



Executive Committee Meeting
Conference Call
23 January 2019

Minutes

The following members of the Executive Committee were present: President, Lt. Col. Donald L. Stockton; Army Vice President, LTC Beverley A. Houghton; Army Executive Committee Members, COL Stanley G. Remer, MG Margaret C. Wilmoth, and LTC William B. Pentecost; Naval Services Vice President, CAPT Robert H. Carmack; Naval Services Executive Committee Member, CWO4 Dale J. Andersen; Air Force Vice President, CMSgt Shane P. Smith; Air Force Executive Committee Members, Col Brenda B. Gardner, Lt. Col. Richard B. Stephens Jr, and Lt. Col. Layne R. Wroblewski; and Executive Director, Mr. Jeffrey E. Phillips.

Appointed national officers present were: Public Relations Officer, CAPT Henry E. Plimack; Treasurer, Col. W. Robin Pfeil; and Chaplain, COL Sherman R. Reed. Also, in attendance were: Membership Committee Chair, LTC Milton D. Houghton; Endowment Committee Chair, Col. Richard E. Nelson III; Strategic Planning Committee Chair, COL Anthony N. Kanellis; Ad Hoc Resource Development Committee Chair, Col. Donald C. Brown; representing SmithBucklin, Mr. Sunny Patel; representing MNPC, Mr. Brad Carlson; and national staff members, Ms. Susan Lukas and Ms. Lani Burnett.

Elected and appointed officers absent were: Immediate Past President, Col. James R. Sweeney II; President-Elect, COL Judi A. Davenport; Army Junior Vice President, MAJ Jason E. Tolbert; Naval Services Junior Vice President, CWO2 Cynthia E. Oliver; Air Force Junior Vice President, SSgt April D. Hill; Naval Services Executive Committee Members, CAPT Paul F. Keane and LtCol Alexander Henegar; Judge Advocate, LTC Terry Benshoof; Health Services Officer, MG Bob Kasulke; International Programs Officer, Col Paul Groskreutz; and Sergeant-at-Arms, LTC Joe Snel.

Ms. Burnett 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 asking Chaplain Reed for a prayer. After the prayer, he welcomed everyone to the call then asked the Executive Director for his report.

Executive Director's Remarks

Mr. Phillips said that he and the staff appreciate the activism that is occurring within the committee structure. He said he is seeing some good things out of the committees. He said Lieutenant Colonel Milt Houghton is working to help clean up incorrect member info in the database.

Mr. Phillips said he and CW5 Ray Orvin are working with departments and chapters on reinvigorating their programs. He said ROA needs strong and active groups in which to place new members.

Mr. Phillips announced that he has been working with the Department of Pennsylvania to establish an organized mentorship program wherein members would volunteer to serve as mentors to younger serving reservists who are members of ROA. This program will offer new and profoundly important value to ROA members.

Financial Update

Mr. Patel reported that as of the end of December, ROA has year-to-date operating revenue of \$2,110,000, which represents 71% of the overall budgeted operating revenue. ROA has year-to-date operating expenses of \$1,980,000, which represents 67% of the overall budgeted operating expense. Bottom line net income for operations is \$135,000. Non-operating activity is primarily made up of investment activity and depreciation expense. The bottom line for non-operating is -\$549,000. Revenue in ROA's non-operations fluctuates depending on market activities within the investment portfolio for ROA, STARs, and Memorial Endowment.

Mr. Patel said ROA is expected to collect more revenue within the last quarter as royalties are received from Mercer and insurance surplus proceeds are collected. Mr. Patel said that his estimate, based on prior year trends, is that ROA will likely see a spike with Top of the Hill revenue in the fourth quarter. He said expenses are expected to remain at budget for the final quarter.

Legislation Update

Mr. Phillips announced that John Rothrock has taken an active duty position at the Pentagon and Ms. Susan Lukas has returned as ROA's Director of Legislation and Military Policy.

Ms. Lukas reported that ROA is trying to move the Guard and Reserve Caucus breakfast to the ROA building. She is working on the legislative agenda and plans to have brochures available during the March meeting. Ms. Lukas said she anticipates three new resolutions will be presented to the National Council in March. She is working on a letter to the 96 new members of Congress, letting them know ROA is their association experts on reserve and guard issues, and inviting them to come to ROA and offering help when working those issues.

Comprehensive Campaign

Mr. Carlson reported that the Resource Development Committee has been busy at working on a case for support. They are working on the leadership gift phase and the 80+ group. He said since the start of the campaign (7 quarters) \$834,000 has been raised in cash and pledges. The campaign goal is \$10,000,000. He is working hard to pass the \$1,000,000 mark by the end of the fiscal year. So far in FY19, \$441,000 in cash and pledges has been raised. Since the beginning of the campaign, \$647,000 in cash has been received, as well as 186 pledges. To date, the fulfillment rate on pledges is 95%.

STARs

Mr. Phillips said that Lauren Eden is working on the concept for the gala event. November 19th is the planned date. He said that Margaret Cope and Cathy Luke are working to expand the Reserve Kids School Kit program. The foundation is currently working on securing a renewed grant from Grainger.

DEF

Ms. Lukas said ROA has partnered with the Air Force Reserve Command to provide instructional sessions when their commanders are in Washington, DC. Over a two-day period, 11-12 February, 2019, there will be three instructional sessions that will include how to conduct effective grassroots activity and understanding legislation for the coming year. There will be a second session in March.

Scholarships

Captain Plimack announced that the application season for the Eileen M. Bonner Scholarship Award for Medical Excellence is open and will be on the website very soon. Mr. Phillips announced that the Henry J. Reilly Scholarship will be offered again this year. Twenty scholarships will be awarded.

Employment Support

President Stockton reminded everyone that they should have received an email last week containing a proposal for phase one of an employment support portal.

Mr. Phillips asked the ExCom for approval to enter into a partnership with VIP & PSC to launch phase 1 of an employment support portal. He said it would add value to membership in ROA. In phase 1 of the employment support portal, employers can post job openings, and members can apply for the jobs. Mr. Phillips said VIP & PSC Enterprises have paid for constructing this website. ROA will not be out any money. Later phases could expand to other offerings.

Upon a properly made motion by Major General Wilmoth, seconded by Captain Carmack, and upon a unanimous vote, it was resolved to authorize a partnership between ROA and Veteran Infrastructure Products (VIP) & PSC Enterprises (PSC) to launch Phase 1 of the Employment Support Program as defined in their proposal (see attachment.)

Wrap-up & Adjourn

President Stockton thanked everyone for calling in. He said it is only seven weeks away from the National Council and Leaders Conference in March. He said aside from the national convention, it is ROA's most important meeting of the year. He said the National Council will address new resolutions, attendees will receive a legislation update, and there will be an excellent panel of speakers. There will also be a March on the Hill, where attendees go out and visit their Senators and Representatives, or their staffers.

The meeting was adjourned by President Stockton at 7:56 p.m.

Minutes submitted by Jeffrey E. Phillips, Executive Director.

JEP/dm



**Veteran Infrastructure Products (VIP) & PSC Enterprises (PSC)
Proposal for Partnership with ROA- Employment Support Services**

Rusty Rice (VIP) and Peter Cooke (PSC) have proposed to provide a new benefit to ROA members under a multi-phase employment support program. As presented to Jeffrey Phillips of the ROA, VIP-PSC would contribute the initial funding and oversight to launch Phase I of this effort. The required funds have been set aside in anticipation of this partnership. Our team has recently launched nearly identical programs under federal agencies including the Maritime Administration, AmeriCorps, and the National Institute of Corrections, and we can apply this expertise to a program for ROA with the lowest costs and highest efficiencies. The components of Phase I include the following:

- Using the domain reserves.vet we will construct a landing page for the program, branded under ROA for their membership. Everything on this site will be viewable by the public, who will be able to see/read about one of the benefits ROA provides to members. Resources to benefit members specifically will not be available on this landing page, as they are provided with secure login access to the program platform. From this page, members will be able to access the registration link.
- The registration link for members uses an online technology platform that meets all federal information security requirements. The quick registration process can be completed on computer, tablet or smartphone. According to ROA preferences, members can be required to enter a member ID number or other identifying data. The registration link is an intermediary step to ensure that only eligible ROA members are provided access to the employment support program. All registrations are compiled into an Excel spreadsheet and can be updated at any time. We anticipate that ROA would want this Excel at least weekly for the purposes of ensuring eligibility, as well as to monitor participation rates.
- Our technology platform, accessible by both employers and ROA members, provides numerous features and capabilities in a secure log-in platform that meets federal standards. Phase I of this program provides a resource-rich Self Service Center to benefit ROA members located in any state or territory. It also includes templates for cover letters, resumes, CVs and other guides for successful employment searches and opportunities including apprenticeships, wage surveys, labor/industry studies, entrepreneurial support, etc. Registered members have the option to receive notifications from the system to their email accounts when new job openings are posted by employers. Members are provided with a private folder they can access from any computer or mobile device to store their employment and education portfolios. Using a smartphone, members can photograph items like licenses and certifications, then upload to store with resume and similar items.
- ROA has the capability to provide VIP-PSC with total membership by state data, which will then be used to target small businesses prioritized by geographic locations with largest membership. There are over 30 million small businesses in the US, creating 1.9m net new jobs each year for which they must spend significant dollars on job advertising and recruiting. Qualified small businesses can register with this program and post all of their jobs openings at no charge. Using the SBA database, VIP-PSC will direct market to registered small businesses and provide a registration link for completion. Following review of the registration, the small business will be provided with access to system to post jobs as well as information about the company such as a brochure of benefits or general company information. They can also provide a direct link to their application system.
- To launch the program, we require ROA’s assistance in announcing the new benefit to membership. Additionally, we would request that ROA update their website to provide a link to the program landing page referenced above.

Industry	Small Business Employment
SBA Small Business Reporting	
Health Care and Social Assistance	8,687,568
Accommodation and Food Services	7,997,654
Retail Trade	5,514,378
Manufacturing	5,155,086
Professional, Scientific, and Technical Services	5,075,601
Construction	4,944,116
Other Services (except Public Administration)	4,626,826
Administrative, Support, and Waste Management	3,625,057
Wholesale Trade	3,486,807
Finance and Insurance	1,920,066
Transportation and Warehousing	1,650,009
Educational Services	1,603,707
Real Estate and Rental and Leasing	1,410,530
Arts, Entertainment, and Recreation	1,370,194
Information	897,225
Management of Companies and Enterprises	404,386
Mining, Quarrying, and Oil and Gas Extraction	296,005
Agriculture, Forestry, and Fishing and Hunting	136,254
Utilities	112,523
Industries not classified	24,155
Total	58,938,147

Ongoing support required from ROA would only include verification of member eligibility to participate in this program, as well as periodic marketing of program to membership.