

**SNA BOARD OF DIRECTORS
14 JANUARY 2019
MINUTES DRAFT**

In Attendance

ADM James Hogg, USN (Ret) Chairman	LCDR Nick Hoffman, USN
VADM Barry McCullough, USN (Ret) President	VADM Rick Hunt, USN (Ret)
VADM Hank Giffin, USN (Ret) East Coast VP	LCDR Monica Iannacone, USN
VADM Tim LaFleur, USN (Ret) West Coast VP (via phone)	CAPT Ron Jenkins, USN (Ret)
CAPT Jim Tackett, USN (Ret) Treasurer	CNOCM(SW) Harry Kantrovich, USN (Ret)
CAPT Dave Lee, USN (Ret) Secretary	CAPT Jon Kauffman, USN (Ret)
CAPT Chris Barnes, USN	CAPT Jim Kirby, USN
VADM Terry Blake, USN (Ret)	VADM Bill Landay, USN (Ret)
Ms. Angela Bonner	CAPT Ned Lundquist, USN (Ret)
CAPT Matt Bonner, USN	FORCM Jim Monroe, USN (Ret)
GSCS(SW/AW) John Bradshaw, USN	CDR Riley Murdock, USN
RADM Dennis Conley, USN (Ret)	CAPT Steve Murray, USN
CAPT Mike Davis, USN (Ret)	LCDR Justin Nadolny, USN
CAPT Brad Donnelly, USN	VADM Carol Pottenger, USN (Ret)
RDML Mike Frick, USN (Ret)	RADM Rob Reilly, USN (Ret)
LCDR Jason Garfield, USN	CAPT Paul Rinn, USN (Ret)
CAPT Matt Gimple, USCG	LCDR Doug Robb, USN
VADM Lee Gunn, USN (Ret)	CAPT Mike Salvato, USN (Ret)
RADM Sinclair Harris, USN (Ret)	CAPT Glen Sears, USN (Ret)
RADM Joe Hare, USN (Ret)	RADM Jim Shannon, USN (Ret)
RADM Dave Hart, USN (Ret)	RDML Cindy Thebaud, USN (Ret)
RADM Jeff Hathaway, USCG (Ret)	CAPT Bob Wells, USN (Ret)
	CAPT Bill Erickson, USN (Ret) Executive Director

Chairman Comments

The Chairman opened the meeting by laying out the difference between the Board of Directors and the General Membership Meeting. He encouraged everyone to attend both.

Secretary Report

Minutes for the 2018 meeting have been posted on the website. A motion was made, and the minutes were approved unanimously.

The process and results for the Board of Election was reviewed (see slide). During this time the Chairman thanked the Outgoing Board Members and asked them to continue their SNA leadership support and involvement in the association. He also welcomed the New Board Members and noted that we look to them to bring new and fresh ideas, along with the energetic leadership needed, to bring these ideas into reality. He also encouraged them to get involved with their local chapter and participate in one of our many standing committees.

While reviewing the new Board make up the Chairman also introduced the Incoming President VADM Rick Hunt, USN (Ret) who will take over from VADM Barry McCullough, USN (Ret) at the end of this

symposium. The Chairman took the time to welcome Admiral Hunt and to thank Admiral McCullough for his service and dedication to SNA.

As the term for Chairman is expiring, the Board were asked for any nominations for the position. With none being brought forth ADM James Hogg, USN (Ret), agreed to remain on for another 2 years and a vote to ratify this was made and approved unanimously.

President Report

The President presented a summary on how well the Association is doing. More details will be presented by the Committee Chairs; however he stressed that we are strong financially and also with the current number of members (see slides for details). He ended with an appreciation of the opportunity to serve as our President over the last five years.

Treasurer Report

Highlights from the financial health of 2018 were reviewed and compared against budget. It was noted that we exceeded income by \$30,000 and expended \$9,000 less than budget in total (see slide for details). We were off in a few areas but the bottom line is good. While reviewing the Chapter disbursements, it was pointed out that everything that has been requested has been supported. There was a new initiative added under the Award line, a new Enlisted Grant Award. Now that we have this established we need to promote and get the word out to the fleet.

The proposed budget for 2019 was reviewed. When preparing the budget we do review line items against previous years. Some things are static, and some fluctuate. A motion was made to accept the budget for 2019 as written and this was approved unanimously.

Program Reviews

Unfortunately, due the snow storm this weekend, Kinkos was unable to produce the board books. They should be available later in the week. In summary, there were six Executive Committee meetings in 2018. In order to have a quorum we do need to have 3 Board Members in attendance, either in person or on the phone, for any vote to stand. An overview of activities and special projects were reviewed (see slides).

Membership Committee

Membership has grown and is strong. About 33% of our members are life members. We did hit the 7,000 mark at one point this year and we stay close to that number month to month. We did implement our new Chapter Excellence Award and under that we were able to recognize 12 of our 28 chapters. (see slides for details). It is hard to keep track of some of our promotional members; however we do ask our Chapters to try and reach out to them. Email is always a challenge as they change depending on the ship they are assigned to. It was commented that it is a pity that the Navy hasn't gone to email address for life like the Coast Guard has. A suggestion was made that perhaps we should collect personal cell phone numbers on our membership form to facilitate text and push notices.

We still have a challenge with our enlisted membership. We did produce an enlisted survey this year and have been tracking response. It is still ongoing and we will promote this week, especially at the Enlisted Roundtable tomorrow. There was a question about providing complimentary life members and it was noted that an Association does have to balance the number of life members. We also have to make sure we don't break the rules set out by the Navy on gifts, undue command influence, etc. Still seeing positive results from including the National Cutterman Association a few years ago.

RADM Reilly will step down at the end of the month and RDML Frick will take over as the new Membership Committee Chair.

A question was made about the role of Reservists and their interest in belonging to professional networking associations. Commander Iannacone has offered to join the Committee to help take action on that. There was also a question about the cost of membership to the Association to see if perhaps we could give out more free membership to our enlisted sailors. It was noted that in the past many of our Master Chiefs use to go out to the ships and push SNA. It also appears that the complimentary copies of the Surface SITREP we send out to the ships are not reaching many of our sailors. Many CMC come from Submarine or Aviation so aren't familiar with SNA. Hopefully we can get more of our senior leadership out to talk about SNA; however we do have to be aware of command influence.

Awards Committee

The Committee make up was reviewed and the members were thanked for all their work. Many awards will be given out this week. Each individual one was reviewed (see slide). This year we did have a transfer of the Old Salt with a reception in the Pentagon and we will transfer the Old Tar later this week at the Awards Luncheon.

This was the first year we held a Video Competition. We had an outstanding winner from the USCG Cutter Barco (video was shown). The CO, XO, and member who wrote the music were hoping to attend. Unfortunately, due to the Government shut-down, they are now unable to attend as they were coming from Alaska.

Finance Committee

There are two parts to the finance piece. The first is the operating funds and then the investment account. The Finance Committee oversees the investment account. We work under the guidance that we maintain at least \$1,000,000 in that account and we adhere to the non-profit guidance to have a balanced but conservative investment account. We currently have \$1.3M in the investment account. We did do some rebalance of our fund in 2018 (see slide for details).

Symposium Committee

The Committee make up was reviewed and noted that this year we had to be even more flexible. Attendance numbers were reviewed over the years, and on balance, we have been fairly stable over the last few years. Financially we did better than expected in 2018. (see slides). Results from the West Coast symposium was also reviewed and it was good to see that we were in the black again for 2018.

We are going a little bit high tech this year. We are using a platform to obtain questions from the audience that will be controlled by the moderator. Unfortunately, with the government shut-down we will not have the Commandant speaking and will also have low numbers, if any for the Coast Guard. The weather has also impeded the ability to fill what is now an open spot. We will still hold the Cutterman Call and the reception even though the audience will likely not be uniform.

Communications Committee

Reviewed the committee and put out the request to get more tasking. The committee provides thought leadership and the symposium showcases that primarily through the great media coverage. We want to support the Navy, Coast Guard and Surface Warriors. Reviewed content for SITREP (see slides).

There was a question regarding SNA social media. It was pointed out that we have added a number of social media activities for the symposium including partnering with Facebook to do a series of Live sessions.

Corporate Committees

We are plateaued right around the 90 mark but the good news is we are maintaining while many corporations are cutting back on support to non-profits. The success of the symposium is a key as to why we have such continued strong support.

Scholarship Committee

The scholarship committee stays connected through the year but with a large flurry of activity around scholarship time. The committee puts in amazing work to review all the outstanding applications that we receive. Right now we have given out \$2,000 per year for 4 years however in 2018 we did increase it to \$2,500 per year for 4 years. We would like to continue with the \$2,500 versus the \$2,000. This will be an action item for the Executive Committee in March when we have a better handle on the number of scholarships for 2019.

Applicant demographics and finances were reviewed (see slide). We have received some individual and corporate donations, many for multiple years. On Thursday Lockheed Martin will present us with a check for \$50,000 to be applied over the next 5 years for STEM focused scholarships. Admiral Gunn asked the Board to help get the word out about the scholarship program. It isn't just children of members; we also support spouses that maintain at least 6 hours of accredited education.

The new Enlisted Grant Program was also reviewed. With a 2018 have budget of \$20,000; we actually only allocated \$2,500 this first year. Recommend that we do a feature in a future issue of the SITREP and produce an electronic promotion flyer that we send out to our chapters and to the Fleet.

Open Discussion

Question was made as to how many people are really running the Association. We are not really representative of the Fleet. Plea was made for the new and current board to speak up and put in new ideas.

There is a different world in the Navy from when many of the Executive Committee served. We need to keep up with the social media and new ways to communicate. If there are any ideas please let us know.

Has there been any thought as to how to embrace Amazon as they are now going to be in Arlington in the next few years? Maybe through our corporate member structure.

Those new BOD members that are not present need to be contacted about what committees they wish to be involved in. Those that were presented were asked what committee or committees they are willing to support Responses were:

GSCS(SW/AW) John Bradshaw, USN - already on the Membership Committee
LCDR Justin Nadolny, USN- Awards Committee
CAPT Mike Salvato, USN (Ret) - Awards and Communications Committees
CAPT Glen Sears, USN (Ret)– Members hip and Communications Committees

The ability to produce an SNA App was discussed. It was pointed out that our website is designed to work across multiple platforms and not sure what functionality an App would bring that we can't currently accommodate. It was suggested that perhaps we need to hire an outside consultant to come in to discuss where we need to be from a marketing and communication strategy. Another Board Member pointed out that we are already using Facebook successfully and said that we have a good presence on our current Facebook page and maybe we just need to get more of our members to repost. Communication Committee was tasked to look at our Strategy and report to the Executive Committee.

Action Items

1. Start collecting personal cell phone numbers of application forms to hopefully stay in contact. (text capability/push notice possibility)
2. Look at distribution of SITREP at commands
3. Add Enlisted membership to agenda for 2020 BOD
4. Look at the 11 items on back of SITREP and add to it if possible
5. Membership Committee to look at the role of Reservists in the Association
6. ExCom to determine in March if we can raise the scholarship from \$2,000 per person per year to \$2,500.
7. Provide a feature on the Enlisted Grant in a future issue of SITREP
8. Produce an electronic flyer on the Enlisted Grant that can be sent out to the Fleet
9. See how we can bring Amazon into SNA, maybe as a corporate member, as it is moving in to Arlington
10. Reach out to New Board Members not present to see what committee they will be on.
11. Put together a marketing/communication plan to get us to where we need to be for 2025 using an outside company if need be. Do we need an App, increase our social media presence, etc. Communications Committee to take the lead and report to Executive Committee