

<CEO Scott> Good evening everyone

<CEO Scott> Welcome to week two of the chats with the CEO

<Dan> Hello

<CEO Scott> Hello, Dan

<Daniel Sanchez> Hi everybody! Sorry I couldn't be here for the last one, but unfortunately work comes first.

<CEO Scott> I don't know if anyone online is from Illinois, but we will be at IMEA this weekend.

<CEO Scott> Hi, Daniel

<CEO Scott> While we are waiting for questions to come in, what do you think about a possible CEO Blog, do you think there would be interest in this?

<Greg> Hi room!!! :)

<Dan Balash> I'd be interested in it

<Daniel Sanchez> Certainly could be. It's always nice to get an inside view of how things run.

<CEO Scott> An update on our Alumni Campaign, we passed the \$66,000 mark today. (That includes the last 30k that we have a commitment for.)

<Greg> congratulations

<Dan Balash> I have a question if it's okay about the 2005 tax return that I found on guidestar.org

<Daniel Sanchez> Does that mean that only \$4,000 has come in since last week's chat?

<CEO Scott> Daniel, yes a bit over 4000

<CEO Scott> Go ahead Dan

<Dan Balash> Something popped out at me when I was looking at it. According to the return from 2005, \$46,799 was spent on a marching band competition in Toronto

<CEO Scott> Are you sure you are looking at that time what would be the Bands of America 990?

<Dan Balash> This brings up 2 questions: 1.) What competition in Toronto?

<CEO Scott> That would pop out at me as well and I am not familiar with this event or expense.

<Dan Balash> yeah...It was the BOA 990

<Dan Balash> it just seemed odd to me

<CEO Scott> I will need to look into, I do not have an answer other than we didn't have an event in Toronto, nor do our 990's spell out details of events that I am aware of.

<CEO Scott> I will be happy to look at it and be prepared to respond next week.

<Dan Balash> works for me. :)

<Greg> Scott, will Eric ever be joining us for the chat?

<Daniel Sanchez> I have a question about

<CEO Scott> I will be happy to ask him to join me next week, but I haven't asked as of yet.

<Greg> ok, would just be interesting to hear his opinions

<CEO Scott> It must be 990 night, fire away

<Dan Balash> haha

<CEO Scott> For those of you in Texas, we will be at TMEA in two weeks.

<CEO Scott> I will be hosting a Town Hall or we are calling it Band Hall meeting on Friday night the 13th at 9pm.

<Daniel Sanchez> According to the 2007 Form 990, the San Francisco regional was the most expensive regional, however I believe it also had the smallest attendance. What is being done to mitigate expenses like this in

<Daniel Sanchez> the future

<CEO Scott> Again, guys on another computer I am going to open Guidestar and see what you are looking at.

<Greg> Scott, Sanchez's question goes back to what I was talking about last week

<Greg> It seems that regionals are taking place with very small enrollment, and they keep going every year

<Greg> i.e --> LA, El Paso, Piscataway

<CEO Scott> We have never had a regional in San Francisco

<CEO Scott> We are not doing shows in locations that are not returning dollars to the bottom line.

<Greg> So does a regional in LA make money? or even break even?

<CEO Scott> El Paso was cancelled this past year, LA is an investment in the west and is starting to grow

<CEO Scott> Has a positive return

<Greg> but if I remember my pdfs, there have never been more than 20 bands there

<CEO Scott> it has bordered on 15-20 for a number of years.

<Daniel Sanchez> Scott, I can e-mail you a PDF of the return if it is easier for you than going to Guidestar.

<Greg> I don't see how that can even break even.....

<CEO Scott> You will see on our applications this year we have put in place the fact that we will not run shows with less than 18 bands enrolled by May 1.

<Greg> I had a thought the other day that I would like to run past you

<CEO Scott> Go for it

<Greg> How about this layout for regionals....

<Greg> 4 weeks of regionals with 2 sites per weekend

<Greg> 2 weekends of super regionals at 2 sites per weekend

<Greg> then Grand Nationals week

<Greg> a total of 12 regionals and nationals

<CEO Scott> I am not sure what you are saying, are you suggesting this as a pattern?

<Greg> all running concurrently with a weekend break before Nats

<Greg> yes, using this as the setep for each year

<Greg> I know that scheduling may become an issue as venues change and schedule change

<CEO Scott> I am not sure how different this is from what we are doing, the schedule is pretty much based on availability of facilities.

<Greg> but that way, it also gives it a build up, makes it feel like a progression

<Greg> almost like a "playoff" system

<CEO Scott> What kind of progression is that?

<Jeff> regular regionals, then super regionals, then nationals

<Greg> yeah, in that order

<CEO Scott> We are only running two Supers this year, and they are not advancing events from Regionals.

<CEO Scott> What page of the 990 from 2007 is the question on?

<Greg> not saying they are advancing events, just that it gives the perception that each event is more prestigious

<CEO Scott> A Super Regional is simply an opportunity to serve more bands, all of our regional events are first class events.

<Greg> but we could transition that into something more

<Daniel Sanchez> And there is no LA regional on the 2007 990, so maybe the SF regional is really LA.

<Greg> and possibly draw more bands

<Jeff> not that it is an advancing event, so much as the fact that it IS a bigger event, and therefore should be "more prestigious" and come later in the season

<CEO Scott> That is quite possible.

<Greg> I mean, if you held an SA at St. Louis 2 weeks before Nats, you might draw 60-70 bands trying to tweek their shows in a highly competitive place

<Daniel Valdez> Hey Scott. I know the first postmark is due on Saturday. Does it look like the economy has affected the amount of programs who are signed up?

<Daniel Valdez> Or is it simply too early to tell how things will play out?

<CEO Scott> San Antonio and St Louis are both drawing close to 60 bands.

<Jeff> my alma mater will be at St. Louis for the first time

<CEO Scott> As of last Friday there were already 160 fall applications in house before the deadline.

<CEO Scott> By way of comparison this is looking very good.

<CEO Scott> We will have a much better handle on numbers by mid-next week.

<CEO Scott> Another factor that we hope is a positive is that our Summer Symposium enrollments for this summer are way up year over year to date.

<CEO Scott> Let me look into the 990 question in more detail and I will report back, I agree with you that this is a big number.

<Greg> Scott, I don't know if you saw my question last week

<Daniel Valdez> Speaking of Summer Symposium, is there something in the works to scale back the event? It seems to cost BOA a lot of money and having worked the event in 2005, I can certainly understand why.

<CEO Scott> It is an expensive event to operate but it also is one of our major events that has a positive return. In the last two years we have experienced a dip in enrollment

<CEO Scott> So we are currently budgeting the event a bit differently and, yes, cutting back some of the non essential expenses.

<CEO Scott> Greg, please remind me of the question of last week

<Greg> Do you have any details about how many people signed up for the Fan Network?

<CEO Scott> I can tell you in a minute

<Greg> ok

<CEO Scott> About 870 current fan network subscribers

<Greg> and is that revenue sharing with DCI or pure profit?

<CEO Scott> Another 900-1,000 PPV.

<CEO Scott> We share revenues with two parties, DCI who puts it up and Mr. Video who shoots it.

<Greg> so it's a 3 way split?

<CEO Scott> There are three entities who share in the revenue.

<Greg> is there a big investment from BOA's end?

<Jeff> How many of us bought the Fan Network subscription BEFORE the price decreased vs. after the drop?

<Greg> I did, but they refunded me the difference

<Jeff> I wasn't refunded...

<CEO Scott> There are very few numbers that came in post Grand Nationals.

<Greg> you should have asked, they would have

<Dan Balash> are there any plans to add any other videos to the archives other than 2005 and 2006 GN finals?

<CEO Scott> The reason for the price drop has more to do with the content available at one price and less available after the price drop.

<Greg> Has there been any talk of moving out of Music for All and forming a super alliance with DCI and WGI?

<CEO Scott> Yes there are plans to add more content, it is quite frankly at this point a manpower issue.

<CEO Scott> No

<Greg> Scott, I told Dave to contact me if he needed any help with the video situation and have never heard from him

<CEO Scott> We have a Strategic alliance with both entities.

<CEO Scott> Send me an email offline and we can look into that.

<Greg> ok

<CEO Scott> I mentioned Town Hall, I mean Band Hall meetings that are coming up. I plan to do a number of these in the coming weeks. We have one in our office in Indy.

<CEO Scott> Next week Thursday that I plan to video tape and put up online as well. Hopefully answering more questions people might have about the organization.

<Greg> Scott, I can tell you that I for one do not want to see BOA go away

<Ben> what does "strategic alliance" mean, and what prevents higher level alliance/combination?

<Daniel Sanchez> Are you sure the one at TMEA is a good idea? It is Friday the 13th afterall. ;)

<CEO Scott> Friday the 13th is MY lucky day!

<Greg> mine too!!!

<Greg> IF the two Dans are here, who's running Txbands?

<CEO Scott> Strategic partnerships that we do are basically a shared or trade-level sponsorship, we trade ads and exposure that do not cost each of us any real money.

<Daniel Sanchez> Multitasking. ;)

<Daniel Valdez> It is currently on auto-pilot. However, I'm certain hoodlums have run off with our Squishy Machine.

<Greg> hahahaha, sorry to hijack

<Greg> Scott, I can tell you that in this room, you have some dedicated individuals

<CEO Scott> A higher level of alliance is always things that non profits, especially today, need to look at and we are. That DOES NOT mean we are talking about any more mergers, just to be clear.

<Greg> If you are looking for some help with things, you need look no further

<CEO Scott> I am glad to hear that.

<Ben> (sorry, didn't mean to drop away)

<Jeff> Agreed. Several of us spend too much time on the BOA forums anyway

<CEO Scott> I see that.

<Greg> I never get on the forums, what are you talking about

<CEO Scott> I appreciate all of your support and conversations.

<Greg> ok Scott, time to ask you a personal/business question

<CEO Scott> Go for it.

<Greg> did you know about the website I used to run?

<Daniel Sanchez> wow

<Brian> lol

<CEO Scott> Not sure I know what we are talking about.

<Greg> skrampsplace

<CEO Scott> Didn't play in your world much other than to know there were things on that site that were not appropriate to be up.

<Greg> ok, did those things cause any harm to BOA

<Jeff> Yeah, the \$250k they have to find :-P

<Jon Cao> Jon Cao

<Jon Cao> woah - sorry that was bizarre

<CEO Scott> For me it is not about harm although I cannot measure what it cost, however that fact is that it infringed on copyright laws.

<Greg> Ok, I'm truly sorry about that.

<CEO Scott> So maybe part of the 250k I need to find

<CEO Scott> No harm no foul, let's move on.

<Greg> ok

<Robert> Do you still feel optimistic about raising 250k? considering the lack of donations this past week

<CEO Scott> Absolutely.

<Daniel Sanchez> You've said that you have a pledge for the "last" \$30k, does that only come in if you reach at least \$220k?

<CEO Scott> Do I think it will all come if from the site and the alumni, while I wish that were the case, not this time.

<Robert> What is giving you all this confidence, since the start, not even 1/5 of what needs to be raised has been raised

<CEO Scott> However I need ALL of you and more to spread the word. This is a REAL need.

<Greg> Have you hit up Richard Dreyfuss?

<CEO Scott> No, the last 30k is not tied to that.

<Jeff> Scott, apparently Mr. Bimm e-mailed all of his alumni, and got a great response from that. Why haven't we seen other schools do the same and have such a boom in donations?

<Daniel Valdez> The call to action is being spread by many directors as of late.

<CEO Scott> I have had a great many conversations with donors and potential donors, including directors who are stepping things up with their programs and alumni

<Robert> I know I talked to my director, and he has been EXTREMELY busy trying to raise money for a Uganda project, he just doesn't have time to do something like that.

<Greg> so just asking....what has everyone here donated?

<Greg> I did \$25 for now, may do more if available

<Dan Balash> 75

<Robert> 50

<CEO Scott> I believe as I just wrote in our newsletter article that is at print, is that 125k will come from this online campaign and the balance from donors who we have asked.

<CEO Scott> More are starting to do the same.

<CEO Scott> I am doing a video interview with Mr Bimm tomorrow that will be up on the site tomorrow and these town hall meetings will turn the heat up a bit.

<Brian> how are you able to raise this money and then give some of it back to the programs?

<CEO Scott> I appreciate all of you for your contributions, now tell your friends, and even those who are not your friends.

<Jeff> Were you at OMEA a few weekends ago?

<Daniel Sanchez> Do you have any way to estimate how much revenue the newsletter helps to generate?

<CEO Scott> We are giving a very small portion of dollars back and you need to get to the higher levels to get some back.

<Greg> is that 70k just for the online newsletter? or the print one also?

<CEO Scott> Dan, the newsletter is our main advertising budget. We do not do very much advertising in any publications but rather put our marketing budget heavily in the newsletter direction.

<CEO Scott> This is the print newsletter I am speaking of.

<Greg> could you transition to only an online newsletter? go green!?!?!?

<CEO Scott> I was not at OMEA personally, Cam was at that show

<CEO Scott> We did that with the fall issue this past September and looking at it for other issues. I believe that we need to be in print and online and the hands of directors at least at the start of the school

<CEO Scott> year and calendar year.

<Daniel Sanchez> How many recipients (and of what type) do you have for the print newsletter?

<CEO Scott> The print newsletter goes to about 19,000 all directors, primarily HS, some college and some large middle school directors.

<CEO Scott> We have just about 5 minutes left, anyone have anything else, these are great questions

<Robert> Can you give the names of foundations or organizations that have told you they will make donations?

<Daniel Valdez> Our staff is looking forward to dropping by the BOA Booth at TMEA in a few weeks. See you there!

<CEO Scott> Until we get confirmations from foundations or organizations I am not at liberty to share those details, but know there are a good number of asks out.

<CEO Scott> Daniel, hope you can join us for the Friday night event as well.

<Robert> Any solid confirmations?

<CEO Scott> I reported on NAMM last week and at this point I do not have any other confirmations that I can share.

<Brian> How long will these chats go on? Just for another month?

<CEO Scott> Again, thank you all for joining me and spread the word about next weeks event.

<Daniel Sanchez> I have legal copies of every GN Finals since 2001 ('91 and '93 as well). Is it possible to get videos from previous years?

<CEO Scott> Through February for certain and then I will on schedule them on occasion. There is also talk about launching a blog.

<CEO Scott> We may have some VHS available, can you send me an email and I will check.

<Daniel Sanchez> Will do

<CEO Scott> Thanks everyone, until next week, keep spreading the word.

<Deb> I've been in and out of the room, but have a few things I want to put out there about the print newsletter:

<Deb> The largest issue (Jan/Feb) - the printing was donated to us the past two years to save that cost.

<Daniel Sanchez> That's awesome.

<Deb> And while we don't have that same option available to us for this issue, we've reduced the size to cut the production cost and postage cost by more than 50%

<Deb> Since it's the it's the only time our fall and camp apps are sent by mail all year to all the school directors, tracked returns of enrollment show that it is still an important vehicle.

<Daniel Sanchez> I'm just a numbers person and sometimes some things stick out to me.

<Daniel Sanchez> I wasn't aware that there was a physical newsletter as all I get are the e-mails.

<Deb> I do love me some electronic marketing, and we continue to shift the balance away from print vehicles, but not safe yet to rely totally on it

<Deb> There's still a segment of band directors who look for and react to the print newsletter that either don't receive or respond to the e-communications.

<Daniel Sanchez> When I was originally looking at the tax forms, I saw that it cost as much as the Houston regional, and I thought that was odd for electronic, but physical explains it.

<Deb> but you are right, printing can be expensive and postage, too, thank goodness we get nonprofit rates or there would be no way we could mail to all the band directors in the country

<Deb> Our e-communication costs are minimal, since we do so much in house and don't utilize emarketing companies, etc.

<Deb> I really appreciate the great questions and input in the room the past two weeks, it's great to have the connection and thoughts.

<Deb> I have to put a toddler to bed now, but if anyone has other questions, please email me at [deb@musicforall.org](mailto:deb@musicforall.org)

<Daniel Sanchez> Thanks Deb!