



DOING THE MOST GOOD™

The Salvation Army
Advisory Board Meeting
Herberger Headquarters, 2707 E. Van Buren
February 10, 2015; 11:30 – 1:00 PM
Lunch: 11:00, Call to Order: 11:30 AM

BOARD MEMBERS

EX-OFFICIO

OFFICERS

STAFF

Mike Andrews.....Chair	John King
Linda Dickerman.....Immed. Past Chair	Carol Klagge
Roger Marce.....Vice Chair	Marlene Klotz C.
Mike Karlson.....Secretary	Wally Larson
Bill Brewer	Tom Leyda
JoAnn Callaway	James Smith
Joseph Callaway	Jeff Taylor
Tina Crean	
Ken Fauth	

Nick Verderame

Lt. Colonel Joe Posillico
Lt. Col. Bettie Love
Major John Brackenbury
Major Erik Hoogstad
Captain Joseph Cisneros
Captain Derek Strickland

Traci Brewer
BJ Dorman
Lisa Spawn

GUESTS

I. Call to Order/Roll Call

Mike Andrews

II. ☩ Opening Prayer

Lt. Col. Joe Posillico

III. Approval of Consent Agenda

Mike Andrews

- a. Motion to accept: Bill Brewer
- b. Seconded: Tom Leyda
- c. Motion approved: by all

IV. New Business

BJ Dorman

- a. Donor Event
 - i. William Booth / Hope Brigade Reception
 - 1. March 19, Kroc Center;
 - 2. Reception 1pm-1:30pm
 - 3. 1:45pm – escorted to theater for program
 - 1) Testimony
 - 2) Christian Thomas Lee will perform
 - 3) Tour of the Kroc Center
 - i. Board members are being asked to act as tour guides
 - 4. Red carpet event
- b. Governor’s Prayer Breakfast
 - i. April 23
- c. Advisory Board Reception
 - i. March 25
 - 1. To prepare for the launch of 150th Anniversary being held November 25, 2015
 - ii. Phoenix Citadel, at the Peirce House located at 628 N. 3rd Avenue, Phoenix
 - iii. Invitations and RSVP’s have been mailed
 - iv. Every board member is greatly encouraged to “buy into” November event

Reminder

V. BFO: Reflection moment

- a. Jeff Taylor said that he was honored to open the Arizona Senate in prayer
 - i. He mentioned that it would have been great if we could have had a TSA officer in uniform to stand alongside

- b. Marlene Klotz Collins shared a picture from 1981 of the 6th annual Salvation Army Ice Cream Social that was held at the Biltmore
 - i. It used to occur every April for a donation of \$10
 - ii. Swanson's provided the ice cream

VI. Divisional Commander Report

Lt. Colonel Joe Posillico

- a. Director of Development Search: Still looking and to continue with the hiring process
 - i. We will be interview a local individual on March 20
- b. Governor's Prayer breakfast
 - i. April 23
 - ii. We have reserved two tables
 - iii. Announced that Julie Alvarado was selected (*****has now regretfully declined offer)
- c. Audit Committee
 - i. Will have a detailed report of the Audit Committee at the June Meeting
- d. Divisional Review
 - i. Have been strongly encouraged to follow the debt reduction plan

VII. Valley Report

Major John Brackenbury

- a. Volunteer Breakfast
 - i. Great turn out at the Phoenix Country Club
 - ii. Tom Leyda was the recipient of the Sally Award – Congratulations Tom!
- b. Cadets
 - i. Brigade cadets are coming from the Training Center
 - ii. March 23-March 29
 - iii. They will be having a series of meetings at the Kroc Center and the Phoenix Citadel
 - iv. They will be conducting services at Central and Maryvale
- c. United Way
 - i. Toured the Kroc and DHQ shelters
 - 1. Was impressed by what we are doing.
 - 2. Heard nothing but good comments
 - ii. The United Way is looking for other opportunities to be able to serve together
- d. Phoenix Citadel's new officers
 - i. Since Lts. Joe and Amber West were reassigned to Roswell, NM, Phoenix Citadel has two new associate officers: Capts. Joel and Rhonda Harmon
- e. Apache Junction
 - i. Having a Basketball Game & Spaghetti Dinner on March 11
- f. Water Drive 2015
 - i. There will be a three day event (like last year) in June
 - 1. Dates TBD
 - ii. Hoping for more media hits
 - iii. Event will include splash pad and dunk tank
 - iv. Location: Westgate

VIII. Financial

Captain Derek Strickland

- a. Shelby software transition
 - i. Going well
 - ii. Slight delay in the financials due to learning curve for the new software
 - iii. April is the estimated month that finance will be fully up to speed
 - iv. The February Financials will be sent out electronically

IX. Chair Report

Mike Andrews

- a. April Meeting will be for donations (JoAnn Callaway spoke)
 - i. Bring your donations to DHQ
 - ii. ARC will be providing a truck to pick up the donations

- b. Executive Committee discussions on what needs to be done in order to bring TSA to mind within the community: visibility and marketing
 - i. Looks for more media hits
 - ii. Bring in more people to serve
 - iii. Look at the tie-in from South Africa and social media
 - iv. How they used “what color is this dress” Domestic Violence awareness using social media such as Facebook and Twitter
 - v. Need to be more proactive using social media
 - vi. To get the word out
 - 1. Local newspapers – get articles in the paper in order to reach out and connect with people so that the public is aware of what we are doing
 - 2. Service community events

Discussion:

JoAnn Callaway shared that most papers and editors are receptive to our articles, stories, awards and what we are doing within the community.

Mike encouraged the board to build relationships with local community newspapers and use the Kroc Center as an example of how TSA is impacting the community.

I. Capital Campaign Strategies

Ken Fauth / Mike Andrews

- a. Camp Ponderosa
 - i. Funds are needed in order to move forward with projects
 - ii. Possibility 8-12 months before can move forward
- b. Phoenix Maryvale, Phoenix Citadel & DHQ projects
 - i. Many needs to be addressed before moving forward with any projects
- c. Advisory Board
 - i. Board services to be driven by small services within our community
 - ii. Can we perceive and come up with passions for the love of TSA and our mission?
 - 1. What can we do that is outside this room?
 - 2. What impact will this have on ourselves?
 - 3. What impact will this have in our community?
 - iii. Board expansion possibilities
 - 1. CEOs, company presidents
 - 1) Do we have access to company’s decision makers?
 - 2) While CEOs may not be able to personally participate, they know who the rising stars are within their companies and who would make a good contribution to the board.
 - 2. Look to younger generation
 - 1) For different dynamics and thought paradigms.

Discussion:

Mike Andrews had sent out an email note to this effect. He has received some responses. He would like to hear what each member would have to say.

II. Council Reports

Council Chairs

a. Echelon

James Smith / Nick Verderame

- i. Events
 - 1. Young Professional’s Mixer – Thursday March 26 @ The Yard in Phoenix
 - 2. Stand Up Live – March 27
 - 1) 100% proceeds goes to Echelon
 - 3. “Do Good” Kentucky Derby – May 2 @ the Shemer Art Center
 - 1) Focus on membership

b. Herberger

Mike Karlson

- i. Announced that there are open positions on the Council

c. Citadel

TBD

- i. No report given

d. KROC

Ted McClure / absent

- i. No report given
- e. ARC**
- i. No report given
- f. Maryvale**
- i. No report given
- g. Central**
- i. No report

Randy Long / absent

Linda Dickerman

TBD

Discussion:

None

III. Program / Event Reports

Program Chairs

a. 150th Year Anniversary

Marlene Klotz-Collins

- i. Arizona Biltmore Hotel
- ii. Luncheon
- iii. Thursday, November 12 – Save the Date!
- iv. Asked for steering committee interest

b. Golf Classic

Roger Marce

- i. Saturday, April 11; Stonecreek Golf Club
- ii. Online registration available for the tournament
- iii. All volunteers are welcome
- iv. Auction donation slips and sponsorship encouraged
 - 1. Suggestions include: sporting event tickets, vacation get-a-way packages for resorts and hotels, vouchers for dinners for 2 or 4
- v. Sponsors will be advertised on the continuous slide show and throughout the tournament

c. Red Kettle Club

Marlene Klotz-Collins

- i. No report given

IV. Committee Reports

Committee Chairs

a. Nominating

Linda Dickerman

- i. No report given

b. Finance

Bill Alkema/Absent

- i. No report given

c. Strategic Initiatives

Jeff Taylor

- i. No report given.

d. Property

Ken Fauth

- i. No report given

e. Volunteer

TBD

- i. No report given

f. Legislative Liaison

Jeff Taylor

- i. Early Release Senate Bill #1390
 - 1. Proposal will save the State of Arizona money on housing low risk, non-violent inmates.
 - 2. Arizona will not have to spend millions to build a new prison.
 - 3. This bill has been extremely popular in the Senate and Judicial seats.
 - 4. It is currently “on hold” due to political agendas, however it looks promising to pass.

g. Resource Development

Roger Marce

- i. No report given

V. Development Report

Lt. Col. Bettie Love

a. Donor Event

- i. William Booth / Hope Brigade Reception
- ii. March 19
- iii. Kroc Center

Discussion:

This is a donor appreciation driven event and asked if more board members would participate. They have also invited 300 prospects who could come up to the next level and become William Booth / Hope Brigade recipients. They could use help with phone calls to those who have yet to RSVP. The board is encouraged to attend and bring friends. Our next generation of donors are driven by on-line giving and multi-media marketing. Jeff Taylor suggested that individuals who have gone through and graduated from our programs could have a powerful impact on these donors and how their gifts made a difference in their lives.

Mike Karlson also thought Jeff's idea had merit. He also suggested using the current participants because each if them have compelling stories to tell the donors and how their gifts impact their life in the present day. Lt. Col. Bettie Love thought that the idea may be something they can use in future events since it would take time to locate some of the graduates. She also asked if their was someone willing to make those calls. BJ Dorman shared how she has a list with ten names on them for the Board to share, call, invite and encourage them to come to the reception.

Discussion:

None

OVERALL General Discussions/Comments:

Bill Brewer encouraged as well as challenged the board. He did a self-education in The Salvation Army and what is done in the community. He is encouraged by the scope of our programs.

VI. Closing Prayer, Adjournment

Major John Brackenbury

VII. Adjourn at 1:15pm

ATTACHMENTS:

None

Next Meeting: April 14, 2015