



Minutes from the Class of '73 Officer's Meeting, 12/1/2016, at Doolittle Hall, USAF Academy

Attendees:

- "T" Thompson, President and CEO, Association of Graduates (AOG)
- Bees Kellenbence, Constituent Engagement Manager, AOG
- Sherry Cooper, Reunion Specialist, AOG
- Greg Knedler, Associate Vice President for Development, USAFA Endowment
- Dale Zschoche, Director of Gift Planning, USAFA Endowment
- Razelle Doherty, Class Gift Officer, USAF Endowment
- Ron Scott, President, Class of '73
- Trapper Carpenter, Vice President, Class of '73
- Joe Kahoe, Treasurer, Class of '73
- Mike Arnett, Scribe, Class of '73
- Bob Munson, former President and Class Gift Officer, Class of '73
- Rich Fazio, Officer at Large, Class of '73

The agenda consisted of two topics:

- This year's reunion activities (in anticipation of the Class of '73 45 year reunion in the fall of 2018), and
- A class gift concept (in anticipation of the Class of '73 50-year reunion in the fall of 2023)

Reunion Hot Wash

Bees Kellenbence briefed on this year's reunion activities.

- For our next reunion, selection of game day and lodging are based on seniority. For our reunion, the three senior classes are '63, '68, and '73.
 - The classes of '63 and '68 have already selected the Navy game (first weekend in October. Advantages: midday game (ours started at 8 pm at the 40th reunion); and relatively good weather.
 - The classes of '63 and '68 have already reserved the Antler's hotel for lodging (limited to two classes). Other options for '73 include

- Doubletree (good prices that include hearty breakfast, large banquet room [larger than the Marriott], and limited to only one class),
 - Cheyenne Mountain Resort (rooms are pricey)
 - Marriott (good prices but no breakfast, banquet room not large enough [we needed an overflow room for our last reunion], can accommodate two classes)
 - Hotel Elegante (large banquet room)
 - The Great Wolf (small banquet room but great for young families)
 - AOG works hotel contracts.
 - If we pick Navy weekend in October, AOG seemed to recommend the Doubletree as the best deal for cost and accommodations.
- The Cadet Chapel may be closed during our reunion, since it is scheduled for a three-year renovation project. If so, the Academy will have other accommodations for our traditional memorial services.
- Two major points that we will need to emphasize:
 - The deadline for registering is a hard one (no later than two weeks before the start of the reunion) because the Academy needs time to sufficiently vet our class attendees for access to various facilities (such as the cadet area). This applies to everyone—even those with retired military ID cards.
 - Mitchell Hall can only accommodate 200 graduates and their guests (no more than one guest per grad). This means each class (assuming a three-class reunion) is apportioned a third of 200. So, it is a first-come, first-served process.
- AOG will start as soon as we are ready to start marketing for participation. We anticipate working very closely through our squadron representatives as well (we may need to backfill a handful of vacancies).
- The Standard Operating Procedures will be updated in January for the 2017 reunion season. We will get a copy and can start planning to plan. Before then, we will pulse the class for game and lodging preferences and lock that in soon.
- We discussed the possibility of naming or inviting Tom Hanks as an honorary member of the Class of '73 and then the possibility of inviting him to our next reunion. We will first consult with the AOG to see if this would be congruent with efforts to promote the Academy and its mission, and if so, how such a program might be properly developed.

Class Gift Concept

Dale Zschoche briefed our Class officers on a Legacy Class Gift concept related to estate planning. See the attached concept for more detail on what was briefed. Here are some highlights:

- Legacy gifts are associated with the USAFA Endowment Polaris Society for any graduate that has included the Academy as a beneficiary in a will—no minimum requirement. But, needs coordination with the Endowment to be registered in the Polaris Society.
- The Endowment staff has indicated the Class of '73 has been the benchmark for advancing Class giving programs and is hopeful that we will continue that pattern of excellence in setting up a Class Legacy gift program going into our 50th Reunion.
- Unlike our last Class gift campaign to endow the Academy's NCLS program—which was a major success—this proposed effort is merely to acquaint members of the Class with the opportunity to include the Academy in their estate planning, if so inclined, and coaching on how to do this. We have 11 members of our Class already registered with the Polaris Society.
- Bob Munson will be our lead in maturing the concept and fine-tuning milestones and themes, such as an umbrella of possible programs under leadership and character. He will be working on this in coordination with our Class Officers in preparation for a presentation to a Class sample at the upcoming National Character and Leadership Symposium.
- More to follow . . .

Proposed Action:

1. Propose a game date (September or October-Navy) for the 45th reunion to the class elected/appointed Class Officers; Class Officers will then determine lodging accommodations. Choices will be posted on our Class website and distributed as required by the AOG.

Note: As of 5 December the Class Officers voted unanimously in favor of the October-Navy weekend for the 45th Reunion. Arguments in favor of this choice included: certainty of game start (midday as opposed to the 8 pm Wyoming game at the 40th Reunion); weather is still good; ideal for tailgating and after game squadron activities.

2. Recommend Class Officers approve going forward with the initial Class Legacy Gift concept pending more detail. Anticipate an update in January 2017 (Bob Munson).

Note: Class Officers support moving forward to mature the concept.

Respectfully submitted,

Ron Scott
President (Acting Secretary)

Attachment: USAFA Class of 1973 Legacy Gift Planning Action Plan



THE POLARIS SOCIETY

USAFA Class of 1973 Legacy Gift Planning Action Plan

**Prepared by Dale Zschoche
30 November 2016**

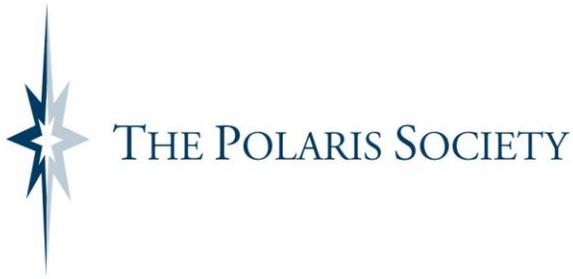
Your class has been extraordinarily generous in supporting programs to help the Academy prepare cadets for USAF leadership, particularly through the '73 NCLS Endowment, for which we are grateful. The Class of '73 has now declared as a long-term goal to encourage classmates to continue their generosity by leaving a legacy gift to the Academy, extending philanthropy beyond a lifetime. Persons who establish legacy gifts will credit the Class of '73, and qualify for membership in the Polaris Society, a recognition program for which there is no further obligation. As you look towards your 50th class reunion in 2023, developing a strategy at this early date will enable opportunities to socialize and engage with your classmates about legacy giving, which is a process requiring time to plan and execute. Following is a proposed action plan and timetable. The USAFA Endowment is honored to partner with you in this process.

Several assumptions:

1. The desired objective is to secure legacy commitments from '73 class members by the 50th reunion, in order to make an announcement at that time of the number of Polaris Society members, and the donation amount possible from these future gifts
2. The emphasis of the 50th reunion gift project will be legacy commitments, but current giving options will also be possible
3. In addition to legacy gifts commonly associated with charitable bequests in wills/trusts, classmates will be encouraged to consider life income and other gift plans as may be appropriate to their personal situation
4. Because of the complexity of this manner of giving, the USAFA Endowment is prepared to provide a great degree of information, assistance with the class members and their advisors, and support to the committee
5. For reporting purposes, the dollar amount of '73 legacy commitments will be determined on the same basis as the Endowment's campaign accounting standards
6. We may wish to name this effort, with one suggestion being "Preserving '73's USAFA Legacy"

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Phase One: Working with the '73 Executive and Reunion Gift Committees

Because it is important for the class leadership to demonstrate their dedication to this project, all members of the two committees will be encouraged to take action personally to qualify for the Polaris Society. The USAFA Endowment staff shall engage with each committee member to educate and facilitate legacy giving so that by the start of the public phase coinciding with the 45th reunion, the other class members will see the example set by the committees.

Timeline and responsible parties:

1. December 2016: Legacy planning information sent to all committee members – DZ
2. Jan-June 2017: Personal contact with members to discuss options and offer assistance – Endowment staff, coordinated by DZ
3. July-Nov 2017: Follow-up and further assistance – DZ
4. Nov 2017 – Volunteer training of committee members on how to help the Endowment by “Opening Doors” to classmates – Endowment staff
5. Dec 2017: Review of progress, and tactics to complete this phase – '73 Exec Committee and Endowment staff

Phase Two: “Public Stage”

Once the '73 committee members have been successfully enrolled in the Polaris Society, we will then begin to engage the rest of the class towards the same objective.

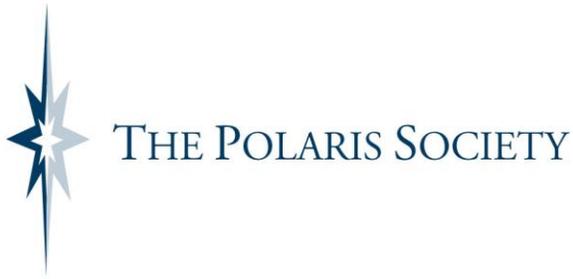
Timeline and responsible parties:

1. March 2018: Pre-reunion legacy campaign announcement – letter (with testimonials) signed by committee, sent by Endowment
2. May 2018: 45th reunion Legacy Seminar “save the date” sent – Endowment
3. August 2018: Legacy Seminar invitation sent – Endowment
4. Post-reunion (Nov 2018): Legacy packet sent to all class members – Endowment

Phase Three: 45th Reunion Plans

Specifically at the 45th reunion we should plan to do the following:

1. Feature the '73 Legacy campaign information in the reunion packets, on posters and with announcements at the functions – Committee (Endowment provides materials)
2. Conduct several Legacy Seminars during the reunion – Endowment



Phase Four: Further public phase actions and prioritizing personal contacts

During the 2019-22 timeframe, regular follow-up information should be delivered, in a variety of methods, by the Endowment. This would include encouragement messages from the '73 Committees. Other actions:

1. Squadron reps (Polaris Society members) need to reach out to their squadron mates – coordinated by Committees
2. Those class members who have expressed a desire to learn more, or who have been identified as possible prospects for higher-level gifts, will be evaluated and prioritized, with the ideal action being personal contacts by Endowment staff
3. Progress reports sent to the class

Phase Five: Preparations for the 50th Reunion

As the Class of '73 focuses on their 50th reunion, the '73 Legacy Campaign should receive prominence in the communications to the class. In mid-2023 plans need to be finalized for the campaign announcement of the total amount committed, and the Polaris Society member number.

Phase Six: Celebration and Stewardship

During the '73 50th reunion, the '73 Legacy Campaign results should be proudly announced in many forums, including as examples:

1. Celebratory flyers in the reunion packets
2. Banners
3. A check presentation at the Falcon football game
4. Tributes at the class dinner

Then, an essential post-reunion action is to conduct continual stewardship of the '73 Polaris Society members and spouses. This will primarily be a responsibility of the Endowment, but a final report and thank-you letter should be sent to all class members over the signatures of the committees.

Dale Zschoche: 719.238.7510 or email at dale.zschoche@usafaendowment.org.

The USAFA Endowment is not engaged in rendering legal or tax advisory service. For advice or assistance in specific cases, the services of an attorney and/or other professional advisors should be obtained.

30 November 2016

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