



**Twist Out Cancer Board Retreat
Sunday, March 14, 2021**

Zoom

10:00-11:30 CST

11:00-12:30 EST

Agenda

10:00-10:25 Dreame Vision Activity with Sharonna Karni Cohen

10:25-10:30 Welcome New Staff Members

Robert Morris, Development Director

August Spree, Program Director

Joshua Taustein, Director of Marketing and Communications

Jenna Koch, Intern

Stella Lefkowsky, Intern

Shout out to our Board Members recent work!

Anna Feneis, IG Chat, Art Sales giving back to TOC

Cynthia Beck & Danny Glick

Gena Khodos & Sharon Arffa Research

Kim Kass- Brushes Southern Region and Emma Peck Block- Book Club

Arlene Bonett- Coffee Table Book Data

10:25-10:30 CEO Updates

Mat Leave Coverage

PPP Loan 2021

Fundraising Successes/Leads: Coleman, Green-Field, Schusterman, NBC Universal.

What it's like to now have staff!

10:30-10:35 COO Updates

Finances- *Andrew & Amelia*

Financial Review for 2020. Detailed Profit/Loss published in February.

Audit 2021

10:35-10:40- Development Updates

Grant Proposals
Brushes Sponsorship
Funding Opportunities
Spring Campaign Ideas

10:45-10:50- Marketing and Communications Updates

Book Club
Coffee Table Book
National Media Opportunities/Pitching
Reach outs to Hospitals and Cancer Centers to get applications
Sending Impact Brochures to Hospitals
Social Media Analytics
Shopify Updates

10:50-11:00 -Program Updates

Brushes with Cancer

Regional Program Update

Midwest

Northeast

Southern

Corporate Licensing Update: Dentons, Shopify, Airstream, Karmanos, Wayne State, Henry Ford Cancer Center, Klick Health

[Connect Space](#)

Engagement with [Kobi Swissa](#) - BWC Virtual Event Production

Honoree Brainstorm- Refer to Document

11:00-11:05 am- Clinical Team Updates

Resilience Research - Dr. Lauren Rynar
Jackie Carmody- Twistshop Updates

11:05-11:30

Bereavement/Memorial Committee - Erin Johnson, Ella Hawk and Joelle Goldman

Partnership with [Dreame](#)/Vision

[Beta Site Link](#)

11:30-11:35 Good and Welfare