



## **ASSOCIATES OF VIETNAM VETERANS OF AMERICA, INC.**

8719 Colesville Road; Suite 100 • Silver Spring, MD 20910-3919  
Telephone (301) 585-4000 • Fax Main (301) 585-0519

Board of Directors Meeting Minutes  
July 23, 2018  
Renaissance Resort Hotel  
Palm Springs, CA

### **CALL TO ORDER:**

President Sharon Hobbs called the regular meeting of the AVVA Board of Directors to order at 7:30 PM on Thursday, July 23, 2018 in the Snow Creek Room at the Renaissance Resort Hotel in Palm Springs, CA.

### **OPENING EXERCISES:**

President Hobbs proclaimed a moment of silence and recognized Fran Davis, MO, National Chaplain, to lead the invocation. President Hobbs then recognized Elayne Mackey, CA, Vice President, to lead the assembly in the *Pledge of Allegiance*.

### **BOARD OF DIRECTORS ROLL CALL:**

Secretary Nina Schloffel called the roll.

President: Sharon Hobbs	Region 4: Jeri Wallis
Vice President: Elayne Mackey	Region 5: Cecilia Essenmacher
Secretary: Nina Schloffel	Region 6: Fran Davis
Treasurer: Kathy Andras	Region 7: Terri Rangel
Region 1: Joanne Blum	Region 8: John Birch
Region 2: Nancy Rekowski	Region 9: Casey Farrell
Region 3: Kaye Gardner	

Quorum established

### **AGENDA:**

**Motion (#1)** Moved by Region 1, Joanne Blum, and seconded to accept the agenda as presented – **ADOPTED**.

### **OFFICER AND BOARD REPORTS - UPDATES:**

**President** – President Hobbs welcomed Vice President Elayne Mackey and Region 9 Director Casey Farrell. Both have returned to the board after extended medical leaves. AVVA has not had a full board in attendance since October 2016.



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***Leadership and Education Conference*** – President Hobbs noted that the Leadership and Education Conference begins this Wednesday with opening ceremonies at 8:45 AM. Thanks to the combined efforts of the board, AVVA contributions to the conference include:

- Sponsoring two educational seminars: Recognizing Secondary PTSD and Introduction to Basic Parliamentary Procedure.
- Coordinating the annual AVVA Luncheon.
  - Producing and distributing luncheon programs.
  - Securing/promoting luncheon speaker.
  - Determining recipients and distributing awards
  - Designing and supervising production/delivery of attendee gifts.
- Planning and conducting the annual AVVA Business Meeting.
- Centralizing AVVA information resources and publications (AVVA Office).
- Providing AVVA logo and related products for sale (Veterans Mall – hotel foyer).
- Assisting with event setup and packaging attendee conference materials.
- Sponsoring/promoting Project Friendship (Lighthouse Social Services).
  - Soliciting, collecting and awarding donations (at closing ceremonies on Saturday, July 28, 10:30 AM).

***AVVA VSO Program*** – President Hobbs reported that steps related to the dissolution of the AVVA VSO Program have begun. We are no longer taking applicants; we are no longer representing veterans as their Power of Attorney (POA). At our April meeting, the board voted to discontinue AVVA's VSO program. This action was predicated by VVA's refusal to renew our VSO Memorandum Of Understanding (MOU) due to excessive liability.

***In Memory Plaque Status*** – The top portion (the memorial plaque) is approved. It will eventually be mounted on a raised (2 inch) platform. Jim Knotts, President and CEO of the VVMF (Vietnam Veterans Memorial Fund) is ordering the manufacturing of three memorial plaques (top), one for immediate mounting; a second to be held as a replacement when needed. VVMF is purchasing two of the three plaques.. VVA has agreed to purchase the third plaque, which will be placed in the VVA National Office.

***Membership*** is over 9,800 and growing. This is an all time high. It shows we're doing something right. However, when recruiting new members, don't forget the importance of retaining our existing membership. Bobbie Morris and Joanna Henshaw created a Power Point presentation that addresses membership retention. It is available on the AVVA website. Share this information with your states and chapters.

***VVA 40<sup>th</sup> Anniversary Gala*** – will be celebrated the week of the October BOD meeting.



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Invitations are forthcoming. Each AVVA board member will be allocated 2 tickets. RSVP is required for ticket reservations. Spouses/significant others are encouraged to attend. Formal/semi-formal attire is in order.

**Region 4** – Regional Director Jeri Wallis, Deputy Regional Director Susan Henthorn report that a new AVVA chapter (chapter affiliate) is forming in Jerusalem, GA

**Region 5** – Regional Director Cecilia Essenmacher announced that Illinois donated \$1,000 to this year's Project Friendship.

**Region 6** – Regional Director Fran Davis stated that Region 6 has increased its number of state reps to six. Fran is actively recruiting to fill the remaining state rep positions with POCs.

**Region 7** – Regional Director Terri Rangel has joined the BOD of the National Foundation for Veterans and Families. She serves as Treasurer for the NFVF.

**Region 8** – Regional Director John Birch reports that one Oregon chapter has completed the incorporation process and another Oregon chapter has filed for incorporation.

### **COMMITTEE REPORTS - UPDATES:**

**PTSD '2'** – Co-Chairs Nina Schloffel, Elayne Mackey will be offering facilitator refresher training. Dates to be announced after the Leadership and Education Conference.

**Elections** – Chair Kaye Gardner informed the group that chapter and state election results are past due. Regional directors must submit their region's election results to the Elections Committee ASAP. The elections database needs to be updated if it is to remain useful.

Gaps in the at-large elections policy were identified during the January training. These are being addressed. Expect upgrades to the At-Large elections policy prior to the next round of at-large elections.

**VISTA** – Chair Jeri Wallis indicated that reported VISTA hours are down. Encourage your chapters and states to record and submit ALL eligible hours. Remind them to record their hours as they work them. It's too easy to forget how many hours you've worked if you don't record them right away. VISTA awards and pins will be presented at Thursday's AVVA Luncheon.



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**Strategic Planning** – Chair Nancy Rekowski recommends updating our Strategic Plan document to reflect the proposed (new) direction for the organization. A good start would be to conduct a SWOT (Strengths , Weaknesses , Opportunities and Threats ) analysis. Expected outcome would be a white paper with alternative recommendations for our new direction. A Saturday morning session will be added to the board agenda in October 2018.

**Product Sales** – Chair Susan Henthorn; advisors Kathy Andras and John Birch, announced that conference product sales items include consignments from the Agent Orange Store. AVVA will collect 20% of consigned sales. Pricing predetermined by the vendor, and a price list has been provided. Unsold items will be returned to the Agent Orange Store at the vendor's expense. Proceeds from consignment sales will be remitted to the vendor less our 20% commission.

**Membership** – Chair Cecilia Essenmacher restated the importance of retaining our current membership. She again referred us to the retention Power Point presentation available on the AVVA website. Cecilia thanked Bobbie Morris and Joanna Henshaw for creating the presentation. It is very well done.

The Membership Committee is developing a policy that defines criteria for lifetime membership that may be established/awarded under special circumstances.

**Policy and Procedure** – Chair Nina Schloffel noted that Section 11 of the Policy and Procedures Manual is incomplete. Section 11 is important in that it provides a centralized means to identify the policies, functions and operations specific to each AVVA committee or program. Beginning in mid-August, the Policy and Procedure Committee will solicit Section 11 information from the chairs of non-compliant committees/programs.

### **MOTIONS:**

#### ***Electronic Motions:***

Motion (#2) Moved by Vice President Elayne Mackey and seconded to accept and record all electronic motions made between the April 12, 2018 and the July 23, 2018 Board Meetings - **ADOPTED**

1. IEM5: The secretary moves that the board of directors adopt minutes from the April 2018 board meeting as amended/corrected.

**MOTION ADOPTED BY MAJORITY VOTE.**



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2. IEM6: The Finance Committee moved to accept the 2017 IRS 990 as prepared.  
**MOTION ADOPTED BY MAJORITY VOTE.**
3. IEM7: Motion out of Finance: To spend an additional \$2,000 to include our incorporated states and chapters in our conversion from a 501(c) 4 to a 501(c) 3.  
**MOTION ADOPTED BY MAJORITY VOTE.**

### **Out of Committee:**

**Motion (#3)** out of the Website Committee, no second required, to adopt one of two designs as the new homepage for the AVVA website.

Amendment to accept design proposal 1 (green background). Moved by Region 6, Fran Davis and seconded to accept the proposal as amended. – **ADOPTED** (yes - 8, no - 3, abstain - 1)

Amendment to accept design proposal 2 (blue background). Moved by Region 3, Kaye Gardner and seconded, to accept the proposal as amended. – **FAILED** (yes - 3, no – 8, abstain - 1)

### **Policy Proposals: (None)**

### **UNFINISHED BUSINESS:**

**Financial Update** – President Hobbs reported that we are halfway through the year and budgets have been managed such that our available funds exceed expectations. Continue the good work.

**Spousal and Survivor Benefits** – President Hobbs explained that the new program has three phases:

- **Instructional** – Provides guidelines and tools to organize and conduct educational seminars. The meetings will introduce and explain spousal and survivor benefits to veterans and their families. Chapter 203 (Chattanooga, TN) will pilot this segment on September 29. Feedback expected by the October BOD meeting.
- **Informational** – Provides contact information for available resources on a sticker that will be placed on the condolence cards AVVA sends to survivors.
- **Promotional** – Produces and distributes Spousal and Survivor Benefits Brochures to funeral homes, churches, etc. This phase will require funding through grants and donations. This phase is in the future.



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**AVVA Shirt and Vest** – Kathy Andras and John Birch advised that samples of each will be available at the October BOD meeting. Samples include shirts with and without collars and vests of various fabrics and designs. These will be designed for board members to wear during national events.

### **GOOD OF THE ORDER:**

**Project Friendship Update** – Cecilia Essenmacher, Terri Rangel, and Kathy Andras announced that AVVA is close to meeting the Project Friendship goal of \$12,000. Lighthouse Social Services (this year's Project Friendship) CEO will accept the donation check on Saturday at closing ceremonies.

**Conference Registration Update** – Sharon Hobbs reported 268 preregistered attendees, 49 of which are AVVA members. Final numbers should not show any significant change as few onsite registrations are expected,

**Luncheon Updates** – Sharon Hobbs expects close to 100 luncheon attendees. So far, over 90 luncheon tickets have been sold. 125 AVVA flashlights are available as gifts to luncheon attendees. Any surplus will be diverted into Product Sales and sold for \$10 each.

### **Assignments:**

- *New Letterhead -Terri Rangel:* Terri is designing a new corporate letterhead. It will include a request for donations to AVVA and provide information about our tax-deductible status. The new letterhead will be introduced in conjunction with our 501(c) 3 conversion.
- *Committee Advisor Policy – Nina Schloffel:* the Policy and Procedure Committee is to create a policy that requires committee advisors to be members of either AVVA or VVA.
- *20<sup>th</sup> Anniversary – Nancy Rekowski:* the Anniversary Committee is developing logo proposals for AVVA's 20<sup>th</sup> Anniversary. Designs will be available to the board at the October meeting.
- *Bylaw Amendments - Nancy Rekowski:* the Bylaws Committee was charged with looking at several amendments for the 2019 Convention.



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### **ANNOUNCEMENTS:**

**Annual Business Meeting** – scheduled for Thursday, July 26<sup>th</sup>, from 2:00 PM to 2:30 PM in the San Jacinto Room.

**Work Groups 1 & 2 Seminars and Q&A Session** – Work Group 1 Seminar is Wednesday, July 25<sup>th</sup> from 11:00 AM to 12:30 PM in the San Jacinto Room.

Work Group 2 Seminar is Thursday, July 26<sup>th</sup> from 9:00 AM to 10:30 AM in the San Jacinto Room.

Joint Q&A Session is Saturday, July 28<sup>th</sup> from 8:30 AM to 10:00 AM in the Smoketree Room.

While the Work Group seminars conflict with AVVA sponsored seminars, they provide critical information. If you are able to attend the Work Group seminars, please share relevant information with those who are unable to be there. Saturday's Q&A session is open to all. Even if you don't attend either Work Group seminar, the Q&A session is still worthwhile.

**Closing Ceremonies** – Scheduled for Saturday, July 28<sup>th</sup> at 10:30 AM. Program includes President Hobbs presenting the Project Friendship donation to Lighthouse Social Services.

**List/Contact Information for Project Friendship thank you cards** – President Hobbs sent out thank you cards for previous Project Friendship donors. This year, the task will be delegated to an as yet undesignated board member. Stay tuned.

### **ADJOURNMENT:**

Having no further business, the July 23<sup>rd</sup> regular meeting of the AVVA BOD adjourned at 9:20 PM. The board was put on notice to meet at the call of the president, if the need arises, over the next five days.

Submitted by,

*Nina D. Schloffel*

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AVVA National Secretary