

**SURFACE NAVY ASSOCIATION
EXECUTIVE COMMITTEE MINUTES
3 March 2003**

OFFICERS

VADM L Gunn, USN (Ret), *President*
CAPT D. Lee, USN (Ret), *Secretary*
CAPT M. Foote, USN (Ret), *Treasurer*

EXECUTIVE COMMITTEE

RADM G. Chesbrough, USN (Ret)
CAPT P. Rinn, USN (Ret)
VADM H. Giffin, USN (Ret)
CNOMC((SW) H. Kantrovich, USN
CAPT Frank Lugo, USN (Ret)

RADM W. Retz, USN (Ret)
CAPT R. Jenkins, USN
LT Justin Lemmon, USN
RADM J. Tozzi, USCG (Ret)
CAPT B. Erickson, USN (Ret), *Executive Director*
Ms. Julie Howard, *Director of Admin*

Minutes from Last Meeting

Minutes were distributed via email prior to the meeting. The minutes were approved unanimously without change.

Presidents Message

The following are the Action Items from the National Board held during the Symposium on 15th January 2003.

1. Agreed that there should be a Board meeting in the September time frame. Most of month is okay; however, avoid 14-20.
2. Agreement that SNA should move forward with some kind of DVD/Video for chapter recruiting
3. Investigate additional administrative support for chapters with a large percentage of active duty members
4. Increase national involvement in East Coast and West Coast Symposia
5. Increase membership.

Full minutes are under review from Board meeting. If any action items are missing, please let us know when reviewing minutes. One thing under proposal are 2 items are better admin support each chapter and more national involvement. Would involve increase funding for Howard Associates with support in 2 places.

Action: A Committee comprising Erickson, Foote, Chesbrough and Conley to review current contract and look at proposal for implementation and how it would provide better support to chapters.

Executive Director Report

We have been approached by a variety of ship restoration and museum projects. We have not historically supported these. During the Board Meeting Senior Chief Adams reported on the CPO Restoration Project on the USS MISSOURI and requested that SNA come up with a \$50,000 donation and a letter writing campaign to get money from the members. Part of the problem with historic ships is there is a large number of them throughout the country. We have already been approached by the USS WISCONSIN who have also asked for the same kind of support. For information Executive Director checked with Submarine League on how they handle these kinds of requests. They have a grant program to support their submarines and solicit project for grants that are educational enhancements. Originally had \$50,000 a year as charter to make public aware of submarine programs. Three years ago had some problems as submarine centennial program left them in the red. They would like to restart this project again this year. They tried last year with \$20,000 budget however as of inquiry were not sure if they made any awards. All projects they have supported were maintenance or operations. The only one they liked was a request for \$650 for a lecture. They stated that projects need to be well developed before they begin. Based on this we could draw conclusion that USS MISSOURI is still in the development phase and needs better direction before

proceeding. We have had a similar request by San Diego Historical Association who want to build a museum centered around USS RECRUIT. They would like a \$10,000 donation but would like support from us as an entrée to our corporate sponsors. There seems to be an increase in these requests and we need some direction on how to handle these.

Our mission is to bring Surface Navy to the public so we should not necessarily discount some level of support if this helps our mission. Is there a way through Ship's Historical Society to spread money out to all ships' that need it in SNAs name? An option would be to provide some publicity to the activity within the SITREP to make our members aware and provide contact information for them to deal directly. Each of these are 501C(3), it would be interesting to see how many of them are solvent. Many of these have been around for a long time but would interesting to see how this would go. Thought is to do more research on this and get back. Tabled for more research.

Action Item: Executive Director to do more research and come up with a proposal.

SNA Video Project. This was raised by Mayport chapter at Board meeting. First proposal would cost about \$5,000 for us to work with Empire Video to develop script and get more info if there is interest in doing this. The concept is that this video/CD/DVD would be shown at fund raisers and in wardrooms. It would also go to the ships. It could also be handed out by SURFLANT and SURPAC when the PCOs come through. They currently provide them with SNA coffee mugs and some applications. Executive Director would like to pursue this project using funds from the recruitment line.

Miscellaneous. Realized at the January Board meeting that we do not have a gavel. One member has gone back and worked with Navy Historical Foundation and USS CONSTITUTION and will make a gavel for us. This should be ready for recognition at the next Board Meeting.

Awards Committee

The committee has not met yet so has nothing new to report.

Scholarship Committee

Committee will meet tomorrow night. Committee needs to look at way ahead for scholarships both in level of funding and total number of scholarships to distribute.

Financial Report

The year is getting off to a good start thanks to the Symposium. The first dues sharing to affiliated life members has been made. Even though we have collected money we are still paying for life and multiple members. The budget includes a line item of \$5,000 for second Board Meeting. Recruitment has been increased by \$5,000 but is likely to not be spent all at one time.

Secretary Report

The first draft of minutes from National Board in January will be circulated to ExCom in the next couple of weeks.

Symposium

The financial outcome of the Symposium looks good. Between 2002 and 2003 we are holding steady but compared tot where we came from a few year ago, still good progress. Good news is that for the next two years we have no conflict with AFCEA West.

PR Report

A meeting of PR Committee was held recently in Philadelphia. Good representation from N76 and Lockheed Martin however weather was not very cooperative for many attendees. A couple of items were discussed. We have established a speakers bureau with 7 flags that we have queried to be available to the media for commentary. Will provide a fact sheet on the association for speakers and also to media.

In addition to that we intend to expand the speaker group to those who might be willing to speak to other groups about Surface Warfare. Navy League, Power Squadron, etc. For that, group of speakers would not be limited by rank and will provide them some talking points (bullets) and some kind of multi-media presentation to tell the story

for them. The initial one to use likely will be Around the World Around the Clock. Basically 9-11 story with where was your Navy. Need to do something else to enhance Surface Warfare.

Have also agreed to publish each quarter a syndicated story. The first one Battlegroup Operations from a Surface Ship Perspective. Geared to the men and women on the ships. Currently being written now and should be out on wire. Other 3 identified are Battlegroups from C4I perspective (Raytheon), Battlegroup Fire Power (UDLP) and possibly Maritime Interdiction. Corporate sponsors that subscribe to wire can do this on our behalf as a contribution. The story is the key. Tie in would be to enhance this with a local recruiting center to make contact locally.

Other major initiate is that during Army Navy Game Midshipmen put together ship that runs around field and gets better coverage than anything. Could be something that SNA could sponsor and could be done through USNA.
Action Item: Executive Director to approach CDR Glen Sears, Annapolis Chapter President. RADM Retz: Could we do something at NASCAR?

If we are to do a good job we need to think about branding. Submarines have done a great job with Silent Service. "Up, Out and Down" didn't really take off. Need to continue to pursue this to get a catchy brand line. We did have a slogan contest and did get some input, could put in SITREP and again on web.

We recently received a request for us to sponsor ship commissioning and that we should budget for the 4 or 5 commissioning that take place each year. This is really Navy League's thing however they are backing off this more and more as it is a local issue not national. Proposal was offered to see if there is a way we can make a quid pro quo that we provide matching funds for each member of commissioning crew that are SNA members, i.e. \$5 per member. Or come up with a fixed amount per ship or pull money from the Antetim Fund. Antetim Fund supported 3 commissionings- not as loans but as donations but they never sent more than \$1,500. The fund currently has \$23,000 in it. The Committee agreed that tying to membership is attractive and could also be tied to chapter support which is \$3 per member. The money would go directly to the Precommissioning Committee for them to use to support the commissioning process. Questioned what does it go to? Plankowner gifts, etc and not official infrastructure. Could be breakeven but would initiate people to the association and what we do for them. Would also need a policy to grandfather those already on ship, total numbers rather than new members.

A motion was made that SNA make a contribution to each surface ship that be commissioned of \$10 per SNA members on each ship by commissioning day. This was subsequently amended to reduce to \$5 or \$7.50 per member to make some money from each crew. The amendment was not accepted. During discussion there was much discussion on the number of commissionings each year and the potential number of people that could join as new members. Also discussion on further exploration on the feasibility of us inheriting left over money. The motion was not carried and was remanded for more review.

Action Item: Executive Director to further analyze the request to support ship commissionings

Committee commended RADM Retz on moving this forward and ask that other ExCom members work with him to promote SNA and Surface Warfare further.

Heritage Committee

Committee has now been formed. A proposal has been made to move the Historical Recognition to the Heritage Committee rather than Awards Committee.. An out of print book called "Black Shoes and Blue Water" has been offered up as a possible gift for us, in conjunction with the Historical Foundation to print more copies. Author is also willing to write 1975 to Dessert Storm. When this book was first published SNA sponsored a book signing by National Chapter. Historical Foundation has also offered for David Winkler to write articles for the SITREP at \$150 per article. Committee also would like to see the proposed name of Memorial Hall in Newport changed to either Heritage Hall or Surface Navy Heritage Hall. The current PAO at the Historical Foundation interested in working with PR committee. The committee also discussed the handout material provided during Service Selection Night. The Historical Foundation is willing to build a package customized to each ship that would be provided as each person selects their ship. This would be more than the Welcome Aboard flyer and could also include a membership form for SNA. Full report will be provided electronically for ExCom review..

Membership Report

Retention is lower than desired. Hopefully we will get more chapter support to identify losses through a member's relocation. We are also building a members only web site to keep track of members and make it easier for members to see if we have their current info. Some smaller chapters are doing well. Gaeta/Naples, New Orleans, Pensacola and Tampa Bay have a lot of enthusiasm. We are continuing efforts to trace people and there are some good ideas out there that we need to put in place. Need to work it from the top down and will continue to stress this. Surface Warriors are bringing the message out when the Chiefs visit. Master Chief Kantrovich will visit Senior Enlisted Academy also. Ship operational tempo has hurt some of the command functions. Yokosuka still needs work as we don't have buy in there yet however we do have a Surface Command Master Chief over there.

New Business

President questioned where we should have an offsite this year? If there is a real reason to get together then we ought to but if not a good reason perhaps not.

Meeting adjourned at 6:45 pm