



Tampa-St.Petersburg Chapter



Executive Committee Meeting Minutes 20 November 2019

EXCOM members that participated are marked below:

Officers			Directors		
<input type="checkbox"/>	COL Jack Sander	President	<input checked="" type="checkbox"/>	Steve Boyer	Membership
<input type="checkbox"/>	Mark Christensen	1 st VP	<input type="checkbox"/>	<i>Mike Paradiso</i>	<i>Membership Deputy</i>
<input checked="" type="checkbox"/>	Debbie Miller	2 nd VP	<input type="checkbox"/>	Caitlin Stephens	Publicity
<input checked="" type="checkbox"/>	Gerry Slevin	Treasurer	<input type="checkbox"/>	Nicholas Chadwick	Small Business
<input checked="" type="checkbox"/>	Magdalena LoGrande	Secretary	<input checked="" type="checkbox"/>	Joe Haulton	Website
			<input checked="" type="checkbox"/>	Eddie Peña	Scholarships
			<input type="checkbox"/>	<i>Senton Pojani</i>	<i>Scholarships Deputy</i>
			<input checked="" type="checkbox"/>	Shandi Perkins	Programs
			<input type="checkbox"/>	Danny Sava	Awards
			<input type="checkbox"/>	<i>Marcus Neal</i>	<i>Awards Deputy</i>
			<input checked="" type="checkbox"/>	Adam Taylor	Corporate Sponsorship
			<input type="checkbox"/>	<i>Alex Rolinitis</i>	<i>Corporate Sponsorship Deputy</i>
			<input checked="" type="checkbox"/>	Clinton Austin	Young AFCEAN
			<input checked="" type="checkbox"/>	Rob Hile	Golf Tournament
<input type="checkbox"/>	Carl Bass	RVP	<input type="checkbox"/>	2d Lt Darren Diones	Military Outreach
			<input checked="" type="checkbox"/>	Dan Holland	Cyber Outreach

I. Officer and Standing Committee Reports

- President, COL Jack Sander (unable to attend)
 - Debbie called the meeting to order at 1300.

- Secretary, Magdalena LoGrande
 - Confirmed quorum
 - *A/I: will create an SOP template for each Chapter Officer/Chair to contribute to a continuity book to facilitate the transition when new members join EXCOM*

ACTION: October 2019 meeting minutes were unanimously approved.



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- Treasurer, Gerry Slevin
 - Financials:
 - Checking Balance: \$29,121.34 Savings Balance: \$44055.60
 - Moved \$20,000 from Savings to Checking after October EXCOM
 - Golf Tournament Financials: (Spreadsheet provided)
 - Sponsor + Golfer Income: \$18,455.00
 - Raffle, Mulligan, Course games and Silent/Live Auction Income: \$6,340.00 (\$2250 in cash and \$3720 from Square Up from Credit Cards)
 - Total Gross Income: \$24,795.00
 - Minus Total Expenses: \$8,497.55 (\$7278 was for the course)
 - Total Net Income: \$16,297.45
 - Dixon will be mailing us a check for our portion of the proceeds generated from the games they operated, this is already figured into our income
 - 2020 Budget: a planning meeting will be scheduled during the first half of December; Clinton may be able to host; one of the goals is to go over the spending strategy for the new calendar year
- 1st Vice President, Mark Christensen (unable to attend)
- Membership, Steve Boyer
 - *A/I: Steve will work with Shandi and start collecting luncheon attendance metrics (total numbers/attendee category/registered vs. no-shows) to support program planning decisions*
- Publicity, Caitlin Stephens (unable to attend)
 - Caitlin will remain as Chair; Rob Hile's wife, Rhianna, will cover social media as an assistant.
- Small Business, Nicholas Chadwick (unable to attend)
 - During the last Small Business event on 6 November, I asked for feedback on how our local AFCEA Chapter could better support the outreach to Small Businesses. There was some significant interest in getting a prime contractor who was interested in partnering with small businesses in future contracts to have a Business Developer or Executive meet with them and discuss their future needs for personnel skills sets. Perhaps we can reach out to some of the primes and ask if they are interested in speaking at a future small business event.
- Website, Joe Haulton
 - Current efforts/enhancements:
 - Set up holiday luncheon registration
 - Transition sponsorship links
 - Logos need to be updates; will work with Adam and incorporate the logo refresh into the new



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sponsor onboarding process

- Will provide Steve and Shandi with collected luncheon metrics
- Will update Steve on membership status/process
- Would like to transition email newsletter duties to the social media person—at a previous EXCOM meeting, we had agreed that any EXCOM officer could send content for email newsletters if vetted through VPs
- Needs EXCOM member head shots to feature of the Chapter website Officers' page
- Photo gallery will be set up so that any member with admin access can upload picture files
- Working on cleansing website parts and website content, removing pelican images and spelled-out AFCEA references

A/I: Debbie suggested Joe send out a consolidated email newsletter in December, since we have so many events

A/I: Joe will follow up with Mark and the Elections Chair on sending out emails with nominee announcements and call for votes

- Scholarship/Education, Eddie Pena

- USF Veterans Scholarship: [email from Ken Nahrwold, Veteran Support Coordinator]: We had 4 highly qualified veterans that we felt would honor the spirit and intent of this AFCEA scholarship. Their names are Brian May, Colin Good, Michael Meyer, and Daniel Betancourt-Fernandez. I am actively acquiring their mailing address to report back to AFCEA. These students are aware of the expectation to attend a meeting-- thank you notes shared to get a better idea.

A/I: Eddie will follow up with Mark and USF POC on dates for scholarship award presentation

- **Government Outreach, 2d Lt Diones (unable to attend)**

- 2nd Vice President, Debbie Miller

- Debbie introduced Shandi as the new Programs Chair

A/I: Debbie will create a thank-you letter template for the Golf Tournament sponsors.

- Programs, Shandi Perkins

- 2020 Luncheons: Shandi will gather quotes from various hotels to inform the decision on where/when to host next year's luncheons; will discuss at the December EXCOM meeting; key factors are cost and attendance appeal; Joe suggested finding a location off-base but closer to MacDill that could be catered to and Shandi will look into that as well; we could do some on-base and some off-base (6/6 or 8/4—2 months on base followed by 1 month off base)



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- Shandi also suggested a Buccaneers Game as a potential YA outing
- Future program planning:

Date	Location	Speaker/Event	Title Sponsor	Raffle Sponsors
6 November	The Undercroft	Small Business Networking Event		
20 November	Surf's Edge	SC Hollins, DISA CENT KM		Nutanix; Taylor Financial
10 December	Urban Center	Joint Holiday Party		
13 December	Surf's Edge	Tech Expo		
18 December	Alba Hotel	Hope Children's Home	Jacobs?	
15 January	Surf's Edge?			
19 February	Surf's Edge?			

- Awards, Danny Sava (unable to attend)
 - We had two submissions for the Distinguished Young AFCEAN award and one for the Women's Appreciation Award
 - We met our objective for giving out six Outstanding AFCEAN awards by presenting four at the luncheon. (gave out six for the year)
 - We exceeded our goals for International submissions
 - Clinton added that Danny received the regional YA award and will be recognized at the AFCEA Tech Conference
- Corporate Sponsorship, Adam Taylor
 - Adam is sending out invoices for next year; some sponsors have already confirmed
 - There was extensive discussion about possibly raising the table sponsorship fees to \$4K (full) and \$2K (half) given the value and exposure provided to sponsors but there are concerns regarding small businesses; because luncheon revenue is mostly a wash (i.e., not a fundraising source for our programs), it was decided to table the decision until the end of next year, when we will have better attendance metrics then as well as actionable data on luncheon prices fluctuations in the new year, depending on where we host
 - Will start reaching out to potential sponsors outside of the regular defense IT bubble. The larger constellation involves financial services/legal/health IT, etc. This is also the recommendation from AFCEA International, in order to avoid over-soliciting from the same companies



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A/I: Start implementing the “Sponsor Spotlight” initiative in the new CY; this involves a full-table small business sponsors being given the chance to feature their products/services at a luncheon; half-table small business sponsors enter a raffle for the same chance.

- Young AFCEAN, Clinton Austin
 - December Hope Children’s Home Event:
 - Have secured the Hotel Alba for the Tampa for December 18th. We have the banquet space from 11 AM to 2 PM.
 - Based on last year's numbers, space is reserved for 90 people.
 - The numbers can be adjusted three days before the event.
 - There is a slight increase in price. Last year, the price was \$2,004.54. The new rate is \$2,102.19; will hand Gerry the forms to finalize the payment at the November Luncheon.
 - I have coordinated with Hope Children's Home. This year, we are sponsoring 24 children along with three chaperones.
 - For the agenda, there were some complaints that I missed some of the previous year's traditions. To help me, please email me at Clinton.E.Austin@gmail.com what I missed so I can shape the agenda.
 - I have already created the flyer for the event and promoted it on my social media accounts.
 - I need the event promoted on the AFCEA website and social media accounts. Whoever is the current social media chair, please email so I can share the file.
 - Secret Santa volunteers needed—Joe H. will add the flyer posted on LinkedIn to the website
 - Our Chapter is getting more attention at the AFCEA International level, and that may help us with obtaining speakers
 - Clinton has been invited to attend the Hanscom Chapter event in March; the Hanscom Chapter is covering lodging but our Chapter will consider covering Clinton’s airfare—to be discussed during December budget meeting

• **Cyber Outreach, Dan Holland**

- Dan will be delivering an after-action report on the USF Hack-a-Thon event
- There will be a high school field trip to SOFWERX on 11/21
- Other upcoming field trips: JCSE (20 students a month; supported by 2d Lt Diones); MacDill AFB/FBI/Secret Service (will combine sponsorship with YA)
- Planning spring competition
- Dan will talk about the Cyber Outreach activities during the January luncheon

II. Agenda Item: Special Committees’ Reports

- Golf Tournament, Rob Hile



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- 2019 Golf event Report:
 - It was a huge success. We had 20 sponsors and 108 golfers overall. Event featured Drones, Ball Cannon, Humvee Experience, Bocce Golf and over \$1.0M in potential prizes, etc. We also had honorary players such as SMA Jack Tilly, 12th Sergeant Major of the Army, Retired and Norberto Cintron, US Special Operations Command, Retired.
 - Auction items featured Tampa Bay Bucs and Lightning Gear, Hotel and Golf outings, 50 inch TV, Yeti and Cabela Coolers, Horse Soldier Bourbon Collection donated by Captain Mark Nutsch, Green Beret and much, much more.
 - Estimated earnings for our favorite charity, STEM is approximately \$16K
 - Rob will put together a formal after-action report

- 2020 Golf Tournament: Rob proposed Friday, 30 Oct 2020 at the Bloomingdale Golf course; the venue has already committed to allowing 2 food/beverage sponsors at the front of the course and 2 at the back, as well as having a beverage cart around the course. would like to get next year's date and venue locked down so we can get started after the first of the year with planning; locked in at the same price; many sponsors said they will support again next year

- Joe H. would like to send out thank-you notes; Debbie will put together a template for signatures

III. Agenda Item: Unfinished Business

- Luncheon locations for CY20
- Chapter Constitution/By-Laws Revision – Gerry will take over the next two weeks
- Feedback session on chapter direction

IV. Agenda Item: New Business

- Orlando consolidation
- New HS Sponsorship (robotics- Joe's email)

V. Agenda Item: Adjournment

- Meeting adjourned at 1410