

Ram Club Board of Directors Meeting Minutes

September 08, 2009

Athletic department staff in attendance

Dan Johnston, Annual Fund Director
Mike LaPlante, Associate A.D./Development
Matt Brewer, Director of Compliance
Doug Patmore, Donor Relations Coordinator

Role Call

Joel Cantalamessa -- Secretary	Bob Loner
Linda Clark	Ben Morgan
Kirk Dando	Aki Palmer
Aaron Eide	Rich Piper
Cody Fullmer	Rex Stahla
Connie Hanrahan – Vice President	Eric Lea (Spirit Committee representative)
Lou Ann Hoehne	Bill Woods (Alumni Board representative)
Jim Hunter – President	Kevin Unger
Ann Hutchison	Norm Warner

Key:

Board Member In Attendance

Board Member Absent

Special Guest

Matt Brewer, Director of Compliance

Matt Brewer gave a presentation regarding what does and does not constitute an NCAA violation. Various situations were presented and the Board was asked to decide if they were or were not violations. Each of the situations reflected issues that we have dealt with over the past few years. Please contact Matt at matt.brewer@colostate.edu or at (970)491-5459 if you would like a copy of the presentation. A few items of note:

- Text messages are considered written correspondence
- Having a pre-existing relationship with a prospective student-athlete is appropriate as long as there is no athletics related contact.
- It is inappropriate for a donor to initiate contact with a prospective student-athlete.

President's Report

Jim Hunter, Ram Club Board President

Jim opened by commenting on the outstanding win the Rams had over the Buffaloes the weekend prior. He emphasized that this is an exciting time to be involved with Rams Athletics and that we have been afforded a fantastic opportunity to harness the momentum that the win has created for us. Jim pointed out that this is the moment that we have been talking about over the past few years – the big wins, the momentum are here and we must take advantage of the great things that are happening around CSU Athletics. One of our biggest obstacles has been exposure, and this win gives us a great avenue to increase the visibility of the Ram Club. We must capitalize on the current momentum. “Now is the time.”

Athletic Department Update

Mike LaPlante – Associate Athletic Director for Development

Mike commented that we are extremely lucky to have Matt Brewer as part of our Athletics Department, as he is young and is highly regarded among his peers. Mike pointed out that we are seeing the pieces fall into place. Paul Kowalczyk's vision for CSU Athletics is beginning to surface. A few items that Paul asked to have relayed to the Board:

- The Mountain West Conference had an amazing opening weekend in college football. The MWC Commissioner is committed to fighting the current BCS system which distributes significant funding to the automatic bid conferences while leaving out others.
- Take part in elevating the status of the MWC by clicking on any stories that involve the conference and be sure to comment on any articles that you come across. This goes a long way in creating a buzz around the MWC and can be effective in getting more recognition as the current BCS system undergoes changes in the future.
- The Humanitarian Bowl has reached an agreement with the MWC and becomes our 5th bowl tie-in. Bowl games are working to get into the conference's good graces as our teams continue to impress.

It is important to have the Board's support at our facilities grand opening on September 18th. The Board will help pass out materials to those attending. At our upcoming Ram Legends weekend for football, we will have a presentation aimed at pulling in former players into the Ram Club. We have gotten great exposure in Denver through the Denver Initiative with fifty-two billboards and numerous commercials advertising the "Defend the Fort" tag line. The funds for this were taken from the Denver Initiative budget. Bob Loner pointed out that our athletics facilities came in \$3 million under budget and these funds were shifted to the Denver Initiative. On Monday September 21st we will host the High Ground Tournament at the Harmony Center. Money raised through this event will help offset the costs that the facility incurs during the year (maintenance, etc). We will begin a "23" campaign which refers to the number of points we hung on CU, the fact that it had been 23 years since we won in Boulder, etc. These gifts will not count towards Ram Club donations and will be credited toward the General Athletic Scholarship fund. The main goal of this campaign is to get people into our communication circle.

The public phase of the Campaign for Colorado State University kicked off a week prior to this meeting. The University has raised \$290 million of the \$500 million goal thus far. Athletics' goal is \$39 million (scholarships, endowment, and facilities) of which we have raised \$17 million. In terms of facilities, we have raised around \$3 million of the \$20 million. There are naming opportunities still available. Gifts to facilities are payable over 5 years.

Financial Update

Dan Johnston, Annual Fund Director

Donor numbers are staying pretty consistent which is great, considering the economy. It is absolutely essential that we get to \$1.4 million! We currently stand at \$1,357,898. We have 1,792 members.

Point System

Dan Johnston, Annual Fund Director

Before the CSU vs. TCU Volleyball game (Ram Club appreciation game) on September 26th we will have a public discussion with those in attendance about the point system. We will be

sending out information in early December with our early renewal mailing. We have decided to allow all gifts that are made to each area of our campaign (scholarships, endowment, and facilities) to count the same in terms of points. Jim commented that the point system has come to life.

The Ram Club cups have been created and will be available at all of our venues. Creating the cups did not cost us anything and display the Ram Club logo and the “Defend the Fort” tag. Ram Club signs have been placed on the scoreboards in Moby and at Hughes.

Ram Club Board Roundtable

The meeting-concluding “roundtable” allows board members and athletic department members to share their ideas, suggestions, comments, or updates at the end of each meeting. Here were a few of the comments:

- *Norm Warner* – Inquired about ticket sales (announced attendance was 23k+ for the Weber St. game). We have not taken advantage of past momentum boots, and we will need to be persistent in order to take advantage.
- *Bob Loner* – Curious about our payout from the game at Folsom.
- *Aki Palmer* – Has got bragging rights around the house!
- *Cody Fullmer* – The perception of the MWC is changing we success keeps coming. We’re getting top-quality student-athletes to compete for us and the kids that we do get are playing with a unique passion.
- *Connie Hanrahan* – Kudos to the “23” campaign, it is fun and creative.
- *Dan Johnston* – The New Member Committee needs to begin meeting regularly. Thank you to Ann for keeping the Member Retention committee going strong.
- *Ann Hutchison* – Thank you to Skip who recently ended his Board membership as the Spirit Committee liaison.
- *Ben Morgan* – Important to keep contacting people about joining the Ram Club. Will push for a new member drive around the time of renewals.
- *Kirk Dando* – Played in the 1984 game which was the last time we beat CU in Boulder! There is something special about this team. The publicity out of Denver following the win has been positive.

Upcoming 2009 Board meetings

Tuesday, October 13, 5:30 p.m.

Tuesday, November 10, 5:30 p.m.

Board email addresses

staff@ramnation.com, joel@theblackdiamondgroup.net, cody.fullmer@pinnbank.com, connie@mantoothcompany.com, jhunter@fnni.com, bloner@thegroupinc.com, piperspad@comcast.net, ramsid@lamar.colostate.edu, csuad@exchange.colostate.edu, mlaplant@lamar.colostate.edu, kunger@lamar.colostate.edu; bnjwoods@msn.com; ahutchison@fcchamber.org; lindaclark746@comcast.net; kirk@dandoadvisors.com, dan.johnston@colostate.edu; deidra.church@colostate.edu; sltwalker@msn.com, aaron-eide@leavitt.com; klu@pvhs.org; aki@realtec.com; louann.hoehne@jqh.com; REXSTAHLA@msn.com; nbwarner@aol.com, Douglas.Patmore@colostate.edu, bmorgan1@farmersagent.com, ELea@huskyintl.com

External subcommittee members:

Kyle Fanning: kfanning9@yahoo.com

Ryan Gilbert: rwgilber@amgen.com

Eric Lea: ELea@huskyintl.com

Matt Nesbitt: mnesbitt@thegroupinc.com

TJ Lile: tj_lile@rmic.com

kfanning9@yahoo.com, rwgilber@amgen.com, bmorgan1@farmersagent.com, e.lea@comcast.net, mnesbitt@thegroupinc.com, tj_lile@rmic.com

New Member Committee email list:

joel@theblackdiamondgroup.net, kfanning9@yahoo.com, rwgilber@amgen.com, bmorgan1@farmersagent.com, jhunter@fnni.com, lindaclark746@comcast.net, egoodman@tstinc.com, aaron-eide@leavitt.com, louann.hoehne@jqh.com, REXSTAHLA@msn.com, nbwarner@aol.com, Douglas.Patmore@colostate.edu

Retention Member Committee email list:

ahutchison@fcchamber.org, kirk@dandoadvisors.com, e.lea@comcast.net, mnesbitt@thegroupinc.com, piperspad@comcast.net, connie@mantoothcompany.com, cody.fullmer@bankofcolorado.com, bloner@thegroupinc.com, klu@pvhs.org, sltwalker@msn.com, bnjwoods@msn.com; tj_lile@rmic.com