

1 **March 11-13, 2015 NARFE National Executive Board Meeting Minutes**
2 **Location: Renaissance Capital View Hotel, Arlington (Crystal City), VA**

3
4 **Wednesday, March 11, 2015:**
5 **Call to Order (9:00am) by National President Thissen**
6 **Moment of Silence**
7 **Pledge of Allegiance led by RVP Konys**
8 **Roll Call NS/T Dowie**
9 **Presentation of the Agenda**

10
11 **Present:**

12 **National Officers**

13	President	Richard G. Thissen
14	Secretary/Treasurer	Jon Dowie

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16 **Regional Vice Presidents**

17	Region I	Jim Crawford
18	Region II	Evelyn Kirby
19	Region III	Jerry Janci
20	Region IV	Ed Konys
21	Region V	Carol Ek
22	Region VI	Marshall Richards
23	Region VII	Rodney Adelman
24	Region VIII	Helen Zajac
25	Region IX	Lanny Ross
26	Region X	William (Bill) Shackelford

27
28 **Staff**

29	NEB Executive Assistant	Marian Uffen
30	HR Director	Linda Parsons
31	NARFE Parliamentarian	Paul Lamb
32	Director of Budget and Finance	Tayo Coker
33	Director of Marketing	Bridget Boel

34
35 **Guests**

36	Sabatier Consulting	Lou Ann Sabatier
37	Sabatier Consulting	Ed Fitzelle
38	DC Federation President	Linwood Watson
39	DC Federation Secretary	Jacquelyn Lowe
40	Spouse of NS/T Dowie	Doni Dowie
41	CA Federation Past President	Lea Zajac
42	Spouse of RVP Adelman	Gina Adelman
43	Spouse of RVP Janci	Margaret Janci
44	Spouse of RVP Crawford	Jan Crawford
45	SC Federation President	Kathy Hensley
46	Wichita Chapter 0138, KS	Gary Townson

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NP Thissen called the meeting to order at 9:00am and introduced the visiting guests.

NS/T Dowie gave an unaudited budget update stating NARFE is in good shape, and stated that the Investment Committee meeting has been delayed to next week.

Budget and Finance Director Tayo Coker gave a presentation on unaudited statements (on file).

NP Thissen re-addressed the NARFE HQ organizational chart, noting the addition of new employees. There was a lengthy discussion of the difficulty in bringing outside database systems in-house at HQ.

NP Thissen addressed future site selection and meeting planning. He has met with three meeting planners and still wants to meet with two more. Discussion of streaming future conventions and how it is very costly, needs further discussion, and may not be possible for our association.

Regarding the Strategic Planning process, a planning team of four, lead by NS/T Dowie, (which also includes Bridget Boel, RVP Crawford and RVP Kirby) established a priority list from the 35 recommendations of the FON report, plus some additional items for the Strategic Planning Committee (SPC) to consider.

NP Thissen then introduced Lou Ann Sabatier and Ed Fitzelle, of Sabatier Consulting, the strategic planning facilitator, who gave presentation to the board stating that their role is to craft a best-practice strategic planning process, build a communication plan for all stakeholders, and to facilitate appropriate meetings and events. Following presentation, input/comments were provided from the RVPs. Sabatier will follow-up with NS/T Dowie, who will notify the team and committee. (Sabatier's presentation on file)

NP Thissen and NS/T Dowie addressed the board regarding their need to agree to the strategic planning committee's process with a lengthy question and answer session.

With no further business, the meeting adjourned.

- Thursday, March 12, 2015:**
- Call to Order (9:00am) by National President Thissen**
- Moment of Silence**
- Pledge of Allegiance led by RVP Ek**
- Roll Call NS/T Dowie**

Present:

1	National Officers	
2	President	Richard G. Thissen
3	Secretary/Treasurer	Jon Dowie
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5	Regional Vice Presidents	
6	Region I	Jim Crawford
7	Region II	Evelyn Kirby
8	Region III	Jerry Janci
9	Region IV	Ed Konys
10	Region V	Carol Ek
11	Region VI	Marshall Richards
12	Region VII	Rodney Adelman
13	Region VIII	Helen Zajac
14	Region IX	Lanny Ross
15	Region X	William (Bill) Shackelford
16		
17	Staff	
18	NEB Executive Assistant	Marian Uffen
19	HR Director	Linda Parsons
20	NARFE Parliamentarian	Paul Lamb
21	Director of Legislation	Jessie Klement
22	Director of Marketing	Bridget Boel
23	Legislation Assistant	Carolyn Dorf
24	Legislation Intern	Terry Shen
25		
26	Guests	
27	DC Federation President	Linwood Watson
28	DC Federation Secretary	Jacquelyn Lowe
29	Spouse of NS/T Dowie	Doni Dowie
30	CA Federation Past President	Lea Zajac
31	Spouse of RVP Adelman	Gina Adelman
32	Spouse of RVP Janci	Margaret Janci
33	Spouse of RVP Crawford	Jan Crawford
34	SC Federation President	Kathy Hensley
35	Wichita Chapter 0138, KS	Gary Townson

36
37 NP Thissen began the meeting at 9:00am.

38
39 RVP Kirby honored Linwood Watson for his service as he is stepping down as
40 DC Federation President.

41
42 NP Thissen addressed the board that they must come to a decision together to
43 determine any recommended changes to the list developed by the Strategic
44 Planning Team (SPT) to go to the Strategic Planning Committee (SPC).

45

1 The RVPs were asked to give their thoughts/comments on the team's suggested
2 priority changes on checklist (on file).

3
4 After a 3-hour discussion, the board partially completed an update to the team's
5 checklist to be forwarded to the Strategic Planning Committee (SPC).

6
7 Legislative Director Jessie Klement introduced her new staff member, Carolyn
8 Dorf, Legislative Assistant, and intern Terry Shen. Terry is a recently retired
9 NARFE member who wanted to learn more about legislation.

10
11 Klement then gave information regarding the upcoming legislative conference
12 and Capitol Hill visit, including the changes made to this year's conference. The
13 next legislative conference in 2017 will be held at the Hilton Mark Center Hotel in
14 Alexandria, VA. Klement then provided a legislative update for the 114th
15 Congress, including budget reconciliation and threats to pay and benefits. Per
16 the NEB's request, Klement agreed to send press releases to the NEB directly
17 when they go out. Klement spoke briefly about Protect America's Heartbeat
18 (PAH), M+R's recent efforts, and a NARFE-PAC update. She then announced
19 that the Chair of Federal-Postal Coalition has stepped down, and the new one is
20 Alan Lopatin, NARFE's legislative counsel. Klement and the NEB members also
21 had a discussion about NARFE members speaking with "one voice."

22
23 With no further business, the meeting adjourned.

24
25 **Friday, March 13, 2015:**

26 **Call to Order (9:00am) by National President Thissen**

27 **Moment of Silence**

28 **Pledge of Allegiance led by RVP Richards**

29 **Roll Call NS/T Dowie**

30
31 **Present:**

32 **National Officers**

33	President	Richard G. Thissen
34	Secretary/Treasurer	Jon Dowie

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36 **Regional Vice Presidents**

37	Region I	Jim Crawford
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Staff

NEB Executive Assistant	Marian Uffen
HR Director	Linda Parsons
NARFE Parliamentarian	Paul Lamb
Director of Marketing	Bridget Boel
Director of Communications	Margaret Carter
Deputy Director of Marketing	Monica Williams
Deputy Director of New Bus. Dev.	Jennifer Bialek

Guests

DC Federation President	Linwood Watson
DC Federation Secretary	Jacquelyn Lowe
Spouse of NS/T Dowie	Doni Dowie
CA Federation Past President	Lea Zajac
Spouse of RVP Adelman	Gina Adelman
Spouse of RVP Janci	Margaret Janci
Spouse of RVP Crawford	Jan Crawford
SC Federation President	Kathy Hensley
Wichita Chapter 0138, KS	Gary Townson
NM Federation 1 st Vice President	Sharon Reese
FL Federation Past President	Ken Thomas
FEEA Coordinator, FL Federation	Arlette Thomas

NP Thissen began the meeting at 9:00am stating that the discussions will continue regarding the strategic planning team list following presentations by staff.

NP Thissen gave an update that in July in Reno at the NEB/FP meetings, the NEB will meet one day, the FPs will meet one day, and the two will meet together for two days to discuss the strategic planning process.

Bridget Boel/Margaret Carter gave presentation regarding 2015 Market Research plan beginning with the objective, which is to provide guidance for strategic planning, membership marketing, branding, and product and services development. (report on file)

Boel also stated that they formed two Focus Groups which were to do qualitative research and quantitative surveys of NARFE prospects (first group) and with NARFE members, lapsed members, and prospects (second group) to provide insight into the perceptions, preferences, and unfilled needs of the next generation of potential NARFE members. (report on file)

NS/T Dowie continued with the discussion and comments from the board to adjust the list to provide suggested priority items to be considered by the Strategic Planning Committee (SPC).

1 Director of Marketing Boel introduced Jennifer Bialek, Deputy Director, New
2 Business Development, who then gave presentation regarding affinity partners
3 and new business development. (presentation on file)
4

5 Director Boel then introduced Deputy Director of Membership Marketing Monica
6 Williams regarding fundraising who stated there are four campaigns in process,
7 which are: note pad and follow-up; note cards and follow-up; calendar and
8 follow-up; and holiday cards and follow-up, and that follow-up efforts generate
9 approximately 40% of revenue.
10

11 Director Boel gave presentation on membership to include 2014 membership
12 drive, which garnered over 1,200 new members. 2015 priorities include
13 recruitment, renewals/engagement. Online advertising continues to perform well,
14 providing both brand exposure and prospects.
15

16 NS/T Dowie resumed and finalized discussion/comments from the Board to
17 adjust the strategic planning team's list to provide suggested priority items for the
18 SPC's consideration. (list on file)
19

20 With no further business, the meeting adjourned at 5:00pm.
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22 **The next scheduled NEB meeting will be held in conjunction with the
23 FPs/Annual Meeting on July 7-9, 2015 at the Grand Sierra Resort in Reno, NV.
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31 _____
32 Jon Dowie
33 National Secretary/Treasurer
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