

**SNA BOD 8 JANUARY 2018  
DRAFT MINUTES**

**In attendance:**

ADM James Hogg, USN (Ret) – *Chairman*  
VADM Barry McCullough, USN (Ret) - *President*  
VADM Hank Giffin, USN (Ret) – *East Coast VP*  
CAPT James Tackett, USN (Ret) – *Treasurer*  
CAPT Dave Lee, USN (Ret) – *Secretary*  
RADM Dave Hart, USN (Ret) – *Symposium Committee Chair*  
CAPT Ned Lundquist, USN (Ret) – *Communications Chair*  
RADM Rob Reilly, USN (Ret) – *Membership Committee Chair*  
VADM Lee Gunn, USN (Ret) – *Scholarship Committee Chair*  
VADM Terry Blake, USN (Ret) – *Corporate Committee Chair*  
VADM Bill Landay, USN (Ret) – *Finance Committee Chair*  
CAPT Bill Erickson, USN (Ret) – *Executive Director*

CAPT Chris Bushnell, USN (Ret)  
RADM Cindy Thebaud, USN (Ret)  
Ms. Angela Bonner  
CAPT Matt Bonner, USN  
CAPT Paul Rinn, USN (Ret)  
RADM Jeff Hathaway, USCG (Ret)  
RDML Mike Frick, USN (Ret)  
CAPT Matt Gimple, USCG  
RADM Jim Shannon, USN (Ret)  
Mr. Thad Smith  
CAPT Ron Jenkins, USN (Ret)  
CAPT Troy Stoner, USN (Ret)  
CAPT Jon Kaufmann, USN (Ret)  
CAPT Mike Davis, USN (Ret)  
CDR Brad Donnelly, USN

Senior Chief Heath Reid, USCG.  
CMCDC Harry Kantrovich, USN (Ret)  
FORCM Jim Monroe, USN (Ret)  
LCDR Alexa Jenkins, USN  
CAPT Brian Perkins, USCG (Ret)  
CAPT Chris Barnes, USN  
RADM Denny Conley, USN (Ret)  
LT Rebecca Conti-Vock, USN  
CAPT Stephen Murray, USN  
VADM Carol Pottenger, USN (Ret)  
VADM Kevin Green, USN (Ret)  
Senior Chief Murado, USN  
LCDR Monica Ianconne, USN  
CDR Peter Niles, USCG (online)

**Chairman's Welcome**

The chairman called the meeting to order and explained the rules of the meeting and the difference between this meeting and the General Membership Meeting held on Tuesday morning. He then discussed the way ahead and the action agenda for 2018.

**Secretary Report**

The minutes from the 2017 Board of Directors Meeting were approved. The methodology and results from the BOD election were reviewed. It was noted that we exceeded the number of votes required by our By-laws to elect this BOD.

**President Report**

The Association is healthy: finances are sound, membership and participation is strong. The Mission Statement was reviewed. A few highlights for 2017 were pointed out. The symposium is our biggest fund-raiser and while medium in size it is a highly-regarded event; we organize an annual West Coast

Symposium that is well attended; we have totally revised our website; we have initiated an Enlisted Grant Program; and sponsored a video called Journey Home to the USS ARIZONA. We are always looking for new ways to support our members. See slides for all highlights.

### **Treasurer Report**

We exceeded projections of income by almost \$70,000 and expenses by \$45,000 which includes an unbudgeted transfer of \$50,000 to the Scholarship Fund. Reviewed detailed numbers for 2017 and the proposed budget for 2018. (see slide). Every year we ask our chapters to let us know what they need us to fund. Chapters are told: "Ask and we will be glad to entertain it." In 2017 we gave close to \$100,000 in chapter disbursements. We are on an upward trend. We have also added a few items in the budget for 2018: Enlisted Grant Program and a NJROTC Essay Program.

***AI: Look at what we give Shiphandler of the Year as it relates to the YP program.***

There was a question about the increase in SITREP costs and whether we should not send out as many print copies. It was noted that SITREP line item also include the travel of the SNA Communications Chairman to get material. We do ask our members whether they want a hard copy mailed or to have the electronic version only. Outside of membership we do have a number of copies that are sent to Wardrooms, etc. and are technically a marketing tool for the Association. Motion made and carried unanimously to accept the budget.

### **Executive Committee**

There were seven meetings in 2017. Minutes are always available electronically through the BOD website. We support a number of activities throughout the year at the chapters (see slides) to include: socials associated with Detailer Visits, Sailors of the Year, Midway Commemorations, Awards, etc. We need to continue to encourage the chapters to come up with creative activities. The Chairman suggested that perhaps we should do more waterfront activities to engage the Sailors.

We had a few new initiatives including publishing a new website design. We established an Enlisted Grant Program, sponsored the Journey Home to the USS ARIZONA, established a NJROTC award and continue Cuttermen expansion with new chapters coming on line.

### **Membership Committee**

We are in good health with regard to membership and our end of year demographics have stayed constant. We have a balance in membership. Reviewed Committee Members, and gave details on the makeup of membership (see slides). Continue to go in the upward direction with members. We haven't changed our membership categories and it is important to remember that you don't have to be a member to participate in activities.

Fairly good take rates on promotion but still have issues getting to those that are ESWS qualified. We have managed to hold steady on the 80/20 split between paid and complimentary memberships.

This will be the last year of the Chapter Excellence Award in its current format. We have found that the number of chapters putting together packages has been decreasing over the last few years. It is hoped with this new structure more chapters will participate and that it will be more inclusive.

Last year in San Diego we had a 5-hour transition seminar. It was much different than TAPS. We will talk more about it at Chapter Presidents Breakfast to see if we should continue. LCDR Katie Jacobsen

came up with a great idea that we did this fall which was a Hike and Like social media activity. We are always looking for new and innovative ways to keep our membership engage.

We continue to explore ways to add value to the membership. We are very open to ideas and do ask for an additional email address that is not navy.mil. Pearl Harbor has set up a system in place working with HQ staff to review monthly membership material and to help update those chapter members that have left and identify new ones coming in. They feel that they are at about the 70% mark for accuracy on this. We will continue to push on this.

### **Awards Committee**

Reviewed committee members and thanked them for all their participation. Gave an overview of all the current awards and award winners (see slide). It takes a lot of hours of reading and debate to select the various award winners.

***AI: Undertake a review of all the prizes, cash and otherwise, to bring them in to alignment. Awards Committee***

### **Finance Committee**

Reviewed committee members. Highlighted the requirement to keep \$1M in the investment fund and to maintain a 60/40 split between stocks and bonds, a fairly conservative approach. We currently have \$1.3M due to the robust stock market. We are maintaining a 62/38 split right now. It was pointed out that we need to have additional funds to cover possible IT breaches.

### **Symposium Committee**

Committee members were reviewed and thanked for their input and assistance. Reviewed the numbers from 2017. By in large we stay within the ballpark of attendance and revenue. As we are maxed out on the space we might have flattened in some areas. Symposium still brings in a considerable amount. Reviewed the 2018 numbers that we are coming on site with. It was pointed out that a lot of the success is due to the high density of customer and interaction.

At the West Coast Symposium, we had a week's worth of activities. We have done well on the number of vendors again and we have a large increase in attendance from 2016 to 2017. We have a -\$10K swing from 2016 to 2017. Some of this was income from exhibitors and some just the fact that more attendees require more expenses. We will have to review the vendor prices but this is an event for the Fleet and the waterfront. Would like to make it at least break-even. It was noted that we typically do this event in August but due to circumstances beyond our control it was held in July in 2017. It will move back to August for 2018.

### **Communications Committee**

This committee has a couple of different roles and we appreciate all the help from the committee members. We look at how to create value for membership in the association and to help add value to the 'SNA brand', the profession of surface warfare. We look to create 'thought leadership'. There will be a number of stories coming out of this Symposium.

The committee is always looking for opportunities to help other committees or chapters to get the message out. The Chairman's main role is to get not only articles to SITREP but also to other publications and to get the word out about Surface Warfare. We welcome articles from other sources. Ideally an opinion or point of view is valued, not just a press release. During the discussion it was asked if we could more prominently request articles/input from our members.

We became involved in 2017 with the World War II Foundation which produces films to educate people on the contribution the World War II veterans gave to our country . The videos are shown on PBS. We sponsored the Journey Home to the USS ARIZONA that was aired in November. There were 2 showings during the 76<sup>th</sup> anniversaries of Pearl Harbor. We saw this as something that shows Honor, Courage and Commitment. We took this further and invited NJROTC cadets to view the movie and asked them to submit essays on this topic by mid-February. We hope to have the opportunity to share these essays in Surface SITREP. Copies of DVD are available to chapters.

It was questioned how the committee can help a chapter get the word out, especially with the Enlisted Community, without Navy leadership showing 'undue influence'. It was thought that this might be a regional issue and will discussed individually. It was suggested that perhaps better use of social media and maybe tying in to some of the ship 's Facebook accounts, etc might help get the word out as an alternative to personal emails. In summary it was identified that the issue is how can we leverage communications beyond websites and how national can support chapters.

It was suggested that perhaps we could design a Surface Navy App that would be good for all generations and would tie in with our website. . There is a lot of business processes that need to be reviewed and it was suggested that our webmaster look at it.

**AI: Look at feasibility and use-ability of a dedicated app.**

### **Corporate Committee**

We have very little change to the number of corporations. The Chairman reached out to a number of corporate members and found out a few things: people like the access to this symposium location as it is easy to get to and is also a relatively small (compared to Gaylord) venue so easy to get access to a number of speakers and leaders. For those that dropped participation they were asked why? They stated that sometimes it is a change in leadership and sometimes financial restrictions due to contract changes are the main drivers of the decision.

### **Scholarship Committee**

The committee thinks about the process throughout the year but for a 6-week period it is 'down and dirty' reviewing all the wonderful entries and making the selections.

Until the advent of the Enlisted Grant Program the program that was primarily supporting the families of officers. We do encourage spouses to apply but don't necessarily get that many applying.

For the last several years, maybe 10 years, the scholarships have been \$2,000 and we notionally have 60 that we would award each year. Depending on the number of renewals we typically have 10-15 new each year.

The quality of applicants is still outstanding. We would like to wait until March before determining the final number of scholarships we will fund. This will allow for us to know the final numbers of applicants, new and renewing, and will have a better understanding of the finances for the year. At this time, we would also like to possibly increase the award from \$2,000 per year to \$2,500. This would mean that even those who are in the renewal process will also get the \$2,500 going forward. We advertise the program in the SITREP and we push the word out through the Chapter Presidents. We encourage everyone to get the word out.

The Enlisted Grant Program is designed for active duty E-4 to E-6 who want to develop professionally and to provide additional funding that supplements what might be available by the Navy. Currently we have set aside \$20,000 for potential applicants.

It was suggested that perhaps we add an app capability for scholarship submission. It was noted that we do require a lot of supporting material for a scholarship application. This capability can be looked at as part of the app creation action item.

### **SNA Board Initiative**

Based on recommendations we were asked to look at how to do the following:

- increase enlisted membership
- increase brand
- modernize our communications.

We worked each of these in conjunction with the appropriate committees. See slide for complete findings and recommendations. We found that some chapters, like Pearl Harbor do have a number of enlisted specific events and have added two enlisted VP slots to the make-up of their BOD. We found that the biggest driver on enlisted membership is having the right people in the right place at the chapter level – personality and location are key.

For branding we did an informal survey (see slides) regarding awareness of SNA.

The website has been updated and optimized for mobile devices over the last year and is still an ongoing process. We felt that social media is where we need to now focus by delivering messages across platforms. A key importance is to resize our logo to ensure that is useable across all platforms including twitter.

### **Open Discussion**

During the concluding open discussion, it was felt that if we increase our social media engagement that we will need to set up some policies and processes governing the use and posting. We need to ensure that the message is appropriate for the Association.

There was also some discussion on starting chapters in other areas of Fleet concentration overseas. It was pointed out that both Rota, Spain and Singapore currently have Interest Groups and we continue to monitor the membership levels. One of the challenges of these areas is that the Op Tempo is typically so high that it is hard to find Chapter Officers able to make an adequate commitment.

The discussion concluded by asking new board members to select what committees they would like to be a member of.

***AI: President will reach out to those who are not present regarding committee volunteers***

The Chairman questioned how we were doing on getting all the retired surface flags as members. It was decided that we should reach out to those retired flags who are not members. Need to get access to list.

***AI: President will attempt to obtain a copy of the current retired flag list and will reach out to them.***

## **Closing Remarks**

New thought by Chairman:

We can't predict the future but we can influence it. You have already developed a vision of SNA (you , the Board) as you want it to be. Let's ensure policies are in place that move us in that direction in positive and dynamic ways, with modification. As we are successful the vision of SNA will become a reality.

IT WOULD BE GREAT IF WE HAD THIS IN WRITING SO I COULD GET IT WORD FOR WORD!

## **ACTION ITEMS**

1. Look at what we give Shiphandler of the Year as it relates to the YP program.
2. Undertake a review of all the prizes, cash , etc to bring them in to alignment - Awards Committee
3. PCO/PXO 3 for one for Navy similar to what we do for Coast Guard. – Membership Committee
- 4 IT security analysis/vulnerability - Staff
5. Look at investments – Finance Committee
6. Look at feasibility and use-ability of a dedicated app for everything including scholarship application submission - Staff.
7. Need to expand our National (corporate) level social media activities and also look at chapter website support. Need to make sure we have use policy in place\*\*
8. President will reach out to those who are not present regarding committee volunteers
9. President will attempt to obtain a copy of the current retired flag list and will reach out to them.

*\*\* Note from Julie – would like to establish a Social Media Sub-Committee with some active duty PAOs who can guide us on this effort. We already have 1 volunteer who already assists staff in efforts*