



Surface Navy Association

**Board of Directors Meeting
8 January 2018**

BOD 8 Jan 2018

**SURFACE NAVY ASSOCIATION
BOARD OF DIRECTORS MEETING
HYATT REGENCY CRYSTAL CITY HOTEL
ARLINGTON, VIRGINIA
8 JANUARY 2018**

AGENDA

1300	Welcoming Remarks	ADM Hogg
1330	Secretary's Report <ul style="list-style-type: none">• Election of Board of Directors<ul style="list-style-type: none">○ Introduction of new BOD Members	CAPT Lee
1345	President's Remarks	VADM McCullough
1400	Treasurer's Report <ul style="list-style-type: none">• Financial Report• Proposed 2018 Budget	CAPT Tackett
1415	2017 Programs: Goals and Objectives <ul style="list-style-type: none">OverviewMembership CommitteeAwards CommitteeFinance CommitteeSymposium CommitteeCommunications CommitteeCorporate Relations CommitteeScholarship Committee2017 New BOD Member Project	CAPT Erickson RADM Reilly CAPT Erickson for CAPT Adler VADM Landay RADM Hart CAPT Lundquist VADM Blake VADM Gunn RDML Thebaud
1600	Open Discussion and New Business	
1645	President's Summary	VADM McCullough
1700	Chairman's Closing Remarks	ADM Hogg



Welcoming Remarks

ADM Jim Hogg

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Secretary's Report

CAPT Dave Lee

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Agenda

- Approval of 2017 BoD Meeting minutes
- 2018 BoD election



2017 SNA BOD Minutes

- Draft Minutes Posted on SNA BOD Website
- All action items completed



Board of Directors - Election

■ Timeline

- Request for nominations: 1-30 Sep
 - Promulgate e-mail 1 September
 - Letters to expiring Board members
- Ballot preps: 1 Oct – 1 Nov
- Notification of ballots online: 1 Nov
- Voting period: 1 Nov – 1 Dec
- Complete validation of results: 6 Dec



CY 17 Board of Directors

■ Expiring terms:

Ms. Angela Bonner
LCDR Kevin Louis
CAPT Walter Parker III
VADM Carol Pottenger
PSCS Brian Robinson
LCDR Jeffrey Servello



Present Board

	CY17	Expiring Terms
E1 – E6	0	1*
E7 – E9	4 (1 USCG)	1
O1 – O4	7	2
O5 –O6	6 (1 USCG)	2*
O7 – O10	4	1
Civilian	<u>2</u>	1
Total	23	8

- Note:**
1. Max number of elected board members IAW by-laws is 25
 2. Can select 8 new members
 - replace expiring terms
 - replace 1 resignation
 - Replace Flag Selectee (RDML Tom Druggan)
 3. Presently have 2 USCG members – none expiring



2018 BOD Election

	CY17	Vacancies	No. of Nominations
E1 – E6	0	1	1
E7 – E9	4 (1 USCG)	1	1
O1 – O4	7	2	5
O5 –O6	6 (1 USCG)	2	13 (1 USCG)
O7 – O10	4	1	2
Civilian	<u>2</u>	<u>1</u>	<u>0</u>
Total	23	8	22

- Note:**
1. Max number of board members IAW by-laws is 25
 2. Can select 8 new members
 - replace expiring terms
 - replace 1 resignation
 - replace Flag Selectee (RDML Tom Druggan)
 3. Presently have 2 USCG members – none expiring



Election Results

- OS1 James Thornton, USN
- QMCS Donald Alvarado, USN
- LT Rebecca Conti-Vock, USN
- LCDR Nick Hoffman, USN
- CDR Peter Niles, USCG
- CAPT Chris Barnes, USN
- CAPT Jon Kaufmann, USN (Ret)
- RADM (ret) Jim Shannon, USN



2018 BOD Composition

	CY17	Elected	CY 18
E1 – E6	0	1	1
E7 – E9	4	1	4
O1 – O4	7	2	7
O5 – O6	6	3	7
O7 – O10	4	1	4
Civilian	2	0	2
Total	23	8	25

FY 18 will have 3 USCG members

MKC Keith Reid

Cdr Peter Niles

Capt Matt Gimple



President's Remarks

VADM Barry McCullough

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Opening Comments

- **Our Association is healthy**
- **Strong membership and participation**
- **Financially strong**

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SNA Mission Statement

We are an Association at the center of Surface Warfare that provides for its members support, programs and activities which enable professional growth, personal satisfaction and camaraderie.

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2017 SNA Leadership

- Chairman – ADM Jim Hogg
- President - VADM Barry McCullough
- East Coast VP - VADM Hank Giffin
- West Coast VP - VADM Tim LaFleur
- SNA Secretary - Capt Dave Lee
- SNA Treasurer - Capt Jim Tackett
- Awards – CAPT Dave Adler
- Scholarship – VADM Lee Gunn
- Symposium - RADM Dave Hart
- Membership - RADM Rob Reilly
- Finance - VADM Bill Earner/ VADM Bill Landay
- Corporate Relations - VADM Terry Blake
- Public Relations – CAPT Ned Lundquist
- ExCom USCG Representative – RADM Jeff Hathaway, USCG(Ret)

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2017 Highlights

- 29th National Symposium
- West Coast Symposium
 - San Diego
- Sailor of the Year Recognition Ceremonies
 - San Diego
 - Hampton Roads
- Published New Website Design
 - Commenced automated payment function
- Established Enlisted Grant Program
- Sponsored “Journey Home to the USS Arizona”
 - Commenced NJROTC Essay Contest
- Continued Cuttermen Expansion within SNA
- Reviewed BOD Makeup to reflect member demographics

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2018 Initiatives

- **Continue Cuttermen Expansion within SNA**
 - Membership
 - New Chapters
 - Awards Program
- **Continue to look at programs to better support our members**

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Enduring Areas for the Board of Directors to Address this Coming Year

- **How might SNA better support the interests of our members across all Surface Warfare communities?**
 - Professional and Social Networking Opportunities

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Enduring Areas for the Board of Directors to Address this Coming Year (Cont.)

- **How can SNA help all chapters fully leverage the best practices of our most successful chapters?**
 - Chapter President's Breakfast
 - Chapter Relations Website
 - Video Opportunities

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Enduring Areas for the Board of Directors to Address this Coming Year (Cont.)

- **How can SNA ensure that our active duty members obtain the full benefits of the experience and insights of our other members?**
 - Educational Program for Advancement
 - LinkedIn
 - Video Opportunities

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Enduring Areas for the Board of Directors to Address this Coming Year (Cont.)

- **How can SNA better ensure all our members are aware and benefit fully from our awards, scholarship, resource-sharing, and other programs?**
 - NAVY SNA: <http://www.navysna.org>
 - Facebook: <http://www.facebook.com/NAVYSNA>
 - Twitter: @navysna
 - LinkedIn: Surface Navy Association
 - You Tube: <Http://www.youtube.com/navySNAMedia>

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Enduring Areas for the Board of Directors to Address this Coming Year (Cont.)

- **How might SNA improve communications between the EXCOM, chapter leaders, the BoD, and other members?**
 - BOD/ExCom Site: <http://www.navysna.org/bod>
 - Chapter Relations: <http://chapter.navysna.org/chapterrelations>

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Summary

In 2018 -
**Building a stronger, increasingly
relevant, professional Association!**

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Treasurer's Report

CAPT Jim Tackett

BOD 8 Jan 2018



SURFACE NAVY ASSOCIATION

Board of Directors Meeting Treasurer's Report January 2018

Jim Tackett
CAPT USN (Ret)



PURPOSE

- **Present 2017 Budget Results**
- **Summarize Status of Accounts**
- **Present 2018 Budget Proposal**
- **Obtain Board Approval of 2018 Budget**



2017 Highlights

- **Operating Account**
 - **Exceeded Income projections by \$66,990**
 - **Exceeded Expense projections by \$45,374**



2017 Financial Reports

- **2017 Financial Report**
 - **Detailed Report**
- **Chapter Report**


SURFACE NAVY ASSOCIATION
FINANCIAL REPORT

INCOME	2016	2017 Year to Date	2017 Budget
Dividend Income	43.38	611.01	40.00
Corporate Dues	222,000.00	226,000.00	215,000.00
Individual Dues	60,967.50	62,164.50	50,000.00
Symposium	285,312.18	339,714.32	270,000.00
Other	120.80	118.20	500.00
Conferences	40,800.00	35,960.00	41,000.00
Excess Income 2016			21,038.41
TOTAL INCOME	609,243.86	664,568.03	597,578.41
EXPENSES	2016	2017 Year to Date	2017 Budget
Admin	74,104.19	66,716.96	67,325.00
Travel	7,832.39	8,226.45	7,000.00
TOTAL ADMINISTRATION	81,936.58	74,943.41	74,325.00
Chapter Projects	68,331.51	63,101.06	56,207.00
Dues Sharing	29,070.00	34,195.00	33,000.00
Regional Event	1,744.47	390.00	3,500.00
Misc.		362.29	
TOTAL AFFILIATES	99,145.98	98,048.35	92,707.00
TOTAL AWARDS	\$15,202.98	\$13,259.07	\$24,200.00
TOTL SCHOLARSHIPS		\$50,000.00	
Contract Support	203,599.89	205,687.77	205,687.77
Executive Director	108,745.28	112,158.56	112,158.56
Recruiting	1,448.80	4,108.85	500.00
SITREP Printing/Mailing	42,480.61	33,739.77	43,000.00
Surface Warfare Purchase/Mailing			
Publicity/Videos			
Conferences	41,233.31	48,006.56	42,000.00
Navy Safe Harbor		3,000.00	3,000.00
TOTAL EXPENSES	593,793.43	642,952.34	597,578.33
SUMMARY			
TOTAL INCOME	609,243.86	664,568.03	597,578.41
TOTAL EXPENSES	593,793.43	642,952.34	597,578.33
DELTA	15,450.43	21,615.69	0.08
Adjustment to Corpus for Special Projects		32,500.00	
CD's as of 30 Sept 2017		356,460.39	
Vanguard total cost basis on 30 Sept 2017		769,847.12	
Wells Fargo Money Market Fund		150,513.21	
Checking Account Balance 26 Dec 2017		353,847.17	
Scholarship Account Balance 26 Dec 2017		99,361.66	
TOTAL		1,730,029.55	

Surface Navy Association
Financial Report

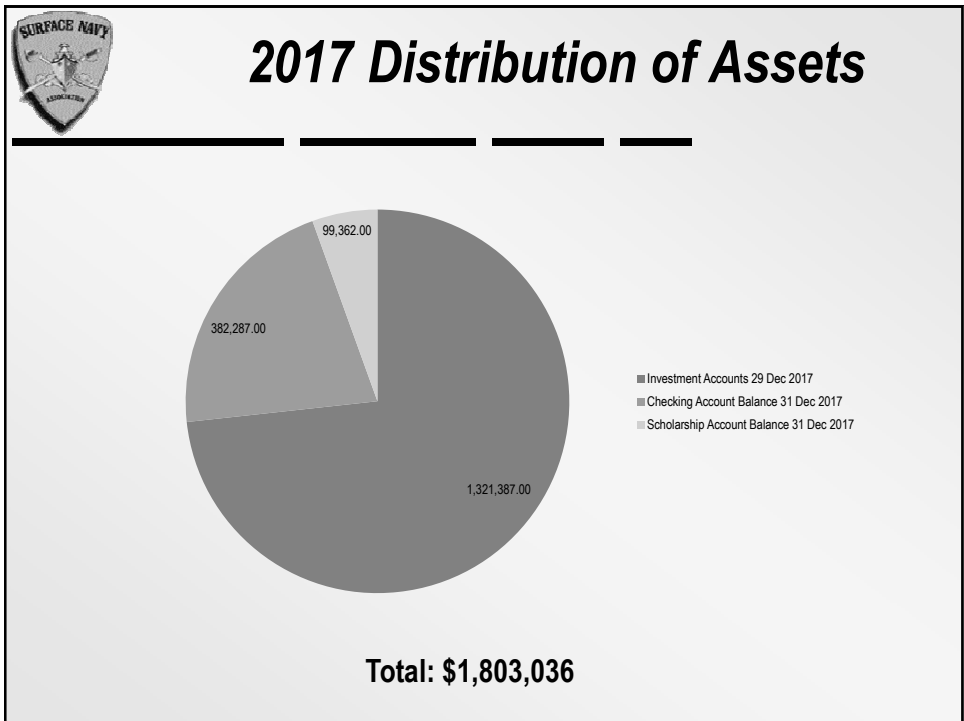
	2014	2015	2016	2017	2017 Budget	%
Dividend Income	37.49	45.84	43.38	611.01	40.00	1527.525%
Corporate Dues	238,500.00	224,000.00	222,000.00	226,000.00	215,000.00	105.116%
Individual Dues	57,620.25	56,849.50	60,967.50	62,164.50	50,000.00	124.329%
Memorabilia	203.24	58.70	120.80	118.20	500.00	23.640%
Symposium	208,097.71	289,851.71	285,312.18	339,714.32	270,000.00	125.820%
Table Top	112.95					
Conferences	40,880.00	40,540.00	40,800.00	35,960.00	41,000.00	87.707%
Misc Income (Returned from Pascagoula Great Lakes)		3,494.64				
Stale Checks						
Excess Income 2016					21,038.41	
TOTAL INCOME	545,451.64	614,840.39	609,243.86	664,568.03	597,578.41	111.210%
	2014	2015	2016	2017	2017 Budget	%
ADMIN						
Accounting Services	6,585.00	5,500.00	5,500.00	6,000.00	7,000.00	85.714%
Bank Fees	21,657.43	20,936.83	24,274.08	17,369.24	16,000.00	108.558%
Sponsorship	3,100.00	3,000.00	3,100.00	2,050.00	750.00	273.333%
Electronic Communications	1,579.55	1,351.55	2,025.80	2,915.31	2,500.00	116.612%
Equipment					400.00	0.000%
General Printing	4,320.04	1,927.08	1,142.91	2,614.64	3,500.00	74.704%
Insurance	2,113.00	2,205.00	2,234.00	3,071.88	2,300.00	133.560%
Legal Fees	25.00	25.00	25.00	25.00	25.00	100.000%
Meetings	826.89	1,304.39	921.29	1,048.71	1,200.00	87.393%
Memorabilia			4,412.54			#DIV/0!
Membership Benefits/Club Quarters	1,250.00	1,250.00	1,250.00	1,250.00	1,250.00	100.000%
Postage & Shipping	5,601.66	8,014.93	4,881.35	8,753.08	7,500.00	116.708%
Rent	14,340.00	14,664.00	15,520.00	16,023.00	16,200.00	98.907%
Supplies	2,496.28	1,485.81	2,447.58	1,181.44	2,500.00	47.258%
Telephone and Internet	5,558.96	6,002.41	6,369.64	4,414.66	6,200.00	71.204%
Travel	4,080.47	6,080.66	7,832.39	8,226.45	7,000.00	117.521%
TOTAL ADMINISTRATION	73,534.28	73,747.66	81,936.58	74,943.41	74,325.00	100.832%
AFFILIATES:						
Banners	472.03			362.29		
Chapter projects	49,796.44	49,502.52	68,331.51	63,101.06	56,207.00	112.265%
Dues Sharing	31,760.00	30,560.00	29,070.00	34,195.00	33,000.00	103.621%
Initial Grant						0.000%
Regional Event	3,382.44	3,235.82	1,744.47	390.00	3,500.00	11.143%
TOTAL AFFILIATES	85,410.91	83,298.34	99,145.98	98,048.35	92,707.00	105.762%
AWARDS:						
Arleigh Burke	546.00	546.00	682.50	546.00	600.00	91.000%
Chapter Excellence	136.56	28.91	329.05	163.30	350.00	46.657%
Chapter Support	2,185.40	3,366.88	1,022.62	599.97	3,500.00	17.142%
Clocks	-70.00		1,025.58	686.50	1,000.00	68.650%
CMC Award					1,000.00	0.000%
Decatur Award	1,793.59	3,492.04	4,262.78	3,403.32	4,500.00	75.629%
Literary Prize	1,000.00	724.82	727.18	727.74	800.00	90.968%
Senior Enlisted Heritage Award		1,263.53	789.70	1,184.56	1,300.00	91.120%
Old Salt	1,596.96	1,201.86			300.00	0.000%
Old Tar	718.62	9.54			200.00	0.000%
Hospital Corpsman Award	436.00	436.00	476.00	496.00	400.00	124.000%
Other/Zumwalt	407.05	1,194.61	118.74	182.19	500.00	36.438%
Photo Award	1,000.00	1,400.00	1,400.00	1,400.00	1,400.00	100.000%
Recruit Co Cdr				500.00		
Recruiters Week		500.00	500.00		500.00	0.000%
Hall of Fame		6,223.65	375.07		500.00	0.000%
Schonland Plaque/Clocks	722.23	1,347.71	1,469.69	2,526.99	1,500.00	168.466%
Naval War College Award	500.00				500.00	0.000%
George Sirian Award	500.00	300.00	342.00		750.00	0.000%
Shiphandler	3,916.60	71.31	12.30	12.50	100.00	12.500%
USNA YP Squadron Commodore Award	415.00	830.00	415.00	830.00	800.00	103.750%
Ship Commissioning			1,254.77		3,000.00	0.000%
Plaques	276.15	276.44			300.00	0.000%
Hopley Yeaton Award					400.00	
TOTAL AWARDS	16,080.16	23,213.30	15,202.98	13,259.07	24,200.00	54.790%
TOTAL SCHOLARSHIPS				50,000.00		
Contract Support	197,519.28	201,346.92	203,599.89	205,687.77	205,687.77	100.000%
Executive Director	101,918.72	110,332.00	108,745.28	112,158.56	112,158.56	100.000%
Recruiting	-32.64	281.88	1,448.80	4,108.85	500.00	821.770%
SITREP	31,832.81	35,691.99	42,480.61	33,739.77	43,000.00	78.465%
Surface Warfare Purchase/Mailing						0.000%
Publicity/Videos						0.00%
Conferences	35,077.87	38,534.98	41,233.31	48,006.56	42,000.00	114.301%
Navy Safe Harbor				3,000.00	3,000.00	100.000%
TOTAL EXPENSES	541,341.39	567,241.17	593,793.43	642,952.34	597,578.33	107.593%
Special Projects USS Arizona Pearl Harbor				32,500.00		
SUMMARY	2014	2015	2016	2017	2017 Budget	
TOTAL INCOME	545,451.64	614,840.39	609,243.86	664,568.03	597,578.41	
TOTAL EXPENSES	541,341.39	567,241.17	593,793.43	642,952.34	597,578.33	
DELTA (Reserves)	4,110.25	47,599.22	15,450.43	21,615.69	0.08	
Adjustment to Corpus for Special Projects					0.00	


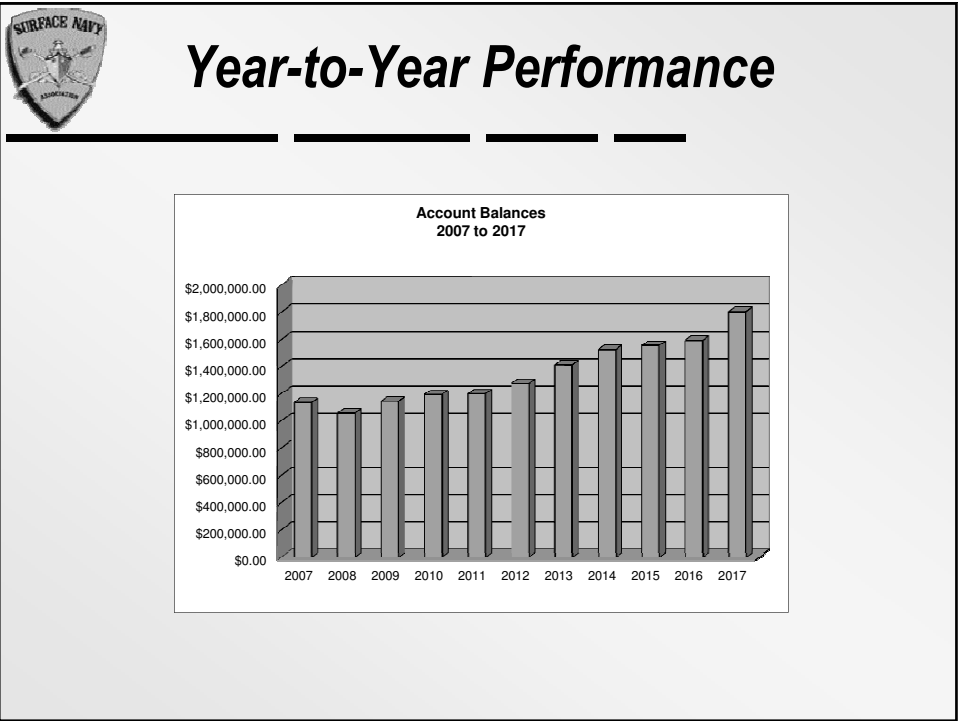
	Total	Dues Sharing	Regional Event Symposium	Regional Event Detailer Visit	Regional Event Midshipmen	Chapter Project SOY	Chapter Project	Recruiting CPO Event	Chapter Awards Support
Anacostia Douglas Munro	\$ 805.00	305.00					500.00		
Annapolis	\$ 6,697.80	1,490.00			1,959.32		3,248.48		
Arabian Gulf	\$ 1,992.26	220.00					1,772.26		
Bath	\$ 395.00	395.00							
Bay Area	\$ 741.38	525.00					216.38		
Charleston	\$ 1,455.00	705.00					750.00		
Coastal Bend	\$ -								
New London	\$ 4,295.00	215.00					4,080.00		
Constitution	\$ 445.00	445.00							
Dahlgren	\$ 350.00	350.00							
Gaeta/Naples	\$ 220.00	75.00					145.00		
Great Lakes	\$ -								
Hampton Roads	\$ 24,374.80	4,725.00		390.00		8,000.00	11,049.83		209.97
Korea	\$ -								
Mid South	\$ 300.00	300.00							
Mayport/Jax	\$ 1,393.10	1,045.00					348.10		
Monterey	\$ 2,523.03	495.00					2,028.03		
National Cuttermen	\$ 470.00	470.00							
New Orleans	\$ -								
New York	\$ 860.00	470.00							390.00
Newport	\$ 8,593.65	1,125.00					7,468.65		
Pascagoula	\$ -								
Pensacola	\$ 255.00	255.00							
Pearl Harbor	\$ 7,442.85	1,775.00					5,667.85		
Philadelphia	\$ 595.00	595.00							
Puget Sound	\$ 2,441.32	780.00					1,661.32		
Rocky Mountain	\$ -								
San Diego	\$ 14,780.00	6,780.00				8,000.00			
Sasebo	\$ 540.00	540.00							
Tampa Bay	\$ -								
Washington	\$ 8,825.00	8,825.00							
Yokosuka	\$ 7,281.50	1,290.00					5,991.50		
TOTALS	\$ 98,071.69	\$ 34,195.00	\$ -	\$ 390.00	\$ 1,959.32	\$ 16,000.00	\$ 44,927.40	\$ -	\$ 599.97



Accounts Summary

	<u>Dec 2016</u>	<u>Dec 2017</u>
Operating Account (CAP)	\$450,538	\$382,287
Scholarship Fund	\$81,431	\$99,362
Investment Account		
Vanguard Total Stock Market Index Fund	\$675,628	\$814,414
12/31/2017 NFCU Share Certificates	\$353,153	\$356,460
CAP Mutual Fund	\$150,021	\$150,513
Total Investment	\$1,178,802	\$1,321,387
Grand Total	\$1,710,771	\$1,803,036





Financial Reports

- 2018 Proposed Budget

	Budget 2017	2017	Draft Budget 2018
Dividend Income	40.00	611.01	600.00
Corporate Dues	215,000.00	226,000.00	220,000.00
Individual Dues	50,000.00	62,164.50	58,000.00
Memorabilia	500.00	118.20	200.00
Symposium	270,000.00	339,714.32	340,000.00
Table Top Books			
Conferences	41,000.00	35,960.00	40,000.00
Misc Income/Stale checks			
Excess Income 2016	21,038.41		21,615.69
TOTAL	597,578.41	664,568.03	680,415.69
	Budget 2017	2017	Draft Budget 2018
ADMIN			
Accounting Services	7,000.00	6,000.00	6,500.00
Bank Fees	16,000.00	17,369.24	18,000.00
Sponsorship/Charitable Donations	750.00	2,050.00	2,000.00
Electronic Communications and Website	2,500.00	2,915.31	3,200.00
Equipment	400.00		
General Printing	3,500.00	2,614.64	2,800.00
Insurance	2,300.00	3,071.88	3,100.00
Legal Fees	25.00	25.00	25.00
Meetings	1,200.00	1,048.71	1,200.00
Memorabilia			
Membership Benefits/Club Quarters	1,250.00	1,250.00	1,250.00
Postage & Shipping	7,500.00	8,753.08	9,000.00
Rent	16,200.00	16,023.00	17,000.00
Supplies	2,500.00	1,181.44	2,500.00
Telephone	6,200.00	4,414.66	6,200.00
Travel	7,000.00	8,226.45	9,000.00
TOTAL ADMINISTRATION	74,325.00	74,943.41	81,775.00
AFFILIATES			
Banners		362.29	500.00
Chapter Projects	56,207.00	63,101.06	65,000.00
Dues Sharing	33,000.00	34,195.00	35,000.00
Initial Grant			
Regional Events	3,500.00	390.00	2,000.00
TOTAL AFFILIATES	92,707.00	98,048.35	102,500.00
AWARDS			
Arleigh Burke	600.00	546.00	700.00
Chapter Excellence	350.00	163.30	350.00
Chapter Support	3,500.00	599.97	2,000.00
Clocks	1,000.00	686.50	1,000.00
CMC Award	1,000.00		1,000.00
Decatur Award	4,500.00	3,403.32	4,500.00
Literary Prize	800.00	727.74	1,300.00
Senior Enlisted Heritage Award	1,300.00	1,184.56	1,300.00
Old Salt	300.00		300.00
Old Tar	200.00		200.00
Other/Zumwalt	400.00	182.19	400.00
Hospital Corpsman Award	500.00	496.00	500.00
Photo Award	1,400.00	1,400.00	1,400.00
Recruiters Week	500.00	500.00	500.00
Hall of Fame	500.00		500.00
Schonland Plaque/Clocks	1,500.00	2,526.99	2,600.00
Naval War College Award	500.00		500.00
George Sirian Award	750.00		750.00
Shiphandler	100.00	12.50	100.00
USNA YP Squadron Commodore Award	800.00	830.00	900.00
Ship Commissioning	3,000.00		3,000.00
Plaques	300.00		300.00
Hoplev Yeaton Award	400.00		400.00
Educational Grant Program			20,000.00
NJROTC Essav Award			3,000.00
TOTAL AWARDS	24,200.00	13,259.07	47,500.00
TOTAL SCHOLARSHIP		50,000.00	25,000.00
Contract Support	205,687.77	205,687.77	210,580.05
Salaries and Compensation	112,158.56	112,158.56	115,571.84
Recruiting	500.00	4,108.85	500.00
SITREP Printing/Story Development	43,000.00	33,739.77	43,000.00
Publicity			
Conferences	42,000.00	48,006.56	50,000.00
Navy Safe Harbour	3,000.00	3,000.00	3,000.00
TOTAL EXPENSES	597,578.33	642,952.34	679,426.89
	Budget 2017	2017	Draft Budget 2018
TOTAL INCOME	597,578.41	664,568.03	680,415.69
TOTAL EXPENSES	597,578.33	642,952.34	679,426.89
DELTA (Reserves)	0.08	21,615.69	988.80
Adjustment to Corpus for Special Projects			



*Recommendation for
SNA Board of Directors*

- Approve SNA National 2018 Budget as proposed.



2017 Programs: Goals and Objectives

BOD 8 Jan 2018



Executive Committee

**7 Meetings in 2017
Minutes on SNA BOD Website**

SNA BOD 8 Jan 2018



Executive Committee General Programs

- **Socials for Detailer Visits**
- **Regional Midshipman Summer Training**
- **Chapter Matching Funds**
- **Chapter SOY Projects**
- **Chapter Projects**
- **CPO Events**
- **Battle of Midway Commemorations**
- **Special Projects**

SNA BOD 8 Jan 2018



2017 New Initiatives

- **Published New Website Design**
 - Commenced automated payment function
- **Established Enlisted Grant Program**
- **Sponsored “Journey Home to the USS Arizona”**
 - Commenced NJROTC Essay Contest
- **Continue Cuttermen Expansion within SNA**
- **Reviewed BOD Makeup to reflect member demographics**

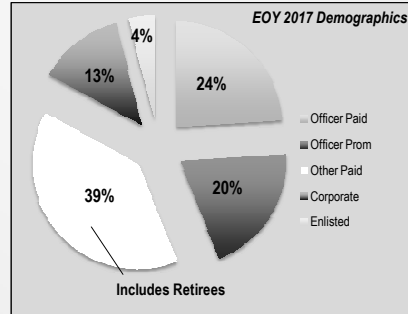
SNA BOD 8 Jan 2018



Membership Committee Report

Board of Directors Meeting

8 January 2018



Membership Committee

RADM Rob Reilly, USN, (Ret) (EXCOM)
Chairman

Debbie Garry
Staff

COMMITTEE MEMBERS

GSCS (SW/AW) John Bradshaw, USN
 OSC(SW/AW) David Brakebill, USN
 CAPT Christopher Bushnell, USN (CP/SD)
 CAPT Bill Campbell USN (Ret)
 CAPT Bill Erickson, USN (Ret)
 RDML Michael Frick USN(Ret) (EXCOM)
 RADM Jeff Hathaway, USCG (Ret) (EXCOM)
 RADM Charles Horne, USN(Ret)
 FLTCM(SW/AW) Tom Howard, USN (Ret)

LCDR Katie Jacobson, USN (BOD/MDC)
 CAPT Jim McTigue, USN (Ret) (CP/M/Tampa)
 HMCM (SW/FMF) Patrick Modglin, USN(Ret)
 CAPT Bob Oldani, USN (Ret)
 VADM Carol Pottenger, USN (Ret) (BOD)
 FORCM (SW/AW) Bill Slingerland, USN(Ret) (M/HR)
 CAPT Robert Warner, USN (Ret)
 LT Arthur Zeph, USN (BOD)

Code: CP – Chapter President BOD – Board Member
 EXCOM – EXCOM Member M – Chapter Membership POC

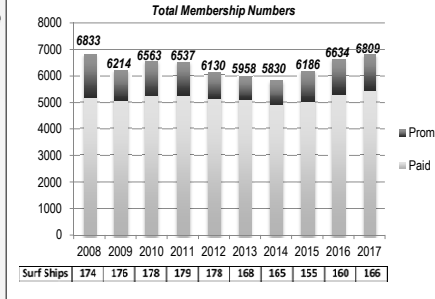
Quarterly TELCONs: 23 March 20 July, 14 September, 14 December



Bottom Line Up Front (BLUF)

- Steady, solid numbers in all categories, trending slightly upward

- ✓ Regaining ground lost during 2012-2014 timeframe
- ✓ Averages over 10 years: 81% paid, 19% promotional (+/- 4%)
- ✓ Enlisted membership remains consistently low, numbers helped by efforts of Charleston Chapter/Cuttermen merger



- SNA/Cuttermen Association merger continues to reap more members, benefits

- 2017 highlights:

- ✓ Chapter Excellence Award Program restructure
- ✓ SNA West Coast Symposium Career Transition Seminar
- ✓ "Hike and Like" Facebook Challenge (Kudos to Katie Jacobson)
- ✓ Enlisted Professional Education Grant Program (Kudos to Paul Rinn and Scholarship Committee)

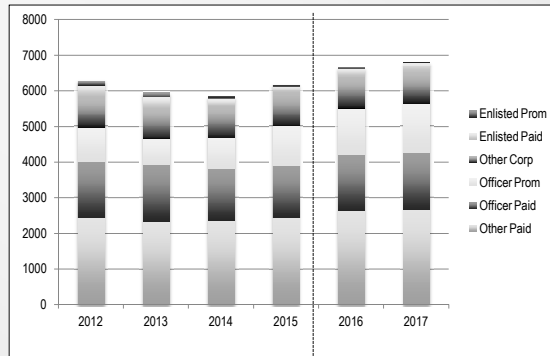


Membership Scorecard - EOY

- 6809 total members as of 31 December 2017

- ✓ Net gain: 175 members
- ✓ includes 89 USCG, 47 enlisted, and 53 life* member gains since DEC 2016)

	Dec 2016	Dec 2017	Delta
Total Paid	4398	4528	+130
<i>Enlisted Paid</i>	206	265	+59
<i>Officer Paid</i>	1557	1610	+53
<i>Other Paid</i>	2635	2653	+18
Promotional	1340	1387	+47
Corporate	896	894	-2



includes regular to life member conversions




Membership Categories

ACTIVE DUTY, RESERVE, and CIVILIAN

- Membership open to all
- Annual, 3 year, and life membership options
- Annual and 3 year membership fees scaled based upon paygrade (\$10-\$70)
- Includes *Surface Sitrep*, discounted rates for SNA events
- Lack of membership not a barrier to participating in SNA events and activities

CORPORATE SPONSORS

- Receive a individual memberships based on level of Sponsorship
 - Range from 5 to 25 members




Membership Fees

2017 Rates identical to 2016 – No changes anticipated for 2017

<u>Active Duty/Reserve on Active Duty</u>			<u>Life Membership Dues</u>	
	<u>Annual</u>	<u>Three Year</u>		
O-7 & Senior	\$30.00	\$70.00	Active Duty or Reserve on Active Duty to age 50	\$350.00
O-6	\$25.00	\$62.50	Active Duty or Reserve on Active Duty after age 50	\$250.00
O-4/O-5	\$20.00	\$50.00	Retired or Civilian	
CWO/O-1, O-2, O-3	\$15.00*	\$20.00*	- Under Age 40	\$450.00
Midshipmen		\$15.00	- Age 41-50	\$350.00
E-7/E-9	\$15.00*	\$20.00*	- Age 51-60	\$250.00
E-6 & Below	\$10.00*	\$20.00*	- Over Age 60	\$150.00
Retired	\$30.00	\$70.00		
Civilians	\$30.00	\$70.00		


Membership fees for categories in italics lowered in 2016 to conform to U.S. govt. gift rules



Membership Incentive Programs

- Three Year for Half Price General Membership
 - Generally exercised every 3 years
 - 2011 results:
 - ✓ 145 new 3 year memberships, 415 three year renewals
 - ✓ 102 of these members did not renew in 2014
 - 2015 results:
 - ✓ 269 renewals out of 475 for entire year
 - ✓ 129 Officers, 10 enlisted, 130 other members
 - ◆ Will quantify renewal rate this year
- Three Year for Half Price General Membership for New Members
 - First done in 2014
 - ✓ Offered 15 August – 1 November 2014
 - ✓ Resulted in 83 new members
- Membership Recruitment Initiative (Earn points for SNA memorabilia)
- Re-introduction of SNA Member/SNA Life Member Lapel Pins – appreciated by members**

**No firm plans
For 2018; will
Track demographics
And consider mid year**



Promotional Membership Programs

Hampton Roads and San Diego (BDOC), and Annapolis efforts evident; little CPO interest ...

ACTIVE DUTY NAVY OFFICER

- Newly Commissioned ROTC (Surface) - 3 Year
- Newly Commissioned USNA (Surface) - 3 Year
- Current OCS Students- 3 Year

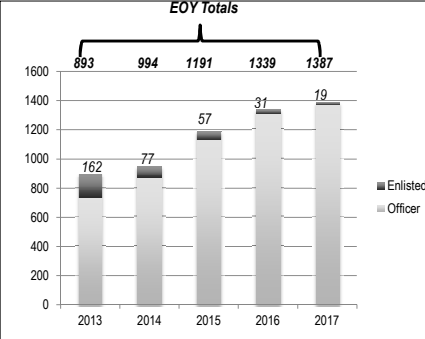
ACTIVE DUTY NAVY ENLISTED

- CPO (ESWS Qualified) Selectees - 3 Year

ACTIVE DUTY COAST GUARD

- PXO/PCO- 3 years for 1 year price
- Coast Guard Academy Graduates - 3 Year

EOY Totals



- We continue to get good take rates from Annapolis and Hampton Roads/San Diego (BDOC classes)
- ESWS CPO numbers continue to drop off
- Conversion from promotional to regular membership averages 3.7% for officers, 1.6% for enlisted across 2013-2017 time frame (measured from EOY 2012 – 2016 totals)

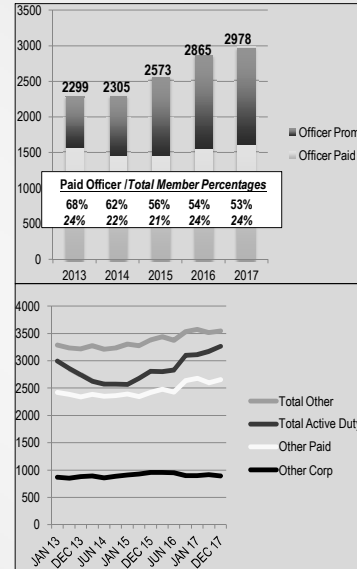
	DEC 13	DEC 14	DEC 15	DEC16	DEC17
Enl Prom Takes	40	13	2	1	15
Prom Convert 1yr	0	0	1	0	0
Prom Convert 3yr	0	0	0	2	1

	DEC 13	DEC 14	DEC 15	DEC16	DEC17
Off Prom Takes	347	379	378	485	456
Prom Convert 1yr	6	4	5	9	6
Prom Conv 3yr	22	32	32	31	35



Officer Membership

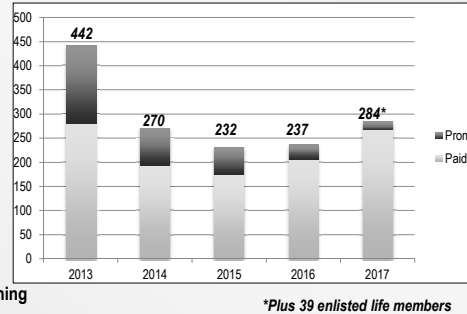
- ❑ Both paid and promotional numbers have bounced back from 2013/14 low points, with promotional memberships gaining more ground over time.
- ❑ Officer paid and promotional memberships account for 44% of total membership numbers at EOY17, as compared with other paid (39%), enlisted (4%), and corporate (13%) numbers.
- ❑ This speaks to the health of our membership when taking into account both our active duty and retired surface warrior population.
- ❑ 519 of these active duty officers are also life members (32% of paid officers).

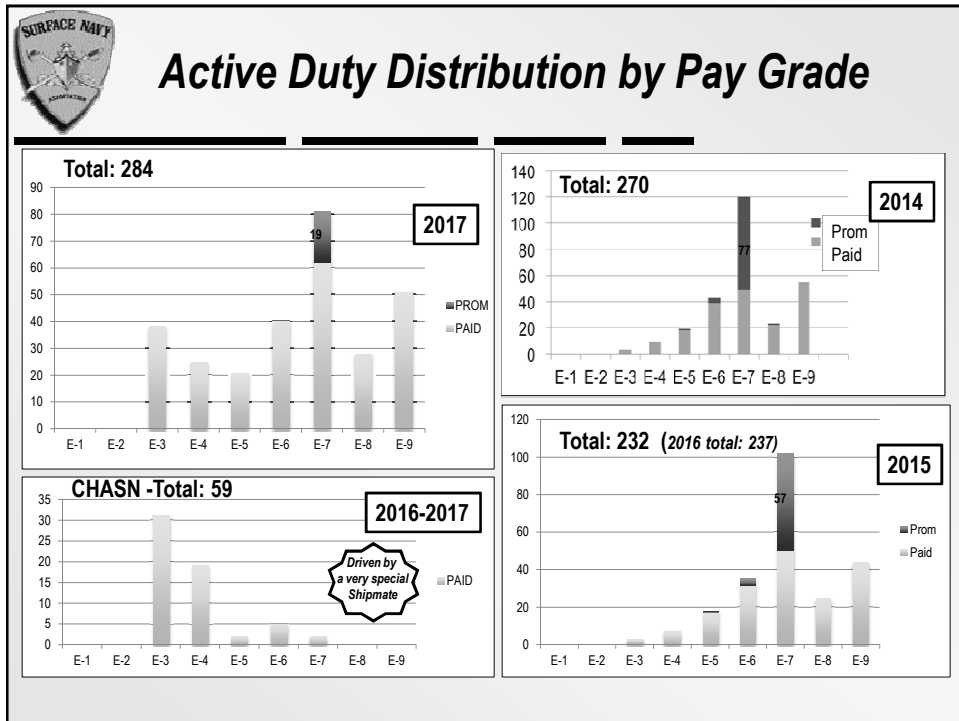
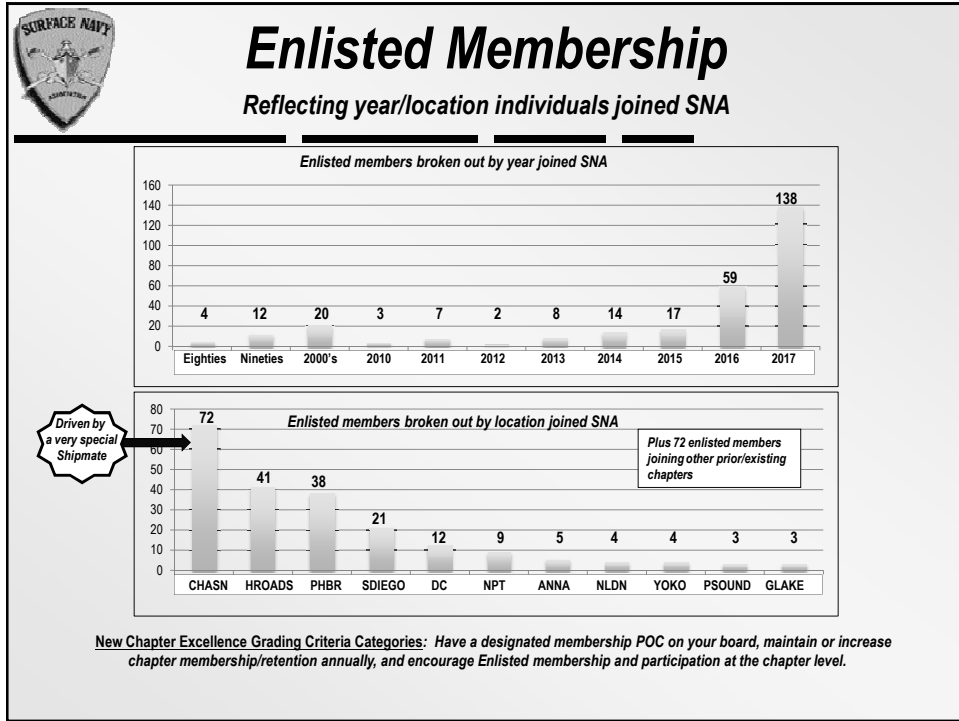



Enlisted Membership

Still a hard sell ...

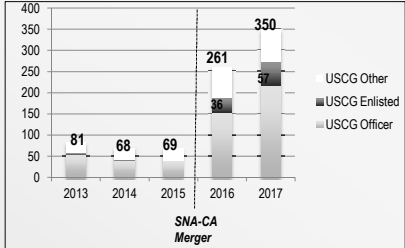
- ❑ Paid numbers up (59), driven by the efforts of the Charleston Chapter and their efforts to promote membership with local USCG commands and NPTU CHASN
- ❑ ESWS CPO promotional memberships still not a driver – but we still believe they are worth offering
- ❑ Other USN professional organizations may be facing similar challenges
 - Association of the United States Navy (AUSN)
 - Naval Submarine League (NSL)
 - Fleet Reserve Association (FRA)
 - Naval Enlisted Reserve Association (NERA)
- ❑ Social Media access, FACEBOOK, LINKEDIN, etc., also allowing cohorts to form their own groups
- ❑ Navy Apps: The gouge pushed to your phone ...
 - Over 100 smartphone/tablet apps covering everything from personal finance to retention to GMT (see backup slide)







USCG/Other Memberships



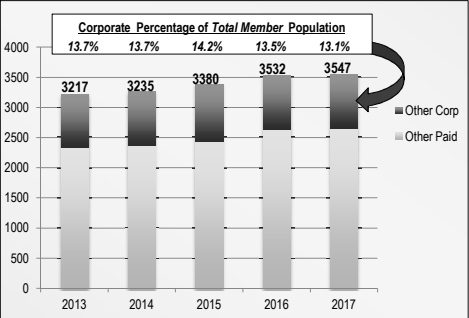
SNA-CA Merger

- USCG Memberships


- Three new chapters
 - Bay Area, Douglas Munro (Anacostia), and National Cuttermen.
- Douglas Munro – great growth
 - EOY YR16: 25, EOY YR17: 73 members
- New London membership down from 96 members (2010) to 35 members (2017)

Other memberships -

- Includes retired regular and life members
- Corporate members trending at 13-14% of total membership (gratis)
- No longer have "other promotional" memberships on the rolls

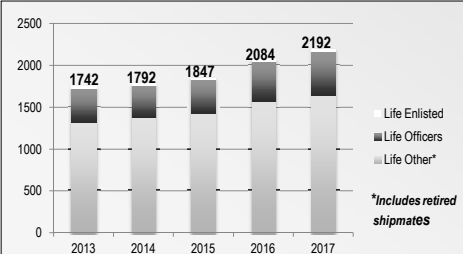


Corporate Percentage of Total Member Population

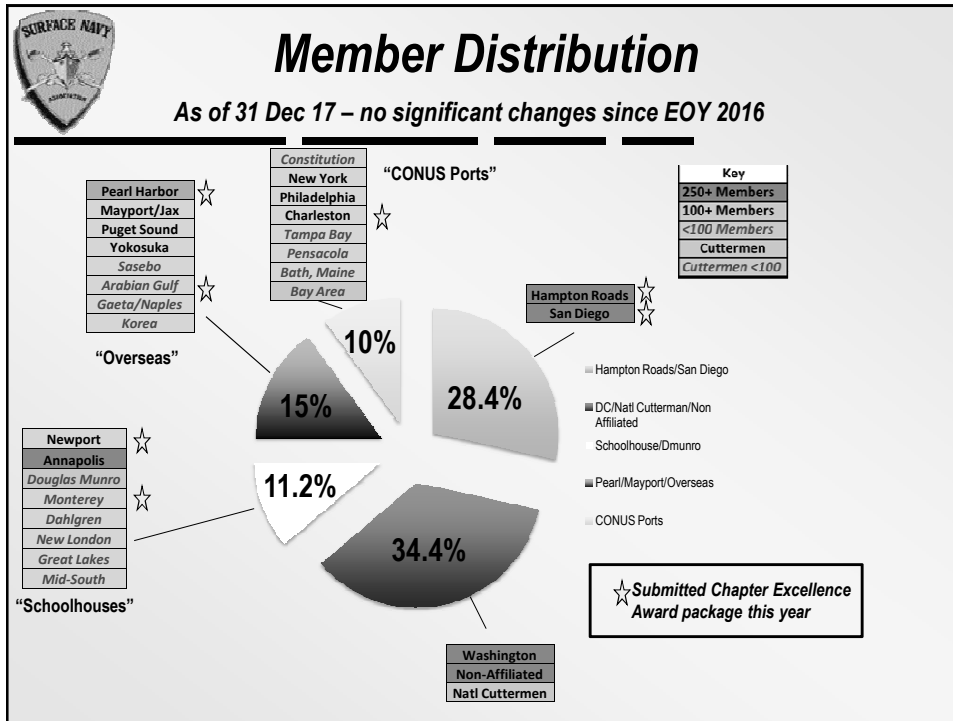


Life Memberships

- Includes active duty and retired members; 8% and 24% of total EOY17 membership, respectively
- Up from 27% to 32% of total membership since 2013.
- When compared with active duty regular member increases, indicates that both categories appear to be growing (as opposed to just regular members transitioning to retired status).



***Includes retired shipmates**



Chapter Excellence Awards

2017 Winners

Key	Members
250+ Members	
100+ Members	
<100 Members	
Cuttermen	
Cuttermen <100	

Large Chapters

- Hampton Roads San Diego

Small Chapters

- Charleston
- Monterey
- Newport

- Four annual awards, with one going to a small chapter (>200 Members)
- EXCOM may authorize additional awards based upon Membership Committee Recommendation (+1 this year)
- Criteria: "Chapter Wholeness"
 - Active program involving all members in supporting U.S. Naval Surface Forces
 - Demonstrated excellence in hosting/co-hosting events
- 7 of 28 Chapters submitted packages (3 large, 4 small)



Chapter Excellence Award Program

The need for change ...

- We are up to 28 chapters now, but have only received 7-13 award submissions per year since 2009.
- Hampton Roads and San Diego have dominated large chapter submissions, Newport and Pearl Harbor have straddled large and small categories, and Annapolis and D.C. chapters have been shut out despite strong submissions.
- Many small chapters with less than 100 members have rarely/never submitted packages, although their SITREP chapter news submissions show plenty of activity.
- The Membership Committee believes now is the right time to add more rigor to the chapter excellence award process and motivate more chapters to submit packages

2009-2017 Package Submit/Award Data

Chapters (28)	Large Submits	Large Wins	Small (100+) Submits	Small (<100) Submits	Small Wins	Membership Range over 9 years
Annapolis	3	0	0	0	0	144-269 Members
Douglas Munro	-	-	0	0	0	25-73 Members
Arabian Gulf	-	-	0	3	1	20-34 Members
Bay Area	-	-	0	0	0	76-77 Members
Bath Maine	-	-	0	1	1	48-77 Members
Constitution	-	-	5	2	2	Both 100+ wins
Charleston	-	-	3	2	3	69-138 Members
Dahlgren	-	-	0	0	0	58-59 Members
Great Lakes	-	-	0	0	0	46-77 Members
Gaeta/Naples	-	-	0	0	0	9-19 Members
Hampton Roads	9	9	0	0	0	Mega Chapter
Korea	-	-	0	0	0	2-15 Members
Mayport/Jax	-	-	3	0	0	138-170 Members
Monterey	-	-	0	5	3	71-96 Members
Mid-South	-	-	1	3	2	46-78 Members
Newport	5	5	4	0	4	162-252 Members
New London	-	-	0	4	2	22-96 Members
New York	-	-	1	0	0	84-112 Members
Philadelphia	-	-	0	0	0	101-115 Members
Pensacola	-	-	0	0	0	34-60 Members
Pearl Harbor	6	4	2	0	2	183-300 Members
Puget Sound	-	-	2	0	0	110-140 Members
Natl Cutterman	-	-	0	0	0	108-118 Members
Sasebo	-	-	-	0	0	46-90 Members
San Diego	9	8	-	-	-	Mega Chapter
Tampa Bay	-	-	-	0	0	49-61 Members
Washington	6	0	-	-	-	Mega Chapter
Yokosuka	0	0	1	1	0	92-204 Members



New Chapter Excellence Award Program

"No Award Quotas" ... "Setting the Bar"

- Breaks out chapters into small (<100), medium (100-199) and large (200+) categories
- Includes qualifying criteria (must meet all criterion), objective, and subjective scoring areas
 - **Qualifying:** *Specific chapter housekeeping/administrative requirements*
 - List of officers, completed finance report, copy of chapter bylaws on file, info on chapter social media sites
 - **Objective:** *Professional development events, community service, awards programs, etc.*
 - **Subjective:** *Have an active chapter recruiting/retention program? Encouraging enlisted membership and participation at the chapter level? Other noteworthy activities or chapter events? Leadership succession plan?*
- Qualifying criteria and objective/subjective scoring criteria initially developed by SNA staff, membership committee provided inputs/edits, and draft scoring sheets passed to chapters for review and comment.*
 - *Positive feedback from chapters, edits made to final draft*
 - *New program briefed to and approved by EXCOM this fall; ready for implementation in 2018*
 - *SNA Staff/Membership Committee Chairman to cover at SNA Chapter President Breakfast*



SNA WCS Transition Seminar

- “Beta”- type pilot Saturday morning post West Coast Symposium career transition seminar session offered to San Diego Chapter active duty (only) members.**
 - *Admission fee applied to SNA membership if not a member; if a member, fee was refunded if he/she participated. 25 individuals signed up, 11 participated.*
 - *Facilitators included a former Lockheed Martin/Silicon Valley Corporate Strategic Recruiter who regularly mentors transitioning military members; approach different than TAPs, Ruehlin Courses*
 - *Group and individual instruction on web based job opportunity search, individual networking, and focused target company contact techniques using social media resources such as LINKEDIN.*
- Class participants individually contacted 45 days after session for critique purposes**
 - *General feedback: Different approach takes person out of their (traditional military) comfort zone, pushes individuals to explore job opportunities outside of local area, and with companies other than traditional defense and aerospace industry players (10% of U.S. labor market).*
- Following up with San Diego Chapter President at SNA breakfast for additional feedback.**



“Hike and Like” and Enlisted Professional Grant Program

- “Hike and Like”**
 - **Group or individual challenge: hit the great outdoors and shoot a selfie of you or your group with an SNA banner or logo in the picture.**
 - **Originally planned for summer time frame (June-September); staff will take additional inputs.**
 - **Some photos already published in SITREP; additional ones plus winning entry will be announced in future SITREP(s).**
- Enlisted Professional Education Grant Program**
 - **Scholarship Committee initiative open to active duty E-4 through E-6 members.**
 - **Subject to annual funding level and awarded on a first come, first served basis.**



2017 Objectives

- Continue integration of Cutterman Association chapters ✓
- Continue quarterly TELCON meetings ✓
- Explore additional ways to add value to an SNA membership ✓
 - ✓ *Continue emphasis on recruiting/retaining enlisted members*
 - ✓ *Revised Chapter Excellence Award Program emphasis*
 - ✓ *Explore other ways to support our members, including those transitioning from active duty*
 - ✓ *WCS Transition Seminar pilot ... Revised Chapter Excellence Award Program*
- Update committee membership ✓ *Better diversity, participation*



2018 Objectives

- Continue quarterly TELCON meetings; increase numbers to support Chapter Excellence Award Program process implementation and EOY review.
 - ✓ *Will require routine interaction with chapter POCs, SNA staff to ensure success.*
- Explore additional ways to add value to an SNA membership.
 - ✓ *Continue emphasis on recruiting/retaining enlisted members.*
 - *Monitor related chapter excellence award criteria progress, involve chapter membership POCs more, promote Enlisted Professional Education Program, etc.*
 - ✓ *Explore other ways to support our members, including those transitioning from active duty.*
- Support continued integration of new Cutterman chapters and New London chapter.
- Consider “3 years for ½ price” membership promotion at mid year point.



Awards Committee

CAPT Dave Adler, USN (Ret)
Chairman
Jennifer Holub
Staff

COMMITTEE MEMBERS

CAPT Robert Bellitto, USN (Ret)
OSC(SW/AW) David Brakebill, USN
CAPT Andrew Combe, USN (Ret)
CMDMCM Bryan Exum, USN (Ret)
CDR Joseph Garry, USN (Ret)
CAPT Matthew Gimple, USCG
RADM Edward (Sonny) Masso, USN (Ret)
Dr. John Sherwood
FORCM(SW/AW) Bill Slingerland, USN (Ret)
FORCM(SS/SW/AW) Pres Weaver, Jr., USN (Ret)



Awards Summary-Periodic Awards

# of Awards	Name of Award
3	Special Recognition
2	Surface Warfare Historical Remembrance
1	Recruiter of the Year Grant
60	VADM Robert L. Walters Scholarship
2	Surface Navy Literary Award
4	Surface Sailors of the Year Award
4	Admiral Arleigh Burke Surface Warfare Operational Excellence Award
9	CAPT Raymond A. Komorowski Photography Award
6	Surface Warfare Hall of Fame
0	Recruit Division Commander of the Year Award
383 SCHOOLS	Stephen Decatur, JR Award
6	Chapter Membership Excellence Award
3	ADM Zumwalt Award for Visionary Leadership
1	Master Gunner George Sirian Meritorious Service Award



Awards Summary-Periodic Awards

# of Awards	Name of Award
1	"The Old Salt"
10	RADM Herbert E. Schonland Award for Excellence in Damage Control
As Required	Support of Chapters Awards
1	"The Old Tar"
As Required	Surface Warfare Research Award
As Required	Distinguished Graduate Award
6	Senior Enlisted Academy Naval Heritage Award
As Required	Naval War College Surface Navy Association Award
1	USNA YP Squadron Commodore Award
As Required	Command Master Chief/Senior Chief Recognition Award
2	Naval Surface Force Shiphandler of the Year
2	Surface Force Independent Duty Corpsman of the Year Award



2016/17 SNA Award Winners

Literary Award (12)	LTJohn Miller, USN (Ret)
Honorable Mention	LTJG Daniel Stefanus, USN
Photo Award (158)	Grand Prize and First Place in Operations: MC3 Patrick Morrissey, USN First Place in Ships: MC2 Matthew Dickinson, USN First Place Personal Interest: MC3 Jonathan Clay, USN
Special Recognition	Mr. Charlie McCullough CAPT Dave Poyer, USN (Ret) CAPT Rick Rushton, USN (Ret)
Shiphandler Award Winner	LT Benjamin Kozlowski, USN
Shiphandler Award Runner-Up	LTJG Alexander Davis, USN
Hospital Corpsman of the Year	HM1 (SW/FMF) Justin Cayetano , USN HMCS (SW/FMF/AW) Noel Martinez, USN
Arleigh Burke (12)	LT Jared Carlson, USN LTJG Michael Pryor, USN OS1 (SW/AW) Regynald Flores, USN GM2 (SW) Aaron Peter, USN
Admiral Zumwalt (24)	MN1 (SW/AW) Daniel Cadigan, USN ETCM(SW/AW) Victor Harris, USN ISC (SW/AW/IW) Joshua Winfrey, USN



CAPT Raymond Komorowski Photo Award
Grand Prize and First Place Operations Winner



First Place: MC3 Patrick Morrissey, USN
HT3 Atherton conducts welding while aboard USS Ronald Reagan (CVN 76)



CAPT Raymond Komorowski Photo Award
First Place Ship Winner



First Place: MC2 Matthew Dickinson, USN
USS Milius (DDG 69) in rough seas.



CAPT Raymond Komorowski Photo Award
First Place Personal Interest Winner



First Place: MC3 Jonathan Clay, USN
Marines run on the flight deck of the USS Ashland (LSD 48) during sunset
in the Philippine Sea.



Historical Remembrance

“Remembering Pearl Harbor”

Presenter: Mr. Tim Gray
WWII Foundation

Mr. Lou Conter
Mr. Don Stratton



2017 Hall Of Fame Inductees

- Admiral Thad Allen, USCG (Ret)
- BM2 Joe George, USN (Ret)
- MCPON John Hagan, USN (Ret)
- ET3 Terry Halbardier, USN
- Rear Admiral Grace Hopper, USN (Ret)
- LT (then Gunner) Jackson Pharris, USN (Ret)



Admiral Arleigh Burke Surface Warfare Excellence Award

12 Applicants

**LT Jared Carlson, USN
USS Stethem (DDG 63)**

**LTJG Michael Pryor, USN
USS Carney (DDG 64)**

**OS1 (SW/AW) Regynald Flores, USN
USS Porter (DDG 78)**

**GM2 (SW) Aaron Peter, USN
USS Curtis Wilbur (DDG 54)**



Admiral Elmo Zumwalt Visionary Leadership Award

24 Nominations
E3-E6 7 Nominees
E7-O4 17 Nominees

MN1 (SW) Daniel Cadigan, USN
USS Sentry (MCM 3)

ETCM (SW/AW) Victor Harris
USS Harry S. Truman (CVN 75)

ISC (SW/AW/IW) Joshua Winfrey
USS Antietam (CG 54)



Special Recognition Award

Mr. Charlie McCullough

CAPT Dave Poyer, USN (Ret)

CAPT Rick Rushton, USN (Ret)



SNA Literary Award

12 Articles Nominated

Winner:

LT John Miller, USN

"There Are No Benign Operations"

Proceedings, September 2017

Honorable Mention:

LTJG Daniel Stefanus, USN

"Embracing The Dark Battle"

Proceedings, April 2017



Hospital Corpsman Award

East Coast

SURFLANT- HMCS(SW/FMF/AW) Noel Martinez, USN

USS Carney (DDG 64)

West Coast

SURFPAC- HM1(SW/FMF) Justin Cayetano, USN

USS Gridley (DDG 101)



Expert Ship Handler Award

Winner:

**LT Benjamin Kozlowski, USN
USS Stout (DDG 55)**

Runner-up:

**LTJG Alexander Davis, USN
USS Porter (DDG 78)**



Hopley Yeaton Awards

**Officer Superior Cutterman Award Winner
LTJG Anna Ruth, USCG**

**Enlisted Superior Cutterman Award Winner
MK2 Jason Tribeck, USCG**

**Superior Cutter Award (Large) Winner
USCGC JAMES (WMSL 754)**

**Superior Cutter Award (Small) Winner
USCGC JOHN MCCORMICK (WPC 1121)**



Finance Committee

VADM William Landay, USN, (Ret)
Chairman
Marianne Catina
Staff

COMMITTEE MEMBERS

VADM Barry McCullough, President
CAPT Jim Tackett, Treasurer

Minimum of Two SNA Members
Appointed by the Chairman

RADM Robert Reilly
OCS David Brakebill, USN



Reserve Policy Statement

Summary:
\$1M in Reserve
60/40 Split Between Stocks/Bonds

Surface Navy Association

Policy for Maintaining a Level of Financial Reserves

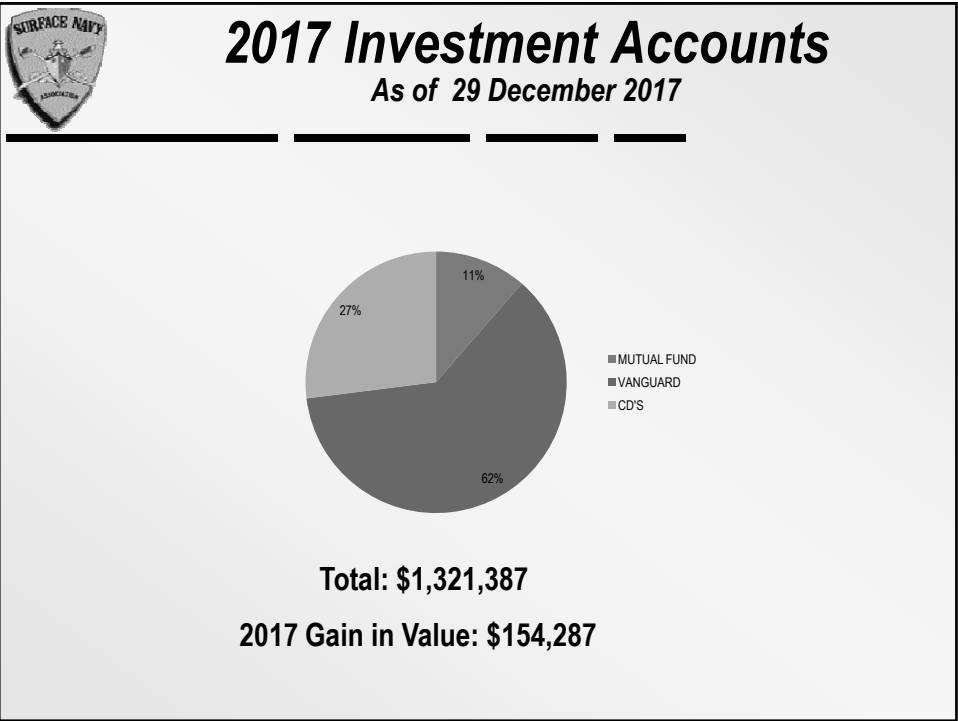
It is necessary for any organization to maintain some level of financial reserves to ensure smooth operations and provide some protection against unexpected reduction or cessation of expected revenues.

Since 1999, SNA has kept funds in excess of current operating needs in a combination of certificates of deposit and conservative market index mutual funds.

SNA has grown since 1999 albeit slowly and it provides a variety of programs for its members including chapter support, a robust set of awards, and an active scholarship program. Additionally, the organization supports a variety of one-time projects on a case-by-case basis in most years. Reserves provide a safety net for uninterrupted provision of these programs.

For the past several years, SNA revenues have been about five hundred thousand dollars per year (\$500,000.) It is common practice among not-for-profit organizations with a national scope to maintain reserves of two to two and one-half times average revenues.

THEREFORE, it will be the policy of the Surface Navy Association to maintain one million dollars (\$1,000,000) in reserves at the end of each fiscal year to be invested in a combination of certificates of deposit, conservative mutual funds or other, similar, conservative instruments as has been the practice since 1999. Exemptions to this policy will require the recommendation of the Finance Committee and the Executive Committee (by majority vote in each case) and approval of the Board of Directors.





Symposium Committee

RADM David Hart, USN, (Ret)
Chairman

SNA Staff


COMMITTEE MEMBERS

VADM Hank Giffin
VADM Lee Gunn
VADM Terry Blake
VADM Carol Pottenger
RADM Jeff Hathaway
CAPT Dave Lee
CAPT Jim Tackett
CAPT Bob Wells
CAPT Dave Adler
CAPT Troy Stoner


CAPT Brian Perkins
CNOMC Jim Monroe
CNOMC Bernard Quibilan
CNOMC Harry Kantrovich



***Final Results of the
29th National Symposium
January 2017
&
Advance Registration Figures
for the
30th National Symposium
January 2018***



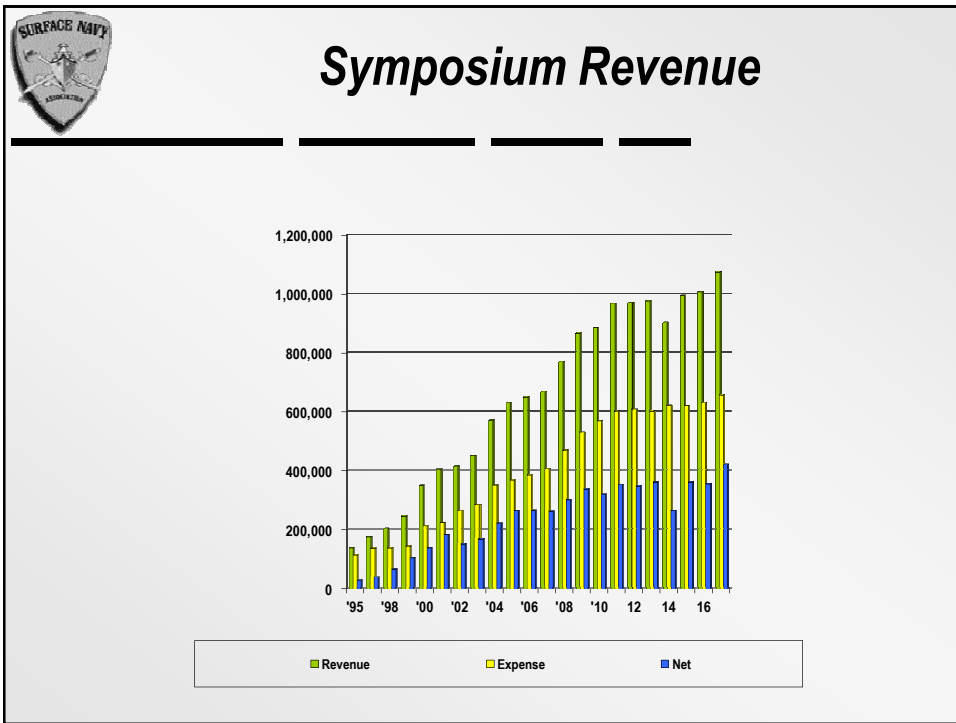
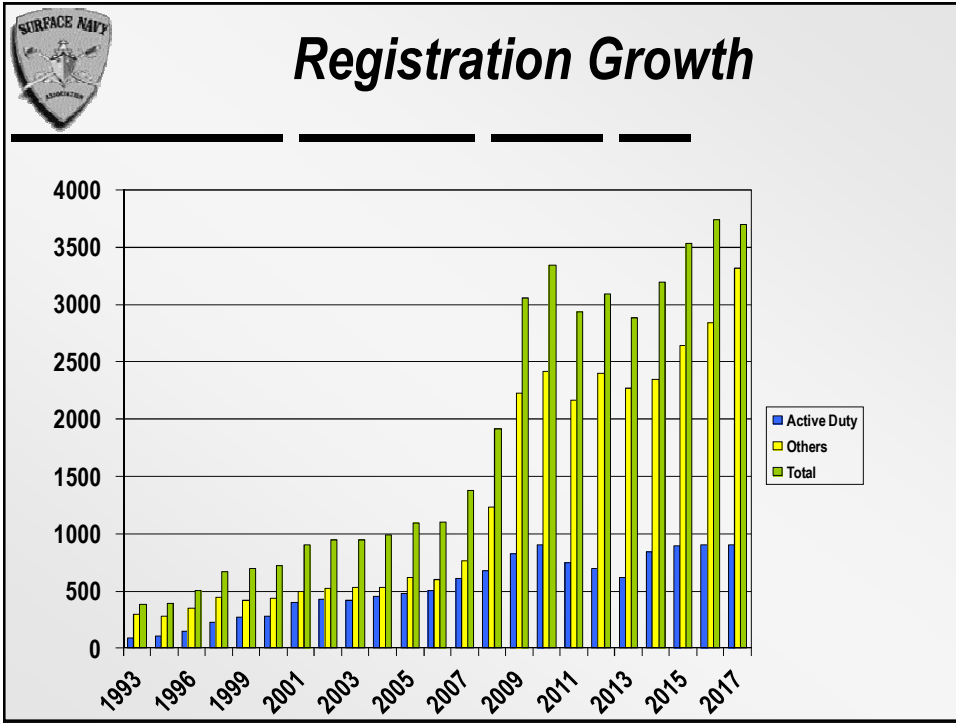
**Final Results of the
29th National Symposium
January 2017**

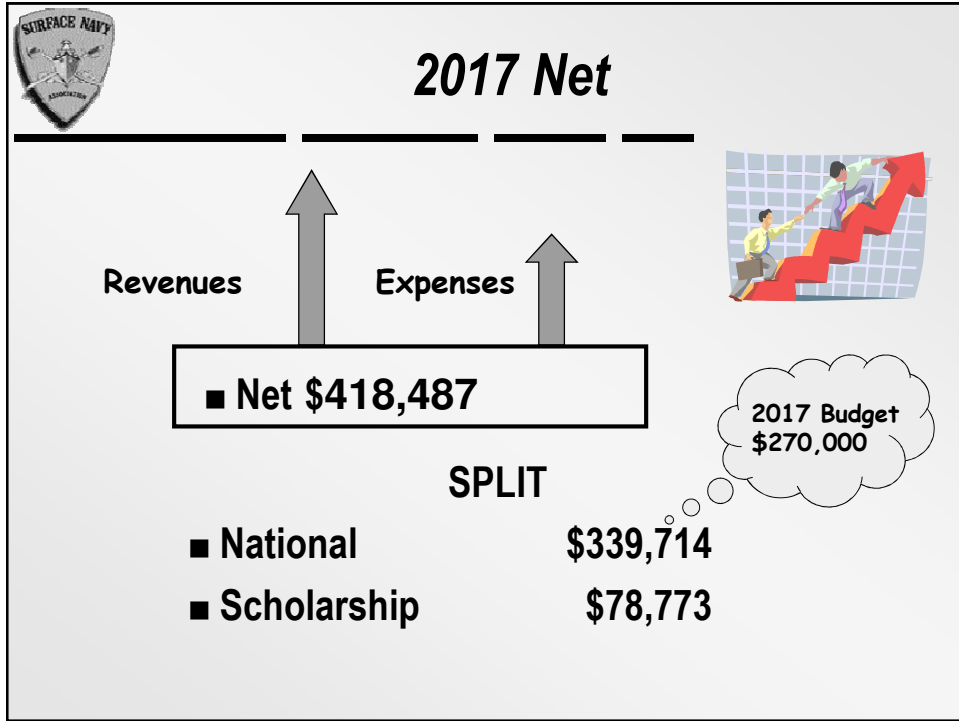


Symposium Attendance

Measures of Success	'11	'12	'13	'14	'15	'16	'17
—Banquet Attendance	925	980/875	875/750	725/685	850/710	836/700	860/725G/735A
—Corporate Banquet Tables	69	61	54	41	45	41	44
—Awards Luncheon	282/225	351/200	309/180	244/125	243/210	269/175	272 / 175
—International Navy Luncheon	403/295	444/300	406/250	386/285	342/158	390/250	375 / 250
—JO Luncheon	181/200	176/150	191/120	249/190	229/225	270/200	229 / 175
—Enlisted Roundtable	72/75	58/65	47/40	55/42	75/168	101/80	103 / 85
—Ret Flag Brief (Registered)	72	93	89	79	71	80	80
—Heritage Lecture	244	261/175	255/130	198/100	180/100	208/85	270 / 85
—Cuttermen Session (Registered)							147
▪ Total: Seminar (Registered)	1630	1833	1590	1730	1978	2206	2129
▪ Active Duty Registrations	751	699	615	846	891	900	903
▪ Exhibit Only Registration	551	564	678	622	666	638	612

****Starting in '11, number of registered vis-à-vis actual attendees
For 2017 banquet first number is seated, second is guaranteed, and last is actual served**





2018 Symposium Advance Registration Figures

Event	#s as of 1/7/2015	# as of 1/6/16	# as of 1/5/17	# as of 1/3/18
Reception	65	66	79	68
Pres Brkfast	34	31	22	33
Seminars	1413	1549	1645	1600
Flag	68	77	76	68
JO/MIDN Lunch	229	219	199	246
JORtable	195	192	189	197
MID Rtable	32	25	10	49
Enlisted	75	60	86	60
International Lunch	342	342	338	381
Heritage	180	193	258	262
Awards Lunch	243	238	254	299
05-06 Brief	354	376	390	396
USCG Brief	82	103	145	177
Banquet (NonCorp)	536	532	596	517
Total in Dbase	2342	2519	2607	2534
Total Active Duty	638	676	719	683



2017 SNA West Coast Symposium

13 July 2017 at Naval Station San Diego

■ **Related Events**

- SWFOT 11-12 July 2017
- Retired Flag Brief 10 July
- San Diego Chapter Golf Tournament 14 July
- Transition Seminar 15 July

■ **Exhibitors**

■ **Attendance**

- 574 individuals registered; 2016: 479
- 295 active duty registered; 2016: 225
- over 20 active duty flag officers.

■ **Financial**



Communications Committee

CAPT Ned Lundquist, USN(Ret)

Chairman

Debbie Garry Staff

Members

Brenda Burdick, General Dynamics Mission Systems

Beci Brenton, Huntington-Ingalls Industries

Bethany Skorik, Marinette Marine Corporation

Thad Smith, Raytheon

Michelle Bowden, Austal USA

Amanda Schildt, Raytheon

Kathrine Gaul, Terma



Strategy

- **Our communications objective is to achieve “Thought Leadership” by creating opportunities to promote greater coordination and communication among those in the military, business and academic communities who share a common interest in Naval Surface Warfare and to support the activities of Surface Naval and Coast Guard Forces.**



Thought Leadership

Conduct communications activities that support the Surface Navy Association

PURPOSE:

- *To promote recognition of the role of the Navy and Coast Guard Surface Forces in United States' security*
- *To recognize and publicize professional excellence in Surface Warfare*
- *To deal with the challenges in the role of Naval Forces in national security*
- *To promote liaison and communication among military, academic and business communities*
- *To foster and preserve the heritage of the Surface Forces in the United States Navy and Coast Guard*
- *To provide forums on professional matters affecting Surface Naval Forces and the United States Navy and Coast Guard*



Communications Programs

- SNA Publication *Surface Sitrep*; SNA Website
 - *Surface Sitrep online*
- Reposting content on other websites
- Symposium Support
 - Reporter / media support
 - Promotion in trade media
 - Streaming Video / YouTube
 - Defense Media Activity coverage
- West Coast Symposium Support
- Chapter Support
- Forums (communications; maritime security)
- Cooperation with World War II Foundation
- Renewed committee engagement...

■ How can we help???



SNA Surface Sitrep

Communicating the Surface Navy and SNA message to our membership:

2016-2017 exclusive editorial content

- **RADM Rick Williamson, USN, Navy Region Europe, Africa, Southwest Asia**
- **RADM John Fuller, COMNAVSURFGRU MIDAC/Navy Region Hawaii**
- **Brigadier Ala'a Abdullah Seyadi, Commander, Bahrain Coast Guard,**
- **CAPT Steve Murray, CO NSWC Corona**
- **RADM Tom Druggan, Commander Naval Surface Warfare Center**
- **CAPT Tom Anderson, USN, PM, PEO LCS**
- **VADM Joseph Mercado, Chief of Navy, Philippines**
- **CAPT Dale Maxey, COMSURFRON 14**
- **RDML John Mustin, USN, Deputy Commander Naval Surface Forces**
- **RADM Sean Buck, USN, C4F/COMNAVSOUTH**



SNA Surface Sitrep

Communicating the Surface Navy and SNA message to our membership:

2016 – 2017 exclusive editorial content

- **USS Coronado (LCS 4)**
- **Warfare Tactics Instructors**
- **West Coast Symposium**
- **Royal Malaysian Navy 15-to-5 fleet modernization**
- **SWOs aboard USS Gerald R. Ford (CVN 78)**
- **USS Zephyr (PC 8)**
- **Pearl Harbor survivor joins his shipmates**



SNA Surface Sitrep

Communicating the Surface Navy and SNA message to our membership:

2016- 2017 exclusive editorial content

- *SWO Boosts Fleet Readiness, Steering ISEA and Product Support Excellence*
by J.W. Marcum, NSWC PHD, Public Affairs
- *The Day the World Nearly Ended - 27 October 1962*
by CAPT Steven Turner, USN (Ret)
- *15th Annual George Sirian Meritorious Service Award*
by CAPT Bill Mauser, USN (Ret)
- *What the Hell! General Quarters, General Quarters . . . This is Not a Drill!*
by CDR John D. Hooper, USCG (Ret)
- *Leadership Qualities in Naval Leaders*
by CAPT David M Ryan, USN (Ret)
- *Commandore Frank Hamilton Newcomb: Seaman, Patriot, Lifesaver, Joint Warrior*
By CDR John D. Hooper, USCG (Ret)



SNA Surface Sitrep

- **Surface SITREP has become the publication of record for the Surface Community.**
- **Commands and activities are urged to submit content to Dgarrynavysna@aol.com.**



Journey Home

- SNA supported production on World War II Foundation's "Journey Home to USS Arizona."
- Essay contest for NJROTC Cadets, based on the movie, on "Honor, Courage and Commitment," and "What it means to be a shipmate."



Corporate Report

■ Corporate Membership Program

- No change in 2017

■ Corporate Members

- 2008: 70
- 2009: 74
- 2010: 80
- 2011: 85
- 2012: 83
- 2013: 89
- 2014: 89
- 2015: 92
- 2016: 90
- 2017: 90

■ 2017 Corporate Gain/Loss

2017 SNA CORPORATE SNAPSHOT

Currently 90 Corporate Members

Company	\$	Exp Date	Join Date
Milcots, LLC	\$1,000.00	11/30/2018	09-Nov-17
MSI-Defence Systems US Inc	\$1,000.00	12/31/2018	05-Dec-17
Rite-Solutions, Inc.	\$1,000.00	1/31/2018	11-Jan-17
Shock Tech Inc.	\$1,000.00	11/30/2018	09-Nov-17
Teledyne Brown Engineering	\$3,000.00	11/30/2018	14-Nov-17
Total Power, Inc.	\$1,000.00	12/31/2018	04-Dec-17
GAINED (6)	\$8,000.00		

DROPPED IN 2017

Company	\$	Exp Date	Join Date
Airbus Defence and Space Inc.	\$3,000.00	11/30/2017	8/24/2011
Energy Focus Inc.	\$1,000.00	8/31/2017	8/27/2014
Flagship Government Relations, Inc.	\$2,000.00	1/31/2017	1/14/2016
Juliet Marine Systems, Inc.	\$5,000.00	9/30/2017	12/11/2012
Northrop Grumman Aerospace	\$2,000.00	1/31/2017	1/27/2005
Textron Systems (OLD)	\$1,000.00	3/31/2017	3/1/2010
LOST (8)	\$14,000.00		

NET GAIN/LOSS FOR 2016 (\$6,000.00)



2017 Scholarship Committee

- Chairman – VADM Lee Gunn, USN(Ret)
- Committee Members
 - VADM Hank Giffin, USN (Ret)
 - CAPT Mike Davis, USN (Ret)
 - CAPT Stephen Murray, USN
 - CAPT Troy Stoner, USN (Ret)
 - CAPT Robert Warner, USN (Ret)
 - CAPT Bob Wells, USN (Ret)
 - LCDR Monica Iannacone, USNR
 - LCDR Doug Robb, USN
 - Ms. Angela Bonner



VADM Robert L. Walters Scholarship Fund

- **\$2,000 per year with up to three renewal years**
- **60 Scholarships in 2017**
 - 40 Renewals
 - 20 New Selectees
 - 32 New Applicants
- **2017 Demographics**



2017 Scholarship Program

- **Determine Number of Scholarships for 2018 in March 2018**
- **Finance Summary**
 - Evaluation of Fund Raising Efforts in 2017
 - **Symposium Revenue**
 - \$78,733
 - **Corporate Donations**
 - \$6,000
 - **Individual Donations**
 - \$5,114
 - **Ending Balance:**
 - \$96,361
 - **Planned Transfer from Investment/Operating Account in 2018**
 - Minimum of \$25,000
- **Overall Scholarship Fund: Healthy**



2018 Scholarship Program

- **Potential in 2018 to reach 60:**
 - Up to 53 Renewals
 - Up to 20 New
- **Defer final decision to March ExCom Meeting**
 - Will know number of applicants/renewals
 - Will have better picture of Symposium Income and Investment Account



Getting the word out!

- **Emails to members**
- **Publicized in *Surface Sitrep***
- **Signage at Symposium and other conferences.**



Scholarship Committee

- **We appreciate your support and welcome your ideas**



Enlisted Professional Education Grant Program (New Program in 2017-2018)

Background

- Many middle rank petty officers do not fit into the Navy education system.
- The cause is timing, career progression, deployment schedule or simply qualifications.
- These sailors could achieve greater professional skills or technical knowledge by attending certificate or other certified professional schools outside the Navy system if financial assistance was available.
- Navy Education Assistance Program acknowledges that reality but frequently only funds up to a maximum of 90% of course costs. (some cases only 70%)
- NEAP does not cover Lab Fees, Books or Miscellaneous costs that often price the sailor out of the opportunity to increase his or her professional proficiency.

Bottom Line

- Multiple certificate courses are available at Local Community Colleges or certified educational facilities that would increase technical capability.
- However support costs put these courses out of financial reach for many.



Enlisted Professional Education Grant Program

SNA Program

- Provide financial grants to qualified Enlisted Surface Warfare and Cuttermen members of SNA to assist in fulfilling professional goals and qualifications.
- Support is IAW SNA charter to provide support for the professional development and training of active duty members of the Surface Navy and Coast Guard.
- Stimulate interest in joining SNA as a Professional Organization furthering career.



New Surface Navy Association Board Member Project

January 2018

Tasking

We were asked to think of ways to:

- ✓ Increase Enlisted Membership
- ✓ Enhance SNA's Brand
- ✓ Modernize Communications



1/6/2018

Increasing Enlisted Membership

Pearl Harbor SNA :

- Created a new VP position for Enlisted Membership
- Better events to attract Enlisted
 - Hikes
 - Beach outing
 - Fishing trips
 - Diving trips to local wrecks (history/heritage)
 - Membership BBQs
 - Professional development lunches with guest speakers focus on junior enlisted



Enhancing SNA Brand

- Gaining Buy-In by the CPO Mess:
 - Conducted an informal survey locally and found that less than 15% of the CPO Mess knew about SNA
 - Worked with the local SNA chapter as well as the Hawaii CPO Mess-at-large to increase awareness of SNA and find new ways to show its value to our enlisted force.



1/6/2018

4

Modernize Communications

Update the SNA Website

- Focus on millennial and Gen X browsing habits
- Optimize for mobile devices (phones and tablets)
- Clarify value proposition
- For cybersecurity reasons move to an email account based on your website domain: i.e. webmaster@navysna.org

Social Media

- Customize messages for each media outlet
- Change profile/cover photos
- Change SNA's Twitter account to cover photo option
- Resize SNA logo for Twitter
- More targeted advertising by occupation, age and employment on Twitter and Facebook
- For minimal cost, SNA could deliver "Dark posts" or targeted ads to the demo being sought





***Open Discussion
And
New Business***

BOD 8 Jan 2018



President's Summary

VADM Barry McCullough

BOD 8 Jan 2018



Chairman's Closing Remarks

ADM Jim Hogg

BOD 8 Jan 2018