

MILITARY OFFICERS ASSOCIATION OF AMERICA

ALAMO CHAPTER
P. O. BOX 8037 SAN ANTONIO, TEXAS 78208
TELEPHONE (210) 228-9955

MINUTES OF STAFF MEETING

Thursday, January 6, 2011

Meeting was called to order by President Jim Cunningham at 0900 hrs. A quorum was present and acting throughout the meeting.

Attendees: Col Janice Edgerson, Col Kerry Green, Col David Patrick, LTC Randy Hoff, LtCol Fred Koechley, LtCol Cheryl Smith, Chaplain James Taylor, LTC Jim Webb, Maj Jim Cunningham, Maj Len Mull, Mavis Cleary, Susie Tolman, Trish Meserve.

Invocation by Chaplain Taylor and pledge led by Jim Cunningham.

Additions to agenda: None

Secretary: Col David Patrick – Minutes were reviewed and approved for filing. Reminder given for the Board meeting on Jan 20th

President: Maj Jim Cunningham – Reminded all of Advocating on the Hill on Feb 2-3 in Austin. Most of bills affecting military are revenue neutral and thus stand better chance of passing in light of the projected \$20 billion deficit. Jim has approached new representative Qince Canseco for a meeting. Alliance for Veterans & Families has officially obtained its non profit status 501(c)3. Currently grant requests are being formulated.

Treasurer: Vaughn Caudill – Absent. Financials were reviewed. End of year resulted in approx \$4,000 increase in Scholarship Account and \$1200 in operating account. Financials were approved for filing. Budget for 2011 currently ends in \$4,000 shortfall which will hopefully be offset by advertising. Scholarship awards have been increased to \$10,000.

MOAA
Outreach Account
Budget FY10

	11/30/2010	DEC	YTD	FY10 Budget		
Income				\$5,000.00		
Donations	\$4,423.50	\$25.00	\$4,448.50			
Golf Tournament						
IN	\$12,558.00		12,558.00			
Out	\$5,175.80		\$5,175.80			
TOTAL	\$7,412.20		\$7,412.20	\$5,000.00		
Total Income	\$11,835.70	\$25.00	\$11,860.70	\$10,000.00		
OUTFLOWS						
Charity						
Wounded Warr	3,335.50		\$3,335.00	\$2,500.00		
Red Cross	149.00		149.00	\$500.00		
VA				\$500.00		
TVC	100.00		100.00			
VGSA		25.00	25.00			
TOTAL	3,584.00	25.00	3,609.00	\$3,500.00		
Scholarships						
Savings Bonds	200.00		200.00	\$300.00		
Zamora	2,000.00		2,000.00	\$2,000.00		
Stewart	1,000.00		1,000.00	\$1,000.00		
Grossenbacker	1,000.00		1,000.00	\$1,000.00		
				\$1,000.00		
TOTAL	4,200.00		4,200.00	\$5,300.00		
Total Outflow	7,784.00	\$25.00	\$7,809.00	\$9,800.00		
Increase in fund	\$4,051.70	\$0.00	\$4,051.70	\$200.00		
BALANCES						
Eisenhower						
RBFUC	31-Dec-10					
Savings	\$8,804.15					
Money Market						
Checking	\$929.82					
Certificates	\$9,101.95					
Total RBFCU	\$1,176.87					
USAA	\$8,975.82					
	\$20,184.46					
	\$15,548.07					

MOAA Operations Account
FY10 Income[illegible]

MOAA Operations Account
FY 10 Outflows

Category	11/30/2010	DEC	YTD	Budget
Bank Charge/Int	\$181.40		\$181.40	100.00
Board & Staff Mtg	10.00		10.00	100.00
Branding				500.00
Dues & Subscript	225.00	\$50.00	\$275.00	350.00
Independent Contr	8,550.00	1,890.00	10,440.00	10,000.00
D&O Insurance	473.00		473.00	463.00
Liability Insurance	350.00		350.00	350.00
Wreath				150.00
Marketing	34.19	225.50	259.69	1,000.00
Office	1,426.16	255.62	1,681.78	2,000.00
Postage & Delivery	1,022.43	397.00	1,419.43	1,000.00
Lariat				
Printing	8,721.81	632.49	9,354.30	9,600.00
Postage	2,500.00		2,500.00	2,400.00
Solitaires	83.84		83.84	250.00
Telephone	1,111.29	96.29	1,207.58	1,200.00
Volunteer Recogn				500.00
Miscellaneous				100.00
Membership	249.99	74.99	324.98	750.00
Focus Groups				300.00
Personal Affairs				150.00
Flag Covers	60.00		60.00	100.00
Total Outflows	\$24,999.08	\$3,621.89	\$28,620.97	31,363.00
Results	\$3,768.29	-\$2,512.98	\$1,255.31	-2,038.00

Executive VP Operations: LTC Bill Goforth – Absent. President advised Bill Goforth is working on setting up Active Duty Advisory Committee to involve XO's and O6's.

Vice President Administration: LTC Jim Webb – Currently contacting area High Schools re JROTC awards and will need help in presenting them. Medals to be ordered from MOAA national.

VP Membership: LTC Randy Hoff – Distributed Recruiting & Retention Report for 2010 and Top 10 goals for MOAA (see Appendix). Will also explore other commissioning programs outside of ROTC to gain new members. Expecting new versions of GMT 2011 application forms.

VP Programs: (Open) – Jim Cunningham advised the January meeting will include the installation of the new officers. February luncheon will be at Air Force Village II, and still working on menu and speaker for March luncheon at Ft Sam Golf Club. Suggestion was made to have one or more ROTC leaders and scholarship recipient(s) speak at the Scholarship luncheon in May.

Task Review:

- 1) 50th Anniversary Committee. Cheryl Smith. Conference call needed with national, TCC Pres Ed Stone, Cheryl, David P and Jim C.
- 2) Corporate Sponsorship. Completed.
- 3) Marketing/PR. Cheryl Smith. More polo shirts to be ordered.
- 4) Volunteer Coordinator. Item to be removed as on action plan.
- 5) Advertising. David Walker. Absent. No update.
- 6) Recruitment: Randy Hoff. Item to be removed as on action plan.
- 7) Marketing/PR. Cheryl Smith. KLRN has made contact, item to be removed. Will post luncheons on Chanel 5's webwall.
- 8) Lackland's Right Start. Fred Koechley. Work in progress.
- 9) Valentine's Dance. Feb function is a regular luncheon. Item to be removed.
- 10) Chapter Advisory Group. Jim Cunningham. Item to be removed as on action plan.

Buddy Program Status: Cheryl's friend Tish will be helping her in planning the chapter cruise and anniversary dinner.

Action Plan Scorecard: Strategic Plan action items for 2011 were discussed. David P to update Scorecard for Board meeting.

Staff Reports

Volunteer Coordinator: (Open)

Solitaires: Mavis Cleary – Tentative program for 2011 has been developed as far as speakers and fun activities, including tours of the Toyota Plant, Wounded Warriors facilities, and San Antonio Food Bank.

VP Personal Affairs: Col Dave Padden – Absent. Death of a member's spouse and an auxiliary member was reported..

Chaplain: Chaplain Taylor – Has attended 6 funerals so far this year!

PR & Marketing: LtCol Cheryl Smith – Will post luncheon info on Channel 5's web wall. Planning on assisting Randy at upcoming Extravaganza, and will pass out survey at upcoming luncheon.

VP Legislative Affairs: Col Al Cote – Absent. No report. Jim advised all of the TVC meeting in Austin on Jan 26th at which representatives from all 31 veterans service organization will meet to discuss upcoming legislative requirements. Contact Jim C if interested in attending. 82nd Texas Legislative Goals are included in packet.

VP Logistics: LtCol Fred Koechley – No report.

Duty Officer: Col Irene Collier – Absent. No report.

Editor: Col Kerry Green – Has selected May, June & Aug issues of The Lariat for submission for the Communications Award to be submitted to MOAA national by Feb 1st. Minutes from last attended Veterans of Greater San Antonio Area are included for your review.

Webmaster: Col Bill Hudson – Absent. Chapter to pay for webmaster's dues to local and national MOAA.

Administration: Trish Meserve – Noted calendar revisions. Major dues notices for January has been done. Had to move 31 members from payee category to Over Age 90 and therefore non payer category. Will clean and purge offices. Still experiencing email issues. Advised all of need for volunteers at Asian festival on Feb 5, interested parties should contact Joe at Red Cross.

Historian: Col Janice Edgerson – Sat with Sumner Hudson recently and taped an interview which will be transcribed and an article produced from it. Trish to send Janice a listing of the over aged 90 members for her project.

Consultant: Maj Len Mull – Will be updating the flyer and Quarterfolds soon.

TOPS: Col David Patrick – No report.

Special Activities Representative: Susie Tolman – VAC meeting scheduled for Jan 19th. Undecorated the VA Hospice ward on Jan 3rd though help was light in number. Chapter received a certificate of appreciation from Warrior and Family Support Center and a thank you letter from VA Hospital for the items donated to the veterans.

AFV Satellite: Lt Col Ginny Alloway – Absent. No report.

Advertising Coordinator: Lt Col David Walker – Absent. Corporate Partnerships (each pays \$100 per year) now totals 8. Included current advertising prices in each packet – need to offset projected shortfall by advertising.

Old Business: None

New Business: None

NEXT MEETING: Thursday, February 3 at the MOAA-AC Offices at 0900.

MEETING ADJOURNED at 10:43 am.

A handwritten signature in black ink, appearing to read "David Patrick". The signature is fluid and cursive, with the first name "David" and last name "Patrick" clearly distinguishable.

Col David Patrick, USAF (Ret), Secretary

MOAA-AC CY 2010 Recruiting and Retention Report

1. Membership

The total membership on 31 Dec '09 was 1131, (283 active duty, 590 retired, and 258 auxiliary).

On 31 Dec '10 the total membership was 1152 which shows an increase of 21 members or 2%.

Membership breakdown:

Active members: 236 (47 decrease or -20%)

Retired members: 668 (78 increase or 12%)

Auxiliary members: 248 (4 decrease or -4%)

2. Give Me 10 (GMT) Membership Retention - CY 2010

During CY '10 130 new GMT members were signed up. Most were active duty. We show that 23% renewed from CY '09.

3. MOAA GMT National statistics - CY 2010

a. MOAA-AC GMT recruiting is #1 in Texas. 63% of the total recruited members in Texas came from MOAA-AC.

b. MOAA-AC GMT recruiting is #5 out of 137 reporting chapters in the country.

4. The Way We Got There

Membership was generated primarily from newcomers gatherings at Ft Sam Houston, local TOPS briefings, Retiree Appreciation Days and the "Gold Bars" program. All were augmented by the constant updating and use of our Recruiting Board for events and aggressive recruiting by key members of the staff/member volunteers.

5. Moving to CY 2011

We will continue utilizing the successful programs mentioned above and expand our efforts as follows:

- A. Initiate an aggressive recruiting effort at the Health Service Command at Ft Sam Houston.
- B. Recruit at local PX's, hospital facilities and newcomers orientations.
- C. Increase MOAA Life Memberships and Lost Patrol members.
- D. Increase the number of active duty members who renew local memberships.
- E. Recruit college ROTC juniors and seniors in the MOAA-AC area of responsibility.
- F. The MOAA-AC Recruiting Goal for 2011 is to end the year with at least 1500 members and is obtainable with the support of the membership.

Randy E. Hoff
LTC (Ret), US Army
VP Recruiting and Retention
1 Jan 2011

MOAA's Top 10 Goals for 2011

1. Sustain force levels to meet wartime needs
2. Reverse Medicare/TriCare payment cuts
3. Protect military retirement/COLAs
4. Gain wounded warrior and caregiver fixes
5. Bar disproportional TriCare fee hikes
6. End disabled/survivor financial penalties
7. Restore military pay comparability
8. Upgrade Guard/Reserve retirement/healthcare
9. Attain Post-9/11 GI Bill fixes
10. Improve spouse and family support