

CEO Report
2016 Annual Meeting of the Corporation
Presented by Kent J. Blumenthal, PhD, CAE

It is common practice at the Annual Meeting of the Corporation to give the 35,000-foot view of GVR. What I'd like to share in my report is a bit about the 'wheels and gears' that keep our Corporation moving in the right direction.

1. During this past year GVR has placed a major focus on Staff Development and evaluating and re-investing in our GVR Facilities, as is being demonstrated through the 10-year Strategic Master Planning Initiative, led by WSM Architects of Tucson.
2. INVESTING in both our people and facilities will continue to be a major focus of your GVR leadership team. Your GVR Staff Team is an invaluable asset to carrying out GVR's Mission:

"To provide recreational social leisure education opportunities that enhance the quality of our members lives."

I want to thank my fellow employees for their support and for serving our membership so well. To an individual, they are outstanding.

3. During this past year a number of GVR staff participated in professional conferences, trade shows and a number of professional training opportunities:
 - Accounting for Nonprofits Seminar
 - Aquatics Facilities Operators (AFO) & Certified Pool Operators (CPO) courses
 - Effective Board Governance Seminar
 - Employment Law Seminar
 - Foundation Fundraising Seminar
 - Maintenance & Tools Expo
 - Recreation & Leisure Services Conferences & Expos
 - Performing Arts Expos
4. Several staff received national certifications i.e. Senior Supervisor Julie Vance completed a "Certified Performing Arts Executive certification" this is a national credential. Senior Supervisor Maureen McCarthy completed a "Certification in

Volunteer Administration,” which was actually an international certification. Your CEO was recently re-credentialed as a Certified Association Executive (CAE) by the American Society of Association Executives.

5. This was the first full year we had a Customer Service Supervisor position that had been repurposed from a Member Services Coordinator position. As a result of having a supervisor principally focused on customer service, we were able to take overall customer service excellence to a higher level of overall service.

6. Our member programs and services continue to grow and improve in the areas of Leisure classes, Performing Arts, Southern Arizona Senior Games, Special events. Overall usage of our GVR facilities has increased, and during peak season we are busting at the seams. We are forced to limit the number of classes we offer and meetings we hold due to endemic space limitations.
 - You may have noticed that for several months we have been working to reconfigure and reconstruct the GVR Member Services Center lobby. Completion of this project will allow us to add a few additional workstations for both full and part-time employees.

 - Last year, we moved our three-person Information Technology unit to Desert Hills Center in order to free up some space at the Member Services Center.

 - We’ve offloaded many membership transactions to the Box Office at West Center to better distribute the overall workload and provide member services and ticket purchases during weekends and holidays.

7. It is interesting that last January, Pima County administrator Chuck Huckelberry invited GVR us to enter into a conversation with the County about how GVR might contribute to maximizing use and operation of the County’s Pima Community College and community performing arts facilities located here in Green Valley. This conversation is still in play. Ultimately, GVR may be afforded access to the much needed and seemingly underutilized space at these neighborhood facilities.

8. GVR has continued to improve and enhance facilities. This was best demonstrated by the good work that of GVR staff did on the planning and construction of the new lighted Pickleball Courts at East Center and the grass volleyball court at Abrego South. Work on the enhanced Abrego North pool/spa and expanded parking lot will begin within in the next month or so.

9. During this past year GVR staff worked over a six-month period evaluating what state-of-the-art software system should replace a soon to be defunct database system. I am pleased to report that after much deliberation your team selected *PerfectMind™*. *PerfectMind™* will allow us to take virtually all member financial transactions online. The implementation process for this new system will begin in earnest in May. Our goal is to bring the system online by the end of 2016.
10. The new GVR Foundation is finding its sea legs.
- The Foundation has partnered with Casa Community Services to Introduce *Project Engage!* through a grant from the Freeport MacMoRan Foundation. Project Engage provides social and recreational activities and a hot lunch program for GVR members who may have “aged out” of traditional GVR programs and services.
 - The GVR Foundation is now the Title Sponsor of the Southern Arizona Senior Games. The Games provide competition and fun for nearly 1,000 participants from more than 35 US states and Canada. The Foundation reached its fundraising goal for the 2016 Member Assistance Program, providing needed financial support for 44 members.
11. *Project Engage!* demonstrates that through the synergy of collaboration, GVR can do more and be more for its members than it could independently. I am pleased to report that GVR’s involvement and cooperation with the Green Valley Council (GVC), Greater Green Valley Community Foundation (GGVCF), Green Valley Community Complex Association (GVCCA), Osher Lifelong Learning Institute (OLLI), Pima County Small Business Commission (SBC), and *changeishappening!* (cih!) has proved rewarding and helpful to our members and our community.
- It was the **Green Valley Council** Executive Committee and Assembly who did not hesitate to endorse HB 2592 ‘Nonprofits; Electronic Voting’, a bill initiated by GVR in Arizona’s state legislature and championed by our House of Representatives delegate, Chris Ackerley. If passed by the state legislature and signed by Governor Doug Ducey, the bill will permit electronic voting by Arizona’s nonprofits and potentially save GVR members somewhere between \$15,000 and \$20,000 in annual election costs. I am pleased to report that yesterday, HB 2592 was voted "Proper for Consideration" yesterday by the Arizona Senate Rules Committee and today, HB 2592 was approved by both the State Senate’s Majority and Minority Caucuses. It’s already passed Arizona’s House of Representatives, and now need only be approved by the State Senate before going to the governor’s office to be signed into law.

- It was the **Greater Green Valley Community Foundation** who provided a small grant to the GVR Foundation to undertake its first Strategic Plan, and partnered with GVR to host a “Right a Will” workshop as well as provide experts through its new Nonprofit Learning Institute to assist GVR with its recent Governance Training Day.
- It is **OLLI** and GVR who have agreed to cohost an outdoor concert at the Pima Community College facility in Green Valley in September, 2016. Additional collaboration with OLLI is being considered.
- It is ***changeishappening!*** who partnered with GVR to initiate an information and education campaign using GVR facilities to help prevent domestic abuse of men and women, and provide access to resources that assist victims of domestic abuse. The inside of every GVR restroom stall has signage posted that provides toll-free number for victims of domestic abuse.
- It is the **Pima County Small Business Commission (SBC)** that honored a request from GVR and has agreed to conduct one of its meetings in Green Valley in conjunction with a public forum on advancing small business and economic development here. The GVC will host the SBC events on October 20, 2016 at the GVR Desert Hills Center.
- It was the **Green Valley Community Complex Association** that ultimately approved installation of the pretty-much-disguised-as-a-palm tree cell tower in GVR West Center’s parking lot, whereby GVR receives non-dues revenue to the tune of \$24,500 a year, likely to be received for at least the next 20 years. It is also the Community Complex Association that is responsible for two roads around GVRs West Center (Arco Iris & W. Vista Hermosa). These roads may be the best maintained in all of Pima County!

Continued efforts on all of the aforementioned items will help keep our Corporation vibrant, attractive, and a bargain for members, and as GVR President Gunton said, a destination of choice for the 10,000 Americans per day who will turn 65 years of age over the next 13 years.

Thank you.