

**Surface Navy Association
Symp 2011 Hot Wash Comments (Draft)
February 18, 2011**

In attendance:

VADM Ron Route, USN (Ret), President
CAPT Dave Lee, USN (Ret), Secretary (*Phone*)
CAPT Jim Tackett, USN (Ret) Treasurer
RADM Dennis Conley, USN (Ret)
RADM David Hart, USN (Ret)
RDML Mike Frick, USN (Ret)
CAPT Ned Lundquist, USN (Ret)
CAPT Paul Rinn, USN (Ret)
CAPT Gordan Van Hook, USN (Ret)
LT Robert McFall, USN
Charlie McCullough
CAPT Bill Erickson, USN (Ret), Executive Director
Ms Julie Howard, Director of Admin (*Phone*)
Ms. Debbie Garry, SNA Staff
Ms. Judy Burke, SNA Staff

The meeting was called to order at 0815.

PRESIDENTS REPORT

Ron Route thanked all for their tremendous support of the 2011 National Symposium. Gave special thanks to Dave Hart, Paul Rinn and Admiral Conley for their contributions. Also, thanked the administrative staff for their hard work to make the event a success.

Reviewed the purpose of the meeting which is to discuss how the 23rd National Symposium went and to “look back as well as look forward” with feedback. Bill Erickson noted that he received good feedback from members who attended the January event.

SEMINAR PROGRAM

- **Relevance of Programs:** It was discussed how the Symposium themes always seem to get to the same point at the specific sessions. Members, especially corporate members, want the annual updates which are provided at the Symposium. It seems most speakers do not tailor their presentations to the official theme. It was noted that a theme is important, but that speakers will use the timeslot to get their own message out to the attendees. The theme is often a way to focus the event and get attention as well as provide direction for the exhibitors to plan their exhibits. SNA should continue to make the theme as topical and relevant as possible to what we feel the audience wants to hear and realize some speakers will deviate from published theme in their remarks. One event that always follows the theme as closely as possible is the International Navies luncheon panel. Did receive feedback this year from CNO’s office that the 2011 theme was a good one.
- **Quality of Speakers:** All went well this year. Admiral Harvey received excellent feedback on his presentation.
- **Media Relations:** Media lunch was moved this year from week prior to Symposium to the Tuesday of the event week. Recommendation is to continue to hold the actual week of Symposium, but do a better job of advance PR next year. The media room was used

and there were a lot of new faces in attendance this year. It is important to remember that not all reporters report to the same audiences, so coverage of events will vary from reporter to reporter. Was noted that feedback on Admiral Pandolfe's presentation was good. SNA continues to get good media attendance and support.

Ned Lundquist commented that there was more blog reporting this year. Information now gets out faster and has great influence whether true or false. There were a few issues this year with reporting and the question was raised "Does the media and do the speakers understand the ground rules?" SNA may need to let speakers know in advance of each event that media is in attendance and that photographs of slide presentations during speeches could be taken. It is too late to go to them for permission after the fact. **Action Item: Review attribution policy and media guidelines for 2012 event. In 2012, recommend including specific text in the speaker invite letters that our event is well attended and it is open to the media. It is important that we notify speakers in advance about media attendance and receive any release information prior to Symposium week.**

Recommend that forms of live streaming be continued. Also SNA should try to use Facebook and Twitter better in sending out updates and announcements prior to and during the Symposium. Should we hire an intern or seek out volunteers from within the SNA membership. **Action Item: PR Committee to request and interview volunteers to manage Facebook and Twitter accounts with updates about Symposium. Propose updates be posted 30-60 days prior to event and during the event week.**

Also noted that this year's Hall of Fame banquet video was exceptionally good.

SPECIAL EVENTS

- **Enlisted/JO/Midshipman Roundtables:** Proposed to find better designated space for the Midshipman Roundtable, as did not feel that back of ballroom was best place to hold this session. **Action Item: Review location of Midshipmen Roundtable. Julie Howard to review space availability and to work with sponsors regarding availability of rooms on third floor.** Enlisted Roundtable did not have the numbers as it did in 2010. Weather was an issue this year bringing attendees from Hampton Roads area.
- **Special Group Forums:** Good turnout at these events, especially the Retired Flag Brief. The Retired Flag Brief has always been open to all branches/communities and should continue with this policy. It was discussed if deleting some of the special forums such as O5/O6 brief from schedule would open space for other sessions. Consensus of group is to continue with status quo.
- **VP Breakfast and CEO Luncheon:** Julie Howard explained how corporate sponsors receive invites to these "invitation only" events. It was noted that the Anchor Scholarship program was pushed at events and not the SNA scholarship. **Action Item: At next EXCOM add agenda item to discuss Anchor Scholarship speaking to CEO luncheon and VP breakfast attendees.**
- **Heritage Lecture:** This year attendees were charged \$5 to attend lecture. This allowed staff to better gauge numbers for food/beverage order. Recommend SNA continue with nominal fee for Heritage Lecture. Great event as usual. Awards Committee puts together a very informative event each year.
- **Corporate Events:** Corporate sponsors often hold special events on Wednesday night. Does not appear to take away from SNA Symposium and the sponsors/exhibitors seem to like having a night off from official Symposium events.

LUNCHEONS/RECEPTIONS

Both the Awards and International Navies Luncheons, as well as the Tuesday Welcome Reception, were well attended. Dave Hart explained how the International Navies panelists were selected. The moderator, British Naval Attaché, selects the panelists each year. This helps to prevent SNA and Navy from showing favoritism to any specific country. More people were served at the Tuesday reception than in past years.

EXHIBITS

Staff working on remapping space for 2012 show. Jim Tackett commented that the SNA Symposium gives exhibitors the “best bang for the buck.”

Action Items: Julie Howard to review space availability for corporate sponsors to have meetings during Symposium similar to space we offer to Flag Officers and speakers. Currently have a schedule at registration where Flag Officers and speakers may reserve time slots for SNA rooms to host meetings.

Action Items: Dave Hart will formulate plan on how to get more Flag Officers attending Symposium to visit exhibitor booths, especially smaller vendors.

HOTEL

Registration area was moved to hotel lobby this year. It was well received and check-in appeared to move faster than in past years. Requested that more coat racks be provided and to add more water stations in the Independence Hall area.

Action Item: Reserve one panel at Registration area for a SNA Scholarship ad.

GENERAL DISCUSSION

Michael Frick said that it seemed as more active duty than ever before were at this year's event.

Spouse program was a success! Great feedback was received from attendees and the CIA.

Attendees prefer the Hot Wash location at SNA headquarters vice hotel restaurant.

The Heritage CD should be ready for release within the month. Suggested it be sent to ships, Navy Memorial, etc.

Bill Erickson working on best way to release Harvey speech. Video or audio in combination with slides.

A final comment was made about the lack of cell phone service through Verizon in places other than the hotel lobby. To guarantee Verizon coverage in other areas of the hotel, a repeater is required and although the Hyatt is aware of the issue, the cost to install the required equipment is prohibitively high. SNA will continue to request improved cell phone connectivity from the hotel.

Action Item: Bill Erickson will send out Hot Wash notes and include a 2012 Symposium timeline to EXCOM and Board members.

Action Item: Debbie Garry to create list of NROTC units within a day's drive from Symposium to invite to attend Symposium including the Midshipmen Roundtable.

Meeting adjourned at 1000.

Additional Comments submitted by email on the Enlisted Program:

- Enlisted Sailor attendance was just over 100 attendees and I feel it should be greater. What are our methods for advertising the SNA Symposium to Enlisted Sailors? I recommend that Chapter Presidents make a big push for attendance Enlisted Sailor attendance at these Symposiums. We also need to get the attention of the Chief's Mess to get better involved and to bring their junior Sailors on board.

- Topic of discussion. During the Enlisted Roundtable, the speakers have their agendas and speak to their areas of expertise. I recommend inputs from the fleet be addressed at the round table. Sailors' concerns/inputs can either be forwarded to the Chapter Presidents or to HQ.

- Topics of discussion (PT II). At this year's Roundtable, I was approached by a Senior Chief from RTC. He's heard a lot of comments about how Recruits are not being trained properly and those Sailors are not performing to standard when they arrive at their commands. I recommend RTC provide a brief about Recruit Training and field questions as part of the Roundtable. Other possible topics for the future could be technical training (NETC), GSA/GWOT/IA (PERS 4G).