



Board of Directors Meeting

9 January 2012



IN ATTENDANCE

ADM James R. Hogg, USN (Ret), *Chairman of the Board*

VADM Ronald A. Route, USN (Ret), *SNA President*

VADM Henry C. Giffin, USN (Ret), *Vice President – East Coast*

VADM Timothy W. LaFleur, USN (Ret), *Vice President – West Coast*

CAPT David Lee, USN (Ret), *Secretary*

CAPT K. James Tackett, USN (Ret), *Treasurer*

RADM Dennis R. Conley, USN (Ret), *Chair - Membership Committee*

VADM William A. Earner, USN (Ret), *Chair - Finance Committee*

VADM Lee F. Gunn, USN (Ret), *Chair - Scholarship Committee*

VADM William J. Hancock, USN (Ret), *Chair - Corporate Relations*

RADM Joseph C. Hare, USN (Ret), *Legal Counsel and Chapter President*

RADM David T. Hart, USN, *Chair - Symposium Committee*

CAPT Edward H. Lundquist, USN (Ret), *Chair – Public Relations Committee*

CAPT Paul X. Rinn, USN (Ret), *Chair – Awards Committee*

CAPT William J. Erickson, USN (Ret), *Executive Director*

CAPT David B. Adler, USN (Ret), *Current Board of Directors*

LCDR Jeff W. Benson, USN (Ret), *Incoming Board of Directors*

ET1 Nicole K. Foster, USN, *Current Board of Directors*

RDML Mike S. Frick, USN (Ret), *Current Board of Directors*

FLTCM(SW/AW) Tom Howard, USN (Ret), *Current Board of Directors*

CAPT Mary M. Jackson, USN, *Outgoing Board of Directors / Hampton Roads Chapter President*

CAPT Robert D. Jenkins, III, USN (Ret), *Executive Committee Member*

CNOCM(SW) Harry J. Kantrovich, USN (Ret), *Executive Committee Member*

VADM Douglas J. Katz, USN (Ret), *Executive Committee Member*

CAPT Jon W. Kaufman, USN (Ret), *Current Board of Directors*

CAPT James W. Kilby, USN, *Incoming Board of Directors*

LT Jennifer L. Loreo, USN, *Incoming Board of Directors*

Mr. Michael Mahon, USN (Ret), *Executive Committee Member*

Mr. David W. McComb, *Incoming Board of Directors*

LT Robert McFall, USN (Ret), *Current Board of Directors*

HMCM(SW/FMF) Patrick A. Modglin, USN, *Outgoing Board of Directors*

FORCM(SW/AW) Karen H. O'Connor, USN (Ret), *Executive Committee Member*

CAPT Robert E. Oldani, USN (Ret), *Current Board of Directors*

RADM Robert D. Reilly, USN (Ret), *Incoming Board of Directors*

CAPT Mark T. Sedlacek, USN (Ret) *Executive Committee Member*

CAPT Matthew M. Sharpe, USN, *Incoming Board of Directors*

Mr. Thadeous C. Smith, *Executive Committee Members*

RADM John T. Tozzi, USCG (Ret), *Current Board of Directors*

CAPT Gordan E. Van Hook, USN (Ret), *Current Board of Directors*

CAPT Joseph M. Volpe, USN (Ret), *Outgoing Board of Directors / Award Committee Member*

CHAIRMAN MESSAGE

The Chairman stated the rules of the meeting and emphasized that while formal rules of procedures will be followed, dialogue will be encouraged and time will be allowed for questions and discussions. The purpose of this meeting is to continue to move the Association forward.

Good ideas have no rank. We have people in attendance from First Class Petty Officer to three star Admirals and an Enlisted person's ideas can be just as good as an Officer's idea. Good ideas have no rank;, also remember there are also no dumb ideas or defensiveness.

The purpose of this meeting is to review programs, formulate policy and allow for discussion on a way ahead to generate an action agenda for the Executive Committee for 2012.

PRESIDENT REPORT

It has been a great year for the Association and the President thanked all in attendance for their involvement and leadership both nationally and at the chapter level. He gave a special thanks to the outgoing Board of Directors and welcomed the incoming members. Our Association is healthy, we have strong membership and participation and we remain financially strong. It is noteworthy that Navy Associations still come to us for advice. The President reviewed the highlights for the year and emphasized many successes (see slide for all highlight points).

We support a lot of areas but are always looking for new ways to support our members. We also encourage our chapters to share ideas throughout the year. The breakfast this year will be recorded and minutes sent out to chapters.

AI: Send a record of breakfast discussion to all chapters

Secretary Report

Minutes from last BOD have been on the website along with all the minutes of ExCom meetings. All action items from 2011 have been addressed. A motion was made to approve the minutes and it was carried unanimously.

The process for the Board of Directors election was reviewed. Twenty-four nominations were received. We exceed our required minimum number of votes for our new Board. The list of the outgoing and incoming Board members was reviewed. Admiral Hogg thanked outgoing and asked them to stay connected. He also welcomed the new members. He stated "we only meet once a year but your influence will be through the support you give to activities nationally and locally." He also encouraged them to serve on standing committees. "We are a surface warfare team that strives on collaboration and participation." A motion was made to accept the results of the election and it was carried unanimously.

Treasurer Report

SNA is very healthy. Operating costs are steady. We exceeded budget for income by over \$72K and expenses by \$4K. Financial report for 2011 was reviewed (see slides). Bottom line is that at the end of the year we came out in the black. The health of the scholarship program was questioned. It was stated that the Scholarship Committee would like to put Scholarships in the budget as a line item rather than keeping it as a separate activity however it will be tracked as a separate activity. This will be discussed further under the scholarship program. At this time it is not recommended increasing numbers of scholarship or amount per scholarship. The plan is to keep us as we are. We have a number of corporate contributors along with the money that SNA puts in. We received about \$15,000 in corporate

and \$3,000 in individual donations. We have actively gone out for donations a couple of the times at the end of 2011 with some success. We would like our program reinforced at the chapter level.

We have distributed a little over \$100,000 to the chapters for various events. This includes individual chapter requests and dues sharing. It was noted that we very rarely turn down requests from chapters.

Proposed budget was reviewed (see slides). Since incorporating the scholarship line item into the budget is a new concept it was decided that it will be part of the strategic financial planning offsite to be held later this Spring before changes are made. The Chairman pointed out that this needs to be resolved this year. It was also suggested that perhaps February or March would be a good time to go out with an appeal for donations as people start allocating funds and not to wait until the end of the year. Motion to accept the budget was approved unanimously.

AI: Financial Committee to review incorporation of scholarship into the budget as a line item

AI: Send out an appeal for scholarship donations in the March timeframe.

GOALS AND OBJECTIVES

All the information on the Committee goals and objectives, along with minutes from ExCom meetings can be found on the Board of Directors website.

EXECUTIVE COMMITTEE

The Executive Committee is responsible for the day-to-day running of the Association throughout the year. Meetings are usually held every four to six weeks and members can participate electronically as well as in person. Activities that are sponsored and supported were reviewed. (see slides). A question was raised as to why we recognize Battle of Midway over a more fleet force centric event. The main reason we support this is that the CNO is behind it and we wanted an event comparable to Battle of Trafalgar. Chairman requested that if there are any other ideas to get them to the Awards Committee.

AI: Provide ideas of historic battles that are surface centric to Awards Committee

MEMBERSHIP COMMITTEE

Our goal is to incentivize membership into SNA. We continue to work on question of 'What is in it for me?' We have done surveys, focus groups, etc and constantly hear that question. The committee wanted to thank Chapter Presidents for their innovation every year as it is all about getting the ideas out there and executed at the Chapter Level.

Current committee membership and programs were reviewed (see slides). Committee would like to get some suggestions of future programs that we could put in place. The only thing we ask is that it would apply to all 'the fleet'.

Price of membership has stayed stable for a long time. It was requested that the membership committee put together a 5 year plan of that can be looked at as part of financial review.

AI: Membership Committee to provide input of expectation for next 5 years and pricing review for Finance Committee Offsite

A question was raised on how we communicate the free membership programs to Commanding Officers. The questioner also wondered if there was a way to acknowledge SNA's contribution in front of crew when pinning new Chiefs. One of the main concerns with public recognition during pinning is

that we do have to be cautious that it doesn't appear to be undue Command Influence. The committee will look again at how we communicate our complimentary memberships.

AI: Membership Committee to look at ways to better communicate complimentary membership

The Chairman provided some of his thought on chapter value:

"SNA leadership at headquarters knows every chapter is different. Geography, environment, military facilities, member composition vary widely. So there is no single path to success. Yet, all our chapters are important, which is why your sharing of ideas during this symposium is worthwhile. SNA leadership at Headquarters also knows that Chapters are truly the 'Heartbeat of SNA.' Let's face it: Chapters are SNA's access to the Fleet -- to its Officers and sailors. Without the Fleet's involvement, SNA would simply be another Washington group, narrow in scope, rudderless, lacking substance, and without heartbeat! Chapters provide the forum for our Fleet Officers and sailors to gather, to relate, to exchange professional ideas, to learn, to develop personal relationships, and to enjoy themselves.

"If Chapters do those things right, beyond the 'Heartbeat of SNA' they also become the 'Heartbeat of the Waterfront!"

"That is as graphic as we at SNA Headquarters can describe it, and we believe it! Beyond that, we thank you for your waterfront leadership -- both for SNA and the Fleet!"

The Chairman then continued with a general value statement:

"Why join SNA? What does it do for you?"

"Every professional vocation of substance is supported by a professional Association. From white collar professions such as the AMA to blue collar trades. In fact, there are over 18,000 registered professional Associations in our country today.

All this gets to my point: SNA is your professional Association! There is no other! And here are some of the things we do for you: Our professional forums provide opportunities for personal professional development, for exchange of ideas across command lines, for fostering relationships (called 'netting' in the civilian world), and for social events which include you, your spouse, and your children -- your family!

'Come serve with us'."

AWARDS COMMITTEE

Committee is network centric and we do have a number of people who call in. This year we gave out over 500 awards from the Association. Individual awards and why the recipients were selected were reviewed. (see slides)

FINANCE COMMITTEE

We have held steady with our finances over the last few years and we have about one third of our money in a checking account. We continue to be conservatively invested. (see slide)

SYMPOSIUM COMMITTEE

The purpose of the symposium is: Knowledge, camaraderie, exposure and dialog. We are at capacity at this venue. However every couple of years we take a hard look at finding another location. We still feel the Hyatt Regency Crystal City is the right place to ensure we continue with our strong foot traffic. If we move we might not get that as other options are much further away from the Pentagon and Crystal City. We still have a higher intensity of those individuals that vendors want to see than many other events.

Attendance and financial numbers from 2011 were reviewed (see slide). During this conversation it was once again questioned as to why the Board of Directors don't have more input into scholarship finances. It was pointed out that there is a proposal on the table to put scholarships in the budget so the BOD will have the opportunity to vote in the future.

West Coast Symposium and OA Forum was a great success in 2011. We did have a few less attendees during the day as it was held concurrently with Surface Line Week. However, we do get the attendees of SWOFOT for the evening reception. SWONET once again successfully live-streamed this event. Financially we made about \$7,500 on this event. This was the first time tried an Open Architecture Forum concurrent with the West Coast Symposium. We had about 90 attendees and live-streamed that also. We made about \$2,300 on that event.

PUBLIC RELATIONS COMMITTEE

We did not hold either the Communications Forum or the Maritime Security Forum in 2011. Also, due to a last minute date change of WCS we were unable to hold a committee meeting at that time. The goal of the committee is to help build brand awareness and show a high level of quality. We didn't do the Editors' Luncheon as part of the National Symposium this year. However we still expect fairly significant press at the symposium. We let our speakers know that media will be present. It was pointed out that the Maritime Security Forum should include Navy, Coast Guard, Merchant Marine and US Marines. The Chair of this committee plans to be at the Chapter Presidents' Breakfast on Friday to offer assistance with chapter project publicity.

CORPORATE RELATIONS

The number of corporate members keeps growing which doesn't make symposium committee's job of getting everyone in to display during the symposium any easier. Still feel the number one driver is the symposium and in particular the invitation to the special, invitation only events.

SCHOLARSHIPS

Committee members and past application numbers were reviewed (see slide). For any one who has read our applications they can attest to the strength of our applicants. They are not only strong academically but also in outside activities and community service. As mentioned earlier, we do have a few corporations that donate annually and we have also received some individual donations. We continue to actively solicit funds.

One set of changes we made for the 2012 applicants, which is a direct result of reviewing all the applications over the years, is to better define what we are looking for in the essay portion of the submission. This was done by providing some sample topic headings and areas to cover that would help the committee better understand the personal circumstances of the individual.

QUESTIONS/COMMENTS

AI: Next year start meeting at 1:30 pm and run to 5:30 pm to allow for more question time.

1. Office of Naval Research is doing a lot to promote STEM. They are always looking for mentors to work with young people in schools. It was suggested that we ask our chapters to get involved and see what Navy programs are in their area where they can have members work with them within the schools.
2. If we are looking for a more surface centric battle to focus on it was thought that perhaps it might be the Battle of Leyte Gulf. Maybe over the next month we should ask for inputs for historical remembrance. We should also ask the chapters to take it back from the symposium and get them to use what was presented. This could also possibly be funded as a chapter project from national.
3. Are we involved with Battle of 1812? We have met with the committee and are looking at what our involvement will be. This is on the agenda for the chapter president breakfast to see what they would like to do.
4. There are many history related opportunities and perhaps we should have a History Committee. We do have a Heritage Committee that is under Award Committee. Speaker (unidentified) would like to make a pitch to ExCom. It was recommend that he join the Awards Committee and then see if a more formal committee needs to be activated.
5. Navy Memorial is starting Year of the Chief – April 2012 to March 2013. Hampton Roads is already on board with this and it was suggested this needs to be announced to the Chapter Presidents on Friday.
6. Social media piece has taken off over the last couple of years and we have an Ensign from GWU to post to twitter this week. A request was made for more people to voluntarily post SNA messages on social media.

WRAP UP

It is obvious that financial the Association is strong and that symposium is garnering more interest each year. Chairman thanked all those that work hard to make us what we are. If the chapters are the heart beat of the waterfront then the committees are the heart beats of the HQ. He continued by thanking N86, fleet leadership and all our Board Members. We have set the stage today for success in 2012. Can't predict future but can influence it. We have already made a vision of what you want it to be and now lets make policies that shape our future in the way we want to go. If we need to modify vision let's look at that too.

ACTION ITEMS

- 1. AI: Send a record of breakfast discussion to all chapters**
- 2. AI: Financial Committee to review incorporation of scholarship into the budget as a line item**
- 3. AI: Send out an appeal for scholarship donations in the March timeframe.**
- 4. AI: Provide suggests of historic battles that are surface centric to Awards Committee**
- 5. AI: Membership Committee to provide input of expectation for next 5 years and pricing review for Finance Committee Offsite**
- 6. AI: Membership Committee to look at ways to better communicate complimentary membership**
- 7. AI: Next year start at 1:30 pm and run to 5:30 pm to allow for more question time.**