

1 **November 11-13, 2014 NARFE National Executive Board Meeting Minutes**

2 **Location: NARFE HQ, Alexandria, VA**

3

4 **Tuesday, November 11, 2014:**

5 **Call to Order (9:00am) by National President Thissen**

6 **Moment of Silence**

7 **Pledge of Allegiance led by RVP Crawford**

8 **Roll Call by NS/T Dowie**

9 **Presentation of the Agenda**

10

11 **Present:**

12 **National Officers**

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President

Richard G. Thissen

14

Secretary/Treasurer

Jon Dowie

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16 **Regional Vice Presidents**

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Region I

Jim Crawford

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Region II

Evelyn Kirby

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Region III

Jerry Janci

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Region IV

Ed Konys

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Region V

Carol Ek

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Region VI

Marshall Richards

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Region VII

Rodney Adelman

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Region VIII

Helen Zajac

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Region IX

Lanny Ross

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Region X

William (Bill) Shackelford

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28 **Staff**

29

NEB Executive Assistant

Marian Uffen

30

HR Director

Linda Parsons

31

NARFE Parliamentarian

Paul Lamb

32

Director of Budget & Finance

Tayo Coker

33

34 **Guests**

35

DC Federation President

Linwood Watson

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DC Federation Secretary

Jacquelyn Lowe

37

Chapter President 2052

Bernice Oden

38

MD Federation President

Dan McGrath

39

Spouse of RVP Zajac

Lea Zajac

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Spouse of RVP Adelman

Gina Adelman

41

Spouse of RVP Richards

Linda Richards

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Spouse of RVP Janci

Margaret Janci

43

1 NP Thissen called the meeting to order at 9:00am and introduced Senior Staff members:
2 Linda Parsons, HR Director; Tayo Coker, Director of Budget & Finance; Jessie Klement,
3 Director of Legislation; Bridget Boel, Director of Marketing; Ken Doyle, Director of
4 Membership Systems; and Dan Hidayat, Director of IT; and the visiting guests.

5
6 NP Thissen stated that Thomas Longo, President of e-Chapter 2363, will be meeting with
7 NP Thissen on November 20 and 21, 2014 at NARFE HQ.

8 NP Thissen told the board what he expects of them, that there will be a recap at the end of
9 each day as to what was agreed on that day so there won't be any misunderstandings, and
10 that he will try to keep "open" meetings.

11
12 He then asked the board members to introduce themselves and state what type of service
13 they did for the government. Region X, Bill Shackelford, spent 35 years with the FBI; hopes
14 everyone keeps open mind; Region V, Carol Ek, Dept. of Agriculture, doesn't think we
15 should do away with federations; Region VII, Rodney Adelman, worked with various
16 agencies, supports change; Region IV, Ed Konys, worked with Air Force material command,
17 (DOD), supports change; Region VI Marshall Richards, Post Master of USPS, supports
18 change; Region I, Jim Crawford, Army Corps of Engineers, feels the field needs to do more;
19 Region II, Evelyn Kirby, worked with various agencies, supports moving forward and agrees
20 with FON Committee recommendations, supports change; Region III, Jerry Janci, USPS,
21 thinks we need to look at everything, try to improve federations; Region IX, Lanny Ross,
22 Dept. of Defense, supports change – the board must work together; Region VIII, Helen
23 Zajac, Dept. of Defense, the board must work together and have one voice, work with the
24 membership; Parliamentarian Paul Lamb, Dept. of Defense; National Secretary/Treasurer
25 Jon Dowie, Arthur Andersen & Co. and retired Navy Special Operations, supports change.

26
27 NS/T Dowie addressed the policy book and changes; i.e., going from 4 to 2 NOs and the
28 title change from National Secretary to National Secretary/Treasurer. A major change would
29 be to policy #310 to have any remaining funds from chapter closings go directly to HQ (if
30 funds are transferred to follow members; there should be minimal funds remaining sent to
31 HQ).

32
33 Following a discussion, two **motions** were presented:

34
35 **Motion #01-11-14. SUBJECT: Closing Chapter-Closing Financial Records. Motion** (as
36 amended) made by NS/T Dowie and 2nd by RVP Adelman "to amend language in Policy
37 310 to send remaining funds to headquarters." With a vote of 10 Yeas, the **motion** passed.

38
39 **Amendment to Motion #01-11-14** made by RVP Kirby and 2nd by RVP Crawford to take
40 out "for use in marketing". With a vote of 9 Yeas and 1 Nay, the **amendment** passed.

41
42 **Motion #02-11-14. SUBJECT: Policies Amended to Reflect Changes to the Makeup of**
43 **the NEB. Motion** made by NS/T Dowie and 2nd by RVP Shackelford "to amend policies to
44 reflect the change in the makeup of the NEB, to include approval of the officer change and

1 to make any other cosmetic changes in the book.” With a unanimous vote, the **motion**
2 passed.

3
4 **Amendment to Motion #02-11-14** made by RVP Zajac and 2nd by RVP Kirby “to include
5 two policies not currently in book; GEMS policy and closing of chapters not affiliated with a
6 federation.” With a unanimous vote, the **amendment** passed.

7
8 The policy book and RVP handbook will be reviewed and changes made, and an updated
9 copy of both books will be forwarded to the RVPs.

10
11 NP Thissen went over the revised organization chart at HQ, which was approved by the
12 RVPs previously.

13
14 NS/T Dowie and Tayo Coker gave presentation of 2015 budget.

15
16 Following a discussion, a **motion** was presented:

17
18 **Motion #03-11-14. SUBJECT: Adoption of 2015 Budget. Motion** made by RVP Zajac
19 and 2nd by RVP Ross “that the 2015 budget be adopted as presented.” With a vote, the
20 **motion** unanimously passed. (2015 budget on file)

21
22 There was a discussion of resolutions passed at the 2014 national convention. They have
23 been incorporated or action is underway.

24
25 With no further business, meeting adjourned at 5:00pm.

26
27 **Wednesday, November 12, 2014:**

28 **Call to Order (9:00am) by National President Thissen**

29 **Moment of Silence**

30 **Pledge of Allegiance led by RVP Kirby**

31 **Roll Call by NS/T Dowie**

32
33 **Present:**

34 **National Officers**

35 President

Richard G. Thissen

36 Secretary/Treasurer

Jon Dowie

37
38 **Regional Vice Presidents**

39 Region I

Jim Crawford

40 Region II

Evelyn Kirby

41 Region III

Jerry Janci

42 Region IV

Ed Konys

43 Region V

Carol Ek

44 Region VI

Marshall Richards

1	Region VII	Rodney Adelman
2	Region VIII	Helen Zajac
3	Region IX	Lanny Ross
4	Region X	William (Bill) Shackelford

5
6 **Staff**

7	NEB Executive Assistant	Marian Uffen
8	HR Director	Linda Parsons
9	Marketing Director	Bridget Boel
10	Parliamentarian	Paul Lamb

11
12 **Guests**

13	MD Federation President	Dan McGrath
14	DC Federation President	Linwood Watson
15	DC Federation Secretary	Jacquelyn Lowe
16	Spouse of RVP Adelman	Gina Adelman
17	Spouse of RVP Janci	Margaret Janci
18	Spouse of RVP Zajac	Lea Zajac
19	Spouse of RVP Shackelford	Donna Shackelford

20
21 NP Thissen called the meeting to order at 9:00am.

22
23 Director of Marketing Bridget Boel gave a marketing briefing.
24 2 main objectives are: Maximize NARFE membership and revenue; and to Work across the
25 association to enhance, communicate, and monitor the NARFE brand.
26 Membership Marketing-Direct Response and Business Development–Non-dues revenue are
27 the marketing functional areas. Boel stated that the crisis continues, and that many
28 associations are having same membership problems we are, but progress continues to be
29 made. It was requested that the board approve membership marketing price point and offer
30 tests to be conducted over a two-year period.

31
32 After a discussion, a **motion** was presented:

33
34 **Motion #04-11-14. SUBJECT: Membership Marketing Test. Motion** made by RVP
35 Adelman and 2nd by RVP Richards “that the membership marketing tests proposed in the
36 membership marketing 2015 slide be authorized for 2 years pursuant to Standing Rule I,
37 Section 2.B.” With a vote, the **motion** unanimously passed. (2015 Membership Marketing
38 Presentation on file)

39
40 Boel discussed the new organization of the marketing department; two new staff positions
41 have been created: Deputy Director for Membership Marketing and Deputy Director for
42 Non-Dues Revenue (Business Development/Affinity Partners).

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44 The board went into Executive Session.

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NP Thissen addressed meeting planning, conventions, and the site selection committee.
RVP Ross then stated that the RFP (Request for Proposal) is out-of-date, and made two recommendations regarding site selection committee and meeting planners:

- 1) that we don't need the committee until after 2018;
- 2) Recommends that the NOs have outside meeting planners give them a presentation to see their way of handling conventions (conferences) and then decide if we should have an in-house planner or utilize outside company.

NP Thissen requested comments from the RVPs as to how their regions handle their federation conventions.

After a discussion, there was a general concurrence by the board that the NP and NS/T will explore and consider an outside company to assist with meeting planning and will provide feedback to the board.

Before the meeting adjourned, the following **motion** was presented:
Motion #05-11-14. SUBJECT: Deputy Director for Membership Marketing. Motion made by RVP Ross and 2nd by RVP Zajac "that the NEB authorize the President to hire the Deputy Director of the Membership Marketing Department." With a vote, the **motion** unanimously passed.

With no further business, the meeting adjourned at 4:30pm.

- Thursday, November 13, 2014:**
- Call to Order (9:00am) by National President Thissen**
- Moment of Silence**
- Pledge of Allegiance led by RVP Janci**
- Roll Call by NS/T Dowie**

Present:

National Officers

President	Richard G. Thissen
Secretary/Treasurer	Jon Dowie

Regional Vice Presidents

Region I	Jim Crawford
Region II	Evelyn Kirby
Region III	Jerry Janci
Region IV	Ed Konys
Region V	Carol Ek
Region VI	Marshall Richards
Region VII	Rodney Adelman

1	Region VIII	Helen Zajac
2	Region IX	Lanny Ross
3	Region X	William (Bill) Shackelford

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5 **Staff**

6	NEB Executive Assistant	Marian Uffen
7	HR Director	Linda Parsons
8	Legislative Director	Jessie Klement
9	Marketing Director	Bridget Boel
10	IT Director	Dan Hidayat

11

12 **Guests**

13	MD Federation President	Dan McGrath
14	DC Federation President	Linwood Watson
15	DC Federation Secretary	Jacquelyn Lowe
16	Spouse of RVP Zajac	Lea Zajac

17

18 NP Thissen called the meeting to order at 9:00am and recognized the guests.

19

20 Director of Legislation Jessie Klement gave a legislative update, NARFE-PAC update, and
 21 M&R update. She also announced that the legislative conference is to be held March 14-17,
 22 2015 at the Renaissance Hotel in Arlington, VA. (Power point presentation on file)

23

24 IT Director Dan Hidayat discussed testing of new Membership Record Module (MRM)
 25 software, which is to replace the current membership software. Expected completion is
 26 scheduled for June 2015. He stated the NARFE email software to replace GEMS is also
 27 being tested by HQ and CAB members and will be available to regions for testing in
 28 December and to chapters by January 2015. Also, he stated we are in the process of
 29 upgrading our web portals security and developing our ecommerce software (which replaces
 30 online payment system and in-house payment software). (Handouts on file)

31

32 Marketing Director Bridget Boel gave presentation of branding and strategic planning;
 33 planning led by market research (brand study). Market research objectives are to
 34 understand how to build interest in membership among new generation of federal
 35 employees and retirees, to grow revenue, and make sure needs of current members are
 36 met. We are currently awaiting proposals from two firms familiar with NARFE; i.e., Bates
 37 Creative, and Marketing General, Inc. The next steps in strategic planning will be to identify
 38 an objective, non-NARFE facilitator, to determine the composition and role of the strategic
 39 planning committee and to create a process road map. (Power point presentation on file)

40

41 There was a discussion of current e-NARFE incentive programs, and following the
 42 discussion, the following **motions to renew existing incentives** were presented:

43

1 **Motion #06-11-14. SUBJECT: Incentive Program. Motion** made by RVP Kirby and 2nd
2 by RVP Adelman “that the distribution of the 1/3 membership fee of Rule I.2.C. shall be
3 waived for membership in e-NARFE as approved by the NEB’s power to do so in Rule
4 I.2.B.” With a vote, the **motion** unanimously passed.

5
6 **Motion #07-11-14. SUBJECT: Six Month Free Trial Membership. Motion** made by RVP
7 Zajac and 2nd by RVP Ross “that as necessary, two direct mail tests of a six month free trial
8 membership with no more than 30,000 offer recipients in each of the two tests. There will
9 be no federation or chapter payment for the six month trial period. Upon renewal (or
10 conversion from free to paid member), they will renew as annual renewing members.” With
11 a vote, the **motion** unanimously passed (while this action is not currently planned; passage
12 provides greatest flexibility to the membership marketing effort).

13
14 Following a discussion, the following two **motions** were presented:

15
16 **Motion 08-11-14. SUBJECT: Marketing Research Firm/Strategic Planning Facilitator.**
17 **Motion** made by RVP Kirby and 2nd by RVP Adelman “that the National President contract
18 with a marketing research firm and to contract with an independent strategic planning
19 facilitator at a cost not to exceed \$60,000.” With a vote, the **motion** unanimously passed.

20
21 **Motion 09-11-14. SUBJECT: Convention Resolution No. 14-43 – Future of NARFE**
22 **Committee Report Implementation. Motion** made by RVP Zajac and 2nd by RVP Ross
23 “that the President be authorized to appoint a standing strategic planning committee at the
24 appropriate future time.” With a vote, the **motion** unanimously passed.

25
26 RVP Ross announced the members of the Audit Committee, who are as follows:

- 27 RVP Lanny Ross, Chair
- 28 RVP Bill Shackelford
- 29 RVP Jerry Janci

30
31 NP Thissen announced that we will continue with the Configuration Advisory Board (CAB)
32 and that the NS/T will oversee it.

33
34 With no further business, the meeting adjourned at 5:00pm.

35
36
37 ****The next scheduled NEB meeting will be in conjunction with the legislative**
38 **conference to be held at the Renaissance Hotel in Arlington, VA on March 11-13, 2015.**

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41
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43 _____
44 Jon Dowie
National Secretary/Treasurer