Minutes
Board of Directors Meeting
July 21, 2016

Call to Order

President Sheryl J. Moore called to order the regular meeting of the Society of Annuity Facts and Education (SAFE) board of directors at 12:05 Eastern Time on June 23, 2016. The meeting was conducted by teleconference.

Roll Call

Roll call was conducted.

Present: Sheryl J. Moore, Lowell Aronoff, Greg Mitchell, Marilynn Scherer, Matt Hargrafen, Betty Meredith, Jake Marxen, Alan Grissom, Jafor Iqbal
Not Present: Phil Holstein (excused), Rob Stone (excused), John Williams (unexcused)
Also Attending: Marv Tuttle

Approval of Minutes

President Moore called for review and approval of the April 26 board meeting minutes. Lowell Aronoff moved the minutes be approved. Matt Hargrafen seconded.

Treasurer's Report

SAFE financials as of July 18, 2016, were reviewed. Assets were at $41,552, with over $24,000 income for the year from board member contributions and service donations in kind. 2016 operating expenses were currently at $60,041. Several board member contributions remained outstanding and not accounted for on the report. Treasurer Greg Mitchell and consultant Marv Tuttle continue to move forward with transition of treasurer duties. President Moore now has corporate checkwriting responsibilities and she and Marv Tuttle have passwords for account access.

President's Report

- **2016 Board Nomination Process**

  President Moore reminded board members that the deadline for nominations for board members and officers at the end of August. Board members are responsible for a minimum of one sponsored board nomination who can capably serve and fulfill duties as working board members. She also requested board members to seriously consider the opportunity of putting their names into consideration for the positions of 2017 President and President-elect..

- **Board Contributions**

  President Moore put in another reminder for board members to make their contributions as soon as possible.

- **Strategic Planning Committee**

  President Moore stated that the Strategic Planning Committee has met with the ultimate goal of revising and updating SAFE's December 2014 strategic business plan. Marv Tuttle will be working on this with the revision due by early August for Strategic Planning Committee review. The board of directors will review, discuss and potentially approve updated plan during its August 25 board call.

- **SAFE 2016 Budget**

  President Moore shared that the six-month budget (July to December) had been approved with six board members voting in favor. No other votes were received and President Moore noted that they will be considered abstentions.

Communications Committee Report

Chair John Williams updated the board on work being done with Flying Hippo to update SAFE's logo and website. He, President Moore and consultant Marv Tuttle participated in a late June review of proposed logos by Flying Hippo. A total of 8 logos were presented, with 2 selected for review and discussion by the SAFE Communications Committee on July 6. The two logo designs (egg and shield/lock motifs) was offered with a specific rationale for aligning and strengthening SAFE's brand.. Chair Williams opened up discussion on the two logo designs, citing that the Communications Committee had reached consensus on one. Various board members offered commentary on the pros and cons of each, leaning toward the "egg" motif. President Moore requested that board members continue to consider and to vote by e-mail on which logo design was preferable for SAFE. (The "egg" logo design was selected.)

Chair Williams commented that once a logo design was finalized, work would begin on an initial design for the SAFE 2.0 website, with expectations for an initial design review meeting with Flying Hippo in early August. A new domain name will be selected as well including the SAFE acronym, either safeannuityed.org or safeannuityeducation.org. The Communications Committee will meet in mid-August to review the first cut of SAFE 2.0.

Education Committee Report

On behalf of Chair Betty Meredith, Marv Tuttle reported that committee member efforts on second drafts of case study stories for 12 different market segments continue.

Adjournment

With no further business at hand, President Moore called for adjournment at 12:56 p.m. Eastern Time.