



**Redcoat Band Alumni Association, Inc.
Annual Meeting 2024 – August 17, 2024**



REDCOAT BAND

ALUMNI ASSOCIATION, INC.
Celebrating 50 Years • 1974-2024

2024 Annual Meeting

August 17, 2024

1:30 PM ET

Welcome

Danny Roberson, President ('84, '87)



- Agenda
 - Welcome
 - Introductions
 - Approval of 2023 Minutes
 - Treasurer's Report
 - Registered Agent
 - Partnership with UGA Development Office
 - Committee Reports & Redcoat Update
 - Nominating Committee & Election Results
 - Events/Homecoming
 - State of the Band Update
 - Redcoat Director of NIL
 - Ways & Means
 - Membership/Young Alumni/Auxiliaries
 - Public Relations
 - National Association of Alumni Bands
 - 50th Anniversary Committee
 - Technology Committee
 - Old & New Business/Questions
 - Motion to Adjourn → Sneak Preview Cookout!



Introductions

Dave Hanson, Immediate Past President ('06, '08)

Board of Directors



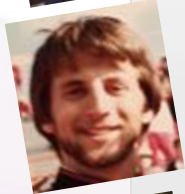
Danny Roberson, President



Dave Hanson, Ways & Means



Michael Thompson, Treasurer



Julie (Thacker) Hayes, Secretary



Mark Perry, Pep Band/Events



Christina (Swoope) Carrere, Membership/Young Alum



Nicole Schuster McGraw, Public Relations/Social Media



Trish Cronin, Assistant Treasurer



Marion English, At Large/GrillMaster



Introductions

Dave Hanson, Immediate Past President ('06, '08)

Committee & Subcommittee Leaders and Other Significant Contributors



Ellen (Rini) Black, Homecoming



Leigh (White) Tompros, Homecoming, NAOAB

Linda Butts, 50th Anniversary

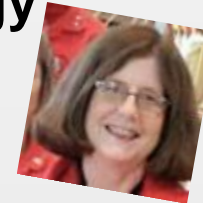


Lee Butts, Ways & Means, Technology

Pat (Kight) Cheney, Newsletter



Dorrie (Breen) Gann, Alumni Band





Introductions

Dave Hanson, Immediate Past President ('06, '08)

Committee & Subcommittee Leaders and Other Significant Contributors

Tom Jackson, Ways & Means

Steve Gaultney, Ways & Means

Lyn (Kight) Olliff, Info@

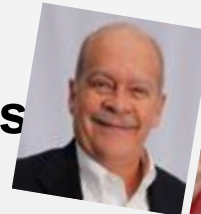
Brenda (Bowen) Floyd, Pep Band

Devin Gordon, Registered Agent, Legal

view

David Fulcher, Technology

Sarah Lanzing, Technology



Introductions

Dave Hanson, Immediate Past President ('06, '08)



50th Anniversary Committee

Linda Butts, Chair

Elizabeth Dartt

Pat Cheney

Janie Millwood

Blake Stiles

Lewis Patterson

Greg Boike

Candy Haskins

Wayne Fears

Helen Morton

Lyn Olliff

David Brown

David Fulcher

Lee Butts

+ many more volunteers

from all decades!



Minutes from the 2023 Meeting

Julie (Thacker) Hayes, Secretary ('83)

REDCOAT BAND ALUMNI ASSOCIATION, INC.

Annual Meeting Minutes
(Saturday, August 21, 2021)

1:45 pm Live-streamed via YouTube Live. (28 viewers)

- Welcome - Dave Hanson, President
 - Meeting will be as interactive as possible - submit questions as we go
- Intro
- App
- Treas

- Minutes are available on our webpage www.redcoatalumniband.com
- 2023 minutes approved via online vote

- E flip folders
- Band Enrichment fund- immediate help when needed.
- Endowment Update - Daniel, Sara Emery/Dyer Rodley
 - Sara:
 - Shared data: raised almost \$54,000 in 2020
 - 2021 - \$125,000 every area exceeded amounts for the previous year.
 - Overall endowment is \$724,953
 - Future: Fall email in October, end-of-year-giving in December, March and April campaigns
 - Dyer Rodley: We raised more money in April than we did in the year 2020.

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Redcoat Field
Field

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and birthday party for

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and alumni.

and 2021 grads- we

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Redcoat Band Members"

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Roger Dancz.
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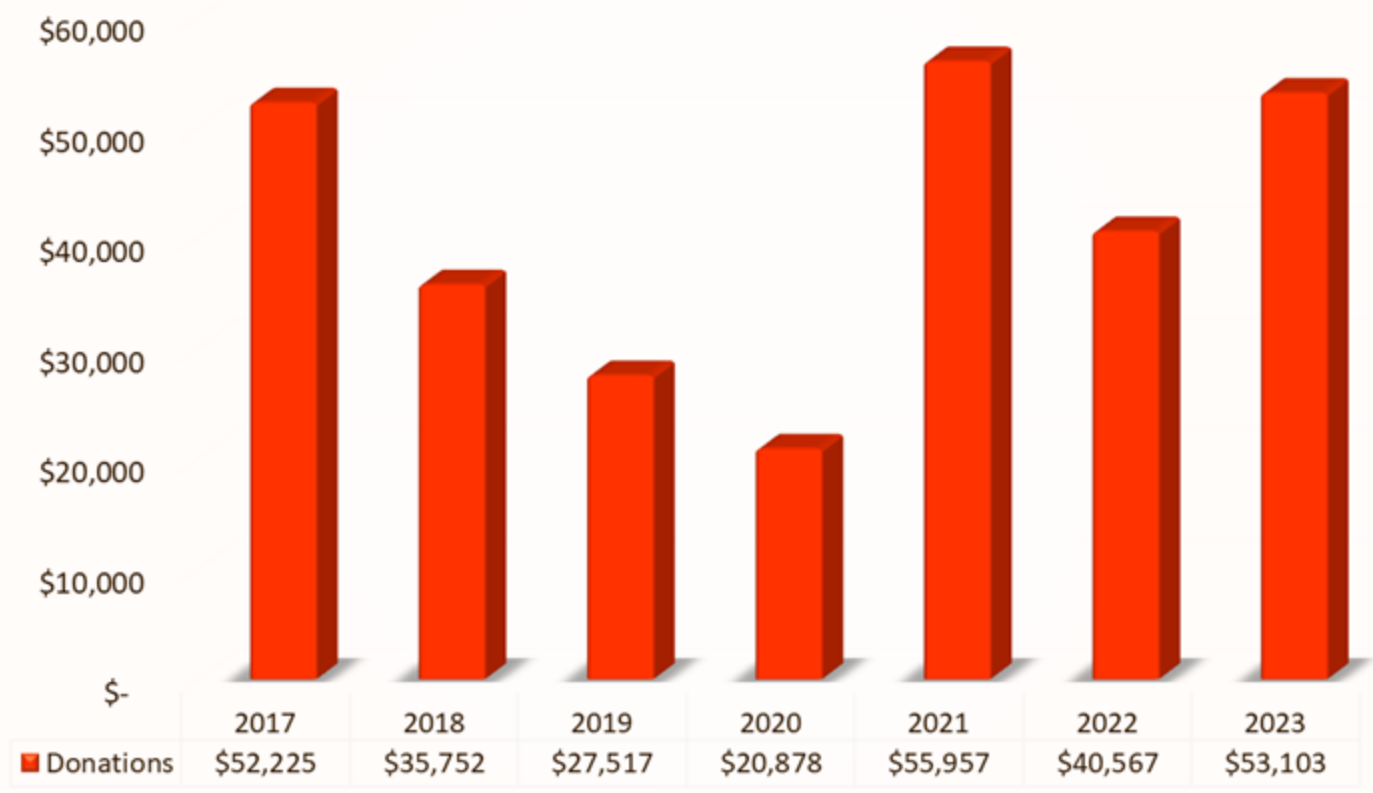


Treasurer's Report

Michael Thompson, Treasurer ('85, '87)

THANK YOU!!!

More than **\$545,000** since 2004!



Treasurer's Report

Trish Cronin, Asst Treasurer ('92)



- Cash Inflows

- Individual Contributions and Homecoming (prior slide)
- Pep Band Gigs (\$8K)
- Food Sponsorships / Annual Meeting & Homecoming (\$7K)
- Royalties (\$6K)
- Merchandise / 50th Merchandise (\$4K)
- Interest Income and Credit Card Rewards (\$2K)

- Cash Outflows

- Annual Meeting / 50th Merchandise (\$12K)
- Instruments / Storage (\$7K)
- Homecoming (\$7K)
- Senior Gifts (\$2K)
- Band Enrichment (\$1K)
- Operating Expenses (website, repairs, bank charges) (\$5K)

Registered Agent

Devin Gordon ('01)



- Royalties / Merchandise Partners
 - Licensing program continues - currently transitioning administration of the program from Linda Butts to Devin Gordon
 - ~\$5,500 in royalties during 2023 (~\$25k since licensing began)
 - 10+ licensees with active agreements, not all currently offering/selling products
- Trademark Activity
 - Bulldog Drummer* Trademark renewed for another 10 years - through 2033 (work done pro bono by Arnall Golden Gregory)
 - Trademark continues to provide licensing opportunities and revenues for the RBAA
 - New trademark was created featuring the Bulldog Drummer for use in connection with 50th Anniversary celebration

*Bulldog Drummer = Drum Dawg!

Partnership with UGA Development Office

Melissa Roberts, Franklin College Dev Office ('99, '01)



- How 'Bout Them Socks!
- Update on RBAA and UGA Development & Alumni Relations goals for FY25
- Larger UGA fundraising plans for the RCB through 2026



**Redcoat Band Alumni Association, Inc.
Annual Meeting 2024 – August 17, 2024**

Committee Reports



- Committee Structure

Committee	Areas
Nominating Committee	Board Nomination Recommendations
Events Committee	Pep Band, Alumni Band “Weekend”, Annual Meeting
Ways & Means Committee	Fundraising, Intellectual Property (Royalties), Compliance
Membership Committee	Membership Engagement, Young Alumni Council, Auxiliary Connectivity
Public Relations Committee	Communication Channels, Social Media
NAoAB Representation	National Association of Alumni Bands
Technology Committee	Website, Constant Contact, PayPal
50th Anniversary Committee	Promotion, Alumni Connections, History, Apparel, Commemoratives, Cookbook, Homecoming/Alumni Band, Pre-Homecoming Events, Pep Band



Nominating Committee & Results

Danny Roberson, Committee Chair ('84, '87)

Devin Gordon, Registered Agent ('01)

- Process Defined by our ByLaws
- Nominating Committee Slate
 - Dave Hanson
 - Julie (Thacker) Hayes
 - Mark Perry
 - Michael Thompson
- Election Results
 - Welcome Back!

Events Committee

Mark Perry ('83), Committee Chair



- Pep Band Update - Mark Perry

Year	# of Events	# of Attendees	Avg # of Participants	# of Distinct Participants
2015-2016	8	109	13.6	43
2016-2017	7	117	16.7	51
2017-2018	10	171	17.1	70
2018-2019	8	155	19.4	64
2019-2020	5	119	23.8	53
2020-2021	2	28	14.0	17
2021-2022	7	141	20.1	61
2022-2023	13	237	18.2	78
2023-2024	14	258	18.4	81

Alumni Band - Nov. 29 vs. t*ck

Ellen (Rini) Black ('81, '90), SubCommittee Chair



- Friday, November 29 - call time late morning, kickoff 7:30pm
- Tickets sold out in record time (27 hours -> last year 11 days)
- Tickets in RBAA block are again electronic - no paper tickets
 - “How will I get my tickets?”
- Performance will be at halftime, lower level seats have been promised by athletics to accommodate
- PLEASE pay attention to instructions and updates

**See y'all there as we put the crown on the 50th Anniversary year!
DAWGS!**

State of the Band Update

Dr. Brett Bawcum ('97, '00, '17), Director of the Redcoat Band



- Redcoat Staff Update
- Season Update
- Redcoat Needs
- Director of NIL

Ways & Means Committee

Dave Hanson ('06, '08), Committee Chair



- Fundraising Update
 - Campaigns with UGA Development Office
 - Georgia Giving Day
- Sponsorship Opportunities
 - Sneak Preview Cookout 2024 - Closed
 - Redcoat Branding on Instrument Trucks 2024 - Open
 - Redcoat Wrap for the New Storage Trailer - Open
 - 50th Anniversary Sideline Pass Lanyards - Open
 - 50th Anniversary Parade and Field Banners / Signs - Open
 - Redcoat Instrument Purchase 2024 - Coming Soon!



Ways & Means Committee

Dave Hanson ('06, 08), Committee Chair

Sponsorship Program

INTRO

What does the Redcoat Band Need?

One of the Frequently Asked Questions Board Members receive is, "How can I help the the band?" One of the ways the RBAA can **best serve you** is to convey the current needs and priorities of the Redcoat Directors. The Sponsorship Program allows passionate alumni, parents, friends, companies and even alumni sections to **satisfy an immediate organizational need**. Recognition: Sponsor's names are listed on this web site and on banners at Redcoat field during events. Confer with your tax advisor for your tax and donation status.

What is your passion? Are you in a position to help immediately?

These following are unfunded projects needing your assistance!



50th Anniversary Sideline Pass Lanyards

Sponsorship Amount: \$200

Number of Sponsors: 4

At \$2 a piece, these lanyards are a professional complement to the 2-sided sideline passes received by very performer at the Homecoming Event.

Status: **Ordered** – To be available for the Homecoming weekend.



50th Anniversary Parade and Field Banners / Signs

Sponsorship Amount: \$200

Number of Sponsors: 1

These banners (4' x 2.5') will be proudly displayed in the Homecoming parade complete with QR codes to point to Redcoat information.

Status: **Ordered** – To be available at the Annual Meeting



Support by Community & Businesses

Sponsorship Amount: \$1,000+

Number of Sponsors: Multiple Available

If you are interested in directly to benefit the Redcoats, the RBAA Board can work with businesses for mutual benefit.

Status: **Reaching Out To Potential Partners**



Redcoat Wrap for the New Storage Trailer

Sponsorship Amount: \$7,500

Number of Sponsors: May Take Multiple

Two generous Redcoat alumni have donated to provide this long needed storage at Redcoat Field. Now we have the opportunity to give the Redcoats an outdoor sign for recruiting and to recognize the traditions and history of the organization.

Status: **Design in progress. Awaiting a Generous Sponsor**



Redcoat Branding - 3 Instrument Trucks

Sponsorship Amount: \$3,700 each truck

Number of Sponsors: May Take Multiple

The instrument trucks, while being integral to band logistics, they can rekindle the pride we all have in the organization.

Status: **Current plan is simple recognition with logos. Could be upgraded to more striking graphics.**



50th Anniversary Breakfasts at Homecoming

Sponsorship Amount: \$2,000

Number of Sponsors: May Take Multiple

In recent years, the convenience of the alumni breakfast had to be eliminated for financial reasons. The RBAA has been approached by individuals wanting to restart breakfast for alumni (homecoming morning) or lunch (if a later game time).

Status: **Awaiting a Passionate Sponsor**



Ways & Means Committee

Dave Hanson ('06, '08), Committee Chair

REMEMBER OR HONOR A LOVED ONE BY MAKING A DONATION
TO ADD THEIR NAME.

In Memory or In Honor

When you Honor a loved one with a donation through the Redcoat Band Alumni Association, you help support a continuing program to address the priority needs of the current Redcoat student experience. Share the Tribute Wall with friends and family to continue these legacies.

Add a Loved One's Name

Online Donation – 1. Enter any amount, select Pay by PayPal (even though you may use credit card). 2. Select "+" to note **In Memory** or **In Honor** and notification info. 3. Complete the rest of the steps. (You can easily turn off the button to create a PayPal account.) Your loved one's name will be added to the **Tribute Wall** within a few days.

[Donate Here](#)

In Memory



Jerris Hayes – Friend of the Redcoats
By Shelly Jenkins

In Memory



Jerris Hayes – Friend of the Redcoats
By James McElhanev

In Memory



Jerris Hayes – Friend of the Redcoats
By Shelly Jenkins Group

Membership Committee

Christina (Swoope) Carrere ('11), Julie (Thacker) Hayes ('83)



- **Membership Engagement**

- UGA Mentor Program
 - Over 100 Alumni Registered!
- Current Needs
 - Young Alumni Board Members

- **Young Alumni Council**

- Senior Recognition- Alumni performance shirts
- YAC Phase Out

- **Staying connected with current Auxiliaries**

- Julie (Thacker) Hayes
 - **2024 – 2025:** Auditions held in Spring: 27 Flagline, 21 Georgettes, 15 Majorettes, 1 Feature Twirler (Ally Duda)
 - **Flagline:** 2 members marched DCI this summer: Holly Sass (Mandarins) and Lauren McDonald (Phantom Regiment)
 - All three teams held summer practices in June and July
 - Off year for competitions



Public Relations Committee

Nicole Schuster McGraw ('18), Committee Chair



Communications Channels

Newsletter | Email | Website

- info@redcoatalumniband.com
- <http://redcoatalumniband.com>

Twitter | Instagram | Facebook

- Private FB Group "UGA Redcoat Alumni Band Members"
- FB Page "Redcoat Alumni Band"

Recent Developments

- Content to promote the 50th Anniversary
- Ongoing effort to document RCB history via videos

National Association of Alumni Bands

Leigh Tompros ('76)



Networking with Member Alumni Bands



Mission:
To be the
Indispensable
Resource and
Advocate for
Alumni Bands

National Association
of ALUMNI BANDS



AlumniBands.org
Info@AlumniBands.org

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National Association of Alumni Bands

Leigh Tompros ('76)



Alumni Auxiliary Activities

- Performances outside of alumni band day
- Golden Dawgs performed at basketball games this winter

Alumni Pep Bands
Lee Butts - REBAA, Inc.

National Association of Alumni Bands - 2024 Symposium
May 29 to June 1, 2024

AlumniBands.org
Info@AlumniBands.org

National Association of Alumni Bands

Leigh Tompros ('76)



Coffee Table Books

- In anticipation of the UK Bearcat Bands centennial (2020), a group of students and alumni started meeting in ~2014 to develop a yearlong celebration.
- Out of those conversations (and a strategic plan known as EUCBDS: 2020) arose the idea for a coffee table book on the band's history.
- Over the next five years, I created that book.

THY LOYAL CHILDREN

A HISTORY OF THE UNIVERSITY OF GEORGIA
BEARCAT BANDS
WRITTEN BY LEIGH TOMPROS

BEARCAT BANDS

The complex block contains text and two images. On the left, under the heading "Coffee Table Books", is a bulleted list of three points. On the right, under the heading "THY LOYAL CHILDREN", is the cover of a book. The cover features a photograph of a marching band in red uniforms. Below the photograph, the text reads "A HISTORY OF THE UNIVERSITY OF GEORGIA BEARCAT BANDS WRITTEN BY LEIGH TOMPROS". To the right of the book cover is a small logo for "BEARCAT BANDS" featuring a stylized 'C' with a bear head.

National Association of Alumni Bands

Leigh Tompros ('76)



AlumniBands.org
Info@AlumniBands.org

Redcoat Band Alumni Association, Inc.
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50th Anniversary Committee

Linda (Anderson) Butts ('71)



- Meeting monthly since 2021
- Year long celebration from HC 2023 - 2024

Sub-committees are

- Gathering History / Connecting RBAA and RCB
- Apparel / Commemoratives / Cookbook
- Events other than Homecoming (tonight)



Watch for

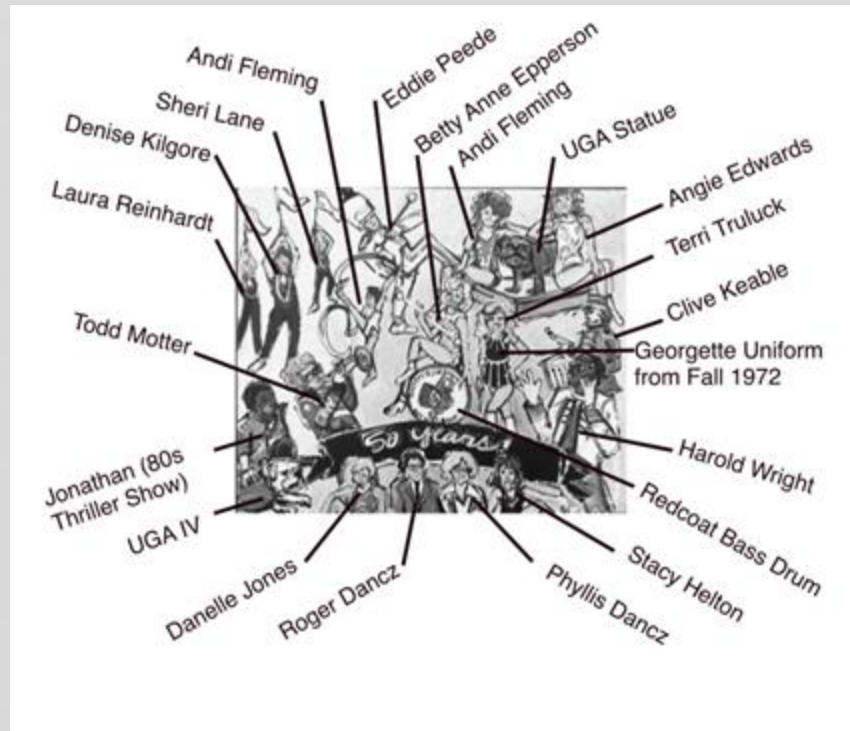
- Commemorative Limited Edition Print Debuts Today!
- Ornament
- Car Decals – pick up one today!
- Donor Magnets
- Lots of 50th Anniversary apparel on 2 Online Stores in 2024

50th Anniversary Committee

Linda Anderson Butts ('71)



Limited Edition Print by Heidi Hensley, signed and numbered



50th Anniversary Committee

Linda Anderson Butts ('71)



Welcome Gifts for Redcoats Given Tonight at Cookout





50th Anniversary Committee

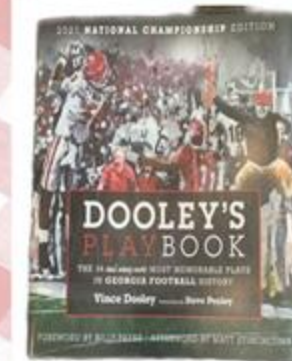
Linda Anderson Butts ('71)

Available Tonight at Cookout!
2 Items - Save 10% **3 Items - Save 20%**



Redcoat Band
Alumni Association

Pre-Order for August 17 Pickup at Cookout



Redcoat Band Alumni Association, Inc.
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Technology Committee

Lee Butts ('71) David Fulcher ('86 '90)



Year Round Activity

- Updates
- Registration revision
- Graphics



50th Cookout Sponsors				
Georgetown '94 Marty Barry King	Georgetown '94 Margaret Pamela	Franklin '94 Alex Nancy	High Note Beverly Christina	Emmons John Catherine
Deam Majors	Pleasant Wesley Margaret	Northham Early Nancy	Clarinet Deborah Sharon	Perseus Jason Lynn
	Pleasant Virginia Lynn	Northham Alex Nancy	Cookout Lynn Lynn	Available



50th Anniversary Support

- Stories & Lore
- Newsletter Library
- Alumni Profiles
- Homecoming Galleries
- Alumni Romances
- Legacy Photos
- Commemoratives



Old & New Business

Danny Roberson ('84), President



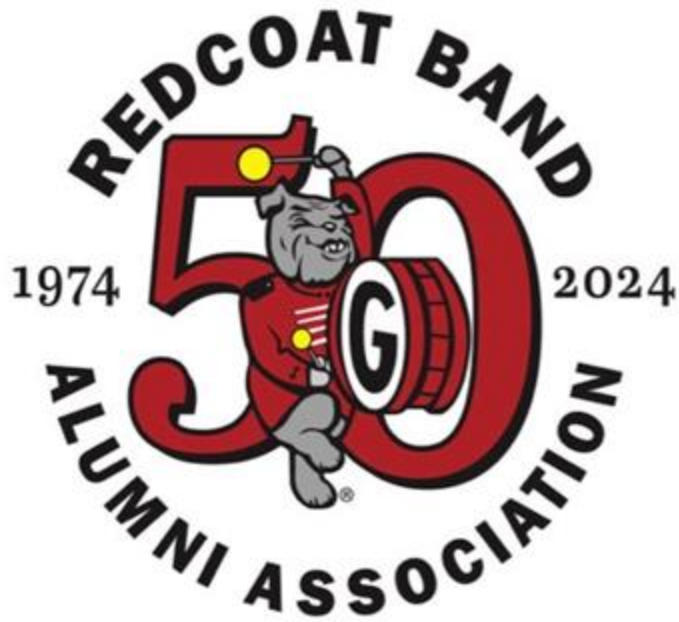
- Old Business
- New Business
- Questions?



Redcoat Band Alumni Association, Inc.
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Motion to Adjourn

Danny Roberson ('84, '87), President



Let's go serve the Redcoats!