



## Advisory Board Responsibilities

The primary responsibility of the Advisory Board is to support and promote the mission of the Center for BrainHealth:

*Optimal brain performance is the new frontier of human potential.™*

*Center for BrainHealth is advancing the science that turns research into everyday strategies and tools that help people thrive in every stage of life.*

Board members are asked to support the center by:

- Attending at least two of the three annual board meetings held in fall, winter, and spring.
- Making an annual contribution, ideally at a Friends of BrainHealth level, with a signed pledge by September 1 of each year. 100% board participation in annual giving is vital for Center for BrainHealth's philanthropic grant acquisitions. Various levels of membership are available, and gifts can be paid in installments at all levels:
  - Companion: \$500
  - Friend: \$1,000
  - Special Friend: \$2,500
  - Esteemed Friend: \$5,000
  - Distinguished Friend: \$10,000
  - Visionary Friend: \$25,000
- Participating in the Advisory Board Orientation for new board members in August prior to the start of your board term to learn about the programs, research projects, and involvement opportunities. The board term runs from September 1, 2026 through August 31, 2027.
- Making your special interests and abilities known in order to enhance your involvement.

Additional ways to be an effective ambassador for BrainHealth:

- Attend at least two BrainHealth events each year (in addition to the board meetings), such as the BrainHealth Presents speaker series, the Frontiers of BrainHealth science lecture series, or events related to BrainHealth Week. Invite others to join you.
- Invite others to become Friends of BrainHealth. This annual donor circle votes to grant funding to innovative research accelerating the science of brain health.
- Consider a long-term charitable gift to particular research or program interests, company matching, in memory/in honor contributions, or a planned gift.
- Serve on a special committee or task force.
- Contribute directly to the science: consider enrolling in the BrainHealth Project, our signature longitudinal study that includes measuring brain health and performance through the BrainHealth Index and access to training and coaching over time.

- If your enterprise or an organization in your direct sphere of influence is interested in exploring bringing brain health and performance solutions into the organization, the Center has a variety of ways to interact with such organizations:
  - Keynote or speaking engagement
  - Full- or half-day workshop
  - Deeper engagement across department/enterprise
- Confidentiality Policy

The purpose of this policy is to protect the privacy of every current and emeritus member of the Center for BrainHealth Advisory Board. The contact information here, including names, addresses, phone numbers, and email addresses, is confidential.

Under no circumstances may any board member:

- ❖ Use the membership list or board contact information for personal gain;
- ❖ Use this information to solicit donations, support, or participation on behalf of any other organization, campaign, or cause;
- ❖ Share, distribute, or disclose this information to any third party or external organization.

By signing below, I acknowledge that I have read, understand, and agree to be bound by the terms and conditions set forth above.

-----  
Signature

-----  
Printed Name

### **Key Contacts**

Gail Cepak  
Advisory Board Liaison  
[gail.cepak@utdallas.edu](mailto:gail.cepak@utdallas.edu)  
972.883.3408

Craig Kennington  
Advisory Board Chair  
[craig.kennington@gmail.com](mailto:craig.kennington@gmail.com)  
214.417.7951

Andy Walsh  
Advisory Board Vice Chair  
[andy.walsh4@yahoo.com](mailto:andy.walsh4@yahoo.com)  
571.217.7502