

## MSU ALUMNI BAND

Alumni Band Executive Board Meeting Minutes

2:00 p.m., Sunday, January 18, 2015

The Kellogg Hotel and Conference Center, Olympus Room

**REMINDER:** The next Board meeting will be 2:00 p.m., **Saturday**, March 28, 2015

1. The meeting was called to order at 2:09 p.m.

**Present:** Jim Barry, Dale Bartlett, Matt DuPrey, Betty Elliott, Tim Fox, Stacie Detgen, Susan Gould, Jack Nelson, Nancy Nelson, Greg Pell, Bob Rice, Lynn Brown, Abby Zarimba

2. **Welcome & Introductions** - Stacie again introduced our new Member at Large, Matt Dupree to those not present at the last meeting. Matt received his Music Education degree in 2006. Matt also helped out with conducting for the holiday pep bands.
3. **Secretary's Report – Betty Elliott** - Item #14C was corrected to read "April 19th". The report was approved as submitted and corrected.
4. **Treasurer's Report – Abby Zarimba** (See report at end of minutes) –Abby reported that she had reconciled all financial reports with the bank and established that we have a bit more money than we thought. The higher number of alums at the fall reunion created our largest bank account ever. The report was approved.
5. **Past President's Report – Jim Barry** - Jim indicated the winter issue deadline for *The Encore* will be February 9<sup>th</sup>. Please send all articles, pictures, ideas, etc. to Jim quickly. Jim also provided a copy of the letter written to an alum indicating his removal from the Alum data base and thus denying any future privileges (attached at end of these minutes). A copy was also provided to John Madden. The report was approved.
6. **Vice-President's Report – Greg Pell** - Greg wanted to give a big thanks to all that Jack Nelson does on behalf of the holiday pep bands. Greg, having been in charge of the new participant T-shirt sales, saw up close how hard Jack, and Nancy, worked to pull off these performances. 62 new participants purchased the new Uniform T-shirt, which produced a great appearance. He also indicated that he had attended the SMB business meeting along with Stacie and said that Stacie did a great job handing out the pins to seniors. The report was approved.
7. **President's Report – Stacie Detgen.** (See report at end of minutes).
  - a. Stacie's report was corrected to show a Spring Reunion date of April 19<sup>th</sup>. Stacie informed us of several deaths amongst the alum ranks. Mary Falcone, Beryl's daughter and CeCe's sister, passed away, as well as Roger Topliff's long-time girlfriend. Also passing was Dr. Edgar Kirk, the former bassoon instructor. And it was learned after this meeting that Tim Parry also passed. Betty will send cards to each of these individuals and families.
  - b. Stacie is asking that if anyone has suggestions for a new Vice-President, please send them to her.

The President's report was accepted as submitted and corrected.

8. **Band Director's Report** – No band directors were present.

**9. Member Relations Coordinator's Report - Tim Fox.** (See attached documentation at end of minutes)

- a. Tim requested permission to order 1000 more senior pins. Request granted.
- b. Tim discovered that the Alumni Band website did not have any instructions anywhere on how to join the organization. He will send the information to Brad Halls and request that it be added to the website ASAP. Jim is maintaining the calendar for all Alumni Band events.
- c. Tim researched other Big Ten Fall reunions and noted that 5 post the music selections on line. He summarized his findings (attached at end of minutes). Discussion was held on how to post music on line without crossing legal lines and would like to get a policy in place before the fall reunion. More discussion on this at next meeting.

Tim's report was approved.

**10. Special Project Coordinator's Report – Jack Nelson** - Jack's report was approved as submitted.

Jack reported that the holiday bands performed at a record number of 14 events. This included 6 men's basketball games, 3 women's basketball games, 4 hockey games, and the Izzone reunion. There may be an additional 2 events in March which have not yet been confirmed. Each band contained 35-72 musicians and 676 players performed over the 14 events. This included 177 individuals, 62 of whom were new. Matt and Stacie were among those who conducted along with "special conductor", Dick Vitale.

**11. List Serve Manager's Report – Nancy Nelson** – Nancy's report was approved as submitted.

- a. Nancy requested permission to order new business cards. Approved.
- b. She has the data base all updated since the fall reunion. She is still figuring out how to share the list with us without including all of the data fields.
- c. Nancy brought up the question of who do we allow into the reunions that don't want to pay registration fees (i.e. conductor's wives). Discussion ensued but confusion on decision is tabled until next meeting.

**12. Tour Band Representative's Report – Jack Nelson.** Jack reported that he met with Dr. Bloomquist and Lauralee Campbell and will meet again in early March. There is no final data at this point in time, but hope to have full information available at the spring meeting. The report was approved as submitted.

**13. Old Business**

Falcone plaque project – The plaque is now up in the Music Building, but no bill has been received for the installation. A small formal presentation took place but no notice was sent to this group about such. Stacie will ask Bill Sachs about it, and Dr. Sedatole if needed.

**14. New Business**

- a. Spring reunion will take place on April 19<sup>th</sup> with an unconfirmed time of 3:00. The event will be put on Event Brite in mid-February. There will also be a luncheon at the Kellogg Center. Greg will book the meeting. Stacie will confirm the time and press the guest conductors for their music selections.
- b. Shared Spring Reunion Concert – See President's report at end of minutes.
- c. MSU College of Music Alumni Board Liaison – No new information
- d. Timeline for spring *Encore* – Jim Barry (see report information in item #5).
- e. Mission Statement – Stacie sent out some information that Terry Person and Joe Levine did in previous years. Tim distributed summaries of other Big Ten Alumni Band mission statements. Discussion ensued about reasons for group (i.e. raise more money for donations to special projects, scholarships,

- etc.). Jim will type up and send to everyone via e-mail for comments. Hope to finalize by March meeting.
- f. Nominations for next Vice-President – See President’s report and item #7.
  - g. Other
    - a. This fall will be the 45<sup>th</sup> reunion. Send theme ideas to Tim. We hope to get fall date confirmed soon.
    - b. Be thinking about where the extra Falcone fund donations should go to (i.e. band jackets, scholarships, Falcone Fund, etc.). Stacie will confirm where the current Falcone Fund is (Music Department; University, etc.).
  - h. The next meeting is scheduled for March 28<sup>th</sup> at 2:00 p.m.
  - i. The meeting adjourned at 3:55 p.m.

Respectfully submitted,  
Betty M. Elliott



**AGENDA**  
**MSU Alumni Band Board Meeting**  
**Sunday, January 18, 2015**  
**2:00 PM at the Olympus Room**  
**Kellogg Center, MSU**

- 1.) Call to Order
- 2.) Welcome and Introductions
- 3.) Secretary's Report - Betty Elliott
- 4.) Treasurer's Report - Abby Zarmiba
- 5.) Past President's Report - Jim Barry
- 6.) Vice President's Report - Greg Pell
- 7.) President's Report - Stacie Detgen
- 8.) Band Director's Report
- 9.) Member Relations Coordinator's Report - Tim Fox
- 10.) Special Events Coordinator's Report - Jack Nelson
- 11.) Listserve Manager's Report - Nancy Nelson
- 12.) Tour Representative's Report - Jack Nelson
- 13.) Old Business
  - a. Leonard Falcone plaque
- 14.) New Business
  - a. Spring Reunion - April 19, 2015
  - b. Shared concert
  - c. MSU College of Music Alumni Board Liasion - Bob Rice
  - d. Timeline for Spring Encore
  - e. Mission Statement
  - f. Nominations for the next Vice President
  - g. Next meeting date: March 22 or 29 (Palm Sunday)
  - h. Adjournmant

**MSU Alumni Band  
Treasurer's Report  
November 10, 2014 - January 18, 2015**

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Revenue and Expenditures:

Beginning Checking Balance * :			\$21,007.52
Revenue:	11/10/14	West Michigan Alumni Club	\$500.00
	11/17/14	Sealy Donation	\$500.00
		<u>Total Revenue</u>	<u>\$1,000.00</u>
		Sub Total	\$22,007.52
Expenditures:	11/9/14	#1247 Tim Fox - Phone & Admin	(\$347.25)
	12/15/14	#1248 Greg Pell - 11/9 Board Mtg	(\$124.74)
	Nov, Dec	Bank Account Service Charges	(\$4.00)
	1/11/15	#1249 Greg Pell T-shirts 12/13/14	(\$52.50)
		<u>Total Expenditures</u>	<u>(\$528.49)</u>
		Total Ending Checking Balance	\$21,479.03

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Current Bank Balances:

Certificate of Deposit (0.20%)	\$6,046.96
<u>Checking Balance</u>	<u>\$21,479.03</u>
Total Cash Available	\$27,525.99

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\* Note - Previous Treasurer's Balance ended 11/9/2014 with \$20,810.47. The new Treasurer has reconciled the checking account, resulting in this amount, verified by monthly bank statements.

Respectfully Submitted, Abby Zarimba, Treasurer  
January 18, 2015

*Abby J. Zarimba*



November 17, 2014

Dear \_\_\_\_\_

As I mentioned to you today, I wanted to send you a letter confirming our phone discussion.

This letter is to confirm to you in writing the determination of the MSU Alumni Band Board of Directors regarding your participation in the MSU Alumni Band.

After discussion at the board's meeting on November 9, 2014, the board has determined that the character of your participation during the September 27, 2014 Fall Reunion has disqualified you from future membership and participation.

You will recall that in our earlier phone conversation, a few days after the fall reunion, I reported to you on differences that were noticed between your participation at the reunion and that which is asked and expected of all Alumni Band members. These differences included:

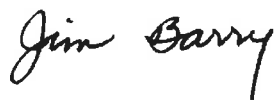
- You did not pick up your name tag, wristband, and marching charts during morning registration.
- You did not attend any of the morning indoor music rehearsal.
- You did not attend any of the morning outdoor marching rehearsal
- You showed up with a beer at the Adams Field meeting just before our march to Spartan Stadium, asking Professor Madden "is it okay to take this in?" Professor Madden, incredulous, answered an emphatic "no, it is not okay."
- You did not wear the required Alumni Band shirt. Your lighter-colored t-shirt made it very easy to differentiate you from the 300 members wearing the required forest-green Spartan helmet logo Alumni Band shirt.
- You did the halftime show entrance in your own company front, alone – not where you were charted, nor in one of the 8 company fronts that the rest of the band was in – downfield from the end zone to the 50 yard line. This was noted on video.
- Your halftime performance on the field was so unusual that, immediately upon conclusion of the Alumni Band's halftime show, Professor Madden brought his concern about your performance to the attention of Alumni Band board members. Later, it was discovered that non-band spectators in the crowd were talking about "the drunk trombone player right in the front near the 50-yard line."
- After performing in the halftime show, you did not return to the bleachers with the rest of the Alumni Band. This was noted by Stacie Detgen, Alumni Band President, by me, and others on the board.

In response to the differences described above, you offered that you did not feel well during the morning of the reunion. You did not indicate that there was anything particularly unusual or embarrassing about your performance. In response to my question as to whether you wished to be admitted to Alumni Band events in the future, you answered "yes." I did bring the content of our phone conversation to the board at our November 9<sup>th</sup> meeting.

One of the goals of the Alumni Band is to represent Michigan State University Bands, MSU Alumni, and MSU in a way that reflects well on all. It is important to us to conduct ourselves in a way that demonstrates our respect to MSU. We also work very hard to show our appreciation to the University and to the MSU Bands for the opportunity to have our reunions on campus, use campus facilities, perform in Spartan Stadium, and receive special consideration and assistance from MSU Bands faculty and staff.

Your disqualification from Alumni Band future membership and participation means that the Alumni Band Board will deny membership requests from you, and will deny registration requests to future Alumni Band reunions or activities.

Sincerely,

A handwritten signature in black ink that reads "Jim Barry". The signature is written in a cursive, slightly slanted style.

Jim Barry, Past President  
MSU Alumni Band  
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Northville, MI 48168  
(517) 230-5924  
jimbarry.northville@gmail.com

President's Report  
January 18, 2015

- In early December, Greg Pell, Nancy Nelson, and I attend the Spartan Marching Band final business meeting to pass out the senior pins.
- A tremendous "thank you" to Jack Nelson for all the hours worrying and wrangling players for the pep band events. They were all very successful. I know this was a stressful year getting players, but at the end all the pep bands sounded great.
- Thank you to Nancy Nelson for working to keep our data base updated and keeping us well-informed with the email blasts.
- The 2015 Spring Concert Band Reunion will be on Sunday, April 18 at Fairchild Theatre. A DMA student doing her conducting recital will be performing the first half of the concert and we will be the second half. Ken Bloomquist, Dave Catron, and Kevin Sedatole have confirmed their participation at this event. I am waiting to hear from John Whitwell and John Madden.
- Once I have the titles of the music, I will ask Greg Pell to pick them up and get them to Nancy Nelson/Tim Fox/Abby Zarimba to start the scanning of the music.
- Thank you to Tim Fox for researching more about Mission Statements for us.
- We need to be thinking of whom we might ask to be the next Vice President. Please send me your thoughts.
- Once again, thank you to everyone on the board for giving of your time to make this organization run smoothly.

Respectfully submitted,  
Stacie Detgen, President



## Big Ten schools – Alumni Band Fall Reunions

**Indiana:** Typically march Homecoming game and Parade. Also now playing at tailgates before march to stadium. Music emailed out to registered individuals.

**Illinois:** Typically march Homecoming game and Parade. Music emailed out to registered individuals.

**Iowa:** All members must be Alumni Assoc. members. Marched Homecoming parade. Posts music on-line.

**Maryland:** Have a plaque for "best represented section" each year. Music available to download.

**Michigan:** March Homecoming; have a dinner the evening before game; have a deadline for instrument requests; early registration (check-in) day prior to event on campus; reception after game. No information on music distribution.

**Minnesota:** Picnic and Annual Membership Meeting, Homecoming Parade, Post-Parade Party, Band Alumni Tailgate. Download music on-line.

**Nebraska:** Kick-off party day before reunion (w/dinner, business mtg); post-game party; AB members can purchase football tickets; reserve parking space. Music distributed on game day.

**Northwestern:** dead Internet link

**OSU:** game tickets, family-fun event, instrument distribution on Mon before game, multiple music rehearsals in preceding week, golf outing, posts their music on-line with a warning that it can be used only for the game.

**Purdue:** Alumni reception and dinner day before game; Kappa Kappa Psi & Tau Beta Sigma Alumni Brunch day after game. (Can't find info on music distribution)

**PSU:** No on-line information

**Rutgers:** Tickets available to AB members; must be a member of the Rutgers Alumni Assoc. Posts music on-line on Google Docs.

**Wisconsin:** Game ticket with assigned seat; Music and dancing (reception) previous evening; golf outing; post-game party. Distribute music on game day.

### **Notes:**

- Many of these have call times as early as 5:30/6:00am for game day rehearsals (since some have 11:00am kick-offs). Also, a number of them have very strict uniform policies.
- Most have higher annual dues. Their prices are even higher than our combined dues and reg fee. (another 20-30%)

## Purpose/Mission Statement Examples from around the Big Ten

### Ohio State:

Article II – Object

*(in their Constitution and Bylaws)*

The Club is formed to promote the advancement of the interests of The Ohio State University Marching Band and The Ohio State University, and to promote closer fellowship among the alumni of The Ohio State University Marching Band and The Ohio State University. The Club also promotes and supports the mission of The Ohio State University Alumni Association, Inc.

### Indiana:

ARTICLE II – PURPOSE

The Indiana University Marching Hundred Alumni Council is founded to maintain fellowship among band alumni and to render service and support to the University and the Department of Bands.

### Illinois:

Section 2. Mission and Objects. The mission of the Bands Alumni is to enhance and advance the relationship between the University of Illinois Division of Bands (referred to in these bylaws as "Bands") and its alumni and among each other. It seeks to inspire lifelong loyalty and pride among band alumni and friends and to encourage alumni advocacy and philanthropy in support of Bands. The objects of the Bands Alumni are exclusively educational and charitable. The Bands Alumni also acts as a channel for Bands to keep alumni and other interested parties abreast of current issues, events and accomplishments of the Bands. No part of its income, from whatever source derived, shall inure to the benefit of any Member.

### Purdue:

*Mission*

Our primary mission is to provide social activities for all returning alumni...around Homecoming, Spring Gala week, Bowl games and other opportunities as we move forward. A place to call home and feel welcome.

### Minnesota:

Mission Statement

The University of Minnesota Band Alumni Society (UMBAS) serves three groups:

- Alumni of the University of Minnesota Bands
- The University of Minnesota Band program
- the people of the University and the State of Minnesota.

UMBAS provides a means for alumni of the University of Minnesota Bands to keep in contact with their fellow band members and the University through musical and social experiences.

UMBAS supports the growth and continuing excellence of the University of Minnesota Band program through scholarships, special projects, and other efforts.

UMBAS entertains and represents the University and State of Minnesota by performing at various public events throughout the year.

In service to these three groups, UMBAS seeks to achieve two goals:

- enrich the lives of students and alumni of the University of Minnesota Band

- carry on the traditions of excellence which have made the University of Minnesota Band the finest in the land since 1892.

**michigan:**

Mission

The purpose of the Association is to:

- (A) Render service and financial support to the University of Michigan Bands.
- (B) Encourage respect for the high standards which the Michigan Bands strive to uphold.
- (C) Promote goodwill and fellowship among current and former members and friends of the Michigan Bands.
- (D) Stimulate interest in the Michigan Bands among qualified potential students of the University of Michigan.
- (E) Participate actively in preserving the history of the University of Michigan Bands.
- (F) Accumulate funds, primarily from member contributions and dues, for scholarship awards to deserving Michigan Band members, and for other projects for the benefit of the Michigan Bands and the Association.

## Mission Statement Guidelines

A formal summary of the aims and values of a company, organization, or individual.

Definition: A sentence describing a company's function, markets and competitive advantages; a short written statement of your business goals and philosophies

A mission statement defines what an organization is, why it exists, its reason for being. At a minimum, your mission statement should define who your primary customers are, identify the products and services you produce, and describe the geographical location in which you operate.

Your company's mission statement is your opportunity to define the company's goals, ethics, culture, and norms for decision-making. The best mission statements define a company's goals in at least three dimensions: what the company does for its customers, what it does for its employees, and what it does for its owners. Some of the best mission statements also extend themselves to include fourth and fifth dimensions: what the company does for its community, and for the world.

The vast majority of the mission statements are just meaningless hype that could be used to describe any business in the category. People write them because some checklist or expert said they had to. There are actually web apps that poke fun at how most mission statements use vague, high-sounding phrases to say nothing. The comic strip *Dilbert* has had a field day making fun of them:



A well-developed mission statement is a great tool for understanding, developing, and communicating fundamental business objectives, and should be expressed in just a paragraph or two. If you read it out loud, it should take about 30 seconds. And it should answer questions people have about your business, like:

- Who is your company?
- What do you do? What do you stand for? And why do you do it?
- Do you want to make a profit, or is it enough to just make a living?
- What markets are you serving, and what benefits do you offer them?
- Do you solve a problem for your customers?
- What kind of internal work environment do you want for your employees?

Unfortunately few mission statements actually do that.

## **1. Start with a market-defining story**

You don't have to actually write the story—it's definitely not included in the mission statement—but do think it through: Imagine a real person making the actual decision to buy what you sell. Use your imagination to see why she wants it, how she finds you, and what buying from you does for her. The more concrete the story, the better. (And keep that in mind for the actual mission statement wording: "The more concrete, the better.")

A really good market-defining story explains the need, or the want, or—if you like jargon—the so-called "why to buy." It defines the target customer, or "buyer persona." And it defines how your business is different from most others, or even unique. It simplifies thinking about what a business isn't, what it doesn't do.

This isn't literally part of the mission statement. Rather, it's an important thing to have in your head while you write the mission statement. It's in the background, between the words.

## **2. Define how your customer's life is better because your business exists**

Start your mission statement with the good you do. Use your market-defining story to flush out whatever it is that makes your business special for your target customer.

Don't undervalue your business: You don't have to cure cancer or stop global climate change to be doing good. Offering trustworthy auto repair, for example, narrowed down to your specialty in your neighborhood with your unique policies, is doing something good. So is offering excellent slow food in your neighborhood, with emphasis on organic and local, at a price premium.

This *is* a part of your mission statement, and a pretty crucial part at that—write it down.

If your business is good for the world, incorporate that here too. But claims about being good for the world need to be meaningful, and distinguishable from all the other businesses. Add the words "clean" or "green" if that's really true and you keep to it rigorously. Don't just say it, especially if it isn't important or always true.

## **3. Consider what your business does for employees**

These days, good businesses want to be good for their employees. If you're "hard numbers"-oriented, keeping employees is better for the bottom line than turnover. And if you're interested in culture and employee happiness, then defining what your business offers its employees is an obvious part of your strategy.

My recommendation is that you don't assert how the business is good for employees—you define it here and then forever after make it true.

Qualities like fairness, diversity, respect for ideas and creativity, training, tools, empowerment, and the like, actually really matter. However, since every business in existence at least says that it prioritizes those things, strive for a differentiator and a way to make the general goals feel more concrete and specific. While I consulted for Apple Computer, for example, that business differentiated its goals of training and empowering employees by making a point of bringing in very high-quality educators and presenters to help employees' business expertise grow. That's the kind of specificity you should include in your mission statement.

With this part of the mission statement, there's a built-in dilemma. On the one hand, it's good for everybody involved to use the mission statement to establish what you want for employees in your business. On the other hand, it's hard to do that without falling into the trap of saying what every other business says. Stating that you value fair compensation, room to grow, training, a healthy, creative work environment, and respect for diversity is probably a good idea, even if that part of your mission statement isn't unique. That's because the mission statement can serve as a reminder—for owners, supervisors, and workers—and as a lever for self-enforcement.

If you have a special view on your relationship with employees, write it into the mission statement. If your business is friendly to families, or to remote virtual workplaces, put that into your mission.

#### **4. Add what the business does for its owners**

In business school they taught us that the mission of management is to enhance the value of the stock. And shares of stock are ownership. Some would say that it goes without saying that a business exists to enhance the financial position of its owners, and maybe it does. However, only a small subset of all businesses are about the business buzzwords of "share value" and "return on investment."

In the early years of my business I wanted peace of mind about cash flow more than I wanted growth, and I wanted growth more than I wanted profits. So I wrote that into my mission statement. And at one point I realized I was also building a business that was a place where I was happy to be working, with people I wanted to work with; so I wrote that into my mission statement, too.

#### **5. Discuss, digest, cut, polish, review, revise**

Whatever you wrote for points 2-4 above, go back and cut down the wordiness.

Good mission statements serve multiple functions, define objectives, and live for a long time. So edit. This step is worth it.

As you edit, keep a sharp eye out for the buzzwords and hype that everybody claims. Cut as much as you can that isn't unique to your business, except for those special elements that—unique or not—can serve as long-term rules and reminders.

Read other companies' mission statements, but write a statement that is about you and not some other company. Make sure you actually believe in what you're writing—your customers and your employees will soon spot a lie.

Then listen. Show drafts to others, ask their opinions, and really listen. Don't argue, don't convince them, just listen. And then edit again.

And, for the rest of your business's life, review and revise it as needed. As with everything in a business plan, your mission statement should never get written in stone, and, much less, stashed in a drawer. Use it or lose it. Review and revise as necessary, because change is constant.