

## **Minutes of the October 2010 Board of Director's Meeting, Arizona Chapter MOAA**

**Call to Order:** President Ron Perkins called the meeting to order at 1030 hours, Thursday, October 7, 2010, at the State Veteran's Home on North Third Street in Phoenix with the Pledge of Allegiance.

**Members Present:** John Ady, Dan Conway, Beth Cullison, Jim Cullison, Gary Fredricks, Marie Fredricks, Ron Green, Gregg Maxon, Ron Perkins, Bill Roscher, Terry Tassin, Kathy Upchurch, and Rob Welch.

**Minutes:** The previously promulgated Minutes of the last Board of Directors' meeting (September) were approved.

**AZ StandDown 2011:** Ron Perkins reported Art Sloane planned to attend our Board Meeting today but could not and will hopefully join us at a future meeting.

### **Officer/Committee Reports:**

**Auxiliary:** Ron Perkins shared that National MOAA Auxiliary will be collecting cell phones for the troops similar to what our chapter is doing with Messinger Mortuaries. Ron said an adhoc committee was formed to make plans for involving spouses and auxiliary members. Kathy Upchurch summarized plans for a meeting with auxiliary members and spouses following the October 23<sup>rd</sup> luncheon meeting. The meeting will be a brainstorming session to identify one project to focus on and gain commitment to participate. Committee members are phoning auxiliary members and spouses to determine interest and attendance on the 23<sup>rd</sup>.

**Treasurer's Report:** Bill Roscher reported the chapter accounts stand at: \$9,581.37 plus \$50 petty cash in the general fund, \$8,532.22 in the scholarship fund for a total of \$18,163.59. There was a brief discussion about putting some funds to good use such as making contributions, awarding additional scholarships, funding an auxiliary project, and/or purchasing a projector. John Ady will investigate projector equipment pricing and bring to the next board meeting. Rob Welch will meet with Todd at the Vets Media Center for possible help. It was agreed to wait until we have pricing information and also the outcome of the auxiliary group meeting to determine potential costs involved.

**Historian:** Rob Welch is the interim webmaster since Tom Houser left. Tom provided passwords and discs to Rob but Rob still needs the software to run the program. The software used for the website is no longer supported by Microsoft. Ron Perkins mentioned that FrontPage software by Microsoft was the current software used and would see if he can get a copy for Rob to try. Rob will also check pricing on current website software. Gary Fredricks will check with National MOAA for web software. Ron Perkins wants Jim Cullison to funnel information to Rob for updating the website. Jim already has information ready to add to our chapter website once Rob is able to update the website. Terry Tassin reminded board members that the website must be up to date when National MOAA conducts their annual review. Bill Roscher suggested Rob Welch check with Tom Houser on the website annual subscription fee.

**Legislative:** Gary Fredricks provided an overview of key issues in October's *The Sentinel*. Gary said elections are the key issue now and encouraged everyone to get out and vote. He warned that special attention should be paid to the propositions as they are often confusing. Gary mentioned there was an excellent article in the *Military Officer* magazine on dealing with the deficit. The state legislature will not be in session until January so the November elections are the big issues right now. Gary reminded us to stand by for more MOAA requests to send letters to Washington as they have a significant impact. The Defense Authorization Bill is still hanging.

**Chapter Roster Update:** Beth Cullison reported our chapter membership has now increased to 224 members with the recent addition of three new members recruited by Dan Conway.

**Membership Recruiting:** Ron Perkins received a couple new recruiting programs from National MOAA which provides incentives to our chapter for adding new members. A recent list of six names responding to the National MOAA cover wrap program resulted in three new chapter members. The new "Lost Patrol Guidance" program targets chapter members whose National MOAA membership has lapsed. Another new National program provides entries into a sweepstakes drawing for each member recruited. Gary Fredricks talked about several National MOAA marketing programs including one that

will provide four years of free membership, although restrictions apply. Specific information on all these programs is forthcoming. John Ady said we have exceeded our membership objective for this year, commended the efforts of the membership committee, and asked that we all continue to work at recruiting and retaining members. Ron Perkins commended John Ady and the membership committee for their success and continued efforts. Dan Conway passed around three different versions of a chapter recruiting letter he developed; elapsed member, National member, & auxiliary member. He has received positive responses as evidenced by several new members. Dan also showed how he revised the printed membership brochure application form by putting a sticker stating "The Chapter monthly newsletter, *The Sentinel*, will be sent to your e-mail address in color" over the section giving the applicant the opportunity to select receiving *The Sentinel* by USPS. This saves the chapter money in printing and postage expense which helps keep our dues low.

**Newsletter:** Jim Cullison has responded to several questions from the Coronado Chapter as they work to improve their chapter newsletter.

**Personal Affairs:** Dan Conway personally contacts all new widows/ers and provides them the *Turning the Corner: Surviving the Loss of a Loved One* brochure. He has been able to help various widows with specific issues such as obtaining a new ID card. Dan will focus on funerals in the next issue of *The Sentinel* and will bring a brochure that addresses military burials to the luncheon meeting.

**Arrangements:** Marie Fredricks has everything arranged for the October picnic meeting. The meeting will be held at McCormick Ranch RR Park Stillman ramada. Marie said the food would be delivered at noon and we should plan the program to eat once the food is delivered so people can eat while it's hot.

#### **Old Business:**

**Chapter By-Laws Review:** Ron Perkins brought the proposed chapter by-law and operating instruction changes, explaining by-laws must be approved by the general membership and operating procedures may be revised by the board. After review and discussion, Gary Fredricks made a motion seconded by John Ady to pass the revised by-laws for final approval by the membership. The motion passed unanimously. Several changes to the operating instructions were also proposed. Jim Cullison had a number of suggestions to streamline the advertising procedures and agreed to e-mail to the board for review. Gary made a motion to approve the amended operating procedures with the exception of advertising, the motion was seconded by Dan Conway and the motion was unanimously carried.

**Meritorious Service Award Nominations Approval:** Gary Fredricks chaired the committee to review MSA nominations. Our chapter procedures allow for 5% of the membership plus one selected by the president to be awarded. That translates into a total of 12 members. The committee selected 12 members plus Ron Perkins. Every person in attendance selected for an award tried to decline but Ron Perkins felt strongly that the recognition was small acknowledgement for all the work involved in keeping the chapter healthy and running effectively. Gary Fredricks made a motion seconded by John Ady to increase the number of MSAs from 12 to 13 in order to recognize Ron Perkins for his dedication to the chapter as well. The motion passed unanimously. This year's recipients will be John Ady, Dan Conway, Jim Cullison, Beth Cullison, Pat Dale, Patricia Dale, Marie Fredricks, Gary Fredricks, Bill Roscher, Terry Tassin, Rob Welch, Ron Worthington, & Ron Perkins.

#### **New Business:**

**Veteran's Day Committee Booth:** Ron Perkins said the Veterans Affair runs a booth at the state fair. It costs about \$1300 and other groups sometimes donate. Last year Sue Woody had to pay part of the expense out of her own pocket. Kathy Upchurch explained that if we help staff the booth we can hand out flyers for our organization although only officers should be given an application. Dan Conway suggested the staffing schedule should be made available to members, and Ron Perkins agreed to e-mail the schedule to the chapter membership. Kathy Upchurch made a motion seconded by Beth Cullison to donate \$100 from our chapter to support the cost of the booth. The motion passed unanimously.

**Homeless Veterans and StandDown:** Ron Perkins said there will be opportunities to usher at the Coliseum and \$10.60 per hour worked is applied to the use of the Coliseum for the StandDown event in February 2011. Each daily event is limited to the first 20 volunteers but is a good way to defray some of the costs for the StandDown. Ron Perkins will provide information on signing up to volunteer. Ron Perkins pointed out our chapter donated \$500 for last year's StandDown event. Dan Conway made a motion to donate \$500 towards the 2011 StandDown event which was seconded by John Ady. The motion passed unanimously.

**Substitute for President at the November 7<sup>th</sup> Board Meeting:** Gregg Maxon will stand in for Ron Perkins at the November board meeting.

**2008 Communications Award:** Ron Perkins recently found a plaque from MOAA National that had not been presented to Terry Tassin. Terry was presented the 2008 first place Communications award for the electronic "Just in Time" newsletter. It is a prestigious award and well deserved.

**Luncheon meeting greeters:** Kathy Upchurch will get greeters for upcoming meetings.

#### **Good of the Order, Roundtable:**

**Council e-mail List:** Dan Conway noticed Ron Perkins was not on a recent e-mail from Steven Abel, AZCOC secretary, and provided the information to Ron, suggesting he contact them to ensure he is included in future e-mails as appropriate.

**Treasurer Substitute:** Bill Roscher will not be available for the board or luncheon meeting in January so someone needs to collect the reservations, provide a luncheon count to Marie Fredricks, and manage the raffle. Marie volunteered to fill in for Bill.

**Enduring Freedom Memorial:** Kathy Upchurch said there are 400+ families expected to attend the Enduring Freedom Memorial Dedication scheduled for Saturday, October 9, at the Arizona State Capital Wesley Bolin Plaza. Gregg Maxon added Corey Harris, Civil Affairs Team Chief U.S. Army Reserve, will be there Saturday to read a letter from Harry Mitchell. Gregg will also be a featured speaker at the event.

**Vote:** John Ady said he learned the sooner you mail in your ballot the sooner your name will come off the campaign calling lists.

**Upcoming Events:** Ron Perkins announced this year's Retiree Appreciation Days at Luke Air Force Base will be November 20. The second annual AZ Army National Guard Retiree Appreciation Day will be held at the National Guard Academy on October 16. The Superstition Chapter hosted a Thanksgiving dinner with several other groups last year. This year's dinner is planned for November 21. As part of the event, they want to honor a member from each of USAF, Army, National Guard and Reserve just returned from active duty. Ron will send an e-mail to the chapter membership for anyone interested in attending.

**Next BOD Meeting:** 4 November 2010

There being no further business, the meeting was adjourned at 1225 hours.

Respectfully submitted,  
Beth Cullison, Secretary