

Smith, Dianne [BOARD]

From: Sayre, Patrice [BOARD]
Sent: Friday, October 05, 2007 4:59 PM
To: Smith, Dianne [BOARD]
Subject: FW: Students and Credit Cards - SUI

Attachments: SUletter.pdf

From: Sayre, Patrice [BOARD]
Sent: Friday, October 05, 2007 4:58 PM
To: 'Bonnie Campbell'; 'Craig Lang'; 'David Miles'; 'Jack Evans'; 'Jenny Connolly'; 'Michael Gartner'; 'Robert Downer'; 'Rose Vasquez'; 'Ruth Harkin'; Steinke, Gary W [BOARD]
Cc: 'bobbif@meardonlaw.com'; 'Kristin@hallperrine.org'; 'sallywatersbor@ifbf.org'; 'maier@countrysiderenew.com'
Subject: Students and Credit Cards - SUI

Attached is the response from the State University of Iowa to questions posed to the Board Office by Regents.



SUletter.pdf (28 MB)

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UNIVERSITY of IOWA
Response to
Board of Regents, State of Iowa
Request of September 27, 2007, Regarding
Relationship Between University of Iowa
and Alumni Association

1. *What relationships exist between the Alumni Association and the University?*

The University of Iowa Alumni Association was established in 1950 and is an independent 501(c)3 corporation that is an affiliate of the University of Iowa (see attached). As such the UIAA provides a variety of services to the University and its alumni, students, faculty and staff, and other friends. The Alumni Association supports placement activities for alumni, individual alumni clubs throughout the country, a host of reunion activities, and many similar activities. The UIAA has historically maintained the University of Iowa's alumni records.

The University of Iowa's relationship with the UIAA includes enabling it to self-generate the financial resources to service UI alumni and friends. In part this has been done over the last ten years through the affinity credit card program.

There are a number of written agreements between the UI and the UIAA. Two of these describe and enable the UIAA affinity card program and one agreement is more comprehensive in describing the overall relationship between the organizations. Each of these three agreements is attached. There are many other agreements with smaller scope which are also attached as examples. Most of these are agreements for advertising in the UI Alumni magazine. The complete list of "joint activities" is attached as Exhibit A to the MOU dated 3/29/05 between the UI and UIAA.

Sharing between UIAA and UI is described in the respective major documents. Alumni records are the most substantial and sustaining information that is shared. Additionally the names and locators of students, faculty, staff and parents are shared.

The principal financial benefit the UIAA provides to the UI is its funding of specific needs such as student credit advising, the UI Alumni Careers Network, the Old Capitol restoration and the significant \$1 million support for the new Pomerantz Careers Center. The latter houses placement and career development services, student academic advising and the parents and visitors center. Development of the affinity card program by UIAA provides direct support through royalties earned for UI symbols which have been one of the factors enabling athletics programs at UI over the last six years to reduce and then eliminate its General Education Fund support from the University of Iowa.

The UIAA receives direct support from UI to manage its alumni records. In fy2006 this was \$581,000 out of total UIAA revenues of \$3.3 million. The affinity card program in that year provided UIAA \$656,000 (and just under \$1 million in the prior fiscal year) to support its activities. In fy2007, the UIAA's Income Statement reflects credit card royalties and marketing revenue in the amount of \$1, 039,259.79.

Students are eligible to be members of the UIAA.

Annually the UI provides to the Board of Regents an audited financial report covering UIAA operations and any explanatory material requested by the Board Office. A copy

of the latest UIAA audited financials are attached. The fy2007 audited financials will be provided as soon as available.

2. Please provide the University policy on sharing mailing lists (names, addresses, phone numbers, email addresses) and identify charges associated with providing the lists to:

- Alumni Association
- Outside vendors
- Other parties

There is no specific University policy on sharing mailing lists. Information is provided to the UIAA pursuant to the various agreements described and provided about under Question 1, and under Question 4. Outside vendors and other parties obtain public mailing list information via open records requests.

The Registrar charges \$75 per hour for the computer programming time needed to generate the lists requested, with a minimum set up charge of \$75. Most requests require an hour or less to generate the list. The Registrar's form for making such requests is located at <http://www.registrar.uiowa.edu/forms/datarequest.pdf>, and is also attached.

3. What student information is provided to the card vendor?

Student locator information is provided to the UIAA, which in turn works with the card vendor (Bank of America) to send mailings to various groups. The specific list of information that can be obtained by the UIAA from the UI is contained in revised Exhibit A (October 6, 2006) to the Memorandum of Understanding (MOU) between the UI and the UIAA dated March 29, 2005. See attached.

Is this information otherwise accessible, i.e. through FERPA?

"FERPA" (the Family Educational Rights and Privacy Act of 1974) is a federal law that generally sets out the requirements for the protection of privacy of parents and students in both K-12 and post secondary institutions. Once students reach the age of 18, or enroll at institutions of postsecondary education, the privacy rights apply only to the student. In the higher education setting, "education records" (those records directly related to a student that are maintained by an educational agency or institution or by a party acting for the agency or institution) generally cannot be disclosed to a third party without the consent of the student, unless the information is "directory information" that would not generally be considered harmful or an invasion of privacy if disclosed. Under federal regulations (34 CRR 99.3), "directory information" includes, but is not limited to, "...the student's name, address, telephone listing, electronic mail address,

photograph, date and place of birth, major field of study, dates of attendance, grade level, enrollment status (e.g., undergraduate or graduate; full-time or part-time), participation in officially recognized activities and sports, weight and height of members of athletic teams, degrees, honors and awards received, and the most recent educational agency or institution attended.” In the case of the UI, the definition of “directory information” is contained the “Student Records Policy” located at <http://student-services.uiowa.edu/students/policies/1c.php>. It is also attached. (2 pp.) FERPA also permits the disclosure of non-directory information to other school officials whom the institution has determined has legitimate educational interests.

Much of the information provided to the UIAA under the MOU is “directory information”, and is thus available to any person or entity who requests it. The UI has responded to over 30 of those records requests in this calendar year. See the attached list containing the “Company,” “Person Requesting,” “City”, etc. (3 pp.) The rest of the information contained in the students’ “education records”, while not directory information and thus not public under FERPA or the State of Iowa’s open records law, is provided to the UIAA because the UI has contracted with the UIAA to perform certain legitimate activities on the behalf of the UI.

How are eligible students and parents notified of their rights under FERPA?

Students are notified annually of their FERPA rights under the “Student Rights Policy” noted above. Most recently this was done the first week of September 2007. See the attached document entitled “Purpose of the e-mail” which was prepared by Thomas R. Baker to send to all students. (2 pp.) Students also can access the “Student Rights Policy” on the UI web page at any time. Since parents of students enrolled at institutions of postsecondary education do not have specific FERPA rights, they are not specifically notified except through the orientation of new students which many parents attend.

4. Describe How the Alumni Association Selected the Credit Card Vendor.

According to the UIAA it worked through a management company, Partner Advisors, which helped develop a program to be considered by banks that operated large affinity card program. Partner Advisors assisted UIAA in soliciting banks, evaluating proposals, and negotiating terms. UIAA indicates that negotiations occurred with two major banks preceding the latest award to Bank of America.

The University of Iowa was not a party to the negotiations or transaction; however, University officials were apprised of the outcome of the UIAA’s selection process.

5. Describe what Financial Literacy Education is Available to Students

The UIAA provides \$20,000 in annual funding in support of the Student Credit Money Management Services Program—operated through UI’s Student Services organization.

Below is information on UI financial education programs and programs offered by the bank.

Financial Education for UI Students

In 2000, a student financial counseling initiative was established by the Women's Resource and Action Center (WRAC) with funding from the Alumni Association. The initial program was called "Paper or Plastic" and included representatives from several areas on campus. This initiative included educational programs, attending parent orientation programs and a contract with a credit counseling service providing free counseling to students. (See Parent Times article at <http://www.uiowa.edu/~ptimes/issues02-03/winter02-03/money.html>)

That initiative evolved to its current form, which is The University of Iowa Student Credit & Money Management Services (SCMMS), and it continues to receive funding from the Alumni Association. The SCMMS Committee includes representatives from the Alumni Association, Student Financial Aid, University Counseling Service, University Housing, Office of Student Life, Registrar, Cashier/University Billing Office, WRAC and Center for Diversity and Enrichment. (See Web site: <http://imu.uiowa.edu/osl/money/>) The Web site has information about requesting programs for student groups, the free credit counseling service and resources related to credit cards and other financial management issues.

Summary of Activities for 2006-07 year:

Consumer Credit Counseling Services (CCCS) – The free student counseling service continued to be an instrumental resource on campus. During the academic year (August-April) the counselors saw 52 clients and provided telephone counseling to 57 callers. This summer the CCCS was relocated back to the Iowa Memorial Union from Westlawn. These services, free to the student, are provided on contract basis by Consumer Credit Counseling Service of Cedar Rapids and Iowa City.

National Endowment for Financial Education (NEFE) Partnership – The University of Iowa Student Credit & Money Management Services (SCMMS) has recently partnered with the National Endowment for Financial Education to join its free, subscriber-based Web site service that provides an abundance of student-friendly information on financial literacy topics such as budgeting, credit cards, checking and savings accounts, identity theft, and student loans, among others. The Web site will be customized with UI colors and contact information, but all Web site information will be maintained and regularly updated by NEFE.

University of Iowa Community Credit Union (UICCU) Partnership – Recently the University of Iowa Credit Union opened a site in the Iowa Memorial Union. The two entities hope to work together on efforts to promote financial literacy among students. To initiate that effort, a representative from UICCU is the newest addition to the SCMMS committee.

Educational Outreach – The SCMMS committee sponsored a financial literacy program during Welcome Week called The Money Game, an entertaining, interactive, educational lecture. Fifty students attended in Fall 2006. In addition, SCMMS committee members along with the counselors presented to approximately eight collegiate Transition courses.

Parent Outreach – The SCMMS committee has spent some additional time and resources to target parents and provide them with information about how to talk to their students about money management and about the free service provided on campus. A new flyer was developed for 2007 summer orientation.

Marketing – The SCMMS committee launched a year-long marketing campaign to promote the free counseling service. Posters were placed in various partnering offices around campus with Post-It notes attached that provided the counseling contact information. The committee published print materials promoting the SCMMS Web site and counseling services. They were distributed around campus as well as distributed to first-year students and their parents at the 2007 summer orientations.

During the current 2007 academic year, outreach activities will be conducted with various organizations including, but not limited to:

- Cultural Centers
- Student Government
- Interfraternity Council
- Panhellenic Council
- National Pan-Hellenic Council
- Associated Residence Halls
- House Directors Association (sororities)

Also, several of our professional colleges have outreach efforts to educate their students about prudent financial decisions. For example, the Carver College of Medicine holds a budgeting workshop for its students. The collegiate staff works with a local banks to host a credit history session. Students provide their personal information to bank staff for credit history checks and the bank staff then reviews the information directly with students regarding debt load and types of debt. The collegiate staff also responds to specific student requests for information such as identify theft.

The College of Law has a Web site dedicated to financial education and management, which includes links to a variety of resources such as the “Wise Borrower Curriculum Credit Series.” (<http://www.law.uiowa.edu/students/student-services-financial-aid-additional-info.php>) Collegiate staff also will be offering programs on Financial Management and Stock Market 101.

UI operates a Comprehensive Counseling Services program for students. When financial

issues arise in student counseling sessions, the staff is fully informed to provide students with information about financial education services on campus.

Bank-provided Services

The UIAA's affinity card bank provides tips on responsible money management through its website www.smartcredittips.com. (This website address will change to www.bankofamerica.com/StudentCreditTips in the next few weeks due to enhancements being made to the site.) Students are notified of the website through the credit card offer. When they initially receive their card, the bank also includes a 15 page booklet called "the essentials that covers topics such as how to use credit cards responsibly, how credit card management affects a person's credit score, what a credit score is, how to plan and stick to a budget, and identity protection."

In conjunction with Monster.com, the bank provides Money Skills presentations to students on campus. The "Ultimate Money Skills" presentation that is geared towards college students is an interactive audience-participation seminar. The presenter takes the audience through exercises in a workbook, and all attendees leave with a student financial guide to use as a resource. The seminars and associated materials are offered by the bank free of charge to the university and students.

6. Are credit companies allowed to market on campus; set up a table, recruit students to solicit, and/or promote through giveaways? Are other private companies allowed to market on campus? If so, please provide examples. Do any of the additional examples have financial implications?

The Alumni Association is the only entity that may market affinity credit cards at solicitation tables in the IMU. By contract this can be done up to seven times per year by provisions of its agreement with UI. However, there were only two solicitations conducted last academic year and they have not utilized tabling this year.

Recognized student organizations may conduct other commercial solicitation on campus. Private companies may not market on campus unless invited as a fundraiser by student organizations. This does not occur often. The most recent incident was last spring with a sweater company. In each instance, student organizations complete a fund raising sponsorship agreement and provide it to Student Services.

7. What is the financial impact if the card vendor agreements are vacated?

If the affinity card agreement between UIAA and Bank of America did not exist or was vacated, the loss to UIAA would be in the range of \$1 million per year. The issues presented to UI would be not having the various financial support opportunities from UIAA such as for the Careers Center and development of alumni clubs throughout the U.S.

If the affinity card agreement were more restricted in some form, but not vacated, the financial implication would be variable and difficult to predict.

8. *How many cards have been issued to students through the Card Vendor/Alumni Association Agreement?*

According to the UIAA as of July 31, 2007, there are 396 student accountants of which 208 are active (actually using the card.) the number of open student accounts represents 1% of the total portfolio. The average balance of active student accounts is \$1,028.

University of Iowa
Documents Relevant to
Board of Regents, State of Iowa
Request of September 27, 2007, Regarding
Relationship Between University of Iowa
and Alumni Association

Question 1

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Michael A. Mauro

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82244 STATE UNIVERSITY OF IOWA ALUMNI ASSOCIATION Active

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Type	State of Inc.	Modified
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Legal IA No

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PERPETUAL May 29, 1950 May 29, 1950

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Chapter

CODE 504 REVISED DOMESTIC NON-PROFIT

Names (viewing 2 of 2)

Type	Status	Modified	Name
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Legal Active No STATE UNIVERSITY OF IOWA ALUMNI ASSOCIATION

Fictitious name Active No UNIVERSITY OF IOWA ALUMNI ASSOCIATION

Registered Agent or Reserving Party

Full Name	VINCE NELSON
Address	100 LEVITT CENTER FOR UNIV ADVANCEMENT
City, ST, Zip	IOWA CITY, IA, 522421797

Home Office

Full Name	
Address	100 LEVITT CENTER FOR UNIVERSITY ADVANCEMENT
City, ST, Zip	IOWA CITY, IA, 522421797

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AGREEMENT FOR SHARING ALUMNI RECORDS

This Agreement is entered into on 7 April, 2000, by and between the University of Iowa, hereinafter referred to as the "University", the State University of Iowa Alumni Association, hereinafter referred to as the "UIAA", and the State University of Iowa Foundation, hereinafter referred to as the "Foundation".

RECITALS

1. The University. The University is a state university located in Johnson County, Iowa. In fulfilling its educational mission it is advantageous for the University, in addition to other records it keeps, to maintain and/or have access to certain accurate and up to date information about its undergraduate and graduate alumni and other current and former students of the University (hereinafter referred to as "Alumni"). The University maintains Alumni Records in the office of the Registrar and in its Division of Alumni Records. The Registrar and the Division of Alumni Records updates such Alumni records and, in accordance with applicable laws, regulations and University policy, disseminates Alumni information and data within the University and responds to public requests for Alumni information and data.

2. The Foundation. The Foundation is an Iowa nonprofit, federally tax exempt corporation founded in 1957, organized for the purpose of supporting the University's education, scientific and research missions. The Foundation is an autonomous entity with a governing board distinct from the University. Among other activities, the Foundation provides certain services to the University in accordance with a Development Services Agreement dated July 1, 1995 and amendments thereto (hereinafter referred to as the "DSA"). One of the service obligations of the Foundation under the DSA is to contribute, on a regular basis, to the updating of the name, address and telephone information of Alumni as held by the Registrar of the University and maintained through the University's Division of Alumni Records. The Foundation has developed and maintains for its internal use in fulfilling its mission, and to assist in performing its services under the DSA, a database system (hardware, software and data) of contributors, prospects and friends of the Foundation and University, as well as Alumni and some former and current students of the University. This database is referred to by the Foundation as its UI Institutional Advancement Database (hereinafter referred to as the "IA Database"). It is advantageous for the Foundation, in addition to other records it keeps, to maintain and/or have access to accurate and up to date information (later defined in this Agreement) about Alumni of the University.

3. The UIAA. The UIAA is an Iowa nonprofit, federally tax exempt organization founded in 1869 and incorporated on May 29, 1950. It is organized as a membership organization for the Alumni of the University and to support the University's educational, scientific and research missions. The UIAA is a separate entity with a governing board distinct from the University. The UIAA conducts certain activities on its own and others in cooperation with the University in accordance with a Memorandum of Agreement dated January 25, 1997 (hereinafter referred to as the "MOA"). In fulfilling its mission and in conducting its activities, it is advantageous for the UIAA, in addition to other records it keeps, to maintain and/or have access to certain accurate and up to date information about Alumni of the University.

4. Sharing of Certain Alumni Information. In connection with the separate activities of the University, the Foundation and the UIAA, each from time to time obtains updated information about Alumni. It is advantageous for the separate missions and activities of the University, the Foundation and the UIAA, and is consistent with both the DSA and MOA, to regularly share certain specific and limited information about Alumni and to coordinate the routine and accurate updating of such information. In the interest of economy, accuracy and efficiency, it is thereby advantageous for the University, the Foundation and the UIAA to use a common database rather than maintaining separate records.

5. Confidentiality. It is appropriate and necessary to the separate missions and activities of the University, Foundation and UIAA that each entity preserve and maintain the confidentiality of records that it separately collects and maintains pertaining to students, contributors and members, as the case may be, and as may be i) required or permitted by law, ii) requested by individuals or entities, and/or iii) essential to the effectiveness of the entity in carrying out its purposes.

6. Desired Agreement. The parties desire to enter into an Agreement pertaining to i) the sharing and updating of specific and limited Alumni information through a common database, ii) responding to public requests for such shared information, and iii) preserving the proprietary nature and confidentiality of other information that is not intended to be shared between or among the parties or that is shared under separate written Agreements for restricted and specific purposes.

TERMS AND CONDITIONS

In consideration of the foregoing Recitals, of the following Terms and Conditions and other good and valuable consideration, the sufficiency of which is acknowledged, it is agreed among the parties as follows:

1. Student/Alumni Identification Information Defined. For the purpose of this Agreement, "SAI information" means the specific core categories of student/alumni identification information itemized on Exhibit "A" attached hereto. The University, through its Registrar, maintains SAI information, among other information, in a database system at the office of the Registrar that is not shared or generally accessible to the Foundation, UIAA or any other party except as provided by University Policy and as permitted or required by law. Reference in this Agreement to "SAI data" generally means SAI information when contained in a computer database.
2. Foundation's UI Institutional Advancement Database. The Foundation, for its internal purposes, has developed and maintains, using its own personnel and financial resources, the IA Database containing data and information critical to carrying out its purposes and mission. The Foundation's IA Database is comprised of i) computer hardware purchased and owned by the Foundation, ii) computer software owned and developed by and/or licensed by the Foundation, and iii) data and information obtained, inputted and owned by the Foundation excepting only shared SAI data as provided for in this Agreement. The Foundation, University and UIAA agree that the Foundation's IA Database system, each of its component parts, and all data and information contained therein, except as otherwise specifically set forth herein, is the property of the Foundation and constitutes its proprietary and confidential information.
3. Sharing of Database Functionality. Rather than maintaining three separate databases of substantially the same SAI data, rather than duplicating hardware and software expenditures, and to help coordinate the input of accurate Alumni information, the parties agree that sharing the resources of one database system is efficient and economical. The parties further agree that because the Foundation already has its IA Database operational and a portion of the information on such database constitutes the same categories of information included as a part of SAI information, that the shared use of the Foundation's IA Database system for common access and updating of SAI data is practical and appropriate so long as i) the Foundation's ownership of the database system is maintained and ii) the confidentiality of non-shared data of the Foundation, or any other party, is fully protected and preserved.
4. Updating of SAI. In accordance with this Agreement, and subject to the reservations of ownership and limitations contained herein, the Foundation, the UIAA and the University (through its Division of Alumni Records and its Office of the Registrar) shall

on a regular and ongoing basis each contribute to the updating of SAI data as maintained on the Foundation's IA Database. Such updating shall be done by each of the parties hereto, as each obtains new and modified information pertaining to Alumni, as follows:

- A. The Foundation's contribution to this ongoing updating of the shared SAI data shall be inputted by Foundation employees using computer terminals owned and maintained by the Foundation that are connected to the Foundation's internal network that holds the Foundation's IA Database.
- B. The University's contribution to updating shall be through its Division of Alumni Records and Office of the Registrar and shall be inputted by University employees from computer terminals owned and maintained by the University that are, in accordance with this Agreement, connected to the Foundation's internal computer network to provide restricted and limited access in accordance with this Agreement to the SAI data contained within the Foundation's IA Database.
- C. The UIAA's contribution to updating shall be made by UIAA employees from computer terminals owned and maintained by UIAA that are connected to the Foundation's internal network to provide restricted and limited access in accordance with this Agreement to SAI data contained within the Foundation's IA Database.

5. Requests for Confidentiality. Notwithstanding the obligation of each of the parties to regularly contribute to the updating of SAI information as entered and maintained on the Foundation's IA Database, nothing herein shall require any of the parties hereto to disclose one or more categories of SAI information when an individual or entity, to whom any SAI information pertains, has specifically requested that such information not be disclosed to any other party or to the public generally. Upon any of the parties hereto receiving such a request for confidentiality, they shall be permitted to preserve the specific SAI information requested be kept confidential and shall not be required to add or update the same on the shared database, or they may update the database but designate the specific information as having been requested to be kept confidential, in which case the other parties hereto shall not disclose such data to any other party except as may be otherwise required by law or order of a court of competent jurisdiction. The manner of designating SAI data as confidential shall be established, from time to time, by procedures agreed to by the Foundation, UIAA and University. In the event that any SAI information pertaining to a particular individual is already within the shared SAI data on the Foundation's IA Database, and the individual to whom such information pertains thereafter makes a request to the University, Foundation or the UIAA to hold any such information confidential, then the party receiving the request reserves the right and is hereby authorized to remove from the shared data any such information that it may have previously put into the shared SAI data, or to designate such information as confidential.

6. Proprietary Interests in Shared Data. The shared SAI data contained on the Foundation's IA Database, as updated by each of the parties hereto, shall be deemed the joint and separate data and information of the University, the Foundation and the UIAA.

7. Compliance with Laws. The University's providing of SAI information and updates thereto will at all times be limited only to that information the University is legally permitted to disclose under state and federal law. The University shall have the sole authority among the parties to determine which of the shared SAI data, if any, may be subject to disclosure as public records under any applicable law.

8. Limitation of Use of Shared Data. The Foundation and the UIAA each agrees to use shared SAI data solely for its purposes and activities and not to transfer, sell, assign, convey or disclose shared SAI information to any third party excepting only disclosures for the limited purpose of a third party's restricted use in providing specific services to the Foundation or the UIAA. Except for SAI data designated as confidential as provided herein, nothing in this Agreement is intended to limit the Foundation or the UIAA from disclosing, as it may determine in its sole discretion, shared SAI information when such disclosure is directly related to its purpose and activities (such as UIAA or Foundation endorsed marketing of products and services to Alumni).

9. Third Party Requests for Shared Information. From time to time, each of the parties hereto may receive requests for information about students and Alumni from among the categories contained within SAI information or otherwise. The parties agree that it is neither appropriate nor permitted for the Foundation or the UIAA to affirmatively respond to requests for SAI information when such requests are not directly related (hereinafter "unrelated requests") to the respective purposes and activities of the Foundation or the UIAA. All unrelated requests shall be directed to the University through the Registrar and Division of Alumni Records. The University shall be responsible for complying with state and federal laws when responding to unrelated requests or any other request for disclosure of SAI information made under state law relating to public records. The University reserves the full and exclusive right to determine i) the appropriateness of any unrelated request, ii) what SAI information may be disclosed in response to an unrelated request, iii) the manner, method and timing for disclosure, and iv) any fees to be charged to the requesting party. The University may direct the Foundation to prepare, for a reasonable fee, SAI data for disclosure (such as mailing labels or lists) in circumstances approved by the University.

10. Foundation Responsibilities. The Foundation shall cause such modifications to be made to its IA Database so as to allow the University and the UIAA at all times during the term of this Agreement to access the shared SAI data. Such modifications shall include those that are reasonably appropriate to allow the parties hereto to promptly and conveniently access shared SAI data while restricting the access to any other data the Foundation maintains or may in the future maintain on its IA Database. The cost of such modifications shall be reasonably shared among the parties as they may from time to time agree. The Foundation shall, at its sole cost and expense, reasonably maintain its IA

Database system to be operational at all times and shall employ reasonable and customary procedures to safeguard the confidentiality and security of the shared SAI data and to regularly back up the shared SAI data. The Foundation shall have no liability to either UIAA or University for a temporary shutdown of the system, for a breach of security or for loss of data. The Foundation will at all times during the term of this Agreement endeavor to use reasonable and appropriate security and back-up procedures for SAI data consistent with such procedures used at similarly situated institutions and based on prevailing know-how and technology.

11. Acknowledgment of Limited Access. The UIAA and the University hereby acknowledge and agree that their access to data and information on the Foundation's IA Database is strictly limited to shared SAI data and that neither shall have access to any other information on the Foundation's IA Database except for the UIAA's access to its proprietary data under Section 13 or unless otherwise specifically provided by separate written Agreement.

12. Term. This Agreement shall be effective commencing as of _____, _____ and shall continue effective until terminated. Any party may terminate this Agreement at any time upon giving 120 days prior written notice to the other parties, in which event the termination shall be effective upon the expiration of the 120 day notice period. Upon any party giving such notice, nothing shall preclude the other parties from entering into such written Agreement(s) as they may then determine to continue the sharing of SAI data between or among them. Upon the termination of this Agreement, the Foundation shall retain all hardware, software, data and information that is a part of its IA Database including the SAI shared data thereon as of the date of termination. Additionally, the Foundation shall provide to the University and to the UIAA a written record or electronic file of all of the shared SAI data contained on the Foundation's IA Database as of the date of termination. Further, the Foundation shall cooperate and reasonably assist the University and the UIAA in transferring such data electronically or magnetically to the University and UIAA so that it can be directly downloaded and/or converted and then downloaded into the University's and UIAA's separate database system.

13. Separate Agreement With UIAA. The parties acknowledge that in a separate Agreement between the Foundation and the UIAA, the Foundation has agreed to maintain on its IA Database specifically identified data and information of the UIAA including, but not limited to, membership data and information, pertinent to the mission and operations of the UIAA. All parties agree that the services provided by the Foundation to UIAA under said Agreement, and the data and information maintained in connection with those services, is the proprietary information of the UIAA and is not SAI data intended to be shared under this Agreement.

14. Separate Agreement With University. The parties acknowledge that in one or more separate written Agreements between the Foundation and the University, the Foundation may provide, under limited terms and conditions, certain data or information to the University other than the SAI data intended to be shared under this Agreement. The

parties hereby acknowledge and agree that any such additional information provided by the Foundation to the University is not and shall not be construed as shared SAI data hereunder, is proprietary to the Foundation, is subject to protections afforded the Foundation's proprietary information under this Agreement and will be subject to any additional specific restrictions as contained in the separate written Agreement between the University and the Foundation pertaining to the use and disclosure of such information.

15. Covenants and Agreements. In addition to the SAI data to be shared in accordance with this Agreement, the Foundation creates and maintains on its IA Database, and otherwise, information and data pertaining to past, current or prospective donors and pertaining to its operations. All information of the Foundation, excepting only the shared SAI data as contemplated herein, is and constitutes confidential information and trade secrets and is hereafter referred to as the "Foundation's Confidential Information". Nothing in this Agreement is intended to nor shall it require the Foundation to disclose the Foundation's Confidential Information to the University, UIAA or any other third party. In consideration of the Foundation's performance under this Agreement, the University and UIAA agree and covenant as follows:

- A. The Foundation expends significant personnel and financial resources to compile, maintain and update the Foundation's Confidential Information specifically and exclusively to assist in the fulfillment of its mission. Accordingly, the University and UIAA agree that the Foundation's Confidential Information including, but not limited to, the Foundation's IA Database (excepting only database software licensed from third party vendors) is the sole and exclusive property of the Foundation and a trade secret of the Foundation.
- B. The use of the Foundation's IA Database as a repository and to facilitate the sharing of SAI data is not required by law and is totally subject to the discretion of the Foundation and would not be permitted by the Foundation if such sharing of SAI data on its IA Database was to thereby cause other information on the database or otherwise maintained by the Foundation to be made available to the UIAA, to the University or to any other party, entity or to the general public. The University and UIAA agree that all information and data on the Foundation's IA Database is the Foundation's Confidential Information and will remain the proprietary and confidential property of the Foundation to be used solely by and for the purposes of the Foundation, excepting only (i) the SAI data shared hereunder, (ii) UIAA proprietary data maintained in accordance with Section 13, or (iii) specifically identified proprietary data of the University, the UIAA or others maintained under separate written agreement.
- C. Preserving the confidentiality of all of the Foundation's Confidential Information is paramount to the effectiveness of the Foundation carrying out its purposes. Public or other indiscriminate disclosure of the Foundation's Confidential Information would violate the need for discretion and confidentiality inherent in

the fund-raising mission of the Foundation and could irreparably damage the Foundation's relationships with past and current contributors and negatively impact upon its ability in the future to develop new donors. Therefore, the Foundation specifically denies consent to treat any of the data and information on its IA Database as public record except only the shared SAI data that has not otherwise been requested to be held confidential as provided herein, but only to the extent that any such shared SAI data may be determined to be public information by the University (or court of competent jurisdiction) under applicable laws.

- D. The University, the UIAA and their employees and representatives shall consider all of the Foundation's Confidential Information as "Confidential Records" as defined by Chapter 22 of the Code of Iowa, and agree at all times to assist the Foundation in maintaining the confidentiality of such data and information to the extent permitted by law.
 - E. If at any time as a result of this Agreement any of the Foundation's Confidential Information cannot be kept confidential or becomes subject to any threatened or actual claim by a third party against the Foundation, University or UIAA for disclosure, then at the election of the Foundation this Agreement shall immediately terminate in accordance with the provisions of paragraph 12 above except that no prior notice need be given.
 - F. The University and UIAA acknowledge and agree that the public disclosure of any of the Foundation's Confidential Information could irreparably damage the reputation of the Foundation and/or its capacity to effectively carry out its mission, for which there would be no adequate remedy at law. The University and UIAA therefore agree that in addition to any other remedy that may be available to the Foundation for a breach of threatened breach of the foregoing covenants and the terms and conditions of this Agreement as pertain to the protection and nondisclosure of the Foundation's Confidential Information, the Foundation shall be permitted to bring action in equity to temporarily or permanently enjoin the disclosure of any of the Foundation's Confidential Information to any person, entity or the general public.
16. Consistency of Policies and Procedures. Each of the parties hereto agrees to adopt (or revise) policies and procedures for the internal use of its officers, staff, employees and agents to be consistent with the terms and conditions of this Agreement and the intent of the parties as expressed herein, specifically including, but not limited to, the covenants for preserving the confidentiality of proprietary data and information. Additionally, the sharing of SAI information under this Agreement is subject to all federal and state laws regulating the University's disclosure of student or alumni information.

17. No Assignment/Binding Effect. Neither the rights nor obligations of any party to this Agreement may be assigned without the prior written consent of the other parties, which consent can be withheld for any reason. Subject to the foregoing, this Agreement shall be binding upon the successors and assigns of the parties.
18. Entire Agreement/Amendments. This document represents the entire understanding and Agreement of the parties on matters contained herein and supersedes all prior Agreements, whether written or oral. Any modification or amendment to this Agreement must be in writing and signed by all parties.

UNIVERSITY
University of Iowa

By Mary Sue Coleman

UIAA
State University of Iowa Alumni Association

By [Signature]

FOUNDATION
State University of Iowa Foundation

By [Signature]

EXHIBIT "A"

**STUDENT/ALUMNI IDENTIFICATION INFORMATION
ITEMIZATION OF SPECIFIC INCLUDED DATA CATEGORIES**

EXHIBIT "A"

**STUDENT/ALUMNI IDENTIFICATION INFORMATION
ITEMIZATION OF SPECIFIC INCLUDED DATA CATEGORIES**

FILE:MRUP020 LIBRARY:PRODDATA2 TYPE:PHYSICAL RECL: 641 FIELDS: 74
 RECORD NAME:MRUP020R
 ACCESS PATH:ARRIVAL UNIQUE:NO ORDER:FIFO MAINT:*DLY

FIELD NAME	FMT	POSITION FROM	TO	NO BYTE	FLD LENGTH	FIELD TEXT	NEW GRADS DATA
AID	P	1	5	5	9,0	ADP ID	
ATITL	A	6	12	7	7	Title	
AFNAM	A	13	32	20	20	First Name	
AMNAM	A	33	52	20	20	Middle Name	
ALNAM	A	53	82	30	30	Last Name	
AMI	A	83	84	2	2	Middle Initial	
ASUB1	A	85	94	10	10	Sub-Title	
AMAIDN	A	95	124	30	30	Maiden Name	
AADR1	A	125	154	30	30	Mail - Addr Line 1	
AADR2	A	155	184	30	30	Mail - Addr Line 2	
AADR3	A	185	214	30	30	Mail - Addr Line 3	
ACITY	A	215	234	20	20	Mail - City	
AST	A	235	236	2	2	Mail - State	
AZIP9	P	237	241	5	9,0	Mail - Zip	
AZIPF	A	242	242	1	1	Mail - Zip Future	
ACNTY	A	243	244	2	2	Mail - County	
AFRCTY	A	245	245	1	1	Mail - Foreign Flag	
AGEOCD	S	246	248	3	3,0	Mail - Geo Code	
APHONE	P	249	254	6	11,0	Primary Phone	
AADCEN	S	255	256	2	2,0	Mail - Addr Chg Cen	
AADYR	S	257	258	2	2,0	Mail - Addr Chg Yr	
AADMON	S	259	260	2	2,0	Mail - Addr Chg Mon	
AADDAY	S	261	262	2	2,0	Mail - Addr Chg Day	
ARESTR	A	263	263	1	1	Mail - Restriction	
A1ADR1	A	264	293	30	30	Par1 - Addr Line 1	
A1ADR2	A	294	323	30	30	Par1 - Addr Line 2	
A1ADR3	A	324	353	30	30	Par1 - Addr Line 3	
A1CITY	A	354	373	20	20	Par1 - City	
A1ST	A	374	375	2	2	Par1 - State	
A1ZIP9	P	376	380	5	9,0	Par1 - Zip	
A1ZIPF	A	381	381	1	1	Par1 - Zip Future	
A1CNTY	A	382	383	2	2	Par1 - County	
A1FRCT	A	384	384	1	1	Par1 - Foreign Flag	
A1GEO	S	385	387	3	3,0	Par1 - Geo Code	
A1PHON	P	388	393	6	11,0	Parental 1 Phone	
A1ACEN	S	394	395	2	2,0	Par1 - Addr Chg Cen	
A1AYR	S	396	397	2	2,0	Par1 - Addr Chg Yr	
A1AMON	S	398	399	2	2,0	Par1 - Addr Chg Mon	
A1ADAY	S	400	401	2	2,0	Par1 - Addr Chg Day	
A1REST	A	402	402	1	1	Par1 - Restriction	
A2ADR1	A	403	432	30	30	Par2 - Addr Line 1	
A2ADR2	A	433	462	30	30	Par2 - Addr Line 2	
A2ADR3	A	463	492	30	30	Par2 - Addr Line 3	
A2CITY	A	493	512	20	20	Par2 - City	
A2ST	A	513	514	2	2	Par2 - State	
A2ZIP9	P	515	519	5	9,0	Par2 - Zip	
A2ZIPF	A	520	520	1	1	Par2 - Zip Future	
A2CNTY	A	521	522	2	2	Par2 - County	
A2FRCT	A	523	523	1	1	Par2 - Foreign Flag	

FILE:MRUP020 LIBRARY:PRODDATA2 TYPE:PHYSICAL RECL: 641 FIELDS: 74
 RECORD NAME:MRUP020R
 ACCESS PATH:ARRIVAL UNIQUE:NO ORDER:FIFO MAINT:*DLY

FIELD NAME	FMT	POSITION FROM	NO TO	FLD BYTE	LENGTH	FIELD TEXT	NEW GRADS DATA
A2GEO	S	524	526	3	3,0	Par2 - Geo Code	
A2PHON	P	527	532	6	11,0	Parental 2 Phone	
A2ACEN	S	533	534	2	2,0	Par2 - Addr Chg Cen	
A2AYR	S	535	536	2	2,0	Par2 - Addr Chg Yr	
A2AMON	S	537	538	2	2,0	Par2 - Addr Chg Mon	
A2ADAY	S	539	540	2	2,0	Par2 - Addr Chg Day	
A2REST	A	541	541	1	1	Par2 - Restriction	
ADEG1	A	542	546	5	5	Degree Code	
ACOLL1	A	547	548	2	2	College Code	
ACEN1	S	549	550	2	2,0	Century Degree Rcvd	
AYR1	S	551	552	2	2,0	Year Degree Rcvd	
AMON1	S	553	554	2	2,0	Month Degree Rcvd	
AMAJ1	A	555	557	3	3	Major Code 1	
AMAJ2	A	558	560	3	3	Major Code 2	
AMAJ3	A	561	563	3	3	Major Code 3	
AMIN1	A	564	566	3	3	Minor Code 1	
AMIN2	A	567	569	3	3	Minor Code 2	
AMIN3	A	570	572	3	3	Minor Code 3	
ASEX	A	573	573	1	1	Gender Code	
ABCEN	S	574	575	2	2,0	Birth Century	
ABYR	S	576	577	2	2,0	Birth Year	
ABMON	S	578	579	2	2,0	Birth Month	
ABDAY	S	580	581	2	2,0	Birth Day	
A1NAME	A	582	611	30	30	Parent1 Name	
A2NAME	A	612	641	30	30	Parent2 Name	

ADDRESS SYSTEM PHYSICAL FILE

FILE:ADDP010 LIBRARY:TESTDATA TYPE:PHYSICAL RECL: 206 FIELDS: 31
 RECORD NAME:ADDP010R REFERENCE FILE:AIASREF LIBRARY:SHARESYS
 ACCESS PATH:ARRIVAL UNIQUE:NO ORDER:FIFO MAINT:*DLY

FIELD NAME	FMT	POSITION FROM	NO TO	FLD BYTE	LENGTH	FIELD TEXT	FILE FOR BUSINESS & -SECONDARY-ADDRESSES <i>& E-mail addresses</i>
MSTID	P	1	5	5	9,0	MASTER RECORD ID	
ADDTYP	A	6	6	1	1	TYPE OF MAILING ADDRESS	
ADDSTS	A	7	7	1	1	ADDRESS STATUS CODE	
ADDR1	A	8	42	35	35	ADDRESS LINE 1	
ADDR2	A	43	77	35	35	ADDRESS LINE 2	
CITY	A	78	97	20	20	CITY	
STATE	A	98	99	2	2	STATE ABBR.	
ZIPREG	S	100	102	3	3,0	ZIP CODE REGION- FIRST 3 DIGITS OF ZIP	
ZIP2	S	103	104	2	2,0	ZIP CODE- LAST 2 DIGITS	
ZIPPL4	S	105	108	4	4,0	ZIP + 4 EXTENSION	
COUNTY	P	109	110	2	3,0	COUNTY	
GEOCODE	S	111	113	3	3,0	GEOGRAPHIC CODE	
PHONE	P	114	119	6	10,0	PHONE NUMBER	
TELEXT	P	120	122	3	4,0	TELEPHONE EXTENSION	
SRCADD	A	123	124	2	2	SOURCE OF ADDRESS	
ADDMON	S	125	126	2	2,0	ADDRESS CHANGE MONTH	
ADDDAY	S	127	128	2	2,0	ADDRESS CHANGE DAY	
ADDYR	S	129	130	2	2,0	ADDRESS CHANGE YEAR	
ADDCEN	S	131	132	2	2,0	ADDRESS CHANGE CENTURY	
ADDUSR	A	133	142	10	10	ADDRESS USER PROFILE	
ADDSEQ	P	143	146	4	7,0	ADDRESS SEQ. NO.	
CONSRC	A	147	148	2	2	CONFIRMED SOURCE CODE	
CONMON	S	149	150	2	2,0	CONFIRMED MONTH	
CONDAY	S	151	152	2	2,0	CONFIRMED DAY	
CONYR	S	153	154	2	2,0	CONFIRMED YEAR	
CONCEN	S	155	156	2	2,0	CONFIRMED CENTURY	
CONFID	A	157	157	1	1	CONFIDENTIAL ADDRESS	
ADDR3	A	158	192	35	35	ADDRESS LINE 3	
FORZIP	A	193	202	10	10	FOREIGN ZIP	
A1SEQ#	P	203	204	2	3,0	A1 SEQUENCE	
FMTSEQ	P	205	206	2	3,0	ADDR FORMAT SEQ	

FILE:TTLP010 LIBRARY:TESTDATA TYPE:PHYSICAL RECL: 115 FIELDS: 6
RECORD NAME:TTLP010R REFERENCE FILE:AIASREF LIBRARY:SHARESYS
ACCESS PATH:ARRIVAL UNIQUE:NO ORDER:FIFO MAINT:*DLY

FIELD NAME	FMT	POSITION FROM	NO TO	FLD BYTE	FLD LENGTH	FIELD TEXT	BUSINESS MAILING TITLE FILE
ADDSEQ	P	1	4	4	7,0	ADDRESS SEQ. NO.	
TTTITL	A	5	39	35	35	JOB TITLE	
TTSTS	A	40	40	1	1	TITLE STATUS CODE	
TTDATE	P	41	45	5	8,0	TITLE ENTRY DATE	
TTTIME	P	46	49	4	6,0	TITLE ENTRY TIME	
TTFULL	A	50	115	66	66	Full Title	

FILE:TELP010 LIBRARY:TESTDATA TYPE:PHYSICAL RECL: 36 FIELDS: 4
RECORD NAME:TELP010R REFERENCE FILE:AIASREF LIBRARY:SHAREDATA
ACCESS PATH:ARRIVAL UNIQUE:NO ORDER:FIFO MAINT:*DLY

FIELD NAME	FMT	POSITION FROM	NO TO	FLD BYTE	LENGTH	FIELD TEXT	EXTRA PHONE NUMBER FILE
ADDSEQ	P	1	4	4	7,0	ADDRESS SEQ. NO.	
TELCOD	A	5	6	2	2	PHONE# TYPE CODE	
TELE#	A	7	31	25	25	TELEPHONE NUMBER	
TELDAT	P	32	36	5	8,0	PHONE# ENTRY DATE	

**THE STATE UNIVERSITY OF IOWA ALUMNI ASSOCIATION
AND
THE STATE UNIVERSITY OF IOWA

FIRST AMENDED AND RESTATED
MEMORANDUM OF AGREEMENT**

This **MEMORANDUM OF AGREEMENT** ("Agreement") is made as of the 28 day of Sept, 2004, by and between the **STATE UNIVERSITY OF IOWA ALUMNI ASSOCIATION** (the "Association") and the **STATE UNIVERSITY OF IOWA** (the "University").

WHEREAS, the Association and the University have a substantial range of common interests relating to providing appropriate service to and maintaining the goodwill of former students of the University, which common interests can most effectively and efficiently be accomplished by jointly funded activity; and

WHEREAS, the Association independently conducts certain activities in furtherance of its purpose to promote the welfare of the alumni and the University by conducting programs and other activities that strengthen ties with students, former students, friends and graduates of the University; and

WHEREAS, it is in the interest of both parties to set forth in writing a basic framework to acknowledge the independence of the parties while defining their appropriate relationship.

NOW, THEREFORE, in consideration of the mutual promises set forth in this Agreement and other good and valuable consideration, the receipt and sufficiency of which are acknowledged by the parties, the parties hereby agree as follows:

1. **Base Financial Support**. Each party is to contribute to an annual funding base to support the hiring of Association staff (see Section 6) to carry out joint activities set out in Exhibit A to this Agreement ("Joint Activities"). The University, Association and the University of Iowa Foundation

have entered into a separate Occupancy Agreement dated April 19, 1995, as amended, a copy of which is attached as Exhibit B (“Occupancy Agreement”), which addresses the issue of space for the Association in the Levitt Center for University Advancement. It is agreed, however, that in addition to the provisions of such Occupancy Agreement, the University shall provide utilities, except telephone, to the Association at no charge. The parties’ respective contributions to base funding will be reviewed each year and, by mutual agreement between the University and Association, adjusted as may be appropriate to accommodate salary increases and to otherwise reasonably support Joint Activities.

2. **Goals and Annual Operating Plans.** The Association Board of Directors (the “Board”) and the University’s Vice President for Student Services will work with the Association President (defined below) on an annual basis to review and plan Joint Activities. The Association President shall work with the Board on an annual basis to review and plan activities solely funded by the Association (“Association Activities”). Association Activities presently include but shall not be limited to Affinity Credit Card, Athletic Tours, Board of Directors Communications, Directors Club Honor Circle, Iowa Alumni Magazine, Affinity Marketing, Membership Programs, Membership Promotions, Membership Renewals, and Alumni Travel (Iowa Voyagers).

3. **Term of Agreement.** This Agreement may be terminated by either party upon ninety (90) days advance written notice.

4. **Management Responsibility.** The parties agree that the day-to-day management responsibility for carrying out Joint Activities, Association Activities, and the other objectives of the Association shall be the responsibility of the President of the Association (“Association President”), its chief executive officer.

5. **Accountability.** The Association President shall report to and is accountable to the Board for management of the affairs of the Association, including, without limitation, planning, budgeting, implementation and staff supervision relating to Association Activities and Joint Activities.

6. **Association Staff.** The President and other Association staff will be University employees, so as to be entitled to the benefits afforded comparable employees, and will be subject to policies and procedures applicable to University staff. The President shall be responsible for the management of Association staff. In the role as manager of University staff, the President is to report to the Vice President for Student Services and, through the Vice President for Student Services, to the President of the University.

7. **Association President.** In the event a new Association President is to be hired, the following shall apply during any period this Agreement is in effect:

a) The Association President will be hired as a University employee by the President of the University and appointed as President of the Association by the Board, after a national search conducted in accordance with University hiring policies and procedures, and will be a person recommended by the Board and acceptable both to the Board and the University.

b) The search committee for the Association President will be composed of seven persons, four of whom will be appointed by the Chair of the Board and three of whom will be appointed by the President of the University or, if he/she so designates, the Vice President for Student Services. The Chair of the Board shall appoint the search committee chair from among the Association's appointed committee members.

8. **Evaluation of Association President.** The Association President shall be evaluated annually by the Chair of the Association Board, or designee, the Vice President for Student Services and the University President, in accordance with Association and University criteria, policies, and procedures. The main criteria are to include envisioning annual goals and executing operating plans, effectiveness in implementing Board policies, and management of personnel. The salary of the Association President shall be set by agreement of the Association and University.

9. **Termination of Association President.** The parties agree that continued service as Association President requires maintaining the confidence of the Board and the President of the University, as well as compliance with both University and Association policies and procedures. The

President may be removed from such position (but not terminated as a University employee) by the Board, in its sole discretion, after consultation with the University President or her or his representative. Termination or suspension of employment of the President of the Association based on violation of University policies and procedures set forth in the University Operations Manual, shall be by the University President in consultation with the Board Chair. The University shall enter into an agreement with the Association President consistent with this Agreement and authorizing the University to disclose information regarding any employment matters, including, without limitation thereto, performance, suspension, or termination, to the Board and authorizing the Board to disclose information regarding any employment matters, including, without limitation thereto, performance, suspension, or termination, to the University.

10. **Authority to Contract.** The Association President will have such authority to contract as may be delegated by the Board as to Association matters or the Vice President for Student Services as to University matters. Where the contract relates to Joint Activities, the Association President may bind both the Association and the University, in accordance with authorization approved by the Board and the Vice President for Student Services.

11. **University Logos.** The Association uses the University's registered trademarks or logos, under separate written agreement with the University licensing office.

12. **Planning of Joint Activities.** The parties intend to describe their Joint Activities in specific detail in annual operating plans. The parties may modify the list of Joint Activities from time to time by substituting a new Exhibit A hereto, signed by the parties.

13. **Insurance.** The Association will maintain insurance, or require its vendors/contractors to maintain insurance and/or to indemnify the Association, to protect the Association from third party claims brought for property damage or personal injury arising from the Association's activities, programs and services, whether Association Activities or Joint Activities, which coverage, by primary, excess, or umbrella policies, shall be no less than those minimum amounts:

- A. Commercial General Liability - \$1 million per occurrence; \$2 million aggregate.
- B. Umbrella Liability - \$5 million per occurrence; \$5 million aggregate.
- C. Personal Injury, including advertising and publications - \$1 million per occurrence; \$2 million aggregate.
- D. Automobile Liability - \$1 million per occurrence.
- E. Directors' and Officers' Liability Insurance - \$3 million per occurrence; \$3 million aggregate.

With the exception of Directors' and Officers' Liability Insurance, all Association liability policies shall name as additional insured the University of Iowa, the State of Iowa, and the Board of Regents, State of Iowa. The Association will provide the University with at least 30 days' notice of cancellation and will provide certificates of insurance annually or as policies are renewed. The University shall obtain liability insurance in amounts and coverage reasonably necessary to protect itself from liability for Joint Activities. The University agrees to ~~defend, indemnify and hold harmless~~ ^{be responsible for}  ~~the Association from~~ claims arising from the negligence of University employees, including, but not limited to, Association staff when not otherwise covered by any applicable insurance.

14. **Taxes.** The Association shall be solely responsible for sales taxes, unrelated business income taxes, and other state and federal taxes (if any) related to the conduct of its independent Association Activities.

15. **Information Sharing.** The Association and the University shall share Alumni information and data in accordance with an Agreement for Sharing Alumni Records entered into among the University, the Association and the University of Iowa Foundation. The Alumni Association's records, data and information about its members is the sole property of the Association as is its confidential and proprietary information. The Association may, but is not required to, disclose any such data and information to the University. Any member related information that may, from time

to time, be disclosed shall be deemed a license to the University for the specified use only and not intended for the general use of the University or for public disclosure. From time to time, in the course of performing Joint Activities under this Agreement, the University may disclose to the Association certain identifying information pertaining to current students of the University. Such information may be used by the Association only for a designated Joint Activity and for no other purpose.

16. Nature of Relationship. In connection with Joint Activities, it is the intent of the parties to create a relationship between them of independent contractor only, and no other relationship whatsoever. The University shall contribute towards the funding of Joint Activities at a level agreed by the parties in the operating plans, but unless otherwise specified in the plans, the Association shall be solely responsible for the execution of such Joint Activities in accordance with the approved plans. Nothing contained herein shall be construed to make the parties partners or joint venturers, render either party liable for the debts or obligations of the other, or create any agency relationship.

17. Nondiscrimination. The University and the Association agree to be bound by applicable state, federal, University, and Association rules governing equal employment opportunities and nondiscrimination.

18. Notices. All notices and other communications desired or required to be given hereunder shall be in writing and shall be sent by either personal delivery or registered or certified mail, return receipt requested, postage prepaid, addressed as follows:

If to the Association, to: The University of Iowa Alumni Association
c/o The President
100 Levitt Center for University Advancement
Iowa City, IA 52242

Copy to: Chair of the Board
The University of Iowa Alumni Association
Mailed to: The address of the current Chair
As shown in the records of the Association

If to the University, to: The University of Iowa
c/o Vice President for Student Services
and Dean of Students
249 Iowa Memorial Union
Iowa City, IA 52242

Copy to:

President
The University of Iowa
101 Jessup Hall
Iowa City, IA 52242

or to such other person or at such other address as either party hereto may be designated by written notice to the other. Notices delivered personally shall be deemed given when received. Notices delivered by mail shall be deemed given on the second business day after being deposited in the United States mail as indicated by the postmark thereon.

19. Miscellaneous.

1. This Agreement contains all of the agreements and understandings between the parties hereto with respect to the subject matter hereof, and no representations, covenants, agreements, or commitments have been made to or relied upon by either of the parties hereto, which are not specifically set forth herein.
2. This Agreement may not be amended, modified, supplemented, or altered, except by an instrument in writing executed by both of the parties hereto.
3. The captions of articles and paragraphs hereof are for reference and convenience only and shall not be deemed to limit, construe, or affect the meaning of such articles or paragraphs.
4. This Agreement shall be construed, interpreted, and enforced in accordance with the laws of the State of Iowa, both statutory and decisional.
5. If any provision of this Agreement or the application thereof to any party hereto or under any circumstance shall in any way be held invalid or unenforceable, the remaining provisions of this Agreement and the application of such provision to the other party hereto or under circumstances, other than those as to which it is held invalid or unenforceable, shall not be affected thereby, and each

provision of this Agreement shall be valid and enforceable to the fullest extent permitted by applicable laws.

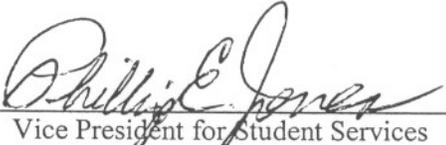
6. This Agreement, and the rights and benefits of the parties hereto hereunder, may not be assigned, in whole or in part, without the prior consent of the other party hereto.

20. **Third-Party Beneficiary.** This Agreement is not a third-party beneficiary agreement and shall not in any respect whatsoever increase the rights of the third parties, including, but not limited to, the Association President and/or Association staff.

DATED at Iowa City, Iowa, this 28 day of Sept, 2004.

THE STATE UNIVERSITY OF IOWA

THE STATE UNIVERISTY OF IOWA
ALUMNI ASSOCIATION

By: 
Vice President for Student Services
and Dean of Students

By: _____
President

By: 
University Business Manager

By: _____
Chair of the Board

EXHIBIT A
JOINT ACTIVITIES FOR FY 2004-05

1. Special projects (e.g., sesquicentennial)
2. Family Weekend
3. ASIST
4. Alumni Advocates
5. Athletic Relations
6. Reunions
7. Homecoming Activities
8. State Fair Exhibit
9. Alumni Career Exchange/Regents Job Fair
10. Presidential Outreach
11. Lifelong Learning programs
12. Distinguished Alumni Awards
13. Iowa Clubs
14. STAT Ambassadors
15. Senior College
16. Graduation Announcements
17. Grad Med Short Term Major Medical Insurance
18. New Graduate UIAA Memberships
19. New Student Record
20. Welcome/Finals Kits
21. Spectator Publication
22. Alumni At Last
23. Constituent Relations
24. Online Community
25. @IOWA Email Newsletter

**THE STATE UNIVERSITY OF IOWA ALUMNI ASSOCIATION
AND
THE STATE UNIVERSITY OF IOWA**

**FIRST AMENDMENT
TO THE
FIRST AMENDED AND RESTATED MEMORANDUM OF AGREEMENT**

This **FIRST AMENDMENT** is made as of the 29th day of March, 2005, by and between the **STATE UNIVERSITY OF IOWA ALUMNI ASSOCIATION** (the "Association") and the **STATE UNIVERSITY OF IOWA** (the "University").

WHEREAS, the Association and the University have a substantial range of common interests relating to providing appropriate service to and maintaining the goodwill of former students of the University; and

WHEREAS, the Association and University have previously entered into a First Amended and Restated Memorandum of Agreement dated September 28, 2004 (the "MOA") in which the parties define a mutually beneficial working relationship; and

WHEREAS, the Association and University reserve at Section 19 (2) of the MOA the right by mutual agreement to amend, modify, supplement, or alter the MOA in writing; and

WHEREAS, the Association and University, by mutual agreement as set out in this First Amendment, wish to amend the MOA to supplement matters pertaining to information sharing.

NOW, THEREFORE, in consideration of the forgoing recitals, the following covenants and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the University and the Association agree as follows:

1. Section 15 of the MOA is amended and supplemented by adding at the end of said section the following additional paragraph:

Recognizing that the programs, activities and services of the Association, including both Joint Activities and Association Activities, benefit the University and enhance outreach and advancement activities among alumni, friends, students, faculty and staff, the University may, from time to time and notwithstanding any other provision of this Agreement, choose to disclose to the Association certain data and information useful to the Association for supporting and implementing its mission. Disclosed information may include public information in convenient formats not

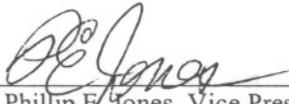
generally available to the public, and non-public information when its disclosure to the Association will not violate any applicable law. When disclosed by the University the Association agrees that it will use such data and information only in connection with supporting and implementing the Association's programs, services and activities, and the Association will not use or disclose such information for any other purpose.

2. This agreement does not allow for the disclosure of social security numbers or racial information.
3. The University and Association hereby affirm the MOA as being in full force and effect as now modified by this First Amendment.

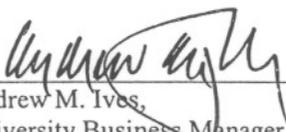
Dated at Iowa City, Iowa, this 29th day of March, 2005.

THE STATE UNIVERSITY OF IOWA

**THE STATE UNIVERISTY OF IOWA
ALUMNI ASSOCIATION**

By: 
Phillip E. Jones, Vice President for Student
Services and Dean of Students

By: 
Vince Nelson,
President

By: 
Andrew M. Ives,
University Business Manager

By: 
Dale E. Baker,
Chair of the Board

MEMORANDUM OF UNDERSTANDING

This Memorandum of Understanding is entered into on March 29, 2005 by and between the State University of Iowa, hereafter referred to as the "University", and the State University of Iowa Alumni Association, hereafter referred to as the "Association".

RECITALS

1. The University is a state university located in Johnson County, Iowa.
2. The Association is an Iowa nonprofit, federally tax-exempt organization founded in 1869 and incorporated on May 29, 1950. It is organized as a membership organization for the alumni of the University and to support the University's educational, scientific and research missions. The Association is a separate entity with a governing board distinct from the University. The Association conducts certain activities on its own and others in cooperation with the University in accordance with a Memorandum of Agreement originally entered into on January 25, 1997, as subsequently amended, the most recent version of which is hereafter referred to as the "MOA".
3. Among other provisions, the MOA provides that the University may, from time to time, disclose to the Association certain data and information useful to the Association for supporting and implementing its mission, including public information in convenient formats and non-public information when disclosure to the Association will not violate any applicable law, all subject to the Association's agreement that it will use such information and data only in connection with supporting and implementing the Association's programs, services and activities.
4. In connection with its programs, services and activities, the Association has in the past been granted by the University a license to use the University's proprietary marks and/or logos in connection with the Association's affinity credit card program (the "Affinity Program"). The Association's current Affinity Program contract will expire on or about December 31, 2005 and the Association will be negotiating for an extension, renewal and/or replacement of the current Affinity Program.
5. The Association wishes to obtain certain assurances and commitments from the University upon which it can rely when negotiating with the financial institution that will be providing the extended, renewed or replaced Affinity Program.
6. Because the University recognizes the benefit to the Association of its participation in an Affinity Program, the University is willing to give certain assurances to the Association upon which it can rely for the purpose of negotiating and entering into an extension, renewal or replacement of the Affinity Program.

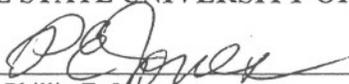
TERMS AND CONDITIONS

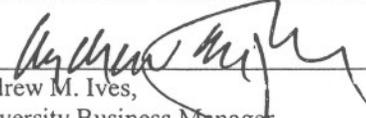
In consideration of the foregoing recitals and the following terms and conditions, it is agreed by and between the University and the Association as follows:

1. The University will continue at least until the expiration of the extended, renewed or replaced Affinity Program, to license to the Association, on the same terms as the current licensing arrangement, use of the University's proprietary marks and/or logos in connection with the Affinity Program in which the Association may participate.

2. The University agrees that the Association's right to participate in an Affinity Program will be exclusive and that the University will not grant a right for similar use of its marks and/or logos to any other party and will not directly or through any of its colleges, departments or divisions participate in any one or more competing Affinity Programs aligned with the University or using the University's proprietary marks and/or logos.
3. The University agrees during the term of the current Affinity Program and any extension, renewal or replacement thereof, at least through the expiration of the extended, renewed or replaced Affinity Program, that it will provide to the Association the services and information set forth on Exhibit A attached hereto and incorporated herein by this reference. The services and information specified on Exhibit A shall be specific to the Association's Affinity Program and shall be in addition to and not in lieu of services and information that the University may otherwise make available to the Association.
4. The Association agrees that any information so provided to the Association by the University will be solely for the purposes of supporting the Association and its programs, services and activities including, but not limited to, the Affinity Program and any extensions, renewals or replacements thereof, and as such may be disclosed to the financial institution with which the Association has an Affinity Program contract, provided that the use of any such information so disclosed to such a financial institution may be used only for the purpose of performing its obligations under the Affinity Program contract with the Association, and for no other purposes, and further provided that such information shall not be disclosed by the Association to any other party nor disclosed by the contracting financial institution to any other party for any other purposes.
5. This Memorandum of Understanding is for the purpose of providing assurances so that the Association can appropriately negotiate and enter into an extension, renewal, or replacement of the Affinity Program at or before the expiration of the current contract with the financial institution now providing program related services.
6. This agreement does not allow for the disclosure of social security numbers or racial information.

THE STATE UNIVERSITY OF IOWA

By 
Phillip E. Jones,
Vice President for Student Services and Dean of Students

By 
Andrew M. Ives,
University Business Manager

THE STATE UNIVERSITY OF IOWA ALUMNI ASSOCIATION

By 
Vince Nelson, President

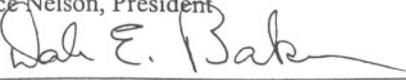
By 
Dale E. Baker, Chairman of the Board

EXHIBIT A

Commitment of the University's services and information to the Association

1. Upon the Association's request, but no more than four times during any academic year, provide in convenient electronic format an updated list of current University students with their local mailing addresses.
2. Permit the Association, or its representatives, to maintain an Affinity Program related informational/promotional table at the Iowa Memorial Union up to seven days per each semester. The right to have such a table from credit card information/marketing is exclusively granted to the Association until the expiration of the extended, renewed or replaced Affinity Program.
3. Upon the Association's request, not more than once per academic year, provide to the Association in convenient electronic format an updated list of current students with permanent/home mailing addresses.
4. Upon the Association's request, not more than once per semester, provide to the Association in convenient electronic format an updated list of current students with local telephone numbers.
5. Upon the Association's request, not more than twice per semester, provide to the Association in convenient electronic format an updated list of current students with e-mail addresses.
6. Upon the Association's request, not more than once per semester, provide to the Association in convenient electronic format an updated faculty/staff list of names and mailing addresses. The Association will make a reasonable effort to remove anyone from this list who has any drop code on the Association's database.
7. Upon the Association's request, not more than once per semester, provide to the Association in convenient electronic format an updated faculty/staff list with current e-mail addresses.
8. Upon the Association's request, not more than four times per academic year, provide to the Association in convenient electronic format an updated list of parents of current students with mailing addresses, phone numbers and e-mail addresses.
9. Upon the Association's request, provide reasonable opportunities for the Association and its representatives to communicate with parents during the University's summer orientation programs regarding the wise use of credit and services, programs and products offered through the Association.

This Exhibit A supersedes the original Exhibit A that accompanied the Memorandum of Understanding entered into on March 29, 2005. The original Exhibit A is no longer in effect.

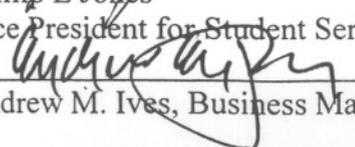
EXHIBIT A

Commitment of the University's services and information to the Association

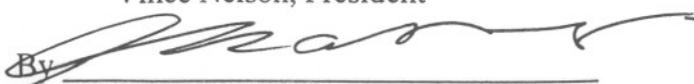
1. Upon the Association's request, not more than six times during any academic year, provide in convenient electronic format an updated list of current University students with their local mailing addresses.
2. Permit the Association, or its representatives, to maintain an Affinity Program related informational/promotional table at the Iowa Memorial Union up to seven days per each semester. The right to have such a table from credit card information/marketing is exclusively granted to the Association until the expiration of the extended, renewed or replaced Affinity Program.
3. Upon the Association's request, not more than once per academic year, provide to the Association in convenient electronic format an updated list of current students with permanent/home mailing addresses.
4. Upon the Association's request, not more than twice per semester (once prior to midterm and once after midterm during each semester), provide to the Association in convenient electronic format an updated list of current students with local telephone numbers.
5. Upon the Association's request, not more than four times per semester, provide to the Association in convenient electronic format an updated list of current students with e-mail addresses.
6. Upon the Association's request, not more than once per semester, provide to the Association in convenient electronic format an updated faculty/staff list of names and mailing addresses. The Association will make a reasonable effort to remove anyone from this list who has any drop code on the Association's database. Additional list requests may be granted during each semester if the solicitation focuses primarily on the Iowa Rewards program.
7. Upon the Association's request, not more than once per semester, provide to the Association in convenient electronic format an updated faculty/staff list with current e-mail addresses. Additional list requests may be granted during each semester if the solicitation focuses primarily on the Iowa Rewards program.
8. Upon the Association's request, not more than four times per calendar year, provide to the Association in convenient electronic format an updated list of parents of current students with mailing addresses, phone numbers and e-mail addresses. Two additional list requests may be granted during each calendar year if the solicitation focuses primarily on the Iowa Rewards program.
9. Upon the Association's request, provide reasonable opportunities for the Association and its representatives to communicate with parents during the University's summer orientation programs regarding the wise use of credit and services, programs and products offered through the Association.

Date: April 17, 2006

THE STATE UNIVERSITY OF IOWA

By 
Phillip E Jones
Vice President for Student Services
By 
Andrew M. Ives, Business Manager

**THE STATE UNIVERSITY OF IOWA
ALUMNI ASSOCIATION**

By 
Vince Nelson, President
By 
Ted Habte-Gabr, Chairman of the Board

This Exhibit A supersedes the Exhibit A revised on April 5, 2006 that accompanies the Memorandum of Understanding entered into on March 29, 2005. The Exhibit A revised 4.05.06 is no longer in effect.

EXHIBIT A

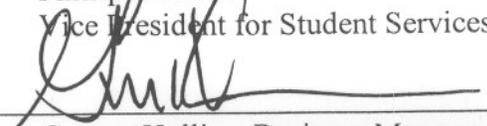
Commitment of the University's services and information to the Association

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3. Upon the Association's request, not more than once per academic year, provide to the Association in convenient electronic format an updated list of current students with permanent/home mailing addresses.
4. Upon the Association's request, not more than twice per semester, provide to the Association in convenient electronic format an updated list of current students with local telephone numbers.
5. Upon the Association's request, not more than four times per semester, provide to the Association in convenient electronic format an updated list of current students with e-mail addresses.
6. Upon the Association's request, not more than once per semester, provide to the Association in convenient electronic format an updated faculty/staff list of names and mailing addresses. The Association will make a reasonable effort to remove anyone from this list who has any drop code on the Association's database. Additional list requests may be granted during each semester if the solicitation focuses primarily on the Iowa Rewards program.
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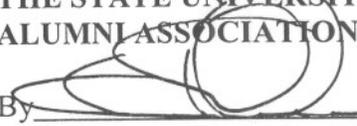
October
Date: ~~August~~ 4, 2006

THE STATE UNIVERSITY OF IOWA

By 
Phillip E. Jones
Vice President for Student Services

By 
George Hollins, Business Manager

THE STATE UNIVERSITY OF IOWA
ALUMNI ASSOCIATION

By 
Vince Nelson, President

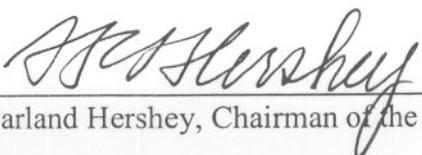
By 
Garland Hershey, Chairman of the Board

EXHIBIT A
JOINT ACTIVITIES FOR FY 2006-07

1. Special projects (e.g., sesquicentennial)
2. ASIST
3. Alumni Advocates
4. Athletic Relations
5. Reunions
6. Homecoming Activities
7. State Fair Exhibit
8. Career Services/Networking
9. Presidential Outreach
10. Lifelong Learning programs
11. Distinguished Alumni Awards
12. Iowa Clubs
13. STAT Ambassadors
14. Senior College
15. Graduation Announcements
16. Group Medical and Life Insurance Offerings
17. New Graduate UIAA Memberships
18. New Student Record
19. Welcome/Finals Kits
20. Alumni At Last
21. Constituent Relations
22. Online Community
23. @IOWA Email Newsletter
24. Class Ring Program

MEMORANDUM OF AGREEMENT

AGREEMENT dated effective the 1st day of July, 2006, by and between The University of Iowa Licensing Program (hereafter referred to as Licensing) and The University of Iowa Alumni Association (hereafter referred to as UIAA).

WHEREAS, Licensing and UIAA have had a long-standing working relationship with regard to the affinity bank card program of the UIAA, and

WHEREAS, UIAA is in the process of completing the terms of a new agreement with FIA CARD SERVICES, N.A. ("Bank Card Company") to be the originator of the affinity card program, and

WHEREAS, UIAA wishes to continue its relationship with Licensing for its affinity bank card program.

NOW, THEREFORE, in consideration of the terms and conditions set forth herein, the parties have entered into the following agreement.

1. This Agreement shall commence on the 1st day of July, 2006 and shall terminate on the 30th day of June, 2013. The agreement may be extended upon such terms and conditions as may be negotiated and agreed upon by the parties prior to the expiration of this initial term.
2. UIAA will contract with the Bank Card Company to administer the affinity card program for UIAA. Licensing agrees not to charge UIAA any royalty for use of the registered trademarks of The University of Iowa for this project, subject to the provisions of paragraph 4.
3. Licensing agrees that it will not approve a license of any current or future University of Iowa and/or Iowa Athletics trademarks, servicemarks, logos or similar items to any party other than the UIAA for use or sublicense in connection with any Financial Services Product during the term of this agreement or any extensions thereof unless otherwise agreed upon by the parties herein in writing. For the purpose of this provision, a "Financial Services Product" means credit card programs, charge card programs, debit card programs, installment loan programs, revolving loan programs, deposit programs and travel and entertainment card programs directed at students, alumni, parent of students and/or alumni, faculty and staff. This definition shall not include: i) any University business card program or travel card program currently in effect, or a renewal thereof, solely for use of employees conducting University business, or ii) any University procurement card purchasing program currently in effect, or renewal thereof, solely for use by employees conducting University business; provided that in each instance Bank Card Company is given a reasonable opportunity to bid for/obtain each such business prior to any new or replacement provider (excluding renewals with current providers) being selected for any such program. Further provided, if during the term of this Agreement the University wishes to add debit card capability to University of Iowa ID cards, it will not be deemed a breach of the exclusivity provisions of this agreement if Bank Card Company is given the opportunity to participate in any offer/bidding process for this product and, if Bank Card Company is not chosen to provide this product, such product will (i) not have any credit device

functionality, (ii) will be co-exclusive with any debit card product offered by Bank Card Company with respect to the authorized use of any Trademark of the University used on such card and (iii) will not have a similar look and feel to any Financial Service Product of the Bank Card Company under the UIAA Affinity Program.

Additionally Licensing agrees that Bank Card Company will be notified of and be given the chance to participate in the bidding process for any product or program related to banking that is being developed for or offered by the University of Iowa or Iowa Athletics.

4. The parties hereto agree that the University of Iowa Athletic Department (hereafter referred to as Iowa Athletics) is entering into a corporate sponsorship agreement with UIAA in connection with the UIAA affinity bank card program.

In case of breach and termination of the agreement between UIAA and Iowa Athletics, and if UIAA's agreement with the Bank Card Company is not also terminated, UIAA shall negotiate a fee with Licensing for usage of The University of Iowa registered trademarks and pay Licensing a royalty for any remaining term of UIAA's agreement with the Bank Card Company and any renewals thereof.

Thereafter, should the agreement between UIAA and the Bank Card Company be terminated, the responsible party shall pay Licensing all royalty due and owing up to and including the date of said termination.

5. UIAA shall submit all UIAA affinity bank card program art work containing registered trademarks of the University of Iowa to Licensing for review and approval prior to production or other use by UIAA or the Bank Card Company pursuant to the terms and conditions of this agreement and UIAA's agreement with the Bank Card Company.

6. This agreement may be amended by mutual consent of both parties hereto. Any amendments to this agreement must be in writing and executed by both parties.

7. This agreement may be terminated by either party for breach by the other of any of the terms and conditions contained herein. The breaching party shall have 30 days to cure its breach before the agreement can be terminated. If the breach is cured during that 30 day period, this agreement shall remain in full force and effect.

8. Any notices required by this agreement shall be deemed to have been served on the other party if in writing and deposited in a United States Postal Service mailbox addressed to the following:

For Licensing:

Dale Arens
Trademark Licensing Director
412 Carver-Hawkeye Arena
Iowa City, Iowa 52242-1020

and,

UNIVERSITY OF IOWA
Business Manager
305 Plaza Center One
Iowa City, IA 52242
Attention: George Hollins

Fax # (319)335-0126

For UIAA:

Vince Nelson, President
The University of Iowa Alumni Association
100 Levitt Center for University Advancement
Iowa City, Iowa 52242

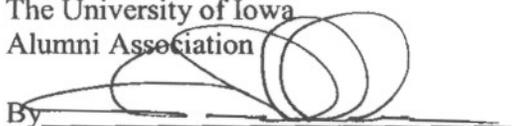
9. This document serves as the entire agreement between the parties and there are no other terms or conditions that are not set forth herein.

10. This agreement is entered into and shall be construed according to the laws of the State of Iowa.

THIS AGREEMENT is entered into on the day and date first above written.

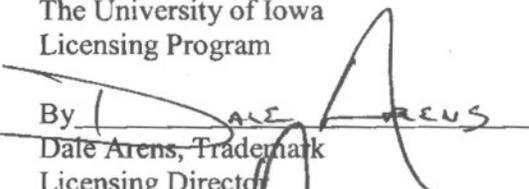
The University of Iowa
Alumni Association

By

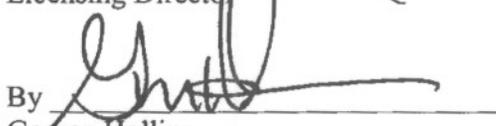

Vince Nelson, President

The University of Iowa
Licensing Program

By


Dale Arens, Trademark
Licensing Director

By


George Hollins,
University Business Manager

SPONSORSHIP AGREEMENT

This Sponsorship Agreement (the "Agreement") is entered into effective on July 1, 2006 by and between the University of Iowa Alumni Association (hereafter "UIAA") and the University of Iowa (hereafter "University").

RECITALS

- A. UIAA desires to sponsor and support University's Athletic Department.
- B. UIAA and FIA CARD SERVICES, N.A. (hereafter the "Bank Card Company") are parties to an Affinity Agreement dated July 1, , 2006 (the "Alumni Agreement"), which provides an affinity credit card program for the UIAA (hereafter "UIAA Affinity Program").
- C. UIAA, under the Alumni Agreement, is to provide for the UIAA Affinity Program certain marketing services to the Bank Card Company including making available i) certain marketing channels for UIAA Affinity Program card solicitations, and ii) University of Iowa customized customer loyalty rewards as part of a unique "Iowa Rewards" component of the UIAA Affinity Program to help foster relationships between the University and its alumni, students and friends.
- D. University desires to accept UIAA's sponsorship proposal and to provide UIAA certain marketing channels and Iowa Rewards activities within the control of the University through its Athletic Department to enable UIAA to fulfill its obligations under the Alumni Agreement.
- E. The parties mutually desire to set forth the terms and conditions of their sponsorship agreement.

TERMS AND CONDITIONS

Now, therefore, in consideration of the foregoing Recitals and of the promises and mutual agreements of the parties hereto, and other good and valuable consideration, the receipt and adequacy of which is hereby acknowledged, and intending to be legally bound, the parties hereby agree as follows:

I. Marketing Channels

During the term of this Agreement University, through its Athletic Department, shall provide to UIAA marketing channels for the UIAA Affinity Program as specified in Exhibit A attached hereto and incorporated herein by this reference (hereafter "marketing channels"). The marketing channels shall be provided at the frequency and in the manner also described on Exhibit A.

In connection with provision of the marketing channels, the University shall permit UIAA and/or the Bank Card Company to solicit individuals identified by and/or contacted through the marketing channels to participate in the UIAA Affinity Program to be operated by the Bank Card Company in accordance with the Alumni Agreement. The UIAA and/or the Bank

Card Company shall have the sole right to designate the individuals, made available through the marketing channels, to whom promotional materials will be provided and from whom credit applications may be accepted. The University's marketing channels are and shall remain the sole property of the University, subject to UIAA's and the Bank Card Company's right to use the marketing channels as provided in this Agreement. The UIAA and/or Bank Card Company may maintain separately all information that is obtained as a result of an account relationship or an application for an account relationship obtained through any marketing channel. Such separately maintained information shall become a part of UIAA's and/or the Bank Card Company's own files and shall not be subject thereafter to this Agreement; provided, however, that neither UIAA nor the Bank Card Company will use this separate information in a manner that will imply an endorsement by the University.

To the extent that any mailing lists (containing names, postal addresses and, when available, telephone numbers and email addresses) may be provided by the University as part of the marketing channels (such as mailing lists of season ticket holders and/or contributors to the Athletic Department), the UIAA agrees on its behalf, and to require the Bank Card Company, upon the receipt of a fully updated new mailing list, to cease using and destroy any previous mailing list of the same category. Except as may otherwise be provided herein, any mailing lists provided under this Agreement may only be used by UIAA and Bank Card Company in connection with the UIAA Affinity Program in accordance with the Alumni Agreement, and may not be sold, conveyed, leased, licensed, sub-licensed, loaned or otherwise transferred to any other party for any other use.

University agrees to provide to UIAA (or directly to the Bank Card Company, if requested by UIAA) all of the marketing channels described on Exhibit A during each 12 month period of this Agreement, each such annual package of marketing channels is hereafter referred to as an "Annual Marketing Plan". The parties agree that each obligation to provide each item of each Annual Marketing Plan is a material obligation of the University to UIAA. In consideration for providing the marketing channels UIAA shall pay to University's Athletic Department the fees specified in Section VII below.

II. Iowa Rewards

During the term of this Agreement the University, through the Athletic Department, shall provide to UIAA and/or the Bank Card Company the credit card customer loyalty rewards, to be known as "Iowa Rewards", as specified in Exhibit B attached hereto and incorporated herein by this reference. The University further agrees to provide such Iowa Rewards in a manner that is consistent with UIAA's obligations under the Alumni Agreement and to otherwise fully cooperate with UIAA and/or the Bank Card Company to be certain that such Iowa Rewards are provided in a timely and appropriate fashion to UIAA Affinity Program credit card holders electing to receive such Iowa Rewards in exchange for their accumulated points earned by participation in the customer loyalty awards credit card program described in the Alumni Agreement. University's obligations to provide Iowa Rewards consistent with the UIAA's obligations under the Alumni Agreement includes, but is not necessarily limited to, providing to Bank Card Company at least 120 days prior notice before discontinuing any reward, and fulfilling rewards up to 12 months after the termination or expiration of the Alumni Agreement.

The UIAA agrees to compensate the University for providing Iowa Rewards. Such compensation is identified on Exhibit B in connection with the description of each Iowa Reward. The Iowa Rewards compensation as specified on Exhibit B is subject to adjustment, by reasonable negotiation of UIAA and University, if the corresponding compensation to UIAA from Bank Card Company under the Alumni Agreement is modified as provided therein.

The UIAA and University may, from time to time during the term of this Agreement, add, delete or otherwise modify Iowa Rewards. Any such addition, deletion or modification shall be subject to the mutual agreement of the University, UIAA, and Bank Card Company and shall be put in writing and affixed to this Agreement as an addendum to Exhibit B.

The "Iowa Rewards" name (or similar designation as may be mutually agreed upon between UIAA and the Bank Card Company) and the customized Iowa Rewards program to be made available for the loyalty rewards program under the Alumni Agreement shall be owned by UIAA. The University shall claim no ownership interest in such designation or program.

The University, through the Athletic Department, will fully cooperate with UIAA in fulfilling the Iowa Rewards specific to the University Athletic Department as described in Exhibit B attached hereto. Such cooperation shall include, but is not limited to, the Athletic Department's planning, scheduling, implementing and providing the Iowa Rewards to qualifying Bank Card Company cardholders in a timely and effective manner as shall be agreed upon between UIAA and the Athletic Department representatives consistent with this Agreement and the Alumni Agreement.

III. Exclusivity

University agrees that the University, including, but not limited to the Athletic Department: i) will not sponsor, advertise, aid, develop, market, endorse, or solicit proposals for programs offering or discuss with any organization (other than UIAA or the Bank Card Company) the providing, during the term of this Agreement, of any Financial Service Products (as defined below) of any organization other than the Bank Card Company unless approved by UIAA and the Bank Card Company by an addendum to this Agreement; ii) will not license or allow others to license any University Trademarks (as defined in Section IV below) during the term of this Agreement in relation to or for promoting any Financial Service Products of any entity other than the Bank Card Company; and iii) will not during the term of this Agreement sell, rent or otherwise make available or allow others to sell, rent or otherwise make available any of its mailing lists or information about any current or potential student, alumnus, fan, ticket purchasers, faculty member, staff member, friend (contributor), parents of students, or supporter of University in relation to or for promoting any Financial Service Products of any entity other than the Bank Card Company other than information that the University is required to disclose, pursuant to any law, rule or regulation of the State of Iowa, but only to the limited extent that such disclosure is required by such law, rule or regulation and provided that all procedures are strictly followed. University agrees, and agrees to take the necessary steps to ensure, that during the term of this Agreement UIAA and/or the Bank Card Company shall be the exclusive provider, solicitor and marketer of any Financial Service Products at, or in close proximity to,

any University athletic events. Notwithstanding anything else in this Agreement to the contrary, the University may accept advertising for any athletic event or facility from any financial institution provided that the advertisement does not contain a University trademark or an express endorsement by the University of any Financial Service Products.

For the purposes of the foregoing provision and this Agreement, "Financial Service Products" means credit card programs, charge card programs, debit card programs, installment loan programs, revolving loan programs, deposit programs and travel and entertainment card programs directed at students, alumni, parents of students and/or alumni, faculty and/or staff of the University. This definition shall not include: : i) any University business card program or travel card program currently in effect, or a renewal thereof, solely for use of employees conducting University business, or ii) any University procurement card purchasing program currently in effect, or renewal thereof, solely for use by employees conducting University business; provided that in each instance Bank Card Company is given a reasonable opportunity to bid for/obtain each such business prior to any new or replacement provider (excluding renewals with current providers) being selected for any such program. Further provided, if during the term of this Agreement the University wishes to add debit card capability to University of Iowa ID cards, it will not be deemed a breach of the exclusivity provisions of this agreement if Bank Card Company is given the opportunity to participate in any offer/bidding process for this product and, if Bank Card Company is not chosen to provide this product, such product will (i) not have any credit device functionality, (ii) will be co-exclusive with any debit card product offered by Bank Card Company with respect to the authorized use of any Trademark of the University used on such card and (iii) will not have a similar look and feel to any Financial Service Product of the Bank Card Company under the UIAA Affinity Program..

Additionally University agrees that Bank Card Company will be notified of and be given the chance to participate in the bidding process for any product or program related to banking that is being developed for or offered by the University or Athletics.

IV. Representations and Warranties

University and UIAA each represents and warrants to the other that as of the date of this Agreement and throughout the term of this Agreement:

- A. It is duly organized, validly existing and in good standing.
- B. It has all necessary power and authority to execute and deliver this Agreement and to perform its obligations under this Agreement.
- C. This Agreement constitutes a legal, valid and binding obligation of such party, enforceable against such party in accordance with its terms, except as such enforceability may be limited by bankruptcy, insolvency, receivership, reorganization or other similar laws affecting the enforcement of creditors' rights generally and by general principals of equity.

D. No consent, approval or authorization from any third party is required in connection with the execution, delivery and performance of this Agreement, except as have been obtained and are in full force and effect.

E. The execution, delivery and performance of this Agreement by such party will not constitute a violation of any law, rule, regulation, court order or ruling applicable to such party.

University represents and warrants to UIAA that as of the date of this Agreement and throughout the term of this Agreement it has the right and power to license the University Trademarks to UIAA for UIAA's and/or the Bank Card Company's exclusive use in connection with the UIAA Affinity Program as contemplated in this Agreement and the Alumni Agreement.

University represents and warrants to UIAA that as of the date of this Agreement and throughout the term of this Agreement the Athletic Department is a department within the University and is not a separate entity or organization and that there is no entity or organization (including any organization associated with University athletics) that is not an affiliate of the University that can use, license or sublicense the University Trademarks in connection with any Financial Service Products, that has access to the marketing channels in connection with any Financial Service Products (unless the University is required by law, rule or regulation to provide access to such marketing channels in connection with Financial Service Products) or that can grant marketing access to any University athletic event in connection with any Financial Service Products.

V. License

Subject to other provisions of this Agreement and to the extent not otherwise granted by the University, the University hereby grants UIAA a limited, exclusive license to use in connection with Financial Services Products, and to sublicense for such use to the Bank Card Company, any design, image, logo, service mark, trademark or tradename of the University of Iowa including but not limited to those University Trademarks listed on Exhibit C attached hereto ("UI Trademarks") for use in connection with the UIAA Affinity Program under the Alumni Agreement including, but not limited to, one or more card devices and marketing materials and items therefor. University shall have prior approval of UIAA's and Bank Card Company's use of the University Trademarks, which University agrees not to unreasonably withhold or delay. The University represents and warrants to UIAA as of the date hereof, and throughout the term of this Agreement, that it has the right and power to license the University Trademarks to UIAA for use by UIAA and/or for sublicense to the Bank Card Company for the uses contemplated by this Agreement and the Alumni Agreement. The University shall be responsible for and assume all liability for causes of action and claims, and will reimburse UIAA reasonable and actual costs (including attorney fees) in connection therewith, arising from the University Trademarks license granted herein or from UIAA's or the Bank Card Company's use of the University Trademarks and reliance thereon. Each party shall promptly notify the other in the manner provided herein upon learning of any claims or complaints relating to such license or the use of any University Trademarks by UIAA and/or the Bank Card Company.

VI. Club Seats

As part of the consideration for the Sponsorship Fees payable under this Agreement, beginning in the fall of 2006 and for each football season thereafter during the term of this Agreement, the University, through the Athletic Department, will provide the UIAA with 8 outdoor club seats at Kinnick Stadium for its use during all University of Iowa home football games. The seats to be so provided shall be F74 through F79 and G78 through G79, unless otherwise agreed by the UIAA and the Athletic Department.

VII. Sponsorship Fees

A. In consideration for the marketing channels and outdoor club seats to be provided by the University to the UIAA under the terms of this Agreement, UIAA will pay the University, for the Athletic Department, \$200,000.00 (two hundred thousand dollars) annually during the term of this Agreement (herein "Sponsorship Fees"). Each payment will be made within 30 days after UIAA's receipt of its annual guaranteed prepayment amount under the Alumni Agreement from the Bank Card Company, with the first such payment to the University for athletics to occur within 30 days after UIAA's receipt of the initial funds under the Alumni Agreement with subsequent payments on or about August 15 of each year during the term of this Agreement and the Alumni Agreement.

B. UIAA may, in addition to and not as a limitation of any other remedy under this Agreement or available at law, suspend payment of Sponsorship Fees hereunder in the event any one of the following conditions occurs:

1. University materially breaches any of its obligations under this Agreement or a companion Memorandum of Agreement entered into with the University Licensing Program;
2. Bank Card Company materially breaches any of its obligations to make payments to UIAA under the Alumni Agreement;
3. University does not approve all reasonable (as such term is defined in *Black's Law Dictionary, Sixth Addition*) marketing materials and Annual Marketing Plans proposed or submitted by UIAA and/or the Bank Card Company; or
4. University does not provide a marketing channel or Iowa Reward as and when required of the University under this Agreement or when reasonably requested by UIAA and/or the Bank Card Company.

Notwithstanding the foregoing, in the event of the University's failure to provide any marketing channel or Iowa Reward required to be provided by the University under this Agreement, the UIAA may reduce the Sponsorship Fees and any other amounts payable to the University hereunder by an amount equal to any reduction in payments due from the Bank Card Company to UIAA under the Alumni Agreement as occasioned by the University's failure.

C. If, in any year during the term of this Agreement, the UIAA receives combined credit card royalties -from the Bank Card Company in excess of the annual guaranteed payment specified in the Alumni Agreement ("excess payment"), the UIAA shall pay to the University

(for athletics), as "Supplemental Sponsorship Fees" hereunder, from the marketing fees received by UIAA from the Bank Card Company, a percentage of the total excess payments for such year according to the following schedule:

Year 1 -	25% of additional compensation
Year 2 -	20% of additional compensation
Year 3 -	17% of additional compensation
Year 4 -	17% of additional compensation
Year 5 -	17% of additional compensation
Year 6 -	17% of additional compensation
Year 7 -	17% of additional compensation

Payment of any such Supplemental Sponsorship Fees due shall be made within thirty days after UIAA's receipt of any excess payment from the Bank Card Company.

VIII. Confidentiality of Agreement

The terms of this Agreement and any proposal, financial information and proprietary information provided by or on behalf of one party to the other party prior to, contemporaneous with or subsequent to, the execution of this Agreement ("Information") are confidential as of the date of disclosure. Such Information will not be disclosed by such other party to any other party or entity, except as permitted under this Agreement or as mutually agreed in writing by the parties to this Agreement. UIAA and University shall be permitted to disclose such information to i) their accountants, legal advisors and marketing advisors and employees as necessary for the performance of their respective duties, provided that said persons agree to treat the Information as confidential in the above described manner, and ii) as required by law or any governmental regulatory authority.

IX. Term of the Agreement

The term of this Agreement will be concurrent with the term of the Alumni Agreement. This Agreement will expire or terminate when the Alumni Agreement expires or terminates. Subject to any extensions of the Alumni Agreement, the term of this Agreement shall be from July 1, 2006 through June 30, 2013, unless the Alumni Agreement is sooner terminated.

X. Direct Solicitation by University Athletic Department

A. With the prior approval of the UIAA, which approval will not be unreasonably withheld if consistent with the Alumni Agreement, the University, through the Athletic Department, may elect to operate (in lieu of UIAA or the Credit Card Company) direct table solicitations (hereafter "Tabling") at University of Iowa athletic events. Such Tabling must be operated in accordance with the Alumni Agreement and the Bank Card Company's policies and practices including, but not limited to, use of applications, forms and materials approved by the Bank Card Company. UIAA's approval of Athletic Department's conducting such tabling may be withdrawn, and the Tabling thereafter resumed by UIAA and/or the Bank Card Company, at anytime that the Athletic Department's operation of the Tabling does not produce new credit

card accounts at a rate satisfactory to UIAA and/or the Bank Card Company based on the projections for such Tabling as listed on Schedule B attached hereto.

B. In consideration for University Tabling activities, the UIAA shall pay to the University, for the benefit of the Athletic Department, as "Tabling Fees" hereunder, the amount of \$50.00 for each new credit card account opened (as defined below) during the term of this Agreement arising from Tabling operated by the Athletic Department at University of Iowa athletic events. An account will be deemed open and to have arisen through Athletic Department Tabling activities when i) an application has been completed at such a table, ii) such application is received by Athletic Department representatives and forwarded by the Athletic Department to the UIAA and/or Bank Card Company, iii) such application is approved by the Bank Card Company, with the applicant being issued a credit card and iv) the opening transaction on such card shall not be rescinded, subject to a chargeback request or disputed. UIAA shall remit the \$50 Tabling Fee per each such new credit card account so opened as may be confirmed on the written reports of the Bank Card Company received by the UIAA during a calendar year within thirty days after UIAA's receipt of payment for such new account from the Bank Card Company.

C. If the UIAA reaches 7,000 new "GIP Accounts" (accounts under the Alumni Agreement credited to the UIAA as having been opened by or through UIAA marketing activities) during the term of the Alumni Agreement and under the terms of said agreement receives from Bank Card Company a one-time special GIP Compensation of \$100,000 ("Special GIP Compensation), then within 60 days after its receipt of payment UIAA shall pay to the University (for Athletics), as additional consideration, a proportionate share of the Special GIP Compensation attributable to the new accounts opened directly by the University's Tabling Activities and not by UIAA's own activities.

XI. Termination

A. In the event of any material breach of this Agreement by UIAA or University, the other party may terminate this Agreement by giving notice, as hereafter provided, to the breaching party. The notice shall i) describe the material breach and ii) state the party's intention to terminate this Agreement. If the breaching party does not cure or substantially cure such breach within 60 days after receipt of notice (the "Cure Period"), then this Agreement shall terminate at the expiration of the Cure Period.

B. Upon termination of this Agreement as a result of UIAA's breach, UIAA (and the Bank Card Company as its sub-licensee) shall cease to use the University Trademarks and UIAA agrees that upon such termination it will not claim any right, title or interest in or to the University Trademarks; provided, however, UIAA and/or the Bank Card Company may conclude all solicitation and services that are required by law.

C. In the event of any termination of this Agreement as a result of UIAA's breach, UIAA will pay to the University within 60 days after such termination 1) any portion of the Sponsorship Fee for the year in which such termination has occurred which have not already been paid to the University, 2) any Supplemental Sponsorship Fees and Tabling Fees earned up

to the date of termination and not already paid, and 3) any compensation remaining due to the University for Iowa Rewards.

D. Notwithstanding the foregoing, in the event of any material breach of this Agreement by the University, the UIAA may elect not to terminate this Agreement and may subsequently reduce Sponsorship Fees, Supplemental Sponsorship Fees, Tabling Fees and any other amounts due hereunder to the University by the amount of any and all reductions in the payments due under the Alumni Agreement to UIAA from the Bank Card Company that arise as a result of the University's breach; and, to the extent such subsequent reduction of Sponsorship Fees, Supplemental Sponsorship Fees and other amounts is less than all reductions in the payments due under the Alumni Agreement to UIAA from the Bank Card Company that arise as a result of the University's breach, then the University shall, within 60 days after written request, reimburse the UIAA for such deficiency up to the total amount of the Sponsorship Fees, Supplemental Sponsorship Fees, and Tabling fees previously paid by UIAA to the University hereunder.

E. If on account of the University's material breach the UIAA is required to repay amounts it has received from the Bank Card Company under the Alumni Agreement, then the University shall, within 60 days after written request, reimburse the UIAA for such amounts up to the total amount of the Sponsorship Fees, Supplemental Sponsorship Fees, and Tabling fees previously paid by UIAA to the University hereunder.

F. Nothing in the preceding paragraphs A through E of this Section XI shall preclude either party from seeking any other remedies available at law and/or in equity for a material breach of this Agreement by the other.

G. UIAA shall have the right to prior review and approval of any notice in connection with, relating or referring to the termination of this Agreement or the Alumni Agreement to be communicated by the University to any student, alumni, fan or other supporter of the University. Such approval shall not be unreasonably withheld. University shall not attempt to cause the removal of University's identification or University Trademarks from any credit device, and related records, of any Bank Card Company cardholder existing as of the effective date of any termination or the expiration of this Agreement prior to said credit devices expiration date after said termination or expiration.

XII. Miscellaneous

A. The obligations in Sections VII, VIII, X.B and XI shall survive any termination of this Agreement.

B. The section captions are inserted only for convenience and are in no way to be construed as part of this Agreement.

C. University is and shall remain an independent contractor and nothing in this Agreement will create a relation of principal and agent or employer and employee between UIAA and University or any of its employees.

D. All notices relating to this Agreement shall be in writing and shall be deemed given i) upon receipt by hand delivery, facsimile or overnight courier, or ii) 3 business days after mailing by registered or certified mail, postage prepaid, return receipt requested. All notices shall be addressed as follows:

If to University:

UNIVERSITY OF IOWA ATHLETIC DEPARTMENT
Department of Intercollegiate Athletics
Carver-Hawkeye Arena
Iowa City IA 52242-1020
Attention: Mr. Rick Klatt
Assistant Athletic Director for External Affairs
Department of Intercollegiate Athletics

Fax # (319)335-9860

UNIVERSITY OF IOWA
Business Manager
305 Plaza Center One
Iowa City, IA 52242
Attention: George Hollins

Fax # (319)335-0126

If to UIAA:

University of Iowa Alumni Association
Alumni Center
LCUA
Iowa City IA 52246

Attention: Vice Nelson

Any party may change the address to which communications are to be sent by giving notice, as provided herein, of such change of address.

E. The failure of any party to exercise any rights under this Agreement shall not be deemed a waiver of such right or any other rights.

F. Except for the Alumni Agreement, this Agreement contains the entire agreement of the parties with respect to the matters covered herein and supersedes all prior promises and agreements, written or oral, with respect to the matters covered herein. UIAA may utilize the services of any third party in fulfilling its obligations under this Agreement. The UIAA and

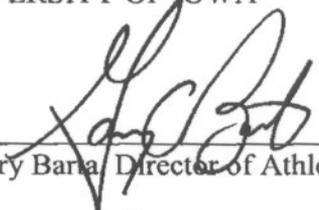
University agree that the terms of this Agreement shall be construed and interpreted in a manner to be consistent with the requirements of the Alumni Agreement.

G. This contract shall be governed by the laws of the state of Iowa. This Agreement shall be binding upon the parties' successors and permitted assigns. If any part of this Agreement is found to be unenforceable, the remainder of this Agreement shall survive as if such unenforceable provision has not been contained herein. Failure by either party to insist upon strict compliance with the terms hereof shall not be deemed to be a waiver of any rights hereunder.

H. This Agreement cannot be amended except by written agreement signed by the authorized agents of both parties hereto.

IN WITNESS WHEREOF, each of the parties, by its representative, has executed this Agreement as of the date and year first above written.

UNIVERSITY OF IOWA

By 
Gary Bara, Director of Athletics

Date: 10-2-06

UNIVERSITY OF IOWA
ALUMNI ASSOCIATION

By 
Vince Nelson, President

Date: 10-9-06

UNIVERSITY OF IOWA

By 
George Hollins, Business Manager

Date: 10/3/06

Exhibit "A"
**Listing and Description of Marketing Channels provided by University Athletics
Department (Athletics)**

To the extent any described Marketing Channel becomes no longer available as a result of the upgrading and replacing of equipment or discontinuation of a program or communication, Athletics will make available a comparable Marketing Channel, reasonably acceptable to UIAA and Bank Card Company.

Kinnick Stadium

- Tri-vision signage at the north and south of the facility.

One location at the north end measuring 7-4 x 11

Signage rotates every three minutes and is operational for 90 minutes prior to kickoff.

- Messages on both the video walls and the message center at the north and south ends of the facility.

Two (2) 30-second "television commercials" with audio will be broadcast on the large scale video display units that broadcast content simultaneously at locations at the north and south ends of the facility during each intercollegiate athletic event in the stadium.

A minimum of five (5) University of Iowa Alumni Association news messages on the large scale video display units that broadcast content simultaneously at locations at the north and south ends of the facility during each intercollegiate athletic event in the stadium.

- Public address announcements at each event in the facility.

A minimum of two (2) public address announcements promoting the program

- If technical improvements or updates are made to these marketing channels, University will provide comparable opportunities with the improved or updated items.

Carver-Hawkeye Arena

- Tri-vision signage adjacent to existing and future video walls inside the facility.

One location at the south measuring 5-5 x 7-1

One location at the north measuring 5-5 x 7-1

- Signage at courtside that appears regularly on television broadcasts and immediately above the tunnel entrance to the playing floor of the arena

One location on the west side of the playing floor measuring 3 x 30

One location above the tunnel measuring 3 x 10

- Public address announcements at each event in the facility.

A minimum of two (2) public address announcements promoting the program

- A minimum of three (3) sponsorship messages on the full-color electronic message centers located adjacent to the north and south scoreboards in Carver-Hawkeye Arena. The timing of which will be mutually agreed to by the parties.
- If technical improvements or updates are made to these marketing channels, University will provide comparable opportunities with the improved or updated items.

Direct Marketing Opportunities

- Full access to conduct marketing events (e.g., tabling) for the Program at: (i) all University home football games; (ii) any regular season University men's or women's basketball games or wrestling matches to be determined by BANK CARD COMPANY and subject to the approval of the UIAA (such approval shall not be unreasonably withheld or delayed); and (iii) other mutually agreed upon intercollegiate athletic events staged on the University campus.
- As many as six (6) locations when conducting marketing events (each a "Location") within the athletic facility or directly outside an entrance or in close proximity of the facility staging the event, except for events held at Carver-Hawkeye Arena in which BANK CARD COMPANY may have as many as two (2) Locations. The Locations shall be at prominent locations and BANK CARD COMPANY America and UIAA shall mutually agree upon the locations.
- Reasonable vehicular access, and parking passes when necessary, to the facility in which BANK CARD COMPANY will be conducting marketing events. Such vehicle access shall, to the extent possible, provide the BANK CARD COMPANY vehicle a convenient position, in relation to each Location, to unload/load.
- Authorization and access to set up each Location at least one (1) hour prior to the gates opening for the event at which BANK CARD COMPANY is conducting marketing activities.
- The right to distribute take-one applications for the Program with season ticket mailings for football, men's and women's basketball, wrestling, softball and volleyball.

- The right to place Athletic Trademarks on premium items distributed to individuals successfully completing applications, all subject to UIAA's prior approval as provided in Section 3(h) of the Agreement.

Any issues concerning marketing events not specifically mentioned above will be settled to the satisfaction of both BANK CARD COMPANY and UIAA, and both parties agree to be reasonable.

Event Tickets and Parking Access

1. University shall distribute game passes to all BANK CARD COMPANY employees and agents that are conducting the marketing events. To the extent that they are informed of the rules and regulations, BANK CARD COMPANY agrees that all BANK CARD COMPANY employees and agents will follow University rules and regulations when conducting marketing events.
2. University shall provide BANK CARD COMPANY with a minimum of four (4) grade 1 or grade A parking permits/passes for each event at which BANK CARD COMPANY will be conducting direct marketing events.

hawkeyesports.com

- Athletics will invest in the sponsorship package that provides the greatest level of exposure on the official World Wide Web site of the Iowa Hawkeyes. At a minimum this will provide one link in a prominent location on the home page, and one (1) link on the rotation of patrons appearing on secondary pages of the site.
- Athletics will also designate the Iowa Rewards program as an official sponsor of two online sweepstakes/contests to be staged annually by the UI DIA on the official World Wide Web site of the Iowa Hawkeyes.

Print Advertising

- One (1) ongoing full page, full color advertising space in "Voice of the Hawkeyes" and in two (2) editions of the official Athletics newsletter of the University (currently, *Hawk Talk*). The two editions shall be determined by BANK CARD COMPANY.
- Full-page, full-color advertisement in a premium location for each souvenir program sold at the following home events:
 - Iowa Football
 - Iowa Men's Basketball
 - Iowa Women's Basketball

Television

- One 30-second commercial and an opening billboard in each edition of the weekly coaches' television shows produced by Athletics for the sports of football and men's basketball and broadcast on over-the-air television stations and cable systems across the state of Iowa.
- Two 30-second commercials and an opening billboard in each edition of the weekly coaches' television shows produced by Athletics for the sports of football and men's basketball and broadcast exclusively on the World Wide Web at hawkeyesports.com, the official World Wide Web site of the Iowa Hawkeyes.
- Two 30-second commercials and an opening billboard in each edition of "The Iowa Football Replay Show" produced by Athletics and broadcast on statewide cable television.
- Two 30-second commercials and an opening billboard in each edition of "The Iowa Football Replay Show" produced by Athletics and broadcast exclusively on the World Wide Web at hawkeyesports.com, the official World Wide Web site of the Iowa Hawkeyes.

Radio

- Two 30-second commercials or one 60-second commercial in each of the following elements of radio programming managed by Athletics. All of the following are distributed to a network of over-the-air radio stations across the state of Iowa and broadcast exclusively on the World Wide Web at hawkeyesports.com, the official World Wide Web site of the Iowa Hawkeyes. Football and men's basketball game coverage is also available via XM Satellite Radio.
 - Iowa Football, game coverage
 - Iowa Football, coaches weekly call-in show
 - Iowa Men's Basketball, game coverage
 - Iowa Men's Basketball, coaches weekly call-in show
 - Iowa Women's Basketball, game coverage

Direct Mail

- Athletics will work to maximize the number of opportunities available for direct mail promotion, e.g. ticket mailing inserts, etc. At a minimum, this will include access to the full list of season and single ticket purchasers four times per 12 month period of this agreement; and access to all season ticket mailings for the purpose of including an insert

featuring the UIAA Affinity Program. These lists will be provided to the UIAA or the BANK CARD COMPANY upon request.

Electronic Mail

- The Athletics continues to grow its electronic database and commits to monthly broadcast e-mail solicitations on behalf of the UIAA Affinity Program and agrees to adopt a philosophy that seeks to maximize the electronic opportunities available to the Program. The email lists, when available, will also be provided to the UIAA or the BANK CARD COMPANY upon request.

“Instant Reward” Promotion

- Athletics commits itself to creatively and aggressively market the UIAA Affinity Program, including creating an “Instant Reward” series of promotions that provides instant discounts or prizes or gifts to UIAA Affinity Program cardholders at select sales transactions (i.e. the purchase of season football tickets) and/or select UI athletic events.

Miscellaneous Marketing Opportunities

1. The BANK CARD COMPANY will be designated as the presenting supporter of the University of Iowa Athletic Department’s annual “Hawkeye Carnival.”
2. The BANK CARD COMPANY will be designated as a participant in the University of Iowa’s Partners in Excellence program.
3. The BANK CARD COMPANY will be designated as the presenting supporter of the University of Iowa Athletic Department’s annual Game Night event.
4. If any of the above events are discontinued, comparable replacement events will be substituted.

Exhibit "B"
Listing and Description of Iowa Rewards
(Also Reimbursable Expenses)

Reward Title: VIP Stadium Tour for Two (2) or Four (4)

Suggested Points Required: 4,000 (May be upgraded to a 4 person tour for 7,000 points)

Description: The reward recipient and their guest will be hosted on a game day tour of Kinnick Stadium including the new press box and club seating area, and a Hawkeye souvenir. Stadium tours will be conducted prior to a Hawkeye home game and will be part of a group tour not to exceed 20 people.

Restrictions: Good only for regular season home games and subject to availability.

Reward begin date: July 1, 2006

End date:

Cost to UIAA: Cost of souvenirs to University plus reasonable shipping and handling costs if applicable; total not to exceed \$32.00 (Thirty-two dollars) [\$56.00 (Fifty-six dollars) for 4 person tour.]

Reward Title: VIP Locker Room and Training Facility Tour for Two (2) or Four (4)

Suggested Points Required: 4,000 (May be upgraded to a 4 person tour for 7,000 points)

Description: The reward recipient and their guest will be hosted on a tour of the Jacobsen Building – the headquarters for the Iowa Hawkeye football team including the weight room, locker room, training room, and meeting rooms. The tour will include a Hawkeye souvenir and will be part of a group tour not to exceed 20 people.

Restrictions: Tour dates are limited and subject to availability.

Reward begin date: July 1, 2006

End date:

Cost to UIAA: Cost of souvenirs to University plus reasonable shipping and handling costs if applicable; total not to exceed \$32.00 (thirty-two dollars) [\$56.00 (fifty-six dollars) for 4 person tour.]

Reward Title: Hawkeye Game-used Football

Suggested Points Required: 8,000

Description: The recipient will receive a genuine Hawkeye game football used during a Hawkeye football game.

Restrictions: Subject to availability.

Reward begin date: July 1, 2006

End date:

Cost to UIAA: \$32.00 (Thirty-two dollars)

Reward Title: Hawkeye Game-used Football Jersey

Points Required: 15,000

Description: The reward recipient will receive an authentic Hawkeye game jersey worn by a player during a Hawkeye football game.

Restrictions: Subject to availability.

Reward begin date: July 1, 2006

End date:

Cost to UIAA: \$60.00 (Sixty dollars)

Reward Title: Courtside at Carver-Hawkeye Arena for Two (2)

Points Required: 15,000

Description: The reward recipient will receive two (2) courtside seats to the Hawkeye regular season athletic event of their choice at Carver-Hawkeye Arena and two (2) vouchers for use at the Carver-Hawkeye concession stand.

Restrictions: Subject to availability.

Reward begin date: July 1, 2006

End date:

Cost to UIAA: \$37.50 (Thirty-seven dollars and fifty cents)

Reward Title: Hawkeye Game-used Football Helmet

Points Required: 20,000

Description: The reward recipient will receive an authentic Hawkeye football helmet worn by a player during a Hawkeye football game.

Restrictions: Subject to availability.

Reward begin date: July 1, 2006

End date:

Cost to UIAA: \$80.00 (Eighty dollars)

Reward Title: Football pre-game sideline passes and game tickets for Two (2)

Points Required: 20,000

Description: The reward recipient will receive two (2) pre-game sideline passes, two (2) game tickets, and two (2) concession vouchers for the regular season Hawkeye football game of their choice.

Restrictions: Subject to availability.

Reward begin date: July 1, 2006

End date:

Cost to UIAA: \$50.00 (Fifty dollars)

Reward Title: Two (2) Tickets to the Annual Sports Banquet of your choice.

Points Required: 20,000

Description: Celebrate the end of another successful football season by taking a guest to the annual football banquet. We can't guarantee it, but with the proper advance notice we'll do our best to seat you with the player of your choice.

Restrictions: None.

Reward begin date: July 1, 2006

End date:

Cost to UIAA: \$50.00 (Fifty dollars)

Reward Title: Autographed Merchandise

Points Required: 12,500

Description: Choose a football or basketball autographed by the head football or a head basketball coach.

Restrictions: Subject to availability.

Reward begin date: July 1, 2006

End date:

Cost to UIAA: \$50.00 (Fifty dollars)

Reward Title: Radio Announcer Q & A Session for Two (2)

Points Required: 25,000

Description: The reward recipient and a guest will have the opportunity to participate in a half-day question and answer session with a Hawkeye radio announcer. The experience will include lunch and will be limited to no more than 6 people.

Restrictions: Subject to announcer's availability.

Reward begin date: July 1, 2006

End date:

Cost to UIAA: \$62.50 (Sixty-two dollars and fifty cents)

Reward Title: VIP Football Training Camp Experience for Two

Points Required: 30,000

Description: The reward recipient and a guest will be allowed to attend a Hawkeye football training camp session, engage in a brief Q&A with a coach, and have lunch with the football team. May be a part of a group not to exceed 20.

Restrictions: Available only during preseason training camp and space may be limited.

Reward begin date: July 1, 2006

End date:

Cost to UIAA: \$75.00 (Seventy-five dollars)

Reward Title: Attend a Hawkeye Football Game in the Athletics Suite

Points Required: 50,000

Description: The reward recipient will receive two (2) passes to the Athletics Department Suite at Kinnick Stadium for a regular season football game.

Restrictions: Subject to availability.

Reward begin date: July 1, 2006

End date:

Cost to UIAA: \$125.00 (One hundred and twenty-five dollars)

Reward Title: Coach's or Player's Media Q & A Session for Four (4)

Points Required: 20,000

Description: The reward recipient and three (3) guests will have the opportunity to attend a weekly coach's media question and answer session (football, men's or women's basketball). Each experience will be limited to no more than 8 people.

Restrictions: Subject to the coach's availability and weekly media session scheduling.

Reward begin date: July 1, 2006

End date:

Cost to UIAA: \$50.00 (Fifty dollars)

Reward Title: Sit in the Radio Broadcast booth during a Hawkeye football game

Points Required: 35,000

Description: The reward recipient will join the Hawkeye radio announcers in the broadcast booth during an entire regular season, home Hawkeye football game. Who knows? You might get to call a play.

Restrictions: Subject to availability.

Reward begin date: July 1, 2006

End date:

Cost to UIAA: \$87.50 (Eighty-seven dollars and fifty cents)

Reward Title: Coach's "Chalk Talk" for Eight (8)

Points Required: 80,000

Description: The reward recipient and seven (7) guests will have the opportunity to have a private 90 minute question and answer session with a head or assistant coach of the sport of their choice.

Restrictions: Subject to the coach's availability.

Reward begin date: July 1, 2006

End date:

Cost to UIAA: \$200.00 (Two hundred and dollars)

Reward Title: You and a friend will travel with the football team to a Hawkeye away game

Points Required: 500,000

Description: The reward recipient and their guest will travel with the Hawkeye football team to an away game. The package includes round-trip transportation with the team to/from the UI campus or the Eastern Iowa Airport, accommodations at the team hotel, meals, transportation to the Hawkeye Huddle, and Hawkeye souvenirs.

Restrictions: Good only for regular season games and subject to availability. Reward voucher must be redeemed for the selected away game at least 90 days prior to the start of the appropriate football season.

Reward begin date: July 1, 2006

End date:

Cost to UIAA: \$1,250.00 (One thousand and two hundred and fifty dollars)

Exhibit "C"

University Trademarks

Exhibit "C"
University Trademarks

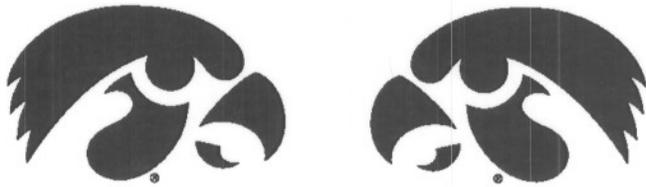
primary athletic word mark

IOWA HAWKEYES®

Flying Hawk



primary athletic mark



Herky



University of Iowa word mark

THE UNIVERSITY OF IOWA®



University of Iowa
Alumni Association mark



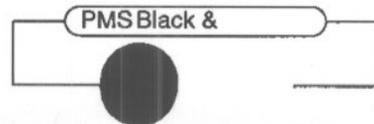
UI seal



UI dome



Trademarks shall include the word mark "Iowa Rewards"
and any associated "Iowa Rewards" logos or marks.



The University of Iowa Alumni Association and the
University of Iowa Career Center

This Memorandum of Agreement is effective as of September 12, 2005, by and between the University of Iowa Alumni Association (UIAA) and the University of Iowa Pomerantz Career Center. The UI Alumni Association and the UI Career Center have a common interest in providing comprehensive career services for University of Iowa alumni, and these services can most effectively and efficiently be accomplished by Career Center staff with expertise in career development and advising.

Both parties agree to the following:

The UI Alumni Association will provide \$25,000 each year for the next three fiscal years (6/1/05 to 6/30/06, 7/1/06 to 6/30/07, 7/1/07 to 6/30/08) to the Pomerantz Career Center to subsidize approximately one-half funding, including salary and fringe benefits for a newly developed associate director of Alumni Career Services. The position's remaining one-half funding will be financed by the Pomerantz Career Center. UIAA funding for the current fiscal year will be pro-rated based on the hire date. The UIAA will be billed on the monthly statement of account with the balance owed in encumbrance.

Both parties also agree that this new position will:

1. work with UI Alumni Association and Career Center staff to develop and market UI alumni career services and promote UIAA membership to UI graduates and support career programs, activities and initiatives.
2. oversee/develop the UIAA's current AlumNet and externship programs and advise and work with UIAA staff to increase both volunteer and client participation in these programs.
3. be housed in the UI Pomerantz Career Center.
4. report directly to the director of the Pomerantz Career Center. UI Alumni Association director of alumni programs will provide input on performance expectations and outcomes on an informal basis and also more formally through the career center director in the annual performance appraisal for this position.

The UI Alumni Association

The UI Pomerantz Career Center

By: _____

By: _____

Vince, Nelson, President & CEO

David Baumgartner, Director



wsuiam910
ksui91.7fm
Public Radio

Services of The University of Iowa

710 South Clinton Street Building

Iowa City, IA 52242-1030

Phone (319) 335-5730 Fax (319) 335-6116

EMILY CORNISH
UNIVERSITY OF IOWA ALUMNI ASSOCIATION
100 LEVITT CENTER
IOWA CITY, IA 52242-1030

Public Radio



Underwriting Agreement

Underwriter	UNIVERSITY OF IOWA ALUMNI ASSOC	
Acct Exec	STEPHEN BOBEK	
Agency		
Contact	EMILY CORNISH (319) 335-2214	
Contract Ref	30-00545095-005	UWR
Contract Date	6/22/07	Ending 1/07/08

7/01/08

KSUI 2007-08

Description	Dates	Time	Days	#Wk	#Spts	UnitPrice	Total Cost
KSUI	7/02/07-7/01/08	ROS	MTuWThF SaSu	2	135	18.00	2,430.00
KSUI SPONSORSHIP KTS 07-08	7/01/07-7/01/08	ROS	MTuWThF SaSu	4	144	40.00	5,760.00

Lump Sum Payment: 8,190.00 On 7/07

Total Spots 279

Total Cost 8,190.00

Emily Cornish
Underwriter

6-26-07
Date

Account Executive

Date

S. Bobek
Director of Underwriting

6-26-07
Date

WSUI AM 910, your NPR news station, and KSUI 91.7 FM, Classical Radio, are non-profit radio stations and plan their budget and expenses in part on projected annual revenues from underwriting. Thus, underwriting agreements must be honored in full and accounts kept current. Your support keeps the station financially sound and capable of meeting its obligation to offer high quality radio programming and communication services.

Iowa Alumni Magazine Advertising Contract

Account Name and Number : University of Iowa Foundation

No. 2007

1.) PARTIES:

By this contract, *Iowa Alumni Magazine* and the undersigned person, firm, or corporation (advertising client) hereby agree with each other as follows:

2.) ADVERTISING CLIENT (TRADE NAME):

Company: U of I Foundation Contact: Susan Shullaw
 Address: 500 LCUA
 City/State/Zip: Iowa City, Iowa 52242
 E-mail: susan-shullaw@uiowa.edu ph: 319-335-3305

CONTRACT INFORMATION:

Advertiser hereby agrees to purchase advertising space in the *Iowa Alumni Magazine* and agrees to the terms outlined in the current *Iowa Alumni Magazine* rate schedule.

A.) AD INFORMATION:

1.) Ad Size: full page 2.) Color: 4-color 3.) B/W: _____

Notes: Feb., April., June., Aug., Oct., Dec. 2007

B.) RATE PER AD PLACEMENT:

1.) Total Amount Due: \$6000.00 2.) Total Insertions (Issues): 6- \$1000. per issue
 _____ First time advertisers must pay in full upon signing this contract.
 Bill advertiser. (billing is the 15th of the month)
 _____ Bill advertising agency.

Camera Ready Requirements:

Electronic files are preferred for all ads. All art needs to be submitted at a correct size and CMYK. If supplying a native file (i.e. Quark, Illustrator, or Photoshop) please convert to outlines or include all fonts and placed files and burn to a CD. If the following process is not followed, your ad will not print correctly. PDF files are acceptable in print-quality output (no compression) with either all fonts converted to outline or embedded.

Your ads are **NOT ACCEPTABLE WITHOUT** one of the following: a color correct copy/proof, a black and white laser copy or a fax (B/W ads only). We cannot proceed without a hard copy of your advertisement. Please also include in what format and platform your ad was created.

All ads must be mailed or e-mailed to: Vicki Jennings, University of Iowa Alumni Association, 100 Levitt Center, One West Park Road, Iowa City, Iowa 52242-1797 or vicki-jennings@uiowa.edu
 (Customer must supply color proofs for 4-color ads or they will be furnished by printer at an additional cost of \$100.)

3.) DEADLINES:

ISSUES	RESERVATION FOR AD SPACE	CAMERA-READY ARTWORK DUE	MAIL DATE
February 2007	December 1, 2006	December 20, 2006	February 2, 2007
April 2007	February 2, 2007	February 23, 2007	April 6, 2007
June 2007	April 6, 2007	April 27, 2007	June 1, 2007
August 2007	June 1, 2007	June 22, 2007	August 3, 2007
October 2007	August 3, 2007	August 24, 2007	October 5, 2007
December 2007	October 5, 2007	October 26, 2007	December 7, 2007
February 2008	November 30, 2007	December 21, 2007	February 1, 2008

4.) INCORPORATION OF TERMS AND CONDITIONS:

This agreement includes all of the provisions set forth, the same being incorporated herein by reference, both sides hereof collectively constituting the contract. In witness thereof, the parties have caused this instrument to be executed in duplicate by their duly authorized representative this 22nd day of November (month), 2006 (year).

FOR IOWA ALUMNI MAGAZINE

By: Vicki Jennings
 Title: Advertising Manager
 Date: 11/22/06
 Approved by: Vince Nelson
 Title: _____

FOR ADVERTISING CUSTOMER

By: _____
 Title: Sr VP, Strategic Communications
 Date: 11-29-06
 Approved by: [Signature]
 Title: CFO

5-1079
fax

Iowa Alumni Magazine Advertising Contract

Account Name and Number : ISIS- Registrar's office No. 2007

1.) PARTIES:

By this contract, *Iowa Alumni Magazine* and the undersigned person, firm, or corporation (advertising client) hereby agree with each other as follows:

2.) ADVERTISING CLIENT (TRADE NAME):

Company: Registrar's office ISIS Contact: Sarah Nancy Harris
Address: Rm #1 Jessup Hall
City/State/Zip: University of Iowa 52242
E-mail: sarah-harris@uiowa.edu

CONTRACT INFORMATION:

Advertiser hereby agrees to purchase advertising space in the *Iowa Alumni Magazine* and agrees to the terms outlined in the current *Iowa Alumni Magazine* rate schedule.

A.) AD INFORMATION:

1.) Ad Size: 1 2.) Color: 4-color 3.) B/W: _____

Notes: May place additional ads June '07

B.) RATE PER AD PLACEMENT:

1.) Total Amount Due: \$1500.00 2.) Total Insertions (Issues): 1
First time advertisers must pay in full upon signing this contract.
 Bill advertiser. (billing is the 15th of the month)
 Bill advertising agency.

Camera Ready Requirements:

Electronic files are preferred for all ads. All art needs to be submitted at a correct size and CMYK. If supplying a native file (i.e. Quark, Illustrator, or Photoshop) please convert to outlines or include all fonts and placed files and burn to a CD. If the following process is not followed, your ad will not print correctly. PDF files are acceptable in print-quality output (no compression) with either all fonts converted to outline or embedded.

Your ads are **NOT ACCEPTABLE WITHOUT** one of the following: a color correct copy/proof, a black and white laser copy or a fax (B/W ads only). We cannot proceed without a hard copy of your advertisement. Please also include in what format and platform your ad was created.

All ads must be mailed or e-mailed to: Vicki Jennings, University of Iowa Alumni Association, 100 Levitt Center, One West Park Road, Iowa City, Iowa 52242-1797 or vicki-jennings@uiowa.edu
(Customer must supply color proofs for 4-color ads or they will be furnished by printer at an additional cost of \$100.)

3.) DEADLINES:

ISSUES	RESERVATION FOR AD SPACE	CAMERA-READY ARTWORK DUE	MAIL DATE
February 2007	December 1, 2006	December 20, 2006	February 2, 2007
April 2007	February 2, 2007	February 23, 2007	April 6, 2007
June 2007	April 6, 2007	April 27, 2007	June 1, 2007
August 2007	June 1, 2007	June 22, 2007	August 3, 2007
October 2007	August 3, 2007	August 24, 2007	October 5, 2007
December 2007	October 5, 2007	October 26, 2007	December 7, 2007
February 2008	November 30, 2007	December 21, 2007	February 1, 2008

4.) INCORPORATION OF TERMS AND CONDITIONS:

This agreement includes all of the provisions set forth, the same being incorporated herein by reference, both sides hereof collectively constituting the contract. In witness thereof, the parties have caused this instrument to be executed in duplicate by their duly authorized representative this 10 day of April (month), 2007 (year).

FOR IOWA ALUMNI MAGAZINE
By: Vicki Jennings
Title: Advertising Manager
Date: 4-10-07
Approved by: [Signature]
Title: [Signature]

FOR ADVERTISING CUSTOMER
By: Sarah NM Harris [Signature]
Title: Sr. Assoc. Director, Enrollment Svcs
Date: 4-10-07
Approved by: [Signature]
Title: University Registrar

Iowa Alumni Magazine Advertising Contract

Account Name and Number : Iowa House

No. 2007

1.) PARTIES:

By this contract, *Iowa Alumni Magazine* and the undersigned person, firm, or corporation (advertising client) hereby agree with each other as follows:

2.) ADVERTISING CLIENT (TRADE NAME):

Company: Iowa House Contact: Patricia Kruse
Address: 121 IMU
City/State/Zip: Iowa City, Iowa 52242
E-mail: patricia.kruse@uiowa.edu ph: 319-335-3117 fax: 335-1311

3.) CONTRACT INFORMATION:

Advertiser hereby agrees to purchase advertising space in the *Iowa Alumni Magazine* and agrees to the terms outlined in the current *Iowa Alumni Magazine* rate schedule.

A.) AD INFORMATION:

1.) Ad Size: 1/3 square 2.) Color: _____ 3.) Black & White: x

Notes:

Total insertions (Issues): 3 insertions Feb., June, Aug. 2007

B.) RATE PER AD PLACEMENT: \$380

1.) Total Amount Due _____ 2.) Total Insertions (Issues): 3

First time advertisers must pay in full upon signing this contract.

_____ Bill advertiser.

_____ Bill advertising agency.

Camera Ready Requirements:

Electronic files are preferred for all ads. All art needs to be submitted at a correct size and CMYK. If supplying a native file (i.e. Quark, Illustrator, or Photoshop) please convert to outlines or include all fonts and placed files and burn to a CD. If the following process is not followed, your ad will not print correctly. PDF files are acceptable in print-quality output (no compression) with either all fonts converted to outline or embedded.

Your ads are **NOT ACCEPTABLE WITHOUT** one of the following: a color correct copy/proof, a black and white laser copy or a fix (B/W ads only). We cannot proceed without a hard copy of your advertisement. Please also include in what format and platform your ad was created.

All ads must be mailed or e-mailed to: Vicki Jennings, University of Iowa Alumni Association, 100 Leviq Center, One West Park Road, Iowa City, Iowa 52242-1797 or vicki-jennings@uiowa.edu

(Customer must supply color proofs for 4-color ads or they will be furnished by printer at an additional cost of \$140.)

4.) DEADLINES:

ISSUES	RESERVATION FOR AD SPACE	CAMERA-READY ARTWORK DUE	MAIL DATE
February 2007	December 1, 2006	December 20, 2006	February 2, 2007
April 2007	February 2, 2007	February 23, 2007	April 6, 2007
June 2007	April 6, 2007	April 27, 2007	June 1, 2007
August 2007	June 1, 2007	June 22, 2007	August 3, 2007
October 2007	August 3, 2007	August 24, 2007	October 5, 2007
December 2007	October 5, 2007	October 26, 2007	December 7, 2007
February 2008	November 30, 2007	December 21, 2007	February 1, 2008

5.) INCORPORATION OF TERMS AND CONDITIONS:

This agreement includes all of the provisions set forth, the same being incorporated herein by reference, both sides hereof collectively constituting the contract. In witness thereof, the parties have caused this instrument to be executed in duplicate by their duly authorized representative this 1st of day of December (month), 2007 (year).

FOR IOWA ALUMNI MAGAZINE

By: Vicki Jennings
Title: Advertising and Corporate Relations Manager
Date: December 1, 2007
Approved by: _____
Title: _____

FOR ADVERTISING CUSTOMER

By: Patricia Kruse
Title: General Manager
Date: 12/6/06
Approved by: _____
Title: _____

Iowa Alumni Magazine Advertising Contract

Account Name and Number : Homecoming Council

No. 2007

) PARTIES:

By this contract, *Iowa Alumni Magazine* and the undersigned person, firm, or corporation (advertising client) hereby agree with each other as follows:

) ADVERTISING CLIENT (TRADE NAME):

Company: Homecoming Council Contact: Kirsten Franzen
 Address: Office of Student Life 145 IMU
 City/State/Zip: University of Iowa 52242
 E-mail: kirsten-Franzen@uiowa.edu ph: 335-3059 (Jennifer Richman) fax: _____

) CONTRACT INFORMATION:

Advertiser hereby agrees to purchase advertising space in the *Iowa Alumni Magazine* and agrees to the terms outlined in the current *Iowa Alumni Magazine* rate schedule.

A.) AD INFORMATION:

1.) Ad Size: 1/2 2.) Color: _____ 3.) Black & White: x

Notes: Jennifer Richman in the office of Student Life is the Coordinator

Total insertions (Issues): 2 June, August

B.) RATE PER AD PLACEMENT: \$490. for both

1.) Total Amount Due \$490. 2.) Total Insertions (Issues): 2

____ First time advertisers must pay in full upon signing this contract.
 ____ Bill advertiser.
 ____ Bill advertising agency.

Camera Ready Requirements:

Electronic files are preferred for all ads. All art needs to be submitted at a correct size and CMYK. If supplying a native file (i.e. Quark, Illustrator, or Photoshop) please convert to outlines or include all fonts and placed files and burn to a CD. If the following process is not followed, your ad will not print correctly. PDF files are acceptable in print-quality output (no compression) with either all fonts converted to outline or embedded.

Your ads are **NOT ACCEPTABLE WITHOUT** one of the following: a color correct copy/proof, a black and white laser copy or a fax (B/W ads only). We cannot proceed without a hard copy of your advertisement. Please also include in what format and platform your ad was created.

All ads must be mailed or e-mailed to: Vicki Jennings, University of Iowa Alumni Association, 100 Levitt Center, One West Park Road, Iowa City, Iowa 52242-1797 or vicki-jennings@uiowa.edu

(Customer must supply color proofs for 4-color ads or they will be furnished by printer at an additional cost of \$100.)

) DEADLINES:

ISSUES	RESERVATION FOR AD SPACE	CAMERA-READY ARTWORK DUE	MAIL DATE
February 2007	December 1, 2006	December 20, 2006	February 2, 2007
April 2007	February 2, 2007	February 23, 2007	April 6, 2007
June 2007	April 6, 2007	April 27, 2007	June 1, 2007
August 2007	June 1, 2007	June 22, 2007	August 3, 2007
October 2007	August 3, 2007	August 24, 2007	October 5, 2007
December 2007	October 5, 2007	October 26, 2007	December 7, 2007
February 2008	November 30, 2007	December 21, 2007	February 1, 2008

) INCORPORATION OF TERMS AND CONDITIONS:

This agreement includes all of the provisions set forth, the same being incorporated herein by reference, both sides hereof collectively constituting the contract. In witness thereof, the parties have caused this instrument to be executed in duplicate by their duly authorized representative this April 12 (month), 2007 (year).

FOR IOWA ALUMNI MAGAZINE

By: Vicki Jennings
 Title: Advertising and Corporate Relations Manager
 Date: April 12, 2007
 Approved by: Vicki Jennings
 Title: Advertising and Corporate Relations Manager

FOR ADVERTISING CUSTOMER

By: Kirsten Franzen
 Title: _____
 Date: 4/12/2007
 Approved by: _____
 Title: _____

Iowa Alumni Magazine Advertising Contract

Account Name and Number : Belin-Blank International Center No. 2007-2008

1.) PARTIES:

By this contract, *Iowa Alumni Magazine* and the undersigned person, firm, or corporation (advertising client) hereby agree with each other as follows:

2.) ADVERTISING CLIENT (TRADE NAME):

Company: Belin-Blank International Center Contact: Jerilyn Fisher
 Address: 600 Blank Honor Center U of I
 City/State/Zip: Iowa City, IA
 E-mail: jerilyn-fisher@uiowa.edu ph: 319-335-6127 fax: 335-5151

CONTRACT INFORMATION:

Advertiser hereby agrees to purchase advertising space in the *Iowa Alumni Magazine* and agrees to the terms outlined in the current *Iowa Alumni Magazine* rate schedule.

A.) AD INFORMATION:

1.) Ad Size: full page 4-color 2.) Color: x 3.) Black & White: _____

Notes: 1 insertion non-profit/educational rate April 2007 plus 3 months of on-line adv. with a link to the Belin-Blank website. Size: banner ad (430wide x 75 high) pixels

Total insertions (Issues): 1

B.) RATE PER AD PLACEMENT: \$1500.

1.) Total Amount Due: \$1500. 2.) Total Insertions (Issues): 1
 First time advertisers must pay in full upon signing this contract.
x Bill advertiser. (billing is the 15th of the month)
 _____ Bill advertising agency.

Camera Ready Requirements:

Electronic files are preferred for all ads. All art needs to be submitted at a correct size and CMYK. If supplying a native file (i.e. Quark, Illustrator, or Photoshop) please convert to outlines or include all fonts and placed files and burn to a CD. If the following process is not followed, your ad will not print correctly. PDF files are acceptable in print-quality output (no compression) with either all fonts converted to outline or embedded.

Your ads are **NOT ACCEPTABLE WITHOUT** one of the following: a color correct copy/proof, a black and white laser copy or a fax (B/W ads only). We cannot proceed without a hard copy of your advertisement. Please also include in what format and platform your ad was created.

All ads must be mailed or e-mailed to: Vicki Jennings, University of Iowa Alumni Association, 100 Levitt Center, One West Park Road, Iowa City, Iowa 52242-1797 or vicki-jennings@uiowa.edu
 (Customer must supply color proofs for 4-color ads or they will be furnished by printer at an additional cost of \$100.)

3.) DEADLINES:

ISSUES	RESERVATION FOR AD SPACE	CAMERA-READY ARTWORK DUE	MAIL DATE
February 2007	December 1, 2006	December 22, 2006	February 2, 2007
* April 2007	February 2, 2007	February 23, 2007 <u>Feb. 26</u>	April 6, 2007
June 2007	April 6, 2007	April 27, 2007	June 1, 2007
August 2007	June 1, 2007	June 22, 2007	August 3, 2007
October 2007	August 3, 2007	August 24, 2007	October 5, 2007
December 2007	October 5, 2007	October 26, 2007	December 7, 2007

4.) INCORPORATION OF TERMS AND CONDITIONS:

This agreement includes all of the provisions set forth, the same being incorporated herein by reference, both sides hereof collectively constituting the contract. In witness whereof, the parties have caused this instrument to be executed in duplicate by their duly authorized representative this 20th February 2007 (year) 2007

FOR IOWA ALUMNI MAGAZINE

By: Vicki Jennings
 Title: Advertising Manager
 Date: 2/20/07
 Approved by: _____
 Title: Advertising Manager

FOR ADVERTISING CUSTOMER

By: Jerilyn Fisher
 Title: Advertising Manager
 Date: 2/14/08
 Approved by: _____
 Title: _____

Iowa Alumni Magazine Advertising Contract

Account Name and Number: Young Writers Studio No. 2007-2008

1.) PARTIES:

By this contract, Iowa Alumni Magazine and the undersigned person, firm, or corporation (advertising client) hereby agree with each other as follows:

2.) ADVERTISING CLIENT (TRADE NAME):

Company: Young Writers Studio Contact: Stephen Lovely
Address: C-215 Seashore Hall
City/State/Zip: U of Iowa 52242
E-mail: ambler@epochtalkofspice.com ph: 319-335-4209 fax: 335-4743

CONTRACT INFORMATION:

Advertiser hereby agrees to purchase advertising space in the Iowa Alumni Magazine and agrees to the terms outlined in the current Iowa Alumni Magazine rate schedule.

A.) AD INFORMATION:

1.) Ad Size: 1/3 square 2.) Color: _____ 3.) Black & White: x
Notes: 1 insertion - size for 1/3 square is 4 13/16" x 4 13/16" (29 picas)
Total insertions (Issues): 1

B.) RATE PER AD PLACEMENT: \$380.

1.) Total Amount Due: \$380.00 2.) Total insertions (Issues): 1
_____ First time advertisers must pay in full upon signing this contract.
x Bill advertiser. (billing is the 15th of the month)
_____ Bill advertising agency.

Camera Ready Requirements:

Electronic files are preferred for all ads. All art needs to be submitted at a correct size and CMYK. If supplying a native file (i.e. Quark, Illustrator, or Photoshop) please convert to outlines or include all fonts and placed files and burn to a CD. If the following process is not followed, your ad will not print correctly. PDF files are acceptable in print-quality output (no compression) with either all fonts converted to outline or embedded.

Your ads are NOT ACCEPTABLE WITHOUT one of the following: a color correct copy/proof, a black and white laser copy or a fax (B/W ads only). We cannot proceed without a hard copy of your advertisement. Please also include in what format and platform your ad was created.

All ads must be mailed or e-mailed to: Vicki Jennings, University of Iowa Alumni Association, 100 Levitt Center, One West Park Road, Iowa City, Iowa 52242-1797 or vicki-jennings@uiowa.edu
(Customer must supply color proofs for 4-color ads or they will be furnished by printer at an additional cost of \$100.)

3.) DEADLINES:

ISSUES	RESERVATION FOR AD SPACE	CAMERA-READY ARTWORK DUE	MAIL DATE
February 2007	December 1, 2006	December 22, 2006	February 2, 2007
April 2007	February 1, 2007	February 23, 2007	April 6, 2007
June 2007	April 6, 2007	April 27, 2007	June 1, 2007
August 2007	June 1, 2007	June 22, 2007	August 3, 2007
October 2007	August 3, 2007	August 24, 2007	October 5, 2007
December 2007	October 5, 2007	October 26, 2007	December 7, 2007

4.) INCORPORATION OF TERMS AND CONDITIONS:

This agreement includes all of the provisions set forth, the same being incorporated herein by reference, both sides herof collectively constituting the contract. In witness thereof, the parties have caused this instrument to be executed in duplicate by their duly authorized representative this 4th day of December (month), 2006 (year).

FOR IOWA ALUMNI MAGAZINE

By: Vicki Jennings
Title: Advertising Manager
Date: 12/04/06
Approved by: [Signature]
Title: CFO

FOR ADVERTISING CUSTOMER

By: STEPHEN LOVELY
Title: DIRECTOR
Date: 12/12/06
Approved by: [Signature]
Title: _____

Account Name and Number : Sports Marketing

No. 2007-2008

1.) PARTIES:

By this contract, *Iowa Alumni Magazine* and the undersigned person, firm, or corporation (advertising client) hereby agree with each other as follows:

2.) ADVERTISING CLIENT (TRADE NAME):

Company: Sports Marketing Contact: Rick Klatt
 Address: 205 CHA- U of Iowa
 City/State/Zip: Iowa City, IA 52242
 E-mail: rick-klatt@hawkeyesports.com ph: 335-9437 fax: 335-9860

CONTRACT INFORMATION:

Advertiser hereby agrees to purchase advertising space in the *Iowa Alumni Magazine* and agrees to the terms outlined in the current *Iowa Alumni Magazine* rate schedule.

A.) AD INFORMATION:

1.) Ad Size: 1/2 page 2.) Color: 4-color 3.) Black & White: _____

Notes:

Total insertions (Issues): 6

B.) RATE PER AD PLACEMENT: \$850. per insertion

1.) Total Amount Due: \$5100. 2.) Total Insertions (Issues): 6
 _____ First time advertisers must pay in full upon signing this contract.
 Bill advertiser. (billing is the 15th of the month)
 _____ Bill advertising agency.

Camera Ready Requirements:

Electronic files are preferred for all ads. All art needs to be submitted at a correct size and CMYK. If supplying a native file (i.e. Quark, Illustrator, or Photoshop) please convert to outlines or include all fonts and placed files and burn to a CD. If the following process is not followed, your ad will not print correctly. PDF files are acceptable in print-quality output (no compression) with either all fonts converted to outline or embedded.

Your ads are **NOT ACCEPTABLE WITHOUT** one of the following: a color correct copy/proof, a black and white laser copy or a fax (B/W ads only). We cannot proceed without a hard copy of your advertisement. Please also include in what format and platform your ad was created.

All ads must be mailed or e-mailed to: Vicki Jennings, University of Iowa Alumni Association, 100 Levitt Center, One West Park Road, Iowa City, Iowa 52242-1797 or vicki-jennings@uiowa.edu
 (Customer must supply color proofs for 4-color ads or they will be furnished by printer at an additional cost of \$100.)

3.) DEADLINES:

ISSUES	RESERVATION FOR AD SPACE	CAMERA-READY ARTWORK DUE	MAIL DATE
February 2007	December 1, 2006	December 22, 2006	February 2, 2007
April 2007	February 2, 2007	February 23, 2007	April 6, 2007
June 2007	April 6, 2007	April 27, 2007	June 1, 2007
August 2007	June 1, 2007	June 23, 2007	August 3, 2007
October 2007	August 3, 2007	August 24, 2007	October 5, 2007
December 2007	October 5, 2007	October 26, 2007	December 7, 2007
February 2008	December 3, 2007	December 21, 2007	February 4, 2008

4.) INCORPORATION OF TERMS AND CONDITIONS:

This agreement includes all of the provisions set forth, the same being incorporated herein by reference, both sides hereof collectively constituting the contract. In witness thereof, the parties have caused this instrument to be executed in duplicate by their duly authorized representative this 2nd day of February (month), 2007 (year).

FOR IOWA ALUMNI MAGAZINE

By: Vicki Jennings
 Title: Advertising Manager
 Date: 02/02/07
 Approved by: _____
 Title: FERRARI

FOR ADVERTISING CUSTOMER

By: _____
 Title: Assoc MD
 Date: 2-7-07
 Approved by: _____
 Title: _____



PURCHASE ORDER

JUL 24 2007

The University of Iowa
 Purchasing Department
 202 PCO
 Iowa City IA 52242-2500
 319-335-0379
 Fax: 319-335-0381

Vendor: 0000112896
 University Of Iowa Alumni Association
 Iowa Alumni Magazine
 100 LCUA
 Iowa City IA 52242

Purchase Order	Date	Revision	Page
1000603250	07/23/2007		1
Requisition Number	Payment Terms	Freight Terms	Ship Via
W000071166	Net 30	Destination-UI	Best Way
Buyer	Phone	Email Address	
Bang, Brenda	319-335-0376		

Ship To: The University of Iowa
 Mens Athletics-Sports Promotion
 CHA 205
 205 Carver Hawkeye Arena
 Iowa City IA 52242-1020

Bill To: The University of Iowa
 Accounts Payable and Travel
 202 PCO
 Iowa City IA 52242-2500
 319-335-0115

Tax Exempt? Y Tax Exempt ID: 42-6004813

Line-Sch	Quantity	UOM	Vndr Item ID	Mfg Item ID	PO Price	Extended Amt
1-1	5.00	EA			850.00	4,250.00
FB/MBB/WBB advertising in the Iowa Alumni Magazine; half-page 4-color; June, August, October & December 2007 and February 2008. Zero Tolerance						

Confirming - SEND PO to vendor

Kinney, Mary Jo 335-9431

MENS ATHL AIM ADVERTISING
** PUT PO# ON ALL INVOICES*

Total PO Amount 4,250.00

Debsy Zumbast
 Director of Purchasing

Iowa Alumni Magazine Advertising Contract

Account Name and Number : Summer Writing Festival No. 2007

1.) PARTIES:

By this contract, Iowa Alumni Magazine and the undersigned person, firm, or corporation (advertising client) hereby agree with each other as follows:

2.) ADVERTISING CLIENT (TRADE NAME):

Company: Summer Writing Festival Contact: Amy Margolis
Address: C-215 Seashore Hall
City/State/Zip: Iowa City, Iowa 52242
E-mail: amy-margolis@uiowa.edu ph: 319-335-4160 fax: 335-4743

3.) CONTRACT INFORMATION:

Advertiser hereby agrees to purchase advertising space in the Iowa Alumni Magazine and agrees to the terms outlined in the current Iowa Alumni Magazine rate schedule.

A.) AD INFORMATION:

1.) Ad Size: 1/3 square 2.) Color: _____ 3.) Black & White: x

Notes: 1/3 square size is: 4 13/16" x 4 13/16"

Total insertions (Issues): 3 insertions Feb., 2007

B.) RATE PER AD PLACEMENT: \$380.

1.) Total Amount Due _____ 2.) Total Insertions (Issues): 1-Feb.

_____ First time advertisers must pay in full upon signing this contract

x Bill advertiser.

_____ Bill advertising agency.

Camera Ready Requirements:

Electronic files are preferred for all ads. All art needs to be submitted at a correct size and CMYK. If supplying a native file (i.e. Quark, Illustrator, or Photoshop) please convert to outlines or include all fonts and placed files and burn to a CD. If the following process is not followed, your ad will not print correctly. PDF files are acceptable in print-quality output (no compression) with either all fonts converted to outline or embedded.

Your ads are NOT ACCEPTABLE WITHOUT one of the following: a color correct copy/proof, a black and white laser copy or a fax (B/W ads only). We cannot proceed without a hard copy of your advertisement. Please also include in what format and platform your ad was created.

All ads must be mailed or e-mailed to: Vicki Jennings, University of Iowa Alumni Association, 100 Levitt Center, One West Park Road, Iowa City, Iowa 52242-1797 or vicki-jennings@uiowa.edu
(Customer must supply color proofs for 4-color ads or they will be furnished by printer at an additional cost of \$100.)

4.) DEADLINES:

ISSUES	RESERVATION FOR AD SPACE	CAMERA-READY ARTWORK DUE	MAIL DATE
February 2007	December 1, 2006	December 20, 2006	February 2, 2007
April 2007	February 2, 2007	February 23, 2007	April 6, 2007
June 2007	April 6, 2007	April 27, 2007	June 1, 2007
August 2007	June 1, 2007	June 22, 2007	August 3, 2007
October 2007	August 3, 2007	August 24, 2007	October 5, 2007
December 2007	October 5, 2007	October 26, 2007	December 7, 2007
February 2008	November 30, 2007	December 21, 2007	February 1, 2008

5.) INCORPORATION OF TERMS AND CONDITIONS:

This agreement includes all of the provisions set forth, the same being incorporated herein by reference, both sides herof collectively constituting the contract. In witness thereof, the parties have caused this instrument to be executed in duplicate by their duly authorized representative this 4th of day of December (month), 2007 (year).

FOR IOWA ALUMNI MAGAZINE

By: Vicki Jennings
Title: Advertising and Corporate Relations Manager
Date: December 4, 2007
Approved by: _____
Title: _____

FOR ADVERTISING CUSTOMER

By: Amy Margolis
Title: Director of ISUWE
Date: 12/10/06
Approved by: _____
Title: _____

Iowa Alumni Magazine Advertising Contract

Account Name and Number : Osher Lifelong Learning Institute No. 2007

1.) PARTIES:

By this contract, *Iowa Alumni Magazine* and the undersigned person, firm, or corporation (advertising client) hereby agree with each other as follows:

2.) ADVERTISING CLIENT (TRADE NAME):

Company: Osher Lifelong Learning Institute Contact: Lindsey Abbott
 Address: 2159 Westlawn
 City/State/Zip: Iowa City, IA
 E-mail: linsey-abbott@uiowa.edu ph: 319-384-4221 fax: 319-353-4614

3.) CONTRACT INFORMATION:

Advertiser hereby agrees to purchase advertising space in the *Iowa Alumni Magazine* and agrees to the terms outlined in the current *Iowa Alumni Magazine* rate schedule.

A.) AD INFORMATION:

1.) Ad Size: 1/3 square 2.) Color: _____ 3.) Black & White: x

Notes: _____

Total insertions (Issues): 1

B.) RATE PER AD PLACEMENT: \$380.

1.) Total Amount Due \$380. 2.) Total Insertions (Issues): 1

_____ First time advertisers must pay in full upon signing this contract.

x Bill advertiser.

_____ Bill advertising agency.

Camera Ready Requirements:

Electronic files are preferred for all ads. All art needs to be submitted at a correct size and CMYK. If supplying a native file (i.e. Quark, Illustrator, or Photoshop) please convert to outlines or include all fonts and placed files and burn to a CD. If the following process is not followed, your ad will not print correctly. PDF files are acceptable in print-quality output (no compression) with either all fonts converted to outline or embedded.

Your ads are **NOT ACCEPTABLE WITHOUT** one of the following: a color correct copy/proof, a black and white laser copy or a fax (B/W ads only). We cannot proceed without a hard copy of your advertisement. Please also include in what format and platform your ad was created.

All ads must be mailed or e-mailed to: Vicki Jennings, University of Iowa Alumni Association, 100 Levitt Center, One West Park Road, Iowa City, Iowa 52242-1797 or vicki-jennings@uiowa.edu
 (Customer must supply color proofs for 4-color ads or they will be furnished by printer at an additional cost of \$100.)

4.) DEADLINES:

ISSUES	RESERVATION FOR AD SPACE	CAMERA-READY ARTWORK DUE	MAIL DATE
February 2007	December 1, 2006	December 20, 2006	February 2, 2007
April 2007	February 2, 2007	February 23, 2007	April 6, 2007
June 2007	April 6, 2007	April 27, 2007	June 1, 2007
August 2007	June 1, 2007	June 22, 2007	August 3, 2007
October 2007	August 3, 2007	August 24, 2007	October 5, 2007
December 2007	October 5, 2007	October 26, 2007	December 7, 2007
February 2008	November 30, 2007	December 21, 2007	February 1, 2008

5.) INCORPORATION OF TERMS AND CONDITIONS:

This agreement includes all of the provisions set forth, the same being incorporated herein by reference, both sides hereof collectively constituting the contract. In witness thereof, the parties have caused this instrument to be executed in duplicate by their duly authorized representative this April 5, (month), 2007 (year).

FOR IOWA ALUMNI MAGAZINE

By: Vicki Jennings
 Title: Advertising and Corporate Relations Manager
 Date: April 5, 2007
 Approved by: [Signature]
 Title: Admin. Manager

FOR ADVERTISING CUSTOMER

By: Lindsey Abbott
 Title: Program Assistant
 Date: April 6, 2007
 Approved by: [Signature]
 Title: Administrator, Center on Aging

Iowa Alumni Magazine Advertising Contract

Account Name and Number : WSUI/KSUI No. 2007

1.) PARTIES:

By this contract, Iowa Alumni Magazine and the undersigned person, firm, or corporation (advertising client) hereby agree with each other as follows:

2.) ADVERTISING CLIENT (TRADE NAME):

Company: WSUI/KSUI Contact: Nancy Hagen
 Address: 710 Clinton St.
 City/State/Zip: Iowa City, Iowa 52242
 E-mail: ois@heinous.net ph: 319-335-5747 fax: 335-6116

3.) CONTRACT INFORMATION:

Advertiser hereby agrees to purchase advertising space in the Iowa Alumni Magazine and agrees to the terms outlined in the current Iowa Alumni Magazine rate schedule.

A.) AD INFORMATION:

1.) Ad Size: 1/3 square 2.) Color: _____ 3.) Black & White: x

Notes: Size specs: 4 1/8" x 4 1/8"

Total insertions (Issues) April '07, June '07, Aug. '07, Oct. '07 NH

B.) RATE PER AD PLACEMENT: \$380

1.) Total Amount Due \$380 2.) Total insertions (Issues): 1

_____ First time advertisers must pay in full upon signing this contract.
 _____ Bill advertiser.
 _____ Bill advertising agency.

Camera Ready Requirements:

Electronic files are preferred for all ads. All art needs to be submitted at a correct size and CMYK. If supplying a native file (i.e. Quark, Illustrator, or Photoshop) please convert to outlines or include all fonts and placed files and burn to a CD. If the following process is not followed, your ad will not print correctly. PDF files are acceptable in print-quality output (no compression) with either all fonts converted to outline or embedded.

Your ads are NOT ACCEPTABLE WITHOUT one of the following: a color correct copy/proof, a black and white laser copy or a fax (B/W ads only). We cannot proceed without a hard copy of your advertisement. Please also include in what format and platform your ad was created.

All ads must be mailed or e-mailed to: Vicki Jennings, University of Iowa Alumni Association, 100 Levitt Center, One West Park Road, Iowa City, Iowa 52242-1797 or vicki-jennings@uiowa.edu

(Customer must supply color proofs for 4-color ads or they will be furnished by printer at an additional cost of \$100.)

4.) DEADLINES:

ISSUES	RESERVATION FOR AD SPACE	CAMERA-READY NETWORK DUE	MAIL DATE
February 2007	December 1, 2006	December 20, 2006	February 2, 2007
April 2007	February 3, 2007	February 23, 2007	April 6, 2007
June 2007	April 6, 2007	April 27, 2007	June 1, 2007
August 2007	June 1, 2007	June 22, 2007	August 3, 2007
October 2007	August 3, 2007	August 24, 2007	October 5, 2007
December 2007	October 5, 2007	October 26, 2007	December 7, 2007
February 2008	November 30, 2007	December 21, 2007	February 1, 2008

5.) INCORPORATION OF TERMS AND CONDITIONS:

This agreement includes all of the provisions set forth, the same being incorporated herein by reference, both sides hereof collectively constituting the contract. In witness thereof, the parties have caused this instrument to be executed in duplicate by their duly authorized representative this 30th day January (month), 2007 (year).

FOR IOWA ALUMNI MAGAZINE

By: Vicki Jennings
 Title: Advertising and Corporate Relations Manager
 Date: January 30, 2007
 Approved by: _____
 Title: _____

FOR ADVERTISING CUSTOMER

By: Nancy Hagen
 Title: Director of Marketing
 Date: 1/31/07
 Approved by: _____
 Title: _____

Iowa Alumni Magazine Advertising Contract

Account Name and Number : Hancher No. 2007

1.) PARTIES:

By this contract, *Iowa Alumni Magazine* and the undersigned person, firm, or corporation (advertising client) hereby agree with each other as follows:

2.) ADVERTISING CLIENT (TRADE NAME):

Company: Hancher Contact: Ryan Gardner
 Address: 231 Hancher Auditorium
 City/State/Zip: Iowa City, Iowa 52242
 E-mail: hancher-advertising@uiowa.edu ph: 319-335-1138 fax: 319-335-1180

3.) CONTRACT INFORMATION:

Advertiser hereby agrees to purchase advertising space in the *Iowa Alumni Magazine* and agrees to the terms outlined in the current *Iowa Alumni Magazine* rate schedule.

A.) AD INFORMATION:

1.) Ad Size: 1 full page 2.) Color: _____ 3.) Black & White: x

Notes: _____

Total insertions (Issues): 4 insertions: June, Aug., Oct. 2007 Feb. '08

B.) RATE PER AD PLACEMENT: \$710.

1.) Total Amount Due: _____ 2.) Total Insertions (Issues): 4
 _____ First time advertisers must pay in full upon signing this contract.
 _____ Bill advertiser.
 _____ Bill advertising agency.

Camera Ready Requirements:

Electronic files are preferred for all ads. All art needs to be submitted at a correct size and CMYK. If supplying a native file (i.e. Quark, Illustrator, or Photoshop) please convert to outlines or include all fonts and placed files and burn to a CD. If the following process is not followed, your ad will not print correctly. PDF files are acceptable in print-quality output (no compression) with either all fonts converted to outline or embedded.

Your ads are NOT ACCEPTABLE WITHOUT one of the following: a color correct copy/proof, a black and white laser copy or a fax (B/W ads only). We cannot proceed without a hard copy of your advertisement. Please also include in what format and platform your ad was created.

All ads must be mailed or e-mailed to: Vicki Jennings, University of Iowa Alumni Association, 100 Levitt Center, One West Park Road, Iowa City, Iowa 52242-1797 or vicki-jennings@uiowa.edu
 (Customer must supply color proofs for 4-color ads or they will be furnished by printer at an additional cost of \$100.)

4.) DEADLINES:

ISSUES	RESERVATION FOR AD SPACE	CAMERA-READY ARTWORK DUE	MAIL DATE
February 2007	December 1, 2006	December 20, 2006	February 2, 2007
April 2007	February 2, 2007	February 23, 2007	April 6, 2007
June 2007	April 6, 2007	April 27, 2007	June 1, 2007
<u>August 2007</u>	June 1, 2007	June 23, 2007	August 3, 2007
October 2007	August 3, 2007	August 24, 2007	October 5, 2007
December 2007	October 5, 2007	October 26, 2007	December 7, 2007
February 2008	November 30, 2007	December 21, 2007	February 1, 2008

5.) INCORPORATION OF TERMS AND CONDITIONS:

This agreement includes all of the provisions set forth, the same being incorporated herein by reference, both sides herof collectively constituting the contract. In witness thereof, the parties have caused this instrument to be executed in duplicate by their duly authorized representative this 27 of day of March (month), 2007 (year).

FOR IOWA ALUMNI MAGAZINE:

By: Vicki Jennings
 Title: Advertising and Corporate Relations Manager
 Date: March 27, 2007
 Approved by: _____
 Title: _____

FOR ADVERTISING CUSTOMER:

By: Ryan Kirt Gardner
 Title: Marketing Assistant
 Date: March 28, 2007
 Approved by: Rob Cline
 Title: Marketing Director

Iowa Alumni Magazine Advertising Contract

Account Name and Number : U of I Sports Camps

No. 2006

1.) PARTIES:

By this contract, Iowa Alumni Magazine and the undersigned person, firm, or corporation (advertising client) hereby agree with each other as follows:

2.) ADVERTISING CLIENT (TRADE NAME):

Company: UI Sports Camps Contact: Josh Burka
Address: 203 Field House
City/State/Zip: Iowa City, IA 52242
E-mail: josh-burka@uiowa.edu ph: 319/335-9297 fax: 319-335-7970

Diane
Thomas

3.) CONTRACT INFORMATION:

Advertiser hereby agrees to purchase advertising space in the Iowa Alumni Magazine and agrees to the terms outlined in the current Iowa Alumni Magazine rate schedule.

A.) AD INFORMATION:

1.) Ad Size: 1/3 page square 2.) Color: _____ 3.) Black & White: x

Notes: Need of artwork Oct. 27

Total insertions (Issues): Dec. 2006, April '07

B.) RATE PER AD PLACEMENT: \$380.

1.) Total Amount Due: \$380. 2.) Total Insertions (Issues): 1
First time advertisers must pay in full upon signing this contract.
 Bill advertiser.
 Bill advertising agency.

OK
=

Camera Ready Requirements:

Electronic files are preferred for all ads. All art needs to be submitted at a correct size and CMYK. If supplying a native file (i.e. Quark, Illustrator, or Photoshop) please convert to outlines or include all fonts and placed files and burn to a CD. If the following process is not followed, your ad will not print correctly. PDF files are acceptable in print-quality output (no compression) with either all fonts converted to outline or embedded.

Your ads are NOT ACCEPTABLE WITHOUT one of the following: a color correct copy/proof, a black and white laser copy or a fax (B/W ads only). We cannot proceed without a hard copy of your advertisement. Please also include in what format and platform your ad was created.

All ads must be mailed or e-mailed to: Vicki Jennings, University of Iowa Alumni Association, 100 Levitt Center, One West Park Road, Iowa City, Iowa 52242-1797 or vicki-jennings@uiowa.edu
(Customer must supply color proofs for 4-color ads or they will be furnished by printer at an additional cost of \$100.)

4.) DEADLINES:

ISSUES	RESERVATION FOR AD SPACE	CAMERA-READY ARTWORK DUE	MAIL DATE
February 2006	December 2, 2005	December 19, 2005	February 3, 2006
April 2006	February 3, 2006	February 24, 2006	April 7, 2006
June 2006	April 3, 2006	April 28, 2006	June 2, 2006
August 2006	June 2, 2006	June 30, 2006	August 4, 2006
October 2006	August 4, 2006	September 1, 2006	October 6, 2006
* December 2006	October 6, 2006	October 27, 2006	December 2, 2006

5.) INCORPORATION OF TERMS AND CONDITIONS:

This agreement includes all of the provisions set forth, the same being incorporated herein by reference, both sides herof collectively constituting the contract. In witness thereof, the parties have caused this instrument to be executed in duplicate by their duly authorized representative this 15 day of October (month), 2006 (year).

FOR IOWA ALUMNI MAGAZINE

By: Vicki Jennings
Title: Advertising and Corporate Relations Manager
Date: Oct. 11, 2006
Approved by: _____
Title: _____

FOR ADVERTISING CUSTOMER

By: Josh Burka
Title: Director of Sports Camps
Date: 16 Oct 2006
Approved by: _____
Title: _____

2006-10-19 16:01

UIAA

3193351079 >>

3193352834 P 2/2

Iowa Alumni Magazine Advertising Contract

Account Name and Number: U of I ~~Video~~ Center FOR Media Production No. 2006-2007

1.) PARTIES:

By this contract, Iowa Alumni Magazine and the undersigned person, firm, or corporation (advertising client) hereby agree with each other as follows:

2.) ADVERTISING CLIENT (TRADE NAME): FOR Media Production

Company: U of I ~~Video~~ Center Contact: Daniel Lind

Address: C 105 SSH

City/State/Zip: Iowa City, IA 52242

E-mail: daniel.lind@uiowa.edu ph: 319-335-2778 fax: 335-2834

CONTRACT INFORMATION:

Advertiser hereby agrees to purchase advertising space in the Iowa Alumni Magazine and agrees to the terms outlined in the current Iowa Alumni Magazine rate schedule.

A.) AD INFORMATION:

1.) Ad Size: 1/3 vertical 2.) Color: x 3.) Black & White: _____

Notes: they would like right hand side of page. 3 issues of ads. (Dec., others TBD, 6-9 months of online adv. on the UIAA site

April, Oct. 2007

Total insertions (Issues): 1

B.) RATE PER AD PLACEMENT:

1.) Total Amount Due: \$600.00 per issue 2.) Total Insertions (Issues): issues other months TBD

First time advertisers must pay in full upon signing this contract.

x Bill advertiser. (billing is the 15th of the month)

Bill advertising agency.

Camera Ready Requirements:

Electronic files are preferred for all ads. All art needs to be submitted at a correct size and CMYK. If supplying a native file (i.e. Quark, Illustrator, or Photoshop) please convert to outlines or include all fonts and placed files and burn to a CD. If the following process is not followed, your ad will not print correctly. PDF files are acceptable in print-quality output (no compression) with either all fonts converted to outline or embedded.

Your ads are NOT ACCEPTABLE WITHOUT one of the following: a color correct copy/proof, a black and white laser copy or a fax (B/W ads only). We cannot proceed without a hard copy of your advertisement. Please also include in what format and platform your ad was created.

All ads must be mailed or e-mailed to: Vicki Jennings, University of Iowa Alumni Association, 100 Levin Center, One West Park Road, Iowa City, Iowa 52242-1797 or vicki-jennings@uiowa.edu

(Customer must supply color proofs for 4-color ads or they will be furnished by printer at an additional cost of \$100.)

3.) DEADLINES:

ISSUES	RESERVATION FOR AD SPACE	CAMERA-READY ARTWORK DUE	MAIL DATE
February 2007	December 1, 2006	December 18, 2005	February 3, 2007
April 2007	February 2, 2007	February 24, 2007	April 7, 2007
June 2007	April 2, 2007	April 27, 2007	June 1, 2007
August 2007	June 1, 2007	June 29, 2007	August 3, 2007
October 2007	August 4, 2007	September 1, 2007	October 6, 2007
December 2007	October 6, 2007	October 27, 20067	December 1, 2007

4.) INCORPORATION OF TERMS AND CONDITIONS:

This agreement includes all of the provisions set forth, the same being incorporated herein by reference, both sides hereof collectively constituting the contract. In witness thereof, the parties have caused this instrument to be executed in duplicate by their duly authorized representative this 19th day of October (month), 2006 (year).

FOR IOWA ALUMNI MAGAZINE

By: Vicki Jennings
Title: Advertising Manager
Date: 10/19/06
Approved by: _____
Title: _____

FOR ADVERTISING CUSTOMER

By: D. Lind
Title: DIRECTOR
Date: 10-19-2006
Approved by: D. Lind
Title: _____

Iowa Alumni Magazine Advertising Contract

Account Name and Number : UIHC

No. 2007

1.) PARTIES:

By this contract, *Iowa Alumni Magazine* and the undersigned person, firm, or corporation (advertising client) hereby agree with each other as follows:

2.) ADVERTISING CLIENT (TRADE NAME):

Company: U of I Hospitals & Clinics Contact: Dan Fischer
 Address: 200 Hawkins Drive E110 GH
 City/State/Zip: Iowa City, Iowa 52242-1009
 E-mail: dan-fischer@uiowa.edu ph: 319-353-7194 fax: _____

3.) CONTRACT INFORMATION:

Advertiser hereby agrees to purchase advertising space in the *Iowa Alumni Magazine* and agrees to the terms outlined in the current *Iowa Alumni Magazine* rate schedule.

A.) AD INFORMATION:

1.) Ad Size: full page 2.) Color: x 3.) Black & White: _____

Notes: Reserved inside front cover

Total insertions (Issues): _____

B.) RATE PER AD PLACEMENT: \$2,000.

1.) Total Amount Due \$12,000 2.) Total Insertions (Issues): 6

_____ First time advertisers must pay in full upon signing this contract.

x Bill advertiser.

_____ Bill advertising agency.

Camera Ready Requirements:

Electronic files are preferred for all ads. All art needs to be submitted at a correct size and CMYK. If supplying a native file (i.e. Quark, Illustrator, or Photoshop) please convert to outlines or include all fonts and placed files and burn to a CD. If the following process is not followed, your ad will not print correctly. PDF files are acceptable in print-quality output (no compression) with either all fonts converted to outline or embedded.

Your ads are **NOT ACCEPTABLE WITHOUT** one of the following: a color correct copy/proof, a black and white laser copy or a fax (B/W ads only). We cannot proceed without a hard copy of your advertisement. Please also include in what format and platform your ad was created.

All ads must be mailed or e-mailed to: Vicki Jennings, University of Iowa Alumni Association, 100 Levitt Center, One West Park Road, Iowa City, Iowa 52242-1797 or vicki-jennings@uiowa.edu
 (Customer must supply color proofs for 4-color ads or they will be furnished by printer at an additional cost of \$100.)

4.) DEADLINES:

ISSUES	RESERVATION FOR AD SPACE	CAMERA-READY ARTWORK DUE	MAIL DATE
February 2007	December 1, 2006	December 20, 2006	February 2, 2007
April 2007	February 2, 2007	February 23, 2007	April 6, 2007
June 2007	April 6, 2007	April 27, 2007	June 1, 2007
August 2007	June 1, 2007	June 22, 2007	August 3, 2007
October 2007	August 3, 2007	August 24, 2007	October 5, 2007
December 2007	October 5, 2007	October 26, 2007	December 7, 2007
February 2008	November 30, 2007	December 21, 2007	February 1, 2008

5.) INCORPORATION OF TERMS AND CONDITIONS:

This agreement includes all of the provisions set forth, the same being incorporated herein by reference, both sides hereof collectively constituting the contract. In witness thereof, the parties have caused this instrument to be executed in duplicate by their duly authorized representative this April 4 (month), 2007 (year).

FOR IOWA ALUMNI MAGAZINE

By: Vicki Jennings
 Title: Advertising and Corporate Relations Manager
 Date: April 4, 2007
 Approved by: Dan Fischer
 Title: Sr. Marketing Specialist

FOR ADVERTISING CUSTOMER

By: [Signature]
 Title: _____
 Date: _____
 Approved by: _____
 Title: _____

The University Of Iowa Alumni Association

Financial Report
06.30.2006

McGladrey & Pullen

Certified Public Accountants

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McGladrey & Pullen

Certified Public Accountants

Independent Auditor's Report On The Financial Statements

To the Board of Directors
The University of Iowa Alumni Association
Iowa City, Iowa

We have audited the accompanying balance sheets of The University of Iowa Alumni Association as of June 30, 2006 and 2005, and the related statements of activities, changes in net assets and cash flows for the years then ended. These financial statements are the responsibility of the Association's management. Our responsibility is to express an opinion on these financial statements based on our audits.

We conducted our audits in accordance with auditing standards generally accepted in the United States of America. Those standards require that we plan and perform the audit to obtain reasonable assurance about whether the financial statements are free of material misstatement. An audit includes examining, on a test basis, evidence supporting the amounts and disclosures in the financial statements. An audit also includes assessing the accounting principles used and significant estimates made by management as well as evaluating the overall financial statement presentation. We believe that our audits provide a reasonable basis for our opinion.

In our opinion, the financial statements referred to above present fairly, in all material respects, the financial position of The University of Iowa Alumni Association as of June 30, 2006 and 2005 and the changes in its net assets and its cash flows for the years then ended in conformity with accounting principles generally accepted in the United States of America.

McGladrey & Pullen, LLP

Cedar Rapids, Iowa
August 11, 2006

The University Of Iowa Alumni Association

Balance Sheets
June 30, 2006 And 2005

Assets	2006	2005
Current Assets		
Cash and cash equivalents	\$ 599,283	\$ 342,296
Current portion of pledges receivable	7,500	7,203
Other receivables, including amounts due from the University of Iowa Foundation 2006 \$218,468; 2005 \$152,111	383,289	180,908
Credit card program receivable (Note 4)	92,231	-
Prepaid expenses	69,351	93,659
Total current assets	1,151,654	624,066
 Pledges, net of current portion	 5,961	 7,003
 Investments (Note 2)	 4,591,000	 5,194,093
Prepayments and Other Assets		
Occupancy payment, net of accumulated amortization 2006 \$102,600; 2005 \$90,100 (Note 3)	397,400	409,900
Other assets	20,072	7,412
	417,472	417,312
 Office Furniture and Equipment	 840,163	 840,163
Less accumulated depreciation	511,040	481,454
	329,123	358,709
	\$ 6,495,210	\$ 6,601,183

See Notes to Financial Statements.

Liabilities And Net Assets	2006	2005
Current Liabilities		
Accounts payable and accrued expenses, including amounts to The University of Iowa and affiliated organizations 2006 \$1,017,387; 2005 \$758,491	\$ 1,127,998	\$ 830,450
Deferred program revenue	27,272	27,225
Credit card program deferred revenue (Note 4)	-	485,908
Current portion of contribution payable (Note 6)	10,000	-
Other	27,200	16,665
Total current liabilities	1,192,470	1,360,248
Contribution payable, net of current portion (Note 6)	64,508	-
Commitments (Note 6)		
Net Assets, unrestricted	5,238,232	5,240,935
	\$ 6,495,210	\$ 6,601,183

The University Of Iowa Alumni Association

Statements Of Activities
Years Ended June 30, 2006 And 2005

	2006	2005
Revenue:		
Credit card revenue (Note 4)	\$ 656,286	\$ 971,832
Sales of goods and services	433,798	502,771
Program revenue	87,115	142,176
Support from The University of Iowa (Note 3)	581,212	563,539
Contributions and public support:		
Contributions	12,037	33,938
Memberships	475,914	472,079
Gift clubs	750,550	656,876
Investment income:		
Net appreciation in fair value of investments	121,500	139,367
Interest and dividends	209,465	221,063
Asset-based management fees	(48,019)	(51,489)
	<u>3,279,858</u>	<u>3,652,152</u>
Expenses:		
Communications	802,567	765,895
Marketing	587,654	602,871
Membership and gift	593,935	567,044
Programs:		
Iowa Clubs	234,141	209,045
Reunions	134,157	128,906
Parents' Weekend	-	40,358
Other programs	407,916	432,759
Contributions to the University of Iowa Foundation (Note 6)	74,508	7,300
General and administrative (Note 3)	447,683	502,225
	<u>3,282,561</u>	<u>3,256,403</u>
Excess (deficit) of revenue over expenses	<u><u>\$ (2,703)</u></u>	<u><u>\$ 395,749</u></u>

See Notes to Financial Statements.

The University Of Iowa Alumni Association

Statements Of Changes In Net Assets
Years Ended June 30, 2006 And 2005

Balance, June 30, 2004	\$ 4,845,186
Excess of revenue over expenses	395,749
Balance, June 30, 2005	<u>5,240,935</u>
(Deficit) of revenue over expenses	(2,703)
Balance, June 30, 2006	<u><u>\$ 5,238,232</u></u>

See Notes to Financial Statements.

The University Of Iowa Alumni Association

Statements Of Cash Flows
Years Ended June 30, 2006 And 2005

	2006	2005
Cash Flows from Operating Activities		
Excess (deficit) of revenue over expenses	\$ (2,703)	\$ 395,749
Adjustments to reconcile to net cash provided by (used in) operating activities:		
Depreciation	29,586	52,398
Amortization of occupancy payment	12,500	12,500
Net appreciation in fair value of investments	(121,500)	(139,367)
Changes in certain assets and liabilities:		
Pledge receivables and other receivables	(201,636)	(32,815)
Credit card program receivable	(92,231)	550,000
Prepaid expenses and other assets	24,308	(46,539)
Accounts payable and accrued expenses	297,548	469,415
Deferred revenue	(485,861)	(982,091)
Contribution payable	74,508	(142,699)
Accrued income taxes	-	2,585
Other	10,535	2,142
Net cash provided by (used in) operating activities	(454,946)	141,278
Cash Flows from Investing Activities		
Purchase of office furniture and equipment	-	(19,256)
Cash payments for deposits	(12,660)	-
Purchase of investments	(203,816)	(219,071)
Proceeds from sale of investments	928,409	267,409
Net cash provided by investing activities	711,933	29,082
Cash Flows Provided by Financing Activities		
	-	-
Increase in cash and cash equivalents	256,987	170,360
Cash and Cash Equivalents Balance:		
Beginning of year	342,296	171,936
End of year	\$ 599,283	\$ 342,296
Supplemental Disclosures		
Noncash transactions, Support from the University of Iowa	\$ 511,712	\$ 507,539
Cash payments for interest	-	-

See Notes to Financial Statements.

The University of Iowa Alumni Association

Notes To Financial Statements

Note 1. Nature of Activities and Significant Accounting Policies

Nature of activities: The University of Iowa Alumni Association (the "Association") is a membership organization that works to advance the cause of education and promotes and strengthens The University of Iowa by providing programs and services for its graduates, students, former students and friends.

Association name: The State University of Iowa Alumni Association has been doing business as The University of Iowa Alumni Association since 1964 and is represented as such throughout this report.

Accounting estimates: The preparation of financial statements in conformity with accounting principles generally accepted in the United States of America requires management to make estimates and assumptions that affect the reported amounts of assets and liabilities and disclosure of contingent assets and liabilities at the date of the financial statements and the reported amounts of revenues and expenses during the reporting period. Actual results could differ from those estimates.

A summary of the Association's significant accounting policies follows:

Basis of presentation: The Association presents its financial statements based on Statement of Financial Accounting Standards No. 117, *Financial Statements for Not-For-Profit Organizations*. SFAS No. 117 established standards for external reporting by not-for-profit organizations and requires that resources be classified for accounting and reporting purposes into net asset categories according to externally (donor) imposed restrictions.

Unrestricted net assets include unrestricted contributions and expenses associated with the principal activity of the Association.

There are no temporarily or permanently restricted net assets at June 30, 2006 or 2005.

Federal income tax status: The Association is incorporated as a nonprofit organization under the provisions of Section 501(c)(3) of the Internal Revenue Code of 1954 and a similar section of Iowa tax law.

The Association has revenue from certain programs and services that is deemed to be unrelated to its exempt purpose and, therefore, subject to federal and state income tax. The income tax paid related to these activities was not material to the financial statements.

Cash and cash equivalents: For purposes of reporting cash flows, cash includes liquid accounts that are not designated for investment purposes. Investments carried at market value include certain liquid accounts that are not available for use in operations.

Receivables: All receivables are anticipated to be fully collectable. Therefore, no allowance for uncollectable accounts has been provided. Pledge receivables are recorded at their net present value using a discount rate of 7% as of June 30, 2006 and 2005.

Notes To Financial Statements

Note 1. Nature of Activities and Significant Accounting Policies (Continued)

Investments: Investments consist solely of pooled funds invested with the University of Iowa Foundation. The pooled funds are invested in mutual funds, which are invested in marketable equity securities, limited partnerships and marketable debt securities and are stated at fair value. The fair value of marketable debt and equity securities is based upon quoted values on national securities exchanges. For limited partnerships where the quoted market prices are not available, fair values are based on estimates of the fair value of investments provided by the General Partners. The fair value of limited partnerships is considered a significant estimate and is reviewed by management. If circumstances that exist at June 30, 2006 change in the near-term future, the effect could be material to the financial statements.

Furniture and equipment: Furniture and equipment is stated at cost. Depreciation is computed by accelerated methods over the estimated useful lives of the assets.

Credit card revenue: Revenue from the credit card program is earned over the term of a contract and recognized using the straight-line method over the period of the agreement.

Sales of goods and services revenue: The Association records revenue upon the delivery of products or the performance of services.

Program revenue: Revenues from programs are recognized when received throughout the year and the liability is set up at the end of the year based on when the program service is completed.

Contributions received: Contributions received, including unconditional promises to give (pledges), are recognized at fair value in the period received. Contributions received are distinguished between those that increase permanently restricted, temporarily restricted and unrestricted net assets.

Contributions received with donor-imposed restrictions that are met in the same year as received are reported as revenues of the unrestricted net asset class. Contributions to be received after one year are discounted at an appropriate discount rate commensurate with the risks involved. Amortization of the discount is recorded as additional contributions.

Gift club contributions: Gift club contributions are recognized at fair value in the period received.

Memberships: Memberships from the public are recognized as public support when received. Student memberships are initially recorded at the beginning of the school year, but since they require the delivery of substantial benefits, a liability is set up at the end of the year to account for the revenue over the membership period.

Occupancy payment: The payment to the University of Iowa Foundation is recorded as a long-term asset since it was paid in lieu of occupancy costs for future years. The asset is being amortized over a period of 40 years beginning April 1998.

Fundraising: The Association expenses fundraising costs as incurred. Fundraising costs included in membership and gift expense for the years ended June 30, 2006 and 2005 totaled \$204,301 and \$199,948, respectively.

Contributions made: The Association recognizes unconditional contributions made at the time the Board of Directors approves them. The liability is recorded at the present value of future payments using a discount rate of 7%. Conditional contributions are recognized only after the applicable conditions are met.

The University of Iowa Alumni Association

Notes To Financial Statements

Note 2. Investment Summary.

The following is a summary of the Association's investments as of June 30:

	2006		2005
Marketable equity securities	\$ 3,603,935	\$	4,051,000
Fixed income	876,881		987,000
Limited partnerships	110,184		156,093
	<u>\$ 4,591,000</u>	\$	<u>5,194,093</u>

Note 3. Transactions with Affiliated Organizations

The offices of the Association have been located in the Levitt Center for University Advancement (the "Levitt Center") since April 15, 1998. The Association previously made a \$500,000 payment to the University of Iowa Foundation to provide partial support for the construction of the Levitt Center, and the Association receives use of office space in the Levitt Center and occupancy expenses. The payment has been accounted for as a prepaid item and is being amortized over an expected 40-year period of occupancy in the amount of \$12,500 per year. The fair value of the office space and occupancy expense provided by the University of Iowa Foundation is treated as support and as occupancy expense in the financial statements and totaled \$69,500 and \$56,000 for the years ended June 30, 2006 and 2005, respectively.

Association personnel are employed by the University of Iowa (the "University") and the compensation expenses are reimbursed to the University by the Association. The Association provides alumni recordkeeping services to the University. In return, the University provides financial support to the Association to cover the salaries and related benefits of certain Association personnel as well as other costs related to the recordkeeping function. Such revenue from the University totaled \$511,712 and \$507,539 for the years ended June 30, 2006 and 2005, respectively.

The University of Iowa Department of Intercollegiate Athletics provides marketing support to the Association, for which the Association expensed \$25,555 during the year ended June 30, 2006.

Note 4. Credit Card Revenue

During the year ended June 30, 2000, the Association entered into an amended and restated agreement to provide membership information to a bank in connection with a credit card program. The agreement provided for minimum royalties of \$5,750,000 over the five-year term of the agreement. The agreement expired December 31, 2005 and was extended through June 30, 2006.

The Association recorded the entire minimum royalty as deferred revenue and recognized revenue ratably over the term of the contract. As of June 30, 2006, the Association had collected all of the minimum royalties due under the agreement and had recognized all of the minimum royalty as revenue.

The Association expects to enter into a new credit card program agreement effective July 1, 2006.

The University of Iowa Alumni Association

Notes To Financial Statements

Note 4. Credit Card Revenue (Continued)

The Association and the University of Iowa Licensing Program have an agreement which allows the Association to receive royalties from the credit card program without incurring royalty expense. The agreement expired December 2005.

Note 5. Employee Benefit Plans

All of the Association's personnel are employees of the University. The University contributes to the Teachers Insurance and Annuity Association (TIAA) retirement program, which is a defined contribution plan. The defined contribution retirement plan provides individual annuities for each plan participant. All eligible University employees must participate in a retirement plan from the date they are employed. Contributions made by both employer and employee vest immediately. As specified by the contract with TIAA, each employee through the fifth year of employment contributes 3 1/3% of the first \$4,800 of earnings and 5% on the balance of earnings. The University, through the fifth year of employment, is required to contribute 6 2/3% of the first \$4,800 of earnings and 10% on earnings above the \$4,800. Upon completion of five years of service, the participant contributes 5% and the University 10% on all earnings. The University determines the expense related to the retirement program and allocates the expense to the Stations as part of compensation expense.

University employees all have fringe benefit entitlements. The University uses a fringe benefit pool method to account for and to pay fringe benefits. Under this method, the Association is charged a percentage of compensation for each employee based on one of the twelve University defined employee groups. The average annual fringe benefit rate for the Association for the year ended June 30, 2006 was 34.8%, including the contribution to the TIAA retirement program. The University maintains and pays all applicable benefits and the obligation for compensated absences.

Note 6. Contributions to University of Iowa Foundation

Contributions are recorded at the time they are approved, and recorded at their net present value if they are payable over several years. The Association made a conditional contribution to the University of Iowa Foundation of \$250,000 payable over ten years beginning July 1, 2006. The recording of this contribution is conditional upon the Association signing a new credit card program contract. The Association is currently in negotiations for a new credit card contract expected to be signed after June 30, 2006, and has not recorded the contribution.

McGladrey & Pullen

Certified Public Accountants

Independent Auditor's Report On The Supplementary Information

To the Board of Directors
The University of Iowa Alumni Association
Iowa City, Iowa

Our audits were made for the purpose of forming an opinion on the basic financial statements taken as a whole. The supplementary information is presented for purposes of additional analysis and is not a required part of the basic financial statements. Such information, except for that portion marked "unaudited" on which we express no opinion, has been subjected to the auditing procedures applied in the audits of the basic financial statements and, in our opinion, is fairly stated in all material respects in relation to the basic financial statements taken as a whole.

McGladrey & Pullen, LLP

Cedar Rapids, Iowa
August 11, 2006

The University Of Iowa Alumni Association

Comparative Membership Statistics
(Unaudited)

	June 30,		
	2006	2005	2004
Annual memberships	5,586	5,382	5,902
Annual family memberships (A)	6,476	6,520	6,841
Student memberships	4,148	4,225	3,534
Free memberships	257	376	251
Honorary life memberships (B)	-	13	17
Life memberships	13,238	13,940	13,318
Life memberships, installment plan (B)	-	-	-
Family life memberships (A)	3,298	3,458	3,329
Subtotal	33,003	33,914	33,192
Old Capitol club memberships	5,444	4,699	5,646
Directors' club memberships	-	-	27
Directors' club honor circle memberships	113	99	110
Sustaining life memberships	1,476	1,000	1,051
Gifts (C)	611	664	-
Subtotal	7,644	6,462	6,834
Grand total	40,647	40,376	40,026

(A) A family membership consists of a husband and a wife.

(B) Program discontinued

(C) Unsolicited gifts is a new category added in 2005.

Note: The membership statistics for 2003, 2004 and 2005 were reclassified in order to make them consistent with the methodology used to report them in 2006 and the other years presented.

June 30,						
2003	2002	2001	2000	1999	1998	1997
6,686	7,275	13,707	14,812	13,857	11,133	11,642
7,421	6,727	1,193	2,641	2,442	2,199	2,279
4,047	3,650	2,942	3,776	3,096	3,389	2,929
298	216	246	353	300	33	-
16	17	18	15	15	15	13
13,236	13,556	14,039	14,335	14,850	15,474	15,822
-	-	-	1	1	1	1
3,327	3,327	3,540	3,468	3,603	3,740	3,841
35,031	34,768	35,685	39,401	38,164	35,984	36,527
5,251	5,107	4,851	3,889	3,536	3,014	2,690
30	88	283	1,178	1,183	1,095	1,002
136	86	104	53	31	18	15
1,187	1,332	929	810	387	-	-
-	-	-	-	-	-	-
6,604	6,613	6,167	5,930	5,137	4,127	3,707
41,635	41,381	41,852	45,331	43,301	40,111	40,234

The University Of Iowa Alumni Association

Organization And Incorporation Data

Officers

Chair, Ted Habte-Gabr
Chair-elect, H. Garland Hershey
Secretary, Jan Rigotti
Treasurer, Chris Bivolack

Directors

Mary Ellen Becker
Patricia Dunn Blume
Richard C. Breon
Bernard J. Cremers
Marion L. Elmquist
Kevin Flatt
Scott T. Guenthner
Julian Gutierrez III
Benny F. Hawkins, Sr.
Mary E. B. Iverson
Phillip Jones
Jeffry R. Jontz
Kathryn A. Kell
Jeffrey D. Kueter
Maureen Lienau
Thomas J. Lowenberg
Thomas R. Pospisil
Robert L. Smith, Jr.
Lisa A. Veach
Stephen H. Wolken
Vince Nelson, Ex-officio Member

Past Chair

Dale E. Baker

Incorporation Data

Date and state, incorporated in Iowa, May 29, 1950.

Existence, unlimited.

The University Of Iowa Alumni Association

Supplementary Information
Years Ended June 30, 2006 And 2005

Sales of Goods and Services	2006	2005
Travel and athletic tour	\$ 152,338	\$ 246,642
Merchandise sales	35,799	39,683
Iowa Alumni Magazine advertising	152,648	134,419
Group insurance	73,854	52,074
Other	19,159	29,953
	<u>\$ 433,798</u>	<u>\$ 502,771</u>

Program Revenue

Parents' Weekend	\$ -	\$ 20,445
Reunions	29,901	43,229
Member Appreciation Day	2,490	22,254
Alumni Career Exchange	18,201	21,515
Other programs	36,523	34,733
	<u>\$ 87,115</u>	<u>\$ 142,176</u>

Contributions

Membership gifts	\$ 11,716	\$ 33,069
Other	321	869
	<u>\$ 12,037</u>	<u>\$ 33,938</u>

Gift Clubs

Old Capitol Club gifts	\$ 615,643	\$ 544,799
Directors' Club Honor Circle	91,223	83,210
Sustaining Life gifts	43,684	28,867
	<u>\$ 750,550</u>	<u>\$ 656,876</u>

The University Of Iowa Alumni Association

Supplementary Information
Years Ended June 30, 2006 And 2005

Communications Expenses *	2006	2005
Iowa Alumni Magazine	\$ 583,580	\$ 535,323
Other communications	218,987	230,572
	<u>\$ 802,567</u>	<u>\$ 765,895</u>

Marketing Expenses *		
Travel and athletic tour	\$ 306,986	\$ 365,740
Credit card	135,326	89,955
Big Ten Conferences	6,948	4,570
Other	138,394	142,606
	<u>\$ 587,654</u>	<u>\$ 602,871</u>

* Includes allocated salaries and benefits

The University Of Iowa Alumni Association

Supplementary Information
Years Ended June 30, 2006 And 2005

Program Expenses *	2006	2005
Iowa clubs	\$ 234,141	\$ 209,045
Reunions	134,157	128,906
Parents' Weekend	-	40,358
Other programs:		
Membership programs	140,934	132,464
Career Information Network	45,963	70,770
Alumni Seeking Iowa Students	12,191	11,214
Student Alumni Association	71,294	48,854
Athletic relations	31,735	37,656
Alumni awards	40,920	40,056
Homecoming	24,596	17,002
Constituency relations	15,403	62,442
Legislative relations	-	291
General programs	24,880	12,010
	\$ 776,214	\$ 811,068

* Includes allocated salaries and benefits

The University Of Iowa Alumni Association

Supplementary Information
Years Ended June 30, 2006 And 2005

General and Administrative Expenses	2006	2005
Board	\$ 74,418	\$ 75,072
Records	193,943	186,366
General:		
Salaries and benefits	1,506,251	1,438,017
Data processing	131,876	144,211
Donations	4,011	1,856
Depreciation	29,586	52,398
Telephone	26,815	26,333
Professional fees	12,450	11,800
Professional development	22,717	22,327
Automobile expense	17,324	14,510
Insurance	19,809	17,164
Search expense	3,366	239
Office supplies	10,974	9,853
Mailing service and printing	5,345	6,407
Postage	2,467	1,957
Equipment rental and maintenance	9,489	4,988
Operations	21,721	18,376
Bad debt expense	1,550	2,139
Rent expense	69,500	56,000
Marketing support	25,555	-
Income tax (refund)	(345)	(2,505)
Less allocation to programs:		
Salaries and benefits	(1,033,230)	(967,334)
Other operating expenses	(707,909)	(617,949)
	<u>\$ 447,683</u>	<u>\$ 502,225</u>

University of Iowa
Documents Relevant to
Board of Regents, State of Iowa
Request of September 27, 2007, Regarding
Relationship Between University of Iowa
and Alumni Association

Question 2



The University of Iowa

STUDENT DATA REQUEST FORM

PURPOSE: By signing this form you certify you that you agree to abide by the state and federal laws and University policies that apply to the proper use of student data. You also signify that you understand that there may be a fee for the staff and server time required to create a non-published dataset. (A \$75/hour setup & processing charge with a minimum charge of \$75).

RESPONSIBILITY: The granting of data carries with it an implicit bond of trust that:

- You will store under secure conditions all data that you obtain.
- You will be a responsible user of student data.
- You will make every reasonable effort to interpret student data accurately and in a professional manner.
- If appropriate, you will make every reasonable effort to maintain privacy of the student data. This includes knowing what constitutes "directory" or public information and observing the student's right to withhold this information (see <http://www.uiowa.edu/~vpss/policies/i/-a.html>).

VIOLATIONS: Misuse of the data will subject you to disciplinary and/or legal actions.

CERTIFICATION: I understand my obligations as a responsible user of the student data to which I have been granted access and acknowledge the fee structure for obtaining unpublished student data.

The University of Iowa considers the following data elements to be directory information: student's name, local address and phone., UI e-mail address, home town and state, hawk ID, college(s), class or year, date(s) of attendance, major(s), full or part-time enrollment status, most recent educational institution attended, degrees and awards previously earned or those applied for in the current academic session, participation in study abroad (not location), participation in University activities and sports, height and weight of athletic team members.

List or describe each of the Student Data element(s) you are requesting (except for those cases excepted by FERPA, all non-directory data requests require written signed student authorization for each student that data is requested):

Please indicate the intended use of the Student Data requested (publication, research, survey, etc.):

If your request is for research please attach proof of IRB approval.

Indicate how you wish to receive the data (format and method, ie Excel via email):

Name:
(Please print)

E-Mail:

Mailing Address:

Phone:

Business Name & Address:

Business Phone:

Signature:

Office of the Registrar • 1 Jessup Hall • Iowa City, IA 52242-1316

registrar@uiowa@uiowa.edu

(319) 335-3516 • FAX: (319) 335-1999

Registrar Office Use Only:

Estimated Fee for obtaining data: _____

University of Iowa
Documents Relevant to
Board of Regents, State of Iowa
Request of September 27, 2007, Regarding
Relationship Between University of Iowa
and Alumni Association

Question 3

C. Student Records Policy

The Family Educational Rights and Privacy Act (FERPA), a federal law, affords students certain rights with respect to their education records. They are: (1) the right to inspect and review education records within 45 days of the day the University receives a request for access; (2) the right to request the amendment of the education records that the student believes are inaccurate or misleading; (3) the right to consent to disclosures of personally identifiable information contained in the student's education records, except to the extent that FERPA authorizes disclosure without consent; and (4) the right to file a complaint with the U.S. Department of Education concerning alleged failures by the University of Iowa to comply with the requirements of FERPA. The address of the Family Policy Compliance Office, which administers FERPA, is 400 Maryland Avenue, S.W., Washington, DC, 20202-4605.

Under FERPA, the University defines the following categories as directory information: name; local address; telephone number; HawkID and electronic mail address; hometown; major fields of study; college enrolled in; dates of attendance, including the current class or year; full-time/part-time status; degrees and awards received or applied for during the current academic term; height and weight of members of athletic teams; and information about participation in activities and sports. The University has authority under FERPA to release directory information regarding a current or former student to anyone without the consent of the student. For students who request confidentiality of directory information, the University will not release directory information to the general public. Students interested in restricting the release of directory information should contact the University Registrar, Room 1 Jessup Hall or place a restriction on your information via ISIS . To restrict your address using ISIS, go to the "change of address" option found on "myUiowa" option in "ISIS" and indicate your preference of "address," "phone," or "both."

Directory information not restricted from release by the student is subject to public release and inclusion in the University directory. In early September, the University will release directory information to a designated publishing company for inclusion in the annual student, staff, and faculty directory. Information included in the published directory includes name; local address; telephone number; hometown; electronic mail address; and college enrolled in and current class or year.

Students are entitled to restrict the release of directory information, and former students may restrict address and telephone number. To avoid publication of any or all of this information in the University directory, a request must be submitted no later than 14 calendar days following the first day of classes of fall semester to the Office of the Registrar, 1 Jessup Hall. After the date in which the directory information is released to the publisher, the Office of the Registrar will process requests to restrict the release of directory information but such requests cannot be effectuated with respect to the information sent to the publisher. A request to restrict directory information will remain in effect until revoked by the student in writing.

To facilitate the disclosure of student education record information, FERPA information release forms are available in department offices which maintain student records. In lieu of signing a FERPA information release form, a student may elect to authorize disclosure via the web using ISIS . The combination of a student's HawkID and HawkID password at the University of Iowa is considered an electronic signature. The Office of the Registrar will respond to electronic requests for the release of transcripts and other personally identifiable information as long as each request is authenticated via the ISIS website or the Office of the Registrar website by logging in with a student's HawkID and HawkID password.

FERPA permits disclosure of education record information without the student's consent to school officials who have a legitimate educational interest in the information. A school official has a legitimate educational interest if the official needs to review an education record in order to fulfill his or her professional responsibility. A school official is a person employed by the University in an administrative, supervisory, academic or research, or support staff position (including law enforcement unit personnel and health staff); a person or company with whom the University has contracted (such as an attorney, auditor, or collection agent); a person serving on the Board of Regents; or a student serving on an official committee, such as a disciplinary or grievance committee, or assisting another school official in performing his or her tasks.

Not all information related to students is defined as education records under FERPA. For example, law enforcement records, medical records, and alumni records are not accessible as education records. Education record information may be released, moreover, under specified circumstances, and the University

reserves the right to release student record information without the student's prior permission as authorized by FERPA. For example, a student's consent is not required prior to the release of unrestricted directory information or certain financial aid information, or in the case of a health or safety emergency.

FERPA and Iowa law may permit the release of certain disciplinary information without the student's consent, such as the final disciplinary results of a crime of violence committed by a student, or parental notification of an alcohol or drug violation committed by a student under 21 years of age. In addition, FERPA permits student record information to be released without prior approval to testing agencies, accrediting organizations, parents of dependent students, designated officials of the federal government or state government, or to individuals with a judicial order or lawfully issued subpoena. With respect to interinstitutional disclosure, the University intends to forward education records, with or without the student's consent, to officials of another school, upon request, in which the student seeks or intends to enroll. For the purpose of evaluating and improving instructional programs, Iowa high schools and colleges receive from the University a report containing academic progress data on the school's graduates who are attending the University of Iowa.

Some courses both face-to-face and those offered over the World Wide Web or via a course management system like ICON (powered by Desire2Learn, WebCT, or Blackboard) may require the sharing of information like name, email address, phone, etc. with fellow classmates in order to facilitate classroom interaction. This sharing of information for such courses may be expected of all students, even for a student who has placed a block on directory information. A student who declines to authorize the release of information necessary to facilitate classroom interaction may not be eligible to complete the course. Before enrolling in a course, students are encouraged to discuss any concerns they have regarding the sharing of this type of information with the instructor.

In 1998, Congress enacted a law restricting student financial aid to persons convicted of certain illicit drug crimes (20 U.S.C. 1091(r)). The University, in complying with the requirements of this law, may disseminate certain information in the student's record related to financial aid or criminal history to the Department of Education or other appropriate enforcement agency.

Student requests to inspect education records which are governed by FERPA should be submitted to the office which maintains the records at issue (e.g. registrar, dean, head of the academic department, or other appropriate official). The University official will make arrangements for access and notify the student of the time and place where the records may be inspected.

Students may also ask the University to amend a record that they believe is inaccurate or misleading. The request should be made in writing to the University official responsible for the record and clearly identify the part of the record they want changed, and specify why it is inaccurate or misleading.

Under FERPA, students are not entitled to copies of education records in every case. Students may have copies made of their records if necessary to effect their right to inspect and review the record, or when a disclosure is made to another institution. When provided, the fee for copies will be 20 cents per page. Cases in which the University may deny a request for copies of records include, but are not limited to, situations where the student lives within commuting distance of the University of Iowa; where the student has an unpaid financial obligation to the University; where there is an unresolved disciplinary action against the student; or where the education record requested is an exam or set of standardized test questions. Where copies are provided, the documents will be redacted to protect the rights of other students.

Division of Student Services · 249 Iowa Memorial Union · The University of Iowa · Iowa City, IA, 52242 · 319.335.3557

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Company	Person Requesting	City	State	Category	Data Elements Requested	Start Date
North Iowa Area Community College	Sethanne DeGabriele	Mason City	IA	Off Campus	Name and address for sophomre, junior and seniors in zipcodes provided	1/22/2007
Hawkeye Community College	Mary Pat Moore	Waterloo	IA	Off Campus	Res Address, name, email and class for ug students with home address in stated counties	1/23/2007
US Army Recruiting	Michael Robinson	Des Moines	IA	Off Campus	solomon admendment information	1/30/2007
	Marc Matuska	Iowa City	IA	Off Campus	all graduates students emails	2/5/2007
Zephyr Copies and Design	Steve Pajunen	Iowa City	IA	Off Campus	name, address, phone, email, college, class, major, ft/pt	2/15/2007
Chegg Inc	Aayush Phumbra	Chicago	IL	Off Campus	name, email, class, major	2/15/2007
The Lodge	Bryan Bream	Iowa City	IA	Off Campus	name, address, phone, email, home town and state for all students	2/21/2007
Wellmark Blue Cross Blue Shield	Matthew Leonard	Des Moines	IA	Off Campus	gradauting students name, address, phone, email, hometown and state	2/27/2007
Eastern Iowa Community College	Honey Bedell	Davenport	IA	Off Campus	name, address, email for student from Clinton , Scott, and Muscatine counties what have applied for Spring 2007 graduation	2/27/2007
Off-Campus Dining Network LLC	Bridget Moyer	King of Prussia	PA	Off Campus	Address, Email, Phone of UG	2/28/2007
Southeastern Community College	Dennis Marino	W Burlington	IA	Off Campus	Address from Southeast Iowa & Western Illinois	3/9/2007
Mediacom Communications	Becky Weininger	Cedar Rapids	IA	Off Campus	residene hall names, address, phone, email, class	3/21/2007
Team Staffing Solutions Inc	Sarah Fiedler	Musacatine	IA	Off Campus	email, for UG students for selected counties	3/27/2007

Western Iowa Technical College	Doug Neemann	Sioux City	IA	Off Campus	name, address for freshmen and sophomores from selected zip codes	3/27/2007
Indian Hills Community College	Roxanne Denner			Off Campus	Address for students from specified counties	4/2/2007
Active Endeavors	Jacob Cremer	Iowa City	IA	Off Campus	name, email, college, class, major	4/6/2007
Kaplan Test Prep & Admissions	Kevin Stesjkal	Iowa City	IA	Off Campus	Name, address, phone, email, home town and state, college, class, major, ft/pt	4/18/2007
Johnson County COG	Annisa Gerard	Iowa City	IA	Off Campus	local address of current students	4/18/2007
Peace Corps	Tammy Duve	MPLS	MN	Off Campus	junior email addresses	4/19/2007
Direct Student Loan	Jennifer Pullara	New Port Richey	FL	Off Campus	Addresses of Spring 2007 graduates	6/18/2007
Collegiate Financial Consultants	Leann Bashara	Clearwater	FL	Off Campus	Addresses for graduates Sp06-SP07	6/27/2007
pickAprof	Rheem Hafez	Austin	TX	Off Campus	Grade information	6/29/2007
Active Endeavors	Jacob Cremer	Iowa City	IA	Off Campus	ALL	7/17/2007
Education Finance Partners	Julianna Thornberg	San Fransisco	CA	Off Campus	Name, Address, phone, email, class, enroll status	7/24/2007
Active Endeavors	Jacob Cremer	Iowa City	IA	Off Campus	ALL information available for all students	7/27/2007
Kaplan Test Prep & Admissions	Kevin Stesjkal	Iowa City	IA	Off Campus	Name, address, phone, email, class, major, f/p time, home city, home state, college	8/1/2007
	Jim Kelly			Off Campus	name, address, email, class, year, college of all students	9/5/2007
	Sue Cahalan	Wheaton	IL	Off Campus	Name and emails of students with hometowns of Wheaton and Warrenville IL	9/7/2007
US Army Recruiting	Michael Robinson	Des Moines	IA	Off Campus	Solomon Info	9/11/2007

Direct Student Loan	Jennifer Pullara	New Port Richey	FL	Off Campus	Addresses of potential Fall 2007 graduates	9/11/2007
pickAprof	Rheem Hafez	Austin	TX	Off Campus	Email addresses, Names	9/20/2007
Signature Announcements	David Freeman	Clearwater	FL	Off Campus	Potential Graduates	9/21/2007

Purpose of the e-mail:

Notify students of important policies in effect for the 2007-08 academic year and satisfy federal requirements of the Student Right-to-Know Act.

Target Audience: All Students

Earliest Send Date: Tuesday 9/4

Latest Send Date: Friday 9/7

"To" Field Message: "All U of Iowa Students"

"From" Field Message (name): Tom Baker, Associate Dean of Students

"From" field of message (e-mail address): thomas-baker@uiowa.edu

"Reply To" field of message (name): Thomas R. Baker

"Reply To" field of message (e-mail address): thomas-baker@uiowa.edu

"Subject" of message: "Policies and Regulations affecting Students 2007-08"

Message Category: University Administration

Exact Text of message:

The 2007-08 edition of "Policies and Regulations affecting Students" is posted at <http://student-services.uiowa.edu/students/policies/index.php>. **Bookmark this link for future reference.** The University of Iowa is an inclusive community that promotes respect for diverse identities and cultures. These policies protect your right to learn and live in a hostile-free environment while ensuring the rights of other community members.

Many important University policies are posted at this site, including:

- * The Student Bill of Rights
- * The University Policy on Human Rights
- * The Code of Student Life
- * Policies affecting Student Organizations
- * The annual campus security report
- * Student Complaints Concerning Faculty Actions
- * The Student Records Policy
- * Graduation Rate Information
- * The Mandatory Student Fee Policy

- * The Policy on Sexual Harassment
- * The Policy on Violence
- * Electronic Mail Address Policy

The security report includes statistics for the previous three years (2004-2006) for reported crimes that occurred on campus, in certain off- campus buildings or property owned or controlled by the University of Iowa, and on public property within, or immediately adjacent to and accessible from, the campus. These statistics are posted at <http://student-services.uiowa.edu/students/policies/documents/Final2006CSAstats3-D.pdf>

Institutional policies concerning campus security, such as the policies concerning sexual assault, and other matters, can be accessed directly at <http://student-services.uiowa.edu/students/policies/5.php#sectionA>

The website spelling out the Alcohol and Drug Policy is <http://student-services.uiowa.edu/students/policies/2d.php>

This will be your only notice of 2007-08 student policies until the 2008-09 policy notice is issued in August, 2008. Paper copies of the Drug Policy, the 2006 Crime Statistics, and the Campus Crime Information are available at the Office of the Vice President for Student Services (Room 249 Iowa Memorial Union).

The annual student discipline report, which includes the number of rule violations during the 2006-07 academic year and the sanctions imposed for rule violations, is posted at <http://student-services.uiowa.edu/documents/2007ReportforPublicRelease.pdf>

If you have questions about a policy or regulation, contact me at thomas-baker@uiowa.edu.

Thomas R. Baker
Associate Dean of Students