

### **In Attendance**

VADM Richard Hunt, USN (Ret) – President  
VADM Hank Giffin, USN (Ret), VP East Coast (via phone)  
CAPT David Lee, USN (Ret), Secretary  
CAPT Jim Tackett, USN (Ret), Treasurer  
VADM Terry Blake, USN (Ret)  
RADM Dennis Conley, USN (Ret)  
CAPT Mike Davis, USN (Ret) (via phone)  
RDML Mike Frick, USN (Ret)  
VADM Kevin Green, USN (Ret)  
RADM Sinclair Harris, USN (Ret) (via phone)  
RADM Dave Hart, USN (Ret)  
RADM Jeff Hathaway, USCG (Ret)  
RDML Michael Mahon, USN (Ret)  
RADM Jim Shannon, USN (Ret)  
CAPT Troy Stoner, USN (Ret)  
RADM Cindy Thebaud, USN (Ret) (via phone)  
LCDR Jason Garfield, USN  
CAPT William Erickson, USN (Ret) – Executive Director  
Mrs. Julie Howard, Director of Admin (via phone)

### **President Report**

Admiral Hunt met with the CNO a few weeks ago and has a few more office visits with key Navy officials planned as he begins his Presidency of the Association. An important take-away from the CNO meeting was that the Navy would rather see us focus on the future rather than the past! He would like to establish some goals that can be used as we move forward throughout the year. Key areas he suggested were: Educating, stimulating and communicating.

*AI: Executive Director to email a request for goals to the Board of Directors, Executive Committee and Committee Chairs.*

### **Minutes**

A motion was made to approve the minutes from the Executive Committee Meeting held on 3 January, and it was approved unanimously.

### **Executive Director Report**

Since initiating our Enlisted Grant Program, we have only awarded 7 grants to date. One thought is to expand this program to include Credentialing Assistance. More research and discussion with SWOS, Navy Credentialing Office, N127, etc. needs to be done before a proposal can be put together for review at a future meeting. Once we have finished review of the program, we need to put together a marketing piece that can be shared at events and through our chapters for promotion.

The 2019 West Coast symposium will be held on 22 August. We have begun work on this event and have put together a Media Plan to enhance our presence and to continue to build upon our Social Media successes at the National Symposium. (see slide). One thought is that we can take our Continuing the Conversation Series (Facebook live broadcasts), make it more focused on areas of interest to our enlisted members, and through advance promotion gain a wider audience. We would actively advertise this to our Hampton Road community to make it a 'dual-coast' activity.

### **Corporate Membership Report**

We currently have 94 corporate members. We are very early in the year to have any indication of financials however don't have any reason to believe we will not meet the budget. We dropped one Level I member and gained two Level I members since the last meeting (see slide).

### **Secretary Report**

Nothing to report

### **Treasurer Report**

The Detailed Finance Report was reviewed (see slide). We have just closed out the finances on the 2019 Symposium and we did meet budget. Chapter disbursements were also reviewed. To date we have had a few requests from chapters and have done 1 round of dues sharing.

### **Finance Committee**

The status of the 2019 Investment Accounts were reviewed. We are still doing well and have had an increase of \$103,261 since the beginning of year due to the stock market increase. See slide for distribution by account.

### **Symposium Committee**

The results from the 2019 National Symposium were reviewed. We had another great year; however, as is evident from the chart, we are reaching a plateau with regard to growth. Some of this is due to the space limitation. We still received great feedback on the event.

The 2019 event was the first time that we added a number of new Social Media items. These had tremendous success and we were able to extend our reach outside of those just in attendance at the Hyatt (see Social Media Presentation). We plan to continue this momentum throughout the year and enhance the 2020 event. This year was also the first year that we use the SYNC tool to obtain questions from the audience. We do need to refine the use of this but were able to capture a lot of good questions that weren't answered during the session. We hope to use them in future issues of the SITREP or through a new blog on the website.

Every three years we look at our pricing structure for our exhibitors, advertisers and sponsors. A proposal was presented to increase the square foot cost across the board by \$3 a square foot. After a review of the slides and discussion it was proposed that we make the differential between the corporate and non-corporate rate more than the cost of a level I corporate membership. This would increase the corporate by \$3 a square foot and non-corporate by \$7 square foot. (see slide). A motion was made to accept the increases as modified and it was carried unanimously.

Each year we go out to the Board and Executive Committee to ask for feedback. Most comments were positive. However, there was a comment regarding the Enlisted Panel / Lunch and a proposal to increase visibility for this event as well as to reinstate the East Coast event that was held a number of years ago. During discussion of this topic it was pointed out that the location used in the past is no longer in existence so if we did a waterfront event it would be at a distance from where the surface ships are located. While it doesn't necessarily increase membership, it does help increase awareness of the Association.

*AI: Look into the feasibility of reinstating this event in an area other than Hampton Roads.*

### **Scholarship Committee**

The make-up of the 2019 Scholarship Committee was reviewed. We have heard from most of them with a willingness to participate. A motion was made to approve 2019 committee and it passed unanimously.

We have received 28 new applicants: 21 high school, 6 college, and 1 spouse. We also have 46 renewals. The Scholarship Finances were then reviewed and it was noted that we have received a number of corporate donations or

commitments for donations. In 2018 we increased the scholarship amount by \$500 per recipient taking it from \$2,000 to \$2,500. We propose to continue with the \$2,500 for each recipient each year and to increase the total number of scholarships from the 63, approved by the Executive Committee in June 2018, to a total of 64 which allows for 18 new awards. A motion was made to accept the proposal as written to increase the total per recipient to \$2,500 per person per year for a maximum of 4 years and to increase the total number that can be awarded to 64. After discussion the motion was carried unanimously.

*AI: Committee was asked to be look at how the Scholarship Program fit in with our goals and objectives and to be prepared to address this at the next ExCom.*

### **Membership Committee**

Membership numbers appear to be steady. The Membership Committee has its' first meeting tomorrow with the new Committee Chair, Admiral Frick, and one of the topics on the agenda is how to increase Enlisted membership. This question has been asked a number of times over the years but he is hopeful that we can get some new ideas and a fresh approach.

### **Award Committee**

This is the second year that we have had an NJROTC essay contest utilizing the video we sponsor with the World War II Foundation. Thirteen (13) essays were received that were selected by the units for submission after they watched: Lifeline: Pearl Harbor's Unknown Hero. Also, through our NJROTC units, we are currently distributing our Stephen Decatur Awards.

### **Communications Report**

Committee Chair is out on travel so nothing to report.

### **Special Project**

The 2019 video we sponsored on D-Day at Pointe-du-Hoc has its' premier and reception at the French Embassy on 7 May.

The next meeting will be held in early June.

With no other business the meeting concluded at 1900.

### **ACTION ITEMS:**

- Executive Director to email a request for goals to the Board of Directors, Executive Committee and Committee Chairs.
- Look into the feasibility of reinstating an East Coast Symposium and review logistical challenges.
- Committee was asked to be look at how the Scholarship Program fit in with our goals and objectives and to be prepared to address this at the next ExCom.