

Board of Directors Meeting

Draft Minutes

11 January 2010

Admiral Hogg called the meeting to order and asked those present to identify themselves.

Jim Hogg	Karen O'Conner
Mark Balmert	Bob Geier
Tim LaFleur	Dave Hart
Bill Earner	Kevin Green
Denny Conley	Paul Rinn
David Breitz	Mary Jackson
Jon Kreitz	John Tozzi
Doug Katz	Patrick Mogdlin
Dave Lee	Ron Route
Thad Smith	Joe Hare
Ned Lundquist	Bill Erickson
Ashley Smith	Hank Giffin (phone)
Harry Kantrovich	Pat Garrett (phone)

Goals are outlined for all in attendance.

CHAIRMAN REMARKS

This is the second year to hold a separate board meeting and general meeting. The purpose of this meeting is to review our purpose statements and a conduct policy evaluation. This is the strategic portion of the meeting with the general meeting tomorrow being the more tactical one. This format provides more opportunity for discussion of ideas.

PRESIDENT REMARKS

It has been an exciting and productive year for the Association. Would like to thank all outgoing Board members and recognize new Board members. Also thanks to Admiral Green for all the assistance in the turnover of the Presidency. Association is healthy, we have a strong membership and participation level and we are financially strong. We have set the standard for many naval associations.

Major highlights are shown here. (see slide for complete list). Am particularly pleased with how the Maritime Forum went in New London. Also the West Coast symposium was bigger and more successful this year.

I have a number of slides that talk to issues that I would like you to think about. Some of these issues will be addressed today, others through interaction this week and from time to time we will be coming to you directly either by phone or email. I would like to foster a continuous dialogue with those here today and the chapter presidents. Some of the items are: how to better support our surface community, how to improve communications, publicize award and scholarship programs, etc.

SECRETARY REMARKS

Asked for a motion for the minutes of the 2009 minutes from the Board Meeting as published earlier be approved. Motion carried unanimously.

Board member nomination process started in September. By the end of November we had finished our ballot process, received at least 10 percent of the membership votes, and verified results. Using an online system is more efficient and more timely than using the mail. A slide that had all the outgoing members listed was shown. Admiral Hogg then provided the following thank you to the outgoing Board Members: "Served exceptionally well, just look around the association, take a pulse one can see only progress. Your professional efforts have contributed greatly. It is our hope that you will continue your SNA support in areas of personal interest. Your support is important to continue our success."

Look at the outgoing members and look for new nominations to fill the gaps to ensure our BOD is representative of the membership.

Admiral Hogg's message to new Board: "Board looks to members who are elected by full members – this is not an old boys circuit. There is an expectation by membership that they will engage with the association, bring new ideas and demonstrate energetic leadership. This is an expression of confidence by membership that members will engage in that manner. Many engage through ExCom, Committees, help at the chapter level. Also we have the 3 mini symposiums and always need people to contribute to those. Leadership on this board is no different from the fleet – you see a problem you come up with a solution and you are encouraged to take new ideas and push them forward. On a cautionary note all are encouraged to read the Bylaws and Articles of Incorporation."

Would it be a good idea to create an advisory board for those leaving the board so that they feel somewhat engaged and as a sounding board for new board members. Those locally in DC are encouraged to participate in ExCom. All past BOD become members of the advisory committee for time equal to that which they served.

Action Item 1: Get ExCom to look at Advisory Board

We did struggle with the nomination for the E5/E6 category. We need to all look for suitable nominations and perhaps also ask our chapter presidents to look at possible nominees. Sailor of Year might also be a good pool of people for nominees.

Action Item 2: Ask Chapter Presidents to come up with a pool of names and emphasize to them to look at the SOYs. Turned over to the Chairman of Membership Committee for action to ensure we have 3 nominations on the ballot next year for E5/E6.

TREASURER REMARKS

It is required once a year to present the financial status to the association. We have more financial resources this year than last year. While we took big losses in index funds last year we have made up for some of them this and give out a considerable number. We spent less than we planned but earned a little more than estimated. We have therefore grown our financial resources prudently.

We did not spend as much out of pocket for regional events because we made more revenue on them. Most other chapter events are under chapter projects for SOY events, etc. The actual for 2009 and the

budget for 2010 was reviewed. Motion made to accept budget as proposed. Motion carried unanimously.

Audit process undertaken by Burdette Smith was explained. As a non-profit we don't pay a lump sum IRS tax. We pay for items purchased i.e. food, awards, etc. Joe Hare has had a level of correspondence with Burdette Smith stemming from the Sarbanes Oxley requirements.

Chapter disbursements was distributed. We are trying to get the Korean chapter restarted as that is the only one that has no current members. We don't actively shut chapters down but wait for a re-energized leadership to be stationed there.

2009 PROGRAM GOALS AND OBJECTIVES

This was distributed last year and is on the BOD website. It provides the goals and objectives put out by each of the committee and contains the vision statement created a couple of years ago along with a copy of the current bylaws with regard to our goals. This was approved last year. Admiral Hogg commented on the improvement of the SITREP and also likes that it publishes the values on the back page. Must always think about SNA as being each members' association. What programs do we have in place to make SNA a value to all surface warfare individuals. SNA does some great things.

EXECUTIVE COMMITTEE REPORT

Responsible for day-to-day management of the Association. Review of activities supported (see slide)

MEMBERSHIP COMMITTEE

Don't measure by numbers as much as by satisfaction and participation. We need peer support to go out to ask people to become members. As we use telephone conferences for many of our meetings we are able to include more geographically diverse members. Our strength of the association lies with the chapters so it is important to have more areas participate. Reviewed complimentary membership programs. We don't just mail a complimentary membership but ask them to go online and activate their memberships. Reviewed membership statistics (see slide). When looking at paid compared to 2004 which is last time before complimentary numbers, we have dropped a couple of percentages in our enlisted membership. A year and a half ago was the last time we did a survey. Biggest item that has been picked up by many chapters is that our enlisted community prefer to attend events organized by their own leadership rather than officers.

In the eyes of the organization the sailor is a professional once he get his ESWS qualification and is someone we should pay special attention to join our professional association. This goes back to the chapters and if we share best practices amongst chapters we might be able to break the code. There is no single model for how a chapter should be run as each is unique but each can learn from the others. We need to encourage the fleet master chiefs to encourage (without undue command influence) recently qualified sailors to join their professional association. Whatever we do we must have continuity with the program. We have found that some chapters have had gungho leadership, got a large number of members. Then 3 years later CO was transferred and membership numbers dropped again. Did figure out before that E6/E7 and above were the right level to target but we can re-evaluate. Perhaps we should have a membership application that is specifically focused to the junior sailors. What are the right things we should have in the application for the E5s.

Action Item 3: Review membership application and perhaps come up with a separate application form. Membership Committee, Kantrovich, Smith, O'Connor, Lundquist to work with them.

Each year we have seen an enlisted growth not only in attendance but in involvement at the symposium. Perhaps we need to take some of our key speakers – MCPON, MCPOG to the regional events.

There are some surface guys not qualified with the ESWS who feel they can't be members in the Hampton Roads area. Perhaps we need to educate them that it isn't a requirement. We only make a requirement on some of the complimentary memberships. We should have an education event at the chapter level on how to get qualified.

AWARDS COMMITTEE

Had a very successful program last year. Objectives were reviewed. (see slide). Goal is to provide recognition. Have had a successful attendance rate at our meetings this year. Full list of awards was reviewed (see slide). Also reviewed award status to be presented at the symposium. SNA decided this year to support ship commissionings and set in place a policy and program. Complete details can be found on slide. Ned Lundquist is traveling to the Independence commissioning this weekend. This has been a long road for the Executive Committee as we wanted it to be SNA centric. This is a win-win and gets us out of the reception funding program.

We have two potential awards that could become part of our program and come out of the West Coast as an initiative by VADM Curtis. The Surface Warfare Officer of the Year and the Shiphandler of the Year Award. Committee will look at these awards further.

FINANCE COMMITTEE

Started by Admiral Coady a few years ago to make sure we had a oversight on our financial situation. Slides were reviewed. Not locking into anything long term until market picks back up. We have significant amount of money and need to think about high we want to go before we get IRS interest. Key is that we spend on our programs and it is prudent that we maintain at least this level in the current economy.

In accordance with our bylaws there are 3 people on the committee, Committee Chair, Treasurer and SNA President. Bylaws state that the Chairman of the Board can appoint 2 more members with a quorum of 3. There are no issues and very few meetings of the finance committee and currently done on an ad hoc basis. Chairman doesn't plan to use the authority right now to make a nomination. Asks President to look across the Board to see if there is any one who has financial expertise that can be used.

Action Item 4: President to look at BOD to see if anyone has financial expertise that can be used.

SYMPOSIUM COMMITTEE

We have a three-year contract with the Hyatt that not only holds the space but also the date. There has been some talk about shifting the date to a little later. However, we are locked in until 2012 and we are now not in conflict with AFCEA. Slides were reviewed. We have a contingency from AFRICOM and also Admiral Jones with the Head of the Iraqi Navy.

West Coast symposium held first week of August. This was the most successful event yet and had the largest turnout ever. It was questioned whether we should expand our mini-symposium activities. Perhaps have a travelling team to go to smaller places.

Resolution that Admiral Hart is doing a terrific job and we hope you can press on forever!

COMMUNICATION COMMITTEE

Slides were reviewed. SNA is a leading organization and we are promoting our organization and the Navy and Surface Warfare in a positive way. Some of the things we have done are to provide copy for SITREP, taking it online with current issue in a members only basis and then move last issue to general website. Electronic media is very important. We still feel there is tremendous value in the print edition. Hall of Fame videos this year have been specifically made so that they can be packaged up after symposium to go on to the "Direct To Sailor" feed to ships. These will also reach the sailors and will air many times. This is an ongoing project for us. This year those recipients that have family in audience will have longer ones but these will be edited to 60 seconds. We currently have 92 video spots. We do have a reproducible DVD that could be sent to all of the ships. If there are any supply corps officers, we might want to tap into the supply corps museum. We are in final stages of negotiating Great Lakes Hall of Fame and it will go in late winter. We have a backlog of previously made videos that are too long for DTS. We will work through these so that they can also be shown on DTS. Expect to see solid coverage from the trade press again this year from the symposium.

We have had two other forums. The first is the Communications Forum which is now in its fourth year. We have around 100 people attend and it is a great wrap up. It is held in Washington and we plan to hold again in 2010. We also plan to do the Maritime Strategy event and they have asked to slip it to the Fall Semester not the Spring and it will once again be held in New London.

We have noticed we have good quality people winning scholarships but would like to expand those who submit. In order to do this Committee is working with the Scholarship Committee to put together articles for some base newspapers to create awareness of the program. This tells a good story to current and potential membership.

CORPORATE COMMITTEE

Reviewed by laws and goals. The corporate program grew a total of 4 with 5 dropping and 9 new. We have never had an active program to go and get corporate members mostly because we offer corporations a reduced rate at the symposium and we don't have the space to add more corporations. Coming into this week we had 10 companies on a wait list. We are looking at space allocations for next year. A number of companies have joined without exhibiting just to get invitations to the invitation-only events.

SCHOLARSHIP COMMITTEE

2009 goal was to increase sponsorship. We have a program we are working at and will know more as we work through the selection process later in the Spring. We went from 50 to 55 this year. Complete numbers were reviewed (see slide). The average GPA was 3.86. We do have a couple of spouses who have active scholarships. We have just looked at the new active GI Bill impact and plan to have a meeting to discuss. We are looking at a program for 2nd, 3rd and 4th year renewals with an internship with specific corporate sponsors. This is a win-win for not only the kids but also in the corporate world.

GENERAL BUSINESS

Everyone was reminded that comments and questions can be asked at anytime.

WRAP UP

Everyone was thanked for their time and effort throughout the year.

ACTION ITEMS

- 1: ExCom to look at Advisory Board for past BOD members
- 2: For future Board nominations ask Chapter Presidents to come up with a pool of names and emphasize to them to look at the SOYs also. This activity has been turned over to the Chairman of Membership Committee for action to ensure we have 3 nominations on the ballot next year for E5/E6.
- 3: Review membership application and perhaps come up with a separate application form. Membership Committee, Kantrovich, Smith, O'Connor, Lundquist to work with on this.
- 4: President to look at BOD to see if anyone has financial expertise that can be used.