

**Run Oxford Business Meeting
Monday, November 15, 2017
Oxford-Lafayette County
Chamber of Commerce
Meeting Minutes**



34 adult members present including officers: Marvin King (President), Jill Knight (Vice President)
Ed Dean (Treasurer), Nathan Hammer (Secretary)

Approved previous minutes

Nora Capwell - St. Jude Team Ole Miss t-shirt, orders by next Wednesday, \$12, email Nora at nora.capwell@gmail.com to order a shirt.

Finances - accountant looked at books and redid it all, now using Quickbooks, setup in 2016 and working on 2017, it costs money - took \$1800 to get caught up, in strong financial situation currently, can invest in capital equipment, etc. still looking for full time treasurer, budget is important because money comes and goes quickly, invested so much so now will make money on races, not going to have to buy cones, etc. any more. About 130 current members. Question about sponsorships continuing year to year: yes we work hard to maintain our sponsors. The tiers have been revised over the years as we have adjusted and we follow-up over time. Jill is happy to continue to work with people to get sponsors over the next year. We don't own the timing equipment - University owns timing equipment and we use it anytime we want. Offered to train University people to use it at their events. Best Times (Steve Stone) is helping us out a lot with the timing equipment. Paying police added a lot to the bills. Routes are affected by police instructions. Got into timing to help local races who can't afford to pay for their timing.

Bylaws Committee was formed to update our bylaws from 2015 and get more people involved. They looked at other clubs and picked the best to make them work for our club. Worked the hardest on committees. Left flexibility to create new committees when we need them. It will take 120 days to vote, or 30 days if we declare extraordinary circumstances. It has been out 4 days.

Compensation Committee has no report. Steve Stone spoke up and said he left the Memphis club because they wouldn't compensate people. He thinks that timing coordinators should be compensated.

Marvin submitted a report that is in the records that details his activities over the past year.

Elections: Jessica Brouckaert coordinated elections. Maggie was not present. The other candidates spoke about why they wanted to run for their offices.

Secretary: only Maggie Moran

Treasurer: only Sarah Rowlett

Vice President: only Kevin Lewellyn

President: Angie Getz vs Nathan Hammer (elected)

Jill asked that we passed around a sheet so that people can sign up for committees.

Run Oxford Meeting Agenda
November 15, 2017
5: 30pm
Oxford-Lafayette County Chamber of Commerce

- I. Call to Order
- II. Approval of Past Minutes
 - a. Pg. 7 April 28, 2015
 - b. Pg. 8 June 8, 2015
 - c. Pg. 10 December 12, 2015
 - d. Pg. 12 October 17, 2016
 - e. Pg. 15 August 9, 2017
- III. Team Ole Miss
 - a. Just 2 1/2 weeks to go for the race! I hope your training is going well. University Sporting Goods is going to do some t-shirts for us for the St. Jude Marathon. The cost of the long-sleeve t-shirt is \$12 for sizes XS-XXL. If you would like to order a t-shirt, please respond to Nora Capwell, nora.capwell@gmail.com with your size. You can drop off a check or cash off on campus to 312 Lott Institute, or mail me a check to: 404 Country Club Road, Oxford, MS 38655. Orders must be received by Wednesday, November 21.

PRINT SHOP
UNIVERSITY SPORTING GOODS



- IV. Finances
 - a. Pg. 2 Revenue
 - b. Pg. 3 Expenses
- V. President's Report, Pg. 5
- VI. Elections, Jessica Brouckaert
- VII. Next Meeting

IV. Financials

a. 2017 Revenues

2017 Revenue	Amount	Percent of Total	Notes
Great 38	33381.6	39.8	Registration Fees
Grant	10000	11.9	Mighty Milers, Coaching, Overhead
Ole Miss Athletics	7500	8.9	Sponsor
Swift Staffing	5000	6.0	Sponsor
Winchester	5000	6.0	Sponsor
Gateway to the Delta	4257.5	5.1	Run Oxford Timing
Run Oxford Dues	3750	4.5	Estimate
Visit Oxford	3000	3.6	Sponsor
Lee Family Dentistry	2500	3.0	Sponsor
Baptist	2500	3.0	Sponsor
Smoothie King	2000	2.4	Sponsor
InkSpot	1000	1.2	Sponsor
Relias	1000	1.2	Sponsor
Run Oxford Merchandise	1000	1.2	Estimate
Oxford Park Commission	500	0.6	Sponsor
Freeland Martz	250	0.3	Friends of Run Oxford
Stephen Whatley, Edward Jones	250	0.3	Friends of Run Oxford
HotWorx	250	0.3	Friends of Run Oxford
Oxford Cryotherapy	250	0.3	Friends of Run Oxford
Bickert's Orthotics and Prosthetics	250	0.3	Friends of Run Oxford
Blake Thompson, Realtor	250	0.3	Friends of Run Oxford
	83889.1	100	

PROJECTED 2017 RUN OXFORD BUDGET	EXPENSES	TOTAL COMPLETED EXPENSES	TOTAL REMAINING EXPENSES	OVERALL EXPENSES
COMPLETED CLUB EXPENSES				
Splash 'n' Dash	5569.26			
Coaching	741			
PO Box	64			
Storage Unit	420			
Mighty Milers Shoes and Shirts	1874			
Mighty Milers - Toys	160.98			
Mighty Milers - Whistles	12.81			
RO Salaries - Grant	3000			
Tailgate for Palmer Reimbursements	840			
Chamber of Commerce Membership	125			
Chucky Mullins Endowment Donation	5000			
TOTAL COMPLETED CLUB EXPENSES		17807.05		
REMAINING CLUB EXPENSES				
Additional Mighty Milers	830			
Accountant	1800			
Insurance	900			
Music License (paid with RRCA insurance in December)	106			
TOTAL REMAINING CLUB EXPENSES			3636	
TOTAL 2017 CLUB EXPENSES				21443.05
COMPLETED RUN OXFORD TIMING EXPENSES				
Gateway to the Delta	2744.14			
Great 38 Race Timing	350			
Back-up Timing Expenses (payable to Best Times)	1860			
TOTAL COMPLETED RUN OXFORD TIMING EXPENSES		4954.14		
TOTAL 2017 TIMING EXPENSES				
				4954.14
COMPLETED MARKETING EXPENSES				
Run Oxford Merchandise	2000			
Website	15			
Save the Date Cards	359.63			
MRTC Advertising	975			
Rod Simmons Advertising (Paid)	625			
Facebook Advertising (Paid)	510			
Sponsor Poster	100			
School Flyers	60.19			
Daily Mississippian	348			
Facebook	640			
TOTAL COMPLETED MARKETING EXPENSES		5632.82		
TOTAL 2017 MARKETING EXPENSES				5632.82
COMPLETED RUNNER EXPERIENCE EXPENSES				
Medals (Deposit)	1500			
Medals	1245			
Purchased t-shirts	10109.24			
Police Overtime Fee - G38	3492.5			
Finish Line Tape	42.8			
Awards	550			
Great 38 Race Photography (Joey Brent)	535			
Jumbotron Video Crew	350			

Stadium Cleaning	150			
Vaught-Hemingway Security	406.88			
TOTAL COMPLETED RUNNER EXPERIENCE EXPENSES		18381.42		
REMAINING RUNNER EXPERIENCE EXPENSES				
Bags	0			
Medical Supplies	0			
Volunteer Shirts	0			
Volunteer/Staff Meals	0			
Band	0			
Gift Bags	0			
Cash Prize	0			
Photo Booth	0			
Water/Food/Ice	0			
TOTAL REMAINING RUNNER EXPERIENCE EXPENSES				
TOTAL 2017 RUNNER EXPERIENCE EXPENSES				18381.42
COMPLETED INDEPENDENT RACE MANAGEMENT EXPENSES				
Batteries	320			
Run Score	350			
Traffic Cones	1820			
Time Machine	1050			
Banners	1373.76			
Start/Finish Line Archway	3475			
Mile Markers	1287			
Finish Line Chute	710			
Tents (6 from Dick's)	342.29			
Cashbox	16.82			
Tables	110.87			
Chairs	334.03			
Weights	213.91			
Label Printer/Labels, InkPrinter	246.35			
Road Signs	446.79			
Road Signs	512.93			
Coolers, Trash Cans	237.09			
Race Certification Fee	30			
Miscellaneous Finish Line Items	56.76			
Water Tub	80.23			
Run SignUp Card Readers	156.68			
Paid Race Labor (ROTC)	600			
Uhaul	364.28			
Race Day 1 Lunch	114.56			
Great 38 Bibs	1645			
Video Cameras	280			
Porta Potties/Sanitizing Stations	495			
TOTAL COMPLETED INDEPENDENT RACE MANAGEMENT EXPENSES		16669.35		
REMAINING INDEPENDENT RACE MANAGEMENT EXPENSES				
Chrono Sync (USB)	0			
Miscellaneous Cables, Labels, Bags, Locks	0			
Band/Award Stage	0			
Generator	0			
LCD Stand/Truss ;+ Screen	0			
Awards Photo Backdrop	0			
Additional Coolers	0			

Safety Vests	0			
Bounce House	0			
Walkie Talkies	0			
Sound System	0			
TOTAL REMAINING INDEPENDENT RACE MANAGEMENT EXPENSES				
TOTAL 2017 INDEPENDENT RUNNER EXPERIENCE EXPENSES				16669.35
SUM COMPLETED EXPENSES		60700.64		
SUM REMAINING EXPENSES			3636	
SUM TOTAL EXPENSES				67080.78
RUN OXFORD BALANCE				
MECHANIC'S BANK BALANCE			6895.45	
TRUSTMARK BALANCE			12037.12	
PAYPAL BALANCE			767.72	
OWED - RUNSIGNUP (IN ROUTE)			155	
RUN OXFORD TIMING - GATEWAY TO THE DELTA			4257.5	
EXPECTED SUM RUN OXFORD REVENUE			24112.79	
RUN OXFORD NET BALANCE - ESTIMATE			20476.79	

IV. President's Report

After the 2016 Great 38, Run Oxford had just over \$5,000 cash-on-hand. After the 2017 Great 38, Run Oxford has approximately \$16,864.29 with \$4412.50 in outstanding invoices for a rough total of \$20,476.79. The improved fiscal outlook is possible because the Run Oxford board pursued an aggressive growth strategy.

We actively sought sponsorships and grants from a variety of sources even as total memberships saw just small growth. More importantly, as discussed at the 2016 Board Meeting, the board made the strategic decision to start timing our own events. This led to large savings.

With the additional capital, Run Oxford is in a very advantageous situation. Run Oxford can invest its own resources into additional equipment in order to increase, even more, the return per runner. Run Oxford can also provide more value to our philanthropic causes.

Besides finances, Run Oxford continues to show strong growth in our social media outreach. I want to thank Kate Centellas for her efforts in that regard. Run Oxford has active Facebook, Twitter, Instagram and Pinterest accounts.

Group runs (e.g. Tuesday and Thursday track, the Growler, long runs on the weekends) continue serving as a source of pride and camaraderie for the entire Oxford community. For a small club, we are an active club. I want to thank Jason Ritchie, Erin Ball, and Churchill Carter for their efforts in that regard. Additionally, the Run Oxford Leaderboard serves as a fun inter-club competition, while the Run Oxford Runner Match Database served to match runners. We run better when we run together.

Run Oxford started when I requested seed money from UM to start a Couch 2 5K program. With that money, we partnered with the Oxford Park Commission to offer Oxonians a low-cost method to improve their health and fitness. Couch 2 5K is now known as iCan5K. While its finances could be stronger, we hope to continue this program. I would like to thank Angie Getz for her efforts in this regard.

Run Oxford produced or managed several events in 2017: Breakfast of Champions 5K, Lee Family Dentistry's Splash 'n' Dash 5K, Pop-Up Races, Lafayette High School Cross-Country Meet, The Great 38 Race Weekend and the Gateway to the Delta 10-miler and 5k.

Run Oxford continues to be an active community partner. Run Oxford actively markets its sponsors (I would like to especially thank Jill Knight for her efforts in that regard). Through the strategic decision to switch registration platforms from Races Online to RunSignUp, it was easier to raise money for *More Than a Meal*. So, besides several hundred donated books, we also raised more than \$450 for that charity. For the second straight year, Run Oxford donated \$5,000 to the Chucky Mullins Endowment with proceeds from The Great 38 Race Weekend. Additionally, Run Oxford partnered with the YMCA to organize kids' activities at Visit Oxford's Health & Race Expo.

Despite these positive accomplishments, I am acutely aware that some members are bitterly disappointed they have not been brought in on more decisions, that we do not have more board meetings, and that they believe Run Oxford dues are too high for what they receive. Run Oxford is a work in progress, we learn from our mistakes and work to improve. Please remember we are an all-volunteer board and your current board members have never been paid for their thousands of hours of work.

On Wednesday, November 8, 2017, I made a presentation to the board of the Oxford Park Commission about the state of Run Oxford. The gist of the presentation was that if Run Oxford cannot find successive leaders to maintain the club, I would recommend that we fold Run Oxford under the OPC umbrella. OPC has a full-time board, accountants, legal counsel, and professional staff.

My recommendation is that Run Oxford continue playing the long game and invest the money into the club (i.e. timing and race management equipment) and increase stipends paid to members assisting with the actual tasks of race management and timing. A focus on the long-term will lead to continued growth in Run Oxford races. Growth-focused leadership should allow Run Oxford to prosper throughout the long-term while simultaneously providing great value to our members, the community, and our sponsors.

Run On,

Marvin King
President, Run Oxford
marvin@runoxford.com

Past Minutes/Meeting Agendas

Run Oxford April 28, 2015 Meeting Minutes

Location: Oxford Middle School Track

Members Present: Ed Dean, Nathan Hammer, Marvin King, Jill Knight, David Theobald,
Stephen Whatley

1. Ed Dean called the meeting to order at 7:00pm
2. Agreed to open bank account and deposit money for Splash 'N Dash 5k (Pres. Marvin King and V.P. Jill Knight have account access)
3. Discussed planning for Splash 'N Dash 5k to be held Saturday, June 5, 2015 at Avent Park
4. Discussed partnering with a national organization for purposes of insurance and other areas of expertise

Run Oxford Meeting Agenda
June 8, 2015
6:00pm
Home of Marvin King

Members Present: Ed Dean, Nathan Hammer, Marvin King, Jill Knight, Allison Nooe

- I. Approval of April 28 Minutes
- II. Splash 'N Dash 5k Debrief
 - a. What went right?
 - b. Different for next year

- III. Creation of a Run Oxford Board
 - a. Positions
 - i. President
 - ii. Vice-President
 - iii. Secretary
 - iv. Treasurer: Needs to be a signatory on account at Mechanic's Bank
 - b. Adopt Bylaws
 - c. Partner with national organization
 - d. Future Meetings
 - i. Schedule
 - ii. Location
 - e. Committees
 - i. Runners' Education
 1. Responsibilities:
 - ii. Weekly Runs
 1. Responsibilities
 - iii. Road Races
 1. Responsibilities:
 2. Route
 3. Sponsorship
 4. Race-Day Management

- IV. February Half Marathon
 - a. Date: February 22
 - b. Location: UM Campus
 - c. Event Management: Start2Finish (see attachment)
 - d. Race Name
 - e. Race Logo
 - f. Charity: Mighty Milers or Marathon Kids

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Run Oxford Business Meeting
Monday, October 17, 2016
UM School of Law, Room 1090

1. Vision
 - a. Initial Goals
 - i. Race Teams
 - ii. Club Teams
 - b. 2016 Events
 - i. January – MLK Day of Service 5K
 - ii. February - The Rebelwell Mighty Half & 5K to create a *Mighty Milers* program
 - iii. April – The Breakfast of Champions 5K benefiting John Currence’s Move on Up Foundation
 - iv. June 4 – Lee Family Dentistry’s Splash ‘N Dash 5K benefiting *More Than a Meal*
 - v. August 20 – Planned, but did not execute Baptist Memorial Hospital – NMS Back-to-School 5K
 - vi. September 12 – Back-to-School Fun Run at South Campus Trails
 - vii. October 8 – The Great 38 benefiting Chucky Mullins Memorial Scholarship
 - viii. November 12– Woodlawn Park Opening Fun Run
2. Run Oxford Finances
 - a. Race/Club Expenses
 - i. Roughly \$84,330 in expenses spread out among: hoodies, shirts, porta potties, security, food, timing and event management, insurance, photography, marketing, charity, and miscellaneous expenses.
 - b. Club Revenue:
 - i. Race Revenue: \$51,131.21
 - ii. Merchandise and Memberships: \$1,748.88
 - iii. Sponsorships: \$31,750
 - iv. Total: \$84,630.09
3. Volunteer Opportunities
 - a. Club Needs
 - i. Poll Questions
 - ii. Group Run Schedule
 - iii. Run Leaders
 - iv. Weekly Emails
 - v. Website Updates
 - vi. Member Benefits/Discount Cards
 1. About 130 dues paying members and 950+ Facebook “likes.”
 2. Each week we have group runs, most routinely on Tuesdays, Thursdays, and Saturdays, but with seasonal Monday and Wednesday runs, too.

3. Members receive discounts at: Bella Mia Salon, Boneheads, Cat Daddy's, DocuMart, The Growler, Hemline, Living Foods, Quadlock Case, Running Warehouse, Smoothie King, Trails and Treads, and Zensah.
- vii. Race Leaderboard
- viii. Year-End Party
- ix. Marketing
 1. Twitter
 2. Facebook
 3. Instagram
 4. Pinterest
- x. Run Oxford Programs
 1. C25K* (see appendix)
 2. Mighty Milers Program
 - a. Tuesdays, 3:00-3:30
- b. 2016 Auxiliary Run Oxford Events
 - i. Woodlawn Park Opening Fun Run, November 12
- c. 2017 Auxiliary Run Oxford Events
 - i. MLK Day of Service (tents, cones, route arrows)
 - ii. Breakfast of Champions (tents, cones, route arrows)
 - iii. Baptist Back-to-School 5K (tents, cones, route arrows)
 - iv. Suggestions and Comments?
- d. 2017 Run Oxford Funded Race Schedule
 - i. Run Oxford Half Marathon (February) Update
 - ii. Lee Family Dentistry's Splash 'N Dash 5K, June 10
 - iii. Great 38 Race Weekend, October 6-8
 1. Expo
 2. Water Stations
 3. Course/Police/Course Marshals/Cyclists
 4. Sponsorship
 5. Runner Experience
 - a. T-shirts/Awards/Medals
 - b. Porta Potties/Photography/Star-Spangled Banner/Pre-race announcements
 6. Website
 7. Run Oxford Tent (Merchandise & Memberships)
 8. Volunteer Recruitment
 9. Marketing
 10. Coordinate with event management company
- e. Suggestions?
 - i. 181 registered for the Grand Prix, only 39 completed all four races. I recommend we scrap the Grand Prix.
 - ii. Eliminate cash prizes saves \$3,000
 - iii. Find cheaper alternative to S2F
 - iv. Piggy-back on Ole Miss Athletics purchases to receive deeper discounts on shirts, water, food, restrooms, etc..

- v. Purchase of timing equipment.
- vi. Create a Fall Race Weekend. Ole Miss Sports Race Weekend with a Saturday 3 and 8-miler and a Sunday half-marathon
- vii. Institutional Mighty Milers program

Appendix C25K – From Angie Getz

Had several C25K graduates from the spring become volunteer coaches. Worked out GREAT;

Recruited 3 new coaches who are already runners - helped beef up coach presence at each practice by having two and sometimes three coaches at each practice. One would stay at the back of the pack and the other would run with the lead runner. This seemed to go well for participant retention since we know we lost a few participants in the spring because they felt like they got left behind at the first one or two practices.

Plans for the next C25K

We will re-start C25K the week of Feb 27th training for Double Decker (April 29) = 9 weeks of training (including spring break). No formal training during spring break

The week of Feb. 20, we will have a C25K Kickoff meeting (probably at Newk's again, OPC paid for the food (about \$130) and, pending OPC approval, we will continue that arrangement.

Angie will manage advertising, coach recruitment, t-shirt re-design, and scheduling (to a degree). Most of this will have to be done in January anyways. Per the survey results, the most effective ways to draw participants in have been online through RO FB page and OPC website. Word of mouth is still effective. So, we need to utilize that. ;)

Once training begins, the tasks are just the day-to-day things like posting reminders or pictures on our C25K FB group and occasionally emailing or messaging folks who stopped coming to practice. Focus is accountability and encouragement.

Race Registration and C25K t-shirts

Preference is the same system with a registration discount code for our participants and they can register themselves up for the race. This helped immensely. Giving them a deadline helped, too. I'll have one of the coaches be in charge of picking up the shirts and distributing them.

Once we have a short list of coaches for the spring, Angie will send out an email asking who would be interested in taking which duties during her maternity leave.

Walk to 5K

Perhaps we start a "Walk to 5K" program for those who aren't really able to walk/run right off the couch. We don't know interest, but 2-3 people have said they'd be willing to coach this. We have such a wide variety of people who register for C25K, but they get discouraged early on and stop coming. Something to consider.

Run Oxford Board Meeting

Wednesday, August 9, 2017
Oxford-Lafayette Chamber of
Commerce
6pm

Budget – 2016 & 2017 Expenses

- Ashworth Awards \$2790.25
- Marketing: \$2698
- Race Shirts: \$1454.14 (SND)
- SND: \$5569.26
- Race Shirts: \$22500 (2 years worth of G38)
- Start2Finish: ~ \$24,000
- Chamber Membership: \$125
- Chucky Mullins Endowment Donation: \$5000
- Race Management (Arches, Mile Banners, Traffic Cones, Run Score, Time Machine, Tents, Tables, Uhaul, bibs, etc.): \$23,021.27

Budget – 2016 & 2017 Expenses

- Printing: \$2600
- Miscellaneous: \$402
- Coaching: \$741
- Bounce House: \$325
- PO Box \$64
- Storage Units: \$840
- Insurance: \$770
- Taxes: ???
- OPD: \$3465
- Jumbotron Video Crew: \$450
- Photography: \$500
- Music License: \$106
- Total: \$95,966.78

Budget – 2016 & 2017 Revenues

- Ole Miss Athletics: \$15,000
- Winchester: \$5,000
- Swift Staffing: \$5,000
- Smoothie King: \$4,000
- RebelWell (+ Grants): \$17,500
- RebelWell (In-Kind Donation): \$15,000
- Inn at Ole Miss: \$8,500
- Baptist: \$2,500
- Friends of Run Oxford: \$2,000
- InkSpot/Cat Daddy's: \$2,000
- OPC: \$1,000 + In-Kind Labor
- Membership Dues: \$5,500
- Total: \$83,000

Group Activities

- Group Runs:
 - Sunday Striders
 - Monday @ the Y
 - Tuesday Track (Amy Beene, Jason Ritchie)
 - Whirlpool Wednesdays
 - Thursday Track
 - Thursday Growler
 - Saturday/Sunday Long Runs

Group Activities

- Team Ole Miss (47 Members)
- Run Oxford Runner Match Database

Group Activities

- Socials (Amy Beene, Kelli Greer, Carmen Mattox)
 - 2015 and 2016 Year-End Parties
 - Bonehead's, Boure, Coyote ???

Run Oxford Racing

- RebelWell Mighty Half & 5K (~ 550 registrants)
- Lee Family Dentistry's Splash 'n' Dash 5k
 - 2015, 2016, 2017 (400 registrants)
- The Great 38 (~ 720 registrants in 2016, goal is 1,000 in 2017 and 1,500 in 2018 and largest race in Mississippi in 2019).
- Pop-Up Races

Run Oxford Coaching

- iCan 5K (née C25K) – Angie Getz
- Training Plans – RRCA Certified
- Mighty Milers – See Handout

Run Oxford Timing

- Partnership with Best Times
- The Great 38
- Lafayette High Cross Country Meet on 9.30.17
- Bid for Gateway to the Delta
- Pop-Up Races

Upcoming

- Great 38
 - 316 Participants
 - Marketing
 - Rod's Racers, FB, MRTC
 - Expo
 - Volunteer Recruitment
 - 1 Volunteer to-date
 - Course Certification
 - Event Schedule (see Handout)
 - Raffle

Conclusion

- Strategic Investments
- Time for Reflection