



**SURFACE NAVY ASSOCIATION  
BOARD OF DIRECTORS MEETING MINUTES (DRAFT)  
JANUARY 14, 2013**

**IN ATTENDANCE**

ADM James Hogg, USN (Ret) - *Chairman of the Board*  
VADM Ronald Route, USN (Ret) - *President*  
VADM Timothy LaFleur, USN (Ret) - *Vice President - West Coast*  
VADM Hank Giffin, USN (Ret) - *Vice President - East Coast*  
CAPT Jim Tackett, USN (Ret) - *Treasurer*  
CAPT David Lee, USN (Ret) - *Secretary*  
VADM Kevin P. Green, USN (Ret) – *Immediate Past President*

RDML Michael S. Frick, USN (Ret)  
FLTMC (SW/AW) Thomas M. Howard, USN (Ret)  
Mr. Charles W. McCullough, P.E.  
Lt Robert P. McFall, USN  
RADM John T. Tozzi, USCG (Ret)  
LCDR Jeff Benson, USN  
CAPT James Kilby, USN  
LT Jennifer Lorio, USN  
Mr. David McComb  
RADM Robert Reilly, USN (Ret)  
CAPT Matthew Sharpe, USN (Ret)  
CDR Matthew Bonner, USN  
CDR William Daly, USN  
CAPT Michael Davis, USN (Ret)  
CAPT Richard Hoffman, USN (Ret)  
VADM Bernard McCullough, USN (Ret)  
LCDR Robert McFarlin, USN (Ret)  
CAPT Troy Stoner, USN  
LT Graham Van Hook, USN

VADM James Amerault, USN (Ret)  
CAPT Ron Jenkins, USN (Ret)  
RADM Dennis Conley, USN (Ret)  
RADM John Foley, III, USN (Ret)  
RADM Joe Hare, USN (Ret)  
VADM Bill Earner, USN (Ret)  
CMDRCM Anthony Josey, USN (Ret)  
CAPT Bill Campbell, USN (Ret)  
LCDR Kate Goode, USN (Ret) **NOT A MEMBER**  
Mr. Thad Smith, USN (Ret)  
CAPT Paul Rinn, USN (Ret)  
CAPT Edward Lundquist, USN (Ret)  
CAPT Gordon Van Hook, USN (Ret)  
RADM David Hart, USN (Ret)  
CDR Mark Sedlacek, USN (Ret)  
VADM Lee Gunn, USN (Ret)

**WELCOMING REMARKS**

Chairman, Admiral Hogg welcomed the Board of Directors and explained how they came to the format currently used for this meeting. The meeting was then called to order. Each person in the room introduced themselves. The Chairman then emphasized that this is the Board's meeting and noted that we are here today to move the Association forward and create an action agenda for 2013.

**PRESIDENT'S REMARKS**

VADM Route thanked all for attending and recognized those Board members that are outgoing. He asked that they stay connected to SNA even though they are no longer on the Board. He then welcomed the new Board members. After recognition of the Chairman for all his outstanding work the President reflected on past leadership that has brought us to this point.

The Association is healthy and has a strong membership base, gets good levels of participation and is financially sound. He noted that it has been a tough year for all associations with new legislations and policies regarding active duty participation and support of conferences. He thanked CAPT Bill Erickson, USN (Ret) the Executive Director for staying on tasks, keeping up on all the changes and his tireless liaison with Navy leadership.

Background slides including mission statement, leadership, and highlights from 2012 were reviewed (see slides).

He concluded his report reviewing a number of slides that posed some areas that the President would like the Board to consider throughout the year. (See slides).

### **SECRETARY'S REPORT**

Minutes from the Board of Directors Meeting in 2012 were available for review on the website. All action items have been closed. Motion to approve the minutes was approved unanimously.

The Secretary reviewed the balloting process for the Board of Directors (see slide). He also asked for members to start thinking now of possible nominations for the 2014 BOD, it is never too early to plant this thought. Outgoing members were thanked and were reminded that their association with SNA should not stop. New board members were welcomed. Each new member received a packet that contained a welcome letter from the Chairman, a copy of the Bylaws and also a copy of the Association's Charter. It was noted that all Board members are voted in by their peers and as such should become fully involved in the business of the association. There are many ways to get involved including adopting a local chapter, mentoring members, involvement in local events, etc. Each Board member was asked to consider becoming an active member on one of the standing committees.

A motion to accept the new Board members was accepted. A motion to reelect Admiral Hogg Chairman of the Board and continue his service in that position was carried unanimously. Adm Hogg accepted and will remain the Chairman of the Board for another term.

### **TREASURER'S REPORT**

The financial reports were reviewed (see slides). More than \$23,000 extra income over 2012 budget was realized. In addition, nearly \$21,000 was not spent as budgeted. This leaves the Association in a healthy position for the end of 2012. The chapter disbursement report was then reviewed. This represents the dues sharing that is provided to chapters throughout the year. Regional events are also supported. For 2012 roughly \$104,000 was disbursed back to the chapters.

A combined income and expense graph was reviewed (see slide). The symposium still remains the strongest income source. The 2013 budget was reviewed and compared to the budget and actual for 2012. (See slides).

It was proposed to maintain the scholarship budget as a separate fund as this will help link the donations specific to the scholarships rather than just put them in the general fund.

A motion was made to approve the budget as proposed and motion was carried unanimously.

*Q: As corporate dues might wane over the next few years then what would happen to the budget?*

*A: We do have a contingency plan and that will be covered in the financial report*

### **PROGRAM GOALS AND OBJECTIVES FOR 2013**

All the information on these is available on the website along with the six tenets of our association and why we exist. Each board member is encouraged to review.

The Executive Director then reviewed the committee structure and provided some highlights of events that SNA has historically supported through the Chapters. These include: Sailors of the Year dinners, Midshipmen events, Detailer visits, CPO events, etc. More chapter support initiatives and best practices will be discussed with the Chapter Presidents on Friday. (See slides).

*Q: It was asked what the recruiting line is on the budget?*

*A: It was explained that this was specifically for our presences at other events like SSLA.*

## **MEMBERSHIP COMMITTEE REPORT**

**Chairman, RADM Dennis Conley, USN (Ret)**

Admiral Conley stated that the goals are to develop membership programs that attract and maintain members within SNA. The committee's main responsibility is to look at the 'gaps'. (See slides). The Committee meets about 5 times a year with a number of members taking advantage of technology and calling in to the meeting. This is in addition to the Chapter Presidents' Breakfast held at the end of the symposium. Current programs were reviewed including the complimentary membership programs and the successful three-year membership for one-year drives that we do periodically. Overall paid memberships have decreased . this isn't of any great concern as we do still have good participation in events. While we maintain statistics to help us evaluate what we do, these are not used to guide chapter excellence awards as members move throughout the year due to the transient nature of the Navy.

One of the hardest problems is maintaining our contact with members, particularly with the active duty membership. It was noted that there was a study on free memberships and found that people found it of no value. Their solution to this was to have current members sponsor memberships. SNA reviewed the complimentary programs in 2012 specifically because the number of those converting their membership to paid from complimentary at the end of the three-years is not as high as we would like. However as we only offer digital communications to our complimentary members, SITREP online, etc it was decided that it was worth continuing to have the exposure for participation. One suggestion made was to make it a half price membership as opposed to free.

**Action Item: Bring up free membership for discussion at Chapter Presidents Breakfast.**

It was suggested that perhaps more emphasis should be put at those officers at the Department Head level as that seems to be a timeframe when active duty typically becomes interested in SNA. It was noted that if an XO or Department Head is in favor of SNA then they allow the crew to leave for events. They also seem to attend lunches in groups at Hampton Roads. If the CO, etc are there then we see junior ranks there too. Hampton Roads are trying to do more 'fun' stuff on the pier to bring it closer to attendees. It is really hard to get an E4 to join when CO is not a member and no one can leave for lunch.

You have to look at the dynamic of the Navy career. The JO is trying to decide whether this is their life or just something to do for a short while. When they make that decision we see them. We need to 'throw the bread on the water' until they reach the decision point as, at that time, they will see value of SNA.

Q: Do we offer complimentary membership to CMC course graduates?

A: We don't but we do offer pins and those are for any specialty not just surface.

Q: Why don't we do something for those that become ESWS qualified?

A: Chapter Presidents can offer complimentary membership.

Q: Should we go to COs, whether members or not, to offer membership to crew?

A: This would need legal review as it is not a good idea in general for senior leadership to leverage SNA 'undue influence'.

## **AWARDS COMMITTEE REPORT**

**Chairman, CAPT Paul Rinn, USN (Ret)**

The Awards Committee has ten members evenly divided between the Officer and Enlisted communities. Over 600 awards were handed out in 2012. The Committee meets about 10-11 times a year and have to read a tremendous amount of documents each year. Besides judging awards the committee is tasked to set the theme for Heritage Night. This can sometimes be a challenge as they have to make sure there is the right mix of history and entertainment. All programs and winners were reviewed (see slides).

Thirty-Nine Arleigh Burke packages were reviewed. At least 16 of the candidates could have won as all the packages were fantastic. For the Photo Award 162 photos ended up being the number to judge. The criterion is

that the picture must show life of a Surface Warrior. The committee first down selects to 10 and then to 4 for the final winners. Pictures were reviewed.

Four of the six Hall of Fame enrollees this year are from the Vietnam era. A separate committee, made up of 20 people, vote on the nominations for the Hall of Fame. The committee is always looking for potential new people to be nominated for future years.

### **FINANCE COMMITTEE REPORT**

**Chairman, VADM Bill Earner, USN (Ret)**

This committee works closely with the Treasurer. See slides for review of bank account and how it is invested. Last year the committee discussed the association reserves and how much should be set aside. It was noted that most well run organizations keep two-times operating profit in reserve. The Finance Committee has come up with a policy on reserve funds which states that there should be approximately \$1,000,000 in reserve at all times with a few exceptions. (See slide for full policy review). A motion was made to accept this policy as written and it was carried unanimously.

### **SYMPOSIUM COMMITTEE REPORT**

**Chairman, RADM Dave Hart, USN (Ret)**

We hold two primary events, the National Symposium that we are at this week, and then the West Coast Symposium. The attendance and financial numbers for past events and projected for this Symposium were reviewed (see slide). This has been a very challenging year for groups like ours. The GSA situation and the budgetary pressures have required a lot more ground work to be done to get speakers, exhibitors and attendees that are affiliated with the Government. To make it worse there is a constant release of guidance and adjustments (interpretation) to guidance and policies. It will be very interesting to see how we actually end up after this week. We have been fortunate that the West Coast Symposium has now started to turn a modest profit and we have expectations that this will continue to grow.

To fill the gap for viewing the sessions from our events that happened as a result of the demise of SWONET we have initiated a YouTube Channel and will be recording sessions for later viewing. There are also a few sessions that will be live-streamed via Defense Media Service.

### **PUBLIC RELATIONS COMMITTEE REPORT**

**Chairman, CAPT Ned Lundquist, USN (Ret)**

The goal of the Committee is try to support the profession and the professionals of Surface Warriors through "Thought Leadership." The Chairman reviewed various ways of supporting that concept (see slides). One of our primary tools is our SITREP publication and some exclusive material that appears in it. Our plan for 2013 is still being formulated and a request was made for any ideas the Board might have to be submitted. A concept being considered is 'Navy in Hollywood'. We would like to pulse the SNA members on their favorite Navy movies and why and then put together an article for a future issue of Surface SITREP. A similar concept was used for Eagle Scouts and we received a great response that was able to be used for a great article.

### **CORPORATE RELATIONS COMMITTEE REPORT**

**Chairman, VADM Bill Hancock, USN (Ret)**

The number of corporations that hold membership is very stable. We had some changes but still steady on number with 81. We don't actively recruit mainly because of the limitation on space at the symposium which is a major benefit of corporate membership. We actually had four companies join in the last two week as they wanted invitations to the special events during the symposium. It was noted that there is no place a company can get a pinpoint force to the customer than at SNA and that is our niche. The symposium is what draws them in.

### **SCHOLARSHIP COMMITTEE REPORT**

**Chairman, VADM Lee Gunn, USN (Ret)**

Our scholarship program is focused on our members who have served at sea and that population that has earned the right to receive the most benefits from SNA. The program was started with 10 scholarships at \$500 so we have come a long way to a range between 55 and 60 at \$8,000 over the course of four years. The current program was reviewed (see slide). We have a number of donations from individuals and corporations and ask that all Board Members spread the word out to try and garner more. The more money we are able to bring in specifically to the

program the more we can award. It was noted that while we would like to get more corporate donations this is an uncertain time and money is not readily available.

A member of the ExCom asked if a motion could be made to allow the ExCom to look at raising the number of scholarships awarded before the end of year as there appears to be money in the bank and excess available to support this. It was pointed out that this was discussed at an earlier ExCom. The President commented that this is within the ExComs' authority to continue to discuss this and that there is not necessarily a need to discuss at the Board of Directors level as long as what is decided meets with the approved budget. From a practical standpoint, to make a difference to the number of awards in 2013 this discussion will need to be before the precept letter is written to the Scholarship Chair sometime in March.

**Action Item: ExCom will review the scholarship number issues again before the March precept letter is written**

## **DISCUSSION**

**TOPIC:** In the last year SWONET went away and that left a void for a number of programs including the publication of Board Results. It was suggested that there is an opportunity for SNA to put that information behind our Members Only firewall. By doing this it was hoped that SNA could possibly generate more web traffic and increase awareness.

**RESPONSE:** These are currently being published on SURFORs website in a very watered down version. While SNA would not need to do anything to upgrade the system the problem would be getting access to the information. During the discussion we were cautioned about putting Government generated PII information out. As SURFOR published back from doing this our involvement is questioned.

**Action Item: Before moving forward on any of this obtain a legal review and also get involvement from N96 in the discussion as to whether they would consider using SNA as a conduit, within the existing firewalls, to get their messages out**

**TOPIC:** Also, since SWONET disappeared so did the ability for those in the surface community to maintain an electronic dialogue thread outside of "Sailor Bob". There is an audience that we aren't reaching and that "Sailor Bob" does.

**RESPONSE:** We need to be aware of knowledge management challenges. We need to make sure that someone helps keep things current and that PII is a very valid concern.

To stay relevant SNA must give information to young members of the Navy in a format that they will take the information from. As only active duty could get on SWONET we need some help from the active duty community as to what they would like to see. Electronic is the way to go and we do try and stay up with trends.

A Board Member wanted to thank SNA for the financial support that they provided the Navy Safe Harbor Foundation. This donation was made a critical time when it was needed most to get the Foundation up and running. He also commend all in the room to find out more information on the Official Navy Safe Harbor Foundation and what they do. It makes one proud as Safe Harbor doesn't want anyone who is seriously wounded, not just in combat, to fall through the cracks for care. They have a combination of active duty, reservists and civilian employees. They take care to track these individuals and provide them an opportunity to get into adaptive athletics, etc. The organization works with them for life.

## **CLOSING REMARKS**

In closing, Admiral Hogg thanked all for their hard work. While the Chapters are still "The Heartbeat of the Waterfront" we are the "Work Horse of Headquarters."

He stated that no one can predict the future but we all can influence the future. He asked everyone to ensure that, during the year, the policies set in place move us in the right direction in dynamic ways. If a policy isn't

working then we need to look at it and possibly suggest ways that the policy can be changed. As a body we meet just once a year but each member's influence and involvement comes with SNA engagement through the year.

## **ADJOURNED**

## **ACTION ITEMS**

- 1. Bring up free membership for discussion***
- 2. ExCom will review the scholarship number issues again before the March precept letter is written***
- 3. Discuss with N96 as to whether they would consider using SNA as a conduit, within the existing firewalls, to get their messages out***