

Cornell University
Big Red Bands
Alumni Association
Annual Meeting
September 20, 2013



Agenda

Weekend Schedule

Travel and Performances

Overview of the Alumni Association

Band Finances

Band Advising

Alumni Communications



Homecoming 2013

10:00 – 10:40	Alumni band rehearsal	Band room/Alumni Field
11:30 AM	Dedication Ceremony	Kite Hill
12:00 PM	Tailgate lunch	Kite Hill
1:00 PM	Band steps off for parade	
1:15 PM	Concert	Ho Plaza
2:00 PM	Concert	Kite Hill
2:45 PM	Pre-game show	Schoellkopf Field
3:00 PM	Kickoff	Schoellkopf Field
6:00 PM	Post-game concert and reception	Kite Hill



Band Schedule, 2013 - 2014

9/28	Football at Yale
11/1	Concert at Herald Square
11/2	Football at Princeton
11/23	Football at Penn <i>(sucks!)</i>
11/30	Hockey vs. <i>(screw)</i> BU at MSG
1/17-18	Hockey at Hahvahd/Dartmouth
1/31-2/1	Hockey at Yale/Brown
2/21-22	Hockey at Quinnipiac/Princeton



What is the Big Red Bands Alumni Association?

Article II—Purposes

The purposes of BRBAA are to ensure the financial stability of the Big Red Bands both in the present and in the future, to preserve the student-run nature of the Bands, to promote interaction among Band alumni and between Band members past and present, and to assist the Bands in the achievement of their goals.

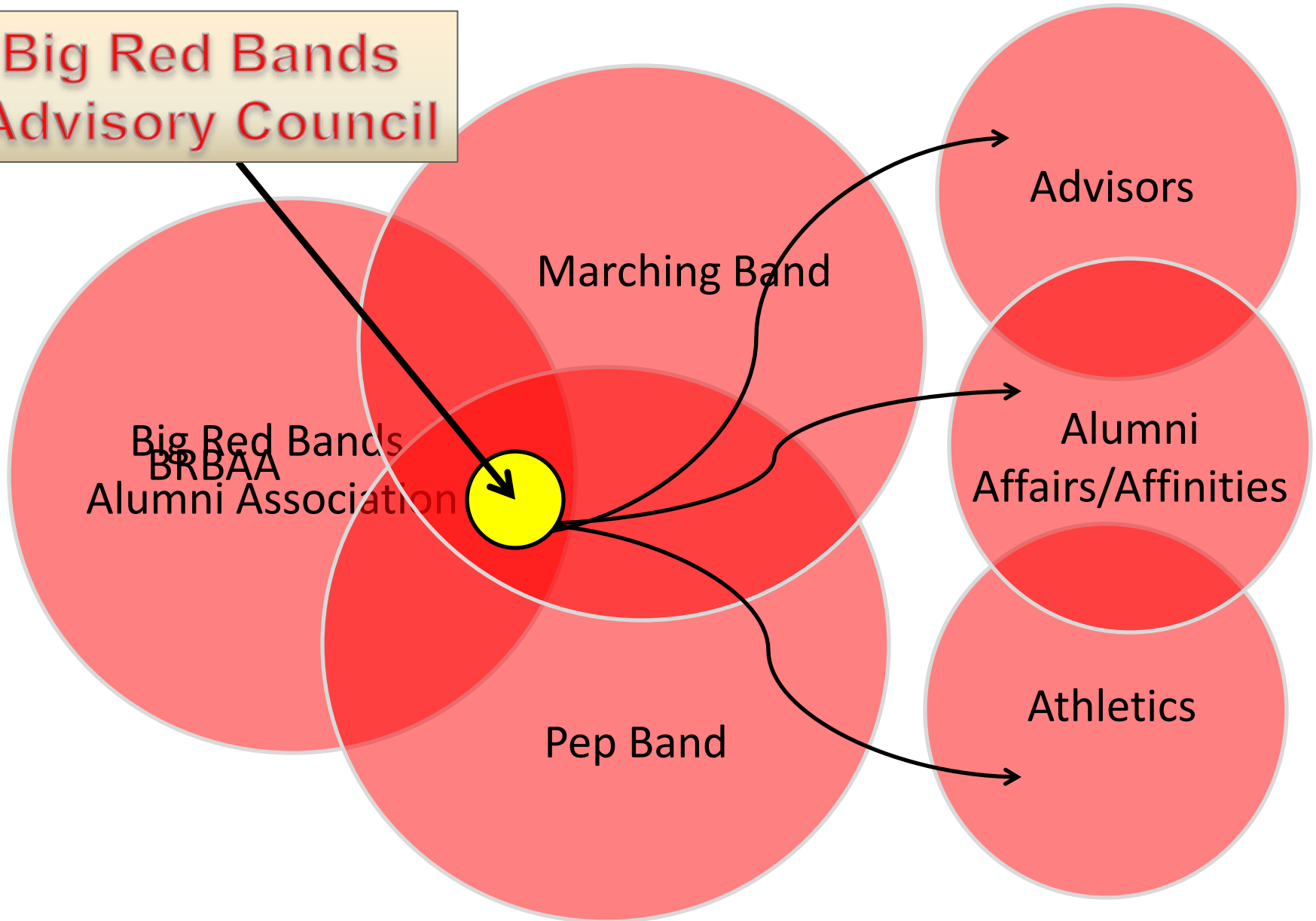


BRBAA Officers 2013 - 2014

Chair:	Lowell Frank '99, '03	Washington, DC
Vice-Chair:	Rose Potocky '06	Baltimore, MD
Treasurer:	Brian Adelman '09	Chicago, IL
Resource Chair:	Nick Janiga '00	New York, NY
Secretary:	Barb Mazziotti '86	Fairfield, CT
Events Coordinator:	Kathryn Abbott '12	Enfield, CT
At-large:	Scott Pesner '87	New York, NY
At-large:	Marc Goldman '90	New York, NY
At-large:	Tom LaFalce '94	Ithaca, NY
At-large:	Kyle Preston '06, '11	Ithaca, NY



Big Red Bands Advisory Council





Spring 2013 meeting

Alumni officers best function to:

- Provide leadership experience

- Be a resource for issues that may not require official University personnel

- Engage alumni with the band

- Develop and cultivate relationships with key Cornell stakeholders; provide continuity the students cannot

- *** Responsibly steward the Bands' finances

Distinguish administrative help vs. advising

Need to invite key people to meetings

Goal to build relationship with regional alumni affairs (road trips, geographic, etc.)



Cornell University

Finances



Finances

Income derived from:

Annual gifts to the band

Long-term investment pool payouts

Performance fees

Student fees/dues



Finances

Expenses:

- Marching Band operation

- Pep Band operation

- Alumni events and communication

- Equipment reserve

- Playoff reserve



Finances

Equipment Reserves

- Percussion (every 5 years)

- Tubas (3 every 3)

- Uniforms (every 10-12 years)

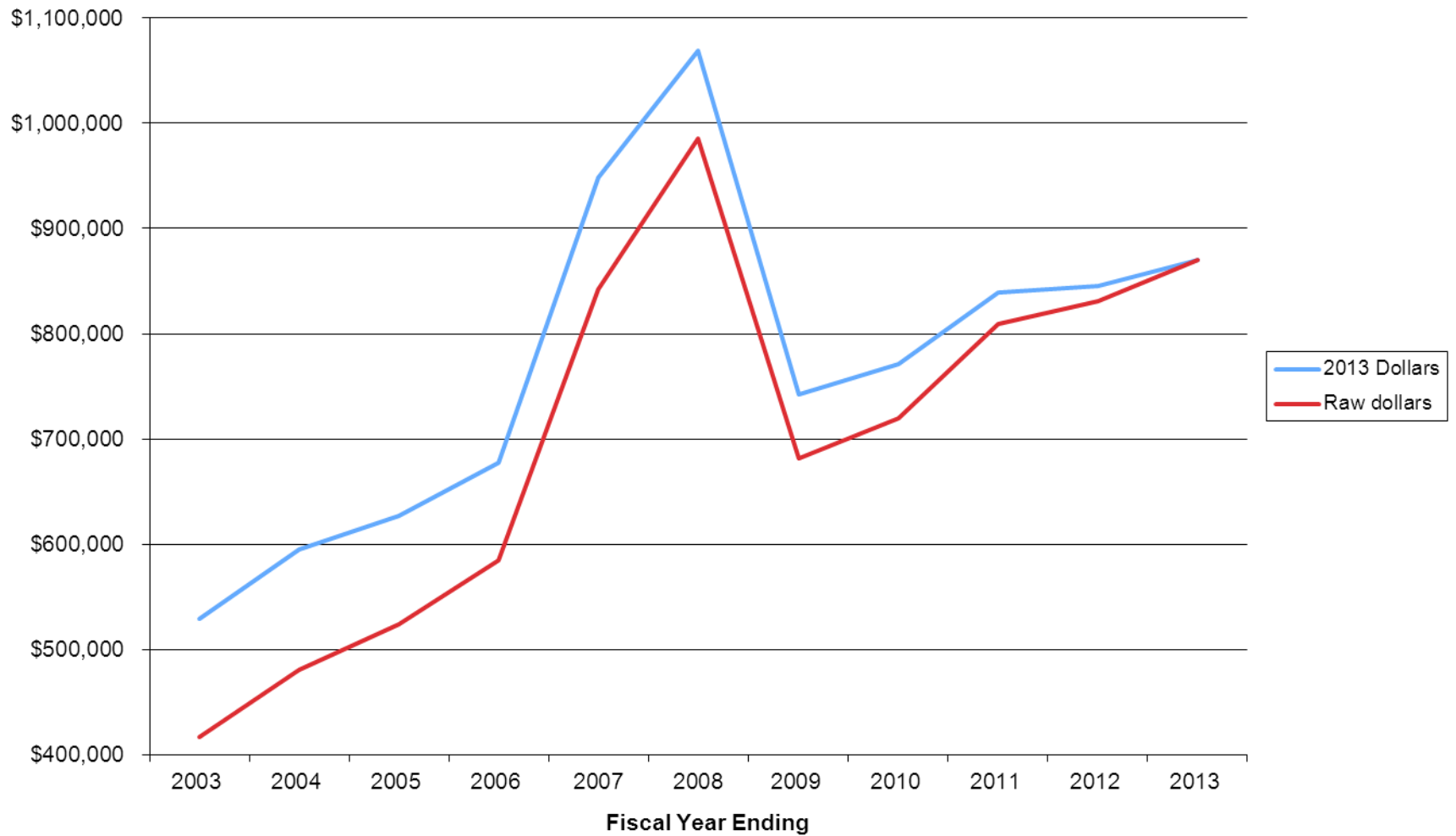
Playoff Reserves

- Annual reserve to cover PB spring travel

- Possible future change?

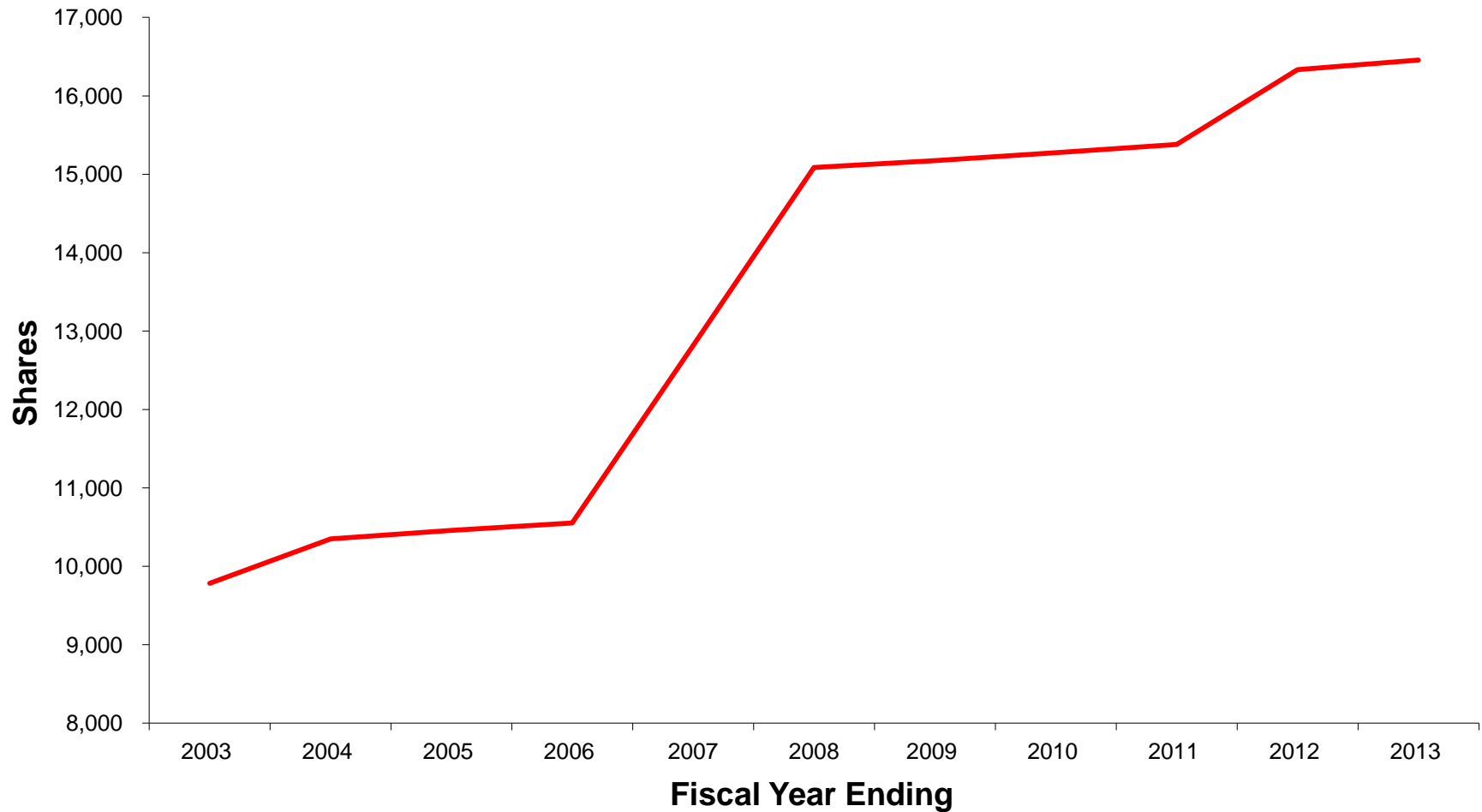


LTIP Year End Value



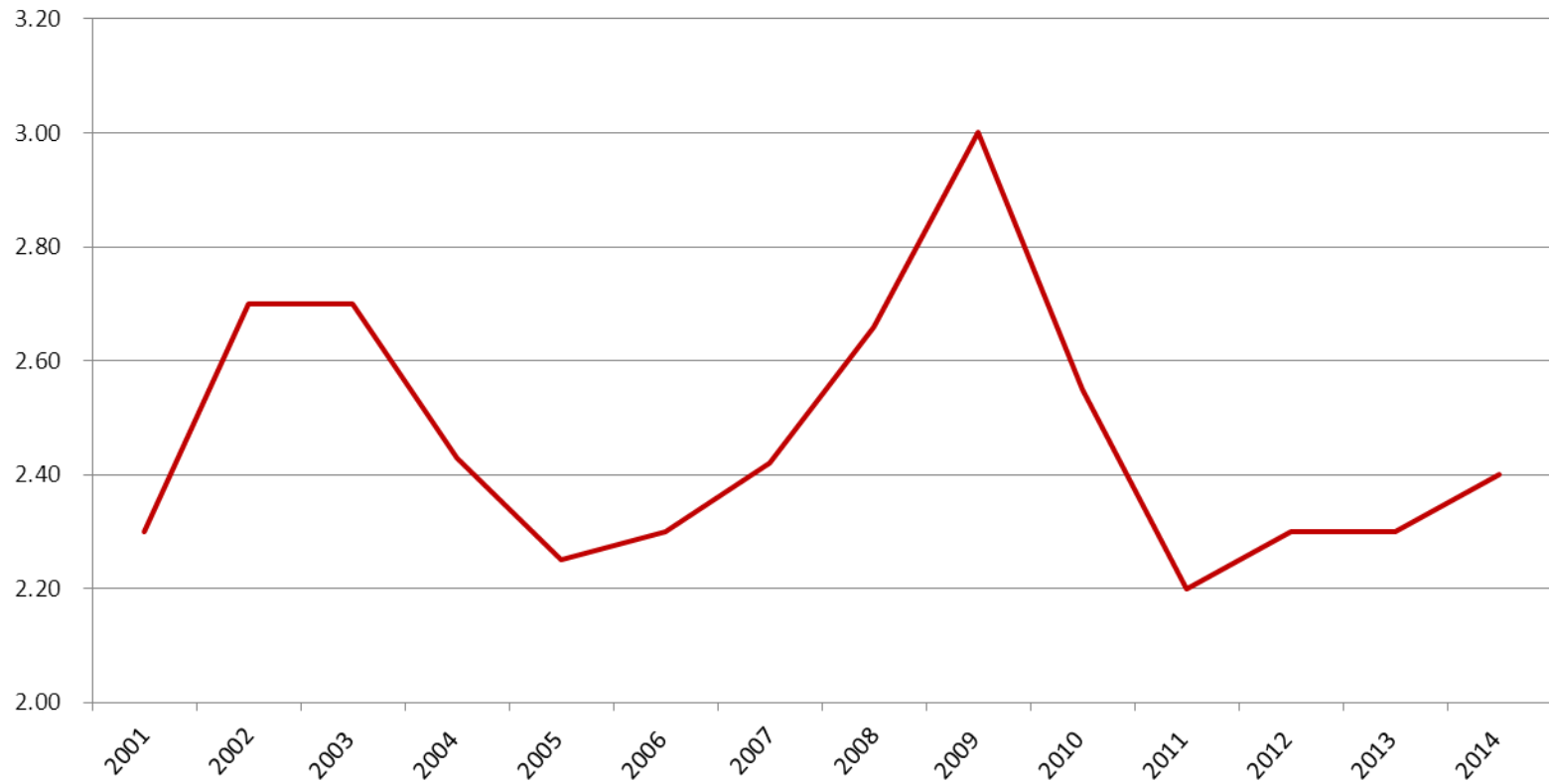


BRB LTIP Shares



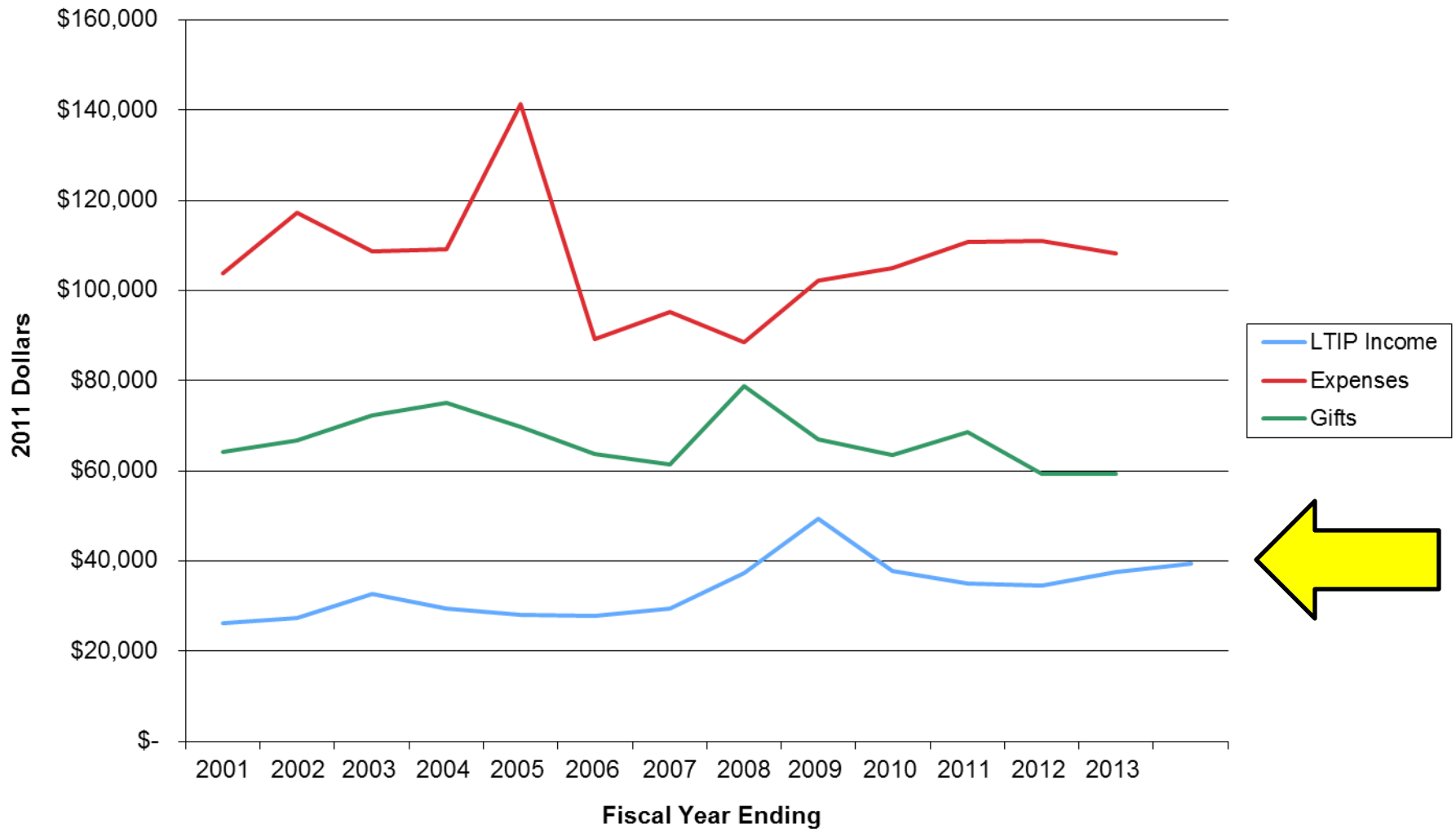


Share payout (per share, unadjusted)





Expenses, Gifts, and LTIP Income (Inflation Adjusted)





Progress

- 1996-1998: New uniform, tuba, and percussion purchases and beginning of depreciation/reserve fund budgeting
- 2004: Budgets consolidated under umbrella
- 2007: Playoff reserve started
- 2008: Large share purchase
- 2010: New uniform purchase
- 2011: Movement of reserve funds into LTIP



Achievements

- 1998: BRBAA pays for lunches for all home games
- 2005ish: Elimination of tailgate fees for alumni (free food for all!)
- 2008: Letter sweaters no longer paid for by Athletics; alumni association commits to funding as gifts for seniors
- 2009: Agreement with Ithaca College
- 2010: Unprecedented playoff travel
- Frequent hotels (Brown, Columbia, Yale)



Budget Review and Approval



Big Red Bands
Summary Budget and Cash Flow Statement
for Year Ending June 30, 2014

Presented September 2013

YEAR ENDING	ACTUALS			BUDGET	Comment
	2011	2012	2013	2014	
BUDGET					
Income	117,019	110,909	106,394	124,396	
Expense	106,967	109,106	108,532	121,714	
ANNUAL NET PROFIT/(LOSS)	10,052	1,803	(2,137)	2,682	
RESERVE ADJUSTMENT					
EQUIPMENT					
Budgeted Equipment	19,950	19,950	20,994	20,994	
Real Equipment	10,322	-	-		
<i>Equipment Change To Expense</i>	<i>(9,628)</i>	<i>(19,950)</i>	<i>(20,994)</i>	<i>(20,994)</i>	
PLAYOFFS					
Budgeted Playoffs	9,197	9,035	9,035	12,627	
Real Playoffs	9,103	16,590	18,752	14,815	
<i>Playoff Change To Expense</i>	<i>(94)</i>	<i>7,555</i>	<i>9,717</i>	<i>2,188</i>	
SUB-TOTAL, RESERVE ADJUSTMENT	(9,722)	(12,395)	(11,277)	(18,806)	
Real Expense	97,245	96,712	97,255	102,908	
REAL NET PROFIT/(LOSS)	19,774	14,197	9,140	21,488	
ENDOWMENT ADJUSTMENT					
Share Value Purchased ¹	-	-	-	-	
Share Value Liquidated	-	-	-	-	
SUB-TOTAL, ADJUSTMENT FOR ENDOWME	-	-	-	-	
REAL CASH FLOW¹	19,774	14,197	9,140	21,488	

¹Does not include gifts directly to endowment accounts



Big Red Bands
Expense Statement for Year Ending June 30, 2014

YEAR ENDING	ACTUALS			BUDGET	Comment
	2011	2012	2013	2014	
MARCHING BAND OPERATION					
Travel	39,560	32,709	20,239	39,200	
Uniform	3,385	3,917	3,734	3,485	
Equipment	3,572	12,981	6,150	4,700	
Music	590	-	6,447	-	
Publicity	-	20	170	170	
Insurance	743	786	528	310	
Administrative	2,392	2,223	1,522	2,539	
Lunches	3,652	4,194	2,993	3,480	
Training	-	-	-	-	
Miscellaneous	3,239	3,392	12,595	4,000	
TOTAL MARCHING BAND OPERATION	57,133	60,223	54,378	57,884	
MB ENTERPRISES					
Historian	543	(39)	150	150	
Band Picture	-	-	-	-	
Recordings	-	(266)	(53)	-	
TOTAL MB ENTERPRISES	543	(305)	97	150	
PEP BAND OPERATION					
Travel	14,057	11,037	13,468	18,209	
Equipment/Repairs	-	-	168	200	
Publicity	-	-	-	-	
Administrative	-	-	-	150	
Supplies/Music	-	-	-	200	
TOTAL PEP BAND OPERATION	14,057	11,037	13,636	18,759	
PB ENTERPRISES					
Uniform	840	488	(578)	(200)	
Historian	-	-	-	-	
TOTAL PB ENTERPRISES	840	488	(578)	(200)	
GENERAL OPERATIONS					
University Overhead	-	-	1,750	1,750	
Departmental Overhead	-	-	-	-	
TOTAL GENERAL OPERATIONS	-	-	1,750	1,750	
SUBTOTAL, OPERATIONS	69,807	71,077	70,245	78,443	
RESERVE					
Equip. Allotment	19,950	19,950	20,994	20,994	
Playoffs	9,197	9,035	9,035	12,627	
Other Purchase	-	-	-	-	
TOTAL RESERVE	29,147	28,985	30,029	33,621	
ALUMNI					
Band Notes	3,423	6,076	2,907	5,000	
Phonathon	-	-	1,000	1,000	
Homecoming	-	1,384	1,500	1,500	
Reunion	-	-	150	150	
BRBAA meetings	1,598	1,584	2,201	1,500	
Tailgates/Misc.	2,992	-	500	500	
TOTAL ALUMNI	8,013	9,044	8,258	9,650	
SPECIAL PROJECTS	-	-	-	-	
TOTAL EXPENSES	106,967	109,106	108,532	121,714	



Big Red Bands

Income Statement for Year Ending June 30, 2014

YEAR ENDING	ACTUALS			BUDGET	Comment
	2011	2012	2013	2014	
PAYOUT					
LTIP	33,694	33,885	37,634	39,497	16,457 shares @ \$2.40/share
STIP	-	-	-	-	
TOTAL PAYOUT	33,694	33,885	37,634	39,497	
GIFTS ¹					
Big Red Band	61,339	49,894	54,304	55,179	3-year average 2011-2013
Big Red Pep Band	4,954	8,350	5,110	6,138	3-year average 2011-2014
Katz Memorial ²	-	-	-	-	
Special	-	-	-	-	
TOTAL GIFTS	66,293	58,244	59,414	61,317	
MARCHING BAND					
SAFC	-	-	-	-	
Pro Game	10,000	12,000	-	13,107	
Fees	6,732	3,080	7,420	6,475	185 @ \$35
Misc.	100	-	-	-	
TOTAL MARCHING BAND	16,832	15,080	7,420	19,582	
PEP BAND					
SAFC	-	3,700	-	3,500	
Miscellaneous	-	-	-	-	
CD Sales	-	-	1,926	-	
TOTAL PEP BAND	-	3,700	1,926	3,500	
OTHER INCOME	200	-	-	500	Reunion bookings
TOTAL INCOME	117,019	110,909	106,394	124,396	



Marching Band Expenses

Travel (average 54% of operational spending)

Uniforms

Equipment

Miscellaneous

YEAR ENDING		ACTUALS			BUDGET
		2011	2012	2013	2014
MARCHING BAND OPERATION					
	Travel	39,560	32,709	20,239	39,200
	Uniform	3,385	3,917	3,734	3,485
	Equipment	3,572	12,981	6,150	4,700
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	Administrative	2,392	2,223	1,522	2,539
	Lunches	3,652	4,194	2,993	3,480
	Training	-	-	-	-
	Miscellaneous	3,239	3,392	12,595	4,000
TOTAL MARCHING BAND OPERATION		57,133	60,223	54,378	57,884



Pep Band Expenses

Travel

Other Expenses

			ACTUALS			BUDGET
YEAR ENDING			2011	2012	2013	2014
	PEP BAND OPERATION					
	Travel		14,057	11,037	13,468	18,209
	Equipment/Repairs		-	-	168	200
	Publicity		-	-	-	-
	Administrative		-	-	-	150
	Supplies/Music		-	-	-	200
	TOTAL PEP BAND OPERATION		14,057	11,037	13,636	18,759



Endowment Trustee Committee

Article VII—Endowment Trustee Committee

Section 1. The Endowment Trustee Committee shall act as the financial steward of the Bands' endowment funds.

Section 4. The Endowment Trustee Committee shall make recommendations regarding the Big Red Bands' Endowment Fund including distribution and allocation among operating, short-term, and long-term accounts and shall foster alumni involvement in fundraising activities.



Endowment Trustee Committee

Sound fiscal planning will allow the Band to continue to thrive for future generations.

Steps to a financial blueprint for the current century:

- 1) Establish priorities
- 2) Order priorities, set monetary goals and timing benchmarks
- 3) Develop a fundraising plan



Endowment Trustee Committee

Steps to a financial blueprint for the current century:

1) Establish Priorities

Feedback from multiple stakeholders:

Current Band students

BRBAA officers and ETC members

Band Alumni

Cornell administration and leaders

Assessment by ETC

Proposal to BRBAA



Endowment Trustee Committee

Steps to a financial blueprint for the current century:

2) Order priorities, set monetary goals and timing benchmarks

Considerations:

Achievable milestones

Urgency of needs

Magnitude of impact



Endowment Trustee Committee

Steps to a financial blueprint for the current century:

3) Develop a fundraising plan

- Invigorate the phoneathon through more organization and training

 - Cultivate growth of donation amount

 - Move from autopilot to advocacy

- Cultivate Band alumni “major gifts”

- Leverage non-alumni relationships

- Generate energy and attention



Band Advising



1947

- William Campbell begins as Director of Bands and serves through 1965
- Henry Romersa serves as Assistant Director and Drillmaster (1950s)

1966

- Marice Stith begins as Director of Bands and serves until 1989

1981

- Stacey Hunt '82 approaches Athletics Public Affairs
- Georgian Leonard becomes advisor for band

1982

- Big Red Bands Alumni Association founded. The peasants rejoice.
- Phonathon begins

1989

- Scott Jeneary hired as Music Director
- Position later restructured and renamed Music Advisor

1995

- David Conn joins Cornell as Assistant Director of Bands (Music) and Music Advisor, serves through 2002

1996

- Tom LaFalce '94 becomes advisor; serves through 2004



2003

- James Miller serves as Asst Dir. Of Bands and Music Advisor through 2005

2005

- Matt Coats begins as Advisor, serves through... ?
- Erin Otto serves as Music Advisor for 2006

2007

- Matt Marsit serves as final Assistant Director of Bands through 2009
- Position cut from Music Department

2009

- BRBAA enters an agreement with Ithaca college, who will provide a graduate student music advisor for a fee

2011

- Athletics no longer providing advisor; financial, travel, and field services remain in place
- Band students recruit Mark McCarthy '86



Current Status

Advisor: Mark McCarthy, TUBA '86

Music Advisor: Kellen King

Travel

Finances

Field Reservations

...and it goes on



Cornell University

Alumni Communications



Once upon a time...

Band Notes

Print Shop Deluxe version

Nicer Band Notes

Pretty, but informative?

Expensive

Many steps = many delays

BRBAA-I

Rest in peace





Aaaaand now...

Band Notes Home

Articles

[Greetings From Your Alumni Chairs](#)

[The Chair's Corner](#)

[The End of an Era](#)

[A Big Red Cluster of Ludicrously Friendly People](#)

[Big Red Service](#)

[Summer 2013 Update](#)

[BRBAA Profile in Cornell Alumni Magazine](#)

Announcements

[Grand Band Homecoming, September 20, 2013!](#)

[Carry On Wayward Son Parts](#)

More Information

[Big Red Bands Staff](#)

[2013 Cornell Football Schedule](#)

[Big Red Marching Band](#)

[Big Red Pep Band](#)

[Big Red Bands Alumni Association](#)

[Social Networking](#)

BRBAA Profile in Cornell Alumni Magazine

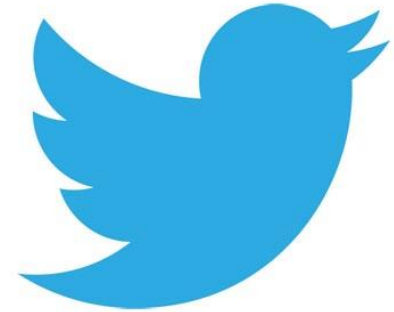
The following article featuring BRBAA appeared in the September/October 2013 edition of the Cornell Alumni Magazine in the Alma Matters department.

[Click here to read the original article](#)

Club Spotlight: Big Red Bands Alumni Association

At Homecoming, alumni of the Big Red Marching Band and Big Red Pep Band will gather for a big celebration: the dedication of a new practice facility behind Schoellkopf Crescent on Kite Hill. It was launched with a lead gift from former members David Fischell '75, PhD '80, and Sarah Thole Fischell '78, MEN '79, whose children were also in the band. The new facility will offer more practice and storage space—and move the bands out of their home of more than fifty years, a cramped room in Barton Hall.

The Big Red Bands Alumni Association (BRBAA) is almost done raising the \$1 million it needed to build the facility—a major milestone in that organization's history, which has long worked to provide financial support for both bands. The Alumni Association was founded in the early Eighties out of financial need for the marching band. "When I was a freshman in 1978, the music department told us that within three years they would stop financial support of the band," says Stacey Hunt Montalto '82. "For the next two years we tried all sorts of fundraising options, but it wasn't enough." When Montalto was elected student head manager in her junior year—and facing the band's potential dissolution—she took a huge step. Gathering all the financial data she could find, she presented her case to the Department of Athletics as to why it should support the band. "They had a limited budget, but they were able to give us money, and we became associated with Athletics," Montalto recalls. "We were also very lucky because the assistant in that office was Georgian Leonard, who loved the band and took us under her wing. For the next two decades, she would do whatever she could to support the band. It was all out of the goodness of her heart."



Cornell University
Big Red Bands

- Big Red Marching Band
- Big Red Pep Band
- Big Red Bands Alumni Association





Goals of Alumni Outreach

When is the band in my neighborhood?

What is the band up to?

How can I stay informed about what my gifts are doing?

Where can I connect with my fellow bandies whom I may not see?



Proposal

Web-based newsletters 2-3 times yearly announced by blast emails
Updates as needed

Targeted postcards prior to regional events

Homecoming and Reunion mailings

Consolidate Facebook groups

- Allow posts from any member

- Fosters discussion and all-around frivolousness!

- Can view/post current/old photos

- Less intrusive than an email list

- Section lists/pages/etc. remain independent



Thanks to:

Brian Adelman

Nick Janiga

Anita Mhogoni

Kevin Mullan

Scott Pesner

Shelby Hulett

Pat Carr

Rose Potocky

Anne DiGiacomo

Mark McCarthy

All of you for attending!

Go Red! Beat Bucknell!