

**CONNECTICUT STATE EMPLOYEES'  
CAMPAIGN COMMITTEE MEETING MINUTES**

Tuesday, October 11, 2011

MDC Center  
Maxim Road Hartford, CT  
1:30 p.m. – 2:30 p.m.

**Members Present**

Martha Gallagher (*Admin. Services*)  
Kathleen Gensheimer (*Judicial*)  
Bryan Gunning (*Environmental Protection*)  
Claudia Helfgott (*Banking*)

Jacqueline Henry-Rafiq (*Transportation*)  
Charles Kistler (*State Retiree*)  
Tim Newton *CHAIR* (*Correction*)  
Ina Wilson (*Education*)

**Members Absent/Excused**

Carlos Bonilla (*DCF*)  
Joseph Duberek (*Emer. Mgmt & Homeland Sec*)  
Richard Emonds (*CT Culture & Tourism*)  
Peggy Gray, *VICE CHAIR* (*Comptroller*)

Burt Gold (*State Retiree*)  
Christina Taylor (*Legislative Management*)  
Lt. J. Paul Vance (*Public Safety*)

**Federation Representatives**

Steve Kirck (*Community Health Charities*)  
Ann Pean (*United Way*)

Judy Weinstein (*Greater Hartford Arts*)

**Campaign Staff**

Jan Gwudz (*Director*)

Joyce LeBaron (*Coordinator*)

**Meeting Called to Order – Tim Newton**

Tim Newton called the meeting to order at 2 p.m. The members waited until a quorum was reached.

**Review of September 13, 2011 Meeting Summary – Tim Newton**

A motion was presented and unanimously passed to accept the minutes as presented.

**Welcome of New Committee Member – Tim Newton**

Jacqueline Henry-Rafiq from Dept. of Transportation was introduced by Tim Newton to the Committee and other attendees who warmly welcomed this new member of the Committee.

**Campaign Update–Jan Gwudz**

A discussion commenced regarding Acknowledgement requests, whereby a donor is requesting a thank you letter from a charity. When some donors have called certain charities, the usual response is that the charity never received any monies from the Campaign and that no acknowledgement report was sent to them. It seems that the common initial reaction when trying to open a discussion with a donor is denying receipt of funds instead of owning up to the fact that a thank you was simply not sent. This reflects very poorly on the Campaign. Jan explained that one donor (*confidentiality must be maintained so there was no indication of who this donor may be*) has been in touch with her and the charities to which they donated. Through repeated conversations, the charity refuses to acknowledge the donor. It has been verified that both the money and the request for acknowledgement was sent by the Campaign and received by the charity in question (in the form of a signed receipt of materials by a representative of this charity) but the representative adamantly denies that the report was ever received. At this point in the discussion, the Federations present were invited to describe the process and method of disseminating the acknowledgement information. It was clear that the procedures described by the three Federations were in place and should be working well, if the charities do their part. After that, Jan asked if the Federations can better educate the charities to do more

research, and to make sure that the charities not only respond but do so in a timely fashion, in the interest of good customer service and in the best interest of cultivating continued donor participation. After some discussion, Jan suggested that maybe donors could write in their email address on the pledge card so that the charities could not use the expense of postage as an excuse for not sending acknowledgements. However, this would require a new pledge form. Jan will look into variations on this method that may prove effective.

- Jan reports that presently, the 2011 Campaign data base is at \$65,515.
- The Southeastern CT Kick Off was held with two speakers who represented charities.
- Kaynor, DCF, DSS, Grasso Tech and Ellis Tech all have had SEC presentations.
- UCONN and Insurance have had their kick-offs with Insurance hosting an ice-cream social and reporting that they are already at 33% of their goal.
- There will be one more Retiree Solicitation in December as there will be one more mailing. Since this will be the last one for 2011, the wording for this special solicitation will be crafted by Jan and Peggy.
- The Connecticut Whale has approached Jan about a promotion similar to the one held with the Rock Cats, whereby a percentage of each ticket sold would go to the CSEC. Jan asked what night would be best. Thursdays are best if it falls before a school holiday but weekends are better for families, in general.

### Other Business —Tim Newton

Tim Newton asked each present, in turn, for other business:

- *Claudia Helfgott*—Banking's campaign is in full swing with a carnival theme for this year.
- *Kathleen Gensheimer*—Judicial has gotten a late start but plans are to roll out the campaign this week.
- *Ina Wilson*—Education will be holding events in the last week of October. Ina is in the process of setting up an appointment with her Commissioner to discuss the workings of the campaign.
- *Martha Gallagher*—DAS has had vendors and will hold a chili cook-off event.
- *Bryan Gunning*—DEEP will not be having Dunkin Donuts but may work with Lyman Orchards for a pie sale. He discussed the possibility of purchasing donuts, making coffee and serving it themselves. Although it would be a costly venture, Bryan said the DEEP coordinator was talking with another vendor before a final decision was made whether or not to hold the coffee/donut event. Claudia Helfgott suggested to him Roses of Autism as a possibility for a fundraiser. Bryan mentioned that their annual book sale is pending and that their present campaign balance is around \$15,000.
- *Jacqueline Henry-Rafiq*—DOT campaign materials are scheduled to go out this week. They are doing a karaoke event and a giving tree.
- *Tim Newton*—DOC has a balance thus far of around \$15,000 from just three facilities. He said that the campaign started late but is going well. On a negative note, many have made off-putting comments about the Governor's picture being inside the front cover but Tim is refuting these unconstructive comments by upholding the idea that the campaign is all about supporting charitable giving and not about supporting the Governor.
- *Judy Weinstein*—expressed appreciation of the opportunity given to her by Ann Pean to speak at a CHC event. Judy said she was glad that she participated in the CSEC kick off event at the UCONN Health Center as many people stopped by her table.
- *Joyce LeBaron*—Reported that about 25 different Power-Point presentations were created for distribution by various agencies to their employees as a marketing tool to call attention to and answer questions about the campaign. Kathleen Gensheimer then requested a personalized program for her agency.

A reminder was made that because of Election Day, the next meeting will be on the third Tuesday just for the month of November. A motion was made to adjourn at 2:40pm.

### Next Meeting

**Tuesday, November 15, 2011 @ 1:30pm**  
**MDC Center, 100 Maxim Road, Hartford, CT**

*(Respectfully submitted by Joyce LeBaron)*