

Troy University
Development Committee Meeting
June 5, 2012
Troy University Welcome Center
Troy, Alabama

The meeting of the Troy University Development Committee Meeting was called to order by Dr. Jean W. Laliberte on July 10, 2012 at approximately 8:30 a.m. in the second floor conference room of the Troy University Welcome Center, Troy, Alabama.

The following Development Committee members were present: Mrs. Holly Adams, Mr. Chuck Carson, Mrs. Bronda Denison, Mrs. Melody Denson, Mr. Andrew Dickinson, Dr. Jean Laliberte, Mrs. Gail Mason, Mrs. Tara Morelock, Mr. Mike Murphy, Mr. Ryan Nichols, Mrs. Kathy Ninas, Mrs. Heather Price, Mrs. Faith Ward and Mrs. Gayla White.

Dr. Laliberte opened the meeting, and welcomed Ryan Nichols and Mike Murphy from Troy University Athletics. Dr. Laliberte then asked Mrs. Ward and Mr. Dickinson for an update regarding Alumni memberships, chapters, student alumni association and the parent program. Mr. Dickinson reported that in the past month he attended the Wiregrass Chapter Meeting, Larry Blakeney Football Camp, Montgomery Metro Chapter Meeting and the Autauga County Chapter Meeting. He also stated that a Father's Day Special was held this year for Alumni Membership, and he believes that this will be a successful promotion for the Alumni Association each year. Mr. Dickinson shared that the summer Impact Sessions were successful in reaching many parents and future Troy University students. Mr. Dickinson stated that there were 162 new members, 10 new lifetime members. Mrs. Ward updated the department on a Tree Dedication ceremony which took place for the Stephens Family, this

dedication also resulted in an additional \$1,000.00 gift from the family. Mrs. Ward reminded the committee that Alumni of the Year Nominations forms are due on August 31, 2012, and that the Alumni Association Leadership Conference will be held August 25, 2012 in the Stadium Club.

Bronda Denison updated the department on Annual Fund progress including, total amount raised to date is \$195,000.00, fall phonathon was a success with \$59,000.00 pledged, summer phonathon started June 1, 2012. Mrs. Denison updated on several mail campaigns that she is working on including the Young Alumni mailer scheduled to be mailed prior to September 1, 2012. This campaign will reach all Troy University graduates that have graduated since 2004, and Annual Fund will be working with Alumni for membership. Mrs. Denison then concluded with an update regarding the annual Chancellor's Invitational Golf Tournament in which she is working with Mrs. Ward and Tara Morelock. The tournament is scheduled for September 12, 2012 in Prattville, Alabama at the Robert Trent Jones Golf Trail.

Mrs. Tara Morelock began by updating the department on special events including the Troy, Montgomery and Birmingham Band Geeks Receptions. The Troy Band Geeks Reception was held on March 31, 2012 in HAL Hall with 65 patrons in attendance, the Montgomery Band Geeks Reception was held on April 20, 2012 in the Civic Room at Whitley Hall with 81 patrons in attendance, and finally the Birmingham Band Geeks reception was held on May 12, 2012 in the Martha Moore Sykes Studio at the Virginia Samford Theatre with 48 patrons in attendance. Mrs. Morelock stated that all three receptions were successes that highlighted the 125th Birthday Year Production of Band Geeks.

Mr. Chuck Carson began with updating the most recent gifts for athletics were a \$25,000.00 donation for the Golf Facility, and a \$25,000.00 donation dedicated to the new Football Facility. He then stated that we are 88 days away from the kickoff of the 2012 football season. Mr. Carson closed with the announcement of the new Ticket Office Manager as Scott Smith. Mr. Carson turned the floor over to Mr. Ryan Nichols, who gave an update on ticket sales with football season tickets only being available for two more months.

Mr. Mike Murphy then gave an update from athletics concerning special events with the Inaugural Hall of Fame Induction Ceremony scheduled for August 10, 2012 in the new Trojan Arena. Mr. Murphy stated that there will be 70 total tables for the dinner, and currently there are only 30 available. He stated that this event is slated to be a first class event that will be talked about for years to come among the Trojan Family.

Other successes for the month included, Mrs. Melody Denson reported two new Circle 125 members and one new Trojan Warrior. Ms. Heather Price reported a \$25,000.00 planned gift for the month of May. Mrs. Bronda Denison announced that Mr. Barry Poinstein was able to secure one new Circle 125 member. Mrs. Gayla White reported three new Circle 125 members, as well as a successful event in Dothan with 13 individuals wanting to join the Alumni Association. Mrs. Kathy Ninas reported a donation of \$5,000.00 for scholarships.

Dr. Laliberte reminded everyone about monthly reports as well as Raiser's Edge Reports. She continued by stating that all Director's Reports are due by the 10th of each month. Dr. Laliberte requested that everyone be mindful in turning in summer vacation time, and requested that it be turned in as soon as possible for scheduling and planning purposes. Dr.

Laliberte closed with requesting any news around TROY, and concluded the meeting with encouraging everyone to keep up the hard work.