

MARC 2016 Leadership Conference

October 7 – 9, 2016

Bloomington, Minnesota

First General Assembly “Catch a Spark in MARC” Saturday, October 8, 2016

Executive Board Present: Kim Mandrell, Angie Butenschoen, Celeste Webb, Brenda Fields, Debbie Vercellono, Pat Ludwig, LeAnn Wray, Lynn Howley, Linda Schmidt, Chip Shaffer, Terri Olson, Julene Donnay. Not Present: Kim Poling, Debbie Frazier.

LeAnn Wray, Sr. Past President presented the Flag Ceremony.

Angie Butenschoen, President Elect introduced Kim Mandrell, 2015 – 2016 President of MARC (Midwest Area Regional Council).

Kim Mandrell declared the 31st Annual MARC Leadership Conference in session and called to order.

All members recited the Opening Ritual.

Lynn Howley, Chaplain gave the opening thought by Zig Ziegler and the opening prayer. The memorial candle was lit.

Kim Mandrell welcomed everyone to the 31st Annual MARC Conference.

Terri Olson and Julene Donnay, 2016 MARC Conference Co-Chairs welcomed all members to the MARC conference. They also introduced Daniel Martin, Food and Beverage Director from the Crowne Plaza AIRE hotel staff.

Dana Terry, Minnesota State President welcomed everyone to Minnesota and the MARC Conference.

Kim Mandrell introduced MARC Officers, IC Elected & Appointed Board, ESA Foundation Board, ESA Headquarters, Past IC Presidents, MARCettes, and recognized the First Time Conference Attendees.

Debbie Vercellono, Parliamentarian moved that we dispense with the reading of the Rules of the Meeting since they were printed on Page 21 of the 2016 MARC Conference book. Motion noted, seconded and unanimously carried.

Debbie Vercellono, Acting Recording Secretary took a silent roll call with credentials. There was a quorum. There were 16 First Timers and 11 MARCettes attending the conference. Roll Call was posted at the Registration Desk and listed as follows:

<u>State</u>	<u>Members In State</u>	<u>Members Present</u>	<u>State President</u>	<u>Alternate State Pres</u>	<u>MARC Reps</u>	<u>MARC Rep Alternate</u>
IL	578	13	1	0	2	0
IN	426	18	1	0	2	0
IA	16	2	0	1	1	0
KS	422	17	1	0	1	1
MI	71	7	1	0	2	0
MN	88	25	1	0	2	0
MO	238	20	1	0	2	0
NE	81	5	0	1	2	0
OH	90	10	1	0	1	1
OK	600	5	0	1	2	0
SD	116	6	1	0	2	0
WI	57	8	1	0	2	0
Total	2,783	136	9	3	21	2

Kim Mandrell mentioned that the minutes from the July 2016 MARC Meeting at the IC Convention were distributed last week and placed in the ReMARC and on the MARC website. She asked if there were any corrections to the minutes. Kim then moved that we dispense with the reading of the minutes from the July 2016 MARC Meeting. Motion noted, seconded and unanimously carried. The minutes were placed on file.

There was no correspondence.

Celeste Webb, Treasurer introduced the Budget Committee: Judy Grefer – Ohio, Sandy Hosack - Missouri, Bonnie Templeton - Kansas, Peggy Zimmer – Indiana. She then gave the Treasurer’s Report as follows.

Beginning Balance 10/11/15	\$ 20,737.65
Receipts/Income	\$ 8,350.61
Disbursements/Expenses	\$ 6,759.64
Balance on Hand 10/08/16	\$ 18,793.52

Discussion on the Treasurer's Report indicated that the numbers did not add correctly. Celeste stated that at the Spring Executive Board there was a motion to add a Speakers Fee to the budget. It was approved by the Executive Board. Yesterday a check was written for \$1,631.95. The speaker's fee expense was not included in the numbers above and explains why the numbers did not add. The 2015 Nebraska MARC convention had such a great profit, it was decided to use that profit for future speaker fees at the 2016 MARC Convention. Rose Wagner, Ohio asked that the Treasurer relook at her report and give new numbers and report at tomorrow's meeting. Celeste stated that Barbara Foreman and Grace McCoy would be helping her to correct the report.

Angie Butenschoen, Vice President had a proposal. At the July meeting the Executive Board decided to do something to help with the costs of the 2017 IC convention registration. She moved that we use the funds from the treasury to help subsidize the cost of IC registration for those that are volunteering to work at the 2017 IC convention. Coming from a committee the motion does not require a second.

1 – 200 volunteers	\$50 per member
201 – 500 volunteers	\$25 per member
Greater than 500 volunteers	\$15 per member

Each state would receive one check with a list of those that volunteered and each state would distribute the funds to the appropriate state member.

We are trying to encourage MARC members to volunteer at the 2017 IC convention. This proposal would offset registration costs for volunteers. Before the vote was taken, the voting delegates asked for time to discuss motion.

A clarification on the three ways to volunteer and pay for registration is as follows: 1) If you come to just volunteer on Sunday, Monday or Tuesday, don't have to pay registration for those days. 2) If you volunteer on Wednesday – Saturday, would pay full registration. 3) If volunteer and attend conference on Friday and Saturday, only pay for weekend registration.

If you are volunteering to set up a display, set up tables, or work on lunch or dinner arrangements at the conference that would define a volunteer. MARC is asking that members volunteer for 2 or 3 hours, not requiring a full day unless volunteer wants to.

After the discussion there was a standing vote and count off. The final vote taken was 16 in favor of motion and 18 opposed. The motion did not pass. All attendees will pay full registration costs and all the profits will go to the MARC Treasury.

Celeste Webb presented the budget. Under expenses there is a line item that says 2017 MARC IC Convention of \$450. There was a motion made at the Executive Board meeting to buy name badge registration trays to be used at the 2017 IC convention. These trays will belong to MARC

and they will be passed on from conference to conference. The cost of these name badge trays is approximately \$450. The motion was made at the Executive Board committee and it does not need a second. It will be included as a \$450 expense to the proposed 2017 budget under the line item 2017 MARC IC Convention. Rosalee Echele explained that these are foam trays to put name badges in alphabetically and will hold 150 badges on each tray. The trays also have a case that makes it easier to transport. It makes it easier for the people working registration and for members to check in. If MARC purchases badge trays, they will belong to MARC and will be used at each future MARC convention.

Celeste also stated that the 2nd line item under expenses that says "IC Dues" is identified incorrectly. It is actually "IC Dues/ESA Foundation Life Active membership dues" paid in 2015-2016 and will be a \$45 expense in the 2016-2017 budget because there won't be any Foundation dues to pay in the future.

There is a correction to the previous Treasurer's Report. The beginning balance as of 10-11-15 is corrected and should be \$17,202.35. Receipts/Deposits remain the same at \$8,350.61. Expenses remain the same at \$6,759.64. Balance on Hand as of 10-8-16 remains the same at \$18,793.52

There were two budget questions from Judy King. A line item under Income says Conference Profit of \$2500. To put a line item in the budget for a profit of \$2500 for future MARC convention is unrealistic. Negotiating with the hotels is extremely difficult. The 2nd question is why are we doing fundraisers when we have such a large balance? The Ways and Means profits every year should be used to subsidize the speaker's fund. Reduce the amount we expect MARC Conference to make and direct the Ways and Means profits to the speaker's fund.

Judy Huntley from Illinois says Nebraska was very fortunate to not pay speaker's fees at their convention. Unfortunately that will not be the case in future years. There was no budget line item this year for speaker's fees and Celeste added that to the proposed budget. In the past we have always had about \$1500 for speaker's fee in the budget. We formed MARC for leadership and speakers have always been our golden nugget and we can't let that go. MARC has always been known for their speakers and a big draw for members to come to the MARC conference. You are not going to get good speakers unless you pay for them. A suggestion would be to include a line item for speaker's fee on the Friday registration form.

Colleen Cape stated that when she was on the IC Board that of all the conferences she had to attend she did not want to miss the MARC Conference. What sets MARC apart and makes MARC special and unique is because of the quality of speakers that make members want to come each year.

Several people (Terry Olsen, BJ Voll, and Claudia Hatton) all agreed that we need funds for speaker's fees and good speakers and the fees need to be included in the budget.

There was a question regarding the line item in the budget “Gift from the MARC Treasury”. What that means is the treasurer will pull from the MARC checkbook if we need more money to balance budget instead of doing extra fund raiser.

Celeste Webb stated that she would come back tomorrow with a corrected budget.

Hope 4 Youth is the state project in Minnesota and is a homeless drop in center for kids. Lisa Jacobsen from Hope 4 Youth said it started 3 ½ years ago. Every night there are 4,000 homeless unaccompanied youth in the state of Minnesota. Hope 4 Youth is open Monday through Friday from 2 – 7. It is run by volunteers. The center has a food shelf and hygiene closet. The kids shop for 10 minutes twice a week. There is also a clothes closet with gently used clothes from the community for 16 – 23 year olds. The ESA ladies volunteer to serve a hot meal. There are two kinds of homeless kids - couch hopper from friend to friend and kids that live outside. There is a computer lab so kids can apply for jobs or work on resume. Hope 4 Youth brings in people to help kids sign up for food stamps, the military, a free clinic, career counseling, etc. Last year they served 369 kids that dropped in 8,352 times. Minnesota chapter is cooking Thanksgiving dinner for 12 kids. Hope 4 Youth has found permanent housing for 47 kids and is in the process of constructing transitional and permanent housing called Hope Place. These kids age out of Hope 4 Youth at 24 years old. All of these kids just need someone to love them unconditionally, to let them know they are special. Please contact Lisa if you want to open a shelter in your community.

Sherry Day, IC Council President gave her message on membership. She first played the song “Reach” by Gloria Estefan. ESA is a group of people that are persistent, passionate and big dreamers. They apply passion to their state projects and philanthropic projects. ESA members need to apply that same passion and enthusiasm to new membership. October is recruitment month and all chapters should be working on their membership growth. We have to dream big to bring in new membership and we have to do it now. I believe in you and know that you can do it. As Gloria Estefan says, we need to reach higher, be stronger and put our spirit to the test. We need to do it every single day. All of our dreams come true if we have the courage to pursue it so always dream big in ESA.

Pat Ludwig, Jr. Past President gave the Nominating Committee report. She introduced the candidates:

President – Angie Butenschoen, Missouri:
Vice President, President Elect – Lynn Howley, Indiana
– Celeste Webb, Illinois:
Secretary – Debbie Vercellono, Nebraska
Treasurer – Linda Schmidt, Kansas
Parliamentarian – Brenda Fields, Missouri
Communicator – Tarah Eliason, South Dakota
Jr. Past President – Kim Mandrell, Missouri
Sr. Past President – Pat Ludwig, Michigan

Kim Mandrell called for nominations from the floor for all offices. Are there any nominations from the floor for any office? Nominations were closed.

Ballots were completed by the voting delegates and brought to the front of the room to be placed in the ballot box. The election tellers: Sandy Fuller – Ohio, Val Priebe – Wisconsin, Marcia Waldron – Iowa counted the ballots.

Today is Judy Huntley's 50th wedding anniversary and she chose to spend the day with MARC. Her family celebrated last week.

The 2017 IC Convention Report was given by Rosalee Echele, Chairman and Sandy Hosack, Co-Chair. The theme is "Looking Back – Moving Forward". Rosalee's challenge is to have 800 members attend 2017 IC Convention. Volunteers will wear their red aprons, black pants and white shirts. St. Jude tote bags will be given out at IC Convention and all members are being asked to bring 100 – 500 free items to include in the tote bags such as pens, tablets, band aids, etc. from businesses. Bring Boarding Pass to IC convention and you will be placed in a drawing for a tote bag full of snacks from each MARC state. Save the date of July 16 – 23, 2017 at the St. Louis Union Station Hotel in St. Louis, MO.

Wednesday night there will be a welcome party. Theme is "All Aboard, Let the Journey Begin". This will be a USO themed event and would like all members to wear USO costumes such as red, white and blue and kacky tan or army tan and green. There will be a band for dancing. Look at Pinterest for costume ideas.

At the Award luncheon hosted by Indiana, everyone will be given a Golden Spike Award. Train engines and golden spikes will be the centerpieces on each table.

Oklahoma ESA will be hosting the banquet. Theme is "ESA on the Right Track". There will be silver, bronze and gold trains with a clock as a centerpiece.

Suzy Winters will be in charge of the pages. Sherry's Sparkles will ask their state to volunteer 6 – 10 members for pages at IC convention. Suzy needs to know what day they will arrive and are they willing to work more than one event? She needs E-Mail address and cell phone number from each page volunteer. Suzy needs at least a minimum of 75 pages.

Brenda Meyer and Judy Grefer need volunteers at the registration table. Need to know name of volunteer, their state, what day they will arrive and do they want to work AM or PM. They are asking people to work 2 – 3 hour shifts.

Jaime Atchison has volunteered to be the social media expert and set up a Facebook page with IC Convention information.

Rosalee Echele and Sally Yates will promote local St Louis area business advertising in the back of the program book.

The results of the election for Vice President are Celeste Webb from Illinois.

Chip Shaffer, the Hope for Heroes Chairman talked about our military. Each state has a local VA office or VA home asking for items such as Christmas cards signed by each chapter, deck of cards, puzzle books with large print, puzzles, sugarless candy, etc. If you want to send Christmas cards overseas, send them to Walter Reed address on website and they will distribute. Soldiers love cards that are homemade from kids in a classroom. If send care boxes overseas, mark boxes "DO Not Return". The Chaplain will distribute to soldiers.

The Home Depot foundation will give to a disabled veteran in your community materials to build ramps or remodel bathrooms. If cost is below \$5,000 Home Depot will do locally and above \$5,000 Home Depot Foundation will take care of.

Sunday before IC Convention Chip will conduct a tour for MARC members to visit Camp Hope. You will spend the day with disabled veterans attending Camp Hope. There will be a barbeque and Chip will be grilling.

2017 MARC Convention is in Dearborn, MI with LeAnn Wray, Chairman and Lois Byrd and Pat Ludwig, Co Chairs. The theme is "Motown in Motion in the D". It will be held October 13 – 15 at the Dearborn Doubletree Hilton for \$119 plus tax per night. There will be king or 2 double beds with 1 – 4 occupancy. There is free shuttle from airport and valet or self parking. There are many things to do in the area so come early. Bring your passport if you want to go to Canada casino. There are 3 casinos and many museums, Henry Ford museum and great restaurants in the area.

2018 MARC Convention is in Sioux Falls, South Dakota. Tarah Eliason and Emmy Neustrom are Co Chairs. Theme is "Party on the Plains". It will be held October 12 – 14, 2018. Still finalizing hotel details.

Kim announced that Dianne Ocel, Jodi Lang and Betty Robinson were appointed to be the MARC Conference Auditors.

Announcements: Hope 4 Youth hands on workshop at 1pm, Market Place is open for shopping from 1 – 3pm, Installation Rehearsal after workshop, Installation of officers begins at 6:30pm.

Kim adjourned the First General Assembly.

On Saturday evening, October 8 at 6:30 pm Rosalee Echele and Mary Alice Vincent performed the 2016 – 2017 Installation of MARC Officers. The following officers were installed:

President – Angie Butenschoen, Missouri
Vice President, President Elect - Celeste Webb, Illinois
Secretary – Debbie Vercellono, Nebraska
Treasurer – Linda Schmidt, Kansas
Parliamentarian – Brenda Fields, Missouri

Communicator – Tarah Eliason, South Dakota
Jr. Past President – Kim Mandrell, Missouri
Sr. Past President – Pat Ludwig, Michigan

The banquet and entertainment by Tom and Lee followed the installation.

Second General Assembly Sunday, October 9, 2016

Lynn Howley, Chaplain conducted the Celebration of Life.

Kim Mandrell, President called the Second General Assembly to order.

Celeste Webb, Treasurer presented the revised 2016-2017 Budget and revised 2015-2016 Actuals. A revised copy will be posted on the MARC website. Thank you to Bonnie Templeton and Peggy Zimmer for helping balance the report.

2016 – 2017 Budget Changes:

Gift/Cash from MARC Treasury - \$1800
Leadership Income from Registration - \$2,000
Total Income - \$8,930
IC Dues/ESA Foundation - \$45
MARC Speakers at Conference - \$1500
Total Expenses - \$8,930

2015 – 2016 Actual Changes

Miscellaneous/MARC Flags - \$183.56
Total Income - \$10,575.61
IC Dues/ESA Foundation – \$545
MARC State Visit Reg/Travel/Lodge/Gavel - \$477.58
IC Leadership Reg/Travel - \$1,000
MARC Speakers at Conference - \$1632
MARC Flags (1 time purchase) - \$406.49
Total Expenses - \$6,776.58

Celeste Webb moved that we accept the 2016 – 2017 Budget as corrected. No second is required coming from a committee. Motion carried

The final conference report was given by Birdie Elkofska, Registration Chairman.

MARC Members	151
Non-MARC Members	5
Non-MARC Members Men	2
DESA/MESA/Elans	0

Guests	6
Room Reservations – Thursday	61
- Friday	62
- Saturday	64
Leadership	140
Mixer	152
Saturday Luncheon	148
Banquet	153

Kim Mandrell thanked Terri Olson, Julene Donnay and all the Minnesota ESA members for a wonderful convention. Kim gave a donation to the Minnesota ESA Foundation Scholarship Fund in appreciation for all their work.

Charlotte Carloni, Executive Director gave the ESA Headquarters Message. She announced the new board members, Audrey Kidwell from Indiana and Brian Howe from Kansas. Both of these board members are 30 and under. Kim Mandrell will represent ESA Foundation. Ricki Brown will be the IC Board liaison. Suzy Winters will be Chairman and Angie Butenschoen will be Co-Chair.

The Leadership conference will be Feb 2 – 4, 2017 and we would love to have anyone come even if you do not have a leadership role next year.

Linda Edwards from SERC worked on a membership drive. Her chapter is pledging 8 new members. She carved out 75 minutes at SERC on the agenda. She decided she can't talk the talk until she walks the walk.

The Jonquil had an article about Legacy members. They know ESA and love ESA through your experiences so everyone should pledge their legacy members.

Only when you dare to dream big can big things happen. The way to get started is to quit talking and start doing (Walt Disney).

Linda Schmidt, Foundation Counselor reported on the money raised.

MS. MARC contest	\$4,295
Cork Pull/Raffle	\$ 705
Grand Total	\$5,000

She moved that we donate the \$5,000 to the Purple Heart Scholarship. Celeste Webb, Illinois seconded. Motion carried.

Ashley Ramsdell, ALSAC gave the message on St. Jude. She brought a video showing Leland, a St. Jude patient and his parents. He is the featured patient on the St. Jude brochures.

Ashley gave an update on the St. Jude walk. St. Jude was represented at 44 events. There were 87 teams and 794 participants. ESA goal of \$75,000 was surpassed and ESA raised \$79,919.

The top fundraiser for the walk is Laura Lascano from Illinois. 2nd award for the top fundraising team is ESA Minnesota.

MARC 2015 – 2016 Treasurer's audit committee members are Dianne Vanusek, Jean Varga and Rhonda Rawlings. They found the Treasurer's Records to be in good condition, in balance with the bank and in accordance with the budget and approved expenses. They recommended that all disbursements should have a vendor invoice or a check requisition that agrees to the payment made.

Julene Donnay gave the results of the Silent Auction - \$839 and the Purse Auction - \$2,575.

Kim Mandrell, 2015 – 2016 MARC President gave her closing remarks. She loves the MARC experience and MARC is her favorite conference. She discovered that she is a Gen X but relates more with the Baby Boomers. She found that with her sisters she can do anything. She is looking forward to "Bringing it On" with Angie in the coming year.

The Lowering of the Gavel for Kim Mandrell, 2015 – 2016 MARC President was lowered by Rosalee Echele. The Raising of the Gavel for Angie Butenschoen, 2016 – 2017 MARC President was raised by Sandy Hosack.

Kim Mandrell presented the gavel to Angie Butenschoen, 2016 – 2017 MARC President and stated "May you use it wisely".

The Past MARC Presidents inducted Kim Mandrell into the MARCettes. They each related what spark was created in their lives this past year due to Kim's presence. They also gave her gifts for her pets, rescue animals and a bag full of sparklers.

Angie Butenschoen, 2016 – 2017 President gave her message. She is so proud and honored to be a member of MARC and to be associated with the wonderful men and women in the MARC states. We are the past, present and future members of MARC and ESA. We need to continue to make this an organization that people want to belong to. No one can do this alone. No one knows better than we do, the members what makes ESA Special. She encourages each and every one of you to spread the word about ESA and why you love it so much. Think outside the box to get new members and listen to people's ideas, suggestions and ways to make ESA work for them. Can you imagine what our founders from the 1920s would have said if they could have seen our MS MARC Pageant? I don't think this is the ESA they knew or loved. But it is our ESA. We should hope that in 50 years or so that ESA will still be thriving and will look very different than it does today. But it will look like what the future wants and needs are at the time. We need to work together and face another day to "Bring It On" and make us continue to be the awesome organization that we are. She thanked her installing officers, Rho Chi and Missouri sisters for their support at the installation. She also thanked her Minnesota sisters for the wonderful event this weekend. The workshops were fabulous and we were able to meet people we did not know. Most people were able to take something away. We all learned the different methods of communication with different age groups. She will do the best she can to

make each and every one of you proud to be a member of MARC. She will also try to make Kim proud by keeping the spark going because that is the only way to be successful. Thank you all very much.

She also announced her Appointed Officers.

Chaplain – Mary Ann Johnson

ESA Foundation Chair – Peggy Zimmer

Ways & Means – Fran Shaffer

Webmaster – Debbie Frazier

2017 Conference Chairs – LeAnn Wray, Lois Byrd, Pat Ludwig

Audit Committee Chair – Lynn Howley

Budget Committee Chair – Linda Schmidt, Treasurer

Budget Committee – Beth Laage and Nancy Baucom

Nominating Chair – Kim Mandrell, Jr. Past President

Dana Terry wanted to give Mark Petty a big thank you for taking pictures at the 2016 MARC Conference. She will supply a link for the pictures to all of the State Presidents.

Tarah Eliason, 2016 – 2017 Communicator is starting a new procedure for the submission of all ReMARC articles. Please send all articles to the new ReMARC E-Mail address of remarcsesa@gmail.com Let Tarah know if you have problems.

Lynn Howley, 2015 – 2016 Chaplain gave the Closing Thought and Prayer.

LeAnn Wray, 2015 – 2016 Sr Past President retired the flags.

Kim Mandrell 2015 – 2016 MARC President adjourned the 31st Annual MARC Leadership Conference.

All Members formed a circle and recited the Closing Ritual. Kim suggested that we leave a small break in the circle for those members who are no longer with us.

Respectfully Submitted,
Debbie Vercellono
Acting Recording Secretary