ARARAT 2013 Mid-Year Town Hall Meeting May 20, 2013

The Chapter Exec Board and The divisions’ Exec Committees wanted to take this opportunity to provide a mid year status report to our members, parents and coaches alike and provide a forum for any questions, suggestion or concerns. We hope that this meeting will allow us to assess if we are on track and if so how we are doing.
11 Member Chapter Exec Board - CEB

Tomik Abrahamian
- Chair
- redefine “office” / Exec. Dir. Role

Roubina Manouchehri
- Vice Chair
- External Info. Officer
- GA Div Restructure Lead

Catherine Saginian (Kekie)
- Vice Chair
- Internal Info. Officer

Medik Khachikian
- Secretary
- Communication Officer

Anelka Khanlian
- Treasurer
- Chapter Level Activities
- Standardize Chapters acct/reporting

Armond Simonian
- Treasurer
- Division Activities, BB Div Restructure Lead

Harmik Baghdasarian
- Advisor
- 4 Pillars
- Optimization of Dues Collection Process

Abkar Kalantarian
- Advisor
- Scouts Div Improvement Lead

Ano Mansourian
- Advisor
- Fundraising Lead

Garen Shahinian
- Advisor
- Capital Campaign Lead

Aram Yeremian
- Advisor
- 4 Pillars / Liaison to Regional Exec Committee

Armond Gorgorian
- Executive Director
Instill 4 Pillars of Values in all Ararat activities

need a shift in culture by better defining our Goals and Values – higher quality of service

Restructure our Fundraising approach
to a more sustainable model

Improve Communication
both External as well as Internal PR

Define, Monitor & Enforce P&P
Clearly define and enforce our P&P
**FY13 Initiatives**

1. **Instill 4 Pillars across all Ararat divisions (shift in culture)** (Harmik/Aram)
   1. The 4 pillars are not just slogans, they should become the way that we will operate in Homenetmen Glendale Ararat chapter. We will be an exemplary organization and will even encourage the other chapters to follow the same path.
   2. The implementation of the 4 pillars across the organization will require full cooperation of all the Division leads as well as the coaches and scout leaders and the parents.
   3. Currently the Leads for this initiatives are working with Divisions’ leadership to come up with an implementation strategy to start implement the 4 Pillars across our divisions by July of 2013.
   4. Our progress will be evaluated every six months with the Division leads in this area.

2. **Leadership Training to be part of our 4 Pillars / culture shift** – (Harmik / Aram)
1. Restructure our FR Approach/Div (Ano / Tomik)

The Fund Raising Division was restructured at the beginning of this year to include 3 distinct sub-efforts lead by their own sub-committees. 1) Traditional (even-based) FR. 2) Non-Traditional FR (NTFR) and 3) Friends of Ararat. NTFR focuses on sustainable FR avenues which are more in lined with other non profits, such as B2B, Grants, Planned Giving, etc. The goals is to transition from our Traditional FR to NTFR over time for the bulk of our FR activities.

2. Overhaul/Standardize Chapters Bookkeeping and reporting system (Anelka / Garen)

We have formed a committee that is made up of a large number of experts in the Financial realm review our accounting/bookkeeping/reporting practices and recommend more standardized approaches. This committee has been working for the last number of months and have come up with recommendations some of which are in process of being implemented and others that will be implemented later in 2013.

3. Study/plan and Create a “Capital Campaign” fundraising effort (Garen)

A number of planning and strategic meetings were conducted and an approach has been defined. The pilot project identified is a fundraising campaign to be provide Dues assistance for members unable to pay their annual dues. This will allow portions of our operational budget that usually was set aside to subsidize such members, to be diverted to a capital fund.
4. **Standardize div activities’ financial process** *(Armond S.)*  
   A strategic plan was devised and implemented to improve Chapter’s financial goals through Divisions’ annual programs by standardizing financial procedures and creating continued communication between the Divisions’ treasurers and Chapter treasurer.

5. **Annual Dues Collection – better solution, Monthly billing?** *(Aram/Harmik)*  
   The organization finds it necessary to implement a monthly billing system for the dues. This will be through an automatic billing to the credit card or debit cards of the users. The accounting structure has already been set for this process. The CEB is in process of creating the policies and procedures for this task. The monthly dues will be implemented from September 2013.
FY13 Initiatives

1. **External Public Relations** *(TBD, Need to involve a Professional)*
   CEB has made a decision that we need to hire a professional to handle our PR and public outreach responsibilities – we are currently looking for a professional approach to our PR / Outreach.

2. **Internal Communication/PR** *(Kekie / Medik)*
   Internal communication is the vital part of a large organization like ours
   Weekly/monthly on timely reports from the divisions’ executive committees are the fastest and most transparent communication method
   The divisions’ reports gets reviewed immediately by the CEB communications Director (Medik) and if there are any issues that the CEB needs to respond to, or take action on it is forwarded to our (Internal PR) (Kekie) who takes ownership of the given issues and follows that through the CEB or the Office until it is resolved and communicates status and resolution back to the divisions.

3. **Standardize div activities’ financial process** *(Armond S.)*
   A much closer working relationship between the chapter treasurer and the divisions’ treasurers as to guide them in following chapter’s financial P&Ps as well as reduce the burden on div treasureres.

4. **New CEB to Division Communication Process** *(Kekie / Medik)*
   Quarterly meeting with Divisions’ Exec Committee Chairs
   Divisions’ exec committee rep joins the weekly CEB meeting to discuss div specific issues
   Monthly (first Monday of the month) Div Leadership Meetings with CEB as needed and requested by Div Exec. Committees
   A closer working relationship between Chapter and Divisions Secretaries and Treasurers
FY13 Initiatives

1. **Define, Monitor & Enforce P&P** *(CEB)*

   We have been in the process of reviewing, and implementation of the organizational policies, with a special focus on Monitoring and Enforcement of such P&Ps. Specifically looking at defining consequences clearly and enforcing such consequences across the board.

2. **Define/Implement an Anti Alcohol and Substance Abuse Environment** *(Ara Mansourian)*

   The CEB has taken a bold step to recognize issues related to Alcohol and Substance Abuse in our organization and has decided to make it a high priority to start a comprehensive approach to start dealing with such issues. The over approach will include Education for Leaders, Parents and kids alike as well as strategic partnerships with other organizations in the community, as utilizing professionals in the field.

3. **Standardize div activities’ financial process** *(Armond S.)*

   Covered on earlier slide

4. **Annual Dues Collection – better solution, Monthly billing?** *(Aram/Harmik)*

   Covered on earlier slide

5. **Redefine “office” / Exec. Dir. Role** to better focus on activities that are “Vital” to chapter’s ops and future survival. *(Tomik/Roubina/Kekie)*

   Over the years our Exec Director and Staff have been burdened with running all aspects of our organization including some strategic and quality of service decisions which should clearly be left to the CEB and Division Exec. Committees. There is an effort to redefine some of the staff roles to make sure that they are concentrated on improving our organization’s numerous operational issues that are vital to our survival.
1. **Redefine “office” / Exec. Dir. Role** to better focus on activities that are “Vital” to chapter’s ops and future survival. - Continues.
   - Mr. Housik Ghoukasian – Associate Athletic Director in charge of Girl’s / Women's basketball
   - AD position is open and we are currently in the interview process (Mr. Housik is the acting AD)
   - Mr. Housik G. Will is the “acting AD” and will manage the AO until the AD position is filed.

2. **Complete Basketball Div New Structure** (Armond S.)
   Now in it’s second year, the new BB Div Structure is continuing to evolve, with a number of lessons learned from last year that are being addressed. The 2 main lessons learned from last year were the lack of communication between the BEC and committees as well as the lack of a finalized “Roles and Responsibilities” for the division. The communication issues has been addressed to a large degree by involving the committee leads in the BEC meetings periodically as well more envolvement from BEC members in each committee. The CEB received input from the BB division on the Draft R&R documents and is very close to being finalized.

FY13 Initiatives

1. Instill 4 Pillars of Values
2. Restructure our Fundraising
3. Improve Communication
4. Define, Monitor & Enforce P&P
3. **Plan and Implement General Athletics Div Restructuring effort** *(Roubina)*

The Study and Planning phase was completed and the implementation of a plan to restructure the GA div is underway. Under the plan the major sports under the GA, such as Soccer, Volleyball, Table Tennis and Tennis will be separated and managed by committees focused on the specific sport. These committees will report to a coordinating body which will be act as the division exec committee. This proposed structure follows closely the Basketball structural changes that were implemented beginning of last year.

4. **Finalize and implement Scouting division improvements** *(Abkar)*

Based on 2012's year-long study performed by former scout leaders, in 2013, CEB will be implementing the Scout Study Committees Modification Plan, which aims at improving the overall scouting experience. The first phase of this program is to infuse more balance in the highest rank of our Scouting Leadership(Division's Varich Marmin) by appointing one liaison each for parents, alumni and PR activities. The day to day activities of the division will still be conducted by Geraguyn, with the additional members of the VM, concentrating on increasing the balanced participation of parents and alumni, as well as broadcasting the positive impact of the Ararat Scouting, throughout the community.

We have agreements from the 3 liaisons and they are in the process of forming their charters and committees.
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<th>Annual</th>
<th>Income sources</th>
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**Membership Fees are Ararat’s only guaranteed income**
Membership Dues

• If chapter collects **100%** of our annual dues it will equal to **$300,000 total** per year

• **$300,000** collected annual fee will equal to **35.2%** of Chapter’s total annual expenses

• **64.8%** of Chapter’s income ($550,000) still comes from other sources, and needs to be raised every year, and is **NOT guaranteed**
Ararat turns 35 this year

• 2013 is Ararat Chapter’s 35th Anniversary

• The CEB has decided to use this opportunity to honor Ms. Jassik Jarahian for her life-long tireless support of the Armenian community/ causes and specifically Glendale Homentemen “Ararat” Chapters as our 2013 Honorary Member. We’ll be officially honoring Jasik at our 35th anniversary gala which will take place on Oct 19th.
2013 Major Initiatives

1. Instill 4 Pillars across all Ararat divisions (shift in culture) (Harmik/Aram)
2. Restructure our FR Approach/Div (Ano / Tomik)
3. External Public Relations (TBD, Need to involve a Professional)
4. Internal Communication/PR (Kekie / Medik)
5. Define, Monitor & Enforce P&P (TBD, Need to break down and delegate)
6. Define/Implement an Anti Alcohol and Substance Abuse Environment (TBD)
7. Overhaul/Standardize Chapters Bookkeeping and reporting system (Anelka / Garen)
8. Study/plan and Create a “Capital Campaign” fundraising effort (new board?) (Garen)
9. Complete BB New Structure (Armond S.)
10. Standardize div activities’ financial process (Armond S.)
11. Plan and Implement GA Restructuring effort (Roubina)
12. Leadership Training to be part of our 4 Pillars / culture shift – (Harmik / Aram)
13. Finalize and implement Scouting division improvements (Abkar)
15. Redefine “office” / Exec. Dir. Role to better focus on activities that are “Vital” to chapter’s ops and future survival. (Tomik/Roubina/Kekie)