

R.C. "Chuck" Foster

From: Erin Earls <earls@strategicpartners.net>
Sent: Monday, November 11, 2019 4:09 PM
To: Kim Webb
Cc: pamelajaney@neurosciencenursing.org; R.C. "Chuck" Foster
Subject: Operation Scrubs II - Meeting Follow-up

Follow Up Flag: Follow up
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Hi Kim,

I had a wonderful meeting with Chuck on Friday to discuss Operation Scrubs II. Unfortunately, Pam was unable to join us, but it was productive nevertheless.

Below are some takeaways I noted from the meeting. Chuck and I also had a brief conversation on Saturday. Those items are noted as well.

Chuck feel free to add/clarify anything I may have missed. Please be advised that I have removed Mike Singer from the email thread. With his schedule and heavy email load, it's best to keep him out of the weeds. Once we have solidified our ideas and direction, Kim and I will present it internally so we can relay to you the company's position/direction.

- Operation Scrubs (OS) will continue partnership with FantaSea One.
 - Saturday, May 9 is unavailable
 - Per last year's spend, cost per day is estimated at \$25k for crew, food and beverage
- Event run time shall be shortened from the proposed 8 days to 3 days.
 - Two days will be devoted to education for Neuro Nurses and General Nursing
 - One day to serve as a pamper day with the NightinGala event to follow
 - Proposed dates are 5/6, 5/7, 5/8 or 5/10, 5/11, 5/12 (Florence Nightingale's Birthday)
- Operation Scrubs seeks to broaden the reach for nursing education.
 - National Webcast to reach 10k nurses
 - Utilize Zoom for streaming (\$7500/month)
 - Chuck happy to work with SPI Videographer to call show and orchestrate the multi-camera production for streaming.
 - Need to develop structure that allows hospitals to purchase access codes for nurses unable to travel. Nurses would essentially sign-on for the live stream and receive their CEC's.
- Outreach for OS2 California Event
 - Chuck to follow his race structure and engage 50 hospitals across the US and US Territories
 - Urge hospitals to send a representative. Idea is to find highly regarded hospitals and/or engage hospital groups like Adventist Health, Dignity, Providence, etc.
 - SPI to seek collaborations with nursing boards – AONL, NOBC, etc.
 - Invite news media aboard for press conference and sponsorship. Top choices for sponsorship are 1). NBC, 2). KTLA, and 3). Cable (Fox News or CNN)
- Transition to SPI
 - Pamela Nye and Chuck to "pass the torch" to SPI. Operation Scrubs is a non-profit. Idea is to have Mike Singer or SPI designee as part of OS board.
 - Pam/Chuck to be retained for a transition period of 3 years. Pam will oversee seminars and education and Chuck will remain engaged with operational logistics until format/structure is established.

- SPI to buyout Pam/Chuck for research and development, and trademarks - Operation Scrubs and See a Nurse, Thank a Nurse.
- Compensation would be for a max buyout of \$100k, payable over three years. A retainer structure would be acceptable.
- SPI to underwrite the cost of the Operation Scrubs events. Revenue generated from nurse participation will cover expenses first and surplus to be shared 50-50 with SPI and Pam.
- See a Nurse, Thank a Nurse is considered the 'sweet spot.' A percentage of the money generated shall be earmarked for Pam and a specified number of scholarships annually.
- See a Nurse, Thank a Nurse involves a \$10 donation in the name of a nurse to be recognized. (Collection and logistics TBD).

Other Info:

- Pam is OK to reduce the event to a 2-day (one day of education and one day of pampering and Gala)
- Chuck to pursue a cruise ship partner for event rollout
- Chuck to engage Rick Caruso (Caruso Affiliated) for a fundraiser

Best,

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From: R.C. "Chuck" Foster [mailto:chuckfoster@operationsscrubs.org]
Sent: Saturday, November 2, 2019 8:15 AM
To: Kim Webb
Cc: Mike Singer; pamelajanenye@neurosciencenursing.org; Erin Earls
Subject: RE: Follow-up to 10/22/2019 Website/Document update email

Good morning, Kim -- Rec'd, and thanks for the 10/28/2019 email update.

- I have already been in contact with Erin, and the plan to date is for her to meet with Pam/Me on Wed 11/6. Your email content will be on our to-be-discussed menu.
- Unsung Heroes – This will be discussed with Erin, but yes, we definitely believe SPI should have the lead involving Daisy, as well as Innovative and Unsung Hero Nurses.
- FantaSea One -- Pam/I will have the first OS2 meeting with FS1 owner/Daniel Ginzburg, in part due to personal discussions about Pam's on-going mentoring of Daniel's son/daughter who are currently seeking nursing careers. I expect will finalize FS1's booking and related cost details and before year's end, schedule a follow-up "meet our SPI partner's" lunch meeting.
- Celebrity Spokesperson(s) – Yes, regarding Kelly, and no problem with mentoring by Pam, and she believes Kelly might be the ideal hand-over person.
- Zoom Video Conference -- I anticipated SPI's production team might be perfect for this, and in addition to production details, I like SPI thoughts on having some college students majoring in TV production earn study credits and get hands-on experience as volunteer interns!?
- Fire Update -- Safe from all fires to date! The Palisades fire had a brief flare-up this week but was quickly put out (initial reported by me, and slowed by my and another Palisadian resident scooping dirt onto the hot-spot flare-up before fire engine response)!
- Pam is doing better. Seems to have completely recovered from her surgery. No more pain or movement restrictions!

Until next time ...
Chuck