

The American Schools of Oriental Research  
Finance & Executive Committees Meeting  
February 7, 2003 - Washington, DC  
Minutes

PRESENT: P.E. MacAllister, Chairman, Larry Geraty, President, Douglas Clark, CAMP, Larry Herr, COP, Martha Joukowsky, Vice President, Edward Lugenbeal, Treasurer, David Rosenstein, B.W. Ruffner, Dick Scheuer, Life Trustee, Joe Seger, James F. Strange, Secretary, Holly Andrews, Assistant Director, Billie Jean Collins, Publications, and Rudolph Dornemann, Executive Director

ABSENT: Austin Ritterspach, Nan Frederick, Ed Gilbert, and David McCreery

VISITOR: Jim Erickson, Development Consultant to Larry Geraty

CTO – 1:00pm

1. **Development/Fundraising:** A Development committee report was distributed prior to the meeting.

Dr. Jim Erickson, development consultant from California and friend of President Geraty, joined the Executive Committee meeting to give his assessment of the current situation of ASOR in relation to development and fundraising and to report on the areas that need immediate attention in his view. Jim had attended the Development Committee meeting earlier in the day.

First, Dr. Erickson stressed the importance of a strong Board of Trustees and how important its role is in development and fundraising. Each Board member needs to make a personal contribution and act as a role model for other contributors. Board members also open doors for the organization and build the prospect pool. Jim strongly noted that “ASOR in notro io

People want his or her colleagues to respect them  
People desire the prestige a gift will achieve for them

Jim stressed the importance of honoring major givers; they should be thanked and recognized, publicly when possible, at every opportunity.

He pointed out that the Executive Director who succeeds Rudy Dornemann has to be a manager/fundraiser. The trend today is to employ a CEO type individual as the manager/ED of non-profit organizations like ASOR. ASOR should check candidates for their vision in fundraising. Fundraising and management must be the primary qualifications; academic background is secondary in this position.

At this point Jim opened the floor for discussion on Board building and other topics.

Q: Is there an expectation that a Trustee should make an annual gift at some level?

A: Yes, and the greater percent of the Board that can contribute the better.

Q: Is there a formula for an organization like ASOR, what part should be Board, what percent from foundations, etc.?

A: No, there is no formula. For most organizations at the university level, the board generates most of the funds. If you get a fund raising consultant, he or she may help, but not solve the fund-raising campaign.

Q: Does it make sense to do some research on who in their youth did various things and prepare some literature to go to these people that might elicit a willingness to contribute and be active?

A: Yes, you want to capitalize on those who have worked.

is lodged in the full Board. Suggestion: The way we do business requires reorganization. If we are to grow, fund-raising is a priority.

Comment by Joe Seger: The Executive Committee is in the by-laws. We are here legally. The

Evaluati

3. **Development Committee:** No report, though Larry Geraty says there was one recommendation that we conclude the Torch Campaign given the volatile economic climate.

RESOLVED, that the Torch Campaign be concluded on June 30, 2003, as originally scheduled, but that ASOR continue the aggressive fund raising efforts, including seeking multi-year pledges and building the endowment. Moved by Joe Seger, Seconded. PASSED UNANIMOUSLY.

4. **CAP—DISTRIBUTED REPORT ACCEPTED.**

5. **CAMP Report** distributed: Douglas Clark points out the forthcoming Annual Meetings are in Atlanta, San Antonio, Philadelphia, and Washington, D.C.

We need to change our conference and travel provider. We have extended the contract with Julene Miller one more year. Now we recommend expanding the contract to 2006.

RESOLVED, that ASOR extends its agreement with Julene Miller and Academy International Travel Services, Inc. to include the Annual Meeting in Philadelphia in November 2005 and the Annual Meeting in Washington, D.C. 2006. PASSED UNANIMOUSLY.

Doug will bring an updated report to the Executive Committee in May on PR for the fall Annual Meeting. There will be a Teachers' Workshop the weekend before the Annual Meeting. The Friday evening program will be tied to fundraising. The Lecture Series is an opportunity to expand the membership of ASOR and should feature literature to persuade lay people to join. We have purchased the BAS mailing list for Georgia and will use it to our advantage.

6. **COP**, Larry Herr. Publications continue to make money except at the Annual Meeting. Can this part of the Annual Meeting be billed to CAMP? Doug commented on how we should understand this question. There will be a recommendation eventually.

BJ Collins adds that NEA is now more behind, but only as much as we had been by the end of 2003. She thinks we will get two issues out this year. Ted Lewis does not wish to renew his contract (His stipend ended Dec 31, 2002) until he gets these out that he is working on. He is completing issues of NEA, and then will decide whether to continue. JCS 54 is in production. BASOR has no problems. There is some demand for electronic forms of book reviews, as authors wish to post them on their web sites as PDF files. Rudy Dornemann has extracted the data from our previous data services provider. This week iMIS is undergoing set-up, then Chris and BJ will undergo training so that iMIS can be used to generate reports. The Travel Tours were promoted via mail-out, by web site, and by ad in NEA. There was a question whether there was any movement to Publish on Demand. Yes, but it is not well matched to ASOR's needs right now, especially in terms of cover quality. There was a question about giving out PDF files. Larry Geraty said that it is a question of giving permission to authors of reviews to post their own PDF versions of their reviews on their own web pages. The permission would require a copyright statement on the PDF file. COP is voting on this. The Board seemed to feel that the Committee on Publications should approve policy statements. Rudy suggested that COP run the policy past our Counsel

7. **Personnel:** Nan is absent because of her husband's recent death. Larry Geraty suggested a letter of condolence to her. The idea was accepted by consensus. The Policies and Procedures Manual is done. The advertisement for Executive Director is now out. There are no formal applications yet. No Board members have made a nomination. The ad appeared in the ASOR-List, but another list picked it up.

8. **Executive Director's report,** Rudy Dornemann: Rudy has spent considerable time on the audit. He represented ASOR at the funeral of Nan Frederick's husband. We have notification of gifts from two estates. One gift is \$1,000 and the other \$25k. Rudy notes that we have no real policy about receiving gifts of these types. Jim Eriksson had pointed out that it is important to credit donors in an appropriate venue. Rudy suggested that these supply a fund to generate money for an ASOR named fellowship. There was a suggestion that there be an operating reserve to provide a cushion.

RESOLVED that the \$26k in bequests mentioned above be deposited as a quasi-endowment account, if there is no need for them before the end of the fiscal year, they then be put in a permanent endowment. Larry Geraty moves, seconded by Martha Joukowsky. PASSED UNANIMOUSLY.

Rudy mentioned that David Graf is in Saudi Arabia on sabbatical and is trying to get someone to help him in March to feel out what ASOR can do in Saudi Arabia. Larry Geraty, David McCreery, Rudy Dornemann, BW Ruffner, and Gough Thompson may go. Announcements are out for the Boston Meeting in May. One of the committees that we have had and which Rudy thinks we should continue is the Committee on Institutional Membership with Joe Seger as Chair.

Larry Geraty appointed Joe Seger to the chairmanship of the Committee on Institutional Membership.

Larry Geraty suggested that we have four Executive Committee meetings a year now, and this may be better reduced to three, eliminating the February meeting. PE reinforced the suggestion, considering that we consider strategic planning, development, and issues of that like. Discussion of the Executive Committee meetings resulted in the following suggestions: We might have a meeting devoted to major issues. We could have a retreat at the Feb meeting. We might approach the budget in a more proactive manner. On the other hand, we may not be sufficiently compartmentalized to be able to do that. Larry Geraty wonders if there is a value to relating our meeting to CAORC or other groups. Joe Seger points out that some Trustees and Executive Committee members will be at CAORC anyway.

9. **Old Business:** Billie Jean asks whether we are on board for \$5k with the Font Foundation. ASOR has joined this foundation.

10. P.E. MacAllister adjourned the meeting at 4:08 PM.

Respectfully Submitted,

James F. Strange, Secretary