

ANNUAL MEMBERSHIP MEETING  
IDITAROD TRAIL COMMITTEE, INC.  
Iditarod Trail Committee Headquarters  
June 28, 2014

#### CALL TO ORDER

The meeting was called to order at 10:00 a.m. by President Andy Baker.

#### ESTABLISHMENT OF QUORUM

Members present: Allen Abbott, Jan Abbott, ~~Fred Agree~~, Andy Baker (phone), Greg Bill, ~~Roger Bliss~~, ~~Bill Borden~~, Aaron Burmeister (phone), Kathy Cappa, J. Michael Devitt, Teena Fleming, Stan Foo, John Handeland (phone), Stan Hooley, Diane Johnson, Jay Katzen, Patricia Katzen, Nancy Livingston, Bob Morgan, Maureen Morgan, John Nagy, Maryann Nagy, Stuart Nelson, Jr., Mark Nordman, Jim Palin, Joanne Potts, ~~Nona Safra~~, Danny Seybert, June Shelley, Sally Smith, Jim Weeks, Aliy Zirkle (phone)

Thirty-one (32) people present. The names with strike through were present but not members. There were twenty nine (28) verified members present.

Proxies present: Dale Alter, 1\*; Andy Baker, 27; ~~John Baker, 1~~; ~~Burt Bomhoff, 2~~; Aaron Burmeister, 30; ~~Martin Buser, 9~~; Theresa Daily, 1\*; John Handeland, 7; Stan Hooley, 5; ~~Scott Janssen, 1~~; Diane Johnson, 1; ~~DeeDee Jonrowe, 9~~; ~~Mike Jonrowe, 46~~; Jeff King, 2; Mark Nordman, 1; ~~Mike Owens, 22~~; Joanne Potts, 12; Donna Quante, 1\*; ~~Dan Seavey, 1~~; ~~Mitch Seavey, 1~~; Danny Seybert, 3; ~~Rick Swenson, 48~~; Aliy Zirkle, 119

There were a total of 427 proxies cast. There were a total of 205 valid proxies. 158 proxies went to nonmembers or members who were not present. There were 64 blanks. Members who were not present have a strike through through their name and those who got proxies and aren't members are indicated by an \*.

One hundred twenty eight members were needed for a quorum. With 28 members present and 205 valid proxies, that was a total of 233 present either in person or by proxy..

Danny Seybert, Vice President, declared a quorum present and on behalf of the Board of Directors, welcomed the members and guests to the Annual Membership Meeting of the Iditarod Trail Committee, Inc.

#### APPROVAL OF THE AGENDA

**Stan Foo/Aliy Zirkle moved to approve the agenda as presented. Motion passed.**

#### ADOPTION OF THE MINUTES OF THE ANNUAL MEETING IN 2013

**Jim Palin/Maryann Nagy moved to adopt the minutes of the 2013 Annual Meeting. Motion passed.**

#### SPECIAL PRESENTATION

Seybert noted that there have been countless acts of selflessness during the history of this Race. He said it is safe to say that mushers help each other is there is a need. Weather is always going to be a factor. He noted that in 1986, Roger Bliss stopped to help Norman Vaughan, when he found him not moving in his sled. The weather was such that plans couldn't get in to help him. Bliss stayed with him several days while the IAF dropped supplies to them, until he was finally rescued. He sacrificed his own race that year because staying with Vaughan put him so far behind that he couldn't meet the requirement in the rules of getting the Unalakleet in the allotted time behind the first musher to get there.

At the time, the late Dorothy G Page recommended to the Board of Directors that the Iditarod present Bliss with a Good Samaritan Award for his selfless act in staying with Vaughan. Somehow, with the death of Dorothy Page and the passage of time, that got overlooked. He said he was pleased to be able to correct this oversight and make this presentation to Bliss today. Bliss thanked the Board and told the story of his experience in 1986.

#### RECAP OF 2014

Stan Hooley thanked the members of the ITC for their support, both financial and moral, through this last. He noted that today marks the end of the 42<sup>nd</sup> year of Iditarod history and the beginning of the 43<sup>rd</sup> year. With the continued support of members, sponsors, volunteers and fans, we believe we can expect to grow in the years to come.

Hooley explained the schedule for today:

Mushers beginning to sign up – 9:30 a.m.

Annual Meeting begins – 10:00 a.m.

Volunteer Picnic begins – 12:00 noon

Organizational Meeting of New Board of Directors begins – 12:00 noon

First Day sign ups close – 2:30 p.m.

Drawing for two free entry fees – 3:00 p.m.

Hooley explained that it takes a lot of parts and pieces to make a race great and each is dependent on the other. He explained it like a five legged stool, which can stand without one or two of the legs if the others are all in the right places.

The first leg of the stool is the mushers and the dogs. They are the reason we're here today.

The second leg is the army of volunteers who provide so many necessary services.

The third leg is the family of sponsors who provide the lion's share of the necessary finances to make it happen.

The fourth and fifth legs are the Board, who take the lead and make the policy, and the staff, who work "13 months" a year making it all happen. He explained that we do it because we're passionate about the organization and the Race. It takes all of. Today is a day to celebrate all who make it possible.

Hooley noted that the 2014 Iditarod was one for the history books. He explained that on March 10, we were thinking that Jeff King was the sure winner of the Race. He had left White Mountain 57 minutes ahead of Aliy Zirkle about two hours ahead of Dallas Seavey. We wrote a press release noting Jeff's win, just waiting for a few details to fill in after he crossed the finish line.

It got interesting from there. When Jeff scratched, we thought Aliy would win. While we were sad for Jeff, we couldn't help but think about what it would mean for the Iditarod Race to have a woman win again. We wrote another press release.

We knew weather coming into Safety was worse than it had been in previous years, and Dallas was closing in. Aliy stopped in Safety to rest and Dallas came in. He left at 1:16 a.m. and Aliy left behind him at 1:35 a.m. When Dallas crossed the finish line first, he was spent. Aliy covered that distance 16 minutes faster, coming in just a little more than two minutes behind Dallas. We felt excitement for Dallas and heartache for Aliy and Jeff and amazement at what just had happened. Dallas will be around awhile. The question is how many more times will he win. Don't bet against him.

Hooley thanked Greg Heister and the Iditarod Production Team for the good work on the DVD. He explained that for the last seven years, we've had our own production team led by the very talented producer, Greg Heister. We have received awards from the Academy of Arts and Sciences NW, the latest award being in 2013. We won't know about this year's production until next year.

Hooley explained that we the Sportsman Channel was a new partner this year. They provided us with much needed revenue and marketing opportunities. We also partnered with Channel 11, the CBS affiliate and their coverage was very comprehensive. He noted that we like to say we can rely on Iditarod.com to grow a fan base but that's like preaching to the choir. While social media is a new tool, there is nothing as powerful as television.

Hooley noted that we are forecasting net revenue of \$83K, short of budget by \$112K. We have not made progress in building reserves. Reasons for that are 1) Capital expenses have been greater, 2) we fell short of the net revenue in the budget, and 3) servicing debt. He explained that race expenses continue to grow.

This was the first year we participated in Pick Click and Give. We were 249<sup>th</sup> on the list. 471 non-profits participated. We used our existing add inventory to drive other fund raising activities so didn't promote the Pick, Click and Give.

Hooley announced that Greg Bill would be retiring this summer. He noted that Greg's love affair with Iditarod began in 1973. He volunteered in everything from the re-start to securing donations. In '83 he was elected to the Board of Directors and in '84, he was made the Executive Director. In '87 he became the Development Director, a position he has held ever since. Everyone has a goal of retiring while they can still enjoy life and Greg is doing just that. Greg received a big round of applause.

## ELECTION RESULTS

Sally Smith, Chairman of the Election Committee, thanked the volunteers who had come out at 7 a.m. to count the ballots.

She announced that Seat O was won by Aaron Burmeister with 344 votes and Seat P was won by Mike Owens with 348 votes.

Seybert noted that Seat V, which was also up for re-election this year is the seat for the Musher's Rep and that person was chosen at the IOFC meeting in Nome, following the 2014 Race. Aliy Zirkle had held that seat the last 3 years and had decided not to run again. Seybert thanked her for her outstanding service to the Board and announced that Paul Gebhardt was elected as the new Musher's Rep.

## MEMBER COMMENTS

June Shelley: She noted that this was her 14<sup>th</sup> year of volunteering. She's travelled over 100K miles a year and been to 145 countries, but the most meaningful thing she's ever done is her volunteering for the Iditarod.

J Michael Devitt: Asked about the possibility of the return of Cabela's to a sponsor, since they've moved into Anchorage. Stan Hooley explained that he's been talking to them about that for a year now and believes that they will have some presence but it is clear to him now that they won't come back at the same level as before. He noted he's having conversation too with Bass Pro. Hopefully something will work in our favor with one of those companies.

Maryann Nagy: She noted that she worked in sales this year and there were a lot of comments about our merchandise being made in China. She said the customers didn't like that.

Stan Foo: Thanked the volunteers for their dedication.

John Handeland: Thanked the volunteers and noted that it is always exciting when the race starts and finishes. He says he enjoys seeing volunteers come to the finish in Nome.

Andy Baker: Thanked the volunteers, noting that without them, the Race wouldn't happen. He also thanked Aliy Zirkle for her three years of service to the Board and welcomed the new board member, Paul Gebhardt.

Danny Seybert: Noted that it's the members who have made the Race what it is today and said they had elected a very qualified board. He stated that this is the finest board he's ever served on and he's said he's served on many.

## ADJOURNMENT

Maureen Morgan/Maryann Nagy moved to adjourn. Motion passed. The meeting adjourned at 10:54 a.m.