



## MEMORANDUM

TO: American Planning Association California Chapter Board

FROM: Juan Borrelli, AICP, President  
California Planning Foundation (CPF)

DATE: September 7, 2017

SUBJ: Request for APA California to fund a CPF scholarship endowment to establish an annual APA California Scholarship in honor of Frank Wein, FAICP

Action Item:

Request for APA California to provide endowment funding to CPF (from its extraordinary conference profits earned from the 2016 conference in Pasadena of \$344,000, of which the Chapter's share after distribution to the Sections was \$160,096,) via one of the suggested funding options below, to establish an annual APA California Scholarship in honor of past APA California and CPF President Frank Wein:

**Option 1:** Per endowment donations received to date that have created the established annual CPF named scholarships, we know that a \$20,000 endowment donation placed in an investment account with a 5% vested return will generate \$1,000 in annual interest. Thus, from the interest earned, a \$1,000 CPF scholarship can be funded in perpetuity without touching the principal endowment fund. Because CPF has a very-generous commitment of \$3,000 to establish a scholarship endowment in honor of Frank Wein (\$1,000 each from Carol Barrett, Stanley Hoffman, and myself, Juan Borrelli), on behalf of the entire CPF board, I humbly request that APA California provide the balance of **\$17,000** to CPF to establish a new APA California Scholarship in honor of Frank Wein, which would be awarded beginning in 2018. CPF proposes to name the scholarship in honor Frank Wein for his extensive and lasting contributions and service to APA California, CPF, PEN, and APA National, which is detailed in the letter from Stanley R. Hoffman dated September 5, 2017 (see attached). Upon receipt of this chapter funding, CPF will acknowledge in all its printed material and on its website that APA California is the funding sponsor for this new annual scholarship.

**Option 2:** If the funding amount requested in Option 1 above is not able to be provided to establish the new scholarship beginning in 2018, per the adopted "2016 Conference Profits" memorandum dated June 16, 2017, which recommended allocating funds to *potentially* endow a CPF scholarship, a we request that APA California provide, at a minimum, **\$10,000** to CPF (to which we will added the \$3,000 that has already been promised) to help us kick-off a fundraising effort in 2018 to establish a future scholarship named in honor of Frank Wein. With the \$10,000 seed-funding, we request that APA California also commit to fund at least \$2,000, from future annual conference profits (or other appropriate chapter revenue sources), until the full endowment funding required to create an annual \$1,000 scholarship is attained. If Option 2 is selected, CPF will commit to

conducting a fundraising effort (similar to the Ted Holzem and Virginia Viado Memorial scholarship endowment funding efforts that are ongoing) to ensure the full endowment funding is achieved to establish the new scholarship in honor of Frank Wein.

### CPF Scholarship Program Background

From 2015-2017, CPF identified and successfully implemented a number of process and policy improvements to further innovate and streamline its scholarship program, including:

1. Major CPF scholarship money is now awarded to students without regard to whether their academic program is accredited or non-accredited. In 2018, CPF plans to conduct outreach to all of the Sections to ask if there are new academic programs that they wish to recommend for CPF scholarship consideration. We will request that the Sections help with the outreach to those same schools. The outcome of this outreach effort will likely increase the need for additional CPF scholarships and funding.
2. The scholarship application process was streamlined and more application evaluations and screening is conducted online. As a result, generally we have seen an increase in the number of applications received and in the number of scholarships awarded. For example, in 2016 we awarded a total of \$51,000 in scholarships, which was an increase from prior years, where we had typically awarded \$50,000 in scholarships. In 2017, we awarded a little over \$58,000 in scholarships.
3. Interviews are now conducted via Skype, which saves money and travel time for the three-person CPF scholarship committee and the scholarship applicants.
4. The CPF board shifted funds into more of the \$3000 scholarships (rather than \$1000 scholarships). The scholarship amount had not been adjusted for more than a decade, and we wanted to have the financial support really make a difference, hence the higher award amounts. Similarly and because of the same goal to have the scholarship funding make as big a difference as possible, where there was unused Section scholarship funding from a year prior, we received permission the Sections to add it to this year's scholarship funding so that scholarship recipients from those particular Sections would (this year only) receive larger Section Scholarship awards than the usual \$1,000 award.
5. Related to our finances (which translates to more money to directly allocate to CPF scholarships), we adopted By-Laws that incorporates a policy to minimize our own internal administrative costs to 10% or less of annual funds raised.
6. Like the APA California board, we greatly expanded our use of electronic/conference call (versus in-person) meetings as a cost-saving measure.

As part of our process and policy improvement adoption process, it has become clear that we need to continue to emphasize building CPF endowments and, over time, become less dependent on the CPF auctions at the Chapter conference as our primary fundraiser (as a non-profit organization, it's just not good fundraising practice to "put all your eggs in one basket"). The auctions are dependent on a huge pool of volunteers and many parts of APA California are drawing on the same resources. We are also especially dependent on a strong attendance from year-to-year, a strong economy, and thus to a certain extent, even dependent on the willingness of a sub-group of conference attendees/auction participants to generously bid on CPF auction items.

We have also noticed some fatigue among Sections for activities like the Section Challenge (donated basket competition for the highest bid) in CPF's Live Auction. At the same time, Sections are being creative about supporting CPF scholarships in fundraising ways that makes sense to them. For example

this year, the Sacramento Valley Section is donating a check instead of a basket during the auction. Other Sections have held fundraising efforts and auctions at their own Section events and awards ceremonies to be able to support the CPF scholarship program well before the CPF auction events happen at the conference. We truly appreciate all of the Sections' different and creative efforts to support CPF.

Conclusion

The need for financial aid for California's planning students, whom are our future APA leaders and our work colleagues, remains acute as the growing cost of an undergraduate and graduate education continues to escalate. CPF is proud to take on this mission on behalf of APA California via the CPF Scholarship Program. Given the extraordinary and unprecedented conference profit earnings from the 2016 conference of \$344,000, of which the Chapter's share (after distribution to the Sections) was \$160,096, the CPF board – along with the full support of the PEN board, as noted in Stanley Hoffman's letter dated September 5, 2017 – believes that now is the right time to make this special request to the chapter board to provide endowment funding to CPF to establish in 2018 a new APA California Scholarship in honor of Frank Wein. As such, we truly hope that you will select Option 1 described in the action item above, and provide \$17,000 to CPF, since it ensures commencement of the new APA California Scholarship in honor Frank Wein beginning in 2018, as a lasting tribute to one of our most-beloved and influential California planners.

Summary California Planning Foundation Activities at the 2017 APA California Conference

On a different note, please plan to join us at the following CPF activities during the 2017 conference as noted below.

<b>CPF Activities</b>	<b>When</b>	<b>Where</b>
Please Support CPF – Buy Scholarship Raffle Tickets	Buy your tickets up until the Live Auction begins on Monday 9/25/17	From Borrelli during APA Chapter Board Meeting, or at the CPF Raffle Booth in the East Lobby
Attend Richard H. Weaver Scholarship Luncheon – More than \$58,000 has been awarded this year in scholarships!	Saturday, 9/23/17, from 11:45 a.m. to 1:00 p.m.	Ballrooms 306/307 and 314/315
Support the Virginia Viado & Ted Holzem Silent Auction	Monday, 9/25/17, from 3:15 to 6:30 p.m.	East Lobby
Support the Virginia Viado & Ted Holzem Live Auction	Monday, 9/25/17, from 6:00 to 7:30 p.m.	Ballrooms 308/313

Additionally, CPF is presenting a conference session during the Saturday, 9/23/17 Student Day (Session Block #1: 1:15 pm to 2:45 pm), on the topic of “strategies for success for first-time project managers.”



September 5, 2017

Juan Borrelli, AICP  
President  
California Planning Foundation (CPF)

**SUBJECT: Proposed Establishment in Perpetuity of Frank Wein CPF Scholarship Fund**

Dear Juan:

I think that it is very appropriate that the APA California Chapter's Board consider the establishment of a Frank Wein CPF Scholarship Fund in perpetuity in his memory and his honor because of the many important and lasting contributions that Frank has made to the California Chapter, the California Planning Foundation, the Planners Emeritus Network (PEN), and his service to the National Chapter. Frank passed away on January 24, 2011, at the young age of 59, and while CPF appropriately named the CPF Annual Auction after him for the past six years, we should have also set up a scholarship fund in his name at that time. Now with the success of the Ted Holzem and the Virginia Viado CPF Scholarship Funds, and the renaming of the annual auction in their names, I am writing in support of now establishing a named CPF Scholarship Fund for Frank in perpetuity.

As I mentioned to you in earlier, the PEN Board recently unanimously voted their support for this Scholarship Fund, and Carol Barrett and myself have pledged \$1,000 each to be contributed along with the proposed APA California Chapter's donation to start the fund. I know that annually at the auction we can raise additional funds to meet the required endowment level for a scholarship in Frank's name. Also, once the fund is established by the Board, I plan to send a letter to his many colleagues on the California Planning Roundtable, including the large network of Emeritus members and many of his colleagues at the National level who I know will enthusiastically support this effort.

As provided to me by Steve Preston, here's the brief summary about Frank that appears on the FAICP section of the AICP website:

**Frank Wein.** For more than half of his lifetime, Frank Wein has served on an AIP, APA, or AICP board in one capacity or another. In addition to serving on the California Chapter Board from 1980-1989, including four years as president, he was president of the California Planning Foundation (CPF) for eight years. He raised money for scholarships, serves as an AICP tutor and exam counselor, and served on the board of a low-income housing development corporation. In addition, he managed a consulting office and taught at the University of Southern California and California State Polytechnic University, Pomona. His commitment to APA and AICP is a measuring stick for all who serve the organization. He was inducted into FAICP in 1999.

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Juan Borrelli, AICP, CPF President

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In 1992, Frank received the APA's Distinguished Service Award and was in the first group of 43 planners elected from throughout the country as a Fellow of the American Institute of Certified Planners (FAICP) in 1999. As an adjunct faculty member at USC, Frank also taught their General Plan course until he became too ill to teach and the course was taken over by Steve Preston, and then subsequently by Woodie Tescher. Frank also helped build the reputation of CSUN's budding planning program, in the Geography Department.

"We've lost one of our real giants — so many have been privileged to have known him as a friend and colleague, seen his dedication to his profession and his communities," says W. Paul Farmer, former CEO of the American Planning Association and the American Institute of Certified Planners.

In addition to his many contributions to the profession and to APA at all levels, Frank's important contributions and leadership specifically while president of CPF and PEN, include the following:

- While president of CPF in the early '90s, when the CPF scholarship amount raised annually at the auction was only about \$3,500, Frank saw the need for a long-term endowment fund and directed me as Treasurer at that time, to set up an investment portfolio, primarily of mutual funds that could grow in the future.
- He also got the Cal Chapter Board to agree to establish a \$5 dues assessment for three years for Cal Chapter membership to go directly into that fund as seed money to get the endowment started; that money coupled with the rapid rise in the stock market in the nineties, generated a reserve fund that exceeded \$125,000, and is still an important financial resource for CPF scholarships.
- Also, as a long-time auctioneer for the CPF annual auction, with his friendly and magnetic personality, Frank was able to encourage planners to donate generously to scholarships and the annual auction amount has since been on the rise; the auction has become to "Go To" event at the State conference where the amount raised has typically been about \$35,000 annually.
- Now, with the combination of the amount raised at the annual auction, the interest generated from the reserve fund, and from named scholarships, the annual amount of student scholarships has increased to over \$50,000.
- Frank continued to be the main auctioneer until he took ill and handed the gavel over to others who have continued to keep the fundraising tradition alive of generating a little more each year than the year before.
- This success has subsequently encouraged the addition of many other named scholarships and the annual fund raising challenge among the eight sections to see which section's basket of local goodies can raise the highest bid.

**Stanley R. Hoffman Associates, Inc.**

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September 5, 2017

Juan Borrelli, AICP, CPF President

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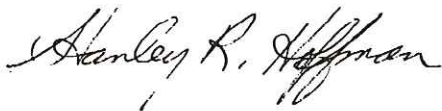
- Additionally, Frank was instrumental when he was President of the PEN Board in getting the Cal Chapter Archives housed at his alma mater, Cal State Northridge; now the planning history archives have blossomed into a viable, outgoing resource that will be featured at the Sacramento and San Diego State Conferences and will continue to grow and become an even more important resource for State Chapter members and researchers.

As a long-time colleague and close friend of Frank, I am thrilled that the Chapter Board is considering the establishment in perpetuity of the Frank Wein CPF Scholarship Fund. In addition to the PEN's Board unanimous support, I have also been supported in the preparation of this letter by Bob Paternoster and Steve Preston, both past-presidents of Cal Chapter who served on the Chapter Board with Frank, and Carol Barrett and Larry Mintier, both past-presidents of CPF and who also served with Frank. It would be a lasting tribute to one of our most beloved and influential California planners in our profession to receive this honor of a named scholarship by the Chapter Board.

If you have any questions or need additional information, please do not hesitate to contact me.

Very sincerely yours,

**Stanley R. Hoffman Associates, Inc.**



Stanley R. Hoffman, FAICP

President

Stanley R. Hoffman Associates

