



Third Annual Congress
Saturday, January 25, 2014
Stephen's Green Hibernia Club

AGENDA

1. President's Welcome and Annual Report
2. Financial Report
3. Proposed Amendments to the Articles of Association
4. Election of Board of Directors 2014
5. Calendar of Events 2014
6. AOB

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Annual Report of President

1. Introduction

The year 2013 was marked by ongoing and determined efforts on the part of the IUSA's Board of Directors (Board) to strengthen the Association and to give greater effect to its objectives. It sought to do this by building on the initiatives taken in 2012 (see *Annual Report* for that year) and by implementing a diverse and challenging programme of events. The Board's actions continue to be driven by the Association's *Strategic Development Plan* (2012-2014) and *Business Plan* (2013). In terms of priorities the Board concentrated on developing strategies in the areas of membership recruitment, fundraising, and communications. As regards matters of governance a notable feature was the successful establishment of an active Executive Committee which met and communicated regularly during the year.

While the Board is fully aware of the challenges which continue to exist in building the IUSA it is pleased to report that the Association continues to make significant progress in realising its core objectives. As was the case in 2012, the Board takes pride in the successful delivery of the Association's calendar of events. This Report details below the main achievements and concerns of the IUSA in 2013.

2. Events

Given the spread of interests and diversity of backgrounds that exist among the IUSA's membership the events which were organised in 2013 fell into four main areas: economic, political, cultural and educational. This is in keeping with the approach which was adopted by the Board since its inception. While it was the case that panels, comprising Board members, were established for each of these four areas the organisational structure was simplified so that individual Board members would have responsibility for them. The events calendar for 2013 is attached and merits a number of observations.

- The Association's flagship event, its Annual Conference, was devoted to the theme of Irish leadership where keynote speaker, Mr. John Bruton, spoke on the global economic situation.
- One week was set aside as an IUSA Week (May 20th to May 24th) during which a range of seminars and symposia were held.
- By way of summary (not exhaustive) an economic leaders forum was organised as was a symposium on US foreign policy; a youth seminar on youth in the political process; and a series of seminars was run in conjunction with Boston College. The Association was an active participant in the *Innovation All In* International Conference. The Taoiseach Enda Kenny and Minister Leo Varadkar both delivered lectures in the Association's Prominent Alumni Lecture Series.

The year concluded with a Christmas reception in the residence of the Charge d'Affaires. Finally, the Board prepared a draft calendar of events for 2014.

3. *Board of Directors*

The Board met regularly throughout the course of the year (January 10th, February 20th, May 1st, June 12th, August 29th, October 29th). In addition the newly established Executive Committee, comprising the President, Vice President, Treasurer, Secretary and US Embassy representatives, met regularly (April 10th, July 15th, October 23rd, November 19th, December 18th). The Board agreed to set up the Executive Committee but recognised that it would need to be approved at the Association's next AGM. To this end an amendment to the Association's Articles of Association will be presented.

By way of giving effect to the proposals contained in the Business Plan the following Board positions were created: Recruitment Officer, Fundraising Officer, Cultural Officer, and Social Media Officer.

Dr. Sarah Ingle joined the Board as an ex officio member in her role as President of the Irish Fulbright Alumni Association (IFAA). Ms Niamh Ní Chonchubhair joined the Board and was assigned specific responsibility for social media. Dr. Paul Donnelly stepped down as a Board member as he was taking up a temporary position overseas.

4. *Membership*

As was the case in 2012 the issue of membership featured prominently in the deliberations of the Board. A key strategic goal of the Association (*Strategic Plan 2012 – 2014*) is to increase the number of members. While it was accepted that there was a need to develop an overall membership strategy discussion focused more narrowly on devising a recruitment strategy. To this end a number of documents were produced with a view to developing a strategy. Among the issues considered were the identification of the overall number of potential members; the number of alumni of the various US sponsored exchange programmes; how recruitment should be organised; what recruitment initiatives should be undertaken; and the overall role of the Board in the recruitment process.

It was agreed that the Recruitment Officer would take responsibility for the oversight and delivery of a membership recruitment strategy and that that office would liaise closely with those who were in a position to act as gatekeepers for key constituencies such as the Fulbright programme, the Washington Ireland programme, and Boston College's Irish Institute programme.

The Board embarked on a recruitment drive whose measures included use of the US Embassy's and IUSA's websites; the organisation of a number of seminars with Boston College; and personalised letters of invitation were sent by the President. In addition to the recruitment of new members all existing members were approached and invited to renew their membership.

It was agreed by the Board that eligibility for membership of the Association should be broadened and to this end a proposal, involving an amendment to the Articles of Association, will be presented for approval at the AGM.

As the recruitment drive is still underway the Board is not yet in a position to assess its results. The current membership of the Association is 344.

5. *Finances*

The Board reiterated its commitment to the position that the Association, as a self-financing body, should not run a deficit in any financial year and that, at the very least, it generate sufficient subscription income to cover operating costs in any single year. It was recognised that the costs involved in continuing to mount high quality events is particularly challenging.

The *Business Plan* as originally drafted did not include any strategy for the generation of resources. This gap was filled last year with the production of a fundraising document (*Fundraising Strategy 2013*). By way of implementing the strategy the office of Fundraising Officer was established. Fundraising targets were set. The objective of the strategy is to secure funding from corporate donors. These were divided into two categories: foundation partners and patrons. A target of raising 20.000 euro a year was set.

Following a review of the financial strategy it was agreed that the role of Fundraising Officer should be merged with that of the Treasurer.

Details on the Association's finances are contained in the Treasurer's report.

6. *Communications and Social Media*

Much progress was made during the course of the year in developing a communications strategy. A social media officer was appointed. As regards social media the Association now has a presence on Twitter, Facebook, and LinkedIn. While only recently established all of these platforms have seen increases in the number of users (e.g. Twitter now has in excess of 280 followers). The importance of developing the potential of the IUSA's website was recognised particularly in the context of communicating with members, providing information, promoting the IUSA, and assisting in the efforts to recruit new members. It was agreed that an alumni news piece should be produced (perhaps twice a year) on the website.

By way of streamlining the overall communications function it was further agreed that the communications and social media functions should be merged.

7. *IUSA and US Embassy*

Throughout 2013 the IUSA maintained its close working relationship with the US Embassy. The Public Affairs Officer of the Embassy attended Board meetings and was a regular attendee at IUSA events. Two representatives from the Office of Public Affairs (Assistant Public Affairs Officer and Alumni Coordinator) continue to sit on the Board. In addition to the central role which the Embassy plays in the affairs of

the Association it has also provided financial support for an IUSA/Embassy/American Chamber of Commerce Ireland collaborative programme that is designed to promote awareness and discussion on the potential for a new trade deal between Europe and the United States (Transatlantic Trade and Investment Partnership).

8. Articles of Association

As already indicated proposed amendments to the Articles of Association dealing with the Executive Committee and membership were agreed and will be presented for approval at the AGM.

9. Conclusion

While the IUSA has had much to celebrate in 2013 sight should not be lost of the ongoing challenges which the Association faces as it seeks to move on to the next stage in its development. As is the case with the establishment of many new organisations, a lot has been learned in the process of building the Association's strength and identity and in seeking to realise its objectives. Since the establishment of the Association (less than three years ago) vitally important issues such as structure and governance, finances, membership and communications have been addressed and concrete proposals put forward that are designed to make the Association more effective, relevant and vibrant.

What is, however, central to the future success of the Association is the support, commitment and involvement of its members. Active participation on the part of members is fundamental in promoting the mutuality of the Ireland/United States relationship and in providing opportunities to contribute to Irish society. The alumni of the IUSA, embracing as they do the full spectrum of US exchange programmes, constitute a highly valuable resource in terms of knowledge and experience. The challenge for the IUSA is to realise the potential of that resource and to harness it for the benefit of Ireland and its wider and unique relationship with the United States.

It has been a pleasure and an honour for me to serve as President of the IUSA for these past two years. I would like to thank all those who have to date supported the Association and, in particular, my fellow Board members and the staff of the US Embassy for all their dedication, commitment, and generosity.

Paul O'Connor
President

January, 2014

Financial Report 2013 for the AGM January 25th 2014

iUSA Bank Account Activity 2013

Opening Balance 1/1/2013				<u>€ 2,101</u>
Receipts				
Membership & 2013 iUSA Congress Fees			€ 5,967	
National Concert Hall Fundraising Event			€ 970	
US Embassy Grants	Trade & Investment	€ 7,144		
	Youth Leadership	€ 1,384	€ 8,528	€ 15,465
Payments				
Refunds & 2013 IUSA Congress 2013			€ 2,045	
Prominent Alumni Lecture Series			€ 4,057	
US Embassy Grants	Trade & Investment	€ 1,082		
	Youth Leadership	€ 1,268	€ 2,350	
Xmas Member's Reception			€ 750	
JFK Event			€ 250	
Design & Printing			€ 248	
Bank Fees & Taxes			€ 146	
Misc			€ 418	-€ 10,264
Closing Balance 31/12/2013				<u>€ 7,302</u>
Paypal Closing Balance				€ 1,826
Funds Available				<u>€ 9,128</u>
US Embassy Grant Commitments				<u>€ 6,178</u>
Total Funds Available 31/12/2013				<u>€ 2,950</u>

Proposed Amendment to Article VIII: Executive Committee

1. The Board of Directors shall be assisted by an Executive Committee.
2. The members of the Executive Committee shall comprise the President, Vice-President, immediate past President, Treasurer and Secretary of the Association along with such other Board members as are approved by the Board.
3. The primary function of the Executive Committee is to support the Board of Directors by assisting, promoting and developing the effective administration of the Association along with its various operations. More particularly the Executive Committee will:
 - Assist the Board in devising policy for the Association.
 - Review and make recommendations on the Association's finances.
 - Review and make recommendations on the Association's communications and program of events.
 - Review and make recommendations on the overall progress of the Association and actions agreed by the Board.
 - Propose agenda items for Board meetings.

Proposed Amendment to Article IV (5)

Membership is open to such other persons who in the opinion of the Board of Directors have made a substantial contribution to promoting the Association's objectives or who have demonstrated an interest in promoting its objectives.

Nominations for Board of Directors 2014

President	Siobhan Byrne Learat [^]
Vice – President	Declan Dunne [^]
Treasurer	John Kearns*
Secretary	Fiona Descoteaux
Membership Secretary	Chris Gordon*
Communications Director	Niamh Ní Chonchubhair

Members at Large:

Julia Carmichael*
Anne Cleary*
Brian Cotter
Denise Ferran
Ken Germaine
Richard Moore*
Shona Murray
Michael Sheehan

Ex Officio Members:

Past President	Paul O'Connor
IFAA President	Sarah Ingle
WIPAN	David Gilmartin

U.S. Embassy Representatives:

Assistant Public Affairs Officer	Angie Smith
Alumni Coordinator	Katie Keogh

*Denotes new board member nomination for 2014 (see bios attached).

[^]Denotes new nomination to the position for 2014.

New Board Nominees:



Julia Carmichael is the Chief Compliance Officer for IPB Insurance with over 15 years' experience in retail /commercial banking and insurance. Her previous roles include CCO for Aviva Group Ireland, Postbank Ireland, a start-up enterprise, Head of Enterprise Risk and Information Security for Ulster Bank RBS Group, Finance Administrator and Treasury Manager for Baxter Pharmaceutical and as a Senior Manager for Credit and Risk Management for MBNA Europe. Julia has worked in several regulatory jurisdictions and international financial institutions across Europe. She actively supports the development of education for in financial management and personal development for women in business. As an active member of her local community she has been elected twice to Dublin City Council from 2004 – 2013 as a councillor for local government. During that period she has chaired the Dublin City Arts, Culture and Sports Strategy Committee which included initiatives such as the Tall Ships, One City One Book with the Dublin City Arts Officer, the Dublin City Economics sub-committee and also as a member of the Leaders Group. As a non-executive director she has been a member of several professional, not-for-profit organisations and local organisations, such as Dublin Chamber of Commerce, Dublin Enterprise Board, Ballymun Regeneration Ltd, the Royal Irish Academy of Music, the Ballymun Partnership and St James Hospital Dublin. She is currently completing her Msc in Compliance and Regulation in UCD.



Anne Cleary is a lecturer in the School of Sociology, University College Dublin where she is co-ordinator of Masters and Higher Diploma programmes. Her teaching and research interests include health and well-being (particularly gender aspects of health), psychosocial development of children and ethics. Anne was the recipient of a Fulbright Fellowship in 2009/10 which she spent undertaking research in the Department of Sociology, University of California (Berkeley). She is chairperson of the Growing Up in Ireland Ethics Committee and also chaired the Working Group which produced national guidelines for developing ethical research projects involving children for the Department of Children and Youth Affairs (2012). Anne is the Irish representative on the International Social Survey Programme (ISSP), has received research grants from the Irish Government, Teagasc, the National Disability and three awards from the Irish Research Council and has produced a 2-volume book on children (2001), a textbook – The Sociology of Health and Illness in Ireland (2001) and her most recent publications (Social Science & Medicine Special Issue, 2012) are an international collection of papers (with Silvia Canetto, CSU) examining the topic of suicide and male behaviour and an outcome study of children with conduct disorder (International Journal of Social Psychiatry, 2012, with Elizabeth Nixon, TCD). In 2013 while on a study visit

to Berkeley she carried out a study of ethnicity and suicide in 19th century San Francisco and was commissioned to produce an assessment of the work of Arlie Hochschild (Professor Emerita, UC Berkeley) for the International Encyclopaedia for the Social and Behavioural Sciences (to be published in 2014).



Chris Gordon is a business and a social entrepreneur in Ireland. He has been fortunate enough to have worked with good organisations which have involved and committed individuals in progressive charities, not for profits, more than profits, cooperatives, partnerships and businesses. He is a voice in topics such as Social Enterprise, Cooperative Development and Small Business in Ireland. He is the Chair of the Irish Social Enterprise Network, Founder and Chair of the Irish Export Cooperative, Director of Treehouse and Positive Informatics. He has worked with others in organising social enterprise, social innovation and social entrepreneurship events across Ireland and has regularly contributed to discussions, and reports on the sector, helping to shape understanding of social enterprise in Ireland and contributing to government proposals.



John Kearns is Chief Executive of Partas, a social enterprise with over 60 staff, working to foster entrepreneurship, business training and social economy since 1984. Partas also operates four Enterprise Centres and a micro-loan fund and conducts research on a national and EU level into many areas of social policy, particularly self-employment for marginalised and disadvantaged groups. Current areas of activity include innovative approaches to youth unemployment and innovation. Prior to taking up his current position with Partas, he exercised his own entrepreneurial flair within the music business running his own company – Enigma Productions Ltd. As an entrepreneur in the music business, he had been responsible for some of the most successful recording and live events in Ireland over the previous ten years. Since then he has also achieved a 1st class MBA in Entrepreneurship and is an alumnus of Boston College 'Accessing the Economy' programme. John is also Chairman of the South Dublin County Enterprise Board in addition to holding other economic development roles within South Dublin County and board positions with various organisations.



Richard Moore is the Managing Director of a public relations company, Mcomm Communications Consultants, in Dublin city centre. A former journalist with experience of both regional and national newspapers, he spent over 15 years working at various Press and Special advisory roles in five separate Government Departments, including the Department of Foreign Affairs and the Department of Justice. He served as Press Advisor in the Department of Foreign Affairs during a crucial part of the Northern peace process which resulted in the signing of the St Andrew's Agreement in Scotland in 2006. He has also been involved in bilateral and aid programmes and UN work. During his tenure at senior level in Government, he handled national and international media and was central in developing policy and strategic options. A native of Ballinasloe, Co Galway, he is a frequent contributor to current affairs programmes and national media.

Calendar of Events 2013

January 10	Board Meeting
January 14	<i>Debussy Preludes</i> by Prof. Thérèse Fahy John Field Room, National Concert Hall
January 26	Second Annual Conference and Congress: Four Seasons Hotel 'Celebrating Irish Leadership: Where to Now?'
February 7	Tour of the Graphic Studio Dublin with guest speaker, Dr. Angela Griffith (Trinity College) on 'Graphic Studio Dublin: History and Legacy'
February 20	Board Meeting
April 25	AEIF Information Session with AEIF Winner, Niamh Gallagher and Finalist, Derek Cleary Boston College Ireland, 42 St. Stephen's Green
April 27	Garden of Hope Service Day with U.S. Embassy Dublin Youth Council Simon Shelter, Sean McDermott Street
May 1	Board Meeting
May 1	Seminar on 'American Evangelicals' with Fulbright Scholar, Prof. Matt Sutton, U.S. Embassy Annex
IUSA Week:	
May 20	Youth Seminar: 'Youth in the Political Process' with Jessica Grounds, Running Start, U.S. Embassy Dublin
May 22	Education Seminar: Transitions from Primary to Secondary School Prof. Brenna Bry, Rutgers University, St. Patrick's College Drumcondra
May 23	Symposium on Local Government Reform with Minister of State Fergus O'Dowd TD, Boston College Ireland, 42 St. Stephen's Green
May 24	Prominent Alumni Lecture Series: <i>Transatlantic Tourism</i> by Minister Leo Varadkar TD, Minister for Transport, Tourism and Sport U.S. Ambassador's Residence, Phoenix Park
July 31	Special Opening of JFK50 Exhibition and talk on 'JFK in Ireland' with Prof. Mike Cronin, National Library of Ireland
September 22	JFK Homecoming Day of Service in honour of 50 th Anniversary of the signing of the Peace Corps Act, Lourdes Day Care Centre
September 26 – 28	Innovation All In International Youth Conference with U.S. Embassy Dublin and UCD Innovation Academy
September 27	Prominent Alumni Lecture Series on <i>Innovation All In: Leadership, Opportunity, Achievement</i> by An Taoiseach Enda Kenny TD
October 1	' <i>The Future of the Seanad</i> ' Referendum Debate with Robert Dowds TD and Senator John Crown
October 29	IUSA Board Meeting
November 5	Symposium on U.S. Foreign Policy with Prof. Robert Strong, Mary Ball Washington Chair, Boston College Ireland
November 20	New Economic Leaders Forum Limerick
November 21	New Economic Leaders Forum Galway
December 11	Annual IUSA/US Embassy Christmas Reception

Calendar of Events 2014

January 24 & 25	Third Annual Conference and Congress 'Viewpoints on Transatlantic Relations'
February 6	New Economic Leaders Forum: Wexford
February 12	New Economic Leaders Forum: Athlone
March	Education Seminar
April	Day of Service
May	Prominent Alumni Lecture Series New Economic Leaders Forum: Cork
June	IFAA Annual Scholars' Dinner
July	Summer Celebration
September	Day of Service
October	History Seminar on the Irish in U.S. Civil War Seminar on the U.S. Mid-term Elections
November	Prominent Alumni Lecture Series IFAA Annual Thanksgiving Dinner
December	Annual IUSA Christmas Reception

If you have ideas for further events, please write to events@irishusalumni.com.
Event dates and themes are subject to change.

All event details will be posted on:
www.irishusalumni.com/  [irishusalumni/](https://www.facebook.com/irishusalumni/)  [@irishusalumni](https://twitter.com/irishusalumni)