

NBRPA
BOARD OF DIRECTORS
February 16, 2013
Hotel Derek – Vintage Restaurant, Houston, Texas
12:00pm – 5:00pm

I. Roll Call

Thurl Bailey
Rick Barry
Otis Birdsong
Harvey Catchings
Bob Elliott
Steve Hayes
Spencer Haywood
La Rue Martin, Jr.
Johnny Newman
Marvin Roberts
George Tinsley

Other Attendees

Arnie Fielkow (CEO)
Jack Marin (Legal Counsel)
Scott Rochelle (Legal Counsel)

II. Introduction of NBA Commissioner David Stern and Commissioner-Elect Adam Silver

- a. NBA Commissioner David Stern and Commissioner- Elect Adam Silver addressed the Directors and discussed their eagerness to build upon the relationship between the NBA and the NBRPA.

III. Introduction of United Way Representative

- a. Rebecca Day, Director of Strategic Partnerships for the United Way of Southeast Louisiana, discussed methods for reaching the objectives set out within the mission of not-for-profit organizations.

IV. Approval of December 27, 2012 Board of Directors Meeting Minutes

- a. A short discussion of the minutes ensued.
- b. Motion by Rick Barry to approve the minutes from the December 27, 2012 Board of Directors meeting. The motion was seconded by Marvin Roberts. The motion passed unanimously.**

V. Legal Report – Jack Marin/Scott Rochelle

- a. Whistle-Blower Policy: Jack Marin presented a draft Whistle-Blower Policy that protects employees from retaliation for reporting illegal activity.
- b. Motion by Rick Barry to approve the Whistle-Blower Policy. The motion was seconded by Harvey Catchings. The motion passed unanimously.**
- c. By-Law change: A by-law change was presented that would establish the NBRPA president as an appointed position separate from the position of Chairman of the Board of Directors. The Board of Directors will appoint the Chief Executive Officer as the President of the corporation and for a term specified by the Board of Directors.
- d. Motion by Marvin Roberts to approve the proposed by-law change to establish the NBRPA president as an appointed position that is separate from the role of the Chairman of the Board of Directors. The motion was seconded by Thurl Bailey. The motion passed unanimously.**
- e. Motion by Steve Hayes to ratify the by-law change and appoint Chief Executive Officer Arnie D. Fielkow as the President of the National Basketball Retired Players Association, Inc. The motion was seconded by Marvin Roberts. The motion passed unanimously.**
- f. 2013 Ethics & Confidentiality Forms: Legal counsel presented the Board of Directors with the 2013 Annual Disclosure, Conflict of Interest, Whistle-Blower, and Confidentiality forms for execution.

VI. President/CEO Report – Arnie Fielkow

- a. Annual Report: The annual report is complete and available for the membership in attendance at the Legends All-Star celebration.
- b. NBA Partnership Projects/GLA Update: The NBRPA continues to communicate with the NBA to build upon their relationship and develop new partnership initiatives.

- c. NBPA Partnership Projects: A recent meeting was held between the NBPA's interim executive director and legal counsel, NBRPA legal counsel Jack Marin, Arnie Fielkow, Bob Elliott, and Otis Birdsong. It was agreed that both parties are looking to establish a true partnership moving forward and will continue to work to build upon the current relationship.

- d. Membership Update
 - i. Membership Packets: The membership packets will contain a comprehensive list of affinity benefits for members.
 - ii. Database Development: The database is given high priority by the NBRPA staff and is constantly updated to reflect the NBRPA's growth.
 - iii. Low Hanging Fruit: The NBRPA staff is working to develop ways to build membership through outreach with players that receive royalty checks. The staff is also actively recruiting former players who are working in the NBA as coaches, broadcasters, scouts, front office personnel, and NBA league office personnel.
 - iv. Lynette Woodard/WNBA: The NBRPA has made history by welcoming its first female member, Lynette Woodard, a former Harlem Globetrotter. The NBRPA continues to communicate with the WNBA about a potential partnership.
 - v. Active Player Membership: The NBA and the NBPA are in support of our efforts to build membership through the active players. The staff is developing strategies to capitalize on their support.
 - vi. Globetrotters: Arnie Fielkow has been in communication with Manny Jackson to develop a plan to strengthen our relationship with the Harlem Globetrotters and their alumni.
 - vii. Royalties as Incentives: The NBRPA distributes the NBA royalty payments to players through its GLA agreement with the NBA. The NBRPA staff is working to develop a method of recruiting former players who receive royalty payments.

- e. Chapter Status: The NBRPA currently has 8 chartered chapters and is in the process of adding chapters in Chicago, New York and Detroit.
 - i. Organizational & Education Grants: Each chartered chapter receives funding from the national NBRPA office to support their organizational costs (\$1,200) and educational initiatives (\$1,000).

f. Icon Art: The NBRPA has received the full \$247,000.00 from Icon Art under the agreement reached in 2012. The NBRPA continues to strategize with Icon Art to develop additional ventures.

g. 2013 Initiatives

- i. Full Court Press: Prep for Success: This Youth Clinics/Mentoring program is co-sponsored by the National Police Athletic/Activities League and the National Urban League. The program will take place in a minimum of 12 cities and has the potential to be the NBRPA's signature community outreach program.
- ii. Success Series: National law firm SNR Denton has agreed to sponsor 3 panel discussions where NBRPA members will discuss their success on and off of the court.
- iii. Blue Ribbon Corporate Advisory Board: Board members Rick Barry and Spencer Haywood are leading this pilot initiative. The Blue Ribbon Advisory Board will feature corporate executives who will bring expertise, contacts and business opportunities to the NBRPA. Each advisory board member will be required to pay annual dues in the amount of \$25,000.00. The NBRPA will provide advisory board members access and benefits in exchange for their service to the NBRPA.
- iv. D-League: The NBRPA staff is working closely to develop coaching and educational opportunities for members in the NBA's Developmental League. A short discussion ensued regarding the need for members to develop skills to work as front office personnel as well.
- v. NCAA & College Conferences: The NBRPA has secured appearance opportunities for members during the Men's Basketball Tournaments for the Big Ten Conference, Big 12 Conference, Southeastern Conference, Atlantic Coast Conference, and the 2013 NCAA Tournament and Final Four.
- vi. Las Vegas Event: The NBRPA has communicated with a promotions group that hosts a large event in Las Vegas each year in conjunction with the NCAA tournament.
- vii. 2013 NBRPA Cruise: In partnership with American Travel Bureau (ATB), the NBRPA proposed a fundraising initiative in the form of a Legends Cruise on October 5, 2013 – October 13, 2013. The ATB would select approximately 8 NBRPA members to participate and provide a unique fan experience for approximately 32 guests aboard the Royal Caribbean vessel, The Oasis of the Seas. This event would be an all-expense paid opportunity for players and would include a basketball clinic, receptions, and other events with the participants. Members can participate in the cruise at a discount and should inquire with the NBRPA staff to discuss the options available. The NBRPA may withdraw from

this opportunity without any obligation to Royal Caribbean this summer if the cruise is not saleable.

- viii. Hall of Fame: The Basketball Hall of Fame has expressed interest in a partnership with the NBRPA. The NBRPA is in communication with the Hall of Fame to develop a partnership structure.
- ix. USA Basketball: The NBRPA will join USA Basketball as a member in the near future and explore partnership opportunities.
- x. Rebound Quarterly Magazine: Rebound Magazine is the official publication of the NBRPA and is published quarterly. It regularly features articles on members and topics specific to our membership.
- xi. Website: The site provides great updates and is the NBRPA's best mechanism for communication. There will be more webinars available to the membership due to the past success. The staff is always open to suggestions and feedback from the membership.
- xii. Steiner Sports/Burns Celebrity: Partnerships are being developed that will match members with paid appearances and other revenue-generating activities.
- xiii. Agents Relationship: The NBRPA has reached out to the most prominent agencies to enlist their help in recruiting former players. These relationships will be cultivated and are expected to garner results in membership and revenue.
- xiv. Promo Tape: Paul Corliss, Director of Communications and Marketing, has worked with a production company to develop a 30 second spot that will air on NBA-TV. A 4 – minute promotional/educational video regarding the NBRPA has been produced and was shown to the membership at the 2013 All-Star Weekend Celebration.
- xv. International Plans: Discussions continue regarding further international trips and opportunities for NBRPA members.
- xvi. 2013 LWSC: It is our hope that the 2013 LWSC can be held in conjunction with the NBPA meetings; however, the NBRPA staff is working to identify other cities that could also accommodate our membership.
- xvii. 2014 ASW: This item was continued for the next meeting.
- xviii. New Name/Logo: In an effort to better brand the NBRPA and increase visibility and revenue, the NBRPA proposed an updated branding package to the NBA for approval. The proposed branding was not approved by the NBA, however, discussions will continue in hopes of reaching an agreement on an improved NBRPA name and logo.
- xix. Selling Agency/Sponsorship: The NBRPA staff and Business Development Committee have begun vetting possible agencies to assist with our corporate sponsorships now that the new GLA has been finalized. If a decision is made to

retain one, the agency will work with the Chief Revenue Officer to generate sponsorship leads throughout the year.

- xx. National Staff: A discussion ensued regarding expectations of staff members and performance to date.
- xxi. BOD Retreat: The 2013 Board of Directors Retreat will be held in Detroit and will feature collaboration with NBRPA founder and Detroit Mayor Dave Bing. The CEO and VP of Membership, Chapter, and Player Development met with Mayor Bing recently and are excited about the opportunity to partner with him on this event.
- xxii. Chapter Presidents Retreat: The 2013 Chapter Presidents Retreat will be held in Chicago at a date to be determined in the fall.

VII. Chairman of the Board's Report – Bob Elliott

- a. President/CEO Annual Evaluation: Executive Session was convened to discuss the evaluation of CEO Arnie Fielkow and the metrics used to measure his performance.
- b. Election of 2013 Officers (Overseen by Legal Counsel Jack Marin and Scott Rochelle):
 - i. Otis Birdsong was elected Chairman.
 - ii. Thurl Baily was elected Vice Chairman.
 - iii. Marvin Roberts was elected Treasurer.
 - iv. Steve Hayes was elected Secretary.
- c. Appointment of 2013 Committee Chairs (New Chair presides):
 - i. Marvin Roberts was retained as Chairman of the Finance, Audit, and Compensation Committee.
 - ii. Steve Hayes was retained as Chairman of the Member Services and Benefits Committee.
 - iii. George Tinsley was retained as Chairman of the Corporate Governance and Nominating Committee.
 - iv. Rick Barry is the new Chairman of the Business Development Committee.
- d. 2013 Board Revenue Generation Requirements: Pursuant to action taken at the August 16, 2012 Board of Directors meeting, all sitting Board Members are required to raise a minimum of Two Thousand Five Hundred (\$2,500) dollars annually independent of their platinum membership. The requirement will begin in 2013 and must be met by December 1st of each year. A cure period will last until December 31st of each year.

- e. NBA & NBPA Representation on BOD: Tabled.
- f. Preferred Days/Times of BOD Conference Calls: Tabled.
- g. 2013 Calendar: Tabled.

VIII. Finance, Audit and Compensation Committee Report – Marvin Roberts, Chair

- a. 2012 Year-End Financial Statements: Members are encouraged to review the financial statements posted on the members only section of the NBRPA website.
- b. Future Dues/Membership Stipend/Chapter Configuration & Leadership Compensation Study: The Committee is currently researching options to reconfigure certain NBRPA structures such as membership dues, LWSC operations, and Chapter issues. A report is forthcoming.

IX. Member Services and Benefits Committee Report – Steve Hayes, Chair

- a. Expansion of DeBusschere Eligibility: Per the October 25, 2012 Board of Directors meeting, eligibility for the DeBusschere Scholarship has been expanded to the grandchildren of NBRPA members.
- b. Health Options (BWD/SASid Website and Concierge Services, Got Pro Health, Dr. Corey Hebert): A discussion ensued regarding the engagement of more members in the array of options available in the health services industry.

X. Nominating and Corporate Governance Committee Report – George Tinsley, Chair

- a. 2012 Board Election Recap: The 2012 Board of Directors election garnered the highest turnout in NBRPA history. The committee will work to build upon the 2012 success.
- b. Widow's Association: Communication has been ongoing with representatives seeking to establish a relationship with the NBRPA. A formal proposal is forthcoming.
- c. Past Presidents Council: George Tinsley has garnered interest from a number of past NBRPA presidents and will work with the NBRPA staff to develop the Council.

XI. Business Development Committee Report – Continued.

XII. Old Business: None.

XIII. New Business: None.

XIV. Next Conference Call Date – April 9, 2013 at 6:30 p.m. CST.

XV. Adjournment: Meeting adjourned at 5:00 p.m.