Us TOO Board Meeting
Book of Materials
Updated 3/06/2014

March 2014 Board Meeting

New Meeting Location:
Hilton Garden Inn
Chicago O’Hare Airport
2930 S. River Road
Des Plaines, IL 60018
847-296-8900

Free Shuttle to and from the airport

Possible Tour, Us TOO Offices:
2720 South River Road, Suite 112
Des Plaines, IL 60018
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- Handouts..........................1) Financial Statements
  2) Corporate Bylaws & Policies
  3) New Empower Yourself through Knowledge brochure
  4) Updated Board Member Quick Reference (J. Hardy, Board Membership committee Chairman
  6) Us TOO History and Significant Events
Proposed Meeting Agenda:

The Friday session will be education and orientation in focus and the Board meeting will be called to order following that session.

Friday – March 7, 2014

12:30 – 1:30 – ARRIVALS and CHECK-IN: Light lunch available
- Hotel Shuttle to Hilton Garden Inn (2930 S. River Road, Des Plaines, IL)

2:00 - 8:00PM Proposed Discussion Areas: With Working Dinner (set for 6:00 PM)
- Getting to Know You: Welcome and Self Introductions
- Orientation to Us TOO with History of Us TOO
- Strategic Plan Update and Comments
- Quick Update on Meetings and events since December 7th Board Meeting
  December 8th to DC for Monday the 9th Roundtable meeting
  December 27th Russ Gould’s family & friends at Funeral Home
  January 4th and 9th office relocation/move to Des Plaines
  January 11th NASPCC training session Reception in Rosemont
  January 15th & 16th Satellite Media Tour on Bone Health in NYC
  January 17th-18th Executive committee meeting in Indianapolis
  January 20th & 21st Access and Affordability Advisory Board in DC
  January 29th- February 2nd ASCO Genitourinary Symposium in San Francisco
  February 4th Webinar presented for the National Center for Health and the Aging and
  HRSA grantees
  February 3rd-7th Terri in Chicago office and Bill Seidel in office Friday January 7th
  February 12th-15th National Health Council Annual Leadership meeting in Tucson, AZ
- Other Issues and Updates as a Review of 2013
- Possible Us TOO Office Tour (Shuttle van from Hilton at 4:30PM)

Saturday – March, 2013 BOARD MEETING PROPOSED AGENDA:

1.  8:30: Breakfast (set up at 8:00AM)
2.  9:00 Call to Order, Agenda Review
3.  9:31 – 9:45: Reflections and comments on Friday
4.  9:45 – 10:45: Leadership/Executive committee
5.  10:45 – Noon: Committee Reports and Updates
6.  Noon - Working Lunch
7.  12:30-2:00: Old Business, New Business & Adjournment
8.  Departures: Transportation to Airport

Potential Action Items: 1) Acceptance of December Minutes, 2) Acceptance of the Treasurer’s Report
Draft December 7th, 2013 Board Meeting Minutes
DRAFT Us TOO Board of Directors Minutes
December 7, 2013 Meeting
Us TOO Offices: 2720 S. River Road, Des Plaines, IL


1. Call to Order and Updates: Kay called the meeting to order at 8:38 AM Central. She noted the new office space and our discussion yesterday (including the Strategic Plan and a possible subcommittee for next year’s oversight, the Chapter survey project that Jim Hammack recently completed, Inspire and our relationship with several of the other prostate groups), the Annual Meeting event last evening and she asked that we each give health updates. Health updates were provided by those in attendance.

2. 2014 Budget Action: Kay asked that we move the Proposed Budget up so we have adequate time to address it. Kay shared the projected deficit was scary to her and she appreciated the questions sent to her by Board members and Tom’s responses. She said when we last faced deficits we discussed, reviewed and implemented cuts. Discussion followed on the events revenue side and areas of potential reductions such as a phase out of Prostate Pointers, the number of editions of the HotSheet newsletter, number of Board meetings, Professional Fees, Fundraising and Staff, Travel and Supplies. There was also discussion about the need to move some of our Investment dollars and it was recognized that is an issue we can take action on at a later time.

The lack of a proposed Capital Budget was also discussed. Jim Rieder made a motion which was seconded by Howard to add a Capital Budget amount which appears below.

Vote 1: Provide a Capital Budget of $4,000 for 2014 to be added to the Proposed Budget expenses of $1,096,330. Accepted unanimously.

Secondly, Jim Hammack made a motion seconded by Jim Rieder which appears below.

Vote 2: Accept the 2014 Proposed 2014 Budget with Revenue of $1,004,000 and Expenses of $1,100,330. Accepted unanimously.

3. Leadership Reports: Kay started with a report on the Executive committee saying that the committee membership will all be new next year. She said that this year the committee had been very focused on the Strategic Plan oversight and yesterday’s discussion included the possibility of a new structure for 2014 for the Plan oversight such as a new Strategic Plan subcommittee.

Kay then asked Jean for the Treasurer’s Report. Jean noted we had discussed the Financial Sheets during our Budget discussions and in the report she had shared with the Board in her November 6th email and
added that she wanted to take a different approach and share points from an email she developed for the next Treasurer, Todd Ahrens. Points included follow-up on the sales of items verses donations for merchandise, workers compensation and taxes for contractors and the implementation of adding John and Chuck to the staff, the Auditor selection and breadth or depth of the audit, pension match and Safe Harbor payments and Federal guidelines, she also informed the group on her review of the entire ledger and noted issues such as late credit card costs, and second signatory decisions on payments of more than $15,000 on one occasion with the SEA Blue Walk due to immediacy issues and exploring better use of non-profit Quickbooks on Restricted funds. Jean mentioned she has given this to Todd in her transition report along with contact information on our CPA and bank. The motion to accept the Treasurer’s report was made by Jim Rieder with a second by Todd.

Vote 3: Accept the Treasurer’s Report as given by Treasurer Jean Jeffries. Accepted unanimously.

4. Committee Reports: Kay asked Howard and Jean to report on the Executive committee’s Bylaws and Policies subcommittee which they co-chaired. Jean reminded folks that the draft in their packets for this meeting was in their packets during our last meeting in September. There was at least one person during that meeting who had some suggestions so time was given for further comments. We did not receive any further comments, so she feels this is ready for acceptance. She also suggested that we do a comprehensive review like this again every three years. There was a motion to accept the drafts made by Bill and seconded by Jim Rieder.

Vote 4: Accept the revised version of the Policy and the Bylaws manuals.

Kay expressed praise and thanks for the hard work of the subcommittee members and asked that the Board go into Executive session to discuss year end staff compensation and Tom was asked to leave the meeting. Once back in full session, Tom was informed there would be no year-end bonuses this year. Kay then asked for a report from Howard on the Board Membership committee. Howard started by saying there are a few people we continue to follow-up on and was pleased that we interviewed four candidates and sent out a ballot before the Board meeting.

Howard also mentioned that Bill Seidel was on the Ballot for a full three year term. Howard reported that all the Board members had voted and it was unanimous that Bill Seidel, Fred Allen, Jim Naddeo, Keith Hoffman and Jerry Deans were unanimously accepted to the Board for terms which start January 1, 2014 and run for three years through December 31, 2016.

Howard stated that we will have two slots open in January for the new committee to fill. We also noted that we recognized Kay, Dave, Jean, Howard (and Hal who was not in attendance however) for their service last evening at the Annual Meeting event.
We next turned to an update on the Development committee. Jean mentioned that the last meeting in November's agenda focused on the Strategic Plan goal of raising $1.5 million by the end of 2015. The committee in 2014 will need to continue this work.

Jim Rieder then reported on the recent activities of the Finance committee. He mentioned that there had been two meetings where we covered the Financials (and mentioned the colored Financials in the Board Book) and the audit subcommittee reviewed bids for a new audit firm. Jim briefed the Board on the review process for the audit bids and after discussion on Todd moved and it was seconded by Bill that we accept the recommendation of the Audit subcommittee for the new auditor.

Vote 5: Accept the recommendation of the Audit subcommittee to engage the audit firm of Levinson Simon Hein & Bilkey, a Division of Calibre CPA Group, PLLC for the 2013 audit and tax preparation. Accepted unanimously.

Kay then asked Dave to give the report on the Program committee. Dave reported on the Town Hall meetings which he and other Board members have attended. He suggests that other Board members also attend as we do more in 2014. He also mentioned the Man to Man groups seeking affiliation with Us TOO. He mentioned the work Jim Hammack reported on yesterday in his calls and that will be an issue to follow-up on in next year’s Program committee. There was support for more work in this area with staff and Board members and there was comment that asking about the offering of family support by the support group would be desirable. He also mentioned the planning for the 25th Anniversary educational event as an area of focus for the committee and staff next year. He also mentioned the recent information session held with Medivizor and there will be follow-up.

Kay asked Tom if there were other Operations Updates he has. Tom summarized comments in the “Annual Review and Update: Us TOO in 2013” that was developed for the Board Book. He emphasized near term work to be completed before the end of the year such as the office relocation, the January Hotsheet which will go to the printer next week, the Prostate Cancer Roundtable meeting in DC on Monday and the 2012 Annual Report.

5. Other Business: Kay asked if all had reviewed the September Board Minutes and following discussion it was noted that Jim Rieder’s name was missing from the Program committee meeting. There were no other changes to the September Draft Board minutes and a motion was made by Todd and seconded by Jim Rieder to accept them.

Vote 6: Accept the September Board Minutes ad drafted. Accepted unanimously.

Discussion then turned to scheduling the 2014 Board meeting dates and the following dates were accepted, March 7-8, June 6-7, September 12-13 (10th Annual SEA Blue Walk & Run September 15) and December 5-6, 2014. Kay will send an email to the full Board.

6. Adjournment: Kay adjourned the meeting at 12:05 PM Central.
December 7, 2014: Summary of Board Action:

Vote 1: Provide a Capital Budget of $4,000 for 2014 to be added to the Proposed Budget expenses of $1,096,330. Accepted unanimously.

Vote 2: Accept the 2014 Proposed 2014 Budget with Revenue of $1,004,000 and Expenses of $1,096,330. Accepted unanimously.

Vote 3: Accept the Treasurer’s Report as given by Treasurer Jean Jeffries. Accepted unanimously.

Vote 4: Accept the revised version of the Policy and the Bylaws manuals.

Vote 5: Accept the recommendation of the Audit subcommittee to engage the audit firm of Levinson Simon Hein & Bilkey, a Division of Calibre CPA Group, PLLC for the 2013 audit and tax preparation. Accepted unanimously.

Vote 6: Accept the September Board Minutes ad drafted. Accepted unanimously.

Follow-up:
- Expense sheets
- Office relocation
- Audit preparation
- Committee appointments
Draft Committee Minutes

1. Executive Committee:
   January 17 & 18
   March 3
2. Development Committee:
   February 27
3. Program Committee:
   February 20
4. Finance Committee:
   February 28th
5. Board Membership:
   Not scheduled
ATTENDEES: Todd Ahrens, Tom Kirk, Jeff Mills, Jim Rieder, Bill Seidel

1. **Call to Order.** The meeting was held at the Hilton Hotel in downtown Indianapolis the evening of January 17 and morning of January 18. Chairman Rieder called the meeting to order at 7:30 PM on January 17. The purpose of the meeting was to discuss problems and issues facing the organization, and to outline a general path forward for 2014 and beyond. There was much exchange of views and information which is not recorded here. Highlights and decisions made are as follows.

2. **Board Structure and Relationships with staff.**

   a. Chairman Rieder outlined his vision. The role of the board is to focus on strategy and direction, and the role of the staff is to execute that strategy and direction. This applies to all board members and committees in the organization, not just the Executive Committee. Jim is concerned that, in the past, individual board members have become too involved in the details of the operation. He wants to ensure that this does not continue.

   b. To assist in keeping board and staff functions separate, the following guidelines were established. These are guidelines. Common sense is expected to prevail in execution. Board meetings.

      i. All communications from board members to staff are to go through the President and CEO. EXCEPTIONS are as follows:

         • When a board member and staff member are working jointly on a single project, such as but not limited to occasions where a staff member serves on a board committee, it is not necessary to first go through the President and CEO, although he should be copied on all correspondence.

         • If there is a need to proceed on a specific matter without waiting for approval from the President and CEO, the President and CEO is to be notified as soon as possible after the fact.

      ii. The chairman should be copied on all correspondence between board members and staff.

   c. It was agreed that senior staff members should attend board meetings.

      i. While “senior staff members” was not specifically defined, for the moment it will be Terri Likowski, John Lupton and Chuck Strand.

      ii. It was also agreed that senior staff members may be members of board committees with prior approval of the President and CEO and the Chairman.
d. It was noted that Chuck Strand was made a full-time employee of the organization and John Lupton a part-time employee at the beginning of the year.

3. **Quarterly Board Meetings.** There was much discussion about the nature and frequency of board meetings. [Specific plans for the board meeting of March 7 and 8 are discussed in a later section.]

   a. As indicated above, senior staff members will attend all board meetings. Senior staff members will not participate actively in the meetings, however, except when called upon. The purpose of this is to facilitate understanding across the organization and to increase the availability of specific information at board meetings.

   b. For the time being, Friday sessions will be devoted to general information and education. Upon completion of this portion, the formal board meeting will commence. It is conceivable that all business could at times be transacted in a Friday session. For now, that will be determined by the agenda established thirty days in advance of each meeting.

   c. The possibility of teleconference meetings in lieu of on-site meetings was discussed. Use of teleconference format instead of on-site will be determined for each meeting at least thirty days in advance of such meeting.

4. **Structure / History of Us TOO International.** Tom Kirk spent a considerable portion of time describing the organization and past history of Us TOO International.

   a. The relative brief tenure of the majority of current board members means that the collective memory of the board is close to non-existent. There is real danger in not knowing how things got the way they are.

   b. Key points included
      i. Us TOO does not own, supervise or manage any chapters or support groups.
      ii. Chapter / support group affiliation is strictly voluntary.
      iii. A primary means of control over the chapters and support groups is allowing them to use the Us TOO name and logo.

   c. In regard to chapters and support groups
      i. There was considerable discussion and board concern about the accuracy of the organization’s current information on the status of each chapter and support group listed on the website. Providing strategy and directions for updating and maintaining this information will be the number one priority for the Program Committee this year. Volunteer assistance will be evaluated as an option in assisting in this project.
ii. The slow adoption of the Teaming Agreement was discussed. One difficulty defined was a possible mismatch between Teaming Agreement requirements and support group realities. Identifying and resolving any such issues is assigned to the Program Committee.

5. **Review of the Strategic Plan.** In general, it was determined that there is enough guidance and unfinished work in the existing plan to make unnecessary any formal revision of the plan. A new, formal strategic plan should be developed toward the end of 2014. Individual objectives were discussed with the following paths forward defined.

a. **Objective One.** Develop and implement processes to facilitate, identify, monitor and report progress in reaching the goal of achieving $1.5 million annual gross revenue in two years, by December 31, 2014. While the direction is correct, the strategies and details of this objective need to be reworked. This is assigned to the Development Committee.

b. **Objective Two.** Develop by December 31, 2013, contingency plans for expected or unexpected departure of President / CEO. Much remains to be accomplished here. For the time being, responsibility for this objective remains with the Executive Committee.

c. **Objective Three.** Develop formal processes for Board of Director qualifications and officer transition by September 15, 2013. The part involving officer transition was completed. The remainder is assigned to the Membership Committee for updating and completion.

d. **Objective Four.** Develop, plan and implement a new Us TOO website by December 31, 2013. Funding is available, but finding resources for developing the content are the challenge. Identifying and recommending resolution of these problems is assigned as the number two priority of the Program Committee. Bill Seidel will be meeting with Tom Kirk on February 7 to discuss and set direction for this and other Program Committee issues.

e. **Objective Five.** Develop, plan and implement a 25th Anniversary event for 2015 by September 30, 2014. The following comments / guidelines were developed:
   i. It was emphasized that funding must be secured this year.
   ii. If we are to have such a function, it should be one that attracts participants, preferably paying participants. Paying people to attend should occur only in unusual circumstances. If the program cannot sell itself, we have the wrong program.
   iii. Jim Hammack has been asked to lead a working group for this event within the Program Committee.

f. **Objective Six.** Develop and implement three (3) Town Hall meetings during 2013.
   i. This objective was completed on time!
ii. There is funding for additional town hall meetings this year. The Program Committee will get with Tom to review past results and future objectives for town hall meetings, then develop an appropriate schedule for such meetings for 2014.

g. **Objective Seven. Review and update all Us TOO Bylaws and Policies by December 6, 2013.** Completed on time.

6. **Board Meeting of March 7 & 8.**

   a. The Friday meeting will be primarily an educational session, possibly taking up all available time on that day. This is considered necessary given the minimal time served by the majority of board members.

   b. Topics to be included:
      i. **Personal introduction of individual board and staff members.** This is intended to facilitate familiarity among the directors and senior staff people, and is to include personal history as well as history and philosophy related to Us TOO concerns. Jerry Hardy will be tasked to organize and lead this portion.
      ii. **History, legal, and organizational structure of Us TOO International.** Tom Kirk will develop and lead this session. This should include a listing and description of key donors and all organizations with which the organization maintains significant relationships.

The meeting was adjourned at 10:30 AM on Saturday, January 18, 2014. It was agreed that Executive Committee meetings / conference calls will be held monthly, but no date for the next meeting was established.

Respectfully Submitted,
William Seidel, Secretary, Us TOO International
Quick Operations Update: December 2013 and January 2014

The Board meeting was held Saturday December 7, 2013 at new offices and the Annual Meeting was held Friday evening December 6, 2013. A Lifetime Achievement Award was presented for Russ Gould, family and support group friends in attendance and Bill Blair Memorial Lecture given by Dennis Golden. On Sunday December 8th Tom flew to Washington, DC for the Prostate cancer Roundtable meeting held on Monday December 9th. The January HotSheet was sent to the printer and Mark was in for November Financials on the 10th.

New office, movers and phone systems meeting for preparation took place the week of the 16th and the HotSheet mailing was completed with website posting and emailing. Jim and Tom discussed the 2014 committee assignments and Russ passed away on Saturday the 21st. Tom attended Russ’s showing at the Funeral home on Friday the 28th and took off the 30th and 31st for the holiday. Office packing occurred on Thursday and Friday January 2nd and 3rd and movers packed the two trucks on Saturday the 4th. Only one truck arrived on Saturday with record setting bad weather and a truck breakdown.

John was placed on the payroll part time and Chuck added full time on the payroll call-in on Wednesday the 8th and the new phone and server installation occurred on Wednesday January 8th as well. The second truck delivery occurred on Thursday the 9th of January and unpacking has been taking place. Johnny Payne from SC stopped by to see the offices and have a lunch meeting with Tom on Friday the 10th. Tom attended the reception held by volunteers for the National Alliance of State Prostate Cancer Coalitions at the Chicago Hyatt Regency on Saturday the 11th.

The final old office clean-up occurred on Monday January 13th, Jackie to do final walk through this week while Tom is in New York City for media interviews for Amgen on Bone Health from Wednesday the 15th through Thursday the 16th.

Also early in the week, several grant follow-ups were done and a new letter of request was sent on Monday the 13th to Invivo. Since the Board meeting contacts have been made with not only Invivo but also Sanofi, Teva, Bravarian Nordid, Astellas/Medivation and Millennium. The first 2014 SEA Blue planning meeting with Wellness Place staff was re-scheduled from the 16th to the 23rd and the kick-off event has been moved from February 6th to March 6th.

The Executive committee meeting in Indianapolis will take place Friday and Saturday the 17th and 18th as well. Coming up next week is a trip for a Janssen Advisory Board meeting on the 20th and 21st on Access and Affordability which Tom will attend as well as attendance the following week for the ASCO-GU meeting in San Francisco from January 29th through Sunday February 2nd. Key meetings are being set up.

Additionally, a few weeks later Tom and Jim will be attending the annual National Health Council Annual Leadership Conference in Tucson from February 12th through the 15th.
ATTENDEES: Todd Ahrens, Tom Kirk, Jeff Mills, Jim Rieder, Bill Seidel

7. Call to Order. The meeting was called to order via conference call by Chairman Jim Rieder at 5:00 PM. The purpose of the meeting was to review the agenda for the forthcoming board meeting on March 7-8.

8. General. The meeting on Friday afternoon, March 7th, will be devoted to introduction of board members and a presentation on the history of Us TOO. If time allows, the official board meeting will commence at the conclusion of these matters.

9. Finance Committee. Financial statements will be reviewed. Other than approval of the Treasurer’s Report, no board action appears to be required.

10. Program Committee. The proposed chapter survey process and questionnaire will be presented for board approval and execution. Copies of the draft process and questionnaire will be sent to all board members on March 4 so that they can review them before the meeting. There will also be a general discussion of the 25th anniversary recognition in 2015. The 25th Anniversary Planning Group will be looking for input and guidelines from the board.

11. Development Committee. Current plans for fund raising will be presented.

The meeting was adjourned at 5:20 PM.
Respectfully Submitted,
William Seidel, Secretary, Us TOO International
Development committee, DRAFT Minutes, Thursday February 27, 2014

Attendance: Jeff Mills, Tom Cvikota, Bill Seidel, Keith Hoffman, Todd Ahrens, Tom Kirk
Executive committee members: Jim Rieder, Absent: Dexter Rumsey, Fred Allen

1. **Call to Order:** Jeff called to meeting to order at 4:03 central.

2. **Updates:**
   a. **End of year Campaign:** Tom and Chuck reported end of year information stating that we showed about $45,000 from the “Be Thankful. Pay it Forward” campaign. Chuck sent a follow-up email on the 14th to volunteers who were sent the campaign materials. Minimal feedback has been received so far but some helpful feedback has been received. It was noted we plan to do two campaigns next year; adding one in June.
   b. **Board donations:** Tom reported that Board donations are received in several ways; as donation of expenses, as part of the September SEA Blue Boardwalkers Team and other donations they have made or solicited. Tom reported we have set a new high this past year nearing $40,000. There was discussion about how to improve on these levels for 2014.
   c. **Major Donor Program:** John and Tom made comments on the challenges in this area and how further planning and discussion is needed.
   d. **Events:** Tom noted that our Fundraising events were up last year and that we have corporate interest to do another Chicago event. John has been working on another Atlanta event and will be going to Atlanta for planning work over the next several weeks. There was also mention of Pints for prostate events and the involvement of Jim Rieder and others in an April event in Columbus. Tom added that he has been in discussion with Rick Lyke and we will be providing Rick with opportunities for 2014 support from Pints. Tom mentioned that the kick-off/celebration event is set for next week Thursday for the September 10th Anniversary SEA Blue Walk & Run in Chicago.

3. **New Opportunity for 2014:** The Wearever men’s incontinent briefs promotion discussed in 2013 continues as we seek to complete the project agreement. Following discussion, staff will continue to negotiate the agreement and report back. There was discussion covering the Georgia Prostate cancer Coalition discussion on a September golf outing and the work done by Dexter on planned giving.

4. **Wrap-up and Adjournment:** Jeff called the meeting to close at 5:03 Central.
12. **Call to Order.** The phone conference was called to order at 5:00 PM EST. The purposes of the call were to:
   a. Briefly introduce all attendees and guests
   b. Reconsider the December board decision to terminate Prostate Pointers.
   c. Review and hopefully approve a draft process and questionnaire for a proposed chapter/support group survey.
   d. Get update on 25th Anniversary event
   e. Receive update on website conversion from Tom Kirk
   f. Review Program priorities.

13. **Prostate Pointers.** The board decided at the December 2013 meeting to terminate Us TOO’s relationship with Prostate Pointers and to recommend those participants to join a similar capability at Inspire. The President and CEO has expressed serious misgivings about the possible consequences of this decision, and he presented his concerns to the committee. On a motion by Jerry Hardy, seconded by Jerry Deans, the committee voted to refer the issue to the full board for reconsideration at the March meeting. The committee did not move to either reverse or affirm the decision made at the December board meeting.

14. **Chapter Survey.** A draft process and questionnaire was reviewed. There was some discussion of the process but no recommended changes. The following changes were recommended for the questionnaire:
   a. Add an explanation at the beginning as to the purpose of the survey
   b. Add a question about pros and cons of the website
   c. Add a question about the Teaming Agreement

   On a motion by Bill Seidel, seconded by Jerry Hardy, the committee voted to recommend that the full board approve the process and questionnaire, as revised above, for implementation.

15. **25th Anniversary Event.** Jim Hammack presented an initial update on the 25th Anniversary Working Group, which prompted much discussion. Key points of the discussion included:
a. Tom Kirk advised that there would be much less money provided by pharma companies than was provided for the 20th celebration due to significantly different market conditions this time around.

b. Jim Hammack, Jim Rieder, and Bill Seidel expressed strong reservations about paying for rooms for attendees, as was done for the 20th Anniversary celebration. Tom K. cautioned that if we did not pay for rooms, we would get much lower attendance; many, perhaps most, potential attendees could not afford to pay $600 to attend such an event. There was some discussion that if we could not come up with an event that would attract the desired number of people to attend at their own expense, we probably should not have such an event.

c. Tom Kirk suggested that, given the significantly different conditions this time around, the working group consider starting with a clean sheet of paper rather than trying to emulate the 20th anniversary event.

d. It should be noted that this working group is in the very initial stages of planning.

16. **Website Update.** Tom advised that the primary delay is writing content. Chuck Strand is a good writer, and Chuck has a friend who might also help. Bill Seidel said that some board members could help with writing, and referenced the work he and Todd Ahrens did on the PSA/screening page this past summer. Bill recommended that the staff develop a list of content and assign a primary writer to each. That would provide an opportunity to see where non-staff personnel might be able to assist. Jim Rieder recommended that Tom set a deadline for completion. Tom suggested that completion by the end of the second quarter might be doable.

17. **Program Priorities.** The recently developed Program Priorities spreadsheet was discussed. This is an attempt to (a) list ALL programs in any stage of development within Us TOO, and (b) prioritize the list to the degree possible. It was emphasized that this is, and for the foreseeable future will continue to be, a work in process.
18. **Next Steps.**

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<tr>
<th>What</th>
<th>Who</th>
<th>When</th>
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<tbody>
<tr>
<td>Place reconsideration of Prostate Pointers decision on agenda for March Board Meeting</td>
<td>Jim R.</td>
<td>Mar 6</td>
</tr>
<tr>
<td></td>
<td>Tom K.</td>
<td></td>
</tr>
<tr>
<td>25th Anniversary Working Group continue with planning process</td>
<td>Jim H.</td>
<td>On going</td>
</tr>
<tr>
<td>Complete successful implementation of website update</td>
<td>Tom K.</td>
<td>June 30, ’14</td>
</tr>
<tr>
<td>Revise survey questionnaire to include items mentioned above</td>
<td>Bill S.</td>
<td>DONE</td>
</tr>
<tr>
<td>Present process and questionnaire to full board for approval</td>
<td>Bill S.</td>
<td>Mar 8</td>
</tr>
</tbody>
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The call was adjourned at 6:00 PM.

Respectfully Submitted,

William Seidel, Chairman, Program Committee
1. **Call to Order**: Todd called the meeting to order at 4:04 Central.

2. **Financials**: Todd asked Tom to update the group on the Financial information he had sent. Tom stated that on the Balance Sheets he provided, we had cash assets of $983,734 at the end of December 31, 2013 (before Fixed Assets and Depreciation). This is 2.12% or $21,339 less than one year earlier, December 31, 2012.

   Our end of January 2014 numbers shrank again this year to $954,154 or $29,580 less than the end of December 2013, down 3% from the end of the year and 5.73% less than January 2013. Mark will need to add to the end of the year as well as January numbers yet for two accounts (Chapter Cash and January Investment status); the information was not here yet when he was in the office last week.

   Tom said he developed a chart which he will share after the call and during the Board meeting. It shows 2013 was the 4th highest level of assets, 2012 the 3rd highest and that we had recovered from the downturn in 2008 when the economy experienced the market downturn and we ended the five year Federal grant of $300,000/year.

   He stated that we are very liquid with our money and that we have our Cash & Assets in five places; three at the Hinsdale Bank (our checking, and two Money Market Funds and two cash/Money Market Funds at Morgan Stanley accounts (#451 and #520). The equities we have are in the account #520 and are managed by the investment professionals we have met at our Board meetings. That account has moved forward nicely from last year, up by nearly $80,000 or 24%. He noted that we did get a donation of stock worth about $1,100 in December 2013.

   Tom noted, of the $983,734, we hold $353,370 in our Deferred Restricted Revenue or 35.5% of our cash, about $97,409 or 38% more than the end of last year. Of this $353,370 is $231,241 for Us TOO projects such as the website content work and other projects. This amount is up by $74,195 or 47.2% over end of last year. The remaining amount of $121,979 we are holding for the 44 support groups/chapters. This amount is up from last year by $23,094 or 23.35%.

   He said that in January, our Deferred Restricted Revenue account also grew by $10,000 to $364,063 as we deferred another corporate grant. That means our deferred dollars increase to $364,064 or 38.1% of our cash. He also added that we have also received and deferred another $25,000 in February. He mentioned that we will need to focus on the projects we have received dollars for to keep our Profit & Loss statements in the black this year.

   In our Income & Expense sheets or the Profit & Loss Statements, Tom stated we show a loss as we were unable to draw as much money from our Deferred Reserves as planned. He stated that the Fundraising line contains gross revenue from four events, the SEA Blue Walk and Run, the
Bachelor golf event, the Austin swim event, several Pours events and another SEA Blue Walk event in IL.

Tom reported we are nearly 26% less than last year for income, the biggest issue is the lack of any bequest money this year. That loss represents 63% of the difference from last year. He stated we have more Restricted Deferred Revenue on the Balance Sheet for certain projects. He noted that if we had worked more on those projects we could have lowered the income shortfall on the Profit & Loss Statement which would have also lowered the deficit we show on the P&L.

Tom reported that on the expense side, you can see we spent nearly $95,000 or 9.13% less than 2013, however we still showed red ink expenses to income of $177,257. He shared that on the January to January P&L that we also ran another deficit. He said we did defer $10,000 which he will move to the P&L which will leave us with a deficit of just over $2,000 for the month. He shared that this grant was received for 2012 work on the brochure which we have received in the office in January. Finally, he said that we have kept our expenses lower than January last year, however we have some expenses which are not in here yet.

To provide comments on the 2013 expense overages compared to 2012, Tom shared that we had larger Fundraising expenses than the previous year as we did more events which also contributed to the overages in Printing and Supplies as well. He pointed out that compared to 2012 our Net Fundraising for events in 2013 is up by $68,000 or 62%.

Finally, Tom stated that he included the comparison for end of year to the 2013 budget. The bottom line he noted was that we under performed on the Revenue side by 12.1%, and again mentioned we put $74,165 more into our Deferred Restricted fund than we took out. We worked on other non-funded activities more than Tom anticipated and he pointed out we had staff turnover as well as Ryan left us. Tom noted on the expense side, our overages were related to more expenses due to expanded fundraising activities which increased our costs in the Fundraising and Professional Fees lines.

3. Audit: It was mentioned that we will have a new audit firm this year.

4. Wrap-up and Adjournment: As other business, Jim Rieder reminded people we will have an Executive committee call on Monday. Todd adjourned the call at 4:40Pm.
Other Board Book Materials
Us TOO International: 2014 Calendar
Updated December 2014

QUARTER I: Closed New Year Day (Wednesday) and President's Day (2/17/14)

January: Year-end work (Board committee assignments and audit preparation), carry-over project work from 2013 continues/begins (website content updates, chapter mentoring with Regional Town Hall meetings, Hormone brochure, the HotSheet, etc), ASCO GU Symposium (January 30-February 1, San Francisco, CA) with possible Astellas/Medivation Advisory committee meeting.

February: SEA Blue Thanks/kick-off (6), NHC 27th Annual Leadership Conference (12-14, Tucson, AZ), Dr. Crawford's 24th Int'l PCa Update Conference (19-22, Vail, CO), Possible Audit team site visit (here or in March)

March: Quarter I Board meeting (7-8), Possible Teva international meeting, Possible Atlanta education conference, Possible Patient meeting for Sanofi, SEA Blue celebration event (6).

QUARTER II: Closed Memorial Day (5/26/14)

April: Possible Roundtable meeting in DC

May: Federal/State tax filings (or extension until August), AUA (16-21, Orlando, FL), ASCO's Annual meeting (May 30- June 3, Chicago), Possible webinars, one with Zero

June: Quarter II Board meeting (6-7), Potential Business Leadership Council meeting, Men’s Health Month (Father's day June 15), Potential Fundraising ask campaign,

QUARTER III: Closed Independence Day (Thursday, 7/4/14) and Labor Day (9/1/14)

July: Active corporate sponsorship activities, follow-up to ASCO, Prostate Cancer Roundtable in DC (17-18)

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

September: PC Awareness Month, Quarter III Board meeting (12-13), 10th Annual SEA Blue Prostate Run/ Walk (14th or 21st, Chicago), ZERO and PHEN Advocacy Summits in DC, Pints event in Europe, PCRI Annual conference in LA (5-7), and Possible ProNet's Annual Northwestern Prostate cancer conference in Chicago


October: SEA Blue Walk & Run fundraising continues

November: Movember activities, Possible Roundtable meeting in DC

December: Quarter IV Board/Annual meeting (5-6), end of year fundraising and audit preparation, (5-6) Prostate Cancer Roundtable in DC

Unknown dates in 2014

Us TOO Prostate cancer Business Leadership Council (PCBLC) meeting, Us TOO U Town Hall meetings, NCCS and NCCN Roundtable meetings, On the Line and My Prostate cancer Roadmap calls and meetings, Us TOO committee meetings, Early Access Committee-Prostate cancer (EAP). Monthly: HotSheet preparation and distribution
Us TOO Board of Directors 2014 Committee Assignments

Executive (standing committee): Chairman, Jim Rieder; Vice-chairman, Jeff Mills; 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, Bill Seidel, Jerry Hardy, Todd Ahrens, Tom Cvikota, Keith Hoffman, Jerry Deans, Jim Hammack

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, Bill Seidel, Jerry Hardy

Development (standing committee): Chair Jeff Mills, Dexter Rumsey, Tom Cvikota, Bill Seidel, Fred Allen

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), Dexter Rumsey, David Lubaroff (also Audit subcommittee chair), Jeff Mills, Jim Naddeo

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 Jerry Hardy, David Lubaroff, Jim Hammack, Keith Hoffman, Todd Ahrens

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: membership still needs discussion, several meetings before March Board meeting were discussed.

* From Corporate Policies, Approved December 2013.
2014 Us TOO Programs and Projects by Program Area

1) PATIENT INFORMATION:

Monthly *Hotsheet* will have $28,500 available as of October 1, 2013. We anticipate other sponsors in 2014 as well. Jonathon Mcdermed, Jackie and Tom work as the editorial team. Chuck will be added as we move forward. Volunteers help edit and mail it out each month and of late we print 5,500 copies each month. We mail to about 160 chapters/supports groups (who we ask for donations to support postage) and about 200 individual subscribe as well.

Advanced Disease Kit: We have about $22,000 available as of October 1, 2013. We are seeking to update our Hormone brochure and have nearly completed a new brochure. We will be receiving $10,000 from Astellas/Medivation for our work on the new brochure. Major work was done in 2011 on the Advanced Disease Kit which involved Pam, Chuck and Tom. The Hormone brochure team included a contractor, but work was deferred and will need to be reformed. The new brochure involved John and Tom and is in final review.

2) CHAPTER SERVICES:

The Us TOO University/Town Hall meetings/Chapter Mentoring projects have about $53,300 available for work following recently received support from Millennium. We have conducted sessions in Austin, Atlanta and Rochester in 2013. In the past we have conducted sessions in Phoenix, Seattle and Chicago. During 2014 we will work the original target list of about a dozen locations and conduct several more. We will also be seeking funds for the planning and preparation of a possible August 2015 Us TOO 25th Anniversary education Conference in Chicago. Staff and contractors John, Chuck, Terri and Tom will be team members on this project.

Man to Man transition has taken place without support until recently when we received $10,000 from Dendreon. Terri and Tom have been involved so far.

3) EDUCATION:

The Companion and Families Advisory Panel still has $2,000 set aside for its efforts. Past volunteer work was led by Terri with some involvement by Tom. We continue to reprint and use the Partners brochure.

The Website re-design technical work is completed, and we have turned to the content review and development. Access medical seeks to assist in this area as well. Past work group members included John, Terri and Tom and Chuck will be involved as we move forward into 2014. Dr. Chodak wants to assist as well. Recent donations have added $100,000 to the project fund leaving us with over $110,500 to engage. This will be a high priority project again now that funds are secured.
Funds for a Webinar have just been secured ($10,000) and it will be planned for early 2014 as a co-project with Zero. This project has involved Tom so far and Chuck will be committed as we move forward. Terri will be involved in a minor degree to engage messages for chapter/support group leaders.

The My Prostate Cancer Roadmap site collaboration with Us TOO continues. Currently there is $18,000 available to support our time and attention. Tom and John have been engaged in review and comment as well as material development this year and Chuck will be added in 2014. There is potential to gather sponsorship in 2014. During 2013, Us TOO also received donations totaling $5,000 from Janssen in their Save Your Stripes campaign for veterans support and education.

The Prostate cancer Business Leadership Council has just over $28,000 from companies who sponsor this council. A sponsorship is anticipated for $15,000 soon. These funds are used to support our mission activities and assure we hold at least one meeting of the council. This work involves Tom, Terri, John and Chuck will be added. A meeting near ASCO is anticipated for 2014.

4) ADVOCACY:
Tom continues to play a lead the role as the representative to the Prostate Cancer Roundtable which meets in person twice a year and has conference calls. These meeting costs are reimbursed but no specific corporate sponsorships are given to Us TOO. We also are members of the National Health Council, OVAC, CLC and the WWPCC.

5) AWARENESS:
We have been increasing our Awareness activities and events beyond the Chicago SEA Blue event held in Lincoln Park. During 2012 we added the Original Blues Brothers Band event and during 2013 we have held two Pours for Prostates events. Corporate support for the 9th Annual SEA Blue event reached a new level of about $180,000 and such levels are seen for 2014. The Us TOO Board raised nearly $20,000, Rick Lyke added a matching $10,000 from his Pints campaign and the net is expected to be over $110,000 for a total of approximately $140,000. Virtually all of the staff and contractors were deeply involved in the event.

6) RESEARCH:
We have a slowly growing fund which totals just over $15,000 designated to research.