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**American Brain Foundation  
Strategic Planning Committee Meeting  
February 8, 2016  
Held via Teleconference**

**Call to order:** February 8, 2016 at 8:45 a.m. (Central) by Dr. Shulman, Chair

**In attendance:** Kevin P. Goodno; Jeffrey Rosenfeld, MD; Martin Shenkman; Lisa Shulman, MD, Chair; A. Gordon Smith, MD; Ben Utecht

**Staff:** Jane Ransom; Suzi Sherman

**Guests:** Lela Diaz, consultant at Carter Companies; Kathleen Henrichs, consultant at Henrichs & Associates; Linda Hall, consultant at Coachange

**1. Welcome and review of objectives for meeting**

**2. Strategic planning progress report:** Jane is convening with Dr. John Morris and several other neurologists who specialize in Lewy Body Dementia to develop funding opportunities that can be presented to a potential donor in Vancouver.

Jane is also working on a strategic narrative that will provide a picture of what the foundation will look like 5 years from now based on the feedback from the Board at the September retreat.

Business model update: Henrichs & Associates are continuing to interview the list of 15 organizations.

Philanthropic assessment update: Carter Companies will be sending out a direct mail in the next few weeks testing 5 different messages. They are also conducting interviews with individuals and organizations to test the case statement. **If you have a contact at the Robert Woods Johnson Foundation, please let Jane know.**

**3. Signature program update:** Ben is working with Dr. Jeffrey Kutcher to create a proposal for an ABF signature program and will present it to the committee at the next meeting.

Committee members agreed that we need to determine how this program will be linked to the ABF's research goals.

**4. Objectives for upcoming meetings: To synthesize emerging data and**

1 **analysis into recommendations to bring to the April ABF board meeting.**  
2 **We should consider whether to invite** key individuals from the

3  
4 Academy to the March 25 meeting to discuss collaboration opportunities. We  
5 should invite Dr. Griggs to the meeting to discuss in further detail the ABF's  
6 research funding priorities.

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8 **5. Estate planning publications as a tactic in ABF education and**  
9 **fundraising:** Marty Shenkman will be publishing a book about financial and  
10 estate planning for people living with neurologic disease by the end of 2016. The  
11 book will have chapters focused on the top brain diseases and include quotes  
12 from patients and neurologists. Marty would like to work with Jane to identify  
13 neurologists and patients to feature.

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16 **Adjourned at 9:45 a.m. CST.**

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