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Alcor News Bulletin

Number 29: August 11, 2004

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Legislative Initiative

Barry Aarons, Tanya Jones, and I recently had a very productive meeting with Joe Abade and Marc Griesenbrock from the Life Legacy Foundation to discuss common interests and legislative strategy for next year. The entire organ donor "industry" in the state of Arizona has received a great deal of negative publicity and the legislature is considering passing a bill to regulate them. This can potentially have serious negative consequences to Alcor given the high level of publicity we received during the last session and the expected second attempt at regulation in the next session. (The Scottsdale Tribune ran a series of articles on organ donation practices; see, for example, www.phoenix360.com/news/morenews/index.asp?did=11351 .) In the last session, the organ donor network was a prominent and highly vocal bloc of stakeholders. We expect the same in the next session. Important "agreements" we achieved were:

- We mutually acknowledged our respective OPA (Organ Procurement Agency) status;
- Neither organization opposes appropriate oversight;

- Neither organization wants funeral board oversight;
- Both organizations agree oversight should be under the DHS or a new board;
- Both organizations will attempt to mutually draft legislation prior to the next session;

The one major area in which we differ is that Life Legacy wants heavier oversight over "for profit" organ donation organizations. We have not taken a position on that point.

In an attempt to pave the way to a more supportive legislature, we've begun giving tours to members of the Arizona House of Representatives and the Senate. [JW]

Public Relations

The public relations firm of WalshCOMM was selected to represent Alcor for a six month engagement and on a month-to-month basis thereafter. The owner of the company is Cheryl Walsh. Barry, Michael Riskin, Tanya, and I interviewed Cheryl and her team extensively prior to making the selection. WalshCOMM won out over three other strong competitors.

Over the next six months, Cheryl and her team will perform the following tasks for us:

- * Identifying company marketing priorities;
- * Telephone research with Board members, Advisors, staff and members;
- * Lobbying support;
- * Community positioning, awards, recognition;
- * Development and placement of PR articles;
- * Ghostwriting relevant articles;
- * Assistance in retaining ASU for an economic impact study;
- * Development of strategic partnerships with Valley non-profits and associations;
- * Introduction to and development of alliances with complementary businesses, associations, etc.

These are all important activities that will aid us in our pending efforts in the next legislative session. In addition, these activities lay the groundwork for a more targeted marketing effort to increase membership, fundraising, and general revenues.

In her public relations efforts, Cheryl and her team will be contacting several public Alcor members, Board members, Advisors, and staff with a series of questions about involvement and interest in cryonics generally, and Alcor specifically. Your answers to these questions will help hone our message, and we strongly encourage you to return her call if you're contacted.

Not everyone will be included in this initial survey, but if you'd like to participate, please drop Tanya a note with your preferred phone number and the best time to reach you. [JW/TJ]

Endowment Fund Re-Established

Alcor has re-established its Endowment Fund. The purpose of the fund is to take the bulk of a bequest and invest it for income-producing purposes. Seventy-five percent of all income produced by the fund would be allocated across the various Alcor operating funds, with twenty-five percent retained by the Endowment Fund to provide for capital growth. The intent of this approach is to maintain growing reserves that generate a predictable stream of income. The allocated portion available for use will fund ongoing research and development, contribute to the general fund, and add to the Patient Care Trust Fund.

Joe Waynick is in the process of evaluating and selecting an appropriately managed index fund, and fully expects to complete this evaluation and funds transfer prior to the next board meeting. [TJ/JW]

Cindy Felix Resigns

We regretfully announce the sudden resignation of Cindy Felix last Friday. We intend to begin searching for a new Facility Engineer quickly, and if you have any personal recommendations or know any qualified individuals looking for this type of work, please let us know. [TJ]

Seasonal Giving Program

Here is a seasonal reminder to everyone who has a Basha's grocery card. If you tell the store clerk when checking out that you want to link up the charity program to your card, 1% of your purchase amounts will go to Alcor up to the group maximum of \$2,500. The number you will want to give to the clerk is 23201. The program is effective from September 13th through March 31st.

Though we're not sure this program extends far beyond the borders of Arizona, we encourage you to participate, since it's an easy way to support local charities. For more information, see Basha's website at www.bashas.com/charity.php. [MS]

Membership Statistics

On July 31, 2004 Alcor had 673 members on its Emergency Responsibility List. Seven (7) memberships were approved during this month, zero (0) memberships were reinstated, one (1) membership was cancelled (per member request) and zero (0) members were cryopreserved. Overall, there was a net gain of six (6) members this month. Alcor has 118 applicants for membership. With a month-end total of 121 last month, there was a net reduction of three (3) applicants. [JC]

Next Board Meeting

The next Board meeting is scheduled for Saturday, September 11, 2004 at 11:00 AM (PST), also 11:00 AM local Arizona time. Board elections will occur at this meeting.

Board meetings are held on the first Saturday of the month at the Alcor facility (7895 East Acoma Drive in Scottsdale, AZ). Members (and the general public) are encouraged to attend.

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End of Alcor News bulletin #29 dated August 11, 2004.
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