF BOARD ACTIONS.

VOTE 1. The Board designates Stuart Gellman to form a work group, including staff, to (1) identify all key issues relating to a name change, (2) take initial steps to investigate those issues, and (3) report progress to the June meeting.
VOTE 2. Minutes for December 5, 2015 were unanimously approved.

VOTE 3. Treasurer’s Report approved unanimously.

VOTE 4. A letter will be sent to Mr. Allen advising him of his removal from the Board of directors, Us TOO International

ACTIONABLE ITEMS:

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<thead>
<tr>
<th>What</th>
<th>Who</th>
<th>When</th>
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<tbody>
<tr>
<td>Form a work group to identify and evaluate key issues related to a name change and report to June Board meeting.</td>
<td>Mr. Gellman</td>
<td>June 8</td>
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<td>Submit preferred new corporate names to Mr. Rieder for forwarding to Mr. Gellman,</td>
<td>All</td>
<td>No date</td>
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<td>Announcement of Mr. Strand becoming CEO to include “why” of his selection, why he was considered the most qualified candidate.</td>
<td>Mr. Kirk</td>
<td>March 10</td>
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<td>Mr. Seidel</td>
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<td>Send a letter to Mr. Fred Allen advising him of the reasons for his removal from the Us TOO Board of Directors.</td>
<td>Mr. Kirk</td>
<td>March 11</td>
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<td>Mr. Rieder</td>
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<td>Provide to all Directors a listing of what we are currently seeking in the way of new Directors.</td>
<td>Mr. Hoffman</td>
<td>TBD</td>
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<tr>
<td>Provide outline of Us TOO’s then current position on USPTF recommendations for PSA screening</td>
<td>Mr. Strand</td>
<td>June 8</td>
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Respectfully submitted,
Treasurer’s Report
March 2016

- We have Financial Reports in the Board Packets for the End of 2015 and for the end of January 2016.
- We are seeking dates for the Audit team visit. The staff is also seeking another contracting financial person to replace Mark.
- As an overview we have less money than last year both at the end of the year and at the end of January. We also see a decline from December to the end of January. We expect another in February as well. We were short on our Income in 2015 to Budget and to the previous year, 2014. We did spend more in 2015 than in 2014 but we were also under the budget in our spending.
- At the end of January we have Total Equity or unrestricted funds of $532,630. We did have a loss in January too, but smaller than we had budgeted. Both income and expenses were short.
- We have moved money from one of our Money Management funds ($25,000) into the bank in January for cash flow reasons. We have also moved an additional $50,000 in February.
- Part of the recent loss is also attributable to losses in our investments (approximately $55,000). Staff has requested a meeting with the investment advisors. We have not moved any money from the Investment account.
- Staff has been very aggressive since the start of the year on corporate sponsorships and we now have over $300,000 in commitments and we expect approvals to happen rapidly, we did receive $10,000 today.
Highlights of Us TOO Operations Activity Summary
Since the December 5, 2015 Board Meeting

- We developed and disseminated transition announcement the week after the December Board meeting and made calls to key contacts

- Weekly staff meetings have occurred to assure transition progress and organizational workflow, 2015 Community Conversations review and 2016 planning took place before the holidays as well

- Chad and staff held call with “Network for Good” on January 16th as Board meeting follow-up, begins staff search for alternatives to Convio system such as “Classy” (renewal contract due April 20, 2016)

- Office closed December 24/25 and January 1, 2016.

- Finance committee was held on December 29th, reviewed a revised 2016 budget of $996,000 with expenses of $987,627 and a Net of $8,375, recommended to the Board on December 30, vote passed. 2016 Auditors approved as well. Mark in before and after holidays to begin 2015 financials.

- Tom, Chuck, Bill and Jim active with new Search/Executive committee; Job Description developed by Bill, transition plans developed and modified, committee meetings took place and updates shared by committee chairman Bill.

- Work completed on Annual Report for 2014 and posted on the Us TOO website

- Tom attends ASCO GU Genitourinary conference and meets with other prostate cancer advocacy organizations and pharma contacts during January 7-9 in San Francisco. Conversations begin on 2016 sponsorships and funding proposals.

- 2016 Committee assignments made and shared with Board members

- Follow-up on State Registrations per Board meeting discussions taking place with Tom and Chuck, contract to be signed before end of February

- Follow-up contact made with Dr. Lisa Richardson for CDC about 2016 education materials (Tom and Chuck have a planned visit in March with NASPCC representatives)

- Tom presented to Dendreon to Provence Sales Force meeting at the Seal Beach facility with PHEN and NASPCC/CPCC representatives on January 20th.
- Exploration continues on 401 (k) proposals to lower charges and open options from vendors (Chuck and Tom)

- Program committee call on January 26, Terri in office that week, and first SEA Blue staff meeting at UroPartners corporate office. Date of kick-off event is April 21st and September 11th for the SEA Blue event in Lincoln Park has been assigned by the city.

- Corporate sponsorship opportunities developed and emails sent to corporate representatives during late January, appointments and visits set and conducted, commitments made and follow-up in process. Current commitment level is $296,600 as of 2/18/16 and contacts continue.

- Chuck attended the February 10th Bayer-sponsored International Prostate cancer Coalition meeting in New York City to plan 2016 projects based on the project collaboration over the last few years, Chuck will be attending the Zero conference in DC during the week of February 22nd and several meetings set for April, May and June such as the Annual American Society of Clinical Oncology meeting, the Annual meeting of the American Urology Association and an Advocacy meeting called by Astellas.
I felt that the collective conversation on the name change was important. In the process, I think we may have also saved a large consulting fee to come up with something equally appropriate. What follows is my perspective on the recommendations both Keith and I made during the Board Meeting and my thoughts post meeting about a name change for UsTOO.

Initially, I thought to rename UsTOO as Prostate Cancer Life or Prostate Cancer Living. Those two options seem to encapsulate the mission and goals we all set for UsTOO. I arrived at these naming ideas while listening to the introductions and bona fide's of our corporate guests and Board Members. I realized that when your "life" is affected by Prostate Cancer, you must then choose to "live" with it as best you can. Whatever your stage of the disease and or treatments you require, you are "living" with Prostate Cancer - it is a positive posture you must take. To live with Prostate Cancer you require Support, Education and Awareness, all the things that UsTOO does now. However, in my view, the name UsTOO alone, lacks the forward thinking component of the word "living". UsTOO Living sounds like a lifestyle brand not a proactive Prostate Cancer organization.

Pivoting now to Keith's suggestion of Prostate Cancer Connect I thought that a hybrid of the two name suggestions may be appropriate. These suggestions seem to really connect.

Therefore, I also propose for Board consideration, Prostate Cancer Living: Connections or Prostate Cancer Life-Connect.

I will defer to Keith for his comments on his initial suggestion, and simply add that with my new suggestion of combining the two proposals, I hoped to underscore the notion of "living" with the disease through the many "connections" that UsTOO provides. I would not want to remove the UsTOO legacy entirely, however the name change is certainly a way to now "connect" the organization with Prostate Cancer directly.