



DOING THE MOST GOOD™

The Salvation Army
Advisory Board Meeting
Herberger Headquarters, 2707 E. Van Buren
October 14, 2014; 11:30 – 1:00 PM
Lunch: 11:00, Call to Order: 11:30 AM

BOARD MEMBERS

- | | |
|----------------------------|-----------------------|
| Mike Andrews.....Chair | Marlene Klotz Collins |
| Roger Marce.....Vice Chair | Wally Larson |
| Mike Karlson....Secretary | Tom Leyda |
| Bill Alkema.....Treasurer | Mike Miles |
| Bill Brewer | Barry Shemer |
| JoAnn Callaway | James Smith |
| Joseph Callaway | Jeff Taylor |
| Ken Fauth | |
| George Flores | |
| John King | |

OFFICERS

- Lt. Colonel Joe Posillico
- Major Raewyn Aspeitia
- Major Rafael Aspeitia
- Major John Brackenbury
- Major Erik Hoogstad

STAFF

- Traci Brewer
- Suzanne Bright
- Melany Stroupe

Guests

- I. **Call to Order/Roll Call** **Mike Andrews**
- II. **✝ Opening Prayer** **Bill Brewer**
- III. **Approval of Consent Agenda** **Mike Andrews**
 - a. Motion made – Roger Marce
 - b. Motion seconded – Bill Brewer
 - c. Approved by all

- IV. **New Business**
 - a. Agenda format change – Mike Andrews
 - i. Mike explained the format change with the moments to reflect (BFO’s, impact stories)
 - b. Budget – see Divisional Commanders Report
 - c. NAOC – Marlene
 - i. April 21-24, 2016
 - ii. 2500-3000 expected to attend
 - iii. Lt. Col Joe Posillico will set up a scholarship fund for outside board members to attend
 - iv. Phoenix Convention Center
 - v. The General will be present
 - d. RKKO – Marlene
 - i. Went over food donations, event layout, table hosts and Dash for Cash with well-known personalities holding the kettles

Discussion:
None

- V. **BFO: Reflection moment**
 - a. JoAnn Callaway reflected on the First American Title event. UBG was explaining REW and they mentioned the ARC. A lady approached her that attended last year. Mother is now 98 days sober after contacting TSA’s ARC.
- VI. **Divisional Commander Report** **Lt. Colonel Joe Posillico**

- a. \$74M for everything, \$2.6M deficit, has until February to address. Will need to cut funding by \$1.7M in order to alleviate debt. Budget was approved with the condition of addressing deficit.
- b. Red Loans
- c. All bills were paid, grants have been applied for:
- d. \$150K within City was received – 1/3 for each of the following: shelter, food and rental assistance, and Laura Danieli
- e. Superbowl Foundation Grant
 - i. 3 events at the Kroc Center
 - 1. Alumni Football event & dinner event
- f. Applied for \$250K in grants
 - i. \$125K for each: Yuma Boys and Girls Club and Kroc of which 28% is to be spent on Scholarships
- g. Trying to connect with the Cardinals owner
- h. United Way – Jeff made a connection. Will set up tour. Will speak to CFO & Jeremiah

VII. Valley Report

Major John Brackenbury

- a. Toys for Tots
 - i. Met with the Marines
 - ii. TSA is benefactors of all Maricopa County Toys for Tots toys
 - iii. Will also be picking up their families that they have helped throughout the years
 - iv. Will be separate program/distribution this year

VIII. Chair Report

Mike Andrews

- a. Introduction of Traci Brewer – new Donor Relations Director
- b. Public Relations
 - i. Introduced Elizabeth Hallbeck – PR seasonal assistant
 - ii. Melany Stroupe went over the National Advertising media buy
 - 1. Will include, TV, radio
 - iii. Social Media
 - 1. Red Kettle Reason
 - 1) Echelon, RKC & Advisory Board to participate
 - iv. Christmas Angels
 - 1. Channel 3 & 5 merged
 - 2. Starting Christmas Angel one week early
 - 1) Soft launch – November 20
 - 2) Giving Tuesday – December 2
 - i. NBC will focus on TSA

IX. Council Reports

Council Chairs

- a. Echelon
 - i. Increasing awareness
 - ii. Paired with Rotary's young professionals
 - iii. Hygiene dive for the Shelter
 - iv. Fashion Show – starting to reach out to sponsors
- b. Herberger
 - i. People are coming on and off the board
 - ii. Next meeting is Wednesday, October 15 at 7am
- c. Citadel
 - i. No report given
- d. KROC
 - i. No report given
- e. ARC
 - i. 74 locations that ARC will be ringing bells at
 - 1. Split between Kroc and Citadel
 - ii. 5100 people attend the Count Me In conference

James Smith

Mike Karlson

Gayle Tanner / absent

Ted McClure / absent

Major Erik Hoogstad

- 1. It was very moving
 - 2. 86% success rate if attended a Corps, 30% clean after TSA program, 20% clean if went to another program
 - f. **Maryvale** **Linda Dickerman/absent**
 - i. No report given
 - g. **Central -** **TBD**
 - i. No report
- X. **Program Reports** **Program Chairs**
 - a. **Thanksgiving Dinner** **Mike Andrews**
 - i. Estimated meals 7K PLUS 500+ for Chandler
 - b. **Christmas Dinner** **Mike Andrews**
 - i. Serves 5000 / home delivers 2000+
 - c. **1st Golf Classic** **Roger Marce**
 - i. Fundraising / Friend Raising opportunity
 - 1. Saturday, April 11
 - 2. Stone Creek Golf Club
 - d. **Red Kettle Kick-Off** **Marlene Klotz-Collins**
 - i. Key Note: Mike Joy / Emcee: Jeff Taylor
 - ii. *see new business
 - e. **Red Kettle Club** **Marlene Klotz-Collins**
 - i. Corona, Desert Vista & Apache Junction still going
 - f. **Adopt-A-Kettle / Real Estate Wednesday** **Tom Leyda**
 - i. Excited about getting involved and ramp up programs
 - ii. 33 firms / 97 kettle thus far
 - iii. REW – kettle season is coming upon us
 - g. **Rubberband** **Barry Shemer**
 - i. See attachment
- XI. **Committee Reports** **Committee Chairs**
 - a. **Nominating** **Linda Dickerman/Absent**
 - i. No report given
 - b. **Finance** **Bill Alkema**
 - i. No report given
 - c. **Strategic Initiatives** **Barry Shemer**
 - i. No report given.
 - d. **Property** **Wally Larson - designee**
 - i. No report given
 - e. **Volunteer** **Nicholus Odem / Absent**
 - i. No report given
 - f. **Legislative Liaison** **Jeff Taylor**
 - i. Joint Legislature Budget Committee met
 - 1. Less income means budget cuts. The State cannot have a deficit. They cannot cut the following: education, university or childcare.
 - 1) They are looking to cut back on DOC. Pilot program may be able to cut money from DEOC budget and put to ARC. Comes with a proposal (bill) "Teach them how it is done".
 - 2) Grant Woods and County Attorney signed off on it right away.
 - g. **Resource Development** **Roger Marce**
 - i. No report given
- XII. **Closing Prayer, Adjournment** **Lt. Colonel Joe Posillico**
- XIII. **Adjourn at 1:01pm**

ATTACHMENTS:

Rubberband Flyer (1 page)

Next Meeting: November 11, 2014

**51st Anniversary of Phoenix Rotary 100 Rubber Band
to benefit
The Salvation Army**

**This holiday season marks the 51st year Phoenix Rotary 100 will raise money for
The Salvation Army through the "Rotary 100 Rubber Band."**

**We have raised \$1.345 million for programs of The Salvation Army.
This year's donations will once again be dedicated to helping to fund a new
family activity & educational center at the Army's Herberger Campus at 2707 E. Van Buren**

**We hope you will consider inviting the Rubber Band to visit your company this year.
Our available dates of performance are December 11, 15, 17, 19. Our visits last 5-10 minutes.**

WHAT IS THE RUBBER BAND?

A group of 20-30 volunteer singers and musicians (some from within Rotary Club 100, some outside the Club) who gather during the Christmas season to perform in businesses throughout the Metro Phoenix area.

WHEN DID IT START?

Fifty-one years ago, with a handful of Rotary Club 100 members going into banks, eateries and other businesses, singing and taking collections for The Salvation Army. Today, we are a tradition for many!

HOW LONG WILL THEY BE IN MY OFFICE AND WHAT WILL THEY DO?

In advance we provide you a colorful flyer to help you promote to your staff. Generally, the performance lasts 5-10 minutes at each stop; we attempt to get to as many businesses as possible in our four-day schedule. It is very upbeat; we hand out bells and have your staff join in by singing and playing along. We also take photos and send them to you a few days later for you and your employees to enjoy. In short, we help to usher in the holiday season for you and your staff.

WHAT DOES MY COMPANY DO?

Simply stated, you make a donation to The Salvation Army. At the conclusion of our performance, you or your representative pose for a photo while placing a check in the Salvation Army kettle. Alternatively, if you would prefer that we not come to your office, but still want to donate, you can pay us "not to come." Hey, we're not proud, we'll take it any way we can get it. But we encourage you to have us come and earn the contribution because your employees will really enjoy the experience.

HOW MUCH IS MY COMPANY EXPECTED TO DONATE?

The amount of your donation is strictly at your discretion though we do request consideration for a minimum contribution of \$500. As financial resources have become more difficult in recent years, the needs in our community have escalated. More people than ever are homeless and count on The Salvation Army for a safe place to stay. That's why this year Phoenix Rotary 100 is dedicating all Rubber Band donations toward a new activity center to serve the families who are housed in the Army's Herberger campus shelter at 2707 East Van Buren. You can take great pride in being part of it through your donation.

IS THE DONATION TAX DEDUCTIBLE?

Yes. The Salvation Army will send a formal receipt to you after the performance.

HOW DO I ARRANGE IT?

You simply contact Barry Shemer at 602-826-1910 or barryshemer@cox.net). Our performances will begin December 11, and we will work with you to determine the exact date and time most convenient to visit your office. This will give you an opportunity to give your staff "advance warning" of our visit.

Thank you for your consideration and support!