

**Meeting Minutes**  
**Cornell Alumni Association of Greater Rochester, Inc.**  
**Board of Directors Meeting**  
**May 2, 2011**  
**7:30 PM – 9:35 PM**  
At: Canandaigua, NY

Attendance

Board and Committee members: Lawrence Wetzel, Thomas Helfrich, Chris Cassidy, Sharon Cassidy, William McCarthy, Mason Argiropoulos, and Lois Irwin (Niland)

Others Present: Janice Wormington

This Board Meeting of the Cornell Alumni Association of Greater Rochester, Inc. (“Club”) was called to order by President L. Wetzel. He welcomed those attending this evening’s meeting.

Minutes from the March 1, 2011 had not been circulated before the meeting due to the Secretary's computer problems, but were made available at this Board meeting. They were approved on a motion duly made, seconded and passed unanimously. They will be sent to the entire Board as soon as possible.

Minutes from the previous meetings had been circulated in the past, and the Secretary has not (as of May 9, 2011) received any comments or questions. So, they are approved on a motion duly made, seconded and passed unanimously.

The Treasurer had email distributed a Statement of Cash Flows for the Club’s current 2010-2011 fiscal year. For the period July 1, 2010 through May 2, 2011, it showed a 7/1/10 Operating Balance of \$7,218; Income of \$11,128 (including Membership Income = \$2,525; Programming Income = \$6,060; Interest Income = \$3; Scholarship Income = \$2,540), Expenses of \$6,493 (including Administrative Expense = \$449; Programming Expense = \$5,060; Banking Fees = \$58; Scholarship Expense = \$927); Due To Scholarship = \$6,853; Current Operating Balance = \$5,000. It is attached. The Treasurer reported that this includes a reimbursement the Club had received from Cornell University. The report was approved on a motion duly made, seconded and passed unanimously. The Treasurer will send the Board the “gift receipt” format currently used by the Club, so that it can be reviewed at a future meeting.

Membership Chairman C. Cassidy had email distributed a Membership Report. It is attached. This year we have a total of 145 members: 24 new members, 98 renewals and 23 life members. We collected \$2,570 in dues and \$1,155 in scholarship donations.

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After discussion, a motion was duly made, seconded and passed unanimously, that anyone joining between March 1, 2011 and June 30, 2011 will be considered as dues paid and a voting member through June 30, 2012.

C. Cassidy reiterated that he will be stepping down as Membership Committee Chair at the end of this term, and the Club still needs to find a replacement. He indicated that nothing had developed so far with K. Lancioni, regarding her possible interest in becoming the Club's Membership Committee Chairperson.

J. Wormington said she will start calling past members and some others. She felt we need to be able to better reach out to older alumni, many of whom do not use email or may otherwise need more "personal attention."

L. Wetzel reported on the Cornell Chorus visit, which had come up on short notice. Ultimately, apart from some quick publicity distribution, the Club did not have an opportunity to do any "extra" programming besides the scheduled concert and we were not needed to host the chorus members overnight in homes. The concert was very good, and well attended by 100+ people (about half of whom stood up as Cornellians).

L. Wetzel reported on the Club's Accepted Student Reception recently held at his home. This year, there were some 360 applications to Cornell from our area. About 100 invites went out to accepted students and their parents. Attendance was good, including a number of students who said they were still undecided about where to go to college,

L. Wetzel and others reported on the very successful April 15<sup>th</sup> even with Professor Brian Wansink, on proper eating. 49 people attended the program and reception, which was really great because of the excellent speaker. 22 evaluation cards were turned in, with extremely high comments. L. Irwin distributed a "Prof Wansink Event Summary," which is attached to these Minutes.

L. Wetzel began the report on the recent Cornell-Princeton Tailgate event, co-sponsored with the Johnson Club that was held before the game in Ithaca. About 12 people attended. D. Menz was the event Chair, and helped defray some of the costs. L. Irwin distributed a "Cornell Princeton Lacrosse Game and Tailgate" attendance and financial summary, which is attached to these Minutes.

J. Wormington said that the Cornell Club's Hunt Country Wine event was a disappointment, since it had to be cancelled because of too low registrations. The Board discussed some possible reasons for the apparent lack of interest, which might have

included too many events going on in a short period, member familiarity with this particular vineyard, travel distance, or a number of other factors.

L. Irwin reported on various programs that have been held or are scheduled in the next few months. She distributed an updated list of “2010-2011 Event Planning” showing 19 different functions sponsored or co-sponsored by the Club in less than a year and a sheet showing the “Cash Reconciliation” financial results. These are attached to these Minutes. She further indicated that a new post cards mailing in April, at a cost of \$300 (she provided

The above reports were discussed by those present. There were also a number of other discussions.

The next scheduled meeting of the Board is set for May 4, 2011, 7:30 PM.

There being no other business to come before the Board this evening, the meeting was declared adjourned.

T. Mahar (Cornell University) has, since his last visit to the Club’s Board, sent several additional email updates on the progress of changes at Cornell and Cornell’s dues free option (see attachments). This is still under development. The Club is still awaiting the list from M. Hillenbrand of the clubs that are participating in the IvyExec proposal.

C. Cardinale had distributed an email reporting some CAAAN numbers for the year: 361 applicants from our area; 160 applicants assigned to CAAAN members; 111 CAAAN reports received. All those Cornellians who participated this year were thanked by her, and the Board.

S. Cassidy had previously emailed a report of this year's Essay Contest, and updated the Board. She and the Board offered thanks and appreciation to all of our dedicated essay readers. This year we received 389 essays from 10 schools. This includes three new schools (McQuaid, School of the Arts and Webster Schroeder) and three new teachers at schools that have been participating. The First Place winner is from Our Lady of Mercy. The winner will receive \$100 and the plaque to display at the school for the next year (only). The two Second Place winners are from Webster Thomas and Brighton. They will each receive \$50. The three Third Place winners are from Our Lady of Mercy and Pittsford Mendon. They will each receive a certificate. In addition, there are 24 finalists who will receive certificates, 50 semi-finalists, and 67 honorable mentions. The Cornell Club website will be updated shortly with this year's results.

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T. Helfrich had emailed a report that last Wednesday evening, April 27th, Cornell ran its second Regional Leaders Training Session telephone conference, this time a one-hour session with the topic of "Planning All Ivy & Intercollegiate Events." All Rochester's Board & Committee Chairs had been notified, but it is believed that T. Cummings and T. Helfrich were the only Rochester area alums who were able to participate. Some 41 people were registered, with 35 actually on-line, including people from Clubs in Seattle, Boston, San Francisco, several southern & Midwest clubs, etc,

There were three presenters on the telephone conference panel, including Rochester's Tom Cummings (who spoke mostly about the long-running Cornell-Penn joint luncheon). The President of the Washington, DC Club (the nation's largest Club) and one other person were also panelists.

T. Helfrich said that, in terms of ideas for us, he felt there were not very many specifics. It sounded like Rochester has (by far) the longest running event; Washington (with 700+ members) has run joint programs for some 30 years, reportedly runs 50-100 joint programs per year, mostly with Ivies which are all well-organized in DC, but he never defined what constituted an "event;" most don't seem to get signed contracts or agreements with other clubs jointly sponsoring an event, and there was little discussion about what happens when there is a loss on a program. Overall, there was less than 15 minutes for Q & A; often he had a difficult time hearing "quieter" comments. We have been doing more joint activities, but it's probably a good idea and way to expand impact.

It seems like it was worthwhile overall. hopefully more of us can try to listen in as Cornell plans future such programs. Cornell's M. Hillenbrand has said that suggestions for future sessions are always welcome.

J. Wormington reported that she had updated the website to reflect the Essay Contest information and will feature our next event (the Speed Networking Lunch). She is making other changes to expand our website and make it more effective with more information. We last sent out have some 2300 emails, with results that seem to indicate the addresses are about 95% correct based on "non-deliverables."

There was an extended, renewed discussion about several necessary decisions regarding the Club's scholarship funds, their investment, management, future solicitation requirements, and other aspects. The Treasurer and Secretary reported on a number of conversations with representatives of the Rochester Community Foundation and Cornell University. The Treasurer will be having further discussions with Cornell about several additional questions. This will be the primary item of discussion at the next Executive

Committee meeting. Although the Board's discussions about this began almost two years ago, we are now also reviewing this whole situation in light of recently effective the UPMIFA (federal and state) legislation. We hope to have a decision made by the Board in June, with an objective of transferring the assets to the new investment manager as of July 1, 2011.

L. Wetzel summarized what we know about the Rochester Preparatory School, which is an inner city charter middle school. L. Irwin had checked with the Princeton Club about their involvement. After discussion, there did not seem to be a great sense of enthusiasm and commitment to being involved by our Board at this time. It is believed there are a lot of mentoring groups in the area. The Board decided not participate at this time and that we would be open to reconsider our participation in a few years. Meanwhile, we can ask if they have a specific "wish list."

There was a discussion and review, but no change in, the previously announced list of the voting Board members. Per the By-Laws, this is comprised of the four elected officers, the immediate past President, the minimum three to maximum six elected At-Large Directors, and the Chairmen of the Standing Committees. At this time, this means a total of 12 different individual Board members, for which the By-Laws set a majority quorum (therefore currently 7) for the transaction of business by the Board at any meeting. (It was noted that individuals holding more than one position still get only one vote and are counted only once for quorum purposes. Thus, depending on future changes, the actual number of Board members and the number necessary for a quorum will change from time to time.)

Executive Committee =

President = Lawrence Wetzel  
Vice President = Lois F. Niland-Irwin  
Treasurer = Mason Argiropoulos  
Secretary = Thomas G. Helfrich  
Immediate Past President = Jack Clarcq

Directors-At-Large (one year term ending in 2011) =

Chris Cassidy  
Sharon Cassidy  
Kerri Ann Kiniorski

Directors-At-Large (two year term ending in 2012) =

William McCarthy  
Amy McLymond  
Vacant (one seat - see note below on Chris Torres)

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Other elected Directors =

Chairmen (until replaced) of By-Laws Listed Standing Committees =  
CAAAN Committee = Cara Cardinale  
Membership Committee= Chris Cassidy (see above)  
Scholarship Committee = Kerri Ann Kiniorski (see above)  
Program Committee = Lois Niland (see above)  
Chairmen (until replaced) of Board Designated Standing Committees  
(authorized per By-Laws) =  
Nominating Committee = Robert Buhite  
Scholarship Fund Oversight Committee = Vacant  
No other Committees at this time

It was noted that Chris Torres, who had initially been elected as a Director-At-Large (for a two year term ending in 2012) was not eligible to serve under the By-Laws, since he is not a Cornell alum. His seat remains vacant at this time.

After some further discussion, it was decided to hold the Club's Annual Meeting as part of a Club barbeque, at L. Wetzel's home. He will check available dates and notify the Board. The Secretary will notify the Club's members in accordance with the By-Laws.

The next scheduled meeting of the Board was scheduled to start one hour before the Annual Meeting, at the same location. It may be adjourned for the Annual Meeting, if necessary, and resumed afterward. See above.

There being no other business to come before the Board this evening, the meeting was declared adjourned.

Respectfully submitted,

Thomas G. Helfrich  
Secretary

Attachments