



## SONOMA STATE UNIVERSITY Academic Foundation, Inc.

Board of Director's Meeting  
Tuesday December 2, 2003  
Agenda Item II – Approval of September 9, 2003 Minutes

I. Call to Order. Dr. Ruben Armiñana Board Chair determined that a quorum was present (refer to Record of Attendance for September 9, 2003). The Board Chair made the following general comments:

- ❖ Welcomed Mr. Irwin S. Rothenberg to the Board of Directors. Mr. Rothenberg is currently a principal with Zenith Capital, LLC and has agreed to serve on the Finance Committee.
- ❖ Welcomed the following guests:
  - ✓ Dr. Eduardo Ochoa, Chief Academic Officer and Provost/Vice President for Academic Affairs. Dr. Ochoa resumed his post on July 1, 2003.
  - ✓ Mr. Mack Schwing, Director of the Wine Business Program..
- ❖ Fall 2003 semester enrollment is up to over 8,500 students representing over 7,200 full-time equivalent students. With the early opening of Beaujolais Village I, SSU has approximately 2,500 students in residence.
- ❖ FY 2003/04 SSU budget was reduced over \$5 million from FY 2002/03. The campus has been able to adjust to the reduction without resorting to reducing permanent employees. However, SSU will only be admitting local area junior college transfers in the Spring 2004 term.

The early forecast for FY 2004/04 is that the CSU will incur another reduction to its general operating budget and there will no funding for student growth.

- ❖ Green Music Center is proceeding. An additional \$4.5 million in additional commitments are needed. We are optimistic that these commitments will be obtained and construction will begin in Spring 2004.

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II. Old Business

- A. Approval of the June 3, 2003 Board Minutes was given with editorial corrections.

III. Action Items - None

IV. Development Report.

- A. Stuart Jones updated the Board on development office staffing.
- ✓ Introduced Mr. Mark Spaulding who joined the staff on September 8, 2003 with primarily responsibility for managing the Annual Giving Fund efforts.
  - ✓ Announced the retirement of Mr. Lance Plaza at the end of December 2003 following eighteen years of service to Sonoma State University.
  - ✓ Reported that Mr. Byron Blois had been granted an extended leave of absence for personal reasons.
- B. Mr. Mack Schwing presented the Board an overview of SSU's Wine Business Program. Highlights of the overview follow:
- ✓ Approximately 54,000 people (11% of workforce) employed in vineyards, wineries and the wine tourism sectors of Napa and Sonoma counties.
  - ✓ The first bachelor degree in business administration with a concentration in wine business strategies was conferred by Sonoma State University in the summer of 2001. Since that time 15 more degrees have awarded. There are currently 25 student enrolled in SSU's Wine Business Program.
  - ✓ Since 1997 over 500 students have enrolled in one or more of the 40 classes offered in subject matter areas of marketing, accounting, finance, human resources, strategy, production, and operations and distribution, wine geography, wine internships, and the introduction to wine business.
  - ✓ Over 900 students have taken 75 professional development courses with topics ranging from Wine Label Design to Consumer Marketing and Financial Planning for Wineries.

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- ✓ An Executive Advisory Committee is being formed to develop a formal plan covering the next 5-10 years. Initial considerations that have been proposed include:
  - Creating a Wine Hospitality Management Program,
  - Mentoring program,
  - Writing a textbook focused on the business aspects of the wine industry,
  - Development of a benchmark study of financial performance,
  - Lecture series,
  - Outreach programs to international students, and
  - Possible MBA program with emphasis in Wine Marketing
- ✓ Increased funding raising efforts to support both operating and program initiatives.

V. Finance Committee Report

- A. Committee Report for September 9, 2003 was reviewed with the Board, which included significant actions taken by committee. The committee's minutes of May 20, June 24, and July 29, 2003 were included.
- B. June 30, 2003 Interim Financial Statements were reviewed with the Board.

Respectfully submitted,

Steve Wilson  
Vice President/Chief Operating Officer

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**Record of Attendance**  
 September 9, 2003

		<b>First</b>	<b>Last</b>	<b>In Attendance</b>
1	Dr.	Ruben	Armiñana	Present
2	Mr.	Stuart	Jones	Present
3	Mr.	Steve	Wilson	Present
4	Ms.	Letitia	Coate	Absent
5	Mrs.	Suzanne	Anderson	Present
6	Mr.	Herm	Benedetti	Absent
7	Dr.	Jean Bee	Chan	Present
8	Ms.	Anita	Christmas	Present
9	Mr.	John	Comfort	Absent
10	Ms.	Debra	Condiotti	Absent
11	Dr.	Katharyn	Crabbe	Present
12	Dr.	Carmen	Finley	Present
13	Ms.	Deborah	Hatfield	Absent
14	Dr.	Alan	Johnson	Absent
15	Ms.	Barbara	Kohler	Present
16	Mr.	Dan	Libarle	Absent
17	Mr.	Wallace	Lowry	Absent
18	Mr.	Randy	Pennington	Present
19	Ms.	Beth	Robertson	Present
20	Mr.	Rick	Rosa	Absent
21	Mr.	Irwin S.	Rothennberg	Present
22	Ms.	Delphine	Tague Newman	Present
23	Dr.	David	Walls	Present

Members Present            14  
 Members Absent            9  
 Board Quorum            6    Article II, Section 1(a), Bylaws

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Guests:

Dr. Eduardo Ochoa  
Chief Academic Officer and Provost/Vice President for  
Academic Affairs

Mack Schwing – Wine Business Program, School of Business and  
Economics

Mark Spaulding – Development Office

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