



Executive Committee Meeting

Teleconference
27 December 2017

Minutes

The following members of the Executive Committee were present: President, Lt. Col. Donald L. Stockton; Immediate Past President, Col. James R. Sweeney II; Army Vice President, LTC Beverley Houghton; Army Executive Committeemen, LTC Milton D. Houghton and COL Stanley G. Remer; Naval Services Executive Committeemen, CAPT Rickey D. Thomas and LtCol Alexander Henegar; Air Force Vice President, CMSgt Shane P. Smith; Air Force Executive Committeeman, Col. Brenda Gardner, Col. David Anderson and Lt. Col. Layne Wroblewski; and Executive Director, Mr. Jeffrey E. Phillips.

Appointed national officers present were: Chairman, DNCM, COL Judi Davenport; representing SmithBucklin, Mr. Sunny Patel; representing Military Non-Profit Consulting, Mr. Brad Carlson and national staff member, Ms. Lani Burnett

Elected and appointed officers absent were: Army Junior Vice President, CPT Jason E. Tolbert; Naval Services Vice President, CAPT Robert H. Carmack; Naval Services Junior Vice President, CWO2 Cynthia E. Oliver; Naval Services Executive Committeeman CWO4 Dale Anderson; Air Force Junior Vice President, SSgt April D. Hill; Army Executive Committeeman LTC William B. Pentecost; Treasurer, Col. Robin Pfeil; Judge Advocate, LTC Terry Benshoof; Public Relations Officer, CAPT Henry Plimack; and Chaplain, COL Sherman Reed.

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

President's Remarks

President Stockton opened the meeting by thanking everyone for being on the call and wishing all happy holidays and a happy new year.

Financial Report

Mr. Patel reported that year-to-date operating revenue of \$1.94M represents 71% of our overall budgeted operating revenue and year-to-date operating expense of approximately \$1.6M represents 62% of our overall budgeted operating expense. Bottom line net income for Operations is currently at \$273K.

Executive Director Report

Mr. Phillips reported that the Top of the Hill Management contract with Condor Communications has been renegotiated and will be presented during this meeting for review and ratification.

Mr. Phillips reported that he is working closely with retired Army MG and entrepreneurial businessman Peter Cooke on a concept to provide a value-added employment resource for employers/corporations, reservists, and their families. The concept will be fully explored as development continues.

Mr. Phillips reported that he and LTC Milt Houghton are working on the 2018-2019 academic year Henry J. Reilly scholarship program. The plan is to double the number of scholarships awarded during FY19 i.e. twenty scholarships of \$2,500 each.

Mr. Phillips reported that the revitalization of the "Pershing Society" has so far received approximately \$44K in donations and pledges. He introduced Mr. Brad Carlson from MNPC to provide an overview of ROA's current development progress.

Development

Mr. Carlson reported that in just under 3 months MNPC has integrated well with ROA staff e.g. input on fundraising messaging, setting up appeal codes, data pulls and reporting, troubleshooting links to ensure the STARS website and the Pershing Society donations are in sync and the MNPC team providing daily oversight of ROA's direct mail efforts with Global Thinking. A 300-company email database has been developed and although the 13 December Meet the Chiefs event was cancelled due to RC Chief's last-minute scheduling conflicts more than 20 companies were registered for the event and sponsorship support was received from two companies. Meet the Chiefs will be rescheduled to February awaiting available date confirmation from RC Chiefs. Based on a question from COL Davenport about possible issues with end-of-year giving and the new tax law. Mr. Carlson has no concerns with ROA's annual lower end giving. MNPC is keeping a close eye on major gift impact trends from Giving USA's annual philanthropy report.

Executive Director Report (continued):

The staff will start work on ROA's FY19 budget immediately following the new year.

ROA STARs Foundation

Mr. Phillips, as the STARs Foundation co-chair, reported that rollout of the Reserve Kids School Kit will continue and the ROA and STARs Resource Development Committee structure and approach will be rationalized during a conference call on 2 January 2018. FY19 development planning and groundwork for the Capital Campaign are also on the agenda.

Mr. Phillips stated that ExCom members are charged with getting or giving \$1,000 and the Pershing Society was a viable option. President Stockton challenged members of the ExCom to meet this commitment and mentioned that he had sent his \$1,000 donation to ROA. Mr. Phillips informed the ExCom that President Stockton's donation was \$10,000; as was the donation from Past President Sweeney.

Old Business

President Stockton stated that previously passed motions concerning withdrawal of funds to pay Department Life Dues Rebates from the Life Member Fund did not include or accurately state that an additional withdrawal would not be triggered.

Upon a properly made motion by President Stockton, seconded by CMSgt Smith, and upon a unanimous vote, it was resolved that transfer of funds from the Life Membership Fund Trust to pay accumulated life dues rebates owed the departments through 31 March

2017 does not require a further payout to Departments i.e. an additional 30% from the Fund.

New Business

Resolutions and Legislation Committee appointments

Upon a properly made motion by President Stockton, seconded by COL Gardner, and upon a unanimous vote, it was resolved to ratify the President's Resolutions and Legislation Committee appointment as follows:

Resolutions and Legislation Committee

- *Captain Morgan Little, Chairman (term 10/2019)*
- *Lieutenant Colonel Susan Lukas, Vice Chairman (term 10/2020)*
- *Colonel Alfred Diaz, Member (term 10/2018)*
- *Lieutenant Colonel Carmen Gentile, Member (term 10/2019)*
- *Staff Sergeant Daniel Ibarra, Member (term 10/2018)*
- *Captain Stanley Smith, Member (term 10/2020)*

Top of the Hill Management

Mr. Phillips briefed the ExCom on the ROA and Condor Communications TotH management contract. Condor is operating on a contract which expired in August 2017 and has been extended on a month-to-month basis without change in terms. Both parties have reached agreement on a new contract that would go into effect the month after ExCom ratification, and extend through ROA FY19, to align with ROA's budget cycle. The existing contract contains a \$10,000/month management fee that provides sales and marketing services, event management and representation, AV and associated services in support of TotH business. Condor provides one full-time employee at ROA. The existing contract provides for a 15% commission to Condor on all TotH business above a "floor" of \$320,000. The existing contract imposed a "cost of business" to ROA of 24%; and a profit margin of 76%.

The new contract would continue to include a \$10,000/month management fee but lowers the existing commission provision to 8% and eliminates the "floor." Condor has stated they intend to hire a second full-time employee at ROA to increase their ability to market and manage, further driving revenues. The new contract realizes a "cost of business" to ROA of 23% and a profit margin of 77%. Condor has increased business e.g. sales in November 2017 were up 96% over November 2016. TotH customer service gets consistent raves and Condor continues to grow TotH business.

Monthly financials and customer feedback provides performance benchmarks and metrics are being developed. Appropriate termination clauses for under performance are included in the contract.

Upon a properly made motion by President Stockton, seconded by Col Anderson, and upon a unanimous vote, it was resolved to approve the Top of the Hill Management Agreement with Condor Communications, LLC.

ROA Convention Site Selection

The Site Selection Committee reviewed information for potential sites for ROA's 2018 and 2019 convention. Meeting space, rates, location, logistics and improving participation were considered during the review process. A health services symposium, joint officer/enlisted professional development program and an ROA Academy will be developed and held during the convention.

Upon a properly made motion by COL Sweeney, seconded by Lt Col Wroblewski and upon a unanimous vote, it was resolved to proceed with the Committee's recommendation and approve Omaha as the site for the ROA 2018 National Convention.

Upon a properly made motion by the Site Selection Committee and upon a majority vote, it was resolved to proceed with the Committee's recommendation and approve Des Moines as the site for the ROA 2019 National Convention.

National Council and Leaders Conference

A contract has been signed to provide a modest hotel room block at the Residence Inn Arlington Capital View for the upcoming National Council and Leaders Conference being held 18 – 20 March 2018. Reservation information will be available shortly and all are encouraged to make a reservation as soon as possible after the information is posted.

Adjourn

President Stockton thanked everyone for being on the call, expressed his appreciation and wished all a safe and happy New Year. The meeting was adjourned by President Stockton at 8:24 p.m.

Minutes submitted by Jeff Phillips, Executive Director.

JEP/lmb