



ESADE Alumni, the extensive social network that brings together all of ESADE's graduates, held its **ordinary and extraordinary general assembly** on 10th December. In addition to ordinary business, this assembly featured proceedings to fill three empty seats on the Board of Management.

Just past 8.00 pm, the assembly was called to order at ESADE Alumni's headquarters on Av. Esplugues. The meeting was presided by three important members of the Board of Management: **Germán Castejón**, President of ESADE Alumni; **Juan Ramírez**, Treasurer and Vice President, and **Antonio Delgado**, Secretary. Mr. Delgado opened the assembly with a brief welcome address. Mr. Castejón then introduced the first order of business: the presentation of the annual report on the association's activities and the board's management for 2007-2008.

Mr. Castejón expressed his satisfaction at ESADE Alumni's evolution over the course of the 2007-2008 academic year, especially, he said, 'the response of the alumni themselves'. As an example of this response, he mentioned the recent increase in the number of members: 'We had set a goal, for the past four years, of reaching a total of 15,000 members. As of 31st August 2008, we had 13,001 members, which is nearly 1,800 more than in 2006-2007. Now, in early December, we have around 13,400 members, and we trust that we will reach or surpass the milestone of 15,000 members by the end of the year.'

Mr. Castejón then mentioned a second piece of information illustrating the positive evolution of ESADE Alumni: the growing range of activities and the high degree of participation. 'In 2007-2008,' he said, 'the number of events increased significantly, to a total of 457, which is 132 more than the previous year.' He described the total number of participants in these events - 20,819 - as 'impressive'. He insisted that ESADE Alumni's priority is to increase the quality of the events, rather than the number, but he admitted that the association would love to reach a total of 23,000 participants.

Mr. Castejón went on to discuss each chapter of the annual report of activities, from networking to communication. Of the many projects he mentioned, two stood out: Alumni Giving Back, a programme that provides free professional consulting services for NGOs, and ESADE TV, an exciting new communications initiative. 'No matter how good the participation rates are,' said Mr. Castejón, 'it is always very few people, with respect to the total number of members, who are able to attend events'. ESADE TV, he said, is designed to fill the void.

After the unanimous approval of the annual report, Mr. Ramírez presented the association's account statements for the 2007-2008 academic year, as well as its forecasted revenues and expenditures for 2008-2009. Mr. Ramírez described the budget for the coming academic year as 'aggressive', due to fears regarding the behaviours of its various stakeholders, and in particular the sponsors. He admitted that 2009 was shaping up to be a difficult year, and that the association would have to 'pull out all the stops' in order to see results. One indication of this effort, he said, was the increase in revenue from sponsors and collaborators, which rose from 479,589 euros to 506,000 euros over the past year.

'This increase, together with the increase in revenue from advertising in our magazine, has allowed ESADE Alumni to double its level of activity with just a modest increase in dues,' said Mr. Castejón. 'Had it not been for this increase in revenue, we would have had to raise our dues by 15 or 20 percent.'

The association's operating income increased from 2,340,003 euros in 2007-2008 to approximately 2,526,000 in 2008-2009. Its total expenses rose from 2,343,643 euros to 2,544,000 euros in the same time period. The 2007-2008 academic year saw a profit of 14,591 euros.

After the unanimous approval of the second order of business, a question-and-answer session was held. Mr. Delgado then read the results of the vote to fill the empty seats on the Board of Management. The three seats went to **Josep Santacreu Bonjoch**, **Miguel Trias Sagnier** and **Eulàlia Vilaclara Fatjó**. **Emili Sullà** and **Miquel Àngel Sirera** served voluntarily as election scrutineers, and **Eugènia Bieto** and **Jordi Alavedra** served as alternates.

The assembly, which proved to be a relaxed affair throughout, was adjourned at 9.30 pm.