

DESTINATION IMAGINATION, INC.
BOARD OF TRUSTEES MEETING
Knoxville, Tennessee
May 29, 2011

CALL to ORDER
8:34 a.m. EDT

The meeting was called to order by Chair Brownie Mitchell.

ROLL CALL

Present:

Karen Anderson, Rosemary Bognar-Pinney, Valerie Conroy, Mike Kelly, Brownie Mitchell, Susan Oclassen, Rick Rand, Pamela Schroeder, Nina Schwenk, David Thomason, Bruce Urban, Johnny Wells, Nancy Wingenbach, Eric Wolff, CEO Chuck Cadle and HR Director Maureen Donovan.

Chair Brownie Mitchell welcomed all guests to the meeting.

AGENDA

The agenda was amended to move the Liaison Reports from Johnny Wells and Rick Rand before the others due to travel needs.

Motion:

David Thomason moved to approve the agenda as amended.
Second by Eric Wolff.

Action:

Motion Passed.

APPROVAL OF MINUTES FROM MAY 18, 2011

Motion:

Karen Anderson moved to approve the minutes of May 18, 2011.
Second by Bruce Urban.

Action:

Motion Passed.

ORGANIZATIONS REPORTS

University Level, Chris Groberg

- See attached report for details
- Felt it was one of the best Global Finals for them
- 18 teams vs. 14 + 5 Extreme last year
- Lynn Macey's scheduling worked well
- Last year's request for UL housing and clubhouse were granted
- Icebreaker (50-60 kids) was successful
- Meeting (44 students with VIP sponsors) was very much appreciated by all; hope for more VIPs next year
- Disappointment that UL did not run the Performance Stage, originally a UL proposal, at Improv Fiesta
- Graduation: connected with high school seniors
- Amp it Up: new activity; needs improvement
- Annual UL Meeting went very well
- UL Recovery Party: will be receiving feedback
- Please note new website address: <http://www.diuniv.org/>

DISC – Charles Compton

- See attached report for details
- Gave almost \$8250 in scholarships to 16 students this year
- Overall quality of submissions was down
- Booth location was less than ideal
- Goal: resources on {HYPERLINK "http://diresources.wikispaces.com"} will be moved to {HYPERLINK "http://www.didisc.org"} this summer to increase awareness.
- \$13,091 raised, net just over \$10,000 for scholarships
- CEO Chuck Cadle asked why DISC kept a hefty sum in reserve. He asked DISC to consider giving automatic scholarships to the Global Finals Valedictorian and DI Scholars. Mike Kelly suggested building up the scholarship fund to eventually build it into an annuity. The Committee will consider this and report back in July.

SOCIAL MEDIA – Wayne Kurtzman

- First year we really have recognized and run social media
- On the web, we went from a replacement medium to a place where people are learning, acting, reacting and transacting in real time.
- We have been monitoring Facebook public profiles, Twitter, and YouTube for mentions of us, reacting to them and learning the seasonality of the hits.
 - Just in May on Facebook, our posts had 257,000 views, with 1322 comments in response.
 - About 90% of our audience is over 18 years of age
- Our biggest asset is that we are accessible to all in a public forum.
- CEO Chuck Cadle remarked that Wayne Kurtzman has been a real asset to the organization in getting links out to a much wider audience than possible in traditional media.

Motion: Bruce Urban moved to accept the organizational reports
Second by Eric Wolff.

Action: **Motion Passed.**

CEO REPORT CEO Chuck Cadle greeted Trustees Pamela Schroeder, Rosemary Bognar-Pinney, and Valerie Conroy, who were attending this meeting electronically, and thanked them for following us on social media.

He thanked DIAD for donating to ShelterBox, an international disaster relief charity, in behalf of the Staff.

Last season was an interesting year of much growth

- We are still a hard place with which to do business.
 - It would help to have one-stop shopping, easy and transparent, a place where a person could sign up to do the DI program with one call or one click, and where the international fees, affiliate fees and first regional or affiliate tournament information were readily available.
- We had 14% growth: 15,175 team registrations, up 1836 over prior year.
 - 11,024 Domestic team registrations (down 303 from past year)
 - Increase in International team registrations by 1517 teams
 - Increase of 602 Rising Star registrations
- Personnel: operating with six fewer employees than last year
 - Need educational researcher/curriculum-writing staff or volunteer efforts
- **Global Finals 2011:**
 - Could not have taken place without our “awesome Staff”
 - Volunteers and all were praised for doing a fantastic job
 - Very positive feedback was given by all segments
 - A record number - 1156 teams – were registered
 - Only two could not attend (one weather-related, one a visa problem)
 - NASA exhibitor in charge of education was “blown away” by what he saw
 - Eleven exhibitors
 - Robert Gibbs and UT Staff received the Diamond Award and were excellent partner hosts again.
 - Barbara Mann received the World Class Volunteer Award
 - National Dairy Council dinner topic:
 - How can their Fuel Up to Play 60 message for students be internalized into a self-regulating lifestyle
 - No one understands the steps going into dairy production and farm management
 - NDC would like help in building a workforce development strategy
 - Registration was very successful
 - Average wait was 45 minutes
 - 3M’s Explore the Uncharted exhibit
 - Over 5,000 kids participated; very successful
 - Information Technology
 - The Event Management System registered all teams, captured everyone’s emergency numbers
 - Was used for high winds/tornado warning

- FEMA endorsed our emergency broadcast system; also loved by UT

- Glassboro Office
 - Was up for sale; real estate market poor in that area
 - May put into rental opportunities to cover costs
- Fall Conference now Summer Conference to allow affiliates to start recruitment earlier with all they need.
- Open House: all are invited to attend the last Friday in July
- DI Special Projects: new strategy:
 - Only do if they directly support the DI mission, program
 - Eleven new Air Force camps
 - AEM Construction Challenge
 - Had big Las Vegas event this year
 - AEM gave us a RFP for a new project supporting the DI mission
 - Joint UT SEED (Share, Explore, Experience, Do) project was completed and was well-received
 - UT has requested a proposal for another study
 - Three-year study of DI kids suggests that they are more fit than others
 - ESF (Education, Sports, Fun) camps have asked us to develop camp instant challenges for high school students
 - Motorola has given us two grants:
 - International research
 - STEM-related mobile project for schools
 - Website upgrade is continuing to include more social media and become more user-friendly
 - Marketing/PR
 - Hired Clearview Communications
 - Picked up by AP for first time
 - New PSA targeted at advocacy to get high-level support for DII

Motion: David Thomason moved to accept the CEO Report.
Second by Mike Kelly.

Action: **Motion Passed.**

LIAISON REPORTS

Global VIP Participation – Sue Oclassen

- Many thanks to Rick Feutz, Alan Rosenbaum, and Johnny Wells, who joined Sue Oclassen and were gracious, enthusiastic and informative hosts and guides to our 32 VIPs, including sponsors, educators and interested visitors. Roger Garriock also led 15 Canadian visitors, mainly educators, during the week.
 - Our VIPs were energetic and took part in several options:
 - Film screening of “don’t tell me I can’t”
 - Special pre-Opening Ceremony reception
 - Viewing of team challenge presentations
 - Meeting with University Level students
 - Dr. Don Treffinger’s CPS Tools Workshop
 - Dr. Fritz Schwenk’s Instant Challenge Workshop
 - Dairy-sponsored VIP Dinner
 - Prop Room and campus chats with students
 - Knoxville’s Biscuit Festival
 - EXPO and shop visits
 - Leland Melvin talks
 - Graduation and other special events
 - The VIPs seemed delighted by everything they saw

- **3M – Johnny Wells**
 - Dedicated to hosting and facilitating the VIPs from 3M
 - Priority was given to discussing what 3M could do with and for the kids in DI
 - Guided the Biscuit Festival Tour

- **Official & Volunteer Participation – Rick Rand**
 - Darlene Courter and Rick Rand, with volunteers Jenee and Samantha, registered 350 Officials, including 76 in registration, sales and camps, and 274 ICMS, appraisers and other officials.
 - All were delighted to receive the surprise gift certificate to the DI store as an appreciation gift.

- **DIAD – Eric Wolff**
 - Thanks to DI Staff and BOT for Appreciation Dinner
 - Many thanks to the DI Staff for their help and planning of Global Finals.
 - Many spoke of how much Jennifer Batchelor’s efforts were appreciated.
 - The Skype visit with Pamela Schroeder was popular and she appreciated the boas worn in her honor.

- New ADs in North Dakota, New Hampshire, Michigan and Mexico, plus a new Co-AD in Wyoming were welcomed.
- **Graduation** – Nancy Wingenbach
 - Global Finals graduation was an exciting, positive and inspirational event. Approximately 180 graduates crossed the stage and included one college graduate.
 - Three DI scholars were recognized and Destination ImagiNation Scholarship Committee (DISC) awarded 19 scholarships ranging from \$250 to \$1000 to students from 10 different affiliates.
 - The program began with an invocation by Sue Oclassen. Then, Britt Dyer, DI Alumni, broke into song “Let it (little light of mine) shine” at the beginning of her talk to the graduates – very exciting presentation.
 - Ross Bishop, ValeDIctorian, Little Chute High School, challenged the graduates to transfer the DI experience to the rest of their lives – a very positive speech.
 - Chuck Cadle introduced the featured speaker, NASA Astronaut Leland Melvin, to the audience. Astronaut Melvin spoke to the graduates through stories, video and commentary. His speech was humorous and he was extremely personable – a very inspiring speaker.
 - The graduation came to a close as the graduates crossed the stage to accept their DI certificates. Brownie and I received warm hugs from several grateful graduates. A very successful event as we wished a good and strong future for the graduates as they move forward with those skills learned through the DI experience.
- **Events** – Karen Anderson
 - Cathy Adams and Diane Dignan were the amazing leads on Events occurring at Global Finals this year. They had a crew of 14 who assisted them. This is a huge task and these events really help to make Global Finals a one of kind special experience for the kids
 - The following Events were under their leadership
 - Opening Ceremonies
 - Closing Ceremonies
 - Make your Mark
 - Global Pep Rally
 - International Buddy Team Meeting
 - 3M Duct Tape Ball
 - Improv Fiesta

- DISC Family Fun night – which included Team Managers and Officials Competition 3M Exploration Challenge and Family Camp
 - High School and College Graduation
 - Amp it up!
 - Start a Team Audio Event
- **VIEW & QRP** – Bruce Urban
 - VIEW:
 - Dr. Don Treffinger reported to enthusiastic audiences; toolbox well-received
 - He explained how the information could be used in groups
 - 30,000 in DII have participated in the VIEW
 - Quality Review Panel
 - Instituted three years ago; at the end of the challenge-creation process to ensure the highest quality
 - Will meet at the Challenge Development meeting in June
 - Thanks to Andrew Whitmire for coordination of electronic meetings
- **International Teams** – Nina Schwenk
 - 75% of our web hits are domestic; 25% international (including 8-9% in countries we have no presence in)
 - The buddy team matchup was much better than last year's, even though it was not according to plan.
 - The photo shoot was much appreciated.
- **Activation Exchange** – Mike Kelly
 - The foam jumping pit was the most popular element
 - Some things were added on to extend Fuel Up to Play 60
 - Kids seemed very engaged to the presentations on nutrition
 - See attached comments from participants
 - Kids remarked that pin trading was better organized
 - Last year, CEO Chuck Cadle had been concerned that traders were clustering near doors and in congested areas and could be hurt.

- Better pin trading sites, including a large tented area, and personnel were hired to help, at a cost of approximately \$20,000, as a service.
- **Award & Contest Winners** – David Thomason
 - Diamond Award to Robert Gibbs and his UT Staff for continuing excellent and proactive support
 - World Class Volunteer Award to Barbara Mann
 - David Thomason gave personal thanks for the generosity of the BOT, Staff, DIAD and individuals who contributed after Alabama suffered tornado damage. The funds enabled teams to attend Global Finals.

Motion: Eric Wolff moved to accept the Liaison Reports.
Second by Karen Anderson.

Action: **Motion Passed.**

COMMITTEE REPORTS

Management – Eric Wolff

- CEO Evaluation Timeline, Questions for the BOT and Questions for the CEO have been distributed
- Affiliate License Agreement
 - Ad hoc Committee has refined the language and will submit it to the Management Committee for comments

Finance – Mike Kelly

- DII is currently \$181K off budget
- Due to new Air Force camp contract, higher Global Finals team count and lower overhead costs, year-end should be at breakeven or modest surplus, despite original budgeted loss.
- Summary: we are doing much better and are well-managed

Governance –Karen Anderson

- This past year Governance initiated several amendments to the Bylaws and an overall review to correct minor grammatical errors
- The Policy Manual was completely revamped for easier use. In addition several new policies with regard to trademarks and logos, BOT elections, finances, employee compensation and donations were written and approved.
- Currently the Governance Committee is overseeing the nomination and upcoming election of 3 seats on the BOT; there are 9 candidates for those seats. That election will occur at the July face-to-face meeting. Procedures will be discussed at the June meeting.

Development – Brownie Mitchell (lost electronic connection with Valerie Conroy)

- Awards as previously noted
- Valerie Conroy provided a survey to gauge changes in leadership ability by volunteers who became team managers.
 - Survey was offered in the Team Manager lounge.

OLD BUSINESS

Next Meeting Date: Teleconference on June 22, 2011

Next face-to-face Meeting: July in Cherry Hill, New Jersey

- BOT Travel on Tuesday, July 26, 2011
- Board Meeting on Wednesday, July 27 and Thursday, July 28, 2011
- DII Headquarters Open House: Friday, July 29, 2011, 10 AM – 4 PM
- DIAD Travel on Friday, July 29, 2011
- Board/DIAD Meeting and Dinner: Saturday, July 30, 2011
- BOT Travel on Sunday, July 31, 2011
- DIAD Meeting continues on Sunday, July 31, 2011
- DIAD Travel home on Monday, August 1, 2011

GLOBAL FINALS COMMENTS

Karen Anderson commended CEO Chuck Cadle for an outstanding job in running a fantastic Global Finals; he was heartily applauded.

Chair Brownie Mitchell thanked HR Director Maureen Donovan for her wonderful services to the Trustees.

Charles Compton complimented the scheduling logic used this year. The program book was difficult to follow.

David Thomason noted that it was nice to be at a meeting where all of the comments and flow were positive.

Milton Moreno, new AD from New Mexico, thanked everyone for proactive and gracious support. He felt welcomed and, unlike regular life, it was wonderful to be in a place where the kids were at the top of the list. He told of a team from a poor reservation who presented a story on domestic abuse; the team was nominated for a Renaissance Award because they were able to bring their reality to the appraisers. He sees a large impact on the students from his area.

CEO Chuck Cadle added that he had asked during the appraiser meetings how many came from outside the United States and found there were very few. He reminded the appraisers that Global Finals were international and asked them to be certain they were not using personal cultural biases or world views and

imposing them on those raised elsewhere. He would like to see more appraisers from outside the United States.

10:38 a.m.

Motion: Eric Wolff moved to adjourn the meeting.
Second by Karen Anderson.

Action: **Motion passed.**

Respectfully submitted
Susan R. Oclassen