

DRAFT
OGR Annual Business Meeting Minutes
April 24, 2010
Broadmoor Resort, Colorado Springs, CO

Present: OGR Board Officers: Koven Brown, Kevin Opsahl, Jeff Wages, Michael Lewis, Tyler Pray, Cathie Tattrie, Charles Rader, and Chris Miller.

OGR Staff Members: Dianne Hughes, Connie Haymes, Lisa Krabbenhoft, and Debi Tignor-Wall.

Chair of the Long Range Planning Committee J.D. Slack and consultant, Dr. Michael Gallery.

Membership in attendance for the Annual Conference.

1. The meeting was called to order by President Koven Brown at 11:20 a.m.
2. The agenda was reviewed. The current Board of Directors was recognized and the two incoming Board of Directors were introduced by Koven.
3. An update on the State of the Association was given by Koven Brown and Dianne Hughes, Executive Director.
 - Brown indicated that OGR had gone through significant transition over the past year including a move of the home office to Austin, Texas from St. Louis. He also commented that after several months of effort 86% of the membership had approved the merger of the Missouri Corporation into the Texas Corporation.
 - The financial situation of the association has much improved under the direction of Dianne Hughes and there has been a great savings to the association by reducing the cost of rent and staffing.
 - Of ongoing concern is the steady decline in overall membership for the past 15 years, which has impacted programs and services. Together we must set a goal of positive membership growth where all of us actively recruit quality members.
 - Hughes indicated that when she was brought into OGR, internal operations needed realignment particularly with a focus on the financial, operational and staffing needs of OGR. During this process, it has been important to reconnect to “who OGR was originally” and its values.
 - Leadership must be actively involved in this process so that the changes that occur support the collective vision. Leadership is essential to retain the organization’s institutional memory.
 - There is a two to three year challenge ahead but the resources (membership, appropriately trained and experienced staff, financial stabilization) are in place for growing forward. A sense of family is a key strength of the organization. Through the combined roles of member, leadership and staff, OGR’s future is assured.

4. J.D. Slack, chair, discussed the charge and work of the Membership Standards Task Force that was comprised of three Past-Presidents, three other members, and Jeff Wages as board liaison.
 - OGR's Mission: Making independent funeral homes exceptional
 - We need a better direction, but what is the new direction of our membership and why change the By-laws? Based on legal opinion from our attorney, exclusivity that results in specific geographic boundaries may be a violation of federal antitrust laws. We have asked for clarification and a ruling from FTC.
 - FTC says "Problematic enough to warrant review" and that there is "Adequate justification for the practice (of geographic exclusion) being eliminated".
 - Additionally, only 17% of OGR members meet requirements for geographic exclusivity that requires attendance at an OGR Annual or educational conference every 18 months.
 - Exclusivity based on merit is a value that allows members to communicate standards that set them apart from local competition, in line with OGR's mission and standards.
 - Continued decline in membership indicates that geographic exclusivity is not a compelling value.

Task Force proposal:

- Two levels of membership; Basic and Excellent is the working terminology. Basic level is open to all independent funeral homes that meet the, yet to be determined, criteria. The Excellence level of membership has fulfilled the standards that have been outlined. The goal is to move everyone to the top-tier level (level of excellence). What are the benefits of membership for each level?
 - Basic : OGR communications, discounts on OGR products & services, educational programs
 - Level of Excellence: right to use OGR brand, receive programs and services reserved for quality brand, placed on OGR preferred national referral list, right to vote and hold office.

Discussion and questions ensued:

- What is the difference in the dues structure? Also, the application process?
- What is the time frame to achieve the "next level?" What is the incentive to move up?
- What will the levels be called?
- Will current members be grandfathered into the 2nd level? Will it be perpetuity? Will there be a review process? (to be determined /scheduled)
- Will current members drop if they don't become Excellent?
- How will you control the use of logos, etc, if members revert to level one? Also, will advertising be at two levels?
- Who will police the levels?
- Can we have multiple OGR member firms in one region, such as three funeral homes in one town?
- Who will receive letters and be notified of new funeral home member in area?

- Who is required to obtain CEU's? Not all staff, just those who are required by their state to get CEU's, example...licensed personnel only.
This needs work/clarification, example Canada
 - Family Contact program will add an electronic option to the current paper option.
 - Appropriate aftercare, based on your community.
 - There will be a winnowing process after the grandfathering process.
5. Review of Bylaws and Proposed Changes was presented by Jeff Wages. Jeff said these were mostly housekeeping issues.
Regarding:
Sec. 6.2.3 Continuity of Immediate Past President... (this was removed two years ago in an attempt to streamline finances, but probably was not in our best interest)
- Sec. 6.2.7 Section not automatic progression
- Sec. 9 Standing committee. Policy/Procedure and not a part of Bylaws. Changes submitted by committee do not require a second for vote.
Koven called for vote.
All Ayes. Motion carries, no second required. **Motion 10-014**
- Sec. 3.2.4 Tyler Pray put forth the motion to amend this section of the bylaws. Tom Hammerle seconded the motion. The motion was called for vote and passed.

Motion carries **Motion 10-015**
6. Kevin Opsahl commented that the Forward Vision will be addressed at the annual banquet.
- Upcoming 2010 meetings: November in Cincinnati and April in Atlanta.
 - George Darte suggested bringing one new member.
7. Meeting was adjourned.