

**SURFACE NAVY ASSOCIATION
BOARD OF DIRECTORS MEETING
20 SEPTEMBER 2002**

The Board of Directors for the Surface Navy Association met at the headquarters of SNA in Alexandria, Virginia on 20 September 2002. The attendees were:

Officers:

ADM J.R. Hogg, USN (Ret), *Chairman of the Board*
VADM Lee F. Gunn, USN (Ret), *President*
VADM Phil Quast, USN (Ret), *Vice President West Coast*
CAPT David Lee, USN (Ret), *Secretary*
CAPT Morris Foote, USN (Ret), *Treasurer*

Board of Directors:

RADM Dennis R. Conley, USN (Ret)
VADM Henry C. Giffin, USN (Ret)
CAPT Edward B. Hontz, USN
CAPT Robert D. Jenkins, USN
VADM Douglas J. Katz, USN (Ret)
CNOMC (SW) Harry J. Kantrovich, USN
VADM Edward Moore, USN (Ret)
RADM W.A. Retz, USN (Ret)
RADM Robert Sutton, USN (Ret)
LCDR Christopher P. Thomas, USN

CAPT Bill Erickson, USN (Ret), *Executive Director*
Julie Howard, *Director of Administration*
Annette Hendrickson, *Administration*

The Chairman, Admiral James R. Hogg, USN (Ret), called the meeting to order at 9:25 am.

Minutes

The minutes were posted on the web for all to review in the Board of Directors' area. There will be a thorough review at the January meeting however we will review action items today. One of the items discussed was the need at the national level for greater resources for chapters to justify existence to chapter and members. With no other discussion the minutes were carried unanimously.

President's Report - Review of Action Items from January 2002

AI 1: Fallen Sailor Recognition. RADM Coady is still reviewing the methodology for this. It was proposed that this item remain open and be moved to 2003. There was much discussion on this and how the magnitude of requirements could be assessed. The consensus was that we would not do the assessment but rather the Navy would provide us

input. Also, did not want to overstep the boundaries on the assistance already provided by Navy Marine Corps Relief Society. This activity should be researched in conjunction with the Scholarship Committee. One of the determinates could be for those who are injured under honorable service and we could work with the "Bureau of Casualty Center"(?) within the TypeCom (?). In addition to set-asides for future scholarship grants for school age children some consideration should be given to the spouse's need for a vehicle to pay for education. In addition to money we should look at mentoring opportunities in conjunction with our corporate community.

AI1 Open - RADM Coady to continue to work financial aspect of this. VADM Robinson as Chair of Scholarship Committee to become part of the research team.

AI 2: Sailor of the Year Recognition. This recognition was made in the summer issue of the SITREP and will be added to the web.

AI2 Closed.

AI 3: NJORTC Award for students in their junior year. This has been done in the form of Stephen Decatur, Jr. medal that will be awarded through the same process as that used for seniors.

AI3 Closed.

AI 4: Chapter Membership Contacts. It is still hard to maintain contact with those people who move from an area that has a chapter to one that doesn't. Also the contact level at each chapter varies depending on who is in office at that chapter. The Board needs to remind Chapter Presidents' of their role in this and to encourage better two-way communication.

AI4 Open - Chapters already get a monthly list of all members in their area. Perhaps they should assign a chaser to welcome new members.

AI 5: Publicity. The list of awardees will be published in the Surface Warfare magazine.

AI5 Closed.

AI 6: Duplication of awards by different organizations. Addressed at offsite.

AI6 Closed

AI 7: Great Lakes Chapter Feature. It was discussed that the Boot camp located at Great Lakes has gone through a major transformation phase. This is the largest enlisted training place and an excellent place to focus on increasing the enlisted membership. It was also brought up that the schools located at Dahlgren are transforming. It was decided to concentrate on one school at a time. It was suggested that an award be started by SNA for two Trainers of the Year.

AI7 Open - Still need to do a feature in the SITREP. Awards committee to review Trainer Awards.

AI 8: Free Membership Initiative. This is still under review by the membership committee

AI8 Open

AI 9: Guidelines for corporate interaction. As legal counsel these are being prepared by RADM Hare. Draft has been circulated for review.

AI9 Open.

AI 10: Expansion of electronic registration.

AI10 Closed.

AI 11: SNA Emblematics. It was reported that an SNA Store is now online as well as expanded online registration. It was reported that a custom line of memorabilia would be available in the future. This would allow a greater variety of custom gifts available to membership with the SNA logo.

AI11 Closed.

AI 12: Surface SITREP. It was reported that the *Surface SITREP* has been published consistently.

AI12 Closed

AI 13: Hall of Fame at SWOS Newport. This is ongoing.

AI13 Open

2003 Symposium Preparation: Possibilities for keynote speakers were discussed. The CNO will be on travel and so ADM Natter is being sought and ADM Doran will also be invited. RADM Chesbrough has meeting scheduled to talk to N76 about the agenda and the proposed change in the theme to include Sea Power 21. Exhibition space solicitation has gone out. RADM Retz reported that he will host a reception for Public Affairs Corporate Sponsors on Wednesday to help formulate a new Communications Committee. CHINFO will be involved in this. There will also be a Pressroom available this year. Press representatives will be invited and the possibility of a press conference the week before the Symposium is under consideration. Navy News would be invited along with representatives from the Navy Times, Washington Post and other military and local outlets. VADM Gunn relayed that he is going to try and employ the use of a C9 from the fleet to arrange for transportation for active duty personnel to attend the Symposium. He will also host a reception at his home on Monday evening to include the BOD and Chapter Presidents. In an effort to better include our allied Navies, Commodore Nick Harris, RN has agreed to be the co-chair of the International Navies Luncheon in January.

Treasurer's Report

CAPT Foote reported on the financial health of the organization. At present the organization is two thirds through the fiscal year. The corporate membership income is on track however, individual membership is behind the projected budget. New memberships are down, but will pick up for the Symposium. It was noted that the Sasebo chapter has declined. Reason for the decline may be the increased deployment time and it was agreed to contact the chapter. It was reported that the Scholarship contributions

have not yet been made. New to the budget this year was the line item Destroyer Centennial.

The following budget categories were discussed:

Regional Event: This provides funding for the East and West Coast Symposiums, and Join ups. The East Coast Symposium has not taken place, but level of support is estimated to be the same as last year. Currently this category is under budget.

Dues Sharing: Will probably under execute.

Offsite: Money was funded for travel. The estimate for today's event may be overestimated.

Destroyer Centennial: Presently this has been used for flags, and a video. Newport, Pearl Harbor and San Diego chapters were funded for Destroyer 100 events and coins. There will be a Destroyer 100 Symposium in November to be funded by the GWC Chapter and hosted with N76. It was reported that SNA will exhibit at the USNI Exposition in October at Virginia Beach, VA. The booth will promote the Symposia and emphasize membership recruiting.

Changes in Corpus: Expenditures deemed worthy by SNA and not provided for in the FY02 budget were made from the corpus. Items that were funded include: Memorabilia and a loan to the Newport Chapter for Destroyer 100 ties. Current commitments voted on by the ExCom are a Naval Historical Foundation contribution and USNI's oral history on VADM Gravely.

The Lifetime Membership Liability Fund was discussed. This fund recognizes the long-term liability of our over 800 Life Members. In addition we currently provide a subscription to the Surface Navy magazine for 483 lifetime members who requested to receive it by mail.

Symposium Profit Share: A proposal is underway to change the way that the symposium profits are divided between National and the Greater Washington Chapter.

All4 Open

April 2002 Strategic Offsite Review

There were a number of common issues from all the Focus Group. See attached. A strong theme was that we need to be more aggressive in Public Relations. It was noted that two key organizations to work with are Navy Memorial and the Naval Historical Foundation. Several groups mentioned working with and distributing "Collateral" material to other groups i.e., TROA, Tin Can Sailors and American Legion. Also we should investigate lobbying issues important to the Surface Community that would benefit our membership. A relationship with Navy Memorial is under review. This would be in the form of us underwriting some exhibits as a sponsor. In turn they may sell some of our memorabilia. It was noted that another key organizations to work with is the Naval Historical Foundation. It was brought up that purchasing a Destroyer 100 exhibit to display in SWOS or Monterey may be an option. Placing the exhibit in Great Lakes to

reach a greater number of sailors was also discussed. It was suggested that CAPT Erickson should go to Great Lakes and explore options there.

Review/discussion of Action Items from Offsite: - Focus Group One

- Utilize more Public Relations by focusing on what we and our corporate sponsors can do to help and promote our Surface Sailors. A meeting at the Symposium to brainstorm with our sponsors on how we can achieve this is being working on. A blanket invite to all Corporate Sponsors will be given to attend.
- It was suggested that we explore using Riders of the Storm as a PBS type documentary. Our relationship with Empire Video was discussed and the mini video program series. To expand the Arleigh Burke clip into a half hour show would require \$8,000-\$10,000 in funding to produce.
- Congressional issues. We are a 501(3c) non profit corporation which may limit any lobbying activities. Admiral Hare is looking into the legal issues of our status and the relationship to lobbying. It was stressed that we must have answers so we can address those who ask us for support. In order to pursue lobbying we would have to have the sense of our membership to represent the issues deemed important by the membership. The bylaws and charter would have to be changed. It was decided that there would be no action toward this issue without further investigation and the full and complete support of the Board.

Focus Group Two:

- Questions determined by this group include:
 - What is message (Navy/SNA)
 - What is the venue and how to engage?
- Establishing a speaker's Bureau for chapters to use may help to spread the message.
- A proposal to have administrative support for chapters was brought up by CAPT Erickson. This would provide for coordination and planning of meetings and events. It would be discussed further with Howard Associates.

Focus Group Three:

Pursue liaison between corporate sponsors via scholarship. Proposed to bring this up at the Public relations meeting to get the corporate response.

Focus Group Four:

- Foster and Preserve Naval Heritage. Review historical ship organizations. This would focus more on retired side and presently our focus is on the Active Duty . This is the reason why we have not done anything with these organizations. We will continue to focus on the Active Duty.
- The development of a Heritage Committee was discussed. This committee could leverage and work with Naval Order and other historic organizations. CAPT Jenkins

volunteered to address the formation of this committee. An idea of having a corner in the SITREP for Naval heritage was brought up. It was brought out that the Awards committee currently handles the Heritage aspect with awards for Historical Recognition, Special Recognition, and Hall of Fame awards. The idea to expand the Hall of fame to Great Lakes was also brought up. Dean Moser has also offered some prints to SNA to use however they want.

AI15: CAPT Jenkins to evaluation the formation of a Naval Heritage Committee

- Arleigh Burke Video. This video was given to CNET to make copies and give to every ship. This is part of the ongoing program through Naval Historical Foundation. A similar video is under consideration to use as part of the Hall of Fame. This would be rolled out at the symposium and then put out through the fleet, Streamed through the website, and eventually put at kiosks in Newport and Great Lake. The cost to produce is \$1,200 per individual. This is really an ExeCom decision however the Board supports the concept.

Focus Group Five:

- Have representatives at 30 something and would be interesting to get results. Ship chapters are not a good idea. A letter should be sent to all flags regarding membership. ADM Hogg volunteered to sign such a letter.

AI16: Letter to go out to all flags under ADM Hogg's signature

Focus Group Six:

Changes to the by-laws have already been propose/changed.

Secretary's Report

The bylaws state that both the Chairman and the President should be re-elected by the National Board. As both stated that they would remain in office for another 2 years they were both re-elected unanimously.

We are still taking nominations until September 30, 2002. The committee will select 8 names of that 5 will be selected. This will give us a steady state of slots every year.

Purposed Bylaw Changes:

- Add esprit de corps to objective #6 to promote officer and enlisted.
- Change to "to positively impact"
- Add Chairman Emitus.
- Arleigh Burke is currently listed. The change would add the immediate past chairmen.
- Add a Vice-Chairman of the Board.
- Add Executive Director and outline duties.
- Expand Executive Committee.
- Add Scholarship and Corporate Relations Committee
- Corporate Relations Committee would promote corporate involvement.

- Voted to add Heritage Committee and to try it for one year. EXCOM to establish for one year and then BOD can vote to make it a permanent addition based on the testing period.

Committee Reports

Corporate: Committee to look at dues for Corporate and benefits they receive. Committee would be used to explore the financial contributions of corporations to local chapters and monitor to insure the relationships are legal.

Scholarship Committee will be added to the bylaws. VADM Robinson to form a committee to write criteria and recommended proposals for financing.

Award Committee: LCDR Thomas proposed a new award . This award would work with the Naval War College students. The award would recognize Academic Excellence in the best-written essay concerning Surface Warfare. The award would have a monetary value of \$500 to \$1000. It would provide name recognition for Surface Navy Association. It was discussed as to whether or not it should focus on Surface only or include essays on other aspects of the Navy. It was voted to pursue the award.

Summary by Chairman

It was a good productive day. The format was different and provided for open active discussions where the format at the Symposium does not. He encouraged to keep the concept of two Board of Directors meetings a year as long as it does not infringe on the ExCom role.

Meeting was adjourned at 2:55 p.m.

ACTION ITEMS

AI1 Open

RADM Coady to continue to work financial aspect of this. VADM Robinson as Chair of Scholarship Committee to become part of the research team.

AI2 Closed.

AI3 Closed.

AI4 Open

Chapters already get a monthly list of all members in their area. Perhaps they should assign a chaser to welcome new members.

AI5 Closed.

AI6 Closed

AI7 Open

Still need to do a feature in the SITREP. Awards committee to review Trainer Awards.

AI8 Open

AI9 Open.

AI10 Closed.

AI11 Closed.

AI12 Closed

AI13 Open

AI14 Open

AI15:Open

CAPT Jenkins to evaluation the formation of a Naval Heritage Committee

AI16: Open

Letter to go out to all flags under ADM Hogg's signature