



**American Brain Foundation  
Board of Directors Meeting  
Friday, September 25, 2015  
By Telephone Conference Call**

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8 Call to Order: Friday, September 25, 2015 at 9:00 a.m. (Central) by Kevin Goodno, JD, Chair. A  
9 quorum was present throughout the meeting.

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11 In Attendance: Kevin Goodno, JD, Chair; Terrence L. Cascino, MD; Robert C. Griggs, MD; Jeffrey  
12 Rosenfeld, MD; Lisa M. Shulman, MD; A. Gordon Smith, MD; Thomas R. Swift, MD;  
13 Jane Ransom

14  
15 Staff: John Hutchins, JD, General Counsel; Lauren Ross; Suzi Sherman

16  
17 Excused: Cathy Rydell, CAE; Orly Avitzur, MD; Ralph Jozefowicz, MD

18  
19 Mr. Goodno welcomed everyone and explained that the reason for the unscheduled meeting was to  
20 discuss and take action on a proposed grant to the PBS Foundation as outlined in a Decision Memo  
21 distributed to all members of the Board prior to the meeting. He asked Executive Director Jane Ransom to  
22 discuss the background information and her recommendation.

23  
24 Ms. Ransom reviewed the public outreach opportunity to sponsor a 6-part PBS series called THE BRAIN  
25 with Dr. David Eagleman which she had mentioned as a possibility at the September 18, 2015 Board  
26 meeting. She recommended making the grant to the PBS Foundation to become an underwriter of the  
27 show for the following reasons:

- 28  
29 1. The grant will begin to build brand awareness of the ABF which is a key component of the  
30 Foundation's strategic direction—i.e., to turn to the general public to increase financial support.  
31 2. The grant will be within the educational scope of the ABF mission statement.  
32 3. The grant can be counted as a program expense in the ABF's overall financial accounting,  
33 increasing the Foundation's attractiveness to major donors.  
34

35 Board members discussed the potential marketing impact of the grant and also its relevance to the ABF's  
36 mission. They asked Ms. Ransom to get an e-mail more information on the names of the other sponsors  
37 and the number of times the ABF spot would be aired in what order relative to other sponsors. They  
38 agreed to vote by e-mail on September 25<sup>th</sup> in order to meet the PBS deadline.  
39

40 **Meeting adjourned at 9:00 a.m. (Central).**

41  
42 Subsequent to the meeting, Jane Ransom sent the message below to all Board members. Voting occurred  
43 by e-mail with seven responses, all in favor of making the grant. All votes occurred on Sept. 25, 2015.  
44

45 On Sep 25, 2015, at 3:02 PM, Jane Ransom <[jransom@americanbrainfoundation.org](mailto:jransom@americanbrainfoundation.org)>  
46 wrote:

47 Dear ABF board members,  
48

1 The decision made at this morning's meeting was to go ahead with the PBS partnership pending  
2 approval of the other sponsors and the order of the spots. The three sponsors who will have 15  
3 second spots on the program are Cancer Treatment Centers of America, the ABF, and the  
4 Corporation for Public Broadcasting. The 15 second spots will be aired in that order at both the  
5 beginning and the end of the show, meaning that we will have two spots per show.  
6

7 Please let me know by the end of today if you have any problems with the other co-sponsors or  
8 with the order of the spots.  
9

10 Many thanks,  
11

12 Jane  
13

14 [Jane B. Ransom](#)  
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21

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