

**UNC NROTC ALUMNI ASSOCIATION**  
**NAVAL ARMORY**  
**221 SOUTH COLUMBIA STREET**  
**CHAPEL HILL, NC 27514**  
**[www.uncnrotcaa.org](http://www.uncnrotcaa.org)**

Subj: BOARD OF DIRECTORS MEETING MINUTES of 23 June 2018

1. In accordance with Article III, Section 5 of the Association Bylaws and pursuant to a resolution of the Board of Directors in a regular meeting on 3 March 2018, the Board of Directors met in St. Michaels, MD on 23 June 2018, assembling at 9:00am.
2. The meeting was called to order at 9:00am and the following directors were present  
In person:
  - Eric S. Schneider, President
  - Willard B. Stubbs, Secretary
  - Steven P. Fish
  - Robert J. Gionfriddo
  - Steven Levesque
  - S. Jay PlagerBy telephone:
  - James C. Collins, Treasurer
  - Terry C. Cline
  - Patrick P. Connelly
  - William H. Latham
  - Robert P. Riordan
  - Brian T. Smith13 of 14 duly elected directors being present or participating by telephone, pursuant to Article III, Section 8 of the Bylaws, a quorum was established for the transaction of business.
3. The President made brief remarks.

## **President's Remarks:**

**Eric Schneider**

- Thanks to host
- Acknowledge effort by the board, both to attend, and to prepare leading up.
- Acknowledge challenges:
  - Membership
  - Donations
- Discuss innovations:
  - Banner
  - LinkedIn
  - Sponsorships
  - Past Presidents Council

Eric expressed a willingness to take the lead on the banner project. Eric likewise moved to refer the Past President's Council idea to the Governance & Bylaws committee for study with instructions to report back at the Fall Board of Directors Meeting with recommendations. Motion was seconded by Rob Gionfriddo. Motion approved 12-0.

4. Secretary's report. Will Stubbs presented the following:

## Membership Trends: 2014-2018

	2018 Goal	YTD 2018 (at mid year point)	% of goal	2017	2016	2015	2014
Life Memberships	19	9	47%	25	7	1	6
Life Installment	1	0	0%	1	1	0	0
New Multi Year Members	35	12	34%	16	0	0	0
Current Multi Year Members	15	15	n/a	0	0	0	0
Annual Members	50	15	30%	37	23	28	44
Total New /Renewing Members	120	51	42.5%	79	31	29	50

- Membership lagging behind plan 51/120 at mid year: membership growth spurts tend to be:
  - First quarter – calls to renew
  - Fourth quarter – activity surrounding Annual Meeting, reunion, etc.
  - After each News Bulletin (small but steady)
- From 2001-2010: annual memberships averaged ~150 per year; life ~10 per year

## Take aways: update since March 2018

- **Membership growth behind goal: 51 of 120 at mid year**
  - need a plan to grow membership to meet goals
- New database update from GAA in late March
  - still missing 601 email addresses and 110 we have are bogus.
- Net active email contact improvement: +36
- Net new members: + 9 (25% of contact conversions?)
- Summer objectives:
  - try to find missing email addresses
    - As many as possible; correlate from multiple sources (FB, Linked In, etc.)
  - Migrate Constant Contact database to Salesforce.com and test functionality



Eric Schneider reminded all Board members to reach out to their classmates and friends and invite them to join the organization.

Brian Smith offered some thoughts on membership having discussed the matter with board member Ann Phillips. Brian expressed his intent to create a LinkedIn group for the Association and use that platform for bringing new members. He also stated that Ann Philips would reach out to the flag and general officer alumni to attract participation.

Will Stubbs offered to analyze the Facebook members to determine if any Facebook followers are potential members. Likewise he invited the Board members to follow the Association on Twitter.

5. At 9:40am Directors David L. Jackson and Marc Stern (*ex officio*) joined the conference call.
6. The President invited Captain Marc Stern, USN, Commanding Officer of NROTC Unit North Carolina Piedmont Region, Professor of Naval Science and *ex officio* member of the Board to deliver remarks. Provided an update on armory situation. Capt. Stern met with the Dean yesterday. The Dean fully expects that the Armory will be re-purposed; however the planning is on hold pending funding. Captain Stern also spoke with the Arts & Sciences Facility Director and emphasized that any new facility must be joint service and must have adequate training classrooms and space, staff offices, and it needs to be in a location accessible to undergraduates in a main campus location. The requirement suggests that a new building is the optimum solution. There is a plan to renovate some dorm buildings over near the Admissions office on Country Club road which could be a potential future site. LT Roaf has departed and LT McKenna is departing this summer. Capt. Stern is hopeful for a renewal of "experiential learning" funding from the University, which could possibly be used for updates to library tables and bookcases. The Secretary asked Capt. Stern for assistance in having the unit archives searched in order to find the names of the Connor Award recipients from the beginning of the Award circa 1991-1992 to 1996, 1998-2001 and 2009.
7. Treasurer' report: James Collins presented the following:

### Balance Sheet

	June 2018	2017	2016	2015	2014	2013
Assets / Member's Equity	\$137,234.55	\$117,871.57	\$72,230.26	\$67,558.78	\$75,016.89	\$76,302.10
Year over year change	\$19,362.98	\$45,621.97	\$4,671.48	(\$ 7,458.11)	(\$ 1,285.21)	\$ 4,015.79
% change	+16.4%	+63.1%	+6.9%	-9.9%	-1.7%	+5.5%

## Income/ Expenses (cash basis)

	2018	2017	2016	2015	2014	2013
Income (Dues & Gifts)	\$7958.48	\$45,643.50	\$13,553.22	\$1,715.87	\$ 3,760.74	\$ 2,788.58
Investment Income & Cap Gains	\$68	\$5,797.00	\$1,494.14	\$3,529.11	\$ 6,606.21	\$ 1,912.87
Total Income	\$8026.48	\$51,440.50	\$15,047.36	\$5,244.98	\$10,366.95	\$ 4,701.45
Expenses	\$1,928.33	\$11,100.68	\$7,419.93	\$8,291.69	\$11,878.27	\$10,352.95
Net Gain/Loss	\$6,098.15	\$40,339.82	\$7,627.43	(\$ 3,046.71)	(\$ 1,511.32)	(\$ 6,138.10)

## Treasurer Turnover

- James Collins is now the Treasurer!
  - Will Stubbs is serving as Assistant Treasurer to explain past occurrences and practices
  - Organizational letter generated to financial institutions documenting change.
- Quicken
  - Done: Software purchased and installed; Test file transferred for indoc / training.
  - Done: complete bookkeeping and reports generation training; turnover final Quicken file
- Wells Fargo
  - Done: Collins (and Schneider) added as account agents; Collins issued Debit Card
  - Done: Transfer account custodian to Collins; Stubbs relinquish Debit Card ?; turnover /change account passwords.
- USAA
  - Done: add Collins to account as custodian; change online alignment to Collins account;
- PayPal
  - Done: add Collins to account as custodian; change passwords

Will Stubbs reported that the debit card is still in his possession, current and valid. James Collins offered that there should always be purchasing redundancy. Will Stubbs recommended that Eric Schneider be issued a Well Fargo debit card, and once in hand, Will Stubbs will deactivate and destroy his.



8. Committee Reports: Governance & Bylaws. Jay Plager presented the following:
- Agenda at next business meeting of the committee:
    - Concept development for a Past president Advisory Council
    - Revision Art 3, Section 2, number and qualification of Board Members.
    - General By-Laws clean-up to include officer election provision.
9. Committee report: Budget & Financial Oversight. Steven Levesque presented the following:

## Budget & Financial Oversight Committee:

Steven Levesque

- The B&FO Committee has met twice since the March 3, 2018 full board meeting.
- The Treasurer turnover is complete; James Collins is now the Treasurer, Will Stubbs is now a voting member of the committee.
- We are selling the gift of appreciated stock and will apportion the proceeds as per our standard allocation.
- While current investment returns are not meeting the annual projections, the committee has been monitoring the apportionment of current fund allocations relative to year to date performance and has decided not to change the balance of any of the funds at this time.
  - We are invested in both debt and equity in order to meet our 5% annual return target and therefore subject to market fluctuations in both asset classes
- Terry Cline, CPA, who recently joined the board and committee, is leading our review of accounting procedures.

Terry Cline donated 3 copies of accounting *The Best of Boards*, a book on best practices for non-profit corporations, and they were presented to the President (for use by himself and the Treasurer) one to the Budget & Financial Oversight Committee Chair and one to the Governance & Bylaws Committee Chair. Eric Schneider was reminded to look for James Collins' video cable.

10. Committee report: Scholarship. Brian Smith presented the following:

## Scholarship Committee:

Brian Smith

- Fall Scholarship Drive (Sep-Oct)
  - To date, X Directors pledged \$Y
  - My Director match pledge is \$Z
  - Total drive match pledge entering drive would be \$Y+Z
  - Please provide amounts by 31 August
  - PLEDGES, NOT DONATIONS!
  - Member donations trigger Board donations
- Long-term viability considerations
  - How many / how much / how long until we tap reserve?

All directors have responded to the request to pledge for the Scholarship fund. Brian is still awaiting specific amounts from two Board members. \$8,250 (Y) has been pledged which totals \$16,500 (Y+Z) with Brian's match of Board member gifts. Brian wants pledges, not donations, so he can go to the membership and use the potential for a dollar for match of the first \$16,500 as an incentive for individual members to give. For the Fall Board meeting the Committee intends to bring forward a proposal for the process of naming future scholarships. Membership Communications Committee asked for content from the Scholarship Committee on the subject of the Ledford Scholarship.

11. The Board recessed for 15 minutes. Upon reconvening the following directors were recorded as present in person or by phone:

In person:

- Eric S. Schneider, President
- Willard B. Stubbs, Secretary
- Steven P. Fish
- Robert J. Gionfriddo
- Steven Levesque
- S. Jay Plager

By telephone:

- James C. Collins, Treasurer
- Terry C. Cline
- Patrick P. Connelly
- David L. Jackson
- William H. Latham
- Robert P. Riordan
- Brian T. Smith
- Marc Stern, *ex officio*

Thirteen of fourteen elected directors present or participating by phone; a quorum was established.



12. Committee report: Awards. Steve Fish presented the following:

## Awards Committee:

Steve Fish

- **Distinguished Service Award** – Vicki Stephens, Class of 1982
  - For Service to the Alumni Association from 1995 – 2001
  - Created and maintained the initial membership database
  - Incorporated this new database into the (then) new website, including the ability to search for classmates
  - This initial work was all done manually in an Excel spreadsheet with manual updates to each entry on the website

The Distinguished Service Award recommendation was agreed to with a vote of 13-0.

Note: after the Board meeting adjourned, Vicki Stephens was notified of her selection and politely declined it because she had been awarded the same Distinguished Service Award for the year 2003 but it was never recorded on the website. The member communications committee will remedy that omission.

## Distinguished Alumni Award

Presented by the Awards Committee

The Awards Committee recommends awarding TWO DAA awards this year. We have precedence in doing this from 2013.

We have one nominee that has a very distinguished career in civilian life following service as a Marine Corps pilot.

Our other nominee has a very distinguished career in the military, including heroic actions as a junior officer aboard USS Cole in Yemen in 2000.

- **Distinguished Alumni Award** – William McCoy, Class of 1955
  - USMC Pilot
  - VP of Finance for entire University of North Carolina system
  - Acting and Interim Chancellor of UNC Chapel Hill (1999-2000)
  - Chief Financial Officer and Vice-Chairman of BellSouth Corporation
  - President of BellSouth Enterprises
  - Board of Directors for ProgressEnergy, Liberty Corporation, First American Corporation and Research Triangle Park Foundation
  - Trustee of Fidelity Investments in Boston and North Carolina Management Trust
  - Chairman UNC National Development Council
  - UNC Kenan-Flagler Business School Board of Visitors
  - Director of UNC Health Care System

## **Distinguished Alumni Award**

Presented by the Awards Committee

- **Distinguished Alumni Award** – Captain Mikal Phillips, Class of 1992
  - Surface Warfare Qualified
  - Division Officer on USS Cole (DDG 67) during the terrorist attack against the ship in Yemen in 2000
    - Following the attack, organized rescue and damage control teams and led them to areas needing assistance
    - Swift decision making in on-going rescue efforts saved lives
    - Led damage control team into a flooding engine room to stop the flooding and dewater
  - Commanding Officer USS Mason (DDG 87) 2014-2015
    - Stockdale Award nominee and finalist
  - Current Joint J7 Desk Officer

A discussion took place on the subject of the criteria for selecting the Distinguished Alumni Award recipient, the process for nomination and the appropriateness of selecting two recipients for 2018. Further discussion took place on need to adjust the budget for an additional award and the payment of annual dues for the Distinguished Alumni Award recipients; Brian Smith offered to pay for the additional award and the two annual memberships to cover the unbudgeted expense and establish membership eligibility for the awards. Jay Plager suggested perhaps in the future the committee consider establishing two categories of this award: one to recognize military service and achievement and one to recognize civilian, business, community or other civic achievement. The Distinguished Alumni Awards candidates proposed by the committee were agreed to with a vote of 12-1.

13. Committee report: Events. Pat Connelly discussed the following:

### **Events Committee:**

Pat Connelly

- Block of hotel rooms
- MIDN Rivers (son of Rob Rivers '73?) is Fall planning POC
- Collaboration with GAA on Annual Meeting / Reunion – UNC Homecoming is progressing
- Banner



Pat Connelly offered that there will be an uptick in activity in August when the General Alumni Association (GAA) sets up Homecoming Registration. Football tickets will be offered as a block within a block by the GAA. The Fall Alumni Panel is planned for the Thursday prior to Homecoming. Brian Smith offered to see if U. S. Naval Institute press, the U. S. Navy Memorial and another organization to see if organizational sponsorships would be in order for the BBQ or President's reception. Eric Schneider reminded that we need to consider parking for the Fall Board meeting.

14. Committee report: Dawson Memorial Library. Rob Gionfriddo presented the following:

## **Dawson Library Committee:**

**Rob Gionfriddo**

### **Committee Membership**

- Rob Gionfriddo, James Collins, Pat Connelly, Eric Schneider, Brian Smith

### **Dawson Family**

- Dr. Donald Dawson, Paul Dawson (primary POC), Andrea Dawson)

### **Current Activities**

- **Acquire additional barrister bookcases**
  - Funding cap pre-approved
  - Considering appropriate sources
- **Refurbish conference table**
  - Gathering estimates from local options
- **Sponsorship of Leadership Forums/Panels**
  - Working with Leadership Forum Chair to better understand/estimate the required support needed
  - Consider possible solicitation of members for donation of travel points to cover lodging expenses

### **New Items**

- **Identify/source appropriate stand to display USMC Eagle, Globe & Anchor statue (recently donated by Brian Smith)**
- **Identify requirements and feasibility for future support of Leadership Forums**
  - Consider more "active" fundraising strategies in conjunction with other fundraising priorities

Steven Levesque recommended that the story of Dave Dawson (and Perhaps Pat Connor) be included in the orientation process for NROTC Midshipmen.

15. Committee report: Membership Communications. Will Stubbs presented the following:

## Member Communications Committee:

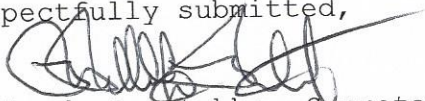
Will Stubbs

- **Communications Campaign and Engagement Plan**
  - adopted by board in March 2016, periodic outbound communication and website enhancements. Not implemented
  - Committee has not met this year. Meeting desired in July, TBD to analyze / refine plan.
- **Constant Contact Campaigns and Stats**
  - 3 News Bulletins dispatched: March, April and May 2018
  - Strategic pause to allow for database updates
  - Resume in July / August to support Fall Events and Scholarship Campaign
- **Website enhancement and updates**
  - Constrained by lagging membership income
- **SalesForce.com migration (from Constant Contact)**
  - Migrate over the Summer
  - Avoid loss of communications / continuity
- **Social Media in use: Facebook, Twitter**
  - Next up: Linked-In
  - Other possibilities: Instagram, Snapchat?
- **Synchronization among: Events, Scholarship, Awards, Dawson Library**
  - Content ownership
  - Send us your ideas for improvement

Will Stubbs asked each committee chair to send their input by the end of July for improving the web content within their portfolio tabs. Likewise he asked each director to follow the Association on Twitter and like us on Facebook.

16. Consider date, time and venue of the next Board Meeting. Eric Schneider moved that the Board meet again immediately prior to the Annual Meeting in Chapel Hill on 3 November 2018. A dial-in will be arranged to accommodate those unable to attend in person. The motion passed 13-0.
17. Old business / new business: Scholarship Award recipients. Brian Smith moved that the Board resolve to consider for approval the Committee proposed Scholarship recipients via e-mail poll not later than one week prior to the annual meeting (27 Oct 2018). Seconded by Steve Levesque. Approved 13-0.
18. Motion to Adjourn offered by Eric Schneider. Approved by vote of 13-0.

Respectfully submitted,



Willard. B. Stubbs, Secretary  
UNC NROTC Alumni Association