



## **Executive Committee Meeting Minutes**

**Tuesday September 11, 2012**

**8:30 PM**

The meeting was gratefully organized by Schuyler Evans '10 and generously hosted by Gerald Phillips '47 in his Century City office.

The meeting began with introductions from attendees: Michael Odokara-Okigbo '12, Beth Krakower '93, Joel Dahl '05, John Arroyo GR'08, Gerald Phillips '47, Robert McAvinue '12, Ivy Pruss '07, Brant Rose '92, Dan Ternowchek '11, Schuyler Evans '10, and Jethro Rothe-Kushel '03. Those who participated via conference call included Lisa Chau GR'06, Jessica Krug '11, and Todd Steiner '94.

DAEMA President Jethro Rothe-Kushel began by reviewing the DAEMA mission statement:

*"Dartmouth Alumni in Entertainment & Media Association (DAEMA) supports Dartmouth Alumni and friends in Motion Pictures, Television, Theater, Music, News, & Documentaries with opportunities for networking and career development. DAEMA also helps students bridge the gap from Hanover to "Hollywood."*

Mr. Rothe-Kushel went on to discuss the opportunities DAEMA can offer. DAEMA boasts 1700 members internationally, with over 600 in the Los Angeles area and others in the greater New York, Washington D.C., and Boston areas. DAEMA offers networking opportunities and cultivates leadership skills while providing an emphasis on community and fun. Rothe-Kushel emphasized three primary goals in moving forward with DAEMA: to establish a regular meeting schedule, to have regular election cycles, and to grow and develop executive committees.

Per the suggestion of Beth Krakower, Rothe-Kushel went on to introduce the current Executive Officers in attendance: Beth Krakower, VP of Music and the Internship Fund; John Arroyo, VP of Digital Communications; Schuyler Evans, VP of Young Alumni; as well as DAEMA Advisors Gerald Phillips and Brant Rose.

Next, Schuyler Evans provided an update on upcoming DAEMA events. These included: a mixer with Ivy Entertainment at the Station at the W in Hollywood on Thursday, September 13, 2012; a tentative mixer at the Redbury in Hollywood that

would take place on Thursday, November 8, 2012; and the Ivy Entertainment Holiday Party, date to be determined in early December. Mr. Evans went on to discuss plans for next year, which included creating a calendar of events and training documents for other DAEMA members who may be interested in event planning.

Next, Ms. Krakower discussed plans for the establishment of an internship fund for current Dartmouth students who wish to gain experience in the entertainment industry. Ms. Krakower explained that a pre-requisite for internships in the entertainment industry is academic credit or a stipend. Because Dartmouth does not offer academic credit for internships, it is especially difficult for students to secure internships in the industry. The goal is to fundraise for a scholarship fund to provide students with a stipend from DAEMA in order to secure internships. Anyone interested in assisting with this endeavor should contact Ms. Krakower at [beth@cinemediapromotions.com](mailto:beth@cinemediapromotions.com).

Next, Jessica Krug provided an update on the DAEMA Mentorship Program. Ms. Krug and Mr. Evans have worked with Diahna James '05 to strengthen the Mentorship Program. First, the Mentorship Committee will be changing the application process. This will consist of securing a pool of mentors before the mentees submit their applications, as well as eliminating any elements in the application that were deemed unnecessary in the selection process. The Committee will also be reaching out to campus organizations and academic departments to advertise the program and get advice on how to move forward. Current deliverables include e-mail correspondence with past mentors and mentees to get feedback, the development of virtual training documents to serve as a resource for mentees who may be at a loss regarding how to interact with their respective mentors, and the inclusion of a blurb in the next DAEMA Newsletter. Anyone interested in assisting with this endeavor should contact Ms. Krug at [Jessica.L.Krug@gmail.com](mailto:Jessica.L.Krug@gmail.com).

Next, Mr. Rothe-Kushel provided a brief overview of Committee Reports:

- The Philanthropy Committee is intended to provide an opportunity to organize events that build a larger community. It is currently in the planning stages. Anyone interested in being involved should contact DAEMA.
- The Activity Report Committee is responsible for compiling the Activity Report for the College. This must be completed by the end of September in order to ensure that DAEMA is eligible for any College awards for alumni clubs and shared interest groups. These awards are given out during the Club and Group Affiliated Officer's Weekend during Winter Carnival and provide an opportunity for DAEMA to recommit to a relationship with Hanover and the College.
- The Jobs and Internships Committee is responsible for serving as a resource for current students looking for employment opportunities. Anyone

interested in involvement should contact Jessica Krug at [Jessica.L.Krug@gmail.com](mailto:Jessica.L.Krug@gmail.com).

- The Nominating Committee is responsible for nominating potential candidates for the DAEMA Executive Board.
- The Bylaws Committee is responsible for reviewing and updating the DAEMA Bylaws. Jethro Rothe-Kushel is currently overseeing this endeavor. Anyone interested in becoming involved should contact Jethro at [jethrofilms@gmail.com](mailto:jethrofilms@gmail.com).
- The Events Committee is seeking to expand and have different members responsible for different types of events (panels, mixers, conferences, etc.). Beth Krakower suggested expanding event planning to other geographic areas in order to promote further outreach.
- The Mentorship Committee is in charge of the Mentorship Program. See Jessica Krug's update on the Mentorship Program above.
- The Student Liaison Committee is responsible for promoting interaction between DAEMA and current students. A recent event included a round-table discussion in Collis, hosted by Career Services. It was noted that face-to-face interaction between current students and DAEMA members is crucial for facilitating relationships with students.
  - Mr. Brant Rose mentioned that he has been invited to speak to students about writing for the screen, to be hosted by the English Department and Professor Donald Pease. Date: To be determined. Consider coordinating a follow-up event with Career Services.
- The Communications Committee is responsible for creating the monthly DAEMA newsletter and managing DAEMA's social media outlets. Schuyler Evans has served as an ad-hoc chair of this committee. Mr. Evans nominated Robert McAvinue to manage this committee. Mr. Rothe-Kushel seconded the nomination. Mr. McAvinue accepted the nomination and will coordinate DAEMA's newsletter and social media outlets. Deliverables include maintaining the monthly newsletter and aggregating DAEMA's social media accounts with one another and linking them to the DAEMA website.

Next, Mr. Rothe-Kushel called for New Business. New Business included:

- Calling and nominating members for the next board meeting. First focus on friends in the LA area who would like to be involved with DAEMA.
- Consider posting events on the College's Calendar of Events
- Regarding changes to the Bylaws, Ms. Krakower emphasized the importance of focusing on organization structure in order to form other

DAEMA boards in cities with high population concentrations in order to promote DAEMA as a national organization.

- Ms. Krug proposed finding a way to get alumni from other regions involved in the Mentorship Program. Ms. Krakower mentioned contacts in the Boston and D.C. areas who would likely be interested in becoming involved.
- Mr. Rose suggested using Thursday's Ivy Entertainment Mixer to encourage involvement from fellow alumni. Consider having a sign-up sheet for interested parties.

The meeting ended with a reminder to attend the Ivy Entertainment Mixer on Thursday September 13, 2012 at the Station at the W in Hollywood.

The meeting was adjourned at 9:35 PM.