The mission of the MIDPENINSULA COMMUNITY MEDIA CENTER is to inform, inspire and empower people to speak and act on behalf of their communities, to use television and the Internet to create and distribute programs that promote and celebrate individual expression, local achievements, education, cultural exchange, arts appreciation and civic engagement.
LETTER FROM THE BOARD PRESIDENT

2004 was a good year and a challenging year for the Media Center. We made progress on our strategic priorities and we are very gratified to see growing support from the community.

The greatest challenge was re-aligning our cost structure for long-term financial stability. In 2004 we reduced our operating deficit by $75,000. We made painful decisions to cut back on some of our regular staff-produced shows. At the same time we increased revenues by attracting donations and better marketing of video production services. We have found solid interest in the quality of our work and affordability of our crews.

Our fund raising program is taking shape. In 2004 we explored a variety of ideas to bring in donations. Some worked, some didn’t. One that did work is the traditional annual appeal. This kind of support, with gifts ranging from $35 to $1,150 (see page 16 for a list of donors) is very gratifying and provides us with confidence that the community we serve values the Media Center as a community resource.

This perception was reinforced by a professional survey we commissioned. The survey revealed that about 40% (high compared to other communities) of the community is aware of our programming and that people believe we are doing work that is of value to the community. Regular viewership of our channels is a little low compared to national averages, so we have some work to do. We also learned that our most dedicated viewers live in East Palo Alto even though they are not able to watch city council meetings, at least not yet.

The board re-visited and updated the three-year strategic plan. Two of our priorities remain the same: reduce our operating deficit to zero by the fourth quarter of 2005, and create innovative services for the community that leverage our talents and resources, while breaking even financially. The third priority is to develop new services and programs that attract and meet the needs of young people. Video is becoming the language of youth. Video equipment is falling in price as it improves in quality and gets easier to use. In this report you will read about the work we are already doing with schools, our plans for a youth video festival, and other ideas to help young people use video for self-expression.

The board of directors is very gratified to have the opportunity to help manage this very valuable community asset. We appreciate your support, we welcome your comments on how we are doing, and we encourage your participation in the Media Center’s activities. You will find a membership envelope enclosed – we invite you to join with us in building community through media.

Gratefully,

Seth G. Fearey
President, Board of Directors
BACKGROUND

The Midpeninsula Community Media Center is a 501(c)(3) public benefit corporation. The Media Center, formerly known as MPAC (Mid-Peninsula Access Corporation) before merging with SVCC (Silicon Valley Community Communications), began operations in 1990. The Media Center provides cable television programming, media production classes, and production services for hire.

Our service territory includes Atherton, East Palo Alto, Menlo Park, Palo Alto, Stanford and unincorporated portions of San Mateo and Santa Clara counties. This designation gives the Media Center the right to use the cable access channels and receive $0.88 per subscriber per month, as negotiated in the Joint Powers Cable Franchise agreement with Comcast.

The Media Center is officially designated as the Cable Access Organization to bring community media services to the communities served by the Cable Joint Powers Authority.
Our service territory covers Atherton, East Palo Alto, Menlo Park, Palo Alto, Stanford, and includes unincorporated portions of San Mateo and Santa Clara Counties.

We estimate that approximately 50% of households subscribe to cable television and about 56% of households have broadband.

How to reach us:
www.communitymediacenter.net
900 San Antonio Road
Palo Alto, CA 94303
Phone: 650 494–8686
Fax: 650 494–8386
To receive bi–weekly program highlights:
elliott@communitymediacenter.net
**NEW INITIATIVES**

**Branding Our Channels**

In 2004, the Media Center cablecast a combined total of 12,385 hours of community programming over our three community channels – 27, 28, and 30. Channel 30 became fully operational and added to our line-up during this period. Our digital playback system enables us to cablecast 24-hours per day thereby allowing our eight-hour schedule to replay three times daily. Viewers have more opportunities to catch the programs of interest to them. All three community channels underwent thematic “makeovers.” These channel identities help viewers find programs of interest. The new brands for each channel are as follows:

**Channel 27 - Arts, Issues & Entertainment:**

Arts and Entertainment feature variety and talk show programming about the arts, including artist interviews, literary discussions, movie reviews, musical videos and performance, dance and other performance art. Issues programs cover local, national and global topics, including news, election and discussion programming, and community forums.

Programs include: *Live Poets Society*, *Environmental Concerns*, and *Playa Vizion*.

**Channel 28 - Youth, Education & Sports:**

Youth programming is programs by, for and about youth. Educational programming includes distance learning classes, local school district meetings, informational programs and how-to/advice programming. Sports programming includes local game coverage, as well as talk shows and other formats with a primary focus on sports.

Programs include: *The Gunn High School Show*, *A Conversation about Economics*, and the *West Bay Game of the Week*.

**Channel 30 - Diversity, Lifestyles & Health:**

These programs highlight the diverse local culture and lifestyles in our community, including shows about health and fitness, alternative lifestyles and viewpoints, cultural awareness and celebrations, religion and spirituality, senior and disability issues, veteran’s affairs, and cooking shows. Programs include: *Friendly Islands Television*, *Outlook Video*, and *Healthy Living*.

**Channels 26 and 29 – Government Channels:**

A professional survey conducted by the Media Center asked subscribers about their viewing patterns and habits. The survey revealed that 67% of Media Center viewers watch public meetings.

Early in 2004, the Media Center gave the text scroll that runs on the Government Channels a new look. The scroll displays the agendas for upcoming city council meetings. The improved format also highlights the services offered by our cities with information on how to get in touch with various city departments. Colorful graphics accompany the text.

Menlo Park started using the scroll to let citizens know about its services. After eight weeks, the City Clerk reported that three new volunteers had come forward after seeing the invitation on our channels. In addition the city received two applications to the Budget Advisory Committee from applicants who saw the announcement on TV.

**Streaming**

The Media Center presented its first streaming video clips on the Internet in 2004 and planned for much more extensive video streaming in 2005. Visitors to the Media Center web site were able to click on candidate forums and proposition debates that had been indexed by question and answers so that voters could evaluate candidates on specific issues.

With a generous **Cable Co-op Legacy Grant**, the Media Center purchased equipment to “webcast” city council meetings from Palo Alto, Menlo Park, and East Palo Alto. People who don’t get Government Channel 26 via Comcast Cable will be able to watch council meetings via the Internet, in real time. The council meeting webcasts will commence in 2005.
GRANT ACCOMPLISHMENTS

Cable Co–op Legacy Grant
In late 2003 the Media Center gratefully received a multi-year Legacy Grant from Cable Co-op to fund these projects:

Satellite  We purchased and installed satellite reception equipment to offer additional educational programming and offer new, fee-based services to the community.

Streaming  We purchased equipment and developed a new streaming video service that will allow people to view public meetings and other Media Center programming over the Internet. (See New Initiatives.)

Programming  We produced 25 programs of local interest, including: free events coverage for community groups (Black and White Ball benefit for schools, parks and recreation), arts programming (Palo Alto Festival of the Arts), sports coverage (local football, tennis, volleyball and water polo), election programming (live EPA election forum), and a town meeting (American Association of University Women's American Power and Global Security).

Archives  We created a repository for the historical records of Cable Co-op. As a final collection, the archives have all the materials ordered chronologically. This is a valuable resource for everyone who knew and cared about this great civic endeavor. The archive will be of good use and interest to local historians.

Youth Broadcasting Collaborative (YBC)
The Cable Co-op Legacy Grant also provided state-of-the-art equipment and training to a partnership formed by the five school districts in our service area. The Media Center received funding to provide consulting and technical support to the districts over three years. Throughout 2004 we worked closely with the districts to implement this project designed to further their common mission — to improve all areas of student achievement and development. We assisted with equipment specifications. We developed special summer institutes to train teachers in the use of their new video production equipment. We consulted on the set-up of studio equipment in middle and high schools. A mini documentary on the progress of this exciting collaborative effort is available from the Media Center. We are planning an annual Youth Video Festival. This special week of prime time programming will feature the works of local youth in grades six through twelve. Our goal is to celebrate our youth and support them in telling their stories. The week will culminate in a “best of festival” screening event at the Media Center.

Election Coverage
2004 was a major election year. With so much focus on the presidential election, there are many state and local elections that don’t get the attention they deserve. Many voters would never see or hear the candidates for state senate, state assembly, or city councils were it not for the Media Center productions – often in partnership with the League of Women Voters and other organizations. Altogether, we videotaped nineteen different candidate forums and proposition debates including three during the spring primary season. We also presented our annual Election Night program focusing on Midpeninsula races and returns as they roll in. Many candidates came in to speak with hosts Mike Cobb (former Palo Alto Mayor), Liz Kniss (former mayor and current Santa Clara County Supervisor), and Goro Mitchell (Community Development Institute, East Palo Alto). During a planning meeting with the League of Women Voters, we acknowledged that most of the viewers of our forums are active, engaged voters. We wanted to do something different this year that might encourage new voters for congressional, state, and local races. We decided to form partnerships at three college campuses and conduct forums targeting students. The Peninsula Community Foundation liked the idea and gave us nearly $10,000 for its implementation. Comcast Cable gave us valuable time on many cable channels for our promotion of these forums. We organized four forums at Cañada College, four at Foothill College, and three at Stanford University. Student groups helped publicize and moderate the debates and forums. We televised all the forums multiple times and distributed taped copies to three other community cable systems in the area. The statewide California Channel
also ran some of the tapes featuring debates on state propositions. We then uploaded forums to the Internet. Viewers were able to watch whatever segments of the forums they chose from our web site as they had been indexed by question and answer. This was the Media Center’s first presentation of “streaming” video clips.

WHAT WE’RE ALL ABOUT

Training and Equipment
The Media Center provides valuable tools for community productions. In 2004, in addition to the 106 community members who attended our basic orientation class, there were 213 graduates from Media Center classes that cover a range of video production skills. Students learn basic field and studio production as well as analog and non-linear editing. After taking a class, students become certified community producers and are eligible to use Media Center equipment and facilities to create their own programs. Students pay fees for the classes and equipment use to help cover costs. Scholarships are available for the classes. Community producers can also trade office volunteer hours for equipment use. Staff members play various roles in assisting community producers.

Community Programming
In 2004, the Media Center continued to be a valuable and accessible asset for a number of community groups, individuals and organizations. With the technical support of the Media Center staff, and a host of community volunteers, these groups produced a total of 523 Community Programs. Adding these to the 81 staff produced shows, a total of 604 new programs were produced at the Media Center. This new programming was an excellent mix of entertainment, information, local issues and topics targeting particular special interest groups. Week after week, access producers and crews continued to work together to create programs they could all feel good about, something that wasn’t being provided by any other channels.

This unique local programming included the following series:

- **3rd Eye**  Local and national issues discussed from an African-American perspective.
- **4 Directions**  A variety show looking at social issues through satire, music, analysis and interviews.
- **Ask Dr. Business**  Answers viewers’ questions and gives tips on all aspects of business and employment.
- **Everyone’s Yoga**  Yoga instruction to help lead to better health.
- **How TheatreWorks**  A behind the scenes look at TheatreWorks productions.
- **New Voices for Youth**  A youthful take on local issues and events. Sponsored by the League of Women Voters.
- **Other Voices**  Community members and guests discuss national and international issues. Sponsored by the Peninsula Peace and Justice Center.
- **The Patricia Fuqua Show**  Interviews with practitioners of alternative methods of achieving physical and spiritual health.
- **Soccer Round-Up**  The latest news in the world of soccer.
- **Sports & More**  Discussion of the latest happenings in the world of sports, from professional to local T-Ball.
- **Talking with Henrietta**  Discussion of local issues.
- **Tanu Sia Ma’a Tonga TV**  Community affairs and entertainment of interest to the local Pacific Islander Community.

Production Services

Fee - Based Production Services
The Media Center is building community through media by providing high quality video services for people in our community. Trained Media Center professionals are available to work with clients to create programs of interest to them.
and their audiences. The goal of these fee-based production services is to provide a way for local groups and agencies to utilize community cable TV even if they don’t have time to make their own programs. It also provides an additional revenue stream to help underwrite the cost of providing access media to cable access television viewers. Some of the professionally produced tapes are just for internal use by the agencies who contract with the Media Center. A partial list of our clients in 2004 includes: Mark Albertson’s Tech Close Up, American Association of University Women, League of Women Voters, Avenidas Senior Center, City of San Jose, TheatreWorks, Stanford Hospital, Sequoia Hospital, Palo Alto Chamber of Commerce and SER International.

**Community Events Coverage**

To help build community we produced several special programs during 2004 that brought together large groups of people to celebrate and stimulate community dialogue. These programs were produced and aired as a public service to our community through the generous support of a Cable Co-op Legacy Grant. Highlights include: The Black & White Ball in support of the Palo Alto Education Foundation, SOS For Our Children, East Palo Alto Election Forum and Palo Alto Festival of the Arts.

**Government Meeting Coverage**

The Media Center also produced most of the government meeting coverage found on our Government Channels 26 and 29, as well as on neighboring community channels, including: Palo Alto City Council, Commissions and Committees, Menlo Park City Council, Belmont City Council and San Mateo City Council. In 2004 the Media Center produced a total of 1,138 hours of government meetings.

**PEOPLE – WHAT WE’RE REALLY ABOUT**

**Volunteers**

The Media Center is indebted to our 275 volunteer producers and crew members. Without their dedication, inspiration, and production skill, the Media Center simply could not accomplish its mission. Our volunteers are our greatest asset and the heart and soul of our organization. In honor of our esteemed volunteers, the Media Center hosted a Volunteer Appreciation Dinner in mid-November 2004, attended by 150 of our core producers and crew members. Festivities for the evening included an Italian feast catered by Pasta Pomodoro, music by the jazz band “Potential,” cabaret-style entertainment by “The Fabulous Kent,” commendations by Mayor Bern Beecham of Palo Alto, contests of community awareness, and video clips from some of the most memorable Media Center moments. The highlight of the evening was an awards and recognition ceremony, individually acknowledging all our volunteers for their continuing service and support, and awarding special honors to those who have been most generous with their time and talents. Among our most active 2004 volunteers are Tom Daniell and Jim Crawford, each having crewed over 50 shows, Jo-Anne Scott, having crewed over 75 shows, and Steve Hall, in a class of his own, having crewed over 175 shows, the equivalent of donating over 500 volunteer hours. Also celebrated were volunteer hosts of Media Center staff shows and three senior “Saints”—John Dager, Rosalie Price, and Mrs. C.W. Roddy—who have made invaluable contributions to facility, community service, and programming operations at the Media Center.
Advisory Council

We are grateful to our Advisors for the hours of service and expertise that they provide as well as their role as Media Center ambassadors in the community we serve.

Advisory Council Members include:

Jim Burch, Chair       Leo Joseph       Judy Kleinberg
Bern Beecham           Linda Kelly       John Northway
Peter Carson           Sally Kiester    Audrey Seymour
Ted Glasser            Joanie King      Christine Shambora
Mary Hanna             Tony Klein        Ron Williamson

Award Winners

In 2004, Media Center staff and community producers scored ten finalist spots in the Western Alliance Video Excellence (WAVE) Festival. Five of them went on to become winners in their categories:

- **Shakespeare: The Remix**  Professional Performing Arts Category. Producer: Justin L. Atkin
- **UNA Film Festival 2004 PSA**  Professional PSA Category. Producer: Jasmina Bojic
- **She –TV: Exploring Belly Dance**  Non-Professional Talk Show Entertainment Category. Producer: Vicci Smith
- **My Mountain**  Non-Professional Programs by Youth Category. Producer: Marie Jose Mont-Reynaud
- **4-Directions: The Prison Industry**  Non Professional Community News Category. Producer: Jennifer Benorden & Marie Jose Mont-Reynaud
Current Staff

Annie Niehaus  
Executive Director

Emilie Sweet  
Manager of Operations/Finance

Jesse Norfleet  
Programming Director

Elliot Margolies  
Executive Producer

Karen Adams  
Production Manager/StaffProducer

Dave Sorokach  
Office Manager

Justin Atkin  
Director of Technical Operations

Part-Time Staff

Nancy Brown  
Craig Jutson  
Joanne Kelly  
Jeff McGinnis

Chris Pearce  
Louise Pencavel  
Lupita Segura  
Doug Smith  
Besty Tullis

Board Members

Seth Fearey  
Board President

Randy Adams  
Meda Okelo

Andrew Mellows  
Vice President

Michael Di Battista  
Stephen Stuart

Lawrence Lee  
Treasurer

David Kaval  
Silvia Vonderlinden

Mike Stern  
Secretary

Janet Littlefield  
P.A. Moore

Barbara Noparstak
A Year of Operational Improvements

2004 is the first year of “normal” operations after the sale of the Cable Co-op to AT&T in 2000 and the 2003 lease buy-out. This year, we have focused on increasing revenues, reducing operating costs, re-prioritizing our programs and activities, and building a sustainable budget. The following notes provide the financial highlights for 2004.

Revenues

We reduced some of our staff programming this year and re-directed our staff efforts to paid production services and other revenue-generating programs. We generated $74,404 in gross production services revenues this year, far exceeding last year’s total of $22,763. Increasing these revenue-producing services helped us build a foundation to achieve our goal of balancing our budget by the fourth quarter of 2005.

Investment Income

The investments of our reserve fund performed particularly well in 2004 and contributed $493,529 to our revenues. Our reserve fund generated $166,986 in interest, dividends, and capital gains distribution in 2004. The fund finished the year with $325,888 in unrealized capital gains. Our policy is to use interest and dividend income to cover facility costs, to purchase capital equipment, and to develop new programs and services; capital can only be used in emergencies.

Cable Co-op Legacy Grant

During 2004 we used $76,842 of the $345,000 grant awarded by Cable Co-op in December 2003 to develop a video streaming service, cover local sports and events, stream video clips from election forums on the Internet, and build a satellite farm to downlink programming for viewers. Our plan is to use the remaining $268,158 to build programs approved by Cable Co-op that will provide on-going benefits to the community as well as help us achieve our goal of long-term sustainability. Legacy Grant activities, including our successful collaborations with the League of Women Voters, TheatreWorks and the Youth Broadcasting Collaborative, have provided us with significant presence in the community. The success of these activities is attracting schools and community organizations to the Media Center.

Rent Expense

As a result of purchasing our own building in 2003, we no longer incur rent expense that amounted to $329,440 in 2003 and $441,182 in 2002.

Net Assets

Our net assets at year end 2004 were $8,466,382, an increase of $172,262 over the previous year.

### STATEMENT OF FINANCIAL POSITION

December 31, 2004

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<td><strong>Total Assets</strong></td>
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<td><strong>Total Net Assets</strong></td>
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| Total Liabilities and Net Assets | **$8,466,382** |
**SUMMARY OF ACTIVITIES**
For the Year Ended December 31, 2004

**Revenue**
- Cable Subscriber Pass-through Fees $294,228
- Production Services and Contracts 256,489
- Grants and Contributions 75,903
- Donations In-kind 51,370
- Class Tuition, Studio and Equipment Use Fees 31,724
- Tape Sales (Net of Cost) and Miscellaneous 7,375
- Realized Investment Returns 167,641
- Unrealized Investment Gains 325,888

**Total Revenue** $1,210,619

**Expenses**
- Salaries, Salary Costs and Employee Benefits 662,122
- General Operating Expenses 134,422
- In-kind Legal Services 40,094
- Facility Expenses 38,516
- Professional Fees and Outside Services 33,386
- Depreciation 174,686

**Total Expenses** 1,083,226

**Net Revenue and Expenses** 127,393

**Non-Recurring Items**
- YBC Consulting Funds for '05-'07 48,649

**Total Non-Recurring Items** 48,649

**Net, Including Non-Recurring Items** $176,042

**Net Assets — Beginning of Year** $8,270,595

**Change in Net Assets — Current Year** 176,042

**Net Assets — End of Year** $8,446,637

**Pie Chart**
- **27%** Unrealized Investment Gains
- **14%** Realized Investment Returns
- **11%** Classes, Facility Use Fees
- **21%** Production Services and Contracts
- **24%** Cable Subscriber Pass-through Fees
- **61%** Salaries, Salary Costs, Employee Benefits
- **16%** Depreciation
- **4%** Professional Fees, Outside Services, In-kind
- **12%** General Operating Expenses
- **7%** Facility Expense
## DONORS

### Individual/Organization Donors

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<th>Donor Name</th>
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### Members

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