



Pelican Chapter

Executive Committee Meeting MINUTES

January 2011



An AFCEA Tampa – St Petersburg Chapter meeting of the Executive Committee was held on January 20, 2011 at Intercontinental Hotel, Tampa, FL.

The meeting was called by Col James Turner and called to order at 1:00 p.m.

There were present, representing a quorum of the board:

Col James Turner	Dale Hempel	Trish Moore	Britt Bochiardy
Mary Allison Yourchisin	Carl Bass	Mark McKim	
Robert Walton	Brandt Cosgrove	Barbara DiGioia	
JR Morell	John Bowen	Deborah Rose	
Jay Rose	Maureen Fuller	Chad Fisher	

OLD BUSINESS

Agenda Item: Approval of November 2010 minutes from Executive Committee meeting held on 11/18/10.

Vote: Unanimous, so approved.

Agenda Item: Action Items from Committee’s Minutes Report

What	Who	When
1st Vice-President Standing Committee’s:	Mark Christensen	Year 2011
1. Publicity	Chad Fisher	
<ul style="list-style-type: none"> • Check with AFCEA International Publicity for guidance <ul style="list-style-type: none"> ◦ Consistency regarding write-ups in the Signal • Develop a sub-committee • Track status of the number of submission for each meeting • 	Chad Fisher	
2. Small Business	Hunter Trice / Tricia Moore	
<ul style="list-style-type: none"> • Directory of the small business in the Pelican Chapter 	Hunter Trice / Tricia Moore	In-Progress Expected to be completed April 1, 2011
3. Membership	Dale Hempel / Cindy Brown	
<ul style="list-style-type: none"> • Chapter “Years of Membership” pins 	Dale Hempel-Cindy Brown	In-Progress
4. Scholarship & Education	Mark Kim	
<ul style="list-style-type: none"> • 2011 Scholarship Planning 		
5. AD Hoc Scholarship Program Assessment	Billy Hogan	
<ul style="list-style-type: none"> • Read out to Exec Committee in February meeting 	MA	2/17/2011
2nd Vice-President Standing Committee’s:	Mary Allison Yourchisin	Year 2011
6. Programs	John Bowen / Britt Bochiardy	
<ul style="list-style-type: none"> • Work with new management at Surf’s Edge for 2011 schedule of meetings • Based on Budget meeting discussion, request to add expenditure of \$3k for paper programs. Mary Allison will 	John Bowen Mary Allison Yourchisin	Closed



Pelican Chapter

Executive Committee Meeting MINUTES

January 2011



What	Who	When
provide the Executive Committee a less expensive option to provide paper programs. Program printing and signs are free to the chapter per Rick Mapin's efforts!		
7. Young AFCEANs	MA/Dugger/Barlow/Stepp	
8. Corporate	Brian Murphy	
<ul style="list-style-type: none"> Create a positive message on the topic of "reselling" corporate table seats. 	Brian Murphy	
9. Awards	Michael Deacy / Billy Hogan	
<ul style="list-style-type: none"> Request all committee chairs/chapter officers provide inputs to complete the results sections of the model chapter goal accomplishments for 2010. Areas needing input are in green font. (SEE ATTACHED CHAPTER GOALS DOCUMENT) Would like responses sent to Mike Deacy at michael.deacy@socom.mil NLT 31 October in order to assess if we have any areas requiring special attention to ensure the chapter reaches the established goals. Submit Chapter Goals on AFCEA International Website 	Mike Deacy and All Officers and Executive Committee Chairs Col Turner / Deborah Rose	IN-Progress
Special Committee's:		Year 2011
10. Website	Jay Rose / JR Morell	
<ul style="list-style-type: none"> Come up with a distribution list on the website for communication efforts, i.e. voting members w/Co-Chairs list. Up-date Executive Board members on Web Committee Chairs to look at their pages and update! Put Hope Children thank you note of website 	Mark Christensen to send list to Jay Rose / JR Morell Jay Rose / JR Morell ALL CHAIR's Jay Rose / JR Morell	
11. Golf Tournament	Carl Bass	
12. AD Hoc Scholarship Program Committee	Billy Hogan	
<ul style="list-style-type: none"> Read out to Executive Committee February 17th meeting. 	Billy / MA / Jay / Brandt / Deborah	
13. Steering Committee	CPT Gerry Slevin	
<ul style="list-style-type: none"> Need update on the Steering Committee initiative with military attendance 	MA	

Agenda Item: Motions from Committee Minutes Report

Motion Proposed	Approved / Rejected
First Motion <ul style="list-style-type: none"> Motion to send Brandt & MA or Deborah or Maureen to West Conference in San Diego with a budget of \$1,500 each. In the future the selection will be with two attendees that are available starting with the Executive Officers: President, 1st VP, 2nd VP , 	Approved



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Secretary, Treasurer and Chairs. If a Tampa/St. Petersburg Chapter Young AFCEAN is awarded the AFCEA International Award that will be presented at the West Conference, the Young AFCEAN recipient will be one of the attendee with the other attendee being one of the Executive Officers. Both attendees' are expected to attend the AFCEA International Business Meeting that precedes the West Conference.	
<p>Second Motion:</p> <ul style="list-style-type: none"> • Provide Rick Mapin and Tom Beck free life-time AFCEA membership. Rick Mapin's generous offer to print the programs and corporate signs at no cost to the AFCEA Tampa/St. Petersburg Chapter and Tom Beck's generous commitment with the duties of taking pictures at our AFCEA events warrants recognition from the AFCEA Tampa/St. Peterburg Chapter. 	Approved

NEW BUSINESS

Agenda Item: NEW Business - COMMITTEE REPORTS

A. Key Reports

- **Secretary (Deborah Rose)**
 - See notes of last meeting (November minutes)
 - Budget representation for AFCEA International Business Meetings, made motion for future selections and confirmed 2011 attendance by Brandt Cosgrove and Mary Allision (who voiced she could not attend in the meeting) and defaulted to Deborah Rose (who later could not re-arrange her schedule) that designated Maureen Fuller to attend.
- **Treasurer (Maureen Fuller / Carl Bass)**
 - Finalizing Year-end activities & preparing to turn over to Carl Bass.
 - Outstanding is AFCEA International check to Tampa Chapter for the August 2010 LandWarNet conference. **Need Col Turner to follow up with AFCEA International.**
 - Have 184K in the Bank to date.
 - In 2011 Carl will do a "state of address" each quarter with the chapter at the luncheon
- **Steering Committee (CPT Gerry Slevin)**
 - New Steering Committee focus for the Pelican Chapter.
 - Mission to re-engage military to support the Pelican Chapter.
- **Chairman At Large (Brandt Cosgrove)**
 - Discussed notion and effort to change the Chapters Charter and By-laws to include the Website Committee as a Standing Committee with voting rights.

B. Standing Committees

- 1. Publicity Committee (Chad Fisher)**
 - Update see Old Business Action Items
 - Consistency regarding write-ups in the Signal, what is the proper format?
- 2. Small Business Committee (Hunter Trice / Tricia Moore)**
 - Update see Old Business Action Items
 - Directory of Small Business in the Pelican Chapter
 - o Successfully worked through Sean McGowan (AFCEA International) to obtain access to the list we needed.
- 3. Membership Committee (Dale Hempel/Cindy Brown)**
 - Membership is around 720 members with 79% retention
 - Goal for chapter is retention of 70%.



Pelican Chapter

Executive Committee Meeting MINUTES

January 2011



- 4. Scholarship and Education Committee (Mark McKim)**
 - Applications are out, email blast, now reviewing the Science Grant applications and getting them approved for funding by the board.
 - Targeting mid-week March to review process for the Scholarships.
- 5. AD Hoc Scholarship Program Committee (Billy Hogan)**
 - Read out in February Executive Meeting
- 6. Programs Committee (John Bowen / Britt Bochiardy)**
 - January Luncheon
 - o 229 registered, 105 attended, 1 walk-ins;
 - Individuals 86 registered, 70 attended
 - Corporate 127 registered, 87 attended
 - Military and/or government civilians 8 registered, 8 attended
 - Volunteers 8 registered, 8 attended
 - o \$227.00 collected for Scholarship funds from raffle
 - February speaker is TBD
 - March speaker is TBD
- 7. Young AFCEANs (MA/Dugger/Barlow/Stepp)**
 - Scheduling two Professional Development meeting, location and dates TBD.
 - Determining Goals with Sub-committee
- 8. Corporate Membership Committee (Brian Murphy)**
 - **Corporate Table Sponsorship Renewals:**
 - o As of 1/19/11
 - o Full Table Sponsors: 18 Half Table Sponsors: 25
 - **Last Years (2010) Sponsors**
 - o Full Table Sponsors: 19 Half Table Sponsors: 29
 - Currently we have 4 half-table sponsorships, and 1 full-table sponsorship available for 2011. I expect to receive payment for, 1 additional new half-table sponsorship next week bringing us to 3 remaining half-table sponsors. I am going to work with Programs to make sure I have the correct table count for the regular luncheon location before I sell the remaining spots.
 - With the increase in the cost of the tables we will easily exceed last year's dollars raised from table sponsors.
 - I notified JR/Jay/Chris late (after the first luncheon announcement went out) to change the website/registration system to only allow full table sponsors to register 6 (instead of last year's 8) and half tables sponsors to register 3 (instead of last year's 4). For those corporate sponsors that registered right away they were able to register at last year's level but the change was made and most registered under the new rules. This was my oversight and I apologize. The change was made quickly online and Chris/Jay, etc did a great job.
 - **Collections:**
 - o I am still waiting on approximately 10 payments with only 3 of those sponsors that I haven't responded back from my calls in early January regarding payment. I will have all of this wrapped up before our February meeting.
 - **Corporate Title Sponsor Update:**
 - o After January, we have every month open in 2011 except March and August so let's start spreading the word. I will follow up with interested parties from last year as well.
 - **Raffle Sponsorships:**
 - o We have openings throughout the remainder of the year for raffle sponsors. I will start pushing this hard now that most of the renewals are taken care of. Please let me know if you have anyone that is interested.
- 9. Awards (Mike Deacy/Billy Hogan)**



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- No updates

C. Special Committees

10. Web Site (Jay Rose / JR Morell)

- Will make changes after the start of the year for the Officers and Executive Committee.
- Will address next years desires for website with the Small Business Committee needs.

11. Golf Tournament (Carl Bass)

- No updates

12. Ad Hoc Scholarship Program Committee (Billy Hogan)

- No updates

D. Wrap-up

- Include Jay Rose / JR Morell in distribution list for communications
- Barbara DiGioia expressed an interest to Co-Chair a Standing Committee, please contact her directly.
- Discuss changing the Charter and By-laws to include Website Committee as one of the Standing Committee's with voting rights.
- Next AFCEA Executive Committee meeting, February 17, 2011 after the October luncheon 1:00pm – 2:00pm to be held at: MacDill AFB Enlisted Club ("Surf Club")
- Meeting Adjourned: 12:35 pm