

Lowell Alumni Association  
Minutes of the Thursday, Sept. 12, 2013  
Board of Directors Meeting  
Main Library

**Call To Order**

**James Rosenthal**, substitute for **Lisa Clay, President**, called the meeting to order at 7:03 p.m.

**Approval of Minutes**

A motion was made by **Leon Blum** to approve the minutes of the May 2, 2013 meeting and seconded by **Bruce Spiegelman**.

**Treasurer's Report**

**King Lip** presented highlights of the LAA investment portfolio. As of June 30, 2013, investments were 70% in equities and 30% in bonds. The portfolio was re-balanced to meet the target of 65% equities and 35% bonds. The current portfolio is yielding a 6% real return with our benchmark being the S&P 500 which is up 8%. The international stock is up 10% but still lagging, showing more stability and improvement in Europe. The American Funds lagged in 2010, 2011, 2013 due to increased management fees and "money being placed to work". In 2012, the portfolio was \$2.84 million, gaining \$308K.

*Market Outlook* – The 10 yr Treasury rate is approx. 2.95 today, which is less than in 2008, 2009. The economy seems to be improving but it is unclear why rates are lower when they should be higher. The Feds will meet next week to discuss bond tapering.

**King Lip** reviewed the handouts showing the Fed funds rate at 1%. In 2004-2007, the rate rose 1%-5.25% with a market gain of 31%. This indicates a stronger economy, good for everyone and savers. Rates are not going up higher due to higher inflation but **King Lip** still feels bullish on the market. **Leon Blum** expressed the same conclusion. **Jim Rosenthal** states our portfolio is in the "black" with significant increase from 6/30/13. **Bruce Spiegelman** inquired about the reserve. **Terry Abad** explained that the vast increase is from endowments, which are up but the monies are not available for general purposes. Our fiscal year starts 7/1/13-6/30/14, the net income is positive with \$85K to spare. We would still be even for the year due to increases in the general fund investment with \$800K market value. Our balance sheet 6/2013 is up \$135K in excess funds to over our obligations as long as the market is stable. We rebalanced our portfolio, which is 5% deviation to decrease our exposure. We need to achieve a 7% spending.

**Jim Rosenthal** acknowledged that our surplus is due to equities and that we are better than breaking even. **Terry Abad** states we are \$50K above at the start of the year due to market gains but should not build up a huge cushion. **Bruce Spiegleman** state the portfolio is conservatively balanced and **Joe**

**Ehrman** asked about the Schwab account. **Terry Abad** explained there is only \$6K in the Schwab and it hasn't yet been placed into our savings acct. A motion was made by **Joe Ehrman** to accept the Treasurer's report and seconded by **Irving Zaretsky**. The motion passed by voice vote without objection.

**Terry Abad** reported that sometimes we get large gifts and the Quarterly report will show summation of the gifts under the "Designated Gift Report".

### Executive Director's Report

**Terry Abad** reported that **Dee Dee Walsler**, a Southern Calif. Lowell Alumna passed away and he will send information from the memorial. **Helen Wax** told everyone how much **Dee Dee Walsler** contributed to the Southern California chapter with fund meetings at her home and assisting on committees. She will be greatly missed. **Terry Abad** reported on retirements at the school: **Cynthia Mitchell**, secretary for 20 yrs.; **Mr. Splelicy**, Social Science teacher; and **Mr. Shapiro**, Science teacher. Security guard since the 1970's, **Ron Hodges**, has retired. **Michael Yi**, asst. principal, is on sabbatical and his replacement is Dr. Woo.

There is currently no budget from the school district but the year looks good. **Terry Abad** states there were concerns of low 9<sup>th</sup> grader enrollment but the class turns out to be "too big" giving the school \$150K extra but classes are overcrowded. **Principal, Mr. Ishibashi**, provided 1-2 extra sessions for biology. First year Latin class has an enrollment of 42 students and orchestra has 70 students. Total Lowell student body enrollment is >2700, the 2<sup>nd</sup> highest in 10-12 yrs. Range is 2260-2720. More AP exams were given in 2013, increasing funding to \$140K. The LAA will not be asked this year for extra funding to support staffing so the money can be used for projects. **Roberta Bleiweiss** inquired about NAPA extra monies. **Terry Abad** stated he will inquire about it at the next Site Council meeting.

### President's Report

**Jim Rosenthal** announced that the Hebrew program is fully funded for the next 2 yrs from donations given by Lowell alum. The LAA gave \$5K for the program. **Roberta Bleiweiss** reports that the Jewish bulletin had an article that someone had "stepped up" to avoid the loss of the program. **Jim Rosenthal** reported that the Executive Committee approved a web design contract. The finance committee will hopefully address the audit issue at the November meeting. The budget for the next year will hopefully be addressed at November's meeting.

### Development Committee

**Jim Rosenthal** reports the LAA has achieved \$300K goal for 2012-2013 with 2K donations. \$50K was achieved over the top with appeal. This year's appeal will focus on projects rather than budget support. **Joe Ehrman** inquired if donation volumes have increased but the dollar amounts decreased. **Jim Rosenthal** indicated that it was a little lower for this year but unclear if it's due to fewer larger donations. **Terry Abad** added that the volume of donations does not equate to the number of donors. Some donors give multiple donations. This year, there was better follow-up for donations. Usually, the

2<sup>nd</sup> donations are less in amounts than the 1<sup>st</sup> donations. Sometimes, the 2<sup>nd</sup> donations result in more money given. The follow-up donations in May was 5% (folks who didn't donate in 11/12-12/12) and a mailing was sent out to prior donors with a "softer ask" for additional gifts which netted 15% response. There is a core group which donates to the Lowell mission. **Jim Rosenthal** remarked that donations may be attributed to the Lowell 50<sup>th</sup> Anniversary celebration which raised awareness.

The next mail launching campaign will be 10/15/13 and might be focused on teachers, what the LAA does for Lowell students and its contribution of \$2 million. This will require further discussion by the Development Committee. The 2<sup>nd</sup> mailing will be in Nov. 2013 with a 3<sup>rd</sup> mailing in the spring and a possible "softer" follow-up mailing later.

**Joe Ehrman** inquired if there should be a description and purpose of each fund as some may contribute directly to that fund. **Jim Rosenthal** indicated that could be done but **Gerri Rosen-Park** thought in the past there was a discussion to not focus on specific funds or scholarship funds. **Jim Rosenthal** stated that the LAA in the past may have preferred undesignated donations but our needs may be changing at this time and we can also designate during the campaign where is the real need is. **Terry Abad** says the on-line donation form asks of the donor to specify which fund they would like their donation to go or to where it is "most needed". **Jim Rosenthal** pointed out that we are off to a good start with the campaign due to a \$50K donation from the Robert Beale Estate.

**Old Business** – no old business

**New Business** – no new business

### **Adjournment**

**Bruce Spiegelman** motioned to adjourn the meeting which was seconded by **Joe Ehrman**.

The meeting was adjourned at 7:50 p.m.

### **Call of the Meeting**

The next board meeting will be on Thursday, **September 2, 2012, Lowell Library. TBA**

### **Attendance**

Board and Executive Directors present unless otherwise indicated. (T = Teleconferencing, E = Excused, A = Absent)

Abad, Anderson (A), Bleiweiss (T), Blum, Bower (T), Brash (A), Bratton (A), Clay (E), Ehrman, Eshoo, Genolio (A), Ishibashi (E), Kromydas (E), Lip, Lucey (E), Payton (E), Rosen-Park (T), Rosenthal, Shinbori (E), Spiegelman, Steiner (A???), Tam (E), Ugawa (T), Wax (T), Yee, Zaretsky (T)

Respectfully Submitted,

Rita Yee, Substitutue Secretary of the day, Lowell Alumni Association