



# Pelican Chapter



## Executive Committee Meeting Minutes 16 March 2017

EXCOM members that participated are marked below:

<input checked="" type="checkbox"/>	COL John McLaughlin	President	<input type="checkbox"/>	Tim Cregan	Membership
<input checked="" type="checkbox"/>	Mark Christensen	1 <sup>st</sup> VP	<input checked="" type="checkbox"/>	Caitlin Stephens	Publicity
<input type="checkbox"/>	Debbie Miller	2 <sup>nd</sup> VP	<input checked="" type="checkbox"/>	Carmen Scanlon	Small Business
<input type="checkbox"/>	Gerry Slevin	Treasurer	<input checked="" type="checkbox"/>	Joe Haulton	Website
<input checked="" type="checkbox"/>	Magdalena LoGrande	Secretary	<input checked="" type="checkbox"/>	Senton Pojani	Scholarship
<input type="checkbox"/>	Carl Bass	RVP	<input checked="" type="checkbox"/>	Mike Wrona	Programs
			<input checked="" type="checkbox"/>	Joe Wotton	Awards
			<input type="checkbox"/>	Adam Taylor	Corporate Sponsorship
			<input checked="" type="checkbox"/>	Mary Yourchisin	Young AFCEAN

### I. Officer and Standing Committee Reports

• **President, COL John McLaughlin**

- o Called the meeting to order at 13:45
- o Ascertain if we have a quorum of the board: Yes

• **Secretary, Magdalena LoGrande**

- o Approval of February EXCOM minutes:

***ACTION:*** the motion was made by COL McLaughlin, seconded and unanimously passed to approve the minutes of the 19 February 2017 AFCEA Pelican Chapter EXCOM

• **Treasurer, Gerry Slevin (UNABLE TO ATTEND; sent notes below, which were reviewed by the Board)**

- o Checking Balance: 68,662.96; Savings Balance: 63,311.53
- o Recent expenditures:
  - Donated \$782.35 to Ms. Durbin's Class at Tinker K-8 for 3D Printer: \$432.35 went towards purchase, pooled with other donations; \$350 for printer supplies
  - MA reimbursed for AFCEA West at \$2418.92
  - Our Post Office Box annual renewal paid at \$62.00
  - Hillsborough Education Foundation paid \$5K for STEM Fair Founding Sponsorship and \$7K for 2017 Scholarships
  - \$900.00 paid for 18 Chapter Sponsored Memberships: 17 YA and 1 Award Winner (Mr. Tony McFadden)
  - \$34.50 spent for FedEx of the Sponsored Membership applications in order to meet the YA 40 for 40 deadline.



# Pelican Chapter



## Executive Committee Meeting Minutes 16 February 2017

- o Waiting for Bowling Tournament Sponsorship and Team payments by check.
- o Gerry will be on travel 13 - 30 March to Middle East and 3 -10 April to NYC.
- o Mark Christensen has 3 blank checks for Luncheon expenses.
- o Received NorthStar Bank Debit Card. Took a while to get it activated, but it works! Paid the 3D printer donation on line using the card.

### • 1st Vice President, Mark Christensen

- o Bowling Fundraising Update: there is nobody to sponsor drink tickets yet; prices were lowered, but any shortage of funds raised for the Cyber Outreach program can be supplemented by manpower contributions (CPT) and material donations. COL McLaughlin, Capt Tye and MA will have to engage on how to shape the Outreach program and work with Hillsborough County.

### • Membership, Tim Cregan (UNABLE TO ATTEND)

### • Publicity, Caitlin Stephens

- o A question was brought up about posting luncheon presentation slides on the website after the event; it was decided this can only be done on a case-by-case basis and if cleared by all presenters.

### • Small Business, Carmen Scanlon

- o Small business event—Need help with topic that interests companies big, mid-size and small. Some ideas shared by EXCOM members:

- Speed networking; this is something the Chapter did in the past and it involves bringing groups of small companies (4 in each?) and allowing 15-minute slots with big companies
- Chris Harrington (USSOCOM) can be approached for partnering ideas
- RFQ's

- o Carmen is meeting with (ISC)<sup>2</sup>—Cyber security training company—she has asked them for feedback on opportunity for involvement/partnership with our Cyber Outreach Program and they are interested in engaging

### • Website, Joe Haulton

- o Joe shared information on additional website enhancements he has been implementing:
  - Base access field has been made mandatory; saves license info.
  - Luncheon registration: sponsors and members will have to get an account this month (Joe will send out an email notification) to process registration at the discounted rate; volunteers and active duty will enter a coupon code.
  - Logos: the chapter logo needs to be updated; need to have a process by which sponsors can validate their logos.



# Pelican Chapter



## Executive Committee Meeting Minutes 16 March 2017

- Calendar events: we can accept user-submitted events. Submissions go to a queue where they are vetted by 1<sup>st</sup> and 2<sup>nd</sup> VP (or President) before being released; we should share submission criteria on the website before the user submits the request; calendar events can also be prioritized or “featured” on the page.

*A/I: EXCOM members will forward to Joe H. external links pointing to calendar events from other organizations so that they can be included under “Key Links.”*

- **Scholarship/Education, Senton Pojani**

- o There was discussion and consensus on publicizing scholarships on the new website, especially in the months prior to submittal and review, since scholarships are given away in May, short of allowing candidates to apply directly (to prevent deviating from the established review process); overall milestone dates for the Scholarship Application process will be added to the calendar for future use.
- o This led to a related discussion about the May luncheon, and EXCOM decided it cannot take place in conjunction with SOFIC since scholarships are awarded at that luncheon and it would clash with a SOFIC event.
- o Senton asked that EXCOM consider creating a Co-Chair position to help him with his duties since he is on travel so much; we should define volunteer duties in general; EXCOM agreed that the best way to recruit is in person and not soliciting help impersonally on the website.

- **2<sup>nd</sup> Vice President, Debbie Miller (UNABLE TO ATTEND)**

- o Model Chapter Goals Review: Mark covered this area during Debbie’s absence: The Pelican Chapter missed reaching the mark 6 categories in 2016 and therefore did not reach Model Chapter status. In order to prevent this from happening again, Mark went over the goals defined for 2017, emphasizing that it is crucial each person in charge of an area is consistently tracking metrics (some, such as membership retention, could be tracked on the website) and does not wait until the last minute. So far, it looks like most of the goals are already well on track.

- **Programs, Mike Wrona**

- o Future Luncheon Planning:

	Location	Speaker	Title Sponsor	Raffle Sponsors
19 April	Surf’s Edge	TBD		
May 10*	Surf’s Edge	COL Turinetti, DISA Central Field Command		
21 June	Surf’s Edge			
19 July	Surf’s Edge			



# Pelican Chapter



## Executive Committee Meeting Minutes 16 February 2017

\* Date moved back one week prior to SOFIC, pending confirmation with Surf's Edge

• **Awards, Joe Wotton:**

- o Joe briefly covered natural progression of awards calendar
- o There may be some 40 under 40 that fall under other award categories (small business and cybersecurity outreach)

***A/I:** document what our policy is on AFCEA membership for Outstanding Ops Support folks. [Follow-up via email: if upon award the Outstanding Ops Support personnel are not current AFCEA members, we pay for a one year membership for them after one year, they pay their own way; MA added we should have the nominee fill the membership application out before we recognize them so they are at least members before receiving award (maybe they will be even more appreciative of the recognition); also, if they are not a current member of our chapter, we need to make sure they aren't a member of AFCEA somewhere else since they could be affiliated with another chapter as it seems like this is the case with some of the folks that attend our events]*

• **Corporate Sponsorship, Adam Taylor (UNABLE TO ATTEND):** Via email on 3/16/2017, Adam provided an update on the Corporate Sponsorship side:

- o Here are some wins:
  - 3 for 3 on Title Sponsors and Raffles. Adam thanked all the committee members who have reached out to their contacts to help.
  - We have picked up 4 Half Table sponsors since the beginning of the year: Maynard Cooper Gale; Root9b; Forcepoint; Tampa Microwave (the latter gave a verbal yes two days ago, have directed to website for payment); the expected goal is 6 (2 more) with a stretch goal of 8 – 10.
  - Jacobs moved from a half table last year to a full table this year.
  - We have generated almost \$60k in revenue so far this year: \$53,300 in Revenue for Table Sponsorships and \$6,000 in Title sponsors. The plan is to maintain Title sponsors for each month and recruit a few more tables. Adam suggests announcing at one of the luncheons how much the Sponsors have contributed to the Chapter and what that means to our community. It may help in finding another table or two. COL Mc Laughlin followed up and mentioned that none any of today's panelists or other cyber focused companies have tables; with the outreach program we can bring them into the fold better and they are a good group to try to round out the tables (FireEye is a good example).
- o We are still looking for 1 more Full Table sponsor and a stretch goal of 2 - 3 more.
- o We are prorating 2017 costs right now so everyone starts clean 2018. New sponsors will help with the cost of a new printed sponsor sign
- o Sponsor appreciation: Adam would like to host a Happy Hour for our sponsors to say Thank You. He is thinking May or June time frame (maybe coordinate with SOFIC). Then another one in Q4. He has strong relationships with restaurants in the area and can keep this a very inexpensive event.



# Pelican Chapter



## Executive Committee Meeting Minutes 16 March 2017

If the committee can help brainstorm some dates for this later today that would be great. COL McLaughlin followed up and suggested not trying to overlap with SOFIC because there will be so many socials during that week that it becomes tough to execute another one. May/June timeframe for the first one is good, please propose a few dates. Mark recommends adding an October date, closer to renewal; there is a concern there may not be a sufficient allocated budget for this.

*A/I: Adam will provide tentative May/June and October dates.*

- **Young AFCEAN, MA Yourchisin**

- o We did well on the Clothing Drive

- o Professional Development Lunch-and-Learn on 17 March – 19 registered but postponed to 2<sup>nd</sup> week in April

- o June 5K run postponed until January

- o 40 under 40 Awards – MA submitted nominees; most of them are not members; she will continue to reach out to make sure they are engaged; AFCEA will make selections by end of April; the Chapter will recognize all nominees locally at a luncheon, maybe the May luncheon since that is the awards month.

- o AFCEA West – MA had a chance to follow-up with other Chapter Officers; has lessons learned slides from other chapters that she will share

- o Membership Applications: MA asked EXCOM what our position was on continuing to sponsor Young AFCEANs, whether membership will be required for awardees, and who is going to be responsible for tracking and following up. AFCEA International is rejecting nominees because they are not members.

*A/I: Joe, Tim and Gerry will get together to figure out an automated way to track renewal metrics on the old database and on the current website*

- o Raffle money from today will go to the March 24<sup>th</sup> Tinker K-8 color run

## II. Agenda Item: Special Committees' Reports

- **Golf Tournament, MA Yourchisin**

- o It will take place on October 20<sup>th</sup>. 9am start. MA will put together a flyer.

## III. Agenda Item: Unfinished Business

- **Military Transition Assistance:** Joe Wotton followed up with the person who had expressed both an interest in helping doing more and also stating she thought the chapter should help more as well. Joe told her that the chapter thought there were already significant resources out there to help with the various military transition aspects and we were not willing to add another likely redundant resource to



# Pelican Chapter



## Executive Committee Meeting Minutes 16 February 2017

that resource pool; that we were interested in potentially being a focal point for gathering and listing all of those resources on one of our web pages; and that if she was interested, she should either call Joe W. to follow up on her interest in assisting with gathering those resources or reach out to you since you had a ton of insights on the existing resources. We are standing by for her response.

- Cyber / STEM Outreach Program: COL McLaughlin has forwarded his and Capt Tye's proposal to the Board for review ("AFCEA Cyber Outreach Initiative V2")

### IV. Agenda Item: New Business

- Participation at the Tampa IT Strategies Conference - May 2, 2017 at the A La Carte Event Pavilion. The Conference is a networking event set up for CIOs & Sr. level IT Executives from the local region. Alex Kaneen, President, Acclaim Events, LLC contacted COL McLaughlin to ask if it would make sense for AFCEA to participate or even have a booth at the event (there would be no charge). They typically try to partner with local non-profit IT groups in each region to help provide our attendee's with information and resources about local groups that are available to them year round in the local community. They have not done something like this before. Mark checked out the website and think there could be some benefit to a small part of our audience. We just don't get the CIO level folks coming to our events. The Board thought this would be a good idea.

*A/I: Mark, Tim and Debbie will coordinate and find volunteers to run a booth at this event.*

- Participation at Government Contractors' Conference on 6 April 2017: Jennifer Schaus from law firm, Holland & Knight LLP contacted Tim. They expect about 100 folks to attend. The conference is half day and ends with a complimentary cocktail hour. 1.30pm - 7pm. Speakers will discuss cyber security, GSA Schedules, bid protests and then a one hour panel discussion on defense budget and opps. They would like to have an AFCEA member as moderator of the panel and would offer AFCEA a table for brochures, signage if we are able to co-promote this complimentary event. COL McLaughlin, Tim Cregan, Carmen Scanlon, and Gerry Slevin are not available.

*A/I: Senton has expressed an interest in attending and he will follow up with Tim on details.*

- At our next meeting Mark will share information on another event that can raise funds for our AFCEA Chapter if we co-host.

### V. Agenda Item: Adjournment

- Adjourned at 14:55