MINUTES

Board Meeting
January 6, 2020

9:00 AM – 5:00 PM EST

Meeting called by President, Todd Stoll

Attendees: President, Todd Stoll; President Elect, Sean Jones; Immediate Past President, Caleb Chapman; Vice President, Ashley Shabankareh; Treasurer, Dustin Rohrer; Secretary, Lonnie Davis; Bob Breithaupt, David Kauffman, Doug DuBoff, Johnaye Kendrick, José Diaz, Julius Tolentino, Mary Jo Papich, Pharez Whitted, Roxy Coss, Tim Fellow, Triniece Robinson Martin, Sharon Burch, Managing Director; Jesse Nolan, Membership Manager; Dan Flores, Legal Counsel

Absent:

AGENDA

9:07-9:15AM

President’s Welcome

TODD STOLL

PRESIDENT

Key updates...
We now have a digital Board Meeting Reference Books for the first time. We also have new JEN membership brochures and swag.

Overview:
- This year we have the highest conference registration and membership numbers to date.
- Due to intentional work, we have more diverse JJF Adjudicators this year
- The JEN Board will participate in Sexual Harassment training for JEN Board this week.

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9:15-9:25AM

Managing Director’s Report

SHARON BURCH

MANAGING DIRECTOR

Discussion on housekeeping items (t-shirt sizes needed, discussion re/attendance for dinner, reception, etc)

Board Bookit high-level training:

JEN Staff updates:
All operations running smoothly, additional support has been very helpful.
Monthly meetings with JEN Treasurer have been helpful.
Audit & Risk Committee - Tim Fellow is the new Chair of this committee. The audit process is much more detailed as the organization grows. Overall, the audit process went well. Insurance agent is Andrew Sumati - JEN is fully covered.

Community Engagement and Outreach - Standard Operations procedures have been established.

Asana is the project management online application used to organize JEN operations; a comprehensive manual is being created as we go along, and collect operational data.

Young composers Showcase - we have seven participants. Coordinator, Dave Folder, has made it what it is today. Ryan Middagh will be assuming the coordinator position following the 2020 conference.

Standard Operating procedures work is currently underway.

Membership: 4100 estimated currently, thanks to Jesse, Membership Manager.

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9:25-10:09AM  FINANCE REPORT  DUSTIN ROHRER  TREASURER

Audit process completed! It was a more detailed process this year. Audited financial statements available in JENI and JEN Website.

- Overall: Net Revenue (profit) is ~30% higher than budget YTD through December. We are experiencing a year of growth. Membership numbers are as forecasted.

- December (~$150k vs budget of ~$115k)
  - Strong membership and conference revenues have driven higher net revenues despite higher than budgeted expenditures
  - Revenues: ~25% higher than budget YTD through December
  - YTD membership revenues and event revenue ~20-30% higher than last year; 2x number of paid pre-registered conference attendees from last year

- Dec variance primarily driven by timing of Hal Leonard/Herb Alpert foundation grants (is reflected in Dec vs Nov as forecasted)

- Expenditures: ~20% higher than budget YTD through December
- YTD contract services and event production expenses are the main drivers of variance
- What does this look like moving forward?

- December 2019 expenses were in line with the budget.

- Plan for budgeting process reviewed – preliminary meetings to start in January
- Endowment next steps:
  - Conversation with lawyers last week to find pro-bono legal counsel
  - Meeting on Investment Policy this week

DISCUSSION
Additional discussion led by President, Todd Stoll:

Discussion regarding location of conference. Should we be in New Orleans each year?
2021- Louisville
2022- Dallas
2023- Orlando
2024- New Orleans
2025- Atlanta
2026- DC

NCAA branding will be visibly displayed in public space of the hotel during this year’s conference. We are working on solutions with hotel management.

Reno - $30K currently owed; there is new personnel at the Grand Sierra. Dan Flores has been managing this correspondence. Hotel will work to sell the room block over the next two years. May be revisited if block is not sold.

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10:09-10:16AM **AUDIT & RISK REPORT**

**TIM FELLOW**

**DISCUSSION**

What is Audit & Risk Committee responsible for:...
- Annual Audits - owned by this committee
- Conflict of Interest issues - statements signed by Board members
- Insurance contracts - responsible w Andrew and Dan to insure appropriate coverage, D&O insurance, etc.
- Behavioral and Sexual Harassment training, issues, and protection for all involved.

*President Stoll suggest that JEN should also have a “Protection of Minors” policy in place.*

Will be working on cash handling policy to bring forth more structure and control.

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10:16-10:37AM **BREAK**

**CODE OF ETHICS/BEHAVIOR POLICY**

**FOR JEN PERFORMERS/PRESENTERS (SUBMITTERS)**

10:37-11:21AM **TODD STOLL**

**PRESIDENT**
It was suggested that a Code of conduct/ethics signed by all artists and exhibitors in the application process.

Waiver added that states that JEN is not responsible for their behavior at the conference. Add a check off list for the JEN Board. Questions around organizational accountability.

Board members can “flag” individuals for further discussion, then make a decision on our stance. A process will be solidified. JEN Board has the right of refusal when issues arise.

Julius Tolentino suggests background checks for the Board as well. How do we protect ourselves from financial responsibility (cancelled flights, hotels, etc.)?

Jose Diaz suggests incorporating recommendation letters (online form) for artists.

Moving forward, the President’s letter will also address diversity and inclusion issues.

Diversity and Inclusion Committee will clean up wording on the proposed code of professional conduct, below.

For discussion:

**Code of ethics and professional conduct**

1. Be Inclusive
   JEN welcomes and supports people of all backgrounds and identities. This includes, but is not limited to; members of any sexual orientation, gender identity and expression, race, ethnicity, culture, national origin, social and economic class, educational level, color, immigration status, sex, age, size, family status, political belief, religion, and mental and physical ability.

2. Be considerate
   As members of the jazz community we all depend on each other to produce the best educational conference we can. Your decisions will affect students, colleagues, artists, guests and supporters; you should take those consequences into account when interacting with each other.

3. Be respectful
   We won’t all agree all the time, but disagreement is no excuse for disrespectful behavior. We all experience frustration from time to time, but we cannot allow that Frustration to become personal attacks. An environment where people feel uncomfortable or threatened is not a productive or creative one.

4. Choose your words and actions carefully
   Always conduct yourself professionally. Be kind to others. Do not insult or put down others. Harassment and exclusionary behavior aren't acceptable. In general, if someone asks you to stop doing something, then stop. This includes, but is not limited to:
   - Threats of violence.
   - Insubordination
   - Discriminatory jokes and language.
   - Sharing sexually explicit or violent material via electronic devices or other means.
   - Personal insults, especially those using racist or sexist terms.
   - Unwelcome sexual attention.
   - Advocating for, or encouraging, any of the above behavior.
5. Resolve conflicts constructively
When we disagree, try to understand why. Differences of opinion and disagreements are mostly unavoidable. What is important is that we resolve disagreements and differing views constructively.

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11:21-11:45AM
COMMUNITY ENGAGEMENT/OUTREACH REPORT
MARY JO PAPICH, CHAIR

“Outreach”, changed to “Community Engagement”

COMMITTEE KEY INITIATIVES: CONFERENCE OUTREACH/COMMUNITY ENGAGEMENT

2019-2020 Initiatives Outreach/Community Engagement/JAZZ2U

1. Work on developing a long-term sustainability plan for the JAZZ2U program, consider making the fundraising Scholarship Concert the Scholarship/Outreach/Community Engagement Concert and donation plan.

Reapply for the JAZZ2U grant with Herb Alpert Foundation (Received $140,000 total since 2013).

2. Continue community engagement/outreach in host conference cities with placement of conference musicians in area schools and community venues.

3. Explore global opportunities for JEN outreach and expansion. (Discussing possible European JEN conference opportunities).

It’s going to be the best year yet! We are working with the terrific Sonya Robinson and Jonathan Bloom of ArtistCorps here in NOLA, with extra assistance for board member, Ashley Shabankareh, to place volunteer artists in area schools and various city locations.

We have 12 artists going into sites that include:
Einstein
KIPP
Encore Academy
NO Jazz Museum
Jazz Historical Park
Loyola
Habitat for Humanity
JAZZ2U REGRANTING PROGRAM
Latest JAZZ2U info and global outreach initiatives are posted in Outreach files.
Good news - We have received a $25,000 grant from The Herb Alpert Foundation for next year 2020!

Notification was late...Sonya has been in the hospital recently.
Maurie Bell (JazzSlam) will donate pilot for show here in NOLA, this week and January.

Conference Outreach since inception is over 20K reached.
TOTAL 63,129 JAZZ2U audience reached

Grant cycles:
Chapters- January open date will be established
Feb - August 1st

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JAZZ2U PROGRAM REPORT

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11:45-12:00PM 2020 JENARIOATIONS JAZZ FESTIVAL REPORT Todd Stolls

JJF numbers are through the roof this year!

Caleb Chapman - When we introduced JJF, it was educator heavy. He would love to see 5K students at the conference, where students outnumber the educators.
We can consider adding an extra day moving forward. Will speak with Lou Fisher about logistics.

COMMITTEE KEY INITIATIVES: Provide quality performance opportunities and clinic opportunities for student ensembles that participate at the JEN Conferences.

STRATEGIC OBJECTIVES:
* Expand the JENerations Jazz Festival and increased performance levels through ongoing evaluation.

* Increase diversity among selected clinicians for the JENerations Jazz Festival.
* Detail our committee work on ASANA so future board members and committees can view all attending groups for any conference, clinicians selected for each conference,
diversity and gender of clinicians, and the committee’s process with regards to operating the committee.

PROGRAM PROCESS:
Describe a brief overview or summary of action steps for those who may not be aware of the process.

• This is now outlined and programmed in ASANA under ““JFF JENerations Jazz Festival”

PROGRAM CURRENT STATUS/RESULTS
54 PARTICIPATING ENSEMBLES
(15 combos, 29 big bands, and 10 vocal groups)

OVERVIEW OF 38 INSTRUMENTAL CLINICIANS
Male vs Female
26 males
12 females

White vs Non-White (ethnicity is further detailed on the ASANA platform)
21 whites
17 non-whites (Non-whites category may include African American, Hispanic, etc)

OVERVIEW OF 28 VOCAL CLINICIANS
Male vs Female
6 males
22 females

White vs Non-White (ethnicity if further detailed on the ASANA platform)
17 whites
11 non-whites (Non-whites category may include African American, Hispanic, etc)

2020 List of 54 PARTICIPATING ENSEMBLES
(15 combos, 29 big bands, and 10 vocal groups)

Treniece Robinson Martin- Pro participation at the conference was a driver for her excitement about the conference. Are we changing our shift from Pro to Student participation primarily? Is there a trend that is moving to more of a student conference vs. professional conference.

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<tr>
<th>12:00-12:01PM</th>
<th>REVIEW/UPDATE CONFLICT OF INTEREST POLICY</th>
<th>SHARON BURCH</th>
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<td>MANAGING DIRECTOR</td>
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<th>DISCUSSION</th>
<th>Tim will contact those who are missing their Conflict of interest policies.</th>
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12:01-1:38PM LUNCH BREAK, STRAND 4, L2

1:38-1:46PM

This is the 2nd version of the strategic plan
First Strategic plan was 2017
Cut and paste from earlier version
Homework is to review this document and provide input.
1) What do we need to include in this document
2) Reach out to membership via a survey (strategic direction, and other items) about the direction of JEN. To encourage involvement
3) During the summer, take input and bring a draft for consideration after EC review. Involve the Board in a 2-3 workshop, planning session
4) Take the input and solidify a Strategic plan for 2-5 year utilization (2021-2025)
The table should be reviewed regularly by the Board to be sure that we are on track and making continual progress.

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<td>Review this document and provide input.</td>
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1:47-2:50PM

*** REQUEST DIGITAL REPORT ***

Membership data:
4132 Members of JEN
We have 2300 members when started in June 2019
eJEN - will be good for college students and chapters (very popular)
Area units

Membership portal needs to be created
Serving the reasons takes away from marketing, etc.
We need an automated system that makes it easier for members. They call and ask questions. Jesse spends time walking members through online processes, responding to FAQ should be moved all to one page.

Members should be given an opportunity to handle membership business.

The current membership form is a little long, and needs a little clean up. We could present it in a way that is a bit more inviting.

Current members from 36 countries.
Need to add non-binary option for membership gender.
Will add historical data.
Add gender by age.

Segment event registration for directors, and include gender.

Invoicing - All a manual process, very time consuming for directors with multiple students, chaperones.

Including as much automation as possible for membership systems will all us to grow.

Thoughts for 2020:
Membership portal and automation
Membership Chapters, more engagement
Continue marketing to band directors
Reach out directly to yJEN members with resources specifically to them.
Marketing - will capture stakeholders on camera this week, to be used for campaigns in the future.
Each week a marketing report is conducted.

Conversion
Need a professional marketing campaign

Telephone marketing (this does not work for band directors, they hate you!)
4000 band directors, 80% were unreachable. NTD Marketing sold JEN the Band Director list. We have several more months of access.
Digital marketing was more impactful.

Market to students at jam sessions
Creating yJEN program will be important for sustainability, benefits, exclusivity
Create a flash mob at this year’s conference for students during the middle of the day?, Maybe a secondline parade?

Music for All/BOA

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**COMMITTEE KEY INITIATIVES**

1. Establish Foundational and Corporate Funding

The Committee will build upon actions taken in 2017-18 and with the JEN10 Campaign to further foundation and corporate funding. Specifically:

Current/Ongoing:

- Development Committee will budget for fundraising and development initiatives for FY2020 in conjunction with Finance Committee.
- Create a more focused brochure for JEN Development purposes
- Build upon past DC initiative to create conference sponsorship solicitation program, selling sponsorships/partnerships for concert venues, clinic rooms, and ancillary spaces.

New:
- Identifying individuals/groups outside of JEN to assist/strategize/implement funding support for the organization.
- Identify a rotating point person from each conference city to join DC with assisting in establishing regional funding for annual conferences.

2. Expand and Establish Individual Donor and Outreach Resources: Utilizing the templates created by CCS, DC will work towards developing individual donor base (outside of the current membership).

Specifically:

Ongoing:
- Establish a cultivation plan during the JEN conference to introduce/showcase the organization to potential key/major donors.
- Developing a new “Presidents Dinner” with key major donors at the scholarship concert. This special reception will be coordinated as a daylong visit with potential “major” contributors to the organization.

(Building upon past DC chair leadership)

New:
- Utilizing Neon, explore, research, and integrate donor options, including recurring donations, quarterly gifts, memorial gifts, etc.

3. Establish a clear fundraising and revenue plan for FY20, accounting for new grants, engagement with individuals donors, etc.

New:
- Create a DC specific Revenue Plan, with benchmarks for fundraising, and including individual donors in this plan for engagement.

All plans will be considered for the 2022 conference.

Conference Exhibitors may be potential conference sponsors.

Board pledge form will be provided this week.

Circle of influence exercise will also be shared with Board.

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Pledge forms from JEN Board members. JEN Board to participate in circle of influence exercise. Development Committee

**2:58-3:04PM**

**Young Composer Showcase Program Report**

**DISCUSSION**

2020 Selectees:
- Annie Booth – Large Group Composition - Jolly Beach
- Eri Chichibu – Small Group Composition – The Sea - Seven Years Voyage
- Philip RYANOS – Large Group Composition – Untitled No. 1
- Maya Keren – Small Group Composition - Wyndmoon Maya
- Nathan Poehlke – Large Group Composition – Feeling Sleepy
- Andrew Saliba – Small Group Composition – Silent Minority
- Gabriel Severn – Small Group Composition – Canção Para Fina

HONORABLE MENTIONS
- Paulo Santos – Small Group Composition – Twisted Voyage
- John Sturino – Large Group Composition – Tip City
- Yoko Suzuki – Large Group Composition – Cat Tricks

**ACTION ITEMS**

**PERSON RESPONSIBLE**

**DEADLINE**

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**3:05-3:09PM**

**Education Committee Report**

**Dan Gregerman**

**DISCUSSION**

There is no news to report on this committee.

**ACTION ITEMS**

**PERSON RESPONSIBLE**

**DEADLINE**

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**3:09-3:23PM**

**2020 Commissioned Charts Program Report**

**Greg Yasinitsky**

**DISCUSSION**

A committee was assembled regarding the JEN Commissions consisting of Greg Yasinitsky, Chair; with Roxy Coss, JEN Board Member; and Horace Alexander Young, woodwind artist, Washington State University faculty member, many years experience touring with NEA JazzMaster Abdullah Ibrahim, and 2019 JEN Commission Composer. After a discussion of possible composers, the following group of composers were selected with the priorities being compositional excellence and diversity.

2020 Charts:
- JAN/FEB - Wayne Wallace, *Fillmore Street Mambo*, Advanced Big Band
MAR/APR - Kathleen Hollingsworth, New Orleans Hop Scop Blues, SSA Vocal Jazz
MAY/JUN - Rick Hirsch, Food Coma, Easy Big Band
JULY/AUG - Dee Spencer, Sweet Emma B, Combo
SEP/OCT - Jennifer Barnes, Bourbon Street Blues, SATB Vocal Jazz
NOV/DEC - Ben Markley, Red-Light Green-Light, Medium Big Band

JEN agreements were sent to all six composers. The agreements were signed and returned by five of the composers. We are still waiting for Jennifer Barnes to sign and return her agreement.

Caleb suggests a combination of highly established composers with lesser known composers included.

Greg Yasinitsky has trouble getting people to do the commissioned pieces. President Stoll suggests creating a task force to help solve this issue.

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2020 Scholarship Winners:
- Mary Jo Papcih:
  - Cami Mennitte Pereyra, Indiana University - Drums
- Mary Ann Fischer:
  - Vivian Shanley, George Washington High School, Cedar Rapids, Iowa - Bass
- Lou Fischer:
  - Gabriel Severn Loyalsock Township High School, Williamsport, PA - Bass
- Hal Leonard:
  - Naomi Nakanishi, Eastman School of Music - Piano
- David Baker:
  - Solomon Abang, University of Louisiana, Monroe - Trumpet/Vocal
- Jamey Aebersold:
  - Marc Schwartz, University of Northern Colorado - Saxophone

Submitable made the process much easier

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2021 JEN Awards—Establish a Documented System and Process for Each Award
Bob Sinicrope would welcome additional support with this process.

LeJENds of Jazz Education Award and LeJENds of Latin Jazz Award recipients should be discussed and identified between the January and Summer Board meetings.

MaryJo Papich suggests that JEN membership should have the opportunity to recommend award recipients. Suggests a blurb on the website to contact a JEN Board member if you would like to nominate an award recipient. Perhaps JEN establishes a dedicated address for award nominations?

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**4:15-4:28pm
REVISED PRO CATEGORIES - REVIEW DESCRIPTIONS**
Sharon Burch, Managing Director

2021 Pro Categories Descriptions
Add a defining sentence underneath each one. (January 1 deadline to add.)

Identify the Dominant Style of Music you will be performing at JEN.

- Trad Jazz/New Orleans: Has a distinct front line (often consisting of a trumpet or cornet, clarinet or saxophone, and trombone) engaging in polyphony through collective improvisation and driven by a rhythm section (often consisting of a piano, guitar or banjo bass or tuba, and drums) who deliver syncopated rhythms. More modern interpretations of this style can also include Brass Band settings and configurations.

- Swing Era
- Bebop
- Hard bop
- Cool/Third Stream
- Fusion
- ECM
- Smooth Jazz
- Latin Jazz
- Soul/Rock/Hip Hop influenced
- Post Bop/Modern Straight Ahead
- Free/Avant Garde
- Self-defined: ________________

(If you don't feel like your music fits within one of the above listed categories, define the dominant style of music you are going to perform at the JEN conference.)

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<td>Seton Hawkins will help to define the genre categories.</td>
<td>Todd Stoll</td>
<td>Before we go live.________</td>
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Revisit Policy Regarding Frequency (Number of Years) Around Performers and Guest Artists

**Todd Stoll, President**

3:50-3:58 PM

**Discussion**

What are our policies for comp badge requests for conference? There were a total of 523 individual comps (mainly pro performers) not counting group comps. Band members and presenters must be a member to participate.

Bob Breithaupt - suggests a comp badge policy moving forward. *Policy should be very few comp badges offered, all approved by the President/Board.*

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Conference Report

**Dr. Lou Fischer**

Conference Coordinator

3:59-4:12 PM

**Discussion**

54 JJJ slots sold out (7-8 groups on waiting list)
2 community performances
39 performing
14 rehearsals (rehearsal space sold)
14 jam sessions, and secondline parade, Thursday at 6:40pm, Dirty Dozen Brass Band
Pre Registration this year through the roof
3365 badges printed
285 Student ID’s

Estimated total attendance - will be over 4000

Many countries represented; there is a large group of international attendees

Former Board attendees - roughly 18
January 6, 2020

Hotel pickup - 3588 noon nights between all JEN hotels

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4:30PM CONFERENCE WALKTHROUGH  
6:00PM LOAD AND DEPART FOR BOARD DINNER  
6:30PM DRINKS/7:00PM DINNER ARNAUD’S