

MARC 2017 Leadership Conference

October 13 – 14, 2017

Detroit/Dearborn, Michigan

First General Assembly

“Bring It On”

Saturday, October 14, 2017

Executive Board Present: Angie Butenschoen, Celeste Webb, Debbie Vercellono, Brenda Fields, Linda Schmidt, Kim Mandrell, Pat Ludwig, LeAnn Wray, Mary Ann Johnson, Chip Shaffer, Peggy Zimmer and Fran Harris-Shaffer

Pat Ludwig, Sr. Past President presented the Flag Ceremony.

MaryAnn Johnson conducted the Celebration of Life ceremony. The Memorial Candle was lit. Angie Butenschoen placed a seasoned branch honoring the 30 ESA members lost in 2016 - 2017. Bonnie Templeton placed a seasoned branch in honor of all military that has given their lives this past year. Jan Rahn placed a seasoned branch honoring all fallen law enforcement officers this past year.

Celeste Webb, President Elect introduced Angie Butenschoen the 2016 – 2017 President of MARC (Midwest Area Regional Council).

Angie Butenschoen declared the 32nd Annual MARC Leadership Conference in session and called to order.

All members recited the Opening Ritual.

MaryAnn Johnson, Chaplain gave the opening thought and the opening prayer.

LeAnn Wray, 2017 MARC Conference Co-Chair welcomed everyone to the 32nd Annual MARC Conference. Thank you to Pat Ludwig for doing all the detail stuff.

Christine Soper-Neill, Michigan State President welcomed everyone to the MARC Conference.

Angie Butenschoen recognized and welcomed MARC Officers, IC Elected & Appointed Board, ESA Foundation Board, ESA Headquarters, Past IC Presidents, Past MARC Presidents and first time conference attendees.

Brenda Fields, Parliamentarian moved that we dispense with the reading of the Rules of the Meeting since they were printed on Page 23 of the 2017 MARC Conference book. Motion noted, seconded and unanimously carried.

Debbie Vercellono, Secretary took a silent roll call with credentials. There was a quorum and 16 First Timers attended 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	526	20	1	0	1	1
IN	386	15	1	0	1	1
IA	18	4	0	1	1	1
KS	405	12	1	0	2	0
MI	72	20	1	0	2	0
MN	112	8	1	0	1	1
MO	180	11	1	0	2	0
NE	68	2	0	1	1	0
OH	90	9	1	0	2	0
OK	531	1	0	0	1	0
SD	134	6	1	0	2	0
WI	75	4	1	0	1	1
Total	2,597	112	9	2	17	5

Debbie Vercellono moved that we suspend the reading of the minutes from the July 2017 MARC Meeting as they were sent to the MARC Elected and Appointed officers and placed on the MARC website. Motion noted, seconded and unanimously carried. The minutes were placed on file.

Linda Schmidt, Treasurer presented the 2016 – 2017 Treasurer’s Report.

Beginning Balance 10/09/16	\$ 18,793.52
Receipts/Income	\$ 6,530.04
Disbursements/Expenses	\$ 5,136.04
Balance on Hand 10/13/17	\$ 20,187.52

Linda Schmidt indicated that the proposed 2017 - 2018 Budget on page 28 of the MARC Conference Book was incorrect and she provided a hand out with the correct numbers. Please note that the \$1,000 allotted for Vice President IC Leadership Registration and Travel under expenses (line item 6) was not used by Celeste Webb in 2016 – 2017 because ALSAC paid for Celeste’s registration. Debbie Vercellono will be using this money when she attends the 2018

Leadership and that is why it is back in the 2017 – 2018 Budget. We decided to rename the 3rd line item of the budget income to “Rollover from MARC Treasury” hoping to make it easier to understand where the money comes from. The total expenses and total income both equal \$9,558.95 in proposed budget.

The MARC Executive Board listened to your comments regarding the excessive funds in the MARC Treasury. As discussed at the IC Conference, the first proposal is to designate the first \$1500 from any MARC Conference Profits to go to the Speakers’ Fund with any remaining funds put directly into the MARC Treasury. That is built into the 2017 – 2018 Budget.

Our 2nd proposal is to promote our philanthropic projects and donate \$3,236 to the Purple Heart scholarship, \$2,000 to St. Jude and \$2,000 to Easter Seals for total donations of \$7,236. This brings the balance of the Purple Heart scholarship equal to the balance of the other MARC scholarship of \$19,119 (scholarship numbers provided by Kathy Lloyd).

Currently in our checking account	\$20,187.52
Purple Heart Scholarship	\$ 3,236.00
St. Jude Donation	\$ 2,000.00
Easter Seals Donation	<u>\$ 2,000.00</u>
Balance	\$12,951.52
2017 – 2018 Proposed Budget	<u>\$ 9,558.95</u>
Balance	\$ 3,392.57

Sandy Hosack gave a report on the 2017 IC Convention hosted by MARC membership. It was amazing and such a success. It was amazing because of all the support from the MARC members. Rosalee Echele, Sandy Hosack and committee members thank you. It takes 3 years of planning but the execution during the final week of the convention makes everything happen and you made it happen. MARC and the IC Council provided \$1,000 seed money and this money has been repaid. All expenses for decorations and center pieces have been paid in full. Chapters in Missouri have been fortunate to qualify for sales tax exemption for events related to ESA, St. Jude, and other philanthropic activities. As a result of using this exemption, **\$8,500 was saved on food costs** for the convention. As for the profit distribution the first \$500 is given to the hosting state. The total profit minus the first \$500 is divided between the host and the IC Council. As the IC Convention host, MARC received a check for **\$14,735.43**. Great job and hugs to all of you. Angie recognized and thanked Sandy and Rosalee for a job well done.

Angie presented IC President, Sandy Alexander. On behalf of the IC Executive Board we are happy to be here. Thank you to LeAnn Wray and Pat Ludwig for a great conference. Angie, thanks for a great year and we look forward to Celeste’s year. MARC is having such a large impact on IC total membership. Membership awards were given to Minnesota for greatest growth by number, Illinois for greatest percentage of new members, Ohio and Indiana for new chapters with the most new members. Sandy recognized the first time attendees with a gift.

There have been so many natural disasters and tragedies (tornadoes, fires, hurricanes, Las Vegas) this past year. The joy and relief that the Disaster Fund has brought to ESA members has been immense. Please give to the Disaster Fund now and don't wait until later. Kansas and Florida actually held Disaster Fund events.

Each one of you has a role to play that will inspire others. This organization has a service heart. What others see is this incredible joy we have to serve others. We have a commitment to a common goal. We believe the words of our opening ritual and live it out. We find where there is a need and fulfill that need. We have a passion for service. We look for things to support. One of the other things that set ESA apart is that we work together as a team. That team work brings joy and great success. I am asking each of you to find out what is your passion. When you have a passion you can't help but inspire others. We all have gifts and talents such as encouraging others, organization skills, hospitality skills. ESA has inclusiveness. We ask others to help us. We take pride in our team successes. When you are inspired, your numbers reflect that in your membership growth and your philanthropic projects. Make a conscious concerted effort and focus on using your gifts to serve others, build each other up and inspire others. When you get excited about your passion, ESA will grow and make a bigger impact on our community and the world. Live by inspiring others to fly.

Kim Mandrell, Jr. Past President thanked the Nominating Committee for a job well done. They are Val Priebe from Wisconsin, Judi Grefer from Ohio, Denise Hagerty from Indiana and Celeste Webb from Illinois. Kim then presented and introduced the MARC Officer candidates.

President	Celeste Webb, Illinois
Vice President/President Elect	Debbie Vercellono, Nebraska
Recording Secretary	Linda Schmidt, Kansas
	Rose Wagner, Ohio
Treasurer	Brenda Fields, Missouri
	Bonnie Templeton, Kansas
Parliamentarian	Denise Hagerty, Indiana
	Rhonda Rawlings, Illinois
Co-Communicators	Mary Hougland, Indiana
	Kim Poling, Iowa
Jr. Past President	Angie Butenschoen, Missouri
Sr. Past President	Kim Mandrell, Missouri

There were no nominations from the floor as no intents were provided by the deadline. Nominations are closed. Our election tellers will be Val Priebe, Terri Olsen and LeAnn Wray. Members were given 5 minutes to caucus and then cast their votes. Angie asked the members to give their ballots to the election tellers. The election tellers exited the room to count the ballots.

Angie clarified issues with the Co-Communicators office. They will only have one vote on the Executive Board. They will both be eligible to go on the state visits to represent MARC as determined by the MARC President.

Chip Shaffer, the Hope for Heroes Chair gave his report. He was recruited and asked to create a Hope for Heroes program for his state. He started doing fundraisers and was told that no events could be detrimental or harm the image of Hope for Heroes or ESA. We sent our first shipment of Christmas care packages overseas to soldiers. He made sure that our wounded soldiers had back packs to bring home their personal effects. He attended his first MARC conference in Illinois and IC conference in Oklahoma. B J Clark became his mentor and asked him to join ESA. Next he was asked to become the MARC Hope for Heroes coordinator. He was the first Hope for Heroes Chair and the first male to hold that MARC office. He created a partnership with cell phones for soldiers and the Home Depot Foundation to help wounded soldiers modify their homes. Home Depot has promised a \$200M donation this next year. He established the MARC Purple Heart scholarship which benefits the children of wounded soldiers in combat. He organized a tour of the Camp Hope facility. Chip will step down as Hope for Heroes Chair and thanked the MARC Presidents over the last six years for giving him the opportunity to serve. This is not goodbye or farewell but see you down range.

Emmy Neustrom gave information on next year's MARC Conference. In 2018 South Dakota will host the MARC Conference on October 12 – 13, 2018. The theme is "Party on the Plains". It will be held in downtown Sioux Falls at the Hilton Garden Inn. There will be a Hope for Heroes project for homeless veterans.

Ohio members gave information on the 2019 MARC Conference on October 11-12, 2019 in Cincinnati, Ohio. The theme will be "Queen City Celebration". Judy Grefer and Brenda Meyer will co-chair the convention.

Brenda Fields discussed the By-Law and Standing Rules changes. Brenda read the By-Law change proposed by Pat Ludwig from Michigan removing the Sr. Past President from the MARC Executive Board (Article VIII, Section 1). There would also be a change in the Standing Rule and the MARC Ops Manual. Angie stated that this change was moved and seconded at the IC Convention and the vote was tabled until the MARC Conference. As a By-Law change it must be passed by two thirds of the voting delegates. Angie asked for a standing vote from the voting delegates. The final vote was 29 in favor of motion and 3 opposed. Motion carried.

Fran Harris-Shaffer gave the Ways & Means Report. Thank you for the 18 purses/items and gift cards that were donated. We raised \$2,235 from the purse auction.

Peggy Zimmer gave the Foundation Report. Thank you to those who participated in the dance contest and helped count the money. Josh Johnson was a life saver with the music. A total of \$1,761.06 was raised. Kansas donated the most money.

Kathy Lloyd will be the Auditor Chair in the absence of Lynn Howley. Other committee members are Deb Hughes, Pam Mitchell and Heather Hoey.

The MARC Conference Auditors are Ginny Lambert, Lorraine Persh and Sara Jane Johnson.

Pat Ludwig, Registration Chair gave the Final Conference Report.

MARC Members	116
Non-MARC Members	6
DESA/MESA/Elans	0
Guests	0
Room Reservations – Wednesday	3
Thursday	47
Friday	54
Saturday	54
Sunday	3
Monday	1
Leadership	113
Friday Luncheon	119
Mixer	115
Saturday Luncheon	121
Banquet	125

Angie asked that we discuss the changes to the budget.

Linda Schmidt moved that we donate \$3,236 to the Purple Heart Scholarship, \$2,000 to St. Jude and \$2,000 to Easter Seals. Coming from a committee it needs no second. The members had two minutes to caucus. Members requested additional discussion time after the caucus. Judy King asked why we are being asked to donate to fundraisers for both IC and MARC. Angie indicated that it was agreed to have 1½ years of budget cushion on hand to ensure that we not have any financial issues. Celeste Webb stated that the only Fundraiser at the 2018 conference will be raffling off a St. Jude quilt. There will be no fundraiser on Friday night, only the mixer. There will be no silent auction or handmade items for auction at the 2018 MARC Conference. Angie stated that we will rollover \$4,428.95 from this year's account into next year so we don't have to have as many fundraisers next year.

Rhonda Rawlings, Illinois amended the donation to give \$2,000 to the Disaster Fund. Deb Hughes 2nd the motion. The amendment will be voted on first. The standing vote was 28 in favor, 3 opposed. Motion carried.

The standing vote on the original motion plus the amendment was 32 in favor and 0 opposed. The total donation distribution is \$9,236. Motion carried.

Linda Schmidt moved that we vote on the proposed budget. Sandy Hosack, Missouri asked why there is a \$2,000 Ways and Means fundraiser in the 2017 - 2018 budget. Angie explained that whatever was raised at the mixer Friday night will go into the 2017-2018 budget income for next year. The standing vote on the proposed budget was 31 in favor and 0 opposed. Motion carried.

Mimi Sion and BJ Chauhan from The Doubletree Hotel donated \$1500 to MARC. Angie also thanked the wait staff for the great service during our meals.

Ashley Ramsdell from ALSAC discussed the St. Jude International Outreach Program. One child saved at St. Jude is 1,000 children saved worldwide because all of our research findings are shared freely around the world. Every year there are 175,000 children worldwide diagnosed with cancer. These children don't have access to treatments they need in their country. With St. Jude's International Outreach Program we are mobilizing the protocols made at St. Jude so they don't have to come to Memphis, the children can be treated in their own countries. Pediatric cancer is a global issue. 84% of pediatric cancer cases occur in low to middle income countries. 80% don't have access to the adequate diagnosis and care they need. More than 50% of these children die because they don't have adequate treatments in their country. Challenges are lack of trained health care providers, late diagnosis, don't have access to treatment by internet, proper facilities, toxicity, infection, malnutrition. A child and family from Costa Rica were at St. Jude for 7 years because that child could not receive the proper cancer treatment in Costa Rica. They did not go home; they stayed at this hospital for 7 years. The Father worked with St. Jude International outreach team to use the Costa Rica hospital as one of their affiliates. They can treat children in Costa Rica with St. Jude protocols and they don't have to go to Memphis. With our International Outreach program, our goal is to increase pediatric cancer survival rate. St. Jude has 24 partners in 17 different countries. St. Jude has hired Carlos Rodriguez Executive Vice President of Global Pediatric Medicine Care and was recruited from Harvard to build out our International Outreach Program. St. Jude hopes to take our research and clinical care to 80% worldwide in the next few years.

St. Jude walk/run to end child hood cancer raised \$85,538. There were 77 teams, 44 cities, and 1018 participants. Thank you ESA day is in Tampa in February at the West Shore Grand Hotel. It is the Saturday before Super Bowl Sunday. The marathon walk is first weekend in December. E-Mail Celeste Webb if you want to tour the Memphis facility. It is the 45th anniversary of ESA and St. Jude/ALSAC partnership. Linda Schmidt asked for an ESA/ALSAC 45th anniversary T-shirt. Janet Zaleski from Michigan shared that their state walk raised \$400,000. Celeste Webb reminded everyone that our goal for St. Jude is \$20M.

Kim Mandrell introduced the MARC officers for 2017 – 2018.

President	Celeste Webb, Illinois
Vice President/ President Elect	Debbie Vercellono, Nebraska
Recording Secretary	Linda Schmidt, Kansas
Treasurer	Brenda Fields, Missouri
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Angie and the Executive Board briefly discussed how to use the \$14,000 profit from IC Convention. Some ideas were to subsidize the registration fees for future MARC Conferences, continue to have fewer fundraisers or increase speaker's fees. Please allow us some time to discuss and develop ideas regarding what to do with these funds. After the March meeting the board will come back to you with some solid recommendations.

Angie gave her closing remarks to say goodbye and thank you. She was so proud to represent you and stand in front of everyone at IC and welcome them for you. To be able to stand there as your leader and to represent you was an awesome feeling. You put on such a great event. We had so many people say that this was one of the best IC conventions we have been to in a long time. I was there to take the credit for all of you. She is amazed everyday by what this organization does for other people. 12 states working together as one is a great thing and are amazing to watch. We don't celebrate ourselves and each other enough. Thank you for giving me the opportunity to lead all of you this year. I hope I did you proud. Thank you.

The Lowering of the Gavel for Angie Butenschoen, 2016 – 2017 MARC President was lowered by Sandy Hosack. The Raising of the Gavel for Celeste Webb, 2017 – 2018 MARC President was raised by Regina Considine.

Angie Butenschoen presented the gavel to the 2017 – 2018 MARC President Celeste Webb.

Kathy Lloyd, Acting Chair of the Audit Committee declared that the MARC Treasury Books were in order.

Angie thanked Pat Ludwig, LeAnn Wray and all the Michigan members for a wonderful conference. We all know that both of you put a lot of hard work, time and dedication into making this a success.

LeAnn Wray and Pat Ludwig are proud of Angie and her many accomplishments. LeAnn presented Angie and Celeste with a certificate representing a donation to St. Jude Children's Research Hospital in their honor. We are all looking forward to a "Rocking Year" with Celeste.

Angie was inducted into the MARCettes. Kim Mandrell gave Angie a virtual suitcase for items to travel with on an airplane. Some items mentioned were nail file, nail clipper, Swiss army knife, tissues and cold medicines, adult beverages, bottled water, maple syrup, jam, baggage fees, full size to travel size (toothpaste, shampoo & conditioner, body lotion, hair spray, hair gel). All the MARCettes agreed to accept Angie into the MARCettes.

MaryAnn Johnson, 2016 – 2017 Chaplain gave the Closing Thought and Prayer.

Pat Ludwig, Sr. Past President retired the flags.

Celeste Webb introduced her 2017 - 2018 Appointed Board and Committees.

Chaplain

Bonnie Templeton, Kansas

ESA Foundation Chair	Lurene Connor, Illinois
Ways & Means	Jill Richards, Kansas
	Sandy Hongerholt, Minnesota
Webmaster	Debbie Frazier, Indiana
Hope for Heroes Chair	Julene Donnay, Minnesota
2018 Conference Chairs	Emmy Neustrom & Tarah Eliason, South Dakota
Audit Committee	Jill Shull, Illinois
	Pam Mitchell, Kansas
	Lynn Thiebault, Minnesota
Budget Committee	Brenda Fields, Missouri - Chair
	Mary Ann Johnson, Kansas
	Melanie Niehus, South Dakota
	Kathleen Grissom, Illinois
Nominating Committee	Angie Butenschoen, Missouri – Chair
	Debbie Vercellono, Nebraska
	Ruth Archambeau, Kansas
MARC Membership	Rhonda Rawlings, Illinois
	Rose Wagner, Ohio
	Claudia Hatton, Missouri

Angie Butenschoen, 2016 – 2017 MARC President adjourned the 32nd Annual MARC Leadership Conference.

All Members formed a circle and recited the Closing Ritual.

On Saturday evening, October 14 at 6:30 pm Judy Huntley and Regina Considine performed the 2017 – 2018 Installation of MARC Officers. The following officers were installed:

President	Celeste Webb, Illinois
Vice President, President Elect	Debbie Vercellono, Nebraska
Secretary	Linda Schmidt, Kansas
Treasurer	Brenda Fields, Missouri
Parliamentarian	Denise Hagerty, Indiana
Co-Communicators	Mary Houghland, Indiana
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After the installation and banquet, Angie introduced the 2017 – 2018 MARC President, Celeste Webb. Celeste thanked everyone for the opportunity to serve as the new MARC President. It is quite an honor to be President and I will do my best to serve you well. Thank you to my family for traveling from Illinois to the installation. MARC Members are my normal and I thank you from the bottom of my heart. Thank you to my Omega Nu and state Illinois sisters for traveling with me and being the honor guard at installation. I want to give a special thank you to Joyce

McCoy for inviting me to my first MARC convention in Kansas City. I want to challenge each of you to next year bring someone who has never been to a MARC convention. Thank you to Judy Huntley and Regina Considine for a beautiful installation and it will be a memory to treasure. Thank you to Jaime Atchison and Maria Bingham for always being there for me, offer advice and giving me encouragement. My theme is #Stay Strong and it can mean to stay strong in our membership goals, in our philanthropic work, relationships, educationals, scholarships and supporting our sister states in MARC. We are going to stay strong together because we are ESA and together we can build MARC and ESA. A quote from Napoleon Hill "Strength and growth will only come from continuous effort and struggles". We will struggle with our membership, philanthropic work and scholarships but I have no doubt we can do this because we are ESA.

Angie Butenschoen, 2016 – 2017 MARC President conducted the Pledge Ceremony for Anna Marie Mitchell from Michigan. Sandy Alexander, IC President conducted the Jewel Pin Ceremony for Lynn Thiebault from Minnesota.

Charlotte Carloni, Executive Director gave the ESA Headquarters Message. My first visit to Detroit and Michigan was last summer. I love how proud Michigan members are of their state and Detroit. There are some similarities between Detroit and ESA. Between the 1900s and 1930s, Detroit's population grew from 650,000 to 1.5 million people. In the 1920s and 1930s there was a massive construction boom with skyscrapers, hotels and transportation gateway as well as the huge entertainment industry. From 1945 to 1970 this city was thriving. Some of the country's richest people lived here. With the auto industry, people were moving to Detroit looking for high paying jobs. Chrysler and Ford were really driving the city. At the end of 1970 saw a decline in population. The gas prices rose, German and Japanese auto makers caused competition in the auto industry. Companies started moving out to less expensive cities and states. Today Detroit is at a turning point again for growth. Once again there are jobs and industries moving in. People are excited to rebuild this city.

ESA was founded in 1929 in Texas. In the 1950s and 1960s ESA was thriving. We had 40,000 members, 25 staff members at HQ and each IC convention had 1200 ESA members attending. In the 1970s additional women's organizations were created and there was competition on where to spend volunteer hours and charity money. There was a great shift in the lives of women, work and their family's activities. With this shift in family dynamics, ESA membership started to decline. We have many challenges but also a new set of opportunities to increase membership. ESA is still home to 1,000s of people. While looking through past Jonquils, history shows that past ESA fundraisers and projects still included raffles, auctions, gala and scholarship. That is what we are trying to do with the inspiration library, create your own events to control the agenda and information going out to your community. It is at your own ESA events where you are getting your new members. The revitalization of ESA starts with talking to your communities and refer to yourself as an Epsilon Sigma Alpha so that people can tie you to a national organization. Pledge your legacy members and get your younger members involved. They are the next generation of ESA members. Next summer, HQ will have a "Young Elite Retreat" for any ESA member under 35 in Estes Park, CO. It will be a weekend of hiking and exploring parks, networking, and adult beverages and lots of fun. We want to keep our

younger members and reconnect our college members with ESA. ESA is a living, breathing ever changing organization. What has not changed is dedicating your lives to doing good things in your community. Every person at this conference has a passion for ESA. Charlotte has the privilege of traveling all over the United States to talk with existing ESA members as well as college chapters, the next generation of ESA. I would like to thank you for allowing me to attend. I love coming to MARC, you always make me feel so welcome. I want to thank Pat Ludwig and LeAnn Wray for a wonderful convention, Angie for a fantastic year and Celeste I know you can do anything. See you in South Dakota next year.

Celeste passed out her Elected and Appointed Officer lists. The reception for the 2017 – 2018 Executive Board was held in the Atrium.

Angie, MARC wants to thank you for your year of “Bring It On”. Celeste, MARC looks forward to your year of “#staystrong”.

Respectfully Submitted,
Debbie Vercellono
Recording Secretary