

**SURFACE NAVY ASSOCIATION
EXECUTIVE COMMITTEE MINUTES (Draft)
15 May 2003**

OFFICERS

VADM L Gunn, USN (Ret), *President*
CAPT D. Lee, USN (Ret), *Secretary*
VADM H Giffin, USN (Ret), *East Coast VP*

EXECUTIVE COMMITTEE

RADM G. Chesbrough, USN (Ret)	RADM D Conley, USN (Ret)
CAPT R. Jenkins, USN (Ret)	VADM D Katz, USN (Ret)
VADM D Robinson, USN (Ret)	RADM J Hare, USN (Ret) – <i>Via Phone</i>
RADM W Retz, USN (Ret) – <i>Via Phone</i>	Ms. Julie Howard, <i>Director of Admin</i>
CAPT B. Erickson, USN (Ret), <i>Executive Director</i>	

MINUTES FROM LAST MEETING

Minutes were approved unanimously without change.

OLD BUSINESS

Historic Ship Donations: Original action was for Executive Director to do more research. There are 70 ships and each are 501(c) (3). Historic Naval Ships Association works with these and other government agencies; however, the association does not provide financial support to individual ships. Hence, the original idea to provide donations to HNSA for other ship organizations is not feasible. Two areas of recommendation are:

- join HNSA to show some commitment to historic ships and their heritage;
- assign action to Heritage Committee to further define SNA's role in historic ship preservation if applicable.

With the large number of historic ship projects, donations would result in a large monetary outlay. The linkage between membership and the modern skills needed to advance Surface Warfare profession seems absent. It doesn't appear that it would benefit our membership. One alternative could be that we use the SITREP or website as a means to promote programs of potential interest to our membership. There is no legal prohibition as non-profit can contribute to another non-profit as long as it fits in with the mission. Motion to join HNSA for \$100. Motion carried unanimously. SNA will join HNSA and there will be an ebb and flow between the two organizations.

Navy Leagues/SNA Sponsorship of Ship Commissioning: Action was for Executive Director to do more research. MUSTIN is next DDG scheduled for Commissioning and SNA San Diego has donated \$1,000. They have requested matching funds from National. The Navy League has traditionally supported a ship commissioning through their local councils and the sponsoring council is responsible for establishing a donation program which can include support from their corporate sponsors. Captain Erickson approached Admiral Gaston as the Washington Council President as to whether Navy League was prepared to provide support to the local councils in this endeavor but did not get a positive response.

For us to do this we must have something that benefits our membership. A possible solution would be to provide membership at half price and then we would donate the membership fee plus a fixed amount of dollars over and above that collected during the drive. Various examples were provided. The ExCom voiced concern that there could be a large number of commissionings over time. Consensus was that the pressure put to bear on crew would be difficult and also why offer this just to commissionings. A similar 3-year incentive program to join at half-price was given recently to the Annapolis Chapter where they got a free ticket to the baseball game. Next year push will be at service selection night. After discussion a proposal was made that we do not support the Navy League on ship commissioning as the ExCom felt that such a donation does not support our mission. The motion carried unanimously. Opportunity to provide membership incentive for select group of individuals will be moved to Membership Committee for further discussion. *Action Item: Letter will be written to Hugh Webster stating our position*

SNA Video: Agreed that SNA should move forward with some kind of DVD/Video for chapter recruiting. The initial production cost will be about \$5,000 for about 4-5 minutes and around \$1 per disk to copy so this becomes an inexpensive give-away. Decision: Do we want to proceed with a recruiting video? Are there any ROI examples that are applicable to this type of program? Does the money buy script, messaging, etc.? Would be a tremendous recruiting tool but need to make sure the audience is targeted and that it shows a wide range of events. Agree to get storyboard produced and also get the Chapter Presidents to provide input. Motion made for \$2,000 to go forward to develop storyboard to see where we are and to come up with a final cost and plan for future action. Carried unanimously.

USNA/USS *Philo McGiffin* Sponsorship: Action was to approach Annapolis Chapter President regarding this. The *Philo McGiffin* is used at USNA football games to build spirit. The "mock ship" is built on a VW chassis and requires about \$1,700 for repair. It costs about \$2,000 to operate it annually. The proposal is for SNA to sponsor the ship and take over the support and operation of it in exchange for "visible advertising" of SNA. Have spoken with RADM Hare about it and he proposes that we talk with the Academy JAG. If agreed VADM Gunn would approach the Superintendent with idea and along the lines that SNA would like to help the Navy Spirit. Need to have a proposal of what we would like to do. Annapolis Chapter should monitor this activity. *Action Item: Produce a proposal for VADM Gunn to take to Academy and proceed if program appears feasible*

Howard Associates/Symposium Split: More regional support both at the symposia level and for fleet chapters. GWC has about \$100,000. Discussion is really that symposium should be a national event with a portion going to them. Need to come up with a policy so that it applies not only to National but also to East and West Coast Symposia.

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.

PRESIDENT'S REPORT

Already coordinating with active duty early to get consensus for symposium theme early on. Have some input from ADM Hogg to emphasize the role of the sailor throughout the symposium. We need to do a balancing act so that we also do not lose sight of those issues that benefit our corporate sponsors. VADM Gunn and RADM Chesbrough will present draft symposium agenda to the SWIC in mid-June in Washington, DC..

CORPORATE SPONSORS

We currently have 53 corporate sponsors with 2 additional companies showing strong interest.

MISCELLANEOUS

The Midway dinner is June 5. There is also joint ASNE Human Resource Conference at the end of June for which SNA is a co-sponsor. SNA members can attend at the ASNE member rate and SNA will assist in publicizing the event.

AWARDS COMMITTEE

The Committee met in April. There was a lively discussion between the working relationship of Awards Committee and Heritage Committee and the division of responsibilities.

FINANCIAL REPORT

Currently we are \$20,000 to the good. We recently received a request from Newport to support Professional Development Seminars. Before any decision is made we need to get further information and also to find out how the first one went. Do like \$2,000 donation for sailor function. Would like to know how the War College fits in.

Action Item: Need more information before decision could be made

Should like to see how well we are supporting events geographically and throughout the chapter. Regional events last year was close to budget and valid reasons to give Newport and San Diego more money. Not a lot of memberships come out it.

SECRETARY'S REPORT

Minutes approved

SYMPOSIUM REPORT

We have a new format this year which starts Tuesday at Noon and ends on Thursday evening with the banquet as the last event. The Board will be on Friday as well as the N76 event. Have received positive feedback from all communities so far. Working theme is Surface Warfare in Operation Iraqi Freedom and we will put a dedication in the program.

Good program but need to add missile defense, future vision (10-20 years down road), Visionary fleet command and BRAC. There are still some rough edges and we must make sure Chiefs panel is in. Have we thought about a Transition Seminar? This is not a job fair but might be something that is a service to our members. Is this really something we want to promote?

MEMBERSHIP COMMITTEE

Dipped a bit in April which is normal trend for this time. Still trying to focus on the command level and both SURFLANT and SURPAC. Would like consensus today to push 3 year membership versus 1 year membership and offer over a period of time a membership campaign with targeted groups at a discounted rate of some kind. Committee would like to develop plan. Make it for all new members - buy two get one free.

PUBLIC RELATIONS COMMITTEE

War analyst not called upon greatly but do have lists available. Some supporters have failed to come forward with articles as promised and still pushing forward. *Action Item: Kendall Pease and VADM Gunn to meet.*

HERITAGE COMMITTEE

Awards Committee decided to keep historical recognition in awards committee. Would like to consider SNA funding of book entitled "Black Shoes and Blue Water" to get it published. Before we do this we still need to get financial information. Discussed having a regular column on Navy Heritage in *Surface Sitrep*. Dave Winkler at Navy Historical Center has agreed to author such a piece for approximately \$150 per issue. Motion made to support this effort. Motion carried unanimously.

The Committee would like to have the Hall of Honor at SWOS renamed to Heritage Hall.

Composition of the Heritage Committee is still in development with 8 people willing to serve. *Action: VADM Gunn will talk to VADM LaFleur about the renaming of the SWOSDOC building*

NEW BUSINESS

N76 Recruitment Video. There is a Video under consideration and LCDR Fuller is pursuing this. This would be used when flags go to NROTC and officer commissioning sources as an introduction. To date, N76 has not identified a source of funding for this project and may need SNA financial support. Executive Director relayed concerns that any movie/video supported by SNA would have to focus on the Enlisted as well as the Officer community. This item is still in the early stages and is to receive better definition at the mid-June SWIC.

With no other business the meeting was adjourned at 1915.