

**Missouri Higher Education Savings Program  
Minutes of the MOST Board Meeting**

Governor's Office Building – Room 460  
Jefferson City, Missouri  
December 15, 2010

**Item I: Call to Order**

Treasurer Clint Zweifel called the meeting to order at 1:05 p.m.

**Item II: Roll Call**

MOST Board Members present were Treasurer Clint Zweifel, Director David Kerr, Mr. John Klebba and Mr. Thomas Baumgardner.

Treasurer Zweifel's office staff present were: Jon Galloway, Bruce Ring, Matt Vianello and Debbie Schertzer.

UPromise/Vanguard staff present were: Stewart Duffield, Patricia Brady, Janet Kottman and Miriam Broaddus, Peter Angus, and Kevin Green.

Other guest: Susan Henderson Moore and Pam McNulty.

**Item III: Approval of September 22, 2010 Board Minutes**

John Klebba moved to approve the minutes from the Board meeting held on September 22, 2010. Treasurer Zweifel seconded the motion, and the motion passed unanimously.

**Item IV: Follow up Items**

There were no follow-up items.

**Item V: MOST Advisor Marketing Plan &**

**Item VI: MOST Direct Marketing Plan**

Treasurer Zweifel said the MOST Advisor Marketing Plan and the MOST Direct Marketing Plan are the same as they were previously presented during the last board meeting. Treasurer Zweifel moved to approve the MOST Advisor Marketing Plan and the MOST Direct Marketing Plan. Director Kerr seconded the motion. The motion passed unanimously.

**Item VIII: Quarterly MOST Report**

Stewart Duffield presented an overview of the Quarterly MOST Report noting new account numbers were close to 2009, contributions were better than new accounts and withdrawals were up because of August tuition payments. Treasurer Zweifel noted it would be helpful to have year to date

contributions. Miriam Broaddus gave an overview of the marketing campaigns noting the number of new leads from the Non Responder Card of which most will be reflected in the 4<sup>th</sup> quarter report. She also noted website visits increased since the last quarter report. Janet Kottman highlighted recent outreach efforts held throughout the state. A total of 64 sessions were hosted in the 3<sup>rd</sup> quarter. Patricia Brady gave a brief overview of 3<sup>rd</sup> quarter Advisor Plan marketing efforts and said data is being collected and will be reported at the next meeting.

#### **Item IX: Quarterly WATCH Report**

Bruce Ring stated there were no significant changes to the Quarterly WATCH Report and there are no recommendations to add or remove funds on watch status.

Treasurer Zweifel thanked the team for all their work managing the program and gave special gratitude to MOST Board members for their service to the state. Tom Baumgardner complimented the Vanguard and UPromise field representatives for their dedication and customer service.

Treasurer Zweifel moved to adjourn. The motion was seconded by Mr. Baumgardner. The meeting was adjourned.