

**SNA BOARD OF DIRECTORS MEETING  
11 JANUARY 2016**

In Attendance:

ADM Jim Hogg, Chairman	VADM Terry Blake, USN(Ret)
RADM Mark Buzby, USN(Ret)	VADM ank Giffin, USN(Ret)
VADM Carol Pottenger, USN(Ret)	VADM Barry McCullough, USN(Ret)
CAPT Ron Jenkins, USN(Ret)	CAPT Dave Lee, USN(Ret)
RDML Mike Frick, USN(Ret)	CAPT Bill Erickson, USN(Ret)
Mr. Charlie McCullough	RADM Dave Hart, USN(Ret)
CAPT Troy Stoner, USN(Ret)	LT Graham Van Hook, USN
CAPT Sam Howard, USN(Ret)	VADM Lee Gunn, USN(Ret)
CAPT Jim McTigue, USN(Ret)	VADM Bill Landay, USN(Ret)
CAPT Mike Davis, USN(Ret)	CDR Brad Donnelly, USN
CAPT Rick Hoffman, USN(Ret)	Tom Grogan
Mr. Thad Smith	CAPT Brian Perkins, USCG(Ret)
CDR Matt Bonner, USN	LCDR Katie Jacobsen, USN
Ms. Angela Bonner	CAPT Bob Wells, USN(Ret)
CAPT Mike Doran, USN	LCDR Alexa Jenkins, USN
CMDMC Brian Ortega, USN	CAPT Matt Gimple, USCG
RADM Dennis Conley, USN(Ret)	FORCM Jim Monroe, USN(Ret)
CAPT Chris Bushnell, USN	VADM Doug Katz, USN(Ret)
CAPT Ned Lundquist, USN(Ret)	RADM Vic Guillory, USN(Ret) (on phone)
Jeff Atwood (CG)	MCPO Brian Robinson, USN (on phone)
VADM Bill Earner, USN(Ret)	
RADM Rob Reilly, USN(Ret)	

The Chairman commenced the meeting by asking each person present to introduce him/herself.

Chairman Introduction

Set out the ground rules for the meeting and explained the difference between the Board of Directors Meeting and the General Membership Meeting tomorrow. Call meeting to order. We have over 55 members in attendance which is 8 more than 2015.

Secretary Report

Talk about 2 topics: the 2015 BOD Minutes that are available on the SNA website and all action items have been addressed. Motion to approve minutes was carried unanimously.

Reviewed the outgoing and incoming Board of Directors and the process to elect new members (see slide). 9 expiring members, 31 nominations. After election make up of Board remains consistent with demographics of our members.

611 votes were received. We required 508 to validate which is 10% of voting membership

Motion was carried unanimously to accept Board of Directors.

President's Report

The Association is healthy. Membership and participation are strong along with our finances. We have in excess of what the Bylaws require us to maintain in investments accounts. The mission statement hasn't changed. A variety of slides were viewed that summarized the health of the Association.

Last year was a huge success. Many people have told me over the year that it was the best they had attended. The West Coast Symposium continues to grow and is in the right location to attract the fleet.

We had a turnover of the Old Salt this year. Admiral Locklear retired and Admiral Kurt Tidd has now assumed the role.

We have a number of initiatives including incorporating the Cutterman Association into SNA, participating in the Maritime Security event in Norfolk in March and increase communications between us and the Chapter and how to increase activity.

Issues for the coming year: how we can support the members throughout the Navy as a whole and add to their benefit. As an aside we do have to watch our social network connectivity.

#### Treasurer's Report

Captain Tackett was unable to give his report so the Executive Director made it for him. For 2015 we exceeded our income projections and expense projections but we were well within our budget. See slides for financial breakdown.

Travel for specific activities is under that activity. For instances travel for SITREP is under the SITREP line. Under the line item "Travel" we have funded various travel including for Paul Rinn to talk about leadership. We did go over on Awards as we purchase some items in bulk. This will benefit us in the years to come.

The 2 biggest expenses are the Sailor of the Year events on both coasts. We disbursed about \$100,000 to all chapters. We are always looking for Chapters to submit requests for funds. We might tailor it a bit but we very rarely turn down a request.

We do have a pro bono legal representative, RADM Hare who is in Philadelphia and is always willing to answer questions. We are always concerned about our chapters and do ask that each chapter have a VP that is not active duty to allow for corporate relations at the chapter level and to avoid any ethical concerns for active duty.

The proposed budget was viewed. It is a balanced budget. We have increased some of the expenses particularly in the accounting services. We do use an outside company, Burdette Smith to do our audit. They also do the Greater Washington Chapter. San Diego is the only other one that requires an outside return and once the Treasurer in San Diego retires we will have to fund this.

For the last 2 years the Executive Committee has sponsored Navy Safe Harbor through advertising at their Golf Tournament. This year we have made it a separate line item in the budget.

With no questions a motion was made and approved unanimously to accept the 2016 budget.

#### Executive Committee

We had 7 meetings in 2015 and we do post all the minutes. The minutes are submitted to all of the BOD for review. All Board Members are available to participate and we do use Go To Meeting so anyone can call in.

We do a Battle of Midway Celebration Dinner with a number of organizations and we are always looking for other activities.

We also pay for socials at the chapters when the detailers visit. This is for active duty and spouses.

We also support Midshipmen summer training and we provide chapter matching funds for a myriad of events.

#### New Initiatives

One of the new initiatives is to bring the Cutterman's Association in as a Chapter of SNA. Captain Brian Perkins was introduced. Founded in 2010 and at that time the Coast Guard wanted a similar association that was Coast Guard centric. We have about 800 members and we have struggled with maintaining the database, getting the newsletter out and updating the website. We would like to bring them in as a National Chapter. We are still working out how this will all happen. We have had strong Coast Guard ties at the symposium for a few years and we do have a chapter in New London at the Academy. We look at it as a way to broaden our reach.

The Board was asked if they had any objections and there was none. There will be no additional management costs to bring these in. We will know more about the timeline after the Cutterman Board Meeting later this week. The Board of Directors want to be kept informed as the Executive Committee works through the process. Both Captain Erickson and Admiral Hathaway will be in attendance. The biggest concern is the financial impact. The homeports would not be an additional chapter unless no chapters existing there. If there is a chapter in the area then it would be the main chapter and the Coast Guard would be a sub-chapter.

Let's look ahead at other small associations like the Tin Can Association, Cruiser Association. Chairman would like to have the President look at them for a similar relationship.

The Maritime Security Forum is to be held in Norfolk 21-23 March. We are partnering with them on this. This is our inaugural with them. We have no real financial visibility in this.

#### Membership Committee

A variety of numbers on membership were viewed (see slides). The Committee only meets when we have a project to tackle. Membership is open to anyone. We have looked over the years how our membership and participation over the years go hand in hand. Our membership fees haven't changed for a while and we see no need to change them. We do have a number of incentive programs and we will review those in 2016. We also offer a number of promotional memberships. Over the course of 4 years we have increased membership slightly. We do monitor this from a statistic point. Our numbers overall are consistent and will continue to monitor.

Through participation at other organizations one of the big questions is do millennials join associations. This is something we need to monitor and discuss at the committee level. Many Sailors now are career

mindful and perhaps we need to host more professional development seminars, etc. They are also interested in community service and the chapters might need to do more of those activities to attract them.

The difference in age between Jos and Enlisted is not that different. Perhaps they don't feel the community serves them as they might like. In San Diego we sponsor a leadership book through SNA and this gives an opportunity to participate at these various command events. We also made subtle changes from say SWO Join Ups to Surface Warrior Join-Ups, etc. We have been involved in CPO Pride Day for years but only in the last few years did we advertise our involvement.

We are approaching a third of all active duty members that are currently members. Only 38% of all flags are currently SNA members. A number of ideas were discussed on how to increase the membership and we need to communicate better. There was a discussion on how the CPO might encourage junior membership without using 'undue command influence.'

Need to increase communication to provide greater awareness. Also need to show the 'what is in it for me' clearly. Also many young sailors/millennials are more in to giving rather than taking. With community service projects, typically San Diego, we have to turn them away.

For the last 3 years every SWOs selected for Flag is a member. Need to get all the data on the SWO Flags that are not members and start a campaign.

After reviewing chapter statistics, the Chapter Excellence Awards was reviewed and the strength of packages this year was very strong.

Perhaps we could work with USNI to get some info on their online service.

Summary from Admiral Hogg

- Suggest that we take action to improve accuracy of database
- Increase community service at the chapter level
- Follow the new ideas for enlisted membership; the committee needs to take a new look with these ideas through chapters to ships to focus on E5 and E6 to make some headway.
- Need to take a hard look at SWO Flags to target hard for them to become members

#### FINANCE COMMITTEE

The committee doesn't meet very often as the portfolio is very stable. We own 3 items in our investment account. This past year markets have not been great however in total we gained a few thousand dollars for 2015 and we have our reserve as required in our policy statement.

#### SYMPOSIUM COMMITTEE

We have great Committee members that help out a great deal. Hard to believe this is our 28<sup>th</sup> National Symposium. Figures were reviewed. (see slides). Since 2014 we have had a decline in the number of tables purchased by our corporations. This year we have allowed the International Navies lunch to set

their own topic. Admiral Hogg attends every year and sometimes it is less than interesting and sometimes hard to understand. If there is a way to minimize this that would be great.

For 2015 we had 3.5 times more people attending the Enlisted Roundtable and that gave us a few logistical challenges. We have had a steady incline in the numbers that were pre-registered. Many of the companies have cut back in a number of areas however we always manage to fill our space. We do give some space at no charge to Government entities, this has affected our bottom line; however it helps draw attendance.

Advance registration numbers are increased. All in all we are up about 200 more people in database.

West Coast symposium is making head way and we have been in the black for a couple of years. It is held in conjunction with SWOFOT.

For the record from Admiral Hogg: "Very impressive year after year. SNA continues to increase in scope in the programs' professional substances in areas of special interest; its reputation is the best of its kind in the DC area. Everyone I talk to says go to SNA for the density of customers. Industry likes it, it is their best chance to see and talk with their military customers. As I said Offering high density and easy access on the game decks?. Provides Navy senior warfare active duty leaders a direct avenue to relate without industry no strings attached and with the Surface Warfare community, both active and retired to get the message across and receive feedback.. The vendors real like it. Lots of military member checking out their gear, many senior officers among them.

Changes in venue over past several years have increased numbers in the exhibit hall and the vendors appreciate it. That is directly due to what you have done. The Hyatt loves it, rooms are sold out, vendor space sold out and the place is jammed with neat people. It is their biggest event of the year. The ExeCom, Washington Chapter and the BOD like it for all those reasons and it is a way for SNA to showcase it value to sea services, industry and government and not to mention the value it generates."

#### COMMUNICATIONS

To provide thought leadership is still the strategy. The committee is involved with our communication vehicles and through the symposium we provide media support. We had quite a few trade media running ads through barbers.

Extended offer to all Chapter Presidents that Committee is standing ready to help. We are always looking for opportunities that we can do as a group. We want to support the profession and the professional association.

Admiral Hogg said that the SITREP has gotten better every year. In particular, the article from Gallagher was the best of the year. A complete list of articles was reviewed (see slide). We also take articles from others and would love to have more articles.

#### CORPORATE RELATIONS

Corporate growth has been slow and steady. Membership has lagged somewhat behind economy. We have a solid base with essential organizations. A complete list with change was reviewed (see slide). Overall most organizations are happy and getting the bang for the buck. Admiral Rowden has added a full-time Captain in the Surface Warfare Chair at NPS, Captain Chuck Good is the first and will be here at

the symposium. He will be a mentor to all the SWOS going through Monterey. Admiral Hogg would like to do same at War College in Newport.

#### SCHOLARSHIP

This is one of the tangible benefits to members and it is important to continue the steady strain that we have. The committee members were recognized and a plug made to get a few more committee members.

The criteria and requirements were reviewed (see slide).

Once we have seen the income from the symposium then we can determine the final number to give out. We had a new high of individual and corporate donations of \$20,000. Staff are working on some ideas on how to increase these that we will populate later this year. We would like to make a more direct connection to the symposium results. We also haven't taken any transfer from the investment account this year. We have deferred all decisions until March.

We do work with Anchors and we have provided a couple of banners that shows the 2 different programs. They promote us whenever they go out and we provide them complimentary space at all our events. We are mutually supportive. Both scholarships are also mentioned at the VP Breakfast and the CEO Briefing.

#### AWARDS

We have a very active Awards Committee and their contributions are invaluable. The awards given were reviewed highlighting those that will be attendance (see slide). Also highlighted that for the first time we have added some Coast Guard specific awards

#### OPEN DISCUSSION / NEW BUSINESS

It has been a great, interactive session.

A suggestion would be to all our new members to join a committee. Each one of them were given an opportunity to volunteer for a committee:

LCDR Katie Jacobsen, USN – membership committee  
VADM Bill Landay, USN (Ret) – Finance Committee  
LCDR Alexa Forsyth Jenkins – Membership committee  
FORCM Jim Monroe, USN (Ret) – Membership Committee  
CAPT Matt Gimble, USCG – Awards Committee  
CAPT Steve Murray, USN – Scholarship  
CAPT Bob Wells, USN (Ret) – scholarship and communication  
CAPT Tom Druggan, USN - Scholarship  
CDR Brad Donnelly, USN– Scholarship and Membership?

**ACTION ITEMS:** Do a letter campaign to the Admirals to encourage membership.

**ACTION ITEMS:** Go out to all members to check contract information (NOTE: we already do this by Chapter during the summer)

