



Executive Committee Meeting

Conference Call

May 24, 2017

MINUTES

The following members of the Executive Committee were present: President, COL Jim Sweeney; Army Vice President, LTC Hazel Robinson; Army Junior Vice President, CPT Fatima McPhaul; Army Executive Committeemen, COL Monti Zimmerman, LTC Milt Houghton and CPT Steven Barnard; Naval Services Vice President, CWO4 Dale Andersen; Naval Services Executive Committeemen, CAPT Rick Thomas and COL Will Holahan; Air Force Vice President, Col Margaret Cope; Air Force Executive Committeemen, Col Dave Anderson and CMSgt Shane Smith; and Executive Director, Mr. Jeffrey Phillips.

Appointed national officers present were: Public Relations Officer, CAPT Henry Plimack and Chaplain, COL Sherman Reed. Also in attendance were: Chair, Budget and Finance Committee, Col Layne Wroblewski; and national staff members, Ms. Lani Burnett, Ms. Susan Lukas, Ms. Pat Kramer, and Ms. Diane Markham.

Elected and appointed officers absent were: Immediate Past President, BG Mike Silva; President-elect, Lt. Col. Don Stockton; Naval Services Junior Vice President, LCDR Jennifer Franco; Naval Services Executive Committeeman, LT George McElwee; Air Force Executive Committeemen Maj Leonard Sobieski; Air Force Junior Vice President, Maj Zach Walker; Judge Advocate, LTC Bill Pentecost; and Treasurer, CPT Shannon Bibbee.

Ms. Markham, recording secretary, called roll. With a quorum being in attendance, President Sweeney called the meeting to order at 7:07 p.m.

President's Remarks

President Sweeney opened the meeting by asking the group to keep at the forefront fundraising and strategic thinking, noting that the latest draft of the next strategic plan had been circulated for committee review just prior to this call. He said these require effort from everyone.

President Sweeney announced that registration is open for the national convention and encouraged everyone to register and tell their friends about it. Ms. Markham reminded everyone that there will be 12 seats on the Executive Committee up for election during the national convention.

Financial Update

Mr. Phillips reported that the year-to-date Operating Revenue is \$272K, which represents 10% of the overall budgeted operating revenue. The year-to-date Operating Expense is \$157K, which 6% of the overall budgeted operating expense. Bottom line net income for Operations is currently at \$115K. The bottom line for Non-Operating is \$37K. Revenue in ROA's non-operations fluctuate depending on market activities within the investment portfolio for ROA, STARS, and Memorial Endowment. Also, the FY2016 audit should be completed soon, with no problems expected.

Executive Director's Update

Mr. Phillips announced that the application phase of the Henry J. Reilly Memorial Scholarship program for 2017 has now closed. He said the judges have begun scoring the applications. Applicants will be notified on 15 June on the selections.

The executive director shared his concept of creating a network of reserve chiefs and senior enlisted advisors who have recently vacated their positions. This group could serve as an advisory board on legislative and policy issues. He said this is still in the conceptual phase and is not yet ready for implementation.

The executive director also detailed his plan to increase his outreach visits to members of Congress and to RC leadership.

Legislative Update

Ms. Lukas said the budget came out on Tuesday. She is going through it right now. She said she did see some increases in end strength. She intends to do a summary for the next ReserveVoice. She said they want to do a BRAC for 2021; the Reserve typically takes a lot of cuts during that process. Ms. Lukas said the budget shows a 2.1 % pay increase for the military. Also, a lot of changes will be made to TRICARE.

Ms. Lukas said a bill was introduced by Sen Hatch that would extend Tricare Select to(?) the technician force. She said it is becoming more of an issue in regards to recruiting and retaining technicians.

ROA STARS Foundation

Col Cope said the foundation is still experiencing aftershocks from the cancellation of the Gala. A few of the ticket holders donated the cost of the ticket to the foundation. Others requested a refund. She said the recognitions that were scheduled for the gala will now be presented during the convention banquet.

Minutes

President Sweeney asked if anyone had changes to the April 2017 minutes. Hearing none, he declared the minutes accepted.

C&B Proposed Amendments

President Sweeney asked that each ExCom member review the proposed amendments so they can help answer questions from the members. After giving an overview of the proposed amendments, including reports and recommendations from various committees, he said the ExCom will discuss them in more detail at the July meeting. He also said that various committees and Smith-Bucklin were considering the actuarial feasibility of and plan for repaying outstanding rebates. The president reminded everyone that rebates only occur when a draw is made on the Life fund. If there is no draw taken, no rebates are allocated. He said that is the position we have worked hard to reach, and the aspiration is to maintain that position. We will continue to face headwinds, however, and must continue to seek ways to increase revenue and membership.

Awards

President Sweeney, after noting that the JAG is drafting proposed updates to the Awards Manual, said that three award nominations have been received. All of them are for the Col Thomas F. Royals ROA National Minuteman Media Award.

Upon a properly made motion by the Department of Texas, and upon a unanimous vote, it was resolved to present Mr. Alex Norton with the Col Thomas F. Royals ROA National Minuteman Media Award during the 2017 national convention.

Upon a properly made motion by the Department of Washington, and upon a unanimous vote, it was resolved to present Mr. Bennett Hall with the Col Thomas F. Royals ROA National Minuteman Media Award during the 2017 national convention.

Upon a properly made motion by the Department of the National Capitol Region, and upon a unanimous vote, it was resolved to present Mr. John Donnelly with the Col Thomas F. Royals ROA National Minuteman Media Award during the 2017 national convention.

Adjourn

The meeting was adjourned by President Sweeney at 7:54 p.m.

Minutes submitted by Jeff Phillips, Executive Director.

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Executive Director's April update

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

Increase revenue and decrease expenses

- Planning is underway for the July 22 ROA “dining out” military-style banquet and its incorporation of the ROA STARs gala sponsor recognitions. The banquet will be held during the 2017 annual ROA convention, at the convention hotel, the Crystal City Hyatt Regency. Banquet ticket price is \$150 pp. Former Army Under Secretary, Iraqi Freedom vet, and Pennsylvania Congressman Patrick Murphy will emcee. We may even have a grog/punch. So far, STARs has raised about \$140,000; donations are welcome!
- Donations and other non-annual giving development revenue as of May 1:
 - Resource Development – Miscellaneous Contributions
 - Miami Foundation (Phillip D. Myers Fund) - \$7,096.08
 - Miami Foundation (Phillip D. Myers Fund) - \$13,355.57
 - Raymer Estate - \$39,000
 - USAA (per agreement) - \$10,000
 - STARs Foundation – Henry J. Reilly Fund
 - Bartram - \$30
 - Hosey - \$950
 - STARs Foundation – Contributions
 - Chumney (Boeing volunteer match) - \$750
 - Military Tartan Company (Holahan) - \$25
- New director of development, Patricia Kramer, is on board. Besides developing her plan for an integrated and comprehensive development capability – direct mail, annual giving, planned “estate” giving, ROA Industry Partners, capital campaign, event management (such as the gala) – she is already getting results: ROA just received a \$3,500 Tower Federal Credit Union TowerCares Foundation grant (pic attached) to fund a June 20 STARs-hosted National Guard and Reserve Mental Health Seminar here; this is our first grant in many years.
- You should have received the latest Sustaining Member direct mailing. You will notice that it features actual ROA accomplishments addressing our core value proposition. As of today, it has bought in \$53,164 and counting . . .
- MMB maintenance and refit is underway:
 - Elevator rebuild begins in July with the passenger elevator; each elevator should take 4 to 8 weeks. The freight elevator will start in late November. The periods were chosen to minimize Top of the Hill disruption. It appears the work will be \$30K under projections; this will fund a much-needed spring power washing of the MMB.
 - A durable engineered cherry wood ballroom floor will be installed in late July or early August, during Top of the Hill’s slow period.
- We have met with Condor to begin negotiations for the second year’s TotH contract; we expect to agree on a fee/commission structure that lowers ROA’s costs, even as Condor is building the book of business.
 - TotH has developed a first-ever offering: cigars and whiskey on the portico, a stand-alone option or one that can be added to a client’s larger contract. Their initial mailing is attached for your consideration.
 - The next occurrence of the new, sponsored quarterly portico evening event called “The Quorum,” with food, cigars and drinks, is Wednesday, June 28. The “end state” is that ROA is regarded as the place for influencers to meet for the “traditional Washington” experience. Excom members are welcome.

- Staff is exploring various options to establish an online “ROA store” for the sale of red caps, other caps, polos, etc. It must be low financial risk, turnkey, etc. There is no indication it will do high volume, but the success of red cap sales indicates it may be useful if no/low cost to us.

Improve strategic communications

- We are negotiating with a marketing and PR firm brought to us by Pat Kramer for a revision of Reserve Voce within the FY18 budget, which will produce a more readable, printable and contemporary publication that helps fill the place of the Officer, as well as improvement of our social media impact.
- The Spring 2017 edition of [The Officer](#) is on ROA.org. Aside from a 1,000 print run for use with Congress, requesting ROA departments, etc., *Officer* issues are electronic. This is the final edition of the magazine, at least through FY18. We will distribute them at the national convention.
- The executive director is drafting an annual report for Excom, keyed to the association’s fiscal year and including the latest audit results. It will be issued at the convention.

Influence legislation and military policy

- ROA’s [Legislative Agenda and brochure](#) have been posted to the ROA website.
- The startup of the 115th Congress began with Congressional members introducing new bills and reintroducing bills from the 114th Congress. ROA has been hard at work supporting as many proposed bills as possible that affect the Reserve Components. ROA’s [letters of support](#) to proposed bills are posted on the ROA website throughout the year.
- ROA joined Veterans Education Success to co-sponsor a DEF event with the Yale Law School to present their analysis of student veteran complaints about several colleges that receive among the most GI Bill funds. ROA is working with the House and Senate Veterans Affairs committees to protect education benefits used by the Reserve Components so they graduate and can be successfully employed.
- ROA’s advocacy function is finally up and running in *Your Membership*. This saves ROA about \$10,000 a year by using an existing program rather than buying an advocacy subscription. Here is the announcement we recently ran in the Reserve Voice.
- **Sign Up for the Legislative “Red Cap” Grassroots Group!**
 - ROA has created a new member group whose mission is to provide ROA members with the tools they need to enact change at the local, regional and national level. The aim is to facilitate the efforts of ROA members as they work to amplify the associations voice in the influence of legislation and policy pertaining to the Guard and Reserve.
 - ROA will post materials on how to advocate your government representative along with various legislative initiatives ROA is working on at the Congressional level. The hope is for group members to engage with another and generate ways to organize advocacy efforts supporting beneficial Guard and Reserve legislation.
 - To access the group and the blog, go to your My Profile and click Groups. You can also go directly to the "Red Cap" group page by clicking on this URL and saving it as a favorite on your browser: <http://www.roa.org/group/LRCG> .

Grow membership

- The value of ROA JOPDS (and by extension, NCOPDS), received from our Dept of the Golden West after its April 22 session hosted at Naval Base Ventura County, California:

- Air Force Reserve lieutenant: "I gained a tremendous amount of information, all of which was extremely valuable! High quality speakers (I appreciate everyone's knowledge and insight). Overall seminar evaluation: Excellent."
- Army Reserve major: "Enjoyed the network, mentorship and share of experiences! Overall seminar evaluation: Excellent seminar."
- Department of Missouri "enlisted" two USAR NCOs – a husband (E-6) and wife (E-7) team -- into its ranks with life memberships this month; Reserve Voice will profile them May 30.
- Planning for the 2017 ROA [national convention](#) is well underway; early-bird registration is \$275 through June 2; after that it's \$350. We worked hard to get the registration lower than before. People enjoy getting together and these conventions are important.
- ROA's membership committee is meeting regularly to develop and execute its national membership campaign, announced at the convention.
- In coordination with the membership committee, staff is developing a concept for a membership growth and engagement "best practices/after action review" discussion in the ROA atrium; the concept would be for Sunday afternoon, after the convention, followed by cigars, drinks, and noshes on the portico. Excom members may arrive late if there's a meeting that afternoon. Very informal, but highly social and substantive.
- Letters of welcome have gone out the former Reserve Enlisted Association members apprising them of their local ROA points of contact, facilitating outreach from ROA departments and chapters.
- Susan Lukas addressed Department of South Carolina at its in April 22 meeting at Fort Jackson, SC; Diane Markham addressed the Department of Tennessee on April 28, all paid for by the departments.

Provide quality products and services

- At ROA.org, in "[Community Groups](#)" are the first two self-managed special interest groups, Coast Guard Committee and Legislative "Red Cap" Grassroots.
- The ROA Henry J. Reilly Scholarship program is underway. Forty-eight applications for graduate and undergraduate scholarships of \$2,500 each were completed. According to plan and on schedule, our scholarship management firm, ISTS, sent scholarship selection team chair LTC Milt Houghton and me 20 finalists. The selection team (Milt, Hazel Robinson, former Dept of Kentucky President Col. Keith Donahoe, ROAL President Andy Chumney, and the ED) is reviewing these finalists to choose a grad/undergrad mix of up to ten winners. Winners and non-selects will be notified by ISTS June 15; and winners also receive a congratulatory letter from ROA President Sweeney. We plan to have one or two winners at the July 22 banquet.
- In a return to "industry partners" display booths, we are working to provide our sponsors, such as Delta Dental, USAA, Mercer, and others with display space at the convention.

**Col. John Mahoney is heading up the effort to revise the 2014 Strategic Way Ahead in time for the convention.*

Thanks!

Jeff

Jeffrey E. Phillips
Executive Director