

**Surface Navy Association  
Symp 2014 Hot Wash Comments (Draft)  
February 25, 2014**

**In attendance:**

VADM Barry McCullough, USN (Ret),  
President  
RADM David Hart, USN (Ret)  
RADM Mark Buzby, USN (Ret) (*Phone*)  
CAPT Bill Campbell, USN (Ret)  
RADM David Glenn, USCG (Ret)  
RADM Vic Guillory, USN (Ret) (*Phone*)  
CAPT Jim Kilby, USN  
CAPT Dave Lee, USN (Ret)  
CAPT Ned Lundquist, USN (Ret)

RDML Mike Mahon, USN (Ret)  
CAPT Paul Rinn, USN (Ret)  
CAPT Mark Sedlacek, USN (Ret)  
CAPT Troy Stoner, USN  
CAPT Bill Erickson, USN (Ret), Executive  
Director  
Ms Julie Howard, Director of Admin (*Phone*)  
Ms. Debbie Garry, SNA Staff  
Ms. Judy Burke, SNA Staff

**Symposium Attendance:**

- Reviewed 2014 attendance numbers
- Less corporate banquet tables purchased this year. Most felt this is a sign of the economic times as companies are reviewing food costs at events
- Lunch ticket sales down from previous years but “Grab-and-Go Lunch” option in second year which might limit some sales to official luncheons.
- TAD information was provided by Admin Staff to OPNAV as requested
- SWOFOT impact. Attendance was good on Tuesday and Wednesday.
- Age factor could be influencing attendance of some of our usual repeat attendees.
- “Join-Up Reception” numbers on Tuesday evening were extremely good.
- Heritage Night attendance varies each year based on topic. Group does not feel that corporate receptions distract from this event. Different audiences.

**Finance Update:**

- Bill Erickson reviewed year-to-year comparison
- Advertisement sales up this year.
- Exhibit space revenue down but government agencies received comp space this year. It was noted that no paying exhibitors were turned away in place of a government space.
- Recommended that SNA look for more advertisement opportunities. This year, escalator panels were offered as ad space.
- Recommend that SNA consider selling audio visual sponsorships to corporations to reduce SNA’s A/V cost. **Action Item: Admin Staff will research.**
- Bill Erickson recommends that costs associated with the Monday National Board meeting be paid out of the operating account vice the operating expenses. Group agreed that this should be proposed to the EXCOM.
- Increased security this year.

### **Miscellaneous Comments:**

- Recommend that banquet start earlier. This would mean that sessions would need to end earlier on Thursday in order to prepare the ballroom for dinner.
- Active Duty attendance at banquet continues to be an issue. **Action Item: Admin Staff will review improvements on how to explain seating process to active duty invitees.**
- **Action Item: Admin Staff will include number of flag officers that attended Symposium on the stats that are provided to exhibitors.**
- Recommended that SNA prepares advance questions for events such as CEO/Flag Officer briefing in case audience is not participating in the Q/A.
- Promote awardees more at Symposium. Recommendations included designing posters and/or slides at banquet or between seminar sessions.

### **Closing Remarks:**

- Great media coverage at this year's event.
- Dave Hart thanked all members that helped make the 2014 Symposium a great success!