

**REGION X REPORT**  
**William "Bill" Shackelford**  
**Summer 2017**

The joint National Executive Board / Federation Presidents Meeting was held in Jacksonville, Florida from July 11 – 13, 2017. The location was the Hyatt Regency - Riverfront. This meeting is required in order to meet the provisions of the Articles of Incorporation which requires an annual meeting in order to have the annual reports of the NARFE National Officers presented.

All Federations in Region X were represented by the following Federation Presidents:

Kentucky – Michael Cornelison  
North Carolina – Robert Allen  
Tennessee – Rhonda Mooney  
Virginia – Leslie Ravenell  
West Virginia – Steve Sosson

**TUESDAY – JULY 11, 2017**

The annual report of National President (NP) Richard Thissen covered the impact of the passage of One Member/One Vote and Optional Chapter Membership on NARFE; hiring of the Executive Director; NARFE Headquarters Finances; Overview of 2016 Convention; Overview of Marketing and Fundraising efforts; Legislative agenda highlights; and NARFE Headquarters overview.

National Secretary/Treasurer (NS/T) Jon Dowie's annual report covered the implementation of new business practices; federation bylaws; increase in assets from operations; Communication update; Information Technology update; and brief overview of Strategic Planning process.

The newly hired (5/15/2017) NARFE Executive Director Barbara Sido presented the attendees with a PowerPoint consisting of an overview of her initial observations since her arrival:

- NARFE: Strengths and Challenges;
- Advocacy: The Current Situation;
- Membership & Marketing: The Current Situation;
- Knowledge Resources: The Current Situation;
- Brand;
- Business Model;
- NARFE Business Model;
- Vision;
- Aligning Action With Strategy;
- NARFE Membership Curve; and
- Change Is Hard, But Necessary

Additionally, Executive Director Sido made it perfectly clear that she wants to hear from all NARFE members. Her e-mail address is [execdir@narfe.org](mailto:execdir@narfe.org).

Legislative Director Jessica Klement's seven part PowerPoint presentation which consisted of an overview of the following:

- NARFE's Legislation Department;
- NARFE's Legislation Program;
- NARFE's Legislative Priorities;
- Grassroots Actions;
- NARFE-PAC Activities;
- NARFE's Media Coverage; and
- Role of Federation Presidents in Advocacy

Each part of the presentation was followed by a question-and-answer session.

### **WEDESDAY – JULY 12, 2017**

NS/T Dowie opened the second day with a three part presentation. The first part of NS/T Dowie's presentation consisted of a PowerPoint overview of the Term Limit Exception Resolution which was proposed by the 2017 Strategic Planning Committee (SPC). Specially, the presentation covered:

- Background;
- Specific Change Proposed;
- Proposed Language Change; and
- Process

Question and Answer (Q&A) session followed.

During the Q&A session, NP Thissen briefly addressed the submission of Proposed Bylaws/Standing Rule amendments and National Committee Resolutions. He stated that in September 2017 or late August 2017 a letter will be sent out to NARFE membership requesting volunteers for the various Conference Committees.

The second part of NS/T Dowie's presentation covered:

- Chapter Closings;
- Number Of Revised & Approved Federation Bylaws; and
- Chapter Bylaws Template

Q&A session followed.

During the second Q&A session, Ricardo Quintero, Connecticut Federation President, addressed the Connecticut Federation Mergers and Consolidation of Chapters. Specifically, he reported on the closing of five Connecticut chapters and merging them into the four remaining chapters in the Connecticut Federation.

Q&A session followed.

The final part of NS/T Dowie's presentation consisted of a three section PowerPoint update of the Strategic Planning Process:

The information covered in the first section included:

- What Is Strategic Planning & Why Do We Do It?;
- NARFE & Strategic Planning;
- Strategic Planning Issues;
- SPC Objectives;
- SPC Set Planning Goals; and
- SPC Update

Q&A session followed.

Second section covered:

- Strategic Planning 2015 – 2016;
- Strategic Planning 2017 – 2018;
- Dues Adjustment Resolution;
- Article IV Organizational Structure; and
- Rule IV Organizational Structure

Q&A session followed.

The final section addressed NARFE Federation Overview. Specific information covered included:

- Brief Overview Of NARFE 2017 Situation Analysis;
- Background;
- Strategic Planning Focus;
- Perceived Strengths: Federations;
- Perceived Strengths: Headquarters;
- Federation Requires Minimum Roles & Responsibilities;
- Federation Organizes & Directs Grassroots Advocacy Efforts; And
- Federation Core Activity:
  - ✓ Communications;
  - ✓ Training;
  - ✓ Financial Aid;
  - ✓ Support Chapters;
  - ✓ Support And Encourage Field Retention; And
  - ✓ Refer Member To Expert Information Sources Of Federal Benefits And Compensation Information

Q&A session followed.

### **THURSDAY – JULY 13, 2017**

(First Session – National Executive Board ONLY)

During the first session held on July 13, 2017 any discussions was limited to the members of the National Executive Board. Federation Presidents and other guests were permitted in the room in an observer capacity ONLY.

NP Richard Thissen called the meeting to order at 8:20 A.M.

Ed Konys (RVP-4) provided an update on the condition of Richard Wilson (RVP-9) who had left the joint session on Wednesday for health reasons. RVP Wilson had been hospitalized overnight.

Discussion centered on the first version of the SPC proposed Bylaw amendment referendum titled: "**Term Limit Exception**" and the decision made by the NEB during the July 6, 2017 NEB meeting.

Further discussion pertained to the second version, as presented by the NARFE Parliamentarian, of proposed "Term Limit Exception" Bylaw amendment referendum.

After discussion, the following **motion** was presented: **#05-07-17**.

**SUBJECT: REFERENDUM FOR MEMBER VOTE**. Motion made by RVP Kirby and seconded by RVP Crawford that the NEB advance to members for vote on the SPC's proposed amendment to allow a sitting National President to request to run for a third term. With a vote of **6 NAYS** and **5 YEAS**, the **motion failed to achieve the 2/3 majority** necessary to move forward for a vote of the full NARFE membership.

**YEA**

Region I VP Crawford  
Region II VP Kirby  
Region V VP Ek  
Region IX VP Wilson (proxy)  
NS/T Dowie

**NAY**

Region III VP Robinson  
Region IV VP Konys  
Region VI VP Richards  
Region VII VP Adelman  
Region VIII VP Zajac  
Region X VP Shackelford

**ABSTAIN**

NP Thissen

NOTE: The proxy of RVP Wilson was cast by RVP Konys.

**THURSDAY – JULY 13, 2017**

(Full Joint Session)

Deputy Director of Recruitment and Retention Monica Williams' PowerPoint presentation consisted of:

- Overview Of Membership Marketing & Recruiting;
- Membership Acquisition & Retention;
- Online Ad;
- Landing Page;
- Online Lead Generation;
- Prospect Conversion;
- Local Recruiting's Unique Value;
- Keys To Successful Recruiting;
- Recruitment/Advertisement Signs; and
- Recruiting and Retention Newsletters

Q&A session followed.

Director of Marketing Bridget Boel's PowerPoint presentation consisted of a Marketing Update. Specially, the presentation covered:

- NARFE Federal Benefits Institute:
  - ✓ What Is It;
  - ✓ Why Is It Important;
  - ✓ How Does It Benefit NARFE; and
  - ✓ What You Need To Know.

Q&A session followed.

Deputy Director of New Business Development Jennifer Bialek's offered a two-part presentation on Business Development and Events. The Business Development portion of the presentation covered:

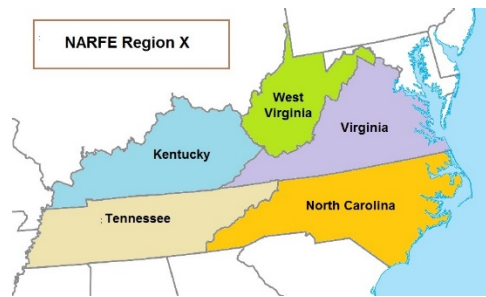
- NARFE Affinity Partners;
- Sponsorship; and Exhibits

The Events portion of the presentation covered:

- Legislative Training Conference;
- President's Meeting;
- Webinars;
- Non-Periodical Advertising; and
- 2018 NARFE National Conference
  - ✓ General Sessions;
  - ✓ Breakout Sessions;
  - ✓ Breakout Sessions under consideration; and
  - ✓ Schedule.

Q&A session followed.

The final day concluded with a Town Hall Meeting with Executive Director Barbara Sido (and others) moderating an open forum Q&A session for Federation Presidents and guests in attendance.



**REGION X REPORT**  
**William "Bill" Shackelford**  
**September, 2017**

Since the arrival of the new NARFE Executive Director Barb Sido on May 15th, there has been considerable NARFE activity at Headquarters and across the Regions and Federations including several key Headquarters staff changes. Also, NARFE has contracted with Colette Trohan, **A Great Meeting, Inc.** to be our National Parliamentarian. All members should go to [www.narfe.org](http://www.narfe.org) for several important updates.

The 2016-2018 the Strategic Planning Committee (SPC), made up of dedicated members from each NARFE Region, has been very busy. At [www.narfe.org](http://www.narfe.org) summaries of the activities of the SPC can be reviewed under the Strategic Planning banner.

Also listed under Headquarters Resource Library, are the minutes of National Executive Board (NEB) meetings which will include all presentations from the 2017 Federation Presidents'/NEB Meeting, held in Jacksonville, Florida from July 11-13.

Some of the major presentations include:

- 2016 Annual Report of National President Richard Thissen
- 2016 Annual Report of National Secretary/Treasurer Jon Dowie
- NARFE Situation Analysis (June 2017) from 2016-2018 Strategic Planning Committee
- Strategic Planning Update presented by Jon Dowie, Chair, SPC and SP Team
- NARFE Strategic Federation Framing from 2016-2018 Strategic Planning Committee
- Keynote Presentation by Executive Director Barbara Sido
- Membership Marketing 2017 Update presented by Bridget Boel, NARFE Director of Marketing
- Marketing 2017 Update presented by Monica Williams, NARFE Deputy Director of Membership Marketing
- Business Development Update presented by Jennifer Bialek, NARFE Deputy Director for Business Development
- Legislative Update presented by Jessie Klement, NARFE Director of Legislation

The Federation Presidents'/NEB Meeting was held at the Hyatt Regency Jacksonville Riverfront. This same location will be the site for the 2018 NARFE National Conference (previously referred to as NARFE National Convention) which is scheduled for August 26-29, 2018. Some details are set out in Jennifer Bialek's Jacksonville presentation.

The July *NARFE Insider* which has been e-mailed to leaders lists key dates for 2018 procedures for candidacy, committees, requests to be on a committee, etc. Additionally, there will be an article in the October issue of NARFE magazine. Efforts have been made to incorporate best practices that Executive Director Barb Sido has experienced in her career and based on have parliamentary and legal advice.

Be sure to remind other members that this and all other items on **narfe.org** keep them current on relevant matters.