



**REGION X REPORT**  
**William "Bill" Shackelford**  
**Spring 2019**

The first meeting for 2019 of the National Executive Board (NEB) was held at the Hilton Mark Center Hotel located in Alexandria, Virginia from March 8 – 10, 2019.

The NEB was provided with a series of presentations and updates on the following:

- Success of media exposure by NARFE;
- Current category/type of association that NARFE is considered
- Purpose and proper use of NEB Minutes;
- Presentation by NARFE\_Bylaws and Resolutions Committee (BRC) and ongoing efforts of the BRC; Presentation on the ongoing development of a new branding initiative of NARFE;
- Update on the membership application forms and other membership issues;
- Report summaries of the Communication, Finance and Administration, and Marketing and Member Resources Departments;
- Status of new Association Management System
- Investment Committee Report
- Audit Committee Report
- Election Policy
  - Voting Timelines
  - 2019 Referendum Vote
  - Election and Bylaws Ballot in Magazine
  - Bylaws Submission Deadlines
- Policy and Procedures Manuals

**MEDIA EXPOSURE**

NARFE Public Relations Director Jill Talley's presentation covered the media exposure NARFE received from December 1, 2018 to February 6, 2019 during the Federal Government Shutdown including:

- NARFE potentially reached 366 million people through the number of article views. NARFE appeared without the assistance of a distribution service. The reach represents earned media. NARFE did not have to pay for the media coverage.
- NARFE received 189 editorial mentions.
- NARFE's exposure increased 108%.

- Live interview of the National President (NP) Ken Thomas on WUSA9 concerning the personal impact of the Federal Government Shutdown. The interview aired at least five times. The interview received air play on other CBS affiliates around the country.
- Two top influencers mentioned were: Brian Naylor, a writer with National Public Radio (NPR), and Michelle Singletary, financial writer with The Washington Post and syndicated columnist.
- When we did not get coverage, we potentially benefited from building relationships with reporters from major outlets.
- Cornered the market by appearing in print, TV, radio, and digital.

## **ORGANIZATIONAL CHANGE 501 (c) (5) / NATIONAL EXECUTIVE BOARD MINUTES**

Eileen Johnson's presentation covered what type of association NARFE is and NEB Minutes including:

- Is NARFE a professional association or a labor association?
  - Difference between a 501(c) (5) – labor organizations and 501(c) (6) – professional associations.
  - Qualify as 501 (c) (3) – charitable organization. Limited to educational and charitable purposes. Also, it does not provide member benefits. There are restrictions placed on compensation for officers and directors. There are limits on lobbying efforts.
  - 501 (c) (4) – social welfare association. It's allowed to have a PAC and get involved with political activity.
  - Process for changing status is complex.
  - The dues received from supporting non-voting members are taxable income.
  - It is not unusual to have a 501 (c) (5) and (c) (3).

## **NATIONAL EXECUTIVE BOARD MINUTES**

- Minutes are the official record of board or committee action.
  - Board members' reports to their respective federations are corporate records.
  - Draft minutes should not be distributed to the field without adoptions by the NEB.
  - Using unanimous written consent via email for approval of NEB meeting minutes.
    - If there is an objection, then a conference call must be scheduled to address the objection.
  - Teleconference and GoToMeeting is considered in-person meeting under the law. These meetings can be open to the membership.
  - Send out draft minutes for comments and return to National Secretary/Treasurer (NS/T) for final to be voted on.
  - Board cannot have electronic meetings on chat boards. However, members can use chat boards for electronic meetings.
  - Executive session
    - Minutes do not get distributed beyond the board.
    - Limited to: meeting with an attorney, discussing personnel matters, censure of a board member, and meeting with auditors to receive audit report.
    - Votes in executive session do not have to be stated in open session.

## **BYLAWS AND RESOLUTIONS COMMITTEE (BRC) REPORT**

Robert Allen's presentation covered the 2018/2020 Charter, Committee Process, 2019 Deliverable, 2019 Referendum, and 2019 BRC Way Ahead. Highlights include the following:

- Recommend eliminating F-3A and submission of general resolutions. The National Bylaws state that resolutions are required for standing rule changes. *Robert's Rules of Order Newly Revised* states that an amendment is needed to change the standing rules not resolutions.
- BRC will meet with NP Thomas, NS/T Katherine Hensley, Executive Director Sido, and Staff Vice President of Communications (SVP) Helen Mosher on Sunday, March 10, 2019 at 7:00 pm to discuss the voting timeline.
- Discussed the eight 2019 referendum items: 1901, 1902, 1903AB, 1904AB, 1905AB, 1906B, 1907AB, and 1908AB.
- Discussed estimated cost of 2019 Referendum ballot and possible mailing formats.

## **BRANDING INITIATIVE**

The presentation given by SVP Boel and Chris Mahon covered the Branding Initiative. Highlights include the following:

- Themes from field reaction to the branding video: positive response to the concept of rebranding, positive responses given concerning the About NARFE messaging, majority of field preference was towards the flag logo, and negative association was derived from the star logo.
- Recommendation to focus rebranding work on the flag logo.
- The lighter blue: more vibrant, more appeal, and focus towards younger audience.
- Comments received showed a preference for the avatar which stacks the NARFE letters.

The NEB discussed NARFE's proposed tagline "*Federal Benefits Experts*" and agreed that additional research should be done to determine if this is used by any other association/company.

Discussion also included NARFE Headquarters rebranding cost estimates, approval of the "flag logo" sample with tagline, and avatar use of the NARFE proposed logo acceptance of the dark blue sample color.

## **FORMS, APPLICATION, SUPPORTING MEMBERS, AND RENEWAL**

SVP Boel stated that the Membership Advisory Committee would work on the membership application forms. Additionally, she addressed questions regarding membership forms, applications, and supporting members.

## **FEEA**

Discussion pertaining to the NARFE-FEEA fund and 2018 FEEA Annual Report. Highlights include the following:

- April 2019 *narfe* magazine will discuss the new NARFE-FEEA fund and provide the new donation form.
- The current disaster and scholarship funds cannot be comingled in spite of the fact that there is now one NARFE-FEEA fund account.
- All applications for disaster relief must be submitted online.
- The new Memorandum of Understanding with FEEA opens up NARFE for eligibility in other programs that FEEA offers.
- The FEEA Annual Report shows some of the programs that FEEA offers.

## **EXECUTIVE DIRECTOR REPORTS: COMMUNICATION, FINANCE AND ADMINISTRATION, AND MARKETING AND MEMBER RESOURCES**

Executive Director Sido discussed topline items from each of the Communication, Finance and Administration, and Marketing and Member Resources department reports. Highlights include the following:

- Analysis is being done on bringing sales, magazine advertising and newsletter advertising, in-house later in 2019.
- Communications Department: doing work in gathering requirements for the website. Additionally, work is being done with the Centennial Committee concerning areas of focus.
- Currently, the department is short an assistant editor and has interviewed for a replacement. There is no increase in salary.
- Finance and Administration Department: five year plan to be weaned off using investment income.
- Marketing and Member Resources: on track to do 18 webinars in 2019. NARFE is looking to set up booths and hand out material at several external events of other organizations that offer training and analysis at their conference, such as Federally Employed Women (FEW), Federal Dispute Resolution (FDR), and Association for Talent and Development (ATD).
- Analysis is being done on a possible dues increase. Three different levels will be tested: \$44, \$46, and \$48.

## **ASSOCIATION MANAGEMENT SYSTEM (AMS) REPORT**

SVP Johann De Castro provided an update of the current AMS initiative. Highlights include the following:

- Customization of the new AMS to ensure interaction with Engage USA, our lockbox processing company, and Voter Voice.
- April 7, 2019 was initially the "go live" date. Date has changed due to customizations issues from training. New "go live" date end of April 2019.

- The same level of access to the system in the current database will be the same level of access given in the new database. (Additional access was approved by the NEB in the November 2018 meeting).
- Materials in old system will be archived in Headquarters. The field will need to request archived materials.

SVP De Castro was requested to conduct additional research why the NEB does not have access to the federation and chapter reports.

### **INVESTMENT COMMITTEE REPORT**

- NS/T Hensley discussed the investments with Raymond James and Morgan Stanley.
- NP Thomas requested that Executive Director Sido to ask NARFE Legal Counsel to give advice on oversight of the investment committee concerning the NARFE-PAC board.
- Investment Committee to look into converting some of the Operating Fund investments to liquid assets.

### **AUDIT COMMITTEE REPORT**

Regional Vice President (RVP) Rodney Adelman reported on the topics discussed during the Audit Committee's meeting, include the following:

- Administrative transitions: new National Officers, Executive Director Sido transitions (duties of NS/T transferred to Executive Director), and Audit Committee now signs engagement letter instead of NS/T.
- NARFE has adopted all past recommendations of the auditor.
- Changes in accounting policies, as detailed in the Governance Letter.

### **VOTING TIMELINES**

Immediate Past Region IV RVP and BRC member Edward Konys discussed voting timelines.

- NEB must make three decisions: hold a referendum vote in 2019, timeframe to conduct the 2020 election, and governance of having the ballot in the magazine.
- BRC recommendation to hold the election in the month of August 2019.

### **REFERENDUM VOTE**

- NEB authorized a referendum vote in 2019 for pending bylaws amendments, in accordance with a schedule to be determined by the NEB.

### **ELECTION AND BYLAWS BALLOT IN MAGAZINE**

- After discussion the NEB set the date for the referendum for Fall 2019 and put the election and bylaws ballot in the magazine in the August issue.

## **BYLAWS SUBMISSION DEADLINE**

- Following discussion and vote the NEB decided to set the bylaws submission deadline as January 1, 2020.
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## **ELECTION POLICY**

- Ballots to approve bylaws and standing rules amendments shall not include recommendations by the Bylaws and Standing Rules Committee
- Each ballot choice shall be listed in numerical order
- There shall not be “adopt all” or “reject all” options, or segregation by committee recommendation.

## **POLICY MANUAL**

NS/T Hensley discussed the draft Policy and Procedures Handbook. Several points to highlight:

- NP Thomas requested for volunteers from the NEB to assist the NS/T Hensley or create a committee from the field to work on the Policy and Procedures Handbook.
- RVP Shackelford will serve as the point of contact to receive all information. He requested that the NEB review each section of the table of contents and notify him of any section of interest.
- The NEB’s task is to work on the policy manual. Policy is needed before procedures manual can be done. The procedures manual is under the purview of the Executive Director.
- NARFE Officials Attending Conventions Policy: If the National President, National Secretary/ Treasurer, or Executive Director attends your convention in person, they will give the NARFE National speech. The focus of the RVP’s speech will be regional information.
  - If no one from NARFE National attends then either the RVP reads the National speech or a Go-To-Meeting will take place.