JOHN WHITTENBERGER SOCIETY ADVISORY BOARD  
Minutes of the Fourteenth Meeting  
October 3, 1987

Present  
James Hetherington, Chair  
David Gibson  
James Pauloski  
Robert Richey  
John Talley  
Rosemary Tanner  
David Baumgartner, ex officio  
Gene Fletchall, ex officio  
John Hobson, ex officio  
Winston Shindell, ex officio

Call to Order and Approval of Agenda and Minutes  
The meeting was called to order by James Hetherington and the agenda and the minutes of the May 14, 1987, meeting were approved.

Status of Commemorative Garden Project, Margin of Excellence Project and Union Board Scholarship Project - Gene Fletchall  
As of August 31, 1987, the status of the above projects was as follows:

<table>
<thead>
<tr>
<th>Project Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Union Board Endowment</td>
<td>$51,883.31</td>
</tr>
<tr>
<td>Union Board Scholarship Fund</td>
<td>$4,004.95</td>
</tr>
<tr>
<td>Estimated Earnings Quarter Ending 9/30</td>
<td>1,020.00</td>
</tr>
<tr>
<td>Amount Available for Scholarships</td>
<td>$5,024.95</td>
</tr>
<tr>
<td>Scholarships Previously Approved (2-$1,500 scholarships for Union Board Directors)</td>
<td>$3,000.00</td>
</tr>
<tr>
<td>(3-$500 scholarships for committee members)</td>
<td>$2,024.95</td>
</tr>
<tr>
<td>Estimated Balance</td>
<td>$524.95</td>
</tr>
<tr>
<td>John Whittenberger Endowment Fund</td>
<td>$15,552.11</td>
</tr>
<tr>
<td>John Whittenberger Cash Account</td>
<td>1,698.41</td>
</tr>
<tr>
<td>Estimated Earnings Quarter Ending 9/30</td>
<td>175.00</td>
</tr>
<tr>
<td>Total Available in Account</td>
<td>$17,425.52</td>
</tr>
<tr>
<td>Approved Computer for Union Board</td>
<td>12,000.00</td>
</tr>
<tr>
<td>Approved Entertainment Cost for Union Board</td>
<td>$5,425.52</td>
</tr>
<tr>
<td>Approved Entertainment Cost for Union Board</td>
<td>1,000.00</td>
</tr>
<tr>
<td>Estimated Cost of Bricks</td>
<td>3,712.50</td>
</tr>
<tr>
<td>Estimated Balance in Account</td>
<td>$713.02</td>
</tr>
<tr>
<td>ESTIMATED UNPAID PLEDGES</td>
<td>$10,000.00</td>
</tr>
<tr>
<td>John Whittenberger Perpetual Care Account</td>
<td>$25,000.00</td>
</tr>
</tbody>
</table>
Gene then explained why we used Telefund to kick off our Margin of Excellence program and gave the results to date.

**Calls to Non-Donors** (Union Board alumni who had never given to any of our projects):

- Contacts - 241
- Pledges - 65
- Refusals - 164
- Considerings - 12
- Pledge Rate - 26.97%
- Dollars Pledged $4,930.00
- Average Pledge - $74.91

**Calls to Donors:**

- Contacts - 52
- Pledges - 21
- Refusals - 26
- Considerings - 5
- Pledge Rate - 40.4%
- Dollars Pledged - $2,050
- Average Pledge - $97.62

It was pointed out that the Foundation's experience with pledge payments for non-donors is only 70% - for donors, 90%. It was also pointed out that we have to pay for this service and we are negotiating this charge.

**Report of Nominating Committee**

Gene gave report of the Nominating Committee which included Rosemary Tanner and Bob Richey. The committee recommends the following to serve four-year terms on the Advisory Board: Milton J. Fineberg, James Pauloski, David Gibson and Suzy Wert.

The committee also recommends the following amendment to the Constitution - Article IV - Advisory Board - be included: "Effective January 1, 1988, voting members shall not serve more than two consecutive four-year terms."

The recommendations of the Nominating Committee were approved. Action will be taken at the biennial meeting.

**Report from Alumni Representative - John Hobson**

John called the Board's attention to the upgrading of the Alumni Magazine in that color will now appear on the inside of every issue. Also, more resources will be going into the Alumni Clubs area. They will try to get outstanding University personnel to speak at club meetings; as examples, the President meeting with Alumni Clubs in Indianapolis and other such meetings have been scheduled for San Francisco and Washington, DC.

John also pointed out that the Alumni Association membership has now reached over 67,000, which makes it the 6th largest dues paying Alumni Association in the U.S. Of the 67,000, 22,000 are Life Members.

He also reported on a pictorial book on IU which will be offered for sale through the Alumni Association.
Report from Union Board President - David Baumgartner

Current Union Board President David Baumgartner shared the progress for the upcoming biennial reunion. The planning committee is meeting the week beginning October 5 to solidify plans. He stated that current directors will be given tasks and that IU President Ehrlich may attend the reception. Invitations to the reunion have been mailed and responses are beginning to filter into the Director's office. The theme this year will feature the 25th Jubilee celebration of the biennial reunions. Colors will be cream and crimson with silver accent.

Reporting for Ann Claussen who was ill, David advised that there are three new members of the Program staff. Also, the new 35mm film projector in Whittenberger Auditorium is working well and the IBM computers for the Union Board office are now delivered and functioning individually. The lines to connect the terminals will be installed before the reunion. He also reported on past, current and future programs of the board. Finally, he shared that IU President Ehrlich has been invited to be the keynote speaker at the Installation Banquet.

State of Union Update - Winston Shindell

Winston pointed out that our new President is very interested in the Union. Winston has submitted his long-range plans to year 2000. This has been approved by Vice President Gros Louis. Upgrading the Union's conference support facilities has been given #1 priority. Other areas include upgrading the Union's food service and centralizing and consolidating support facilities in the West end of the building. A continuing issue is the charge of competition with the private sector.

Winston pointed out that the bond fund for the Union Building will become available this year. He has requested that $500,000 of this fund be retained by the Indiana Memorial Union to be used for major repairs and replacements.

Next Meeting - November 20, 1987

The Constitution provides that a business meeting must be held at the biennial meeting. This year the nominees to the Advisory Board as well as the proposed amendment to the Constitution will be voted on.

Immediately following the biennial meeting, the Advisory Board shall meet and elect officers for the ensuing two years.

Respectfully submitted,

Eugene Fletchall