

MILITARY OFFICERS ASSOCIATION OF AMERICA

SOUTHWEST VIRGINIA CHAPTER

MINUTES OF A MEETING OF THE BOARD OF DIRECTORS

19 September 2019

Call to Order

A meeting of the Board of Directors of The Southwest Virginia Chapter, Military Officers Association was held on 19 September 2019 at 1000 hours Eastern Standard Time at the Hidden Valley Country Club, Salem Virginia.

Directors and Chapter Officers Present

2nd Vice President Lee Ensley, Secretary Steve Jamison, Treasurer Scott Van Cleef, Chaplain Roger Talmadge, Awards Chair Robert Habermann, Sergeant At Arms Michael Kasnick, Smith Mountain Lake Satellite Representative Rick Cocrane; Director Larry Johnson, Director and interim VCOG Representative John Miller, Director Emeritus Tom Dalzell.

Directors and Chapter Officers Absent

President David Gilleran, 1st Vice President and Membership Chair Donna Fore, Personal Affairs Officer and Legislative Affairs Representative Jim Flynn, Past President Dan Karnes, Surviving Spouse Liaison Mary Lou Summers, Director Michael Leigh

Call to Order

2nd Vice President Lee Ensley called the meeting to order at 1000 hours. A quorum of directors was present, and the meeting was convened.

Opening Prayer

Director Larry Johnson led the Board of Directors in prayer.

Pledge of Allegiance

Sergeant At Arms Michael Kasnick led The Pledge of Allegiance to the Flag recited by all present.

Approval of Board of Directors Meeting Minutes:

- Minutes of the Board of Directors meeting of 16 May 2019 were approved as submitted.

President's Report

- No report.

Secretary's Report:

- Secretary Steve Jamison reported that there were 34 members and guests signed up for the lunch.
- Discussion was held concerning the drafting of a solicitation letter to the membership/Board members requesting a onetime donation to the Chapter to support the Chapter Leadership Fund, an additional VCOC Mobile Vehicle for the Virginia Veteran Cemeteries and a Memorial Bench at the Veterans Cemetery at Dublin in honor of LTC Pat Green. Secretary Jamison is working with the Chapter Surviving Spouse Representative Mary Lou Summers and the Virginia Veterans Cemetery at Dublin on the cost and location for the memorial bench. A proposed solicitation letter will be prepared.

Treasurer's Report:

- Checking account balance - \$6,979.39.
- The Profit and Loss statement, Budget vs. Actual 1 January through 18 September 2019 was presented.
- Leadership and savings fund balance - \$7,430.58, of which \$3,050 is in savings, \$3,750 from the VFW gift and \$630.58 in the Leadership Awards fund.
- Treasurer reported the chapter is currently in the red by \$42 and there is a \$0.66 discrepancy that he is working to resolve.

Chaplains Report

- As CEO of the MFSC the chaplain discussed various issues on support provided to veterans in and outside of the Roanoke, New River Valley including the operation and status of the MFSC food pantry held on the third Thursday of each month.

1st Vice President's Report:

- No report.

2nd Vice President's Report:

- CDR Lee Ensley is working on a plan to address the Chapter Recruiting Program 2019. 2019 Chapter Recruiting Program (CRP) materials are posted on the MOAA web site. The program is based on two key pillars: 1) Recruiting new chapter members and 2) Retaining existing ones. As in years past, chapters must submit two consecutive annual rosters to be eligible for the retention incentive.

Membership Chair Report:

- No Report

Program Directors Report

- 19 September 2019 – Mr. Seungsoo Jun, "RJ", Senior Pastor, Raleigh Court United Methodist Church. Native of South Korea and former Sergeant in the South Korean Army. - Lunch meeting with Board meeting
- 17 October 2019 – Mrs. Heath Hardage Lee will speak on her book “**The League of Wives**”, the story of how a cabal of indomitable POW and MIA wives

- relentlessly campaigned to free their captive husbands during the Vietnam War. - Dinner meeting
- 21 November 2019 – Mr. Jerry Barnes US Army and Army Corps of Engineers as well as author of “Combat Survivor Stories.” Lunch with Board of Directors meeting.
 - 19 December 2019 – Will ask MOAA for a MOAA Representative for installation of officers and Board of Directors for 2020. Lunch with Board of Directors meeting.

Surviving Spouse Representative Report:

- Mary Lou Summers is working with Secretary Jamison and the Virginia Veterans Cemetery at Dublin on the cost and location of a Memorial Bench at the Virginia Veterans Cemetery in honor of LTC Pat Green.
- She has contacted her lady’s regarding the meeting dates and times.

Legislative Liaison Report:

- No formal report. A discussion was then held on exactly who was the chapter VCOC Representative and the chapter Legislative Representative. It was resolved that LTC Jim Flynn would be the chapter VCOC Representative and LTC Bob Habermann would be the interim Chapter Legislative Representative. This information will be submitted to VCOC as requested. There will be a request for a volunteer to be the Legislative Representative.

VCOC Representative Report:

- John Miller, acting VCOC Representative, and Lee Ensley attended the VCOC meeting in Richmond on 17 July and reported the following:
 - VCOC will impose dues on chapters for 2020; amount will be determined at its October meeting in consonance with completion of the 2020 budget. Dues expected to remain same as previous years
 - Letter will be sent to Chapter Presidents soliciting funds (from chapter or individuals) to cover cost of MOAA Mobile for Virginia cemetery; \$1700 needed to cover cost of next Mobile.
 - VCOC approved \$1000 donation to Virginia War Memorial.
 - VCOC voted to renew the call to Chapters to appoint a **VCOC rep** and a **separate Legislative Rep** effective immediately.
 - VCOC is looking for a volunteer to chair its new committee--Surviving Spouse Representatives from the chapters.
 - Following slate of officers was submitted and approved for term beginning 1 January 2020:
 - President, COL Boyd Nix
 - 1VP/ Communications and Public Affairs, CDR Linc Smith
 - 2VP/Chapter Affairs and Recruiting, LtCdr Dolly Cherrington
 - 3VP/Legislative Affairs, COL Frank Wickersham
 - Treasurer, LTC Jim Stephan
 - Secretary, VACANT; volunteer sought
 - Chapters were reminded to register for the 6-7 September MOAA Regional Workshop, Hershey Lodge, PA. Chapter President, Membership Chair, Legislative Chair and Surviving Spouse Liaison should attend. Lodging and Meals to be provided by National. President David Gilleran

and 2nd Vice President Lee Ensley attended the workshop and reported on the various workshops attended and issues discussed.

Public Affairs Report

- Communiqué Newsletter - Two issues produced: 2nd quarter (APR-MAY-JUN) and 3rd quarter (JUL-AUG-SEP). 117 copies each mailed out 2nd quarter, 113 copies mailed out 3rd quarter. Looking for a volunteer to take over publishing the chapter newsletter.
- Chapter Website & Face book – Looking for a volunteer to manage and update the chapter Website and Face book.
- Public Affairs/Media – Looking for a volunteer to take on this task.
- VCOG website: <http://www.virginiamoaa.com> Looking for a volunteer to take on this task.
- Sponsorships – Searching for sponsors – Mission BBQ, ACE Hardware, and Blue Ridge Beverage.
- Upcoming PR opportunities – Renovation Alliance project 5 October. Roanoke Veterans Day parade Saturday 9 November 2019.

Sergeant At Arms Report

- No report.

Past President's Report:

- No report.

Director Reports

- Smith Mountain Lake Satellite representative Rick Cocrane reported:
 - On Tuesday, September 10, SML hosted the cadets from the Franklin County High School JROTC. VADM Van Mauney (former Deputy Commander, US Strategic Command) made a presentation.
 - The Friday night dinner meeting is scheduled for October 1. The speaker will be CDR Youssef Aboul-Enein. He will speak on "Mid East 101"
 - The 12 November lunch meeting will feature Ms. Linda Breckenridge speaking on "Water Safety."
 - Jim Caskie is the new Program Director, responsible for coordinating the monthly speakers.

Committee Chairperson's Report

- Awards Chair:
 - There are now 15/16 JROTC units and 4 ROTC units that the chapter supports with the MOAA Medal Awards. The award nomination and presentation process begins in January 2020.
 - The two Chapter Leadership Award application forms will be sent to Virginia Tech and Radford University in January 2020.
 - Discussion was held concerning adding a \$50 merit award to each MOAA JROTC Medal Award recipient. Funding for this initiative will come from a support request made by Steve Jamison to Blue Ridge Beverage to honor the father of Jim and Bob Archer.
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Old Business

- Report was made on the Memorial Day ceremony held at 0930 hours on Monday 27 May at Lee Plaza downtown Roanoke and Martinsville, Rocky Mount Memorial Day events. Sparsely attended but well done by LTC Dan Karnes. Reported in latest newsletter.
- Report was made on the AUSA, Stonewall Jackson Chapter Flag Day and Army 244th Birthday celebration held on 14 June 2019 at the Stonewall Brigade Museum, in Verona, VA. Successful and well attended.
- Report on the O Winston Link Museum exhibit, “**Proud To Serve**” honoring Military Members, held from 17 May to 8 September.
- Report on the 6-7 September MOAA Regional Workshop in Hershey, PA. David Gilleran and Lee Ensley attended.
- Receipt of the 2018 Col Marvin J. Harris Communications Award, 5 Star, Southwest Virginia Chapter for Print Newsletter “*The Communique*”. Well done Gary Powers.
- Receipt of the 2018 Col Marvin J. Harris Communications Award, 5 Star, Southwest Virginia Chapter for Website. Well done Gary Powers.
- Report on the Board of Directors planning meeting held on Thursday 18 July at the Shenandoah Club. See new business.
- Report on Brain Injury Services of Southwest Virginia Appreciation Event Celebrating Veterans, Brain Injury Survivors and their Families, Salem Memorial Baseball Stadium Sunday 25 August 2019. Well attended.
- Report on proposed SWVC fund raiser to raise \$5,000 from the membership to support the MFSC. Discussed in Secretary’s report above.

New Business:

- Chapter Strategic Planning Meeting:
 - Overview – “Strategic Planning Meeting SWVC – Preliminary Document of Record.” Sent to all Board Members.
 - Vision – The following Vision Statement was proposed for adoption:

“To Be An Influential Military Organization in Southwest Virginia”.

NOTE: The Vision Statement was approved by vote of the Board Members present.
 - Mission Statement - The following Mission Statement was proposed for adoption:

“As the community face of the Military Officers Association of America, the Southwest Virginia Chapter’s mission is to advocate for a strong national defense, be an influential provider and supporter of programs, benefits and services for our military community, and a source of social fellowship for our members.”

NOTE: The Mission Statement was approved by vote of the Board Members present.
 - Establishment of measurable goals/objectives – See Strategic Initiatives in the attached “Strategic Planning Meeting SWVC – Preliminary Document of Record.”

NOTE: Not addressed at this meeting. Future action required.

- Advocacy – Strong Speaker Program; Improved contact with legislative representatives; Disseminate legislative issues.

NOTE: Not addressed at this meeting. Future action required

- Membership – Develop a process to increase and keep membership.

NOTE: Not addressed at this meeting. Future action required

- Engagement - Greater partnership with other organizations/Roanoke Valley Veterans Council; Greater community awareness of MOAA service.

NOTE: Not addressed at this meeting. Future action required

- Finances - Developing fundraiser process/targets – plan, sponsorships; Develop plan for the VFW funds held in Leadership account. Revise/discontinue 50/50 drawing.

NOTE: Not addressed at this meeting. Future action required. It was however decided, voted upon and approved to not suggest that recipients of the 50/50 drawing donate their winnings to the Leadership Fund.

- Organizational Capacity/Internal Engagement - Increase engagement of current and new members; Review leadership structure; **Establish a Newsletter Publisher; Establish a Marketing/Advertising person, Establish a Webmaster/Social Media person;** Develop a succession plan to backup core leadership positions.

NOTE: Not fully addressed at this meeting. Future action required.

- Revise Chapter By-Laws to reflect results of strategic planning decisions. TBD.
- Renovation Alliance Roanoke, Virginia **Veterans Renovation Day** to be held on **Saturday 5 October 2019**. The Southwest Virginia Chapter will again partner with the West Point Society and the Stonewall Jackson Chapter of the AUSA to make repairs on veteran's home at 1120 Syracuse Ave in Roanoke, VA.
- The **MOAA Annual Meeting** is scheduled for **Tuesday 5 November 2019** at Holiday Inn & Suites, Old Town Alexandria 625 First St. Alexandria, VA, 22314. Registration and information on the MOAA website.
- The Southwest Virginia Veterans Cemetery /Social Media Volunteers Holiday Wreath Program will take place with a wreath laying ceremony on Saturday 14 December 2019 at 1300 hours. Donations are being solicited to pay for the wreaths to be placed on veterans grave sites at the Southwest Virginia Veterans Cemetery in Dublin, Virginia.
- Virginia's Veteran Parade on 9 November 2019 in downtown Roanoke. 9:30 AM – Thank A Veteran In Person in the Market Building ahead of the main event. 11:00 AM – Parade begins. The SWVC has participated in past years. Must register NLT 31 October 2019.
- A nomination committee needs to be formed to solicit and recommend Chapter Officers and Board of Director members for 2020 -2021.

- Recommendations are requested for future membership meeting speakers and programs for 2020.

Adjournment

There being no further business to come before the Board of Directors, the meeting was adjourned at 1146 hours. The next Board of Directors meeting will be at 1000 hours on Thursday, 21 November 2019, at Hidden Valley Country Club.

Respectfully submitted,

Stephen L. Jamison