



I. Call to Order - the meeting was called to order at 7:10 PM 7/13/09 in the Rehearsal Hall at The Joan Zieg Steinbrenner Band Center at Ohio Stadium by President Jeff Jordan.

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

Ex Officio: Lori Auman-Seymour, Pat Campbell, Dave Carwile, Ray Castle, Larry Cohen, Greg Daniel, Ron Daron, Shelley Graf, Doug Lape, Sara Lawhon, Craig Little, Jim Patterson, Bill Scharenberg, Tom Trinter, Jon Waters, and Dr. Jon Woods.

Board Members:

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

2010: Doug Behn, Denny Beis, Willis Burt, Sarah Diemand, and Timm Mackley.

2011: Wes Clark, Ron Donnell, Jeff Dury, Dr. Ryan Hanson, and Gary Leppla.

Notifying Unable To Attend: Kirk Cross, Dr. Paul Droste, Dr. Jan Ebert, Ed Franks, John Gliatas, Cara Ricci, and Steve Thompson.

Others attending: Gustav Bruder, Cathy Burt, Dan Eck, Dave Mayle, Helen Mayle, Rob Phillips, and College of the Arts & Sciences Development Fund Officer Christy Rosenthal.

II. Adoption of Agenda

**Patterson/Baird (passed)**

III. Adoption of Minutes

**D. Smith/Trinter (passed)**

IV. Financial Report - Brian Golden

TBDBITL Alumni Club, Inc. Financial Report EXECUTIVE SUMMARY

**Balance Sheet Previous Year Comparison**

- Done transitioning from U.S. Bank back to Chase Bank.
- 'Accounts Payable' is not an actual Accounts Payable.

**Profit & Loss Previous Year Comparison**

- Membership dues income has arrived. More to arrive with Reunion registrations.
- Performance revenue down
- Reunion giveaways (gifts) have been purchased
- Golf Outing giveaways have been purchased from Oasis Embroidery.
- Reunion tickets have been purchased.

**Profit & Loss by Class**

- Membership dues income has been accounted for.. add'l dues income expected.

**Profit & Loss Budget vs. Actual**

- Active Band - Lakeside buses paid-in-full.
- Hyper Active Band - Performance income trickling in.
- Reunion Game - Giveaways have been purchased from Victory Postcards. Golf Outing Giveaways have been purchased from Oasis Embroidery
- Script Ohio Club - Add'l DVD's purchased from Doak Ewing.
- TBDBITL Club - Dues income deposited.

**Ponzi/Daron (passed)**

V. Information Items

- a. Strategic Planning - Pat Campbell. Dave Mayle from DM Business Services presented the results of the Strategic Plan survey of Board of Governors members. Jeff thanked him and Pat Campbell for their work. Dave's powerpoint presentation included:

Background - Creating and implementing the TBDBITL Alumni Club Strategic Plan will place the Club in a position to selectively focus on what is important. It will be a tool to navigate a path of continuous achievement. Planning is a



journey, with intermediate destinations. As this plan unfolds, the horizon may shift. If so, new and modified initiatives will be needed.

Timeline - 2008 - Ad-hoc committee formed. Initial Ideas Documented.
2009 - Working Committee formed. Ideas Transformed Into Formal Objectives Within Categories. Objectives Prioritized by the Board of Governors.

Prioritization Scheme - Desired outcomes can be viewed in terms of:

- Relative value to the organization
o When the objective is achieved, how great is the value to the Organization compared to other objectives?
- Relative difficulty
o How difficult will it be to achieve the objective considering cost, Effort, resistance, and other key factors compared to other objectives?

[A survey was sent to each Board member to rate the proposed outcomes. The Results have been compiled and mapped to a priority grid.]

The survey results could fall into four quadrants:

- Upper left - High Value, Low Difficulty (highest priority - Touchdown)
Upper right - High Value, High Difficulty
Lower left - Low Value, Low Difficulty
Lower right - Low Value, High Difficulty (lowest priority)

Survey results - Priority #1 - Highest Priority - High Value, Low Difficulty Operational

- o Two non-performance events, involving families by 2015
o OSUAA recognizes TBDBITL Alumni Club as outstanding society
o Everybody has required communication
o No goal conflicts between TBDBITL Alumni Club and OSU Marching Band

Reunion

- o Family friendly reunion event by 2011

Survey results - Priority #2 - High Value, High Difficulty

All other items except one fell in this category. These items should Be prioritized by considering both value and difficulty. One method for Doing this is to rank them based on their value/difficulty ratio

Table with 2 columns: Item description and numerical value. Items include 'Events break even within three years' (1.495), 'Minimum of two players on each part' (1.464), 'Balanced instrumentation' (1.378), 'Member retention 'Until death do us part'' (1.354), '20 attendees at all HyerActive Band events' (1.288), '5% young member participation within three years' (1.191), '5% annual increase in alumni participants' (1.164), 'Mentorship program' (1.150), '15-30% member participation within 4-10 years' (1.142), '\$1 million principal balance in TBDBITL' (1.116), 'Scholarship fund by 2010 (currently \$566K)' (1.110), '100 attendees at events and rehearsals' (1.107), '25% of marching band graduates join TBDBITL A/Club' (1.058), 'Paid membership = 55% of those eligible by 2012' (1.022), '1000-1500 members sign up and 750 march at reunion' (0.986), '5% annual growth in members and revenue' (0.980), 'Paid membership = 75% of those eligible by 2020' (0.900), '\$10.5 million principal balance in TBDBITL' (0.788), 'Scholarship fund by 2015 \*' (0.683), 'Five satellite bands within five years' (0.683), 'All marching band graduates join TBDBITL A/Club' (0.683), 'Full scholarship for all OSUMB students' (0.683).

\*(this would allow for full in-state tuition for 225 OSUMB members for Autumn Quarter at 2009 tuition rate - which happens at other college bands - yes, several others -- Pete)

Survey results - Low Value, Low Difficulty



No items fell in this quadrant. Note: Since all but one item was ranked as High Value, it appears that the pre-work to identify valuable goals worked well since it sifted out high value items.

Survey results - Priority #2 - Low Value, High Difficulty
Operational - Win a Grammy Award

Next steps

- For Top Priority Items
o Initiate Projects
- Assign Project Leaders
- Form Project Teams
- Create plans and schedules
- Begin Activities
o Monitor Progress & Results
- Project Leaders will provide status reports
- As projects are completed, new projects can be initiated based on priority

Critical Success Factors

- i. Continuity and Succession Planning
1. As the Board changes, the strategic plan must prevail. It is not an event, but a continuous process.
2. The Plan Sponsor and the Board must perform succession planning so the plan will endure.
ii. Program Assurance
1. The planning investment will be wasted if execution is not monitored. The Board must undertake and sustain an active project management and delivery assurance program so that needed corrections to projects and plans can be made.
b. OSUMB Update and Report - Picnic With the Pops coming up 7/31 and 8/1. College bands have new facilities at ASU, Arkansas, Minnesota, Florida, Penn State, Georgia. Dr. Woods introduced Christy Rosenthal, Development Fund Officer for the College of the Arts and Sciences. She explained that she is working on increasing the TBDBITL Scholarship Endowment to \$1 million as a part of President Gee's "Students First, Student's Now" fundraising program. Some ideas might be like Wisconsin's Adopt a Bandmember -for \$5,000 get a photo, seating at skull session, dinner, performance, tour of band center. Dr. Woods thanked TBDBITLers who went to Sydney to play in the band there which he conducted. Dr. Woods read a letter in response to a special request to dot the west I at the OSU/Navy game - Accepted by John Glenn. Navy is bringing six buses of Midshipmen, they are considering bringing the goat. Navy plans to bring a 35 piece Fife & Drum Corps pep band.
c. OSU Alumni Association Report - Craig Little
- Save the date - Alumni Leaders Council 2009 is Friday, October, 30th
i. OSUAA Day with the Reds 8/16/09
ii. See new RSVP newsletter via email - just coming out this week
- OSUAA Fball ticket lottery results posted 7/6 https://eweb.ohiostatealumni.org/eweb/.
- Buckeye Bash registration - all game tickets sold out. Toledo Bash is free in cooperation with the Cleveland Sports Commission - OSUMB to perform near stadium
- You get a 20% discount at JOS A Bank clothier with OSUAA membership.
- 2009-10 Diversity grant applications are now available, due 8/5 - 3 \$1,000 grants
- Alumni Society Award info at OSUAA website, due 8/1.
- FYI - Fall semester switch in 2012 proposed classes starting 8/22
- OSUAA on summer Hours 7:30 - 4:30 until 9/8/09.

Craig submitted the following

Did you know?

Membership in The Ohio State University Alumni Association, Inc. truly offers you a great value while also supporting your alma mater in many ways. An annual membership is \$65 for an individual or \$70 for a joint membership. Benefits come in a variety of more than 40 opportunities - from tangible items to discounts to select opportunities. Here is an example of how using your OSUAA Membership will earn you back your \$65 AND save you money.

Table with 4 columns: Member, Special, Reg Price, Savings. Rows include 1 year subsn to Buckeye Sports Bulletin and Dress Shirt at Brooks Brothers.



ALUMNI

Kings Island Amusement Park (2 Adult admission tickets)	\$30.99 - ea	\$47.99* - ea	\$34.00
Shop at Buckeye Corner	10% savings	\$100.00	\$10.00
Purchase a Polo Shirt at Jos. A Banks	20% savings	\$49.50	\$9.90
OSUAA Appreciation Days with Athletics (Example: buy 4 women's basketball tkts)	\$4.00 - ea	\$11.00 - ea	\$28.00
Total Savings			\$119.83
Your OSUAA Membership			\$65.00
<b>Net Savings to date</b>			<b>\$54.83</b>

This is just a random selection of benefits. To learn more about the great membership benefits - go to <http://www.ohiostatealumni.org/membershipservices/benefits.php>  
**Don't delay; join today...Stay Connected, Make Ohio State Stronger!!!**

\*Price when purchased at the Gates.

g. Committee reports

1. Active Band - Willis Burt - Schedule is online at [www.tbdbitl.com](http://www.tbdbitl.com)  
 Jul 25 Sat Lakeside, OH Bus lvs 1 PM Rehearsal 4:15-5 PM Concert 8:15 PM  
 Aug 9 Sun Westerville, OH Parks Concert 6:30 PM  
 Aug 22 Sat Bucyrus, OH Bratwurst Festival Concert 2 PM Parade 4PM then Dinner  
 Sep 5 Sat Ohio Stadium Reunion 2009 OSU vs. Navy TBA  
  
 Rehearsal schedule: Jul 20, Aug 3, 17, 31 (Reunion), Sep 4 (Reunion), 21, Oct 5, 19, Nov 2, 16, Dec 7
2. Archive - Dr. Droste - Sent in this report,
3. - We are making progress combining the Alumni Band library with the OSUMB library, thanks to Phyllis Nicholson.  
 - The Alumni Lounge will soon become a working Band Resource Center.  
 - A major article on "Buckeye Ballads" will be in the next TBDBITLetter, a result of archival research.

4. Audit - Doug Behn - no report
5. Awards - Voting commenced for the awards.
6. Computer Support - Ryan Rupp reports that Ed implemented the email registration for Reunion and 1296 people responded. Here are some statistics:  
 Email message consisted of directions and URL pointers to both "generic" fliers and to a personalized registration form (PDF). Problems to date: One user "couldn't find" registration form on web site (resolved by pointing out direct link in email). One user "couldn't download" registration form (resolved by directly emailing PDF). Additional ~20 requests for email received too late to exclude from postal mail. Several questions about why email was received but no reg form for spouse (because not requested).

Total to mail: \$2,666 Printing / mailing costs: Letter: 195.94 Golf: 113.34  
 Registration forms: 133.30 Printing envelopes, Inserting, Mailing: 989.00  
 Postage: 985.10 Drayage: 35.00 => Total: 2,451.68 (0.92 / each)  
 [Does not include 7 "international" mailings that run \$1 to \$5 each for postage.]  
 Changes to Post Office automation requirements mandated modifications to forms and procedures, slowing the process.

7. Development Fund Committee - no report
8. Finance Committee - No report
9. HyperActive Band Committee- Eight summer gigs See [www.tbdbitl.com](http://www.tbdbitl.com) HyperActive page  
 Fri - Jul 24 7:15 PM - Hilton Easton Hotel  
 Sat - Aug 15 8:00 PM - Golf Club of Dublin  
 Sun - Aug 23 6:00 PM - Tailgate Party Westerville  
 Sat - Aug 29 6:00 PM - 510 Gray St., Plain City, OH Surprise 50th B-day Party  
 Fri - Sep 11 7:00 PM - Buckeye HoF for OSU Vet school  
 Fri - Sep 11 9:15 PM - Tent at Fred Taylor Drive  
 Thu - Oct 8 6:30 PM - Paradigm office Tailgate party  
 Sat - Oct 16 6:15 PM - Hyatt Regency Columbus Columbus Marathon Expo

Chairman	Mel Ponzi	614-882-9427	MelPonzi@tbdbitl.com
Solo / 1st	John Gliatas	614-397-6714	JohnGliatas@tbdbitl.com
Effer / 2nd / 3rd			
Alto	Terry Kelly	614-264-5114	TerryKelly@tbdbitl.com



Table with 4 columns: Instrument, Name, Phone Number, Email Address. Includes Baritone, Trombone, Percussion, Sousaphone, and Drum Majors.

- 10. Legal Review Committee- - no report
11. Marching Band report - see above
12. Membership Committee - Ryan Rupp - dues entered in system.
13. Nominating Committee - no report
14. Publicity Committee - Dave Carwile - Promoting Navy, Glenn I dot, 75 years of Brass
15. Reunion Committee - 8/10 Band Center - numbering party, 8/29 Stuffing party at Band Center, 9-Noon in the Gordon Trumpet Lounge

Due to awards voting Dana Smith, incoming Vice President, was appointed by Jeff To Chair the meeting while Jeff, Sara, and Ryan stepped out of the room. (twice)

- 16. Script Ohio Club - Greg Daniel & Shelley submitted these numbers
Current Use Fund 309538 \$ 59,455.45 w/\$12,385.41 on 180 day hold
TBDBITL Scholarship Fund 607138 \$566,929.27 w/\$24,016.28 available to spend
Script Ohio Club Endowm 607139 \$ 73,121.59 w/\$-11,435.05 available to spend
The SOC Committee's next meeting is 7/20/09 at 6 PM at the Steinbrenner Band Center.
17. Mentoring - Sandra Johnson - no report
18. National HyperActive Band Program - no report
19. Newsletter Publication - Ron Daron - Matt Adams is doing a great job with the layout.
20. Adopt-a-Row - dates have been set, meals coming soon in the fall
21. TBDBITL License Plates - putting a letter in at reunion, expect enough signatures

VI. Old Business -

- 1. USC HyperActive band discussion - Mel has two gigs scheduled on that night (see above)
2. Outreach recruitment program Initiative for Underserved Students - Creation of Committee and Revision of Bylaws Carwile/Auman-Seymour (passed)

VII. New Business

- 1. Adopt Strategic Plan D. Smith/Lawhon (passed)
2. Drum Major Policy at Reunion
Shelley Graf addressed the group and presented the policy in Appendix A below:
3. Unanimous proclamation: TBDBITL Alumni Club grant Honorary Membership to John Herschel Glenn, Jr. and Annie Glenn. Carwile/Leppla (passed)

- IX. Adjourn Seymour/Wooten - (passed)

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

Appendix A:

Reunion Drum Major Policy

July 13, 2009

Policy Statement

It is an honor to be selected as Drum Major of The Ohio State University Marching Band (OSUMB) during one's time at the university. With that selection come certain inherent privileges of participation in the annual TBDBITL reunions held annually at the university.

Procedure

With this in mind, the Board of Governors adopts the following policy and procedure regarding the selection and participation of drum major in the annual reunion.



1. All drum majors and assistant drum majors who wish to participate in the reunion event shall be members in good standing, as defined by the Constitution and Bylaws of the TBDBITL Alumni Club.
2. Only persons selected as Drum Major or Assistant Drum Major of the OSUMB shall be eligible to participate as a drum major in the TBDBITL reunion, including during Skull Session, pre-game, halftime and postgame performances.<sup>1</sup> Others, including those who served as D-Row<sup>2</sup> and regular members of the marching band, shall not be eligible to participate as drum majors at the reunion event but are eligible to be members of the TBDBITL Alumni Club.
3. All former Drum Majors and Assistant Drum Majors shall be eligible to participate in the Traditional Ramp Entrance maneuver and formation on an equal basis. The drum majors participating during the event shall determine the order and position of participating drum majors based on consensus discussion.
4. All former Drum Majors and Assistant Drum Majors shall be eligible to lead an alumni band Script Ohio using the following prioritization and procedure:
  - a. Eligible drum majors and assistant drum majors shall have attended at least one TBDBITL reunion in the last five years prior to being considered to lead an alumni band Script Ohio. Those persons who do not meet this initial eligibility threshold will not be considered for leading an alumni band Script Ohio.
  - b. The Reunion Committee Chair shall designate a point of contact within the alumni band drum majors to coordinate the selection of alumni drum majors for leading the Script Ohio formations. The reunion registration chair will forward to the point of contact a list of all drum majors and assistant drum majors who sign up by the deadline for application and who have indicated an interest in leading the Script Ohio. The point of contact will ensure the applicants meet the criteria found in #4a. After this determination, the point of contact will determine the length of time since each alumni band drum major has lead the Script Ohio for the reunion. The drum major with the longest length of time since leading the Script Ohio will be assigned a script by the point of contact. (West or East).<sup>3</sup> The drum major has the privilege of not accepting the position to lead the Script Ohio, at which point, the next name on the list shall be provided the opportunity to lead a Script Ohio.<sup>4</sup>
  - c. If there are no remaining drum majors remaining for selection, assistant drum majors shall be considered and shall be chosen by lot.<sup>5</sup> The selected assistant drum major has the privilege of not accepting the position to lead the Script Ohio, at which another name shall be selected by lot.
5. The Executive Committee may, in extraordinary circumstances, waive the provisions of #4, in consultation with the participating drum majors and assistant drum majors, to accommodate particular circumstances of drum major selection. This limited waiver should be exercised in situations including, but not limited to, availability of a particular drum major to be present at the reunion and age or health condition when this extraordinary course is in the best interest of the TBDBITL Alumni Club.

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<sup>1</sup> Drum Major and Assistant Drum Major are defined as the person(s) who have been selected in accordance with the requirements established by OSUMB for those positions, have been so designated by the Director of that organization and who has been carried on the rosters of the OSUMB and TBDBITL Alumni Club in those roles. A person shall be designated and considered at the highest role designated (e.g., a person who has been assistant drum major and drum major shall be considered a drum major for purposes of this policy).

<sup>2</sup> D-Row is defined as those students who participated as drum major understudies but were never selected as Drum Major or Assistant Drum Major of The Ohio State University Marching Band

<sup>3</sup> Only persons who have been named Drum Major of the OSUMB shall be listed in this manner.

<sup>4</sup> The point of contact should consult with the Director of the TBDBITL Alumni Band prior to contacting the drum majors about the prospect of participation.

<sup>5</sup> To choose by lot, it is expected a random selection of the person through "drawing a name from a hat" or other similar process will be used.