

**SURFACE NAVY ASSOCIATION
EXECUTIVE COMMITTEE MINUTES (Draft)
March 22, 2005**

OFFICERS

VADM Lee Gunn, USN (Ret), *President*
CAPT Dave Lee, USN (Ret), *Secretary*
VADM Hank Giffin, USN (Ret) *East Coast VP* (via phone)
CAPT Jim Tackett, USN (Ret) *Treasurer*

EXECUTIVE COMMITTEE MEMBERS

VADM Doug Katz, USN (Ret) *Immediate Past President*
RADM William Retz, USN (Ret)
RADM Dennis Conley, USN (Ret)
CAPT Frank Lugo, USN (Ret)
CDR John Fuller, USN
CAPT Bill Erickson, USN (Ret), *Executive Director*
Annette Hendrickson, *Howard Associates*

MINUTES

Meeting commenced at 1705 and motion was made to approve the minutes from February 9, 2005 posted on the web site. Motion carried with VADM Giffin approval via phone.

Due to VADM Giffin's time constraints, a conversation was held prior to the meeting concerning the issue of the possible exhibits on the Battleships. VADM Giffin reported he had no further developments since the last meeting.

OLD BUSINESS

The issue from the BOD meeting of improving our communications with the chapters was discussed. VADM Hogg is working on improving the dialogue. ExCom members also can help with communications with Chapter Presidents. It has been shown in the past that one person can be a "spark plug". VADM Gunn requested that all look at the opportunities during the year and take advantage of every opportunity. A discussion followed on funding travel visits to Chapters. RADM Conley felt there was value to send BOD members out for prearranged visits for a face to face meeting and would benefit the membership drive currently underway. CDR Fuller stated that these visits must be prearranged and coordinated to avoid conflicts with an active duty Chapter President's normal busy schedules. VADM Gunn **iterated** that we review our focus on Chapters and establish contact via phone. We may want to look at selecting an ExCom member for each chapter as mentor and a P.O.C.

EXECUTIVE DIRECTOR REPORT

- Corporate Sponsorship Report- Currently 62 sponsors with \$160K expected in revenue and presently \$37K collected.
- VADM Bill Hancock will come aboard as the new chairman of this committee. VADM Gunn reported his luncheon conversation with VADM Metcalf. VADM Metcalf is doing well and is delighted that VADM Hancock will be taking over.
- A "Monument to Naval Aviation" is being built in Hampton Roads on a beachfront location. We have been contacted for a donation. Discussion was held on the roll of SNA in this type of monument and it was decided not to fund. It was the general concession that we need to focus our money on our active duty membership, such as the SOY banquets and detailer visits. It was

determined that CAPT Erickson should contact our smaller chapters to if they need funds for recognition ceremonies.

VADM Giffin signed off at 1730.

SECRETARY'S REPORT

None

FINANCIAL REPORT

CAPT Tackett presented the current financial statement and stated that all finances were in line with current budget.

SYMPOSIUM REPORT

RADM Geoff Chesbrough was not able to be present but did send a presentation summarizing the Symposium. Highlights from the report are as follows:

- JO Luncheon attendance increase this year partly due to the participation from Hampton Roads Chapter.
- The Enlisted Panel had a good turnout. It was suggested that we keep track of this panel's attendance demographics in the future.
- It was pointed out that the Flag Brief theme needed to be improved. Focus on the N76 presentation theme is recommended. Admiral Gunn appointed VADM Katz, RADM Conley, and RADM Retz to prepare a letter to RADM Edwards outlining the desired theme guidelines for next year.
- Getting the word out to our Corporate Exhibitors about our growth was discussed. It was decided to include a growth chart in with the thank you letters this year.
- We need to look at the prices for our exhibit space for next year. We are still the best-priced show in town.

AWARDS COMMITTEE

CAPT Paul Rinn was not in attendance. CAPT Erickson relayed that we were in the process of getting quotes for the Hall of Fame to reproduce three sets and display options.

MEMBERSHIP COMMITTEE

Report given by RADM Conley. Membership stats were made available and were consistent with past reports. The stats show that long-term growth has been stagnant. A campaign has been initiated to look at ways to promote membership and increase junior Officer and Enlisted numbers. A sub-committee of the Membership Committee held a meeting immediately prior to the ExCom to discuss different strategies. RADM Conley commented that we are still in the "making sausage" stage – gathering inputs. An offsite is planned in April to be held at Annapolis to further expand on today's input. Results from today's meeting are as follows:

- Purposed new accession 1160's and new ESWS free 3-year memberships. This proposal has been on hold for further discussion. Concession was free memberships not a good idea- we need commitment to membership.
- A target of new CPOs was positively received.
- A member survey to sample those that have been members for less than three years was proposed.
- Personal mentorship made available to Chapter Presidents.
- Target the SWO selects from the Academy and ROTC programs.
- Contact Flag officers about promoting to their ROTC SWO commissionees.

It was determined that CAPT Erickson will get the Flag List and review who are members and who are not to send letters from VADM Gunn. It was also pointed out that we need to advertise the new membership

incentives and whether or not the incentives are too high. We could possibly honor each year the member who recruits the most new members at the Symposium.

SCHOLARSHIP COMMITTEE

CAPT Paul Rinn will be the Chairman. The Selection Committee will be RDML(Sel) Mark Buzby, FORCM Jim Monroe, CNOMC Harry Kantrovich, USN (Ret), and CDR Chris Thomas, USN. The precept letter was signed by VADM Gunn to allow up 14 new scholarships this year. Currently we have only 13 applicants with the deadline for submission March 31, 2005. The low rate of applicants for this year was addressed. Messages were sent out to Chapter Presidents and BOD along to the entire membership notifying them of the application deadline three times since the beginning of the year and last fall. The criteria changed for this year and it was discussed whether or not the criteria are too rigid. It was decided that CAPT Erickson would call all the applicants from last year who were not selected to determine if the revisions to the Scholarship Program had an adverse effect on applications. Concern was expressed again about the participation level of our Enlisted membership.

SPECIAL PROJECTS REPORT

CAPT Frank Lugo presented the objectives that he and CAPT Foote have worked on in priority order.

1. Recruiting- money to advertise and increase membership
2. Finish video of Hall of Fame.
3. Hall of Fame in a Permanent location
4. Partnership with Navy Memorial.

This list will be emailed to all for discussion at the next meeting.

PUBLIC RELATIONS COMMITTEE

RADM Bill Retz presented the report. He reinforced the issue brought up at the BOD meeting in January about SNA's Public Relations focus – is it external or internal? He suggested we look at investing more money in our publication *Surface Sitrep*. Costs could be defrayed by advertisements. A discussion was held about other associations and their publications and how financially these organizations were not doing as well. It was determined not to upgrade *Surface Sitrep* at this time.

NEW BUSINESS:

A date for the next meeting was set as May 5, 2005.

The meeting adjourned at 1845.