



NARFE National Executive Board Meeting
July 9-11, 2013
Rosen Centre Hotel
Orlando, Florida

TUESDAY, JULY 9, 2013

Call To Order By National President Joe Beaudoin
Moment Of Silence
Pledge Of Allegiance Led By Region VI Vice President Jerome Smith
Roll Call By National Secretary Elaine Hughes
Presentation Of The Agenda

ROLL CALL - PRESENT

National Officers

President	Joseph A. Beaudoin	Secretary	Elaine C. Hughes
Vice President	Paul H. Carew	Treasurer	Richard G. Thissen

Regional Vice Presidents

Region I	Arthur (Art) Pike	Region VI	Jerome Smith
Region II	Evelyn Kirby	Region VII	Frank Impinna
Region III	Don Stewart	Region VIII	Helen Zajac
Region IV	Paul Johnson	Region IX	Lanny Ross
Region V	Carol Ek	Region X	William (Bill) Martin

Staff

National Executive Board Executive Assistant	Marian Uffen
Director of Membership	Bridget Boel

Guests

Virginia Past Federation President	Bill Shackelford
Ohio Vice President, Membership	Tim Gartner
California Past Federation President	Lea Zajac

National President Beaudoin called the meeting to order at 8:00am.

First order of business, National Treasurer Thissen presented a review and update of the 2013 mid-year budget. It reflects reduction in projected revenue and expenses and includes purchase of the ISI software (NARFE's database), re-negotiation of the M&R contract, and adjustments required due to March NEB approved motions and other approved decisions since 2013 budget approval last November. (Mid-year budget on file)

Following questions and discussion, a motion was presented:

Motion #01-07-13
Subject: 2013 Revised Budget

Motion made by National Treasurer Thissen and 2nd by Regional Vice President Ross "that the 2013 revised budget submitted to the July National Executive Board members be approved." The motion unanimously passed.

National Secretary Hughes stated for the record the vote results for both the approval to extend the M&R contract through September 30, 2013 and the approval to purchase ISI database software. Both were approved with unanimous votes.

National Vice President Carew discussed the recommendations of a working group to determine steps needed to examine not only the future of NARFE as a whole, but also the role of electronic chapters and their impact on NARFE's survival. Members of the working group were: National Vice President Carew, Chair, David Snell, President of Chapter 2363, Chuck Timanus, Secretary/Treasurer of Chapter 2363, and Bill Shackelford, Virginia Past Federation President and Chairman of Bylaws 2013 Committee (Regional Vice President Ross also participated in the meeting). (Report on file)

Following the discussion, a motion was presented:

Motion #02-07-13
Subject: Future of NARFE

Motion made by National Vice President Carew and 2nd by Regional Vice President Stewart "that the National Executive Board authorize the National President to appoint a committee of appropriate size to address the future of NARFE and the role of e-chapters as a dominant – and inevitable – part of this future. The committee will examine all significant issues that could affect the future growth and viability of this Association.

The committee will prepare a report with recommendations for the National Executive Board to review and, if approved, the report will be published in time for disseminating at 2014 federation conventions and will be made available to the general membership."

*The motion was amended to insert a statement in the second paragraph after: "The committee will prepare a report with recommendations" to read: "to promote strengthening and assuring long-term effectiveness of NARFE". The amended motion reads as follows:

Amended Motion #02-07-13

Subject: Future of NARFE

Motion made by National Vice President Carew and 2nd by Regional Vice President Stewart “that the National Executive Board authorize the National President to appoint a committee of appropriate size to address the future of NARFE and the role of e-chapters as a dominant – and inevitable – part of this future. The committee will examine all significant issues that could affect the future growth and viability of this Association.

The committee will prepare a report with recommendations to promote strengthening and assuring long-term effectiveness of NARFE for the National Executive Board to review, and, if approved, the report will be published in time for disseminating at 2014 federation conventions and will be made available to the general membership.”

The motion, as amended, passed unanimously.

The committee will submit their recommendations to the National President for review. If the National President agrees with the recommendations, they will be submitted to the National Executive Board for review. If the National Executive Board approves, the recommendations will be made available in time for the 2014 federation conventions and to the general membership.

OLD BUSINESS

Regional Vice President Ross applauded the decision to invite each Regional Vice President to HQ for a week of observation and participation in the day-to-day business of NARFE. A report will be forthcoming once all visits are completed.

Regional Vice President Zajac stated that some members are complaining there are too many fundraisers.

Action Item #1

The National Officers will discuss ways to better communicate to our members the purpose of fundraisers and how NARFE is utilizing the additional funds. A suggestion to prepare an article for the NARFE Insider was mentioned as one possibility for distributing information regarding fundraisers.

Regional Vice President Zajac stated that more Public Relations activities are needed to communicate information, successes, etc. regarding membership.

National Secretary Hughes responded that while there are a number of Public Relations related activities already in existence, a very tentative plan to enhance Federation and Chapter Services is being discussed for the purpose of providing greater communication and increase Public Relations efforts.

NEW BUSINESS

Regional Vice President Zajac recommended that additional membership prospecting/recruitment materials be either updated or created to assist the field.

Action Item #2

HQ will assess the need for additional brochures, materials, etc. currently available for the field. (Note: The newly-revised prospecting/recruitment kit was carefully and strategically designed to enhance efforts by the field and limit the need for additional materials)

Regional Vice President Ross suggested that the Configuration Advisory Board consider adding a QR code capability for certain NARFE materials. He also suggested that the Configuration Advisory Board investigate creating a NARFE app for mobile devices.

Action Item #3

HQ, with assistance from the Configuration Advisory Board, will assess the feasibility of the suggestions.

National Treasurer Thissen discussed a proposal to eliminate all paper reports distributed by HQ. Currently, there are only 40 chapters which require paper reports at a cost of about \$25,000 per year for mailing.

Following a discussion, a motion was presented:

Motion #03-07-13

Subject: Written Reports

Motion made by National Treasurer Thissen and 2nd by National Vice President Carew “that HQ stop providing written reports from the online reporting system, effective October 1, 2013.” With a vote, the motion unanimously passed.

Legislative Director Jessica Klement discussed current activities relating to the Protect America’s Heartbeat Campaign. She discussed several issues surrounding the campaign including changes in legislative staffing responsibilities and her goal to create an in-house grassroots advocacy program.

To accomplish this, six federations were chosen to lead the Protect America’s Heartbeat activities in creating a grassroots advocacy model to eventually be disseminated to all federations. The six chosen are Maryland, Virginia, Delaware, West Virginia, Maine, and Washington. She also solicited assistance from the Regional Vice Presidents in working with the six states to ensure that Protect America’s Heartbeat campaign continues to be successful.

Membership Crisis – “State of the Union” by National Secretary Hughes / Director of Membership Bridget Boel:

National Secretary Hughes provided an introduction to the Membership Crisis overview and status report which was to follow. She began by stating that the gain/loss statement, which is distributed monthly, can never reveal the depth of the analysis beneath the numbers. Analysis indicates a slowing in the decline that has built over the past thirty years and a path towards reversal. The slowing in the membership decline is in spite of the accelerated number of deaths we are experiencing and will

Compiled By:
National Executive Board Executive Assistant Marian Uffen

continue to experience for the near future. **The most significant news is that without the analysis, strategic planning, and new initiatives of the last two years, we would find ourselves in a far worse and perhaps unsustainable situation.**

Director of Membership Boel presented a PowerPoint with emphasis on the following:

- **Loss Analysis** – reported deaths, renewal rate erosion, dropped for non-payment
- **Gain Analysis** – reinstatements, retention, slowing the decline, recruitment efforts, prospecting efforts, efforts to “Get into Federal Buildings”, e-NARFE
- **The Bottom Line** – The issues at hand and what do we take away from the discussion?
- **Brainstorming Priorities** - How to best focus resources, the following priorities were recommended:
- **“Big” Idea** – resources placed for biggest impact
- **Recruitment and Prospecting** - New members are the critical focus as member deaths escalate
- **Field Initiatives** - Providing Information, Tools and/or Best Practices for Greater Volume of Field-initiated Recruitment and Prospecting (PowerPoint on file and posted on website)

Bylaws 2013 Committee Chairman Bill Shackelford, presented an update in a joint National Executive Board / Federation Presidents session of the committee’s findings to comply with the DC Statutes and mandate as prescribed by National President Beaudoin, which are:

- Identify provisions within NARFE’s Bylaws that do not reflect requirements of the DC Statutes; and
- To recommend any changes necessary to NARFE’s Bylaws to ensure that the Bylaws meet the requirements of the DC Statutes and adapt them, to the degree allowed, to the needs of NARFE. (PowerPoint on file)

TUESDAY PM, JULY 9, 2013

National Secretary Hughes presented a recommended process to begin the brainstorming session to address the membership crisis. The remainder of the afternoon was devoted to addressing the crisis.

The meeting adjourned at 5:00pm.

WEDNESDAY AM, JULY 10, 2013

The board continued the brainstorming process to address the membership crisis through the morning.

WEDNESDAY PM, JULY 10, 2013

The board began a very lengthy discussion of the morning’s brainstorming activities.

Following the discussion, the board agreed to present their top four recommendations to the Federation Presidents on Thursday morning which are:

- The highest volume recruiters from each federation will be sent to federation and regional events and conventions, with NARFE subsidies, in order to share best practices.

- A new NARFE membership category tentatively called “Supporting Member” to be established which will be open to all. (Allowing anyone who would like to support the NARFE mission or who feels they may benefit from the mission to join).
- Initiate federation level district/area training which will focus on membership, legislation, the website, and Online Activities Modules.
- Federations will focus on rebuilding and strengthening chapters with focus on the importance of the NARFE mission to the overall federal community.

A discussion concerning the first year new member dues followed with regard to the \$40 incentive for e-NARFE membership vs. \$45 for local chapter membership.

Following the discussion, a motion was presented:

Motion #04-07-13
Subject: New Member Fee

Motion made by Regional Vice President Kirby and 2nd by Regional Vice President Ross “that National Dues for all new members be \$40.00, in accordance with Article I, Section 4.B. of the National Bylaws, effective October 1, 2013.” With a vote of 10 Yeas and 3 Nays, the motion passed.

With no further business, the meeting adjourned at 6:30pm.

Elaine C. Hughes
National Secretary

**Next scheduled National Executive Board meeting will be held on November 19-21, 2013 at NARFE HQ in Alexandria, Virginia.

THURSDAY AM, JULY 11, 2013

ROLL CALL - PRESENT

National Officers

President	Joseph A. Beaudoin	Secretary	Elaine C. Hughes
Vice President	Paul H. Carew	Treasurer	Richard G. Thissen

Regional Vice Presidents

Region I	Arthur (Art) Pike	Region VI	Jerome Smith
Region II	Evelyn Kirby	Region VII	Frank Impinna
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Region V	Carol Ek	Region X	William (Bill) Martin

Staff

National Executive Board Executive Assistant	Marian Uffen
Director of Membership	Bridget Boel

National President Beaudoin called the 2013 Annual Meeting to order at 8:00am. The Annual Meeting is mandated in Article V Meetings, Section 1A, Annual Membership Meetings, NARFE National Bylaws adopted at the 2012 National Convention.

Invocation by John Priolo, Hawaii Federation President

Pledge of Allegiance led by Florida Federation President Ken Thomas

National President Beaudoin presented the President's annual report. (report on file)

Highlights of the President's annual report were:

- Update on Legislation with regard to Sequestration, Pay Freeze, and Furloughs;
- **narfe** magazine redesigned and launch in January 2013;
- Quarterly News is now NARFE Insider and primarily features NARFE business;
- Membership is in crisis, and we all need to be more active in recruitment and retention, especially recruitment;
- The e-Chapter 2363, with over 15,000 members, is doing very well;
- HQ has purchased the ISI software (NARFE database);
- NARFE ended 2012 in the black

As prescribed in Article V of the 2012 National Bylaws, National Treasurer Thissen presented the Treasurer's annual report. (report on file)

Highlights of the Treasurer's annual report were:

- Ended 2012 with a net increase of \$112,000;
- Did not withdraw from investment funds;
- 2012 net increase was the first time in over 10 years;
- National Treasurer Thissen thanked the members for fundraising efforts;
- 2013 continues to show a surplus confident that we will maintain a surplus;
- Savings will be realized with the purchase of the ISI software;
- No funds are being withdrawn from the Life Member Trust Fund in 2013 allowing for additional growth;
- The M-112 report will show a significant decline in membership with an additional 1,060 deceased members removed from the file. This has been an ongoing effort to clean up the membership file to reflect reality.

A Q&A session followed.

The annual meeting was adjourned at 8:30am.

Following the 2013 Annual Meeting, a joint National Executive Board / Federation Presidents meeting convened.

National President Beaudoin presented the motions passed during National Executive Board meeting:

- 1) mid-year budget; no increase;
- 2) National President authorized to appoint a committee to examine NARFE's future;
- 3) Elimination of all paper reports, effective October 1, 2013;
- 4) New members for both local chapter and e-chapters will be offered membership at \$40.00 which will be effective October 1, 2013

A brief Q&A session followed.

National Secretary Hughes presented the four top recommendations agreed upon by the Regional Vice Presidents which were as a result of a membership crisis brainstorming process during National Executive Board meeting, and they are:

- 1) The highest volume recruiters from each federation will be sent to federation and regional events and conventions, with NARFE subsidies, in order to share best practices.
- 2) A new NARFE membership category tentatively called "Supporting Member" to be established which will be open to all. (Allowing anyone who would like to support the NARFE mission or who feels they may benefit from the mission to join).
- 3) Initiate federation level district/area training which will focus on membership, legislation, the website, and Online Activities Modules.

- 4) Federations will focus on rebuilding and strengthening chapters with focus on the importance of the NARFE mission to the overall federal community.

A brief Q&A session followed.

At the conclusion of the joint National Executive Board / Federation Presidents meeting, a Certificate of Appreciation was presented to Florida Federation President Ken Thomas by Regional Vice President Stewart, signed by National President Beaudoin.

With no further business, meeting adjourned at 10:45am.