Us TOO International

Board of Directors Quarterly Meeting, June 7, 2014

Minutes

Friday Informal Training Session, June 6, 2014

The informal board training session on June 6 consisted of the following four topics.

1. “Prostate Cancer Speaks”. John Lupton and Dennis Golden made a presentation on their new LLC, which aims to develop a professional speakers bureau for prostate cancer. Mr. Lupton emphasized that none of his time paid for by Us TOO was used on Prostate Cancer Speaks activities.

2. Quick Update on Meetings and Events. Tom Kirk provided an update on staff activities since the last board meeting.

3. “Fundraising Responsibilities,” a presentation by Margaret C. Kirk. Ms. Kirk conducted a 2½-hour seminar on fund raising in general and board responsibilities in particular. Key points included:
   a. Fund raising is a primary responsibility of both the board in general and individual board members in particular. You can’t expect others to donate if board members do not generate meaningful funds themselves.
   b. Individuals are the key source of funds nationwide for charitable organizations.
   c. Us TOO is currently “upside down” in fund raising in that most of its funds come from organizations rather than individuals. Organizations are considered a declining source of funding.

4. Website Update. Tom Kirk and Chuck Strand presented a preview of the new website which is scheduled to go live on or about July 1st. Most items will be within three clicks by the user. The board was enthusiastic about the many improvements and new capabilities contained in this latest release.
Minutes, Board Meeting of June 7, 2014

ATTENDING:  C. Todd Ahrens, Tom Cvikota, Jerry Deans, Jim Hammack, Jerry Hardy, Keith Hoffman, Tom Kirk, David Lubaroff, Jim Naddeo, Jim Rieder, Dexter Rumsey, Bill Seidel

ABSENT:  Fred Allen, Jeff Mills

GUESTS / STAFF:  Terri Likowski, John Lupton, Chuck Strand

1. CALL TO ORDER.  The meeting was held at the Hyatt Rosemont, 6350 N. River Road, Rosemont, IL, and was called to order at 8:25 AM by Chairman Rieder.

Chairman Rieder asked for comments on the previous day’s informal session. There was considerable discussion and agreement about the need for each board member to be proactive in fund raising. Each individual board member must put “leadership in action” on fund raising, including the generation of donations. Solicitation should include an emphasis on 2015 as our 25th year. Showing our longevity enhances our image as a substantial prostate cancer organization. There were also positive comments about the new website.

2. READING OF THE MINUTES.  Members were referred to the copy of the minutes from March 8, 2014 provided in the Board Book. It was noted that Jim Hammack was shown as absent whereas he actually was in attendance. The minutes were approved as amended on a motion by Mr. Ahrens, seconded by Dr. Lubaroff, and approved unanimously.

Vote 1: The minutes of the meeting of March 8, 2014 were approved as amended.

3. TREASURER’S REPORT.  The Treasurer’s Report was presented by Treasurer Ahrens and is attached to these minutes. Comments by the Treasurer included:

a. Recent work on the website will result in moving a sizable portion of funds dedicated for that purpose from the Deferred Restricted Revenue Account.

b. The preliminary audit report has been received; the final report is anticipated in three to four weeks.

c. IRS Form 990. We have received an extension until August 15, 2014. Treasurer Ahrens summarized the nature of the report for new board members, and explained why requests for extension are almost standard for 501(c),3 organizations.

The Treasurer’s Report was approved on a motion by Treasurer Ahrens, seconded by Mr. Hammack, and approved unanimously.

Vote 2: The Treasurer’s Report was approved as submitted.
4. **OPERATIONS REPORT.** The Operations report was presented by President and CEO Kirk and is attached to these minutes. Areas of emphasis included:

a. Considerable staff time has been devoted to updating the website, which should be ready for release on or about July 1st.

b. Staff has been working with Jan Manarite of PCRI on a Nuclear Therapy and Imaging conference scheduled for July in Chicago.

c. To date in 2014, proposals for over $465,000 have been submitted, approval for $308,500 has been acknowledged, and $161,000 has been received.

5. **PROGRAM COMMITTEE REPORT.** A report was presented by Mr. Seidel and is attached to these minutes. This report contained several action items, all related to the pilot test of the chapter/support group survey, and are as follows.

a. **Us TOO Data / Information Management.** The process of applying information gained from the survey identified potential inefficiencies in current processes for entering, storing and retrieving data.

i. The website has its own database, and it may be better to build from that than the old ACCESS database. Ritesh Kothari with Access Medical (Us TOO’s webpage contractor) is currently working with staff to make this information available to other aspects of the operation.

ii. Mr. Hoffman noted that his business’ structure has strong similarities to Us TOO’s. There may be pre-packaged applications available that can provide what we need in this regard. President Kirk stated that this needs further study. There were no specific next steps assigned to this topic.

b. **Expanding the Chapter / Support Group Survey.** Problems regarding the conduct of the pilot test were discussed, and the possibility of hiring an outside firm was discussed.

i. Dr. Lubaroff noted that all 300+ chapters and support groups could be contacted by the September board meeting if each board member contacted approximately 21 locations. On a motion by Mr. Rumsey, seconded by Dr. Lubaroff, it was unanimously approved that Mr. Seidel would develop a survey form, instructions, and a list of locations/individuals to contact, provide these to individual board members, and the board members would then complete these calls by the September Board meeting.

**Vote 3:** Mr. Seidel will develop a survey form, instructions, and a list of locations/individuals to contact; he will distribute these to all board members. Board members will in turn contact those locations and return the completed surveys to Mr. Seidel prior to the September board meeting.

ii. The question arose as to what should be done with locations that do not respond to various inquiries from the home office. This has been an ongoing topic of discussion for years, but no policy has ever been established. On a motion by Mr. Seidel, seconded by Mr. Hoffman and
unanimously approved, the Program Committee is tasked with drafting a policy on dealing with unresponsive locations.

**Vote 4:** The Program Committee will draft a policy on procedures to follow when locations / chapters / support groups consistently do not respond to inquiries from the home office.

6. **OLD BUSINESS.** It was noted that there are currently two vacancies on the board, and there may be others at year end.
   a. President Kirk will advise how many current members will be ineligible for office next year.
   b. Mr. Hardy will formalize a list of questions for prospective board member interviews so that we can ensure that all candidates are evaluated on the same criteria.

7. **NEW BUSINESS.**
   a. The September board meeting will be Saturday only, September 13, 2014. This will allow members to stay over for the 10th Annual Sea Blue Walk the following day while incurring only one overnight stay.
   b. Board members should check their biographies on the website to ensure that they are accurate and up to date. Any changes should be submitted to Chuck Strand as soon as possible.

**SUMMARY OF BOARD ACTION.**

- Vote 1: The minutes of the meeting of March 8, 2014 were approved as amended.
- Vote 2: The Treasurer’s Report was approved as submitted.
- Vote 3: Mr. Seidel will develop a survey form, instructions, and a list of locations / individuals to contact; he will distribute these to all board members. Board members will in turn contact those locations and return the completed surveys to Mr. Seidel prior to the September board meeting.
- Vote 4: The Program Committee will draft a policy on procedures to follow when locations / chapters / support groups consistently do not respond to inquiries from the home office.

The meeting was adjourned at 10:50 AM.

Respectfully submitted,

William L. Seidel, Secretary
• Our Total Assets at the end of April are $846,402, behind where we were last year. We are 4.36% or $38,567 behind. Our cash and investments total $801,337 and are down by 5.82% over one year ago.

• Our Investment account #520 is 16.16% over last year at this time and is now nearly $417,000.

• At the end of April we have $393,514 in the Deferred Restricted Revenue account, up by $110,157 over April last year. We hold $132,184 for the support groups/chapters and we have $261,330 for our home office projects. That amount has risen to nearly $380,000 within the last several weeks as grants have come in. We have 13 projects that money is restricted for that staff is moving forward. The largest amount of over $100,000 is for the website redesign.

• We have released $30,061 to Income for project expenses so far and Tom will be releasing more after our meetings. This will close our Income and Expense deficit shown on our Profit & Loss Statement which is about $146,000.

• We are under-spending to the Approved Budget by over 20% and also under-spending compared to last year at this point by about 24% or approximately 24,000. We have paid the annual Convio billing and the quarterly Access Medical bills for hosting the website. Our expenses for our office move totaled just under $10,000.

• Our investment earnings are behind last year by 77%, as you would expect because last year was a record earnings year.

• The Finance committee and the Audit subcommittee had discussion on the initial Draft of the Audit yesterday and we plan more discussion as we move forward.
The last Board meeting was held on Friday and Saturday March 7\textsuperscript{th} and 8\textsuperscript{th} at the Hilton Garden Inn, staff focus since then appears below.

- **Website:** Staff has been focused with weekly calls on the website project and we have a draft site to share at this June meeting.
- **Helpline:** There was an announcement and a series of calls which netted 80 volunteers to assist with calls from the Helpline.
- **SEA Blue Walk & Run:** there have been monthly in-person staff meetings between the Wellness Place, UroPartners, Us TOO and the event manager contractor. There was a special discussion and presentation on the GoLite mobile billboard contractor to indentify new sponsors. The event website was made live on March 18\textsuperscript{th}. We have been busy getting sponsorship proposals out and checks in and the designs and second round of the postcards and posters prepared.
- **HotSheets and News You Can Use:** The April, May and June editions of the HotSheet have been prepared and disseminated and the new vendor to capture news articles for News You Can Use has been put in place. We are now in a rhythm to keep news flowing every other week as we move forward. In addition, Terri produced the April edition of *Chapter News* as well.
- **Meetings and Travel:** Tom attended the March NCCS policy meeting in DC, the May AUA Annual Conference in FL, and Chuck, John & Tom attended the late May/early June ASCO meeting held in Chicago. Many contacts were made and discussions held with key contacts. Staff organized and conducted a May Chicago-land planning meeting of leaders to discuss Chicago area activities given Russ Gould’s passing in December.
- **Conference:** Terri and Tom have been working with Jan Manarite from PCRI and with staff from to plan and conduct a July Nuclear Therapy and Imaging conference in Chicago.
- **June Campaign:** Chuck headed the development of the new June campaign. Conference calls were held with support group/chapter leaders on the use of the cards. Staff has also been preparing the mailings.
- **Audit and Taxes:** The audit team conducted the on-site visit on April 29\textsuperscript{th} and 30\textsuperscript{th}, a Draft report and management letter were presented this week and shared with the Finance committee and Board also this week. The Federal tax deadline extension was filed and accepted which will give us adequate time for review.
- **Grant proposals:** Tom and John have submitted proposals for over $465,000 so far in 2014, we have received approval for $308,500 and $161,000 has been received.
- **Events:** John and Tom have also been following up on events in Atlanta and Chicago as well as securing the September promotion with Wearever.
Program Committee activity for the past quarter has focused on two areas:

1. Chapter Survey Pilot Test
2. 25th Anniversary Celebration

25th Anniversary Celebration.

- We have been, and continue to be, investigating a proposal from a New Jersey support group to hold a regional Us TOO University type of seminar in the NY metro area.
  - **Advantages:**
    - *Very* popular idea with most of the chapters surveyed so far.
    - Easy, low-cost commuting for a very large number of potential attendees, thereby significantly reducing the issue of attendee hotel and travel cost.
  - **Disadvantages:**
    - The local chapter has some preferences of its own that may not necessarily mesh perfectly with Us TOO International’s preferences.
    - Want to ensure that PCRI does not see this as competition for their annual conference on the West Coast. We don’t see this as a likely problem, but we want to be proactive to protect our relationship.
- There have also been suggestions for some kind of DVD or other electronic media presentation to be used by chapters in their meetings and/or for public service announcements on local stations. This remains to be more clearly defined by the 25th Anniversary Working Group.
- **ISSUE:** We really need to clarify with staff the chicken/egg issue of probable funding vs. the various potential activities.

Chapter Survey – Pilot Test.

- The survey has produced interesting information that will be detailed in the next section. The chapters contacted were very enthusiastic to talk with a Board member.
  1. Contact success rate is 32 completions of 62 chapter (support groups) contacted, or 52%. This is much lower than expected, especially considering that the 62 chapters involved were those that responded to Terri’s electronic update survey earlier in the year.
  2. Success definitely varies by individuals doing the calling. Individual callers seem to either reach nearly all of their chapters early and quickly, or none. The members who had trouble reaching their chapters in Phase II were almost identical to those who experienced the same problems in Phase I. This suggests that relying on Board and staff members to do the calling may not be an effective approach.
• **PILOT TEST FINDINGS.**

1. Contacting the chapters is a great exercise for Board members and perhaps should be made an annual requirement to some degree. It is amazing how your understanding of what Us TOO really is expands with just a few calls. *Something for the Board to consider.*

2. The Teaming Agreement is, for all practical purposes, an unknown document. Chapters acknowledging any knowledge of what this is is close to zero...and this is the group of locations that is most in tune with the home office. *The Board needs to decide what it wants to do going forward with the Teaming Agreement as it applies to existing chapters / support groups.*

3. Several locations (Remember: only about 10% of total chapters have responded so far.) have expressed the need for DVDs and/or other training materials to use in their meetings. They believe their inability to come up with really good programs is one of the contributors to low attendance. *This will become a Program Committee action item, with priority below the survey and the 25th Anniversary.*

4. Us TOO currently recognizes two types of field structures: chapters and support groups. These are well defined in the existing Teaming Agreement. Despite the fact that only 10% of the 300+ chapters / support groups have responded to date, it is becoming increasingly evident that there are at least two other structures (or LACK of structures) operating with or in the name of Us TOO International. It will be interesting to see how many different kinds of entities / ways of participation will be discovered as the survey continues. The two identified so far include:
   - Call-in phone numbers for information have replaced chapters / support groups in two locations so far. They seem to be working well.
   - There is a significant network of volunteers that work primarily with the home office on various functions but who are not affiliated with any specific chapter or support group. This is not something that requires immediate attention, but it does seem to be a resource that we might want to track more systematically at some point in the future.

5. Even in this small group of those chapters most in touch with the home office, there were corrections needed in some of the data currently posted. This was not excessive, and it definitely is not a complaint about the accuracy of the website information. It did, however, lead to the discovery (by the Committee. Staff was already aware.) of an administrative issue of some concern.
   - There are at least two, maybe more, databases currently in use by Us TOO, which adversely impacts both accuracy and efficiency.
     - (a) Terri updates chapter information on the website directly.
• (b) Jackie maintains at least some other chapter information in an old MS-ACCESS database. This is not used to update the chapter information on the website.

  ▪ The survey is uncovering the need for additional data fields that do not appear to be in any database, EX: whether a group is a chapter, support group, or something altogether different (which the survey shows we have in several locations).
  ▪ In an ideal world, the organization would have a single database containing ALL information that would be used to update/maintain everything. This requires both time and money, but could offer substantial long-term benefits.

6. As indicated earlier, relying on Board and staff members to conduct the survey does not appear to be effective. A somewhat similar survey was conducted by an outside company in 2004. Hiring an outside service may be the only way to effectively conduct an organization-wide survey.

**ISSUES FOR THE BOARD:**

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<td>1.</td>
<td>Provide input/ suggestions for 25th Anniversary events and funding.</td>
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<td>2.</td>
<td>Determine if there should be a requirement for all Board members to contact a certain number of chapters annually to enhance their understanding of who/what makes up Us TOO.</td>
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<td>3.</td>
<td>Determine path forward for enforcement of the Teaming Agreement in existing chapters and support groups.</td>
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<td>4.</td>
<td>Determine of the Board has concerns / recommendations regarding information management in the home office.</td>
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<td>5.</td>
<td>Determine if the Board wishes to consider use of an outside firm for completion of the survey.</td>
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