



# Borealis

The Monthly Journal of Northern Michigan Mensa



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November 2018

## Northern Michigan Mensa

Borealis is published by Northern Michigan Mensa (3/496) once each month under the auspices of its Executive Committee.

VISIT OUR WEBSITE AT [www.nmm.us.mensa.org](http://www.nmm.us.mensa.org)

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## November Calendar

### Brunch - Saturday, 10 November, 2018 at 11:00 a.m.

The brunch will be held at The Cottage Inn, 472 Munson Avenue at 8th Street, in Traverse City. We will meet in the separate room in back.

The speaker will be the production manager from **Food For Thought** - a newly opened location for a company started in the late 90s. They produce small production runs of specialty foods, both for their brands and brands for other companies.

(Note: This speaker had been scheduled for last month but had to cancel.)

**And coming up in December...**  
**Bibliomensans' Books for December**

Note: Since the Book Club meeting for October was canceled, there will be **two** books scheduled for December: The October book - ***A Gentleman in Moscow*** and the December book - ***Outposts: Journeys to the Surviving Relics of the British Empire*** by Simon Winchester.

Date	Description	No.	Balance	Balance	Allocation
<b>Financial Statements</b>					
<b>Northern Michigan Mensa</b>					
<b>January 1, 2018 through December 31, 2018</b>					
	<b>Fund</b>		<b>1/1/2018</b>	<b>9/30/2018</b>	<b>Change</b>
	Friend Fund		\$ 510.00	\$ 510.00	\$ -
	General Operations		\$ 2,750.86	\$ 2,572.91	\$ (177.95)
	Add: Outstanding Checks				\$ -
	Subtract: Outstanding Deposits		\$ -	\$ -	\$ -
	<b>Total Checking</b>		<b>\$ 3,260.86</b>	<b>\$ 3,082.91</b>	<b>\$ (177.95)</b>
	Savings		\$ 103.67	\$ 103.67	\$ -
	<b>Total</b>		<b>\$ 3,364.53</b>	<b>\$ 3,186.58</b>	<b>\$ (177.95)</b>
	<b>Income</b>		<b>Budget</b>	<b>Year To Date</b>	<b>Remaining</b>
	National Office Allocation		\$ 850.00	\$ 508.60	\$ 341.40
	Testing Fees		\$ 50.00	\$ -	\$ 50.00
	Interest Income		\$ 2.00	\$ 2.22	\$ (0.22)
	Fund Raising		\$ -	\$ -	\$ -
	<b>Total Income</b>		<b>\$ 902.00</b>	<b>\$ 510.82</b>	<b>\$ 391.18</b>
	<b>Expenses</b>				
	Newsletter		\$ 450.00	\$ (138.77)	\$ 311.23
	Office / Incidentals		\$ 25.00	\$ -	\$ 25.00
	Activities / Programs		\$ 1,000.00	\$ -	\$ 1,000.00
	Publicity		\$ 25.00	\$ -	\$ 25.00
	Scholarships		\$ 600.00	\$ (600.00)	\$ -
	Proctor / Testing		\$ 50.00	\$ -	\$ 50.00
	Stipend for Reg/Ntl Events		\$ 50.00	\$ -	\$ 50.00
	Membership		\$ 100.00	\$ -	\$ 100.00
	<b>Total Expenses</b>		<b>\$ 2,300.00</b>	<b>\$ (738.77)</b>	<b>\$ 1,561.23</b>
	<b>Total Income Less Expenses</b>		<b>\$ (1,398.00)</b>	<b>\$ (227.95)</b>	
	Add: Outstanding Checks		\$ -	\$ -	\$ -
	Subtract: Outstanding Deposits		\$ -	\$ -	\$ -
	<b>Net Impact on Cash Flow</b>		<b>\$ -</b>	<b>\$ (227.95)</b>	<b>\$ -</b>

Submitted by Richard Thibeau, Treasurer

## News from the RVC3

There has been some discussion lately regarding the sale of the building where the national office is located. I have been an elected school board member and I am also a licensed real estate agent, so my background will hopefully bring some understanding.

There are two areas of board responsibility that are confidential: personnel issues and the buying and selling of real estate. I learned this many years ago when I was on my local school board. With real estate, the search and the negotiation process must be kept confidential, usually with a small committee handling the day-to-day details and providing periodic updates to their board. In America Mensa's case, the fact that the Foundation was selling the building was made public at the ABM in Indianapolis.

Yes, the Foundation owned the building, not American Mensa. They leased office space to American Mensa. The Foundation board has the responsibility to manage their resources in the way they deem best. Investing in real estate is a common way to invest and to achieve a gain on resources. The market value of any property is what a ready, willing, and able buyer is willing to pay. When such a buyer was found, the Foundation made the decision to sell. If you have questions on further details, Marie Mayer, at the Foundation, would be the appropriate person to ask.

Switching topics ... how can local groups grow their membership? Scott Snider, the marketing person at the national office has been kind enough to provide me with some information to share. It includes some links which are active for specific roles/officers of local groups. There is a plethora of material and I recommend that local ExComms divvy up these resource areas with members of the local group to pursue outreach to potential new members. It will make the work lighter and easier by sharing the load. Scott can be reached by email at [ScottS@americanmensa.org](mailto:ScottS@americanmensa.org).

Here is what Scott has to say:

You're Not Alone

When it comes to marketing your Local Group, it may sometimes feel like you're a lone warrior facing down a stampeding throng. Where do I start? Which mediums are effective recruiting tools? Which are time-sucks that provide little return?

Well, you're not alone: At your disposal are a trove of people, tools, and best-practices documents to help you market your Local Group and publicize its good works. In the past 18-or-so months, we've released and revamped tools:

- The Prospect Management Tool helps manage and query prospective members in your group's area.
- The Email Your Members Tool (think a nuts-and-bolts Mailchimp or Constant Contact) to help you effectively communicate to those queried audiences.
- Our recently released marketing and PR vertical of officer resources containing an all-in-one sharehouse of print and digital ads and social graphics for recruitment and highlighting programs; a comprehensive guide to garnering local publicity; press templates; and more.

In addition, that vertical contact information for a handful of national staffers who'd love to hear from you, brainstorm critical art or marketing projects, and provide professional marketing support to help you crush your next event appearance.

You needn't be the lone warrior on the field of battle – just one call, email, or Facebook message separates you from a battalion of reinforcements.

Oh, one last RVC item ... Elections are coming up. Candidate petitions can be submitted between December 1 and January 31. You can find more info at <https://www.us.mensa.org/lead/amc/elections/>.

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**Cover Photo:** Michigan Autumn — by Stan Cain

