



- I. Call to Order - the meeting was called to order at 7 PM 1/12/09 in the Mount Leadership Suite at Longaberger Alumni House by President Jeff Jordan.

Present were: Officers: Jeff Jordan, Ryan Rupp, Brian Golden, Pete Boriin.

Ex Officio: Gustav Bruder, Pat Campbell, Dave Carwile, Ray Castle, Ron Daron, Dr. Paul Droste, John Gliatas, Shelley Graf, Doug Lape, Curt Littlegreen (phone), Cara Ricci, Jim Patterson, Tom Trinter, Paul Walsh, and Dr. Jon Woods.

Board Members:

2009: Catherine Baird, Heather Blackmon-doForno, Allison Pallard, Dana Smith, and John Wooten.

2010: Doug Behn, Denny Beis, Willis Burt, Sarah Diemand, and Adam Prescott (phone).

2011: Wes Clark, Ron Donnell, Dr. Ryan Hanson, Gary Leppla, and Steve Thompson.

Notifying Unable To Attend: Larry Cohen, Dr. Jan Ebert, Sandra Johnson, Sara Lawhon, Craig Little, Mel Ponzi, Bill Scharenberg, Todd Seymour and Justin Westrich.

Others attending: Cathy Burt, Dan Eck.

- II. Adoption of Agenda

Gliatas/Blackmon-doForno (passed)

- III. Adoption of Minutes 11/10/2008

Daron/Patterson (passed)

- IV. Financial Report - Brian Golden TBDBITL Alumni Club, Inc. Financial Report EXECUTIVE SUMMARY

Balance Sheet Previous Year Comparison

- Transitioning from U.S. Bank back to Chase Bank.
- 'Instrument Fees Payable' part of journal entry. Same for all under 'Accounts Receivable' and 'Other Current Assets.'
- 'Endowment Payable' part of journal entry.

Profit & Loss Previous Year Comparison

- Membership dues up 14.2 % from last year.
- All contributions to Endowment have been made. Thanks to Shelley for helping again!
- OSUMB lunch prior to start of school now called 'OSUMB Pre-season lunch.'

Profit & Loss by Class

- Hyper Friday revenue totaled about \$20,000.
- \$1,500 paid to Alumni Cheerleader Endowment from Hyper Friday revenue.

Profit & Loss Budget vs. Actual

- *Active Band* - Performance revenue exceeded expectations.
- *Hyper Active Band* - Performance revenue exceeded expectations. Contribution to Cheerleader Alumni Endowment was made.
- *Reunion Game* - tickets big question looking toward to 2009 Reunion vs. Navy.
- *Script Ohio Club* - Mailing & Postage over budget.
- *TBDBITL Club* -
 - Revisit budget for 'Archives' in 2009.
 - Extra Endowment contribution made in 2008.
 - Paid for OSUMB berets ahead of schedule.
 - Mailing & Postage will be watched more closely in 2009.
- **TOTAL** -
 - Over budget on Archives.
 - Over budget on Equipment (berets).
 - Over budget on Mailing & Postage.
 - Over budget on Supplies.

(unanimous consent)

- V. Information Items

- OSUMB Update and Report - Dr. Jon Woods - report below
- OSU Alumni Association Report - no report
- Holiday Party for the Band - again hosted by Jim and Lois Allen

Dr. Droste commented that we owe a debt of gratitude to Lois and Jim.

Pete will send a formal thank you letter from the Club.

Discussion commenced on how to thank Jim and Lois. In the past we have given them airline vouchers for their travel, and other gift cards. They have asked that no gifts be given in the future, they would rather the amount go to the scholarship fund. They even refuse to turn in expenses for any of the food, drinks and other party expenses. The Board would like the awards committee to present a Certificate of Appreciation to Lois & Jim Allen for all of the great Holiday Parties **Gliatas/Lape (passed)**

- OSUMB Pizza Party - 12/3 at the Drake Union 5-8 PM Shelley gave the following report:
Pizzas - 80 pies for \$7 ea (Shelley talked them down from 8.50) - \$560 + 80 tip = \$640
The Drake - cost of the room, table clothes, chairs, tables, setup - \$702.42
Krogers - donated six cases of pop and 300 cookies (Kevin King, Westerville)
Pop - 240 cans donated from Coca Cola - Student affairs office.
Total for the 2008 pizza party - \$1,342.42



TBDBITL Alumni Club Board of Governors

Minutes - Monday, January 12, 2009

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Solo / 1st	John Gliatas	614-397-6714	JohnGliatas@tbdbitl.com
Effer / 2nd / 3rd			
Alto	Terry Kelly	614-264-5114	TerryKelly@tbdbitl.com
Baritone			
Trombone	Paul Walsh	614-864-8542	paulparkguy@aol.com
Percussion			
Sousaphone	Mel Ponzi	614-882-9427	MelPonzi@tbdbitl.com
Drum Majors	Shelley Graf	614-451-5620	ShelleyGraf@tbdbitl.com

Mel was unable to attend. Dana reported that the band was split on HyperFriday, Raised about \$20,000. Brian G stated thanks for the donuts and Sarah D stated thanks for the veggie tray. Officer Clark stated there were no issues. Ron Daron stated that there are a lot of younger alumni participating. Dave C recommended that we be aware of the football schedule in future years that the Big Ten has moved the OSU-UM game to the Saturday after Thanksgiving. Discussion took place about how the Friday may be different with schools out, businesses closed, people shopping.

Jeff extended gratitude to Mel on behalf of the Board for another great HyperFriday!

9. Legal Review Committee- Catherine Baird - no report

10. Marching Band report - Jeff stated that there was excellent coverage of the band at the Fiesta Bowl and to Dr. Jon Woods and the band staff - great job. The band looked and sounded outstanding! Dr. Woods explained that the whole trip was first class, the OSUMB was on a mission to show the Texas band what TBDBITL was. The hotel staff said OSUMB was one of the best groups they have ever had stay there. Woods feels that they gave the Longhorn band a full frontal assault. During the classical fireworks show and the 1812 Overture, the Texas mascot bull - Bevo - paced in a circle, became agitated and had a bowel movement. The student staff was excellent, they unloaded the truck in 14 minutes in an easy access layout of instruments. Paul Walsh added that UT Asst Band Director Damon Talley (who used to be an Asst at That School Up North) had drilled the UT Band on their music prior to the Fiesta Bowl. One UT student asked Damon, "Why are we working on this so much?" He replied, "You don't know who we are going up against, do you?" There was a battle of the bands prior to the Fiesta Bowl. The UT Band Director, Dr. Robert Carnochan, put his head down when he heard the OSUMB halftime music... Paul explained that the UT Band was totally disillusioned after OSUMB (who went first) came off the field at halftime.

Soon (Jan 20) they will be marching in the Presidential Inaugural Parade. Prior parades had about 350 applicants for 100 spots. This time there were 1400 applicants, and OSUMB is one of the 100. They are in the fifth division due to take the street around 4:30 PM. Catch it on CSPAN. They had support in their application from Governor Strickland, Fmr Senator John Glenn, OSU support. They are staying in Fredricksburg, VA at a good rate of \$130/night. They will go Sunday and play at the Mayflower Hotel for the Democratic Party. On Monday the band will be free to tour the area around the Mall from 10-6PM. Parade Tuesday, back Wednesday. The OSU Alumni Club of Washington D.C. is assisting in getting the band's guests parade Access. Other college bands will be Ohio Univ, Tennessee, Utah, Grambling and Florida A&M. OSUMB receives more national recognition for this event than almost anything else they do. Letters pour in from around the country.

Jeff recognized Cara Ricci, OSUMB Head Secretary and TBDBITL Board Student Rep - Congratulations on Cara being named the 2008 OSUMB Most Inspirational Bandsperson!

11. National HyperActive Band Program - Paul Walsh Paul presented the following Powerpoint presentation:

THE OHIO STATE UNIVERSITY MARCHING BAND ALUMNI National Hyperactive Band Program

PURPOSE:

- * To provide additional playing opportunities for members around the country.
- * To assist OSU Alumni Band members that are 75 miles or more away from Central Ohio with creating and managing Hyperactive type pep bands.
- * To create a broad based network of TBDBITL Alumni contacts throughout the country who can assist in booking and movement of the Active and Hyperactive Bands.



GOALS:

1. Create contact list of potential organizers.
2. Provide organizers access to database of current members.
3. Provide Hyperactive Band sheet music as needed.
4. Create school song books similar to Salvation Army Band books with parts 1,2,3,4,5,6,7 etc so that melody can be played by any instrument.
5. Provide assistance in finding instruments.
 - a. Identify local OSU graduate contacts in area schools.
 - b. Identify schools that may be able to lend instruments.
 - c. Steinbrenner Band Center instruments if available (logo bass drum etc)
6. Hold annual meeting of reps in conjunction with Reunion.
7. Provide guidelines for operations.
 - a. Contracts
 - b. Types of "appropriate" gigs (parties, game watch, anniversaries, etc)
 - c. Uniform
 - d. Minimum instrumentation
 - i. Solo/first trumpet # 1
 - ii. High brass # 2
 - iii. Low brass # 2
 - iv. Percussion # 1
 - e. Accounting reporting
 - i. Periodic reporting of activities (newsletter deadlines?)
 - ii. Annual report of financial activities
 - f. Legally authorize rep to be an official contact – memorandum of understanding
8. Create list of ideas for gigs.
9. Guidelines for "free" or "charity" and what to charge for others.
10. Website listing of gigs.
11. Coordinate with local OSU Alumni Clubs and provide contact information.
12. Create a "house band" per Alumni Club.

Questions

MOTION: That the TBDBITL Alumni Board of Governors authorize the National Hyperactive Band Program Committee to begin the implementation of the goals as stated in this presentation

Leppla/Hanson (passed)

12. Membership Committee - Ryan Rupp - Letter coming out soon, committee to meet.
13. Nominating Committee - John Gliatas again requests names to replace Johnson and Leach. Jeff has asked that the new slate for 2009 be presented at the March 23, meeting.
14. Publicity Committee - Dave Carwile - Local TV anchors didn't travel to Arizona this time, tough year for publicity at Fiesta bowl.
15. Reunion Committee - no report
16. Script Ohio Club - Shelley submitted these numbers

Current Use Fund	309538	\$ 23,287.22	w/\$41,404.23 on 180 day hold
TBDBITL Scholarship Fund	607138	\$557,714.27	w/\$26,224.14 available to spend
Script Ohio Club Endowm	607139	\$ 73,061.59	w/\$-11,622.30 available to spend

The SOC Committee's next meeting is 2/2/09 at 6 PM at the Steinbrenner Band Center.

17. Mentoring - Sandra Johnson submitted the following report 1/7/09: At the end of the year we had 53 students matched to mentors and 13 in process. For the remaining students, I compiled a list of mentor areas needed and included it in an article about the mentoring program that should be out with the next alumni newsletter. I also emailed a request to Ed Franks to send the article out to our electronic mailing list to get a faster response. Once the students get settled into their routines after returning from the bowl game, Lisa [Galvin] and I will get to work on those folks yet to be matched. Lisa, along with the rest of the band staff, have been



incredibly helpful and supportive. This has allowed me to spend more time interacting with and helping the students. Sandy Johnson, Mentoring Program Chair

- 18. Newsletter Publication - Ron Daron - in the mail soon.
- 19. Adopt-a-Row - Dana Smith reported that a record number of meals were served, they continue to receive excellent feedback, and plans are underway now to serve even more meals to the band members next fall. More hosts are needed. An article is coming.
- 20. TBDBITL License Plates - Allison Pallard explained that we need to collect 500 signatures of people who intend to buy. Each year we need to sell 500 plates or the program will cease. Jeff asked how the University would feel if we take 500 customers away from their OSU license plate program (\$10,000). The sense of the Board is to continue this effort. Sarah Diemand asked how long it would go, one year?
- 21. Strategic Planning



Planning the Plan

TBDBITL Alumni Club
Strategic Plan

Sponsor
Jeff Jordan

Created for
TBDBITL Alumni Club
Board of Governors

DRAFT

Prepared by
Patrick Campbell
Dave Mayle
Randy Smith
April 4, 2009

Introduction

Creating and implementing the TBDBITL Alumni Club Strategic Plan will place the Club in a position to selectively focus on what is important. This initial plan will cover a 3 year horizon. It will be a tool to navigate a path of continuous achievement. Planning is a journey, with intermediate destinations. As this plan unfolds, the direction may need to be adjusted with new or modified initiatives.

Jeff Jordan, President of the TBDBITL Alumni Club is the plan sponsor. The Executive Committee including Ryan Rupp, Pete Boriin, Brian Golden and John Gliatas will serve as advisors. The Executive Committee will be continuity advocates as current members depart and new members join the Board of Governors. The TBDBITL Alumni Club Board of Governors will be providing the resources, direction, and prioritization. The Board will be responsible for establishing project management.

In 2008, the TBDBITL Alumni Club Board of Governors, under Jeff's leadership, began the strategic planning process by developing a comprehensive list of desired objectives. With the Board of Governors'



approval, Jeff formed an ad-hoc Strategic Planning Committee to execute the process. Pat Campbell was selected to provide facilitation and support. The Plan will be owned by the TBDBITL Alumni Club Board of Governors. While membership on the Board is a dynamic one, it is expected that the Strategic Plan will endure through those transitions.

The plan will be structured into three components: organization, processes, and content. The organizational component will identify the underlying structure and the various supporting roles and duties. The process component will document those steps necessary to create and execute the plan. The content component will document the plan deliverables, defined projects along with anticipated schedules.

To assist with the development of this plan Dave Mayle, Owner of DM Business Services, LLC, has volunteered his services. Dave is a recognized expert in strategic planning process design and project management. His clients have included several major corporations such as GEICO, DuPont, United States Postal Service, and CNA Insurance. As a volunteer, Dave also helped the Gahanna School System develop their strategic plan.

Executive Overview

The following briefly summarizes the development and implementation plans for The TBDBITL Alumni Club Strategic Plan.

Phase 1 – Formation

Jeff Jordan, as Sponsor, will form a Working Committee. The Working committee will perform most of the work to build the plan with input and guidance from the Board of Governors.

Phase 2 – Information Gathering and Refinement

Although much information has been gathered, the Working committee will conduct a final review and objective definition. Dave Mayle will facilitate this definition phase.

Phase 3 – Objective Prioritization

Recognizing that the Board of Governors will want to participate in priority development, Dave Mayle will facilitate a prioritizing activity for the Board of Governors. This will lead to a high level prioritized list of initiatives that takes into account desires and constraints as well as perceived value.

Phase 4 – Project management

With the objectives prioritized, the Board of Governors will assign project leaders, who will then form project teams. Typically, Committee chairs will be selected to lead projects that fall within their area of responsibility although exceptions may be made.

Phase 5 – Monitoring and adjusting

As the projects unfold, the project leaders will provide interim status reports to the club President who will then share information with the Board of Governors. Monitoring activity is critical to ensure timely execution of projects or the resetting of expectations, as required, to adjust to unanticipated consequences.

Phase 6 – Project realignment

When projects are completed, new projects will be initiated. Those projects that have been assigned a secondary priority will become candidates for activation.

**Continuity**

Continuity, consistently and staying the course are all very critical. As TBDBITL Alumni Club Board of Governor membership changes, the strategic plan needs to prevail. There is a lot of wonderful work and dedication to create a strategic plan. It is not an event, but a continuous process that needs attention.

Succession Planning

Many plans are created with great enthusiasm and commitment, but, many times they falter, over time, due lack of attention or lost interest. The Plan Sponsor and the Board of Governors need to ensure succession planning occurs so the plan will endure.

Program Assurance

The development of Strategic Plans requires a great deal of effort and passion. While planning is very important, execution must be monitored and reported or the planning investment will be wasted. The TBDBITL Alumni Club Board of Governors must undertake and sustain an active project management assurance program that calls for constant monitoring of progress and timely reporting of progress so that needed corrections to projects and plans can be made.

Past President Jim Patterson asked what this would do related to the Board. Jeff stated that it would be used for the goal session each year, but ultimately the Board decides.

VII. Old Business

Facebook demonstration - Paul Walsh - Paul was linked to the internet and displayed his Facebook page. It is the largest social networking site. The TBDBITL Facebook page is moderated by Paul. Discussion took place, it was noted that today's students all use this, it is one of their means of communication. They are 'digital technology natives' we older folk are 'digital technology immigrants'. Jeff asked if we should drive traffic to this now and the sense of the Board was 'not at this time'.

VIII. New Business

Budget - send input to Brian by February 15.

Dr. Droste asked for more participation in the Active Band as Concert season approaches. He also complimented Jon Woods and the staff for the Fiesta Bowl being one of the finest trips ever. Dr. Droste walked away proud. He wanted to recognize Dave Carwile, Dana Smith and Paul & Linda Walsh for great behind the scenes support of OSUMB. They have provided valuable service for many years. Dana drove the truck out and back, 66 hours.

Dr. Droste addressed this to Jon Woods: In 1920 OSU played the Naval Academy. The Captain of the Army ROTC asked OSUMB to do a floating Navy Goat formation. Elvin Donaldson changed the formation to an Anchor and OSUMB floated it down the field. It was a defining moment and what OSUMB was known for until the mid 1930s...

IX. Adjourn**Wooten/Patterson - (passed)****Email submission from Adam Prescott who dialed in from Texas...**

Jeff, Pete, Shelley,
First I wanted to say that I think the Board and the band are getting better every day. Congrats and keep up the good work. Second, it's a bit tough for me to voice any ideas via



phone at the BOG meeting - so I don't usually voice an opinion unless I have a strong feeling one way or the other and the board is usually pretty closely in line with my view on issues anyway. With that being said, one item that caught my ear tonight was the pending issue of Hyper Friday being the day after Thanksgiving, the economy being down, and lowering our price for performances, etc.

First, I am very much against lowering the price for the Hyper gigs. My day job is that I am a Banker for JP Morgan. We are advising our clients not to lower prices and devalue your brand as customers will come to expect those prices in future years. I suggest we hustle to find new clients at our existing prices or do less gigs. I may be wrong, but I am betting that we have more than enough interest from businesses that will be open that day to fill the entire Hyper Friday schedule at our prices.

Second, I would like to propose that we have 2 Hyper Fridays for 2009! Before the Hyper Chairman has a heart attack thinking about all the work involved in this hear me out :) I propose that we add an additional hyper friday with a sizeable band the friday before the USC game and hold it in Cleveland.

This would align with the Board's goal of expanding the Hyper program to other regions - Cleveland has a small Hyper band today as you know, but nothing the size/scale of the Columbus band. In addition, Cleveland is VERY OSU friendly. I know this because I grew up in Cleveland suburb and also performed in the Cleveland area as Drum Major and as an Alumni over the years. The USC game will arguably be bigger than the M*ch*gan game in 2009 (too bad cause I like to let M*ch*gan get their hopes up and then crush them). Also, Cleveland is a major business city with DIFFERENT businesses, news stations, etc. than Columbus. This opens up a whole new area of revenue. Cleveland has a major Alumni club that can help us get gigs.

As it is a Friday before a home game, the OSUMB can't do anything up there and we wont be cannabilizing our own "customer base" for the M*ch*gan Hyper Friday. Also, as revenues could be down a bit in Columbus this year, this would provide a boost to keep our overall "Hyper Friday" revenue the same or higher while potentially starting a tradition that could bring in \$20-30K/year. Many people take off the entire Hyper Friday anyways - so going to Cleveland is no big deal. As the game will be in September, there is likely to be an evening event to top off the day that could include 1. Major High school football game or band festival, 2. Indians Game, 3. Browns Game, or something else. Also, there will be a 2 hour ride back to Columbus - so we could find a gig in between - Mansfield or other. The game is likely going to be a night game or later in the day given USC's west coast time zone, so alumni band members wont have to be up near as early as a 12:00 kickoff - so if the hyperband's last gig ends around 7:30-8 - everybody will be home by 10.

Let me know what you think.

Adam Prescott adamprescott8@hotmail.com Cell: 614.282.4636
Linkedin Profile: <http://www.linkedin.com/in/adamprescott>

**Next meetings: Monday, March 23, 2009 at 6 PM - Longaberger Alumni House;
Monday, May 11, 2009 at 7 PM - Longaberger Alumni House**

Respectfully submitted, Pete Boriin, Secretary, TBDBITL Board of Governors

NOTE THE TIME AND DATE CHANGE FOR THE MARCH MEETING.

It is now **6 PM, Monday, March 23, 2009** at Longaberger Alumni House, Mount Leadership Suite.