

**SURFACE NAVY ASSOCIATION
EXECUTIVE COMMITTEE MINUTES (Draft)
February 9, 2005**

OFFICERS

VADM Lee Gunn, USN (Ret), *President*
CAPT Dave Lee, USN (Ret), *Secretary*
VADM Hank Giffin, USN (Ret), *East Coast Vice President* (via phone)

EXECUTIVE COMMITTEE MEMBERS

VADM Doug Katz, USN (Ret), <i>Immediate Past President</i>	CAPT Frank Lugo, USN (Ret)
RADM William Retz, USN (Ret) (via phone)	CAPT R. Cameron Ingram, USN (Ret)
RADM Joseph Hare USNR (via phone)	CDR John Fuller, USN
RADM James Tozzi, USCG (Ret)	CAPT Bill Erickson, USN (Ret), <i>Executive Director</i>
CAPT Steve Woodall, USN (Ret)	Ms. Annette Hendrickson, <i>Howard Associates</i>

MINUTES

Meeting commenced at 1725 and motion was made to approve the minutes from January 5, 2005 posted on the web site. Motion carried.

OLD BUSINESS

VADM Giffin provided an update on the possible participation by SNA in the museum onboard the USS WISCONSIN. VADM Giffin reported that it is not financial assistance the foundation is seeking but more in the direction of an exhibit such as SNA's proposed Hall of Fame. Discussion proceeded on whether the target audience would be able to access the Hall of Fame in this location. The cost and materials of putting an exhibit on one Battleship Museum or several was discussed. VADM Gunn suggested that VADM Giffin and CAPT Rinn work together to do more research and report back to the ExCom.

An email from ADM Hogg was distributed and discussed in which ADM Hogg offered his "takeaways" from the January BOD meeting.

PRESIDENTS REPORT

A wrap up of the Symposium is taking place in three phases. The first phase occurred with a "Hot Wash Up" in late January attended by VADM Gunn, RADM Chesbrough, RADM Dave Hart (RADM Chesbrough's successor as committee chair after the next symposium), CAPT Erickson, and Ms. Julie Howard. Phase two is a report that will be shown later in today's meeting. Phase three will be a full financial report to occur at the next ExCom Meeting.

EXECUTIVE DIRECTOR REPORT

- Corporate Sponsor Report-
Current number of Corporate Sponsor is 62. The Symposium Committee will be considering an increase in the exhibit space and sponsorship rates for the 2006 National Symposium.
- Miscellaneous
 - Web site- A current plan is underway to redesign the website. Goals are to keep the bandwidth low for easier at-sea access, but present a more contemporary look. Also, the "Members Only" section will be redesigned and job opportunities will be added. We intend to limit job postings to our corporate sponsors. Links will be provided for SWONET and the new Navy Knowledge Online. It was suggested by RADM Tozzi to put an ad in the "Members Only" section to promote staying in. A link to the "Stay Navy" website and the Center for Career Development was also suggested. It was also suggested that we provide links to the Navy and Coast Guard Detailers.

- Death Announcements- It was discussed whether we wanted to change our policy on death announcements. Currently we do not publicize deaths of our members in *Surface Sitrep*, on our website or through email notification. Other associations do note the passing of their members. The administrative burden to make a meaningful announcement and the issue of inadvertently missing a member's passing were discussed. It was decided to table this issue.

SECRETARY REPORT

Nothing to report.

FINANCIAL REPORT

Capt Erickson presented for CAPT Tackett who was on travel. Monthly report was provided to all members. The report contains nothing that is out of the ordinary for this time of the year. It was pointed out that \$1000 had been requested and approved for the Pearl Harbor Chapter to sponsor socials for both Officer and Enlisted Detailer visits.

SYMPOSIUM REPORT

The following January 2005 statistics were provided:

Attendance:

- | | | | |
|--|--------------|-------------|-----|
| ◆ Seminars | 1094 | | |
| ◆ JO Briefing | 138 | | |
| ◆ Retired Flag Brief | 80 | | |
| ◆ Retire O5/O6 | 199 | | |
| ◆ Heritage Lecture | 246 | | |
| ◆ Spouse (over 2 days) | 30 | | |
| ◆ Int'l Lunch | | | |
| Tickets | 254 | Actual Feed | 225 |
| ◆ Awards Lunch | | | |
| Tickets | 228 | Actual Feed | 185 |
| ◆ Exhibitors | 837 | | |
| ◆ View Exhibits Only | 500 (Approx) | | |
| ◆ Seminar Attendees | | | |
| ◆ 26% of registered attendees were active duty | | | |
| ◆ Just over 1% were reservists | | | |
| ◆ 26 Midshipman | | | |
| ◆ 9 Congressional Reps | | | |

Active Duty Breakdown

- ◆ 475 Active Duty
 - 227 Navy Members
 - 211 Navy Non-Members
 - 9 Reservists
 - 12 USMC
 - 12 USCG
 - 1 USAF
 - 3 USA

Memberships

- ◆ 58 New Members Joined at the Symposium
- ◆ 7 Members Renewed Their Membership

International Attendees

- ◆ 27 Members of the International Navies Community Attended
- ◆ Countries represented were: Australia, Canada, Chile, France, Germany, Israel, Japan, Netherlands, Norway, Portugal, Sweden and United Kingdom

Media Attendees

- ◆ 31 Members of Press Attended representing the following Publications:

Armada International	Aviation Now
CHINFO	CNO N767E-Navy CBR Defense
Copley News Service	Daily Press
Defense Daily	Defense News
Defense Today	Inside the Army
Inside the Navy	Inside the Pentagon
Inside Washington Publishers	Jane's Defence Weekly
Monch Publishing Group	Naval Media Center
Navy Times	Sea Power Magazine
Surface Warfare Magazine	SWONET/INTEGIC
The Virginian Pilot	Trident
USNI Proceedings	
National Defense Business and Technology Journal	

RADM Chesbrough's Hot Wash-up report was provided as Enclosure (1).

Highlights of the lessons learned are as follows:

Registration Booth stays in the lobby. (We are the first group the Hyatt has allowed to do this)

More escorted traffic through the exhibits. Possibly some help from N76.

Wine Pre-Sales were a big success for the hotel and our Corporate Table Sponsors.

Need a stimulating topic/Speaker.

Feedback received included:

There was no Congressman. Reason this year was because no one was in town.

Exhibit Traffic- most were happy.

Suggested that Naval Heritage Lecture be changed to Naval Heritage Program.

Hotel infrastructure declining - Comment was made at the BOD meeting on the physical state of the Hotel and that it appeared to be slipping. The Hyatt has just this month released money for refurbishing.

Why can't we distribute slides? This was the first year we asked for approval ahead of time from the speakers. We received no approvals. Do we want to trade candor for slides? It was decided we wanted the candor. RADM Retz suggested next year we put an item in the program explaining why the slides are not available.

Ideas for next year- Themes? Start thinking now. Looks like there will be a new CNO and it may be a great time for him to showcase his new agenda and do this at the keynote address. It was decided that when the official announcement has been made that a letter from VADM Gunn to the new CNO be sent to present this idea.

The involvement of CNET for next year might be helpful in attracting more Enlisted personnel.

Suggested that we include VADM Gary Roughead next year as a speaker and involve OLA.

Discussion ensued on whether not a “Cross Fire” type set hosted by some of our media sponsors would be well received. Would we benefit from having a VTC link for those who could not attend but could participate this way. It was decided that we want to stay with a live format.

Banquet speakers were discussed. Possibly the Chairman of the Joint Chiefs of Staff. It was proposed that next year the SNA President visit the invited Banquet Speaker to make sure he knows who we are and what his audience is.

AWARDS COMMITTEE

CAPT Rinn reported that a new cycle for the year has begun.

MEMBERSHIP COMMITTEE REPORT

Capt Erickson presented for RADM Conley.

CAPT Erickson gave a power point presentation with highlights as follows:

SNA’s purpose was shown. In past the primary objective was participation and secondary was membership. Membership does not guarantee participation and visa versa.

Benefits have been listed as follows:

- Participation forums- active attendance free. No incentive to join. However in the past we wanted participation not membership.
- Subscriptions to Surface SITREP- we send free copies to wardrooms and chief messes. Incentive to join? No.
- Participation in local chapter events. We charge only a nominal fee for members and non-members alike.

The committee has learned from past experiences that free memberships do not pay. Coerced memberships do not stay and those who have been conscripted as an SNA volunteers are not long term members.

Plan of Action: Subcommittee to discuss what is broken and where to fix it. There will be an email from CAPT Erickson to go out to Chapter Presidents and an email to symposium attendees who are not members to join. Also, a renewed effort will be made to reduce the 2004 dropped members and an SNA letter will continue to be sent to all PCO’s.

VADM Gunn informed the ExCom that the statistics now show that we are NO longer primarily an Active Duty member based organization. We need to work on this area.

Next Step: Membership committee will hold meeting and strategy sessions in the next few months to determine the final membership campaign objectives with the plan to implement a Membership Campaign in April.

SCHOLARSHIP COMMITTEE REPORT

Nothing to report.

PUBLIC RELATIONS COMMITTEE REPORT

Report given by RADM William Retz via phone.

He reported that his take away from the BOD meeting from ADM Hogg’s comments were that the committee needed to focus more on internal rather than external communications. If this is true then he will recommend another committee be formed. It was discussed among the ExCom that this was not the

direction that ADM Hogg was referring to for the Public Relations Committee. In the past the Membership committee has had the role of internal communications and it was the consensus that this should not change.

SPECIAL PROJECTS

Report was provided by CAPT Lugo. He and CAPT Foote have met and discussed seven items to receive primary focus. These items would be funded outside of the normal budget.

Some of the higher priority items were:

- Initiatives for the membership drive
- Complete the Hall of Fame and videos
- Duplicate the Hall of Fame for display

A request was made to contact either CAPT Lugo or CAPT Foote with any items to be added to the list.

NEW BUSINESS

A “No Host Social” is being sponsored by the Washington Chapter on 17 February. All encouraged to attend.

Next ExCom meeting will be March 22 or 23 with the preferred date as the 22nd. The Executive Director will notify all members by email.

The meeting adjourned at 1855.