



AFCEA Central Florida Chapter



Executive Committee Meeting Minutes

14 April 2021

EXCOM members that participated via web conference are marked below:

Officers			Committee Chairs		
<input checked="" type="checkbox"/>	COL Jack Sander	President	<input type="checkbox"/>	Steve Boyer	Membership
<input checked="" type="checkbox"/>	Mark Christensen	1 st VP	<input type="checkbox"/>	Mike Paradiso	Membership Deputy
<input checked="" type="checkbox"/>	Joe Haulton	2 nd VP	<input checked="" type="checkbox"/>	Caitlin Stephens	Publicity
<input checked="" type="checkbox"/>	Gerry Slevin	Treasurer	<input checked="" type="checkbox"/>	Barry Ballinger	Small Business
<input checked="" type="checkbox"/>	Magdalena LoGrande	Secretary	<input checked="" type="checkbox"/>	Nicholas Chadwick	Website
			<input type="checkbox"/>	Eddie Peña	Scholarships
			<input type="checkbox"/>	Senton Pojani	Scholarships Deputy
			<input type="checkbox"/>	Shandi Perkins	Programs
			<input checked="" type="checkbox"/>	Will Ceglar	Awards
			<input type="checkbox"/>		Awards Deputy
			<input type="checkbox"/>	Adam Taylor	Corporate Sponsorship
			<input type="checkbox"/>	Alex Rolinitis	Corporate Sponsorship Deputy
			<input type="checkbox"/>	Briana Mumford	Emerging Leaders
			<input checked="" type="checkbox"/>	Rob Hile	Golf Tournament
<input type="checkbox"/>	Carl Bass	RVP	<input type="checkbox"/>	CW3 Dana Colvin	Military Outreach

I. Officer and Standing Committee Reports

- **President, COL Jack Sander**

- Meeting was called to order at 1202
- Quorum was established

- **Secretary, Magdalena LoGrande**

ACTION: March 2021 meeting minutes were unanimously approved

- AFCEA International calendar is being updated to reflect all of our events; request all EXCOM officers to proactively share details on any planned event that our Chapter is sponsoring/co-sponsoring.

- **Treasurer, Gerry Slevin**

- Financials:
 - Checking Balance: \$11,792.13
 - Savings Balance: \$34,068.91
- Reimbursed Nick \$87.96 for one more month of the ClickMeeting platform.



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- Renewed one year of P.O. Box rental for \$64.00.
- Reimbursed Shandi for March Raffle prize at \$50.

The question was brought up about how much to charge for virtual luncheons and this triggered a discussion that included several items such as: potential effect of costs on attendance numbers, which are currently not very high (range discussed was \$10-\$20); how to incentivize attendance by boosting the speaker's presentation topic ahead of time--abstract/synopsis; or monetizing luncheons via event sponsorships whereby sponsors are briefly featured (e.g. video segment/caption). Mark recommended that this topic be explored by interested Committee Chairs offline and a formalized proposal be presented to EXCOM (via email or at the next EXCOM). Joe will send out an invite for all those who want to join in addition to Gerry, Adam, Shandi, and Nick. (*see Addendum below*).

• 1st Vice President, Mark Christensen

- Creating an exploratory committee to examine adding two additional voting positions to the Executive Committee, Space Coast Chair, Orlando Area Chair, which would involve an amendment to our Chapter Constitution and By-Laws. Mark will send out an email call for any EXCOM member who would like to join this effort.
- Bowling Tournament Update: 3 sponsorships have already been covered; Lightning has donated raffle tickets.
- President Position Status—COL Sander is changing Commands; COL Kadet takes over on 2n July. Mark made a motion for EXCOM to appoint him as interim Chapter President until the next election cycle. Motion was seconded.

ACTION: Motion to appoint COL Brian Kadet as Chapter President effective 2 July 2021 was approved unanimously.

• Membership, Steve Boyer (unable to attend)

• Publicity, Caitlin Stephens

- NSTR

• Small Business, Barry Ballinger

- NSTR

• Website, Nick Chadwick

- Vote on the ClickMeeting platform subscription renewal: per Joe's and Shandi's recommendation, they would like to hold off on a vote to extend for a year while we obtain more feedback from registrants and participants (surveys will be sent out). EXCOM agrees to renew for one more month at the monthly rate.

• Scholarship/Education, Eddie Pena (unable to attend)



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- **Government Outreach, CW3 Dana Colvin (unable to attend)**
 - Joe reported for Dana that military engagement has been difficult, perhaps due to COVID restrictions. She does have two teams lined up for the Bowling Tournament, though they have not signed up yet.
- **2nd Vice President, Joe Haulton**
 - Joe reported that the webinar platform that one of the DC Chapters is utilizing is too expensive an option for us to consider.
- **Programs, Shandi Perkins (unable to attend)**
 - Future Program Planning:
 - Making progress on the cybersecurity panel for June or July; potential panel participants from industry, healthcare and academia have been identified.

Date	Location	Speaker/Event	Title Sponsor	Raffle Sponsors
Wed, 21 April	N/A	April Virtual Luncheon, USAF Brig Gen Select Terrence A. Adams		
Wed, 19 May	N/A	May Virtual Luncheon, Will Ackerly		
Fri, 11 June	Brandon Crossroads	Bowling Tournament		
Wed, 16 June		June Virtual Luncheon, TBD		

- **Awards, Will Ceglar**
 - Will is prepping the tasker for Distinguished YA/Emerging Leader Award nominations (October); he would also like to take advantage of the AFCEAN of the month write-up (300-400 word) in Signal magazine, to highlight the work done by our Chapter. Additionally, he is looking into creating a local YA/EL Award to boost the profile of younger service members.
- **Corporate Sponsorship, Adam Taylor (unable to attend)**
 - Joe mentioned that Adam will be added to the above-mentioned Virtual Luncheon business model “tiger team” that will explore how to best monetize them.
- **Emerging Leaders, Briana Mumford (unable to attend)**
 - Joe reported for Briana: her search for venues to host Happy Hour/in-person networking events is on hold for now until COVID restrictions ease up further—networking/engagement efforts will in the interim take the form of service projects in bigger/outdoor venues.
- **Cyber Outreach, Dan Holland**
 - 14 Apr K-12 virtual event with Splunk took place this morning, with very positive feedback from both students and teachers. 56 students interacted with SOC analysts, were exposed to machine data



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101, and asked questions about career paths. A face-to-face event of this kind is planned for the next school year.

II. Agenda Item: Special Committees' Reports

• Golf Tournament, Rob Hile

• Contract was signed for the 29 Oct event. Organizing committee will be meeting over the next few weeks. Participant fees will be raised by \$5 in both categories (\$65 to \$70 active duty; \$85 to \$90 industry) to cover an overall course fee increase of \$500.

III. Agenda Item: Unfinished Business

• Recruit a member-at-large from the Cape Canaveral/Patrick AFB area – this item is being addressed by the exploratory committee that Mark will form (see above).

IV. Agenda Item: New Business

• None

V. Agenda Item: Adjournment

• Meeting adjourned at 1239; next meeting will take place on Wed, 12 May 2021, 1200-1300



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ADDENDUM – 20 APR 2021 VIRTUAL MEETING AND MOTION

A virtual meeting was held with the following attendees:

Mark Christensen
Joe Haulton
Adam Taylor
Steve Boyer
Katherine Fredlund

Discussion:

1. Steps needed to get the Title Sponsorships filled for each month
 - a. What benefits to provide during the stream and advertising for the events
 - b. Cost to sponsor was previously approved by the EXCOM at \$200
 - c. Cleaning up the current stale sponsors listed on the website
 - d. Documenting the processes required once a sponsorship has been purchased

Adam is working to fill May's Title. Joe is working to document the sponsorship module operation on the website and clean up the stale sponsor logos

2. Payment for future virtual luncheons
 - \$10 was the decision on the registration cost for the May event and others going forward, and with no refund should someone not attend.
 - We would also like to adjust the event cost, depending on the perceived popularity of the speaker and/or the attendance trends in the future
 - This will provide revenue and offsets the cost of the service we use to stream the events. It also provides a mental motivation of "I paid for this so I should attend".

ACTION: Joe H. made a motion to vote via email on item #2 start charging for the virtual events starting in May 2021. Mark seconded the motion. After no further discussion the motion was approved – 10 Yeas, 0 Nays