

**SURFACE NAVY ASSOCIATION  
EXECUTIVE COMMITTEE MINUTES (DRAFT)  
2 January 2003**

**OFFICERS**

VADM L Gunn, USN (Ret), *President*  
VADM H. Giffin, USN (Ret), *East Coast Vice President*  
CAPT D. Lee, USN (Ret), *Secretary*  
CAPT M. Foote, USN (Ret), *Treasurer*

**EXECUTIVE COMMITTEE**

RADM G. Chesbrough, USN (Ret)	RADM W. Retz, USN (Ret)
CAPT P. Rinn, USN (Ret)	VADM D. Robinson, USN (Ret)
RADM P. J. Coady, USN (Ret)	LT Justin Lemmon, USN
RADM D. Conley, USN (Ret)	CNOMC((SW) H. Kantrovich, USN
RADM W. Sutton, USN (Ret)	ADM J. Lopez, USN (Ret)
CAPT R. Rushton, USN	VADM J. Metcalfe, USN (Ret)
VADM D. Katz, USN (Ret)	RADM J. Tozzi, USCG (Ret)
CAPT B. Erickson, USN (Ret), <i>Executive Director</i>	Ms. Julie Howard, <i>Director of Admin</i>

**Minutes from Last Meeting**

Minutes were distributed via email. Attendees at this meeting were given an opportunity to make changes. Without any changes the minutes were approved unanimously.

**Presidents Message**

President stressed that this would be the last opportunity as a group to raise issues regarding the symposium.

**Executive Director Report**

The Founding Fathers list has now been solidified. Al Olson held much of the initial correspondence and he has spent some time going through this for us. All the names will be displayed at the symposium and will be included in VADM Gunn's Wednesday afternoon presentation.

Both the minutes and the action items from September Board Meeting are on the SNA BOD website. There are only a couple that are still open; however, action has been assigned and is progress. One open item concerns the Fallen Sailor action. This item is still assigned to RADM Coady for an appropriate recommendation. Another open item is the symposium profit share between SNA GWC and National. The action on this item will be deferred until the accounting is completed for this year's symposium.

**Awards Committee**

All award selections have been made. Navy operations will impact attendance by some of the awardees. However, there will be at least some recipients for each award who will be present. Still working to get the Old Tar to attend the ceremony and we have offered to fund his attendance. We expect to have a response shortly. He lives in San Diego and is retiring in January. His attendance is important, as he was the first to be recognized. The incoming Old Tar will be present.

**Financial Report**

The ExCom reviewed the year-end report. We have collected 2.6% more in revenue than expected and have expended about 1.1% less than expected. Have been able to roll back into budget those items that would have been funded by the corpus. Expect that when all accounting is completed we will break even. Of note, we have received \$8,000 corporate dues as a result of early payment.

A line item has been added to the budget for publicity and videos, as this seems to be a growth area. Chapters are under utilizing matching funds, this needs to be better promoted to the chapters and the value of the award should be reviewed, as it might be too low. We might consider linking the grant to the number of members as opposed to a flat amount. Another increase in the budget is for the new Stephen Decatur award for coins as well as certificates.

Scholarship fund has about \$146K in corpus with 20 scholarships being awarded in 2002. With the emphasis on developing public relations, money will be transferred to PR from the recruiting category.

### **Secretary Report**

Voting for new Board of Directors concluded 31 December. A total of 663 votes were received by the date. The votes divided much like the nominating committee had expected; however, none of the junior officers on the slate were elected. The slate is as follows:

FORCM (SW) James Monroe, USN  
CAPT Cameron Ingram, USN  
CAPT Rick Rushton, USN  
CAPT Frank Lugo, USN (Ret)  
CAPT Neal Kusomoto, USN

A member of the ExCom raised the question regarding a limit on how many people from any one corporation could be on the Board at any given time.

### **Symposium**

The schedule is in pretty good shape. Mgen Battaglini still has not confirmed. If he were unable to attend then RDML Bookert would be the fall back. If we have to do this, we would not have any marines on the schedule. A solution might be to get a recently retired marine on the schedule.

Unfortunately, SECNAV (Gordon England) has cleared his schedule from today so we have asked VADM Kevin Green to fill the slot, giving the CNOs perspective on Seapower 21 and redesignate Curt Weldon as Keynote. Wednesday has become a very strong day.

We are above the number of rooms needed within our contract commitment. Northrop Grumman has just committed to cover Internet café. We are still short with respect to active duty attendees for all invitation only events. Email reminders have recently been sent out to stimulate responses

*AI: Bus schedule should include 8<sup>th</sup> & I. Check with NAVSEA to increase schedule. JH*

*AI: Change the following on the web: Edwards to RADM not RDML, Transformation: A report Card (O'Rourke), and spell out N7 and N8*

VADM Gunn to be MC for Wednesday morning and RADM Coady is MC for afternoon session. RADM Conley is MC for Thursday morning and the afternoon MC is possibly VADM Robinson, depending on his schedule. VADM Gunn will do the introductions at the CEO luncheon. CAPT Lee will do the introduction at the International Luncheon and VADM Gunn will be the MC on Friday morning. Committee will be asked to be representatives at all other sessions. As there will be an SNA booth this year. Members of the ExCom and the Board are asked to spend time at the booth during breaks and receptions. For the General/Board Meeting, material will be in electronic format vice paper to conserve cost and it make more information more readily available to BOD members and Chapter Presidents.

### **Membership Report**

End of year statistics show membership is basically flat with a net gain of only 3 members since beginning of year. Retention still remains at 63%, with a total of 4772 members. More emphasis on recruitment is needed and the Committee is currently looking at accountability as people move between duty stations and chapters.

Chapter Excellence Award. This will be given at the Tuesday Board of Directors meeting. The Bylaws allow 3 chapters to be selected. The Committee has had some passionate discussion while making the selections. Ten nominees were looked at with respect to retention, recruiting and what kind of energy was present in the chapter. Numbers were considered but do not tell the full story. Fleet chapters have larger challenge with mobility. In final analysis, three chapters were selected: Newport, Mayport, and San Diego. Two other chapters will get special recognition: Senior Chief Garner has worked very hard to pull together the Pensacola Chapter and Gaeta/Naples has risen from ashes.

It is hoped that the use of permanent navy.mil addresses will help us stay better connected with active duty. San Diego has web-based approach to keep track of members. During symposium we will ask chapter presidents for ideas on ways to approach this. It is hoped that we can work closer with BuPers to get better updates.

*AI for Chapter Presidents to discuss ideas.*

Chief Petty Officer and O4 are centers of the bell curve when looking at membership by rank. E6 and O4s reaching out and need to continue that trend. The challenge of course, is retention. A 3-year member that is signed up as a LT or higher tends to stay with the association forever. Upon analysis of membership it was found that only half of sitting COs were members. Lack of response was dismal and that is where the rubber meets the road. It is a downward trend. CMCs say that CO doesn't always let people go. Nothing has changed. Good news is Newport Chapter. Small part is making ourselves better known.

### **Public Relations Report**

Added a Public Relations reception on Wednesday evening. Purpose is to informally brainstorm with PR "experts" to help us better promote the surface community. Hope is that we will get 4 or 5 people from different companies interested in helping us do that. VADM Gunn is going to introduce VADM LaFleur to briefly set the stage. We then plan to have a follow-up in a month or two. Kendall Pease and Tom Jurkowski have both committed that they will do what ever is needed to support this effort. Would love to have ExCom members at this initial meeting. Invitations have been sent out to the symposium and a pressroom has also been arranged. For the 2004 Symposium, we need to discuss how a press conference can be used to build attendance.

### **New Business**

Booz Allen sponsors an essay contest in conjunction with the Naval Institute for enlisted personnel. VADM Robinson would like to do more to enhance these young people. He wondered if SNA might want to give a membership to those who winners who are from the Surface community. They are also in the running for the Literary Award.

This year's symposium will be the last one for a couple of years that is conflicted with the AFCEA West event.

Meeting adjourned at 6:35 p.m.