

**Surface Navy Association
Symp 2013 Hot Wash Comments (Draft)
February 13, 2013**

In attendance:

VADM Admiral Route, USN (Ret), President
RADM David Hart, USN (Ret)
CAPT Bill Campbell, USN (Ret)
RADM Dennis Conley, USN (Ret)
CAPT Mike Davis, USN (Ret) *(Phone)*
RADM Jay Foley, USN (Ret)
RDML Mike Frick, USN (Ret)
FLTMC Tom Howard, USN (Ret) *(Phone)*
CAPT Ned Lundquist, USN (Ret)
VADM Barry McCullough, USN (Ret)
Mr. Charlie McCullough
RADM Robert Reilly, USN (Ret)
CAPT Paul Rinn, USN (Ret)
CAPT Bill Erickson, USN (Ret), Executive Director
Ms Julie Howard, Director of Admin *(Phone)*
Ms. Debbie Garry, SNA Staff
Ms. Judy Burke, SNA Staff

Seminar Program Comments:

- Only 1 of 3 Service Chiefs participated.
- Exhibitors were pleased with Flag Officer attendance and the overall show
- SNA January dates are best week in January and should not be changed.
- Group feels that we have the right speakers and did well this year despite the current environment. Recommendations encouraged for speakers to consider for 2014 event.
- SNA received great support from CHINFO and Defense Media. Not sure of the audience numbers in the live streaming that was provided. No negative press to SNA's knowledge was published.
- Some suggested topics for 2014 included Cyber Security which might be difficult to present in a non-classified environment and a Budget/Money panel.
- Recommended SNA request speaker synopsis in advance so we can possibly publish in advance.
- In 2014, SNA needs to tell all speakers in advance that all videos will be released to SNA members on the members only webpage as it is a public forum. Waiting for speaker releases delays SNA getting the information out to members after the event.
 - **Action Item: Details of this policy will be included in the 2014 speaker invitation letters.**

Special Events Comments:

- Enlisted Roundtable continues to have low attendance.
- Bus from Hampton Roads area to event continues to have low usage.
- Recommended to have sponsors for ships to offer assistance with travel and lodging. This is a possibility but must remember that SNA must meet a certain room guarantee within the hotel contract.

- **Action Item: Work with GWC and HR chapters on a sponsorship program.**
- Recommended to solicit written testimonials from attendees regarding Symposium experience to include in the SNA SITREP.
 - **Action Item: Admin Staff will contact various attendees requesting feedback for upcoming newsletter.**
- CEO Lunch should continue to be for corporate sponsors only as this is a major incentive to join SNA as a corporate sponsor. Once question was if the CEO brief should continue to be offered and if the name of the event should be changed from CEO to another title as many of the CEOs are not the company representative attending. Group recommended that the event title and format remain the same.
- Food sponsorship has been down the past two Symposiums.
- Recommended that banquet start earlier but this is not possible as need the current allotted time between last session and banquet start time to finalize the room turnaround for the dinner. Some corporations were not satisfied with their Navy guests. Flag Officers are given the opportunity to provide input as to what companies they are not able to sit with due to potential conflicts.
- Awards lunch was a success though long. Awardees are taking more time to speak and more corporate sponsors are showing interest in participating in award presentations.
- International Navies lunch was once again oversold but had quite a few no shows. Staff was able to allow many on wait list to attend.

Luncheons/Reception/Banquet Comments:

- Opening Day floor lunch had several locations. Recommended that next year more directional/location signage for these options.
- It was noted that food service appeared to be slower at some meal events.

Exhibits:

- O5/O6 Brief needs to include Reservists.
 - **Action Item: In 2014, add Reservists and All Branches to registration and schedules.**
- Exhibits had a soft opening on Tuesday morning which allowed the corporations to host private meetings.
- Is there a way to increase visitors to Washington and Potomac exhibits? This year a "Grab and Go" lunch cart was located in the Washington Room which helped to increase traffic. Next year recommended that Admin Staff provide tips to exhibiting companies located in those rooms with ways to increase visitors to their booth. There are many things that companies can do on their own to increase traffic to their displays.
- Group was very pleased with the Anniversary logo that was created this year.

Closing Remarks:

- Dave Hart thanked all members that helped make the 2013 Symposium a great success!
- Ron Route thanked everyone for attending the Hot Wash and providing feedback and recommendations.