



## **Executive Committee Meeting**

**Teleconference**

**July 27, 2016**

### **MINUTES**

The following members of the Executive Committee were present: President, COL Jim Sweeney; Immediate Past President, BG Mike Silva; Army Vice President, LTC Hazel Robinson; Army Executive Committeemen, LTC Richard Spencer, COL Monti Zimmerman, and CPT Steven Barnard; Naval Services Executive Committeemen, CAPT Rick Thomas, LT George McElwee and COL Will Holahan; Air Force Vice President, Col Margaret Cope; Air Force Executive Committeeman, Lt Col Don Stockton; and Executive Director, Mr. Jeffrey Phillips. Appointed national officers present were Judge Advocate, LTC Bill Pentecost; and National Chaplain, COL Sherman Reed.

Also in attendance were: Smith Bucklin representative, Ms. Sarah Alcock; and national staff members, Ms. Lani Burnett, Ms. Susan Lukas, and Diane Markham.

Elected and appointed national officers absent were: Army Junior Vice President, CPT Fatima McPhaul; Naval Services Vice President, CWO4 Dale Andersen; Naval Services Junior Vice President, LT Jennifer Franco; Air Force Executive Committeemen, CMSgt Shane Smith, and Maj Leonard Sobieski; Air Force Junior Vice President, Maj Zachary Walker; Treasurer, CPT Shannon Bibbee; Health Services Officer, CAPT Marco Montoya; and Public Relations Officer, CAPT Henry Plimack.

Ms. Diane Markham, recording secretary, called roll. With a quorum being in attendance, President Sweeney called the meeting to order at 7:05 p.m.

#### **President's Remarks**

President Sweeney opened the meeting by reminding everyone that we are at the one-year anniversary of this ExCom. He thanked everyone for their time and service to the committee, the association, and our country.

He said the regular calls with the presidents and DNCMs are going well and continue to increase in attendance and participation. During these calls he has discussed the impending integration of NAUS and the proposed C&B amendments needed in order to make it happen. President Sweeney also said that he has received the final legal memo on the loan. He and the JAG are reviewing it now and then they will get together with the finance committee to determine our way forward.

#### **Financial Update**

Ms. Alcock reported that year-to-date operating revenue is at \$668,000 which is 22% of our operating budget; operating expenses are \$579,000, which is 19% of our operating budget; and

the total net income for operations is a positive \$89,000, which is right where we should be. For non-operations, the total revenue is \$216,000, which is 41% of budget; expenses are \$96,000, which is 25% of budget; and overall non-operations is a positive \$120,000.

Ms. Alcock said the spreadsheet reflecting dues rebates owed to departments is current through June. She has not yet taken into consideration those departments who have forgiven the debt. She asked President Sweeney and Mr. Phillips to send her any known departments who have forgiven all or part of the debt.

### **Operations Update**

Ms. Burnett said the infrastructure improvements are scheduled; some are already underway. The HVAC (chillers, compressors, boilers) will be replaced on 13 August. The generator will be replaced at the beginning of April 2017. She said it takes 26 weeks to fabricate all the parts for the elevators. The parts have been ordered and she expects work on the elevators to begin in about five months.

Ms. Burnett said that we have recently received a bequest in the amount of \$18,000, in addition to a \$10,000 bequest earlier this spring. Gala sponsorships are beginning to come in. We just received \$5,000 from Oshkosh and a \$25,000 pledge from United Concordia. She said she is wrapping up an agreement to move from ROA's current IT/phone providers to DesignData, who will not only provide IT/phone support, but also a lease on new computers and operating systems. This move will save ROA up to \$4,000 each month. Ms. Burnett said she is also finalizing a contract with Condor Communications to manage Top of the Hill. They will assume management on 1 August.

Mr. Phillips reviewed his summary (attached and emailed to all Excom members). He said we are at approximately \$80,000 net on the direct mail "Sustaining Member" program. He said recent bequests enable us to fund a Marshall Hanson legislative internship program, and that he has authorized within his authority up to \$2,000 from these bequests into funding, to be managed by Legislative Director Lukas. Mr. Phillips reported that the membership committee is working on a new membership plan that will be launched during the convention. He said Operation Red Hat is moving along. Three departments (Indiana, South Carolina Chapter 9 (Greenville), and Missouri) have agreed to participate in the pilot program; and we are awaiting word from Georgia on its participation. Mr. Phillips said he recently did an interview with the Washington Post and Military Update on ROA's veteran status legislation initiative, and we continue to get national level interest in ROA's position, with inquiries from USA Today, CQ magazine. Lastly, Mr. Phillips reported that the Officer magazine is on schedule. It will be released as a digital magazine; however hard copies will be available at the convention.

Ms. Markham said that convention planning is moving along. We have invited Todd Weiler, Assistant Secretary of Defense (Manpower and Reserve Affairs) to be the keynote speaker. He has verbally expressed interest in being there. We are waiting to hear a final commitment from his office. She also reported that the room pickup is currently at about 50% percent of contract, and reminded everyone to make their hotel reservations before the 11 August deadline.

### **Legislation and Military Policy**

Ms. Lukas said ROA is using the Congressional recess to begin drafting a legislative agenda for next year. We are forming a partnership with NGAUS and EANGUS to have shared legislative issues on all three association agendas to strengthen each association's agenda. She said Congress is working on passing omnibus legislation for veterans affairs and appropriations. The appropriation bill is expected to be a six-month continuing resolution omnibus. We will be shar-

ing our position on NDAA proposals to HASC and SASC staff for consideration during conference. Moving to a two-year ROA legislative agenda is being studied.

### **ROA STARS Foundation**

Col Cope said dates have been set for the reception and Gala and by now each of the committee members should have received a letter. She asked the committee to send her suggestions on individuals and companies that would be a great fit for the foundation, and to assist with introductions as needed. Col Cope said the Reserve Kids School Kit is moving along as well. We have a number of contacts that can, with minimal effort, incorporate the Reserve component into their organizations and projects. President Sweeney reminded the ExCom of their obligation to assist in fundraising activities.

### **Army Section Awards**

LTC Robinson reported that the Army ExCom members met to discuss the names of current awards. It was determined by that group to change the name of the Strom Thurmond Award to "Army Outstanding Junior Officer of the Year." The Awards Manual and Convention Agenda will be updated accordingly.

### **Department Name Changes**

The following Department name changes were submitted to and approved by the JAG: The Department of District of Columbia is now the Department of the National Capitol Region and the Department of Maryland is now the Department of Maryland-Delaware. The Department of Maryland-Delaware will work with the national staff to ensure members of the Department of Delaware are notified of the change and advised of their options.

### **CIOR/CIOMR**

BG Silva announced that the CIOR/CIOMR Congress is set to begin next week. The US is sending approximately 100 people to participate in the meetings and military competitions.

### **Wrap-up**

President Sweeney wrapped up the meeting by urging all members of the committee to discuss with their local departments the proposed amendments regarding association integration. He said it is important to explain why they are important to the association.

### **Adjourn**

The meeting was adjourned by President Sweeney at 8:03 p.m.

Minutes submitted by Mr. Jeffrey Phillips, executive director.

## **Executive Director's Update — July 2016**

(organized into the five lines of effort in the 2014 Strategic Way Ahead):

### **Increase Revenue and Decrease Expenses**

1. Adhering to FY16 budget; SmithBucklin will do a 3+9 (Q1) forecast based on activity thus far throughout the fiscal year. The forecast will be included with the July financials.
2. Our sustaining member campaign is running ahead of last year; we are approximately \$80,000 in the black, with a third mailing now in editing (by me). Average donation is \$49. Last year we profited \$125K.
3. We received a \$10K donation from the estate of WWII veteran and retired USAR Lt. Col. Leo Baer, of New York. The funds were not restricted; the executive director has designated \$2000 for the funding of the Marshal Hanson legislative intern program developed by Susan Lukas, which will help defray intern expenses. We have been notified of another estate gift by a veteran, but do not yet know the amount [Note on Wednesday, July 27, we received a check for \$18,774.28].
4. The STARS fundraising campaign for the 2016 reception and 2017 gala is now underway with "save-the-date" invitations issued to the entire House and Senate (the top tier of about 100 invitations by hand). Invitations to the administration (DoD, etc.), Military Coalition, Excom, PNPs, STARS board, and ROA vendors and contracts going out electronically over the next week. We have so far approximately \$35K in pledges against a target for both events of \$515K.
5. MMB maintenance and refit is underway; awaiting final approval of Capitol Hill Police and Architect of the Capitol for HVAC emplacement.
6. Outside attorney has finished review internal-funds use for proposes of repaying \$4.5M MMB loan. President Sweeney in consultation with the financial and legal team will now determine next steps.
7. Expect this week to sign Top of the Hill management contract with longtime ROA AV contractor Condor Communications. (TotH revenues are running ahead of last year at this time.)

### **Improve Strategic Communications**

1. Planning for the 2017 ROA convention is well underway; the convention will have a strong membership and training theme.
2. The Fall *Officer* magazine is now in production, with the 7/22 deadline for content met; the magazine will be available in time for the convention. All Officer issues this year are electronic; however, we budgeted for print runs of 5,000 for Congress and DoD, ROA convention and department uses, and other uses.
3. ROA President Sweeney's quarterly call with department and chapter presidents was well-attended; electronic filing of IRS 990s continues to be an issue with some.
4. The monthly DNCM call is also increasingly well-attended. One caller inquired about status of rebate calculations: Mike Silva continues to work with SmithBucklin to determine the right figures. President Sweeney in consultation with the financial and legal team will then work with the ExCom to determine the next steps. There was also discussion of the merits of ROA issuing a statement in connection with perceptions the media is portraying veterans negatively after the recent shootings. Executive director is considering various avenues, including a joint statement with another VSO/MSO.

5. ROA executive director interviewed 7/21 with Washington Post on ROA's veterans preference legislation. No "ink" imminent; this was an introductory call and provided reporter with her first info on the topic; she is very interested in following it. Interview was arranged by Prudential-funded Mark Meissner. (Meissner also arranged ED's 2/22 op-ed placement in the *Hill* newspaper.)
6. Meissner has also arranged interviews on veterans preference this week with *Politico* and Military Update's Tom Philpott.
7. Reserve Voice will begin making more use of links to reduce scroll time.
8. Naval Services director Brett Korade is on board and contributing to ROA communications. He participated in an introductory tele-conference with the NSS leadership and President Sweeney.
9. ROA's Facebook continues to show strong viewership.

### **Influence Legislation and Military Policy**

1. Susan Lukas is now preparing her conference letter to inform HASC and SAC conferees of ROA's preferences.
2. Prudential-funded Operation Red Hat is underway: Four departments and one alternate department were selected and notified of their selection to participate in the pilot training. This week we will have gotten the buy-in of four states which will take part in the pilot project, with in-person instruction by Jack Bonner. All departments and chapters will have the benefit of guidance in grassroots voter activism and PR/media, through a combination including WebEx, written and conference call instruction, as well as instruction at the Reno convention. (We already have orders for over two dozen, and one department has used our instructions to order from Lids on their own.)
3. We learned Friday that our veterans preference has been inserted into a House bill, H.R. 5526 (in section 7), sponsored by Rep. Brad Wenstrup (an Army Reserve brig. gen.), chairman of the House Committee on Veterans' Affairs Subcommittee on Economic Opportunity.

### **Grow Membership**

1. Operation Red Hat, helping departments and chapters become more effective and visible in local venues, will help them recruit members.
2. The membership committee is meeting regularly and is developing a strong membership plan to be debuted at the convention; it will complement the instruction there given by Red Hat's Bonner and Meissner.
3. Implementation of ROA's new and much-improved association management software, YourMembership (YM), is on track for 1 August. YM will give departments the ability to email members and have better access to databases, as well as dramatically improve our website usability. (*We will have a candidate's page with the August launch, and will seek national candidate inputs.*)

### **Provide Quality Products and Services**

1. USAA's credit cards are on track for November issue.
2. Mercer is reviewing ROA-generated revenue in connection with its products; indications are that our traffic is down.