

BEAUTY THROUGH CANCER BOARD MEETING
JUNE 23, 2009

Board members present: Earleen Bennett, JeanAnn Taylor, Greg Bennett, Donald Conway, Brian Morrison, Mona Wade, Marilyn Carter, Jeffrey Goldstein, Judy Price, and Christopher Chay

The first Beauty Through Cancer, (BTC) board meeting began with introductions and a brief overview of plans and programs presented by Earleen Bennett:

- *A \$75 educational program will begin in August.
- *The American Cancer Society, along with The Look Good Feel Better program are supportive of BTC.
- *The Hope Cancer Center has asked Earleen to introduce and present BTC at a future meeting.
- *A Reconstruction Support Group will meet with guidance from Earleen.
- *Plans to include a support group for men who have wives with breast cancer is in the works.
- *Plan to join Asheville Area Chamber of Commerce.
- *Has asked Mayor Bellamy to come to grand opening in October. Also plan to name October 6 as Beauty Through Cancer Day.
- *Need to continue to get donated used wigs...plan to purchase shampoo and brushes.

In order to achieve tax exempt status, Earleen filed 1023 on March 3, 2009. It was decided that March 20 will begin fiscal year for BTC. Earleen's salary was discussed and it was decided that we would re-visit this at a later meeting. Brian will send email with update on By-laws.

The Conflict of Interest policy was discussed. Board members will need to sign form stating awareness of policy. Further discussion will be addressed at next meeting.

Discussion continued on Asheville Permanent MakeUp renting space from BTC. Earleen is currently paying \$500/month. The total rent charge is \$1500/month. She will also pay a percentage of the utility charges. Brian will review this and report to board.

It was decided that Earleen will remain as President and Chairman of Board, not as board member.

The financial statement and budget was reviewed.

Many of the furnishings and decorative accessories in the office are owned by Earleen. She currently owes \$750 for chairs. Earleen is working on a trade sponsorship with FastSigns for BTC signs.

A mailing asking for volunteers and donations will be sent out to 600+ in the near future. Brian will check on getting a solicitation certificate and retail sales license.

The following officers were elected:
President and Chairman of Board: Earleen Bennett
Secretary: JeanAnn Taylor
Treasurer: Mona Wade

The Annual Meeting was determined to be on the first Tuesday of June each year.

The next board meeting will be September 22, 2009 at 5:30.

The first fundraiser for BTC will be held at Winestyles on September 12 from 3:00-6:00. Moda will present a fashion show, Chef In Motion will cater, and HollyAnn Taylor will play her guitar. There will be baskets for a raffle.

Earleen plans to host a "Walk-Through" for the medical community sometime in August.

Beauty Through Cancer Board Meeting

September 22, 2009

Present: Earleen Bennett, Greg Bennett, Don Conway, Mona Wade, Susie Tarantino, Judy Price, Brian Morrison, Jeffrey Goldstein, JeanAnn Taylor

Absent: Christopher Chay

Earleen began meeting at 5:35 with explanation of the Board Term Limit Recommendations. It was stated that individuals were placed in one, two, or three year terms so that all would not expire at the same time. Everyone present agreed that the list of Board Term Limit Recommendations was acceptable.

Marilyn Carter has resigned as board member due to medical conditions. A motion was passed to accept her resignation.

Brian explained and led discussion on the Conflict of Interest policy, the Bylaws of Beauty Through Cancer, and the Resolution of the Board of Directors of Beauty Through Cancer. We now have a license for solicitation. At the January meeting, we will elect officers for 2010.

Susie Tarantino was introduced and a motion was passed to accept her as a new board member.

Earleen explained that she must rewrite the Continuing Education Program for beauty professionals for the cosmetology classes. They are currently too technical.

BTC has 35 volunteers and a volunteer coordinator. In the future, Earleen plans to use a volunteer to also work the front desk.

Earleen will teach Areola Pigmentation in the future. In the last six weeks, she has seen patients from all over the country.

Several media sources have supported BTC including The Laurel of Asheville, Mountain Express, and Sophie Magazine.

Lisa Wilson and Earleen recorded a talk show with Leah McGrath to be aired on Saturday, August 25.

Earleen has been invited to be on the Ken & Tammy Show (WOXL) in October.

New sponsors, Biltmore Farms and USave Car Rental, are offering discounts to customers when they mention BTC.

Chef Mo will continue to provide food for BTC events at no charge.

BTC has had two successful fund raisers. Approximately 50 people attended the wine tasting where \$1200 was raised. Approximately 45 ladies attended a luncheon where \$1800 was raised.

The Recommendations for Committees was discussed. Everyone present agreed to the recommendations from Earleen. It was discussed that the fund raising committee and the special events committee will include board members and volunteers.

Earleen will mail sponsorship packages. The package will explain programs and where the money goes.

The BTC grand opening is scheduled for October 1, 2009 from 5:00 – 7:00. Mayor Bellamy will attend to proclaim this day as BTC Day. The Asheville Area Chamber of Commerce has been invited as well as representatives from WLOS, and the Asheville C-T. Earleen is working on creating raffle baskets. HollyAnn Taylor will provide music, WineStyles will provide wine, Chef Mo will provide the food and Earleen is still trying to find a supplier for the beer. There are currently 50 confirmations from the facebook invitation.

The first Beauty Ball will be held on October 1, 2010. Kimberly Hunter will conduct the event at no charge. The Beauty Ball will be a dinner, dance, and fashion show.

The immediate focus is on fund raising and corporate sponsorships.

The next meeting is scheduled for January 26, 2010 at 5:30.

The meeting was adjourned and the guest speaker, Rick Fornoff, spoke on how to eloquently describe Beauty Through Cancer.

Submitted by JeanAnn Taylor on September 24, 2009

BEAUTY THROUGH CANCER BOARD MEETING
January 26, 2010

Board members present: Earleen Bennett, Greg Bennett, Donald Conway, Brian Morrison, Mona Wade, Judy Price, and Christopher Chay

Board members absent: JeanAnn Taylor, Susie Tarantino, Jeffrey Goldstein

The Beauty Through Cancer, (BTC) board meeting began with Earleen discussing the Education Program that is pending approval from the State Cosmetology Board.

Next was a motion by Judy Price to accept the nominating committee's recommendation that current officers (listed below) be presented to the board for a vote of approval – motion seconded by Greg Bennett, the following officers were approved for the 2010 – 2011 term. All board members present voted affirmatively.

President and Chairman: Earleen Bennett
Secretary: JeanAnn Taylor
Treasurer: Mona Wade

Earleen Bennett presented a rough draft of the operating budget as well as a tentative budget for the "Beauty Ball" a fundraising event scheduled for October 1, 2010. During discussions regarding rental income/rental expense, it was recommended by Brian Morrison that a formal lease agreement be drafted for Beauty Through Cancer. Earleen agreed and will work with Brian to prepare one. Insurance coverage and expenses were also discussed and it was determined that further review would be necessary before a final decision will be made. Brian and Earleen will meet the following week to discuss. Earleen will work with Treasurer, Mona Wade to finalize the budget and then she will send out to the board by email for their approval.

Earleen discussed in detail the fundraising efforts and scheduled events for the upcoming Beauty Ball. The board was provided handouts detailing the expenses expected for this event as well as a schedule of planned activities. Earleen requested that the board members hand out sponsorship packets she had developed for this event and/or provide her with prospective names that she could contact.

Earleen announced that she would like to hire a part-time employee (Kathy Warner a current volunteer) for Beauty Through Cancer. She recommended that Asheville Permanent Make-up pay for Ms. Warner's salary one day a week and Beauty Through Cancer pay for the other scheduled 3 days at a salary of \$10 per hour plus 10% commission on any cosmetics that she sells. There were no objections from the board members.

Earleen also presented an opportunity to be on the cover of Sophie Magazine at a cost of \$2,000.00. After discussions, it was decided that we consider the return on investment and hold on this opportunity.

The next board meeting will be July 27, 2010 at 5:30.

BEAUTY THROUGH CANCER BOARD MEETING
July 20, 2010

Board members present: Earleen Bennett, Donald Conway, Mona Wade, Judy Price, Greg Bennett, and Christopher Chay

Board members absent: Susie Tarantino, and Jeffrey Goldstein

Board meeting was called to order at 5:40 PM; Earleen Bennett presided at the meeting.

Wade and E. Bennett presented the revised 2010/2011 budget numbers. E. Bennett presented the Beauty Ball budget. Revised budget was approved on a motion by Conway and seconded by Price.

E. Bennett reported that JeanAnn Taylor had resigned from the board and that recommended that Judy Price be elected to replace Taylor as secretary. Motion by Wade, seconded by Conway, Price was elected as new secretary for the 2010/2011 year.

E. Bennett reported that Wade would file Form 990 for Beauty Through Cancer.

E. Bennett reported on the following:

- Clear Channels wish to be the radio sponsor for Beauty Through Cancer
- Possibility of bringing on a Development Director to help with Marketing activities
- Possible need for additional space
- Hair Skin Hope Program
- Areola Pigmentation – opportunity to teach others
- Updates on the Beauty Ball – gave detailed walk through
- Meeting with Mayor Terry Bellamy who will attend the Beauty Ball
- Founders Award to be presented this year to Dr. Conway

The next board meeting will be January 25, 2011 at 5:30.