



Annual Meeting
Cleary Alumni & Friends Center
Allen Conference Room
October 5, 2024
10:00am

In Person Attendees: Dan Braund, TJ Brooks, Joe Bucheger, Joe Chilsen, Greg Curti, Steve Fleis, Mary Hericks, Mandi Hinrichs, Jeff Jensen, Dave Ring, Casey Severson, Jennifer Walkowiak, Dan Wettstein

Zoom: Joanna Binsfeld

Guests: Noah Hinrichs, Sarah Pesch

- I. Call to order: 10:05am- Mandi Hinrichs
 - a. Introduction of Sarah Pesch Class of 2019 (Marketing), from Winona, MN – Newest Member to the Board

- II. Approval of the 2023 Annual Meeting Minutes – Motion to approve by Dave Ring; Seconded by Joe Bucheger. All in Favor

- III. Dean Comments – TJ Brooks
 - a. Thanked the Silver Eagles for their ongoing support.
 - b. Shared positive changes at the University with the new Chancellor.
 - c. Announced that the CBA saw the largest freshman class with over 656 new students. Brings the total to almost 2,850 CBA students.
 - i. Note: many students are coming in with more college credits and graduating early as a result.
 - d. UWL continues to be very financially strong.
 - e. Announcements
 - i. Trust Point Financial is sponsoring the Financial Planning Program (CFP Training) and promoting financial literacy. 3-year commitment
 - ii. Giving Day is October 15th – One day push to donate to UWL and specifically the CBA.

- IV. Treasurer’s Report – Greg Curti
 - a. Have not received September Financials.
 - b. Report on August Balances which were approved in August meeting.
 - i. Silver Eagles Operating Fund Balance \$2,000
 - ii. Silver Eagles Scholarship Fund Balance \$113,958
 - iii. Marlin & Julie Helgeson Endowment Balance \$31,593

- V. Scholarship Committee – TJ Brooks

The mission of the Silver Eagles is to serve, support, and advance the goals of students, faculty, alumni, and friends of the University of Wisconsin-La Crosse College of Business Administration.

- a. Discussed increasing minimum scholarship to \$1,000.
- b. Silver Eagles can still participate in review and selection of scholarship winners, but UWL Alumni & Friends Foundation will deliver the funds.

VI. Marketing Committee – Joe Chilsen

- a. Marketing plan framework continues to focus Membership Growth, Internal PR, and Member Engagement
- b. Exploring multiple strategies and tactics
 - i. Corporate Sponsorships/Memberships
 - ii. Graduation Cards for Graduates
 - iii. Silver Eagles Swag items
 - iv. Hosting event with new Chancellor

VII. Governance Committee – Mary Hericks

- a. Re-elected Mandi Hinrichs and Mary Hericks
- b. Read the current members of the Board and Committees
- c. Identified Jeff Meyer and our Liaison to the CBA
- d. Motion to approve by Dan Wettstein Seconded by Joe Bucheger. All in Favor

VIII. Take an Eagle to Breakfast (TAETB) – Dan Braund

- a. In honor of the 25th Anniversary of the Silver Eagles – the goal is set at \$25,000.
 - i. Looking to get additional corporate support
- b. Committee to gather soon to start planning.
- c. Exploring move date to accommodate larger audience

IX. President Comments – Mandi Hinrichs

- a. Discussed moving September Board meeting to August in 2025
- b. Shared the Tailgate party after today's meeting.
- c. Requested continued board support with meetings and committees.
- d. Encouraged everyone to grab new member cards.

X. Adjournment – Motion to approve by Joe Bucheger; Seconded Mary Hericks. All in Favor