

<CEO Scott> Good evening everyone

<Greg> Hello sir

<Daniel Valdez> Evening sir

<Greg> How are you tonight Scott?

<CEO Scott> Well here we are with a little over a week remaining in the campaign and one more scheduled chat. Who has the first question tonight?

<CEO Scott> I am doing well thanks, returned from Tulsa this afternoon after my final town hall meeting there last night.

<Daniel Valdez> I think we're all a little concerned about the Alumni Campaign. Give us the latest!

<Zac> Scott, with a week to go are you disappointed in the output from a few big name programs?

<CEO Scott> Well we are within \$1000 of hitting the \$100,000 mark. That is a long way to go in a little over a week. But I still feel like we can get there with the amped up attention that is there now.

<Greg> ok, I have a question

<CEO Scott> I am a little concerned but do not have disappointment in any one program. Everyone is stressed in this time and I am just blown away by the response we have gotten.

<CEO Scott> Go for it Greg

<Greg> How much does it cost BOA to fly a certain west coast school in every year?

<CEO Scott> I have no idea what you are asking?

<Greg> Doesn't BOA cover a lot of RCC's cost for coming in for exhibition?

<Brian> or any of them for that matter...

<CEO Scott> We cover NO costs for any college bands that do exhibitions at GN.

<Greg> Who pays then?

<CEO Scott> They pay their own way and get the benefit of recruiting that comes from the event.

<Greg> Can I put in a request?

<CEO Scott> We have a number of groups who are asking to be considered and are excited about this next November's two groups.

<CEO Scott> And what is your request?

<Greg> can we please have someone other than UMass and RCC for a few years?

<Jeff> University of Delaware!!!!

<CEO Scott> Sure, and they only come every three to four years.

<Daniel Valdez> What seems to be the main concerns brought forth in the Town Hall meetings, aside from the Alumni Campaign?

<CEO Scott> This next fall we have West Chester State from PA and the University of Michigan coming.

<Greg> to GN?

<CEO Scott> yes

<Greg> very cool

<Greg> I want Middle Tennessee

<CEO Scott> The main conversations in the town hall meetings have been to share where we are, how we have gotten there, our plans moving forward and how groups can assist us.

<Jeff> If you mean West Chester University of Pennsylvania, they're a decent group. I've seen them at Delaware games a few times.

<Greg> So realistically Scott, if the goal is not met, what will happen to BOA?

<CEO Scott> I think the biggest concern I am hearing is that bands cannot see their future without a BOA in it, so they are engaged in helping.

<Daniel Valdez> I think fans of the activity feel the same way.

<CEO Scott> I am still a week away from answering a question that I still believe is not going to happen.

<CEO Scott> There are a number of groups we are talking to that are still in the midst of gathering contributions and I feel as though in this last week we will find a way to make the goal.

<Brian> have you thought about the "prizes" from last weeks chat?

<CEO Scott> I can use all the assistance that you all can provide.

<Zac> I feel like word isn't spreading through booster and alumni organizations. Each band needs to put a fan out through their organization. I don't know that is happening

<CEO Scott> Yes I have and plan on having some conversations with Scott and others about setting some of those things up for next week.

<Zac> that is the way Marian and PCEP have been able to raise some nice money. I would assume SFA did something similar

<Brian> Zac- i know northmont did also

<CEO Scott> I tend to agree that it is not happening to the level we need. But when I do meet with a group it is amazing to watch the contributions start to roll in the next day.

<CEO Scott> I wish I could make more trips. It is now time to get on the phone and start to make lots of calls.

<Zac> I personally contacted booster presidents of a dozen big name bands to ask them to do a fan out

<Greg> Is there any kind of "outside backing" in the works on a need be basis?

<CEO Scott> We are working every possibility at this time. I have no commitments but have some possibilities.

<Greg> Can I change topics?

<CEO Scott> We have a number of grant requests out and some sizeable asks that I will be following up over the next few days.

<CEO Scott> Please

<Greg> What are the odds of the older videos ever becoming available again?

<CEO Scott> We are looking at other means of delivery and at this point it has not risen to a most pressing issue. While the archives are very important to all of us the cost of production for the amount of return does not justify a running out to make that the number one priority.

<Greg> understandable

<Daniel Valdez> Assuming BOA gathers the contributions needed, would you all consider pushing for donations during the Fall?

<CEO Scott> Every time we issue a new product it also requires a new license which is costly.

<CEO Scott> Daniel, our new model will include a constant messaging to our constituent that we are a charity in need of contributions, and it will be year round and hopefully not from such a place of urgency

<CEO Scott> This current Alumni Campaign is being looked at for reengaging during the next fall season as well.

<Greg> I have a fundraising idea for you Scott

<Daniel Valdez> Excellent! That's what I wanted to hear.

<CEO Scott> What is your idea?

<Greg> A book detailing the history of BOA through the years, and allow people to write in their experiences

<Brian> nice!

<CEO Scott> that is an interesting idea.

<Greg> I know there are people in this very room that would be willing to help

<Greg> with the writing and organizing of it

<CEO Scott> Good because we would need it.

<Daniel Valdez> We'd be glad to help!

<Greg> I can tell you that I personally have a 55meg pdf of every score from all competitions

<Greg> Dave has it if you've never seen it

<CEO Scott> We have often talked about a coffee table book that would show a history.

<Greg> would have to have a lot of pictures

<Greg> I would be willing to take the lead on it, and start to organize some things if you would like

<CEO Scott> Greg, you really like scores don't you.

<Greg> I like history, which includes the scores

<CEO Scott> cool

<Greg> Not to show my age, but I attended my first GN in 89

<Jeff> Wow, Greg is OLD!

<Sarah B> Don't forget Greg, BOA is about more than competitions. The Summer Symposium

has a long history as well.

<Greg> Are you knowledgeable about the SS Sarah?

<Sarah B> I am a two year TEAM SWAG vet and two year camper before that.

<Daniel Valdez> The Summer Symposium was definitely a unique experience when I did Team SWAG.

<Greg> wanna take the lead for the SS stuff for now Sarah?

<Greg> Valdez, you want to handle all the stuff west of the Mississippi?

<CEO Scott> And we can't forget about the MFA National Festival and the National Concert Band Festival. In 1992 when that began is when BOA took off with growth.

<Dan Balash> and Summer Nationals

<Greg> and the Percussion Festival

<Sarah B> I'd love to help. If you'd like to send me an e-mail about your ideas on where you want to take this and what you need help with you can send me an e-mail at smbarn@ilstu.edu

<Daniel Valdez> I shall do my best.

<Greg> is everyone in here on the forums?

<CEO Scott> lots of stuff, this would be one big book!

<CEO Scott> So I want to ask a question.

<Greg> ok

<Sarah B> go ahead

<CEO Scott> What is happening to the forums? They seem to be not as popular as they once were. Where is everyone spending their time?

<CEO Scott> Facebook?

<Brian> busy looking for jobs?

<Daniel Valdez> I think that the Fours hit a bit of a doldrum phase during off-season

<Greg> well, according to one post, the reason the forums are dead is because of me

<Zac> Since you brought up the forums: combine the general chat and student chat; it ends up being redundant

<Dan Balash> I'll be honest here. The forums really aren't moderated very well anymore, and there's a group of people that jump all over new people

<Sarah B> I think you nailed it right on the head. I find my BOA friends are more actively involved with BOA themed groups on facebook than the forums.

<Dan Balash> there's a couple of moderators that haven't been heard from in a few years

<CEO Scott> But even last fall there didn't seem to have the numbers of people in there.

<CEO Scott> I will revisit the moderator issue with Dave and our folks.

<Dan Balash> a lot of directors also tell their kids not to post there

<Greg> I think we're hitting one of the points that happens every few years where being in band goes out of style

<CEO Scott> Being in band never goes out of style.

<Zac> at least the spam seems to be under control

<Greg> Sarah, are you on the forums?

<Sarah B> I regret to say I am not.

<Daniel Valdez> Balash has a great point. Directors warn their kids not to make their respective programs look bad by posting controversial messages.

<Daniel Valdez> The Forums used to be prominently posted on the BOA website. It was very easy to get to.

<CEO Scott> Are you all active in social networks also?

<Daniel Valdez> Personally, I have the link bookmarked but I can see how a new person may find it difficult to find the BOA Forums

<Dan Balash> not only that, some students have been known to post looking for self-promotion, that sort of thing

<CEO Scott> When we started the forums, facebook, myspace and others didn't exist.

<Daniel Valdez> I think the BOA Forums need some sort of Doctrine of Etiquette

<Zac> i prefer the forums to facebook, just my opinion

<Brian> ditto to zac

<Dan Balash> which is the reason why I instituted a 10 post minimum (along with a few others) on Illinois Marching Online before you can start a new topic

<CEO Scott> what can we do to bring more folks to the fold?

<Daniel Valdez> We've sort of tongue-in-cheek discussed having a set of rules for posting but I think something more concrete may be in order.

<CEO Scott> I would welcome your ideas. Feel free to send them to me.

<Zac> make the forums a more prominent feature on the website

<CEO Scott> That would be easy to do.

<Zac> a more prominent entrance would invite others to "join the conversation"

<Daniel Valdez> Make official announcements on the BOA Forums

<Greg> Nice idea Daniel

<Daniel Valdez> Have those posts Sticky at the top so they are easy to find.

<Zac> I agree with Daniel, make the forums the hub for BOA communication

<Dan Balash> sometimes the BOA forums are the first place to go for schedules and that sort of thing

<Greg> Scott, if we were to start working on a book, can you provide some guidelines/ideas of what you would like to see

<CEO Scott> Do you all feel there is any benefit to these chats? Would you be interested in seeing them continue post the end of the month? Even if they were only once a month.

<Daniel Valdez> Yes! We love these chats!

<Brian> good starting point would be the history page in the programs

<Dan Balash> I'd love to see the BOA chat room completely come back

<Brian> these chats are great!

<Dan Balash> Valdez, remember the old days (even though I was only in and out every once in a while)

<Greg> there was a BOA chat room?

<Greg> hahaha

<Daniel Valdez> I think we need to feel a little more connected to the people that run BOA

<Sarah B> I think they help people feel involved and more connected to the organization: that their voice matters.

<Daniel Valdez> The BOA Chat Room exploded when it was first introduced. The ironic thing is that most of the conversation wasn't really about the activity.

<Greg> Scott, in case you haven't realized yet, there a few of us who are still very vested in BOA

<Greg> most of us would be willing to help with things if asked

<Greg> but you gotta ask

<Daniel Valdez> However, we all shared a common love for the activity and I made life-long friends from people who went to school all over the country.

<CEO Scott> I know that there are lots of people very interested in the organization.

<Greg> But I mean there are 10-15 of us who REALLY follow it

<Greg> just look at who posts in the forums most of the times

<Daniel Valdez> There is a picture out there of about 15 or so people together at the 2002 Grand Nationals, all of whom knew each other from BOA Forums or BOA Chats.

<CEO Scott> Not sure what all you are willing to help with. please let me know of your interests.

<Greg> Like the book idea, I'm willing to donate my time to help write and organize the book for no money

<CEO Scott> If you have a copy of that pic, send me a copy.

<Daniel Valdez> I'll scrounge for it.

<Dan Balash> we'd be able to help with moderating the forums, should there be an interest in adding new ones

<Greg> I think at GN you should have a set up for Forum members "meet and greet" every year

<CEO Scott> That is great.

<Zac> I think people are willing to help out with anything, just post a need on the forums and there would probably be someone ready to respond

<Greg> Sarah, go on the forums and create an account, then send a PM to Skramp

<CEO Scott> Great...I will start to use these more. I also will find a way to continue to have the chats and a blog if anyone would be interested.

<Sarah B> The problem is that not everyone who cares about BOA is on the forums.

**<Dan Balash>** also, didn't there used to be a website on the BOA pages that had links to every band/marching organization that was involved in BOA, or did that get lost in the transfer over to MFA?

**<Daniel Valdez>** That's true. A lot of people will view the Forums but won't actually participate in the posting, which is perfectly okay.

**<Sarah B>** "PM to Skramp" sorry i'm not hip to the lingo

**<CEO Scott>** Help me find them. Forums, facebook, wherever, we need to connect to more. That is one of the main points to this campagin, to reengage with hundreds of thousands of participants.

**<Greg>** you could start a "BOA Alumni" group on Facebook

**<Dan Balash>** there is one, Greg

**<Sarah B>** I have found one method particularly helpful.

**<CEO Scott>** There was and possibly did not come over, but again, we will look into.

**<CEO Scott>** I believe there are a couple of BOA groups already on facebook.

**<Sarah B>** I wrote a letter to any friend of music telling them about the cause, telling them my story, and asking to donate. I sent it to all my friends and band directors and asked them to send it on.

**<CEO Scott>** thanks sarah

**<Zac>** we need a boa chain letter

**<Sarah B>** Just write your own. Tonight. It takes maybe 20 minutes to tell your story and send it to all your friends in music. You'll be surprised who repsonds and is willing to help.

**<Sarah B>** And you're welcome Scott.

**<CEO Scott>** Sarah, were you on the SWAG Team recently?

**<Daniel Montoya Jr>** Hello Scott, and all those in BOA Chat land!

[**<Sarah B>** Yes, the summers of '07 and '08

**<CEO Scott>** I could use your help in messaging to our SWAG ranks about the campaign.

**<CEO Scott>** Hi Daniel

**<CEO Scott>** Will we see you back this summer?

**<Sarah B>** Already did Scott. I have sent them all a personal letter reminding them about how much the experience meant to them and that they should help. I got some great response. Not all have donated in the

**<CEO Scott>** Mr. Valdez, are you a Churchill alum?

**<Sarah B>** TEAM SWAG section. But some for the High schools they went to

**<Daniel Valdez>** Yes I am. Class of 2003. Drum Major in 2002.

**<Daniel Montoya Jr>** So Scott, I was hoping you could elaborate on a comment you made at the Town Hall mtg. at TMEA. You mentioned the 39% (correct?) increase for the use of Lucas Oil Stadium over the RCA Dome.

**<Daniel Montoya Jr>** You then mentioned you and the city would be in discussions about this, and future GN's.

**<CEO Scott>** What is up with them? Churchill. How can we get them in the game? Do you know a bunch of alum?

**<Sarah B>** I hope I will be back. I sent in my SWAG application the first day it was available.

**<CEO Scott>** Great Sarah

**<Daniel Montoya Jr>** And then you briefly said that if there was not adjustment, that GN 2010 would not be at Lucas Oil. So... could you elaborate on that?

**<CEO Scott>** Daniel M. we are in the midst of negotiating our contract going forward. We will quickly see if the city is willing to bring the costs down.

**<CEO Scott>** At this point I do not have the answers but will be working on.

**<Brian>** was transcripts made from the town hall meetings?

**<CEO Scott>** If we are unable to afford to return to Lucas Oil after 2009 then we will be looking at other venues. That is all I can say at this point.

**<Daniel Valdez>** I do know a bunch of alumni. For some reason, a lot of the alumni get out of the music activity completely.

**<CEO Scott>** Indy is my home and I hope all can be worked out.

**<CEO Scott>** The transcripts from all of the meetings are online.

**<Daniel Valdez>** There are numerous parents in the program that have multiple generation band kids in the program.

**<Daniel Montoya Jr>** Gotcha. I understand the mythical "move to TX" is not fiscally responsible. I imagine if that were to happen, the attendance at all three regionals would drop.

**<Daniel Montoya Jr>** \*in Texas.

**<Daniel Valdez>** This year, the band is taking a trip to Hawaii that is costing each student over \$4,000.

**<CEO Scott>** In or out of the activity does not matter, we are trying to connect with them where they are.

**<CEO Scott>** I understand that. And also hope they all see the value of this organization to their program.

**<Greg>** Ok, so not to sound like I'm pimping myself out, but.....

**<Greg>** but if you are interested in working on a BOA book, go to [boahistory.org](http://boahistory.org) and visit the forums

**<CEO Scott>** Brian, I am sorry you were asking about transcripts from the town hall meetings? If so, they are not online nor were they recorded.

**<Brian>** ok thank you

**<Brian>** you had me looking

**<Zac>** Scott if you ever have something specific you want to connect with alumni on, I can

contact over 800 Plymouth Canton alumni with a single email. I would assume other programs have similar capability.

<CEO Scott> I did video tape the Indy meeting and was working on editing to post to the site and lost my hard drive on my way to Texas last week. So I am working on a rebuilt computer right now.

<Greg> by lost you mean crashed?

<CEO Scott> Thanks Zac, Plymouth has really stepped up in the last 2 weeks. and I appreciate everyone's assistance. I hope we can still do that with a number of other programs.

Yes crashed and DIED!

<Greg> have you reformatted it or thrown it away?

<CEO Scott> Not good, and too long since last back up....bad me!

<CEO Scott> Dave has it out at a company trying to recover the data.

<Zac> that response is why i think there is a shortage of communication rather than a shortage of those willing to donate. I think you've done your part, now its time for each band to step up.

<Greg> ok, if that doesn't work, I run a computer company and you send it to me and i'll try

<CEO Scott> great

<CEO Scott> I will let you know.

<Greg> ok

<CEO Scott> So how do we get more programs to step up?

<Zac> I emailed booster presidents

<Daniel Valdez> Send personal emails to prominent BOA programs.

<CEO Scott> Not picking on Daniel V but there are lots of positives that have come through the WC program, how do we get a program or alums from there rallied around?

<CEO Scott> We have done the email thing.

<CEO Scott> I have reached out to 200 programs with a fed ex packet to their doors. Many of those are stepping up now.

<CEO Scott> All, this have been helpful for me. I continue to ask for your positive thoughts and prayers, and help with any of those programs you are able to help with.

<Zac> Scott, I think it takes a personal plea from someone within the organization for the money to really start coming in

<Sarah B> A personal statement from anyone. A friend of BOA. An alumnus. etc. We all can step up and start making the case for BOA.

<CEO Scott> I am so hoping to have good news next week on the next chat. Thanks for participating in this chat and for supporting this organization. It is too important to let fade away.

<CEO Scott> Any last questions for the night?

<Brian> how are the regionals out west looking?

<Brian> enrollment wise

<CEO Scott> At present they are off to a stronger start than last year. I think there are about 8-10 enrolled in each.

<Sarah B> Just thank you for doing this Scott. You are a true inspiration.

<CEO Scott> They are typically slower enrolling there than in the rest of the country.

<CEO Scott> Thanks Sarah.

<CEO Scott> I look forward to seeing you all here next week and invite your friends. Have a great week!