

New River Chapter MOAA Meeting Minutes 20 April 2010

Call to Order: After enjoying meals, snacks and refreshments, 1st Vice President Charles Knapp called the meeting to order at 1900 hours on 20 April at the West Jefferson Coffee House. After extending welcoming remarks, Charles asked everyone to stand for the playing of the National Anthem. Charles then introduced and welcomed new Chapter member, Bruce Huester, Lt Col, USAF (Ret) and his wife, Wanda. Charles then called attention to the new Chapter flags he obtained at MacDill AFB and gave special recognition to Lee Eldreth for hand-crafting the flag base and to Chapter President Doug Ehrhardt for making the flag stanchions. Charles literally "passed a (Navy) hat and \$100.00 was collected to go towards the cost of the flags. A decision was made to keep passing the hat at future meetings until the full cost can be recouped (\$180.00 for the flags and approximately \$40 for the other materials).

Members Present: Charles Knapp, Ken Lynn, Porter Hicks, Ron Schuette, Wilbur Wright, Bill Horner, Lee Eldreth, Rose Koontz, Pat Gobble, Edith Jones, Linda Marsh, Bruce Huester, Wanda Huester (member-spouse), Lois Rhoades (member-spouse), Betty Schuette (member-spouse), Monica Madden-Lynn (member-spouse)

Committee Reports: The Programs & Membership Committee Chair and the Personal Affairs Committee Chair were unable to attend. Legislative Affairs Committee Chair, Porter Hicks, gave a brief update on the new healthcare law and spoke of plans to have a guest speaker at the June meeting to delve into the new legislation and its impact on U.S. healthcare in general and on Medicare and Tricare specifically. More details will follow on the guest speaker.

Old/Unfinished Business:

Membership Dues/Budget/Non-Profit Update: Chapter Secretary/Treasurer Ken Lynn reported that 25 of 37 members have paid their 2009/2010 dues. By the end of the meeting three additional current members paid their dues and one new member is mailing a check which will bring the total to 29 of 38 members being up-to-date on annual dues. Those members who have not yet paid their dues should mail a check to: New River Chapter MOAA, P.O. Box 1202, Jefferson, NC 28640.

Ken announced that two expenditures were made since the last meeting for the purchase of stamps, envelopes and mailing labels totaling \$15.10. The current operating balance on hand at the start of the meeting stood at \$1,172.72. The Chapter's first 50/50 raffle collected \$58.00. Lois Rhoades was the lucky winner of half the proceeds with the other \$29.00 going to the Chapter.

The Chapter received a letter from the IRS dated 7 April 2010 asking three clarification questions concerning our application for tax-exempt status. Ken reported that he provided a response back to the IRS in a letter dated 9 April 2010. (**Update:** In a letter dated 15 April, the IRS approved the Chapter as a tax-exempt organization.)

Membership Roster/Website/Meeting Minutes Reminder: Ken reminded all present that the membership roster is located on the Chapter website, but that members

need to contact Doug Ehrhardt for a members-only password to access the roster and other material. As a reminder, in order to save time at membership meetings the reading of old minutes has been dispensed with and meeting minutes will be filed on the website for viewing. Ken will have paper copies of all the minutes at each meeting should a member wish to read or review the minutes.

Committee Volunteers/At-Large Director Positions: Ken urged members to begin stepping forward to volunteer for committee assignments and to fill the two vacant at-large board of director positions. In order for the Chapter to really get moving forward, we need participation from the membership. For those interested in joining a committee, please contact the chairs: Porter Hicks: Legislative Affairs; Mac Hunt: Programs & Membership; Karen Strickland: Personal Affairs. For those interested in joining the board of directors, please contact Doug Ehrhardt.

Buddy System: Ken discussed the Chapter buddy system intended to provide a means of communication for those members who don't have Internet and/or e-mail access. A list of the current members and their buddies follows. Please note that two volunteer buddies are still needed. Buddies are asked to keep in contact with their "buddy," pass along information contained in the meeting minutes or other e-mails, and provide a copy of the bi-monthly Chapter newsletter to their buddy.

- Member: Marlette Cullen; Buddy: Mannon Eldreth
- Member: Elizabeth Franzen; Buddy: Buddy: Fran Hunt
- Member: Patricia Gobble; Buddy: Monica Madden-Lynn
- Member: Edith Jones; Buddy: Karen Strickland
- Member: Rose Koontz; Buddy Linda Marsh
- Member: Margaret Sears; Buddy: Barbara Sears
- Member: Bill Wheatley; Buddy: Cathy Ehrhardt
- Member: Don McNeill; Buddy: Need volunteer
- Member: Harry Lindsey; Buddy: Need volunteer

New Business:

Newsletter: With the publication of the inaugural edition of the *New River Current*, newsletter editor Ken Lynn reminded everyone that he needs the inputs, suggestions and ideas of the membership to improve the newsletter and to make sure it's meeting the needs of the membership. Ken is looking for a USAF, Navy, Army and Marine Corps veteran who would volunteer to write/compile the service-specific column six times per year.

April Program: Membership Drive...Give Me 10 Campaign: Ken led a seminar discussion kicking off the Chapter's membership drive. Acting in concert with National MOAA's Give Me 10 Campaign, there are financial incentives to be gained through recruitment...not to mention the huge benefits incurred by growing our Chapter. Ken stressed that as a newly formed MOAA chapter, this may be the best opportunity to grow our membership and take advantage of National's financial incentives. With our

catchment area comprising a more rural population, the pool of potential members to recruit will be smaller than in or near a metropolitan area. Still, there are plenty of former officers, retired officers, currently serving active duty, Guard and Reserve officers and spouses of deceased officers who are all eligible to join our Chapter. The following notes were used by Ken during the discussion:

- Goal: Recruit at least 10 new members
 - Chapter Financial incentives from National:
 - \$10 for every complimentary (free) membership (for active duty, JROTC leadership, active Guard & Reserve)
 - \$20 for every paid membership (even a lapsed membership that's renewed)
 - \$20 for every Life Member (new or converted)
 - \$100 bonus for every 10 paid memberships recruited by a Chapter (complimentary memberships don't count for this bonus)
 - \$1,000 prize to the chapter that recruits the most paid members (per size category...)
 - Individual recruiters are entered into a sweepstakes each time they recruit a member increasing chances to win a \$1,000 recruiter prize. The name of the new member drawn also wins \$500 and a free life membership
- How to recruit:
 - Personal contact...former/retired officers...JROTC, 1450th TRANS Co, other Guard, Reserve and Active officers...also...auxiliary members
 - National recruiting lists sent to the chapter presidents every six months
 - Local newspaper articles that mention service as a former/retired officer
 - Let potential members know we have something to offer
 - Share literature on MOAA such as *Military Officer* magazine, the Chapter newsletter, etc.
 - At over 370,000 members, MOAA is the largest and most effective organization advocating for members and their families

- Many of the gains we've made in recent years such as pay raises, TFL, improved Survivor Benefit Program happened because of MOAA
- We will be there for members through all stages of life...Personal Affairs a big plus...
- A couple of common myths we may need to overcome:
 - MOAA is for retirees only...active duty, former and auxiliary all welcomed
 - Programs are geared only towards an older crowd
- Ideas to attract membership
 - Of course personal contact is the most important...
 - Advertise upcoming big programs/speakers in the local papers/radio...
 - JROTC Leadership Award...
 - ACFMC golf tournament hole sponsor sign...
 - Consider a radio spot for WKSK and/or Happy Times (again)?
 - Presence at county patriotic events
 - Booth at X-mas in July, etc...
 - As we get larger and more active...increased community involvement will help for the long term

In order to get credit for a new recruit under the Give Me 10 Campaign, special forms need to be sent to National. If you recruit a new member, contact Ken and he will help with the paperwork, submit the membership for you and the new member, ensure you get credit for recruiting the new member and will track the membership application to make sure the Chapter receives credit. As of 20 April, we have one life member conversion, Jim Need, and one new member, Bruce Huester. We're off to a great start!

Adjournment: Charles adjourned the meeting at 2005 hours.

Submitted by Ken Lynn, Secretary

Approved by Charles Knapp, 1st Vice President