

Berkeley-Haas Alumni Network, Silicon Valley Chapter

Board of Directors Meeting

Wednesday, March 16, 2016 (Fiscal year 2016)

6:30pm–7:30pm PST

Dial In: 1-866-740-1260

Access Code: 5763832

Board

- Victor Adint – Co-President
- Abha Bhagat – Co-President
- Karen Wolff – Treasurer
- Open – Secretary
- VP-Marketing Ilyse Pender
- Aaron Kelly
- Anthony Ching
- Beidi Zheng
- Cynthia Harris
- Gwyn Jones
- Hari Young
- JT Klepp
- Kevin Lau
- Kevin Tang
- Jenny Huang
- Kristen Lee
- Lisa Lum
- Senthil Arthanari
- Vivienne Hsu

Event Committee

- Anil Lalwani
- Iona Da Costa
- Lily Feng
- Sarabjeet Chugh
- Vishal Bhargava
- David Hansen

Total Attendees: 9

Call To Order & Parliamentary Actions

- Venue: Conference call
- Last month's meeting minutes approved
- Treasurer's report update presented

Treasurer's Report

- \$xxx in accounts; expenses from the poker event were \$xxx + cost of jacket

Agenda Items

- Update on past events
- Future event discussion
- Poll for Secretary position

Update on Past Events

- February Happy Hour
 - Happy Hour: Very good turnout for the February happy hour; 21 people registered for the March happy hour
 - Second Harvest Food Bank: Event was sold out on Eventbrite prior to the event. However only 5 people showed up on the day of the event. Several people asked if they could bring their kids (age limit for kids is 14 and older)
 - Follow-up: If we want to do something during the holidays, we will need to book well in advance of the target date. Kristen to take the lead in planning something between Thanksgiving and Christmas.
 - Other formats including kid friendly events: Other ideas include Soup Kitchen and RAFT (need to confirm if there is an age limit for RAFT) that could be family friendly. Please reach out to Kristen if you have any ideas

Future Event Discussion

- Energy Event on April 21
 - Ilyse to follow-up with Hari to promote event on Facebook
 - As of March 16, 7 people had registered for the event
- Real Estate Event
 - Confirm with Prof. Nancy Wallace if she is available on May 19
 - Confirm if we can host the event at WSGR
- TED Talk format with Sini
 - Sini only wants Berkeley-Haas Alums at the event
 - Kristen looking into the Plug and Play site as a possible venue
 - Potential dates for the event are 1st week of May or June

- VC Event
 - Vishal is the lead for the VC event; Vic to support
 - Event is in initial stages of planning, goal is to have some big name VCs speak on the panel
 - Kevin Deeble and Noah Doyle (past speakers) to be invited
 - Anthony can help connect to some VCs
 - Kleiner Perkins – Vishal to connect with Vivienne before reaching out to Kleiner Perkins

- Veterans Event
 - Gwyn has put together a panel of successful veterans
 - Venue has almost been identified
 - Good response from several companies
 - Format of event:
 - Event will be from 8am to 4pm. The morning will feature a talk by an executive coach who will focus on resumes, marketing. Berkeley-Haas alumni will be on hand to help veterans implement some of the suggestions on their resumes, as well as the option to practice interviewing skills. Other events include a panel discussion with successful veterans and a career networking fair

**BERKELEY-HAAS ALUMNI NETWORK (B-HAN)
EAST BAY CHAPTER
MINUTES of the B-HAN EAST BAY CHAPTER BOARD MEETING**

January 9, 2017
6:30 PM – 8:30 PM
Europa Restaurant, Orinda

6:30 pm Welcome & self-introductions Kathleen Charles, Co-President

The following Board Members attended:
In person or via phone

1. Steve Terusaki	7. Dean Suzuki
2. Steve Wood	8. Frank Rockwood
3. Jon Moreno	9. Anne Chambers
4. Kathleen Charles	10. Aziz Khatri
5. Pam Roberts	11. Peter McIntyre
6. Bruce Meibos	12. Dave Sherman

Other board members who were unable to attend:

13. Brandon Pae	29. George Reitter	46. Greg Overholtzer
14. Jeff Green	30. Sandra Stumbaugh	47. Suresh Bhat
15. David Tjen	31. Cheryl Hayes	48. William Wang
16. Keith Tsang	32. Mikhail Shneyder	49. Orion Parrott
17. Adam Richey	33. Marcus Catlett	50. Deborah Lau
18. Lucky Sandhu	34. Viral Mehta	51. Derek Norris
19. Cho Tang	35. Jeff Samuels	52. Filip Nowak
20. Kim Helgans	36. Suva Sharma	53. Lindy Vejar
21. Frank Dickerson	37. Tom Kim	54. Kevin Bunarjo
22. Amity Balbutin-Burnham	38. Stefano Paoletti	55. Michael Dunn
23. Jane Pan	39. Jack Duan	56. Monique Baylocq
24. Ed Macias	40. Judy Huang	57. Doug Rhode
25. David Lau	41. Felix Miranda	58. Susan Rockwood
26. Joseph Simeons	42. Johnny Yoon	
27. Loren Kinczel	43. Michelle Durand	
28. Hiram Moy	44. Steve Hosemann	
	45. Marina Gracias	

QUORUM

A quorum *was* present with **(12)** Voting Board Members attending -- The list of “active” board members now *totals* fifty-eight **(58)** and a quorum is established *with 5 board* members in attendance.

Next Board Meeting Dates:

February 13, 2017 March 13, 2017 April 10, 2017

Treasurer’s Report

EBHAN Thru 10/06/16 Per Online Statement:

Opening balance: **\$xxx.xx**

Income: \$ xxx.xx (Various events)

Expenses: \$ xxx.xx (Board mtg. food; food & drinks @ various events, bank fees)

Ending balance: **\$xxx.xx**

EBHAN Thru 01/06/17 Per Online Statement:

Opening balance: \$ xxx.xx

Income: \$ xxx.xx (Income from various events)

Expenses \$ xxx.xx (Board mtg. food, food & drinks @ various events, Bank fees)

Ending balance: \$ xxx.xx

EBHAN Pro-Forma (Thru 01/06/17):

Opening balance: \$ xxx.xx

Income: \$ 0.00 (No Events)

Expenses: \$ 0.00 (No expenses)

Ending balance: \$ xxx.xx (Estimated)

Recap of Action Items Discussed

Strategic Plan Updates:

- ❖ Steve Wood summarized a President's strategy meeting with Tenny Frost and Sarah Hernandez. EBHAN initially had concerns about not getting enough attendance at events, and whether the marketing could be improved. There was a good dialogue about goals, and it was noted that the Alumni Office handles the larger events while the chapters organize smaller events. Events were organized by type: Professional Development, Recreation, Networking, Industry Leadership, Volunteering and Promotional (eg Scott Morrisson and Susan Bernstein). The question is what industries should be represented for the events, and creating a planning document for events. They also discussed alliance events and collaboration with other chapters, and schools. Another topic is what criteria for board health might look like. Next steps are to come up with a framework for planning events, to keep up the diversity of events. **No updates this month.**
- ❖ **Strategic Plan/Verticals Updates:**
 - ❖ **Social Media/Website** (Steve Wood)
John reported that they are setting up Google Analytics to research how links are promoted for tracking. They are encouraging active use of the Facebook page and they created a social media calendar.
 - ❖ **Finance** (Steve Hosemann, Dean Suzuki, Bruce Meibos)
Bruce reported on talking with Nick Shea who works in Investment management with a background in socially responsible investing. The board discussed an event with Nick and perhaps one or two students involved in SR investing. Next step is a call between Bruce, Dave Sherman and Nick on possible options. Bruce will write up some ideas and touch base next month.
 - ❖ **Career Development** (Steve Terusaki, Suva Sharma)
Lara Klein identified 3 dates in February for a networking event to be held at Wendell Rosen; Steve T. needs to check on their schedule to finalize the event date.
 - ❖ **Business & Social Impact (Dave Sherman):**
Dave reported on a possible event at Revolution Foods, but it would only handle 25 attendees. He will work with them on March dates, to be held in Oakland.
 - ❖ **Healthcare** (Monique Baylocq) – This is on hold till 2017 – and we might want to think about focusing on a few verticals each year. **No updates this month.**
 - ❖ **Real Estate** (Aziz Khadri)

Aziz has arranged a tour of the new Uber building, to begin at 3:30pm. The board discussed whether a weekday or weekend was preferred and the decision was to get feedback via Facebook. There will be networking at a construction company nearby, tarketng the 2nd half of March.

❖ **Energy (Steve Wood)**

-Steve Wood suggests another Energy event in the spring, a dinner in Walnut Creek. The David Vogel originally scheduled for November will be rescheduled to February or March. **No updates this month.**

Brainstorm new events for 2015-2016

❖ **Dinner with professor or industry leader** – Real Estate

See above – currently planning a larger event because professor Palmer would like more attendees than a dinner could accomodate – but could have a dinner at a future event. **No updates this month**

❖ **Beyond Yourself**

Bruce invited a representative from the East Bay College fund to talk about their volunteer opportunities. The fund provides college scholarships to Oakland students and also a mentor to support them throughout the four years. Mentors are to “be there” for the mentee, and provide advice. 90% of the students are first generation, and 81% have experienced violence or financial hardship.

The scholarship recipients have a high graduation rate (80%); many need help with budgeting and go to close-by schools in the UC or CSU system. The question for the board is whether board members would like to become mentors. The board discussed good next steps that could allow board members to get acquainted with the organization – one idea is to help read apps or help at Interview Day. Bruce will follow-up. **No updates this month.**

Doug said he will look into adopt a family – food bank; and we will sponsor a student again to the BERKELEY-HAAS/GALA. **No updates this month.**

Pam Roberts described a Contra Costa County social services charity targeting zero homelessness; they provide funds for first/last month’s rent for homeless individuals who have secured an apartment. Case managers decide which people receive the funds. Pam requested \$100 from the board, which was approved.

However, in a subsequent email exchange, Doug Rohde questioned whether the donation of this kind is outside the charter of our organization as it has nothing to do with either Berkeley-Haas or the Cal community. Several board members agreed with Doug, and it will be reviewed again at the February meeting.

❖ **Tours of East Bay Companies**

As noted in the Business and Social Impact section, Dave is working on an event at Revolution Foods. Other ideas are Cliff Bar, Tube Mogul, Pixar where we have some alums (not as likely), and the Raiders (Ron Levell is Controller). **No updates this month.**

OLD BUSINESS –

Chapter Report – summary of lessons learned – last year we experimented with different formats – finance verticals were trying to develop community around finance – it was an interesting way to approach events but did not affect attendance. We held 6 finance events, and had some where we gave back like Habitat event. We actually made \$1,000; holiday party was a money user; welcome party was a money maker. The East Bay chapter is pretty active and unique compared to other chapters and we also have people who live and work here. We submitted for Chapter of the year. Thank you to Steve Terusaki for report, Steve Wood for submitting all events, Anne Chambers for minutes, Kathleen Charles for running meetings and sending out agenda, and Doug Rhode for being Treasurer.

NEW BUSINESS

CONTINUING BUSINESS

1. **Advisory Board** – Dave brought up a suggestion to have an advisory board of senior alums to help with programs strategy, speakers and venues. Suggested members are the Goldman Sachs director who hosted past wine-tasting/sports events, Mike Williams ex-BGI executive and Rick Kronk. **No updates this month.**

2. **Standard Event Logistics Doc** – Dean discussed having a standard logistics document for use for events. Kathleen will keep track of equipment and board skills such as creating nametags, running a projector and photography plus Eventbrite set up. **No updates this month.**
3. **Permanent Name Tags** for Board Members---Orion Parrot is working to facilitate name tags. **No Updates this month.**
4. **Student Discounts** – Alumni Relations has asked about providing student discounts to events. After discussion, it was agreed that \$20 might be a limit for a student charge, and that the discounts would be targeted for larger events, where students can benefit from networking; the student attendance would be capped. Another idea is to partner on events with the student clubs, such as the Wine Club. **No updates this month.**

Past activities tracked for continuity:

- **Postcard mailing** – The alumni office will do a mailing once per fiscal year so long as the board provides content. Steve T. brought some examples, and one idea was to invite people to an event within a close geographic area. No conclusion was reached on whether we would want to use this benefit.
- **Programs Subcommittee**
- **Marketing Survey**
- **New Organization Structure** – Steve Wood has been updating EventBrite and will continue to do so, and will take on the reporting/event feedback to the Alumni Office. Event feedback forms will be filed in the Google Drive.
- **Past Organization Discussion Included for Continuity:** Co-presidents met to discuss how to move forward. The conclusion was to pick 3 areas as pilots to understand alumni and potential programs, and to plan programs that promote alumni engagement. Another issue is the marketing capability to focus the outreach and the administration of the programs (with less reliance on the co-presidents). After much discussion, it was decided that the three areas are:
 - Healthcare – Monique, Jason and the Rockwoods are interested in that topic area.
 - Finance – Dean, Kathleen, Steve Hosemann, Anne and George Reitter will meet to figure out areas of focus for constituencies.
 - Business and Social Impact- Dave is interested in spearheading this area.

Also, there was a lot of interest expressed by students in helping with social media, but the team needs leadership. Tom and Felix will co-lead along with Steve Wood. The website hasn't been updated in a year, and a working knowledge of Wordpress is needed to do it. David Tjen can help guide Tom and Felix in terms of how to update the site.

At the Aug 11, 2014 Meeting, Dave asked that board members consider joining a team based on their interest, and board members in attendance indicated the following interests:

- **Monique** – healthcare vertical
- **Derek** – social/networking events
- **Jason** – cross-border business communication, especially China
- **Steve Wood** – wants to mentor and share his experiences, volunteer opportunities including non-profit boards
- **Steve T** – encore careers
- **Tom Kim** – social media marketing, grad map and LinkedIn
- **Frank and Susan Rockwood** – healthcare and lifelong learning (extending some of the classes they previously provided)
- **Suva** –tech sector
- **Felix** –Social media, recruit and engage recent alums and data management
- **Dave** – sustainable business/social entrepreneurship and offering opportunities for older Alums to discover and connect to their passions

COMPLETED EVENTS

NEAR TERM – UPCOMING EVENTS

1. **How the Golden State Became Green** – to be rescheduled for late February. Professor David Vogel will speak at the Wendell Rosen offices. Steve Wood, Kathleen Charles.
2. **EB Han Board Holiday Party** – January 15 After some discussion, this was rescheduled to January 15 when more people can attend. Kathleen Charles will host with help from Anne Chambers for the invite and logistics planning.

MORE EVENTS FOR 2017

1. **Hamilton** – Mikhail Schneyder is interested in organizing attendance for “Hamilton” in the Winter, although it’s not clear they will do group sales. If they won’t (because it is so popular), another show will be picked. Steve Wood and Kathleen will partner with him. Suggested a Sunday Matinee perhaps, with networking. **No updates this month.**
2. **Cooking Event** – Frank reported that there were too few signups for the targeted timeframe, although an April/May date may work. There was some discussion about changing the date to see if it garners more sign-ups.
3. **SF MOMA Tour** – Frank, Susan and Lindy will research options for a tour of the new museum. Kathleen mentioned this should be scheduled after June.
4. **Marine Mammal Center Visit** – Lindy will research this as a family event opportunity. **No updates this month**
5. **Oakland Zoo Clean-up** – We did not do this in August; will look at for next year. **No updates this month**
6. **New Berkeley Art Museum BAMPFA** – there have been good reviews of the new museum, and it was suggested as an event; there’s a cafe for networking or other close-by restaurants. No volunteers yet to drive this event. **No updates this month.**
7. **BioTech Event** – Dave will reach out to Lindy regarding an idea for the event.
8. **Faction Brewery Tour and Tasting** – Derek reported that he has been very busy, but is still interested in this event and will check out places. Steve T suggested Hopsy Brewery; one question is whether we should do a walking tour of 2-3 places? Orion as a younger alum may have some ideas. **No updates this month.** Derek
9. **Treasure Island Bike Ride** – Frank Rockwood reported that riders can get to Treasure Island, and there’s a shuttle. He will pick a date in the Spring, after rainy season. **No updates this month**
10. **Energy Event** – Steven wood suggests another event on the topic of energy, a dinner in Walnut Creek.
11. **New SF MOMA** – Frank suggested an event to visit the new museum; Kathleen will call on it, and is targeting a winter event. **No updates this month.**
12. **Leshner Center Event** – Kathleen reported that the Center has a big variety of options – possibly a musical? It’s unclear where a group could gather for food, but there are quite a few local restaurants close by. We would target 50% off the normal ticket prices and hold an event on a Sunday. Kathleen to report back at the next meeting with more specifics. **No updates this month.**
13. **Path-Bending Products Panel** – Dave Sherman reported on discussions with the new Social Entrepreneurship contact at Berkeley-Haas; likely timing is next Spring. They would like to do a panel and joint venture with students on campus. The idea is to get alumni there. **No updates this month.**
14. **Local CEO’s with Berkeley-Haas Connections** – David will contact Tenny Frost to get a list of local company CEOs for future events. David Sherman. **No updates this month**
15. **“Next Door” Event** – Frank Rockwood noted that a senior exec at the “Next Door” website is a Berkeley-Haas Alum, and he suggested we do an event there, similar to last year’s “Nerd Wallet” event. Orion will follow-up with the contact. **No updates this month.**
16. **Richmond Victory Ship Tour** – there was some discussion about having an event to tour the Victory Ship docked in Richmond, and go to a restaurant in the Ford Building close by. The Rosie the Riveter museum is in the same area and is another draw. Kathleen will do some further research on this, perhaps a Rosie the Riveter tour in the Spring. **No updates to report.**
17. **Oil Prices and the Geopolitical Impact** – Steve Wood previously reported that his Chevron contact is being transferred to London very soon, so he doesn’t think he has an “in” to secure any space at the San Ramon headquarters. In a new development, Steve did have an informal coffee meeting in Berkeley with Andy Campbell, Executive Director of the Energy Institute at Berkeley-Haas on June 2, initiated by Sarah Hernandez. Andy is looking for opportunities to connect with Berkeley-Haas alumni with energy connections. Steve will follow up on possible speakers/events. Catherine Wolfram was suggested as a possible speaker by the group. **No updates to report.**

18. *Sporting Event with Sunny Dykes* – Greg Overholtzer would like to do another sporting event, similar in format to past programs, featuring Sonny Dykes. Kathleen with follow-up on finding a helper from the board. **No updates this month.**
19. *Ocho Chocolatier Tour* – Steve Terusaki noticed in the latest BerkeleyHaas magazine that the CEO, Scott Kucirek, Berkeley-Haas '99, has offered to host tours; Dave Sherman will look into this opportunity. Scott T. is also cofounder of ZipRealty; and his partner has the 365 brand at Whole Foods. **No updates this month.**

Recap of Events, FY 2014-2015

August 2014

- Oakland Zoo Clean-up – August 23
- Student Welcome Party – August 27

September 2014

- Book Launch “Flourishing Enterprise” – September 10
- Newark Daze Celebration 4K Fun Run – September 20
- “Motown” the musical – September 25
- Tilden bike ride – September 28

March 2015

- Career Development Series – March 12
- Effective Communications Part I with Cort Worthington – April 7

May 2015

- Effective Communications Part II...Giving Presentations Using Improvisations with Dan Kimble – May 5
- Iron Horse Trail Bike Ride – May 16

June 2015

- Effective Communications Part III...Persuading Others Using Debate Techniques with Sam Haley-Hill –June 3

Recap of Events, FY 2015-2016

August 2015

- Welcome Party – Aug 27

September 2015

- NerdWallet - Sept 17
- Phantom of the Opera - Sept 24

October 2015

- Tesla Factory Tour - Oct 6
- Mid-Career Alumni Event – Oct 14
- Finance Vertical Event:Bill Rindfuss – Oct 22

November 2015

- Ted Kuh Finance Vertical Event – Nov 19

January 2016

- Paul Rice/Fair Trade USA – Jan 27

February 2016

- Habitat for Humanity – Feb 6
- Cal Bears Hoops Party and Basketball Game – Feb 13

March 2016

- Habitat for Humanity – Mar 5
- Scott Morrison Book Reading – March 13
- Can Green Technology Beat Cheap Oil? – March 31

April 2016

- Conflict Shift Workshop – April 18
- Contemplating a New Career Direction: Pivot with Passion – April 21
- Standing on the Bridge Between Marketing and Finance – April 28

June 2016

- The Other “F” Word – June 9

Recap of Events, FY 2016-2017

August 2016

-- Welcome Party – Aug 25

September 2016

-- 4K Run for Fun – Sept 17

October 2016

-- Storytelling – Oct 11

-- Social Media for Beginners – Oct 30

APPENDIX – RECAP OF JULY 20, 2013 STRATEGIC OFFSITE

EBHAN Strengths to Leverage

- Collaborative
- Resources to leverage
- Organizational skills and delivery capability
- Beyond yourself selflessness
- Leadership
- Management talent
- Contacts
- Development
- Inclusive
- Promote boost school
- Size
- Location

5 year vision

- Engaged and responsive alumni base
- Board organized in committees around defining principles
- Ethic of beyond yourself
- Leverage place
- Segmented in events and programs to meet diverse needs
 - Annual signature event (silent auction with \$\$ to school, mentoring students)
 - Affinity group driven – more different events and event series i.e. sustainability and entrepreneurship
 - Affinity on-campus and off – Leverage resources-easily tap into expertise databases (e.g. LinkedIn)
 - Engage many more alums (e.g. 50%)
 - Alumni driven programming (survey and more targeted emails)
- Clearly articulated vision and mission that we're executing on

2-yr vision

- We know our alumni (donors, jobs/industries, year graduated; conduct a survey)
- Dean Lyons to raise awareness in SF Bay area
- Segmented events
 - Track attendance and analyze what is successful
 - Increase active involvement
 - ID volunteer/mentoring opportunities
 - More events and event series
 - Signature event
- Board structure beyond/within board\
 - Enable affinity groups
 - Structure for board
- Leverage existing social media and create EBHAN blog by topic areas

Action Items:

1) Board organization changes - Dave

- Look at ways to get broader involvement, use the meetings in a more strategic way, and better include people who cannot physically make the board meetings; consider teleconference in meetings, consider alternative locations such as alumni relations
- Consider how best to cover the following functions
 - Marketing,
 - Strategic planning
 - Program areas (beyond yourself, students always, and social/affinity groups)

- Even execution

2) Marketing Initiatives

* Sandra

- Jane

- Begin by understanding the data and information that Alumni relations already has
- Conduct survey (10 Min max)
 - objective - How to get alums more engaged in the EB network
 - Deliverable: Actionable steps to take regarding programs, events they are interested in
 - Method Quant online and Qualitative phone interviews
 - Potential question areas (demos, current activities, prospective events, media, how to stay connected, donations, willingness and resources to provide, location (work vs. home
 - Hurdles to participation
 - Depth of current participation
 - Affinity group
 - How first became involved
- Next steps
 - Connect with Alum relations
 - Talk to director of development
 - Draft game plan
 - Data mine

3) Events / Programs (Student Always, Beyond Yourself ...)

* Mikhail

- Ann

- Sandra

- Jamie

- Objective to create integrated program areas such as (Beyond yourself) that can provide more impact and appeal.
- Partly depends upon the results of the marketing survey and partly upon our creativity
- A lot of energy around beyond yourself initiatives that leverage the skill sets of Berkeley-Haas Alums

4) Communication with Dean Lyons & Alumni Relations

* Jack

- Dave

- Dean

- Monique

- Overall objective is to create more visibility and presence in the SF Bay Area so that Alums are seeing Berkeley-Haas in the media
- Ideas include
 - Path-bending Leadership theme in the bay area- perhaps an event for Alums and the general business community
 - Focus on Bay Area Alums and especially but not limited to East Bay
 - Understand what is currently being done with media
 - Reach out to Ute Frey

The link to download the 17-page PDF for our flip boards (40MB):

<https://www.dropbox.com/s/i6gbvple396uuho/EBHAN%20Strategy%20Meeting%202013-07-20.pdf>