

# Board of Directors

Association of Old Crows  
1001 N. Fairfax St., Suite 300  
Alexandria, VA 22314

## MINUTES

12 October 2023



### THOSE PRESENT

#### Executive Committee

☎ Brian “Hinks” Hinkley, President  
☎ Myles Murphy, Vice-President  
☎ Dennis “Mancub” Monahan, Secretary

☎ Greg “Patch” Patschke, Treasurer  
☎ Erik Bamford, International  
Shelley Frost, Executive Director

#### At Large Directors

##### 2023

☎ Greg Patschke  
☎ Michael Ryan

##### 2024

Nino Amoroso  
Steve Oatman

##### 2025

Ken Dworkin  
☎ Dr. Haruko Kawahigashi

#### Appointed Directors 2024

☎ Frank “Cowboy” Ball  
☎ Ken “Kilo” Parks

#### Regional Directors

##### 2023

☎ Karen Brigance, Southern  
Myles Murphy, Northeast  
☎ Jurgen Opfer, International II

#### Regional Directors

##### 2024

Dennis Monahan, Mid-Atlantic  
☎ Wayne Shaw, Mountain-Western  
☎ Jim Utt, Central

#### Regional Directors

##### 2025

☎ Amanda Brockermeier, Pacific  
☎ Erik Bamford, International I  
☎ Mark Schallheim, Northwest

#### Past President

☎ Glenn “Powder” Carlson

#### Board of Governors (non-Voting)

##### 2024

Jesse “Judge” Bourque  
Mick Riley

#### Staff and Others (non-Voting)

☎ Shelley Frost  
☎ Tony Ramos  
☎ Ken Miller  
☎ Kathy Hartness  
☎ Hollann Schwartz  
☎ Glorianne O'Neilin  
☎ Michael Brock  
☎ Bob Andrews  
Christine Armstrong  
☎ Josephine Iapalucci  
☎ Raleigh Leavitt  
☎ Meron Bekele  
☎ Joe Martiny

#### Legend:

Present

Not Present

☎ Present by Zoom/Telephone



## CALL TO ORDER

Proper meeting notice having been given and with a **QUORUM** present, the Board of Directors meeting **CONVENED** at 1600 hours EST, Thursday 12 October 2023, by Zoom teleconference. President Hinkley called the meeting to order.

## SECRETARY REPORT

Minutes for the 10 August 2023 Board of Directors (BoD) meeting were posted as readaheads for member review and approval. Highlights were presented to the Board.

Action Item (AI) D-2023-06 was opened and assigned to the Membership Committee. This AI directed the Membership Committee to investigate options and ramifications and make recommendation on way forward for the “Retired” membership status classification. Four (4) Action Items, to include D-2023-06, remain open.

It was **MOVED** and **SECONDED** (Shallheim/Carlson) to **APPROVE** the minutes of the 10 August 2023 BoD meeting. **MOTION PASSED.**

## STRATEGY COMMITTEE UPDATE

Mr. Myles Murphy provided a brief review of the AOC Strategy and how the AOC has made substantial progress in advancing the goals outlined in the Five-Year Strategy.

- Hired staffing resources to support initiatives.
- Assessed and overhauled the membership models/structures.
- Evaluated AOC’s education offerings and how the AOC should be tackling education and training.
- Implemented a new database system with enhanced chapter support and enhanced reporting features.
- Improved the creation and distribution of original content on JEDOnline.
- Cultivated relationships with international partners (NATO and UK Defense Academy).

Mr. Myles Murphy reviewed the 2023 Annual Operating Plan and the continuation efforts for 2024.

Mr. Murphy also provided an update on the plans for updating the Strategy.

## ADVOCACY AND OUTREACH

Mr. Ken Miller introduced that over the next few months we will be having a discussion on whether, and when, to begin a Political Action Committee (PAC).

There are three main reasons for doing so but primarily:

- Congress is responsible for funding our military via a defense appropriations bill, a policy bill, and the National Defense Authorization Act. It establishes funding that has far



reaching implications, not just for the US, but also for the global security and, and it is Congress's constitutional authority to do this every year. In this process Congress engages all our stakeholders.

- To be able to serve our stakeholders, both in DoD as well as an industry, we really need to be effective advocates on EMSO. To achieve this, it is AOC's obligation to make sure that we are “in that room with a seat at the table to really help bring all that together and give Congress a holistic picture of what EMSO is.”
- The AOC needs to help focus the attention of Congress, and that goes beyond simply educating them. The EW Working Group cannot lead the effort on Capitol Hill without AOC support, so we really want to make sure we have the strongest program possible to educate them, inform them, and help them along the way.

PACs are the advocacy equivalent on tradeshows for associations.

There will be an open discussion on this topic at the next F2F Board meeting on 10 December.

## CONVENTION AND CONFERENCE SUMMARY

President Hinkley provided an update on the International Symposium progress to date.

Theme is “Advancing EMS Superiority Through Strategic Alliances and Partnerships.”

Kathy Hartness has done a tremendous job of pulling together all the efforts.

Confirmed Keynotes:

- Mon – Lt. Gen Matthew G. Glavy, Deputy Commandant for Information (DC/I), USMC
- Tues – VADM Stephen Koehler, Director for Strategy, Plans and Policy, J5, Joint Staff/Senior Member, United States Delegation to the United Nations Military Staff
- Weds - Lt. Gen. Lance Landrum, Deputy Chair of the North Atlantic Treaty Organization Military Committee, NATO
- Weds - VADM Francis Morley, Principal Military Deputy Assistant Secretary of the Navy, (Research, Development and Acquisition), Navy

Confirmed Spotlights:

- Mon – VADM Craig “Clap” Clapperton, Commander, Fleet Cyber Command, Commander, TENTH Fleet
- Weds – MG Borys Kremenetskyi, Ukraine Defense Attaché, Ukraine Air Force

President Hinkley reviewed the Breakout Session and the Technical session topics that have been finalized.

President Hinkley briefly reviewed the convention Board schedule, Convention Finances, and sponsorship details.



AOC Europe 2025 planning has begun. Milan has been selected for the venue. A site survey will be conducted in January 2024 and the planning team will attend the 2024 event in Oslo.

## MEMBERSHIP COMMITTEE REPORT

Mr. Jim Utt presented a high-level review of recent Membership Committee activity and the new membership structure.

Chapter start-up activities ongoing in Poland, Lithuania, and Turkey. Revitalization activities continue for Dallas, Spacecoast (Melbourne, FL), Aardvarks (South Africa), Greater LA (Los Angeles, CA), and Desert Sun (Tuscan, AZ).

Committee is currently reviewing the current Chapter of the Year model.

Hollann Schwartz provided highlights of the findings and recommendations of the Membership Assessment conducted by McKinley Associates:

- Today, only 13% of AOC's revenues come from our dues.
- McKinley brought insights from broader association sector with regards to employer engagement, digital transformation, community building, and next generation relevance.
- Know what your members want and keep it simple.
- AOC's current individual model: opportunity to streamline and enhance value.
- AOC's current group model: more opportunities to streamline and think about the needs of the future end-user.
- Relevant findings related to our purpose, benefits, and opportunities were also presented.
- Recommendations include:
  - Revise the individual pricing model by building and preserving value (behind the paywall) and increasing annual dues to \$75.
  - Revise organizational options.
  - Create a partner program.
- Hollann provided information on the planned Marketing that speaks to these changes and projections based on the new plan.
- The Membership Committee will provide talking point for the Board to engage on these changes.

It was **MOVED** and **SECONDED** (Utt/Parks) to **APPROVE** the new membership structure and dues. **MOTION PASSED.**



## NOMINATIONS & ELECTIONS UPDATE

Mr. Cowboy Ball provided an update on the upcoming elections.

- Michael Brock (MO) had to drop out due to taking a staff position.
- Tristan Caruso also dropped out, but we did find a replacement with Major Brandon Coleman down there for the Southern Regional director.
- Voting has been open since October 1.
  - Total number of members who have voted is 256.
  - Total chapter officers who have voted is 15.
  - We need help communicating the need for people to get out and vote.
- A lengthy discussion opened on the Bylaws related to Campaign Rules and the intent of the language that states: “other than the AOC level get out the vote campaign efforts campaigning or electioneering all behalf of any individual candidate for AOC office, with or without the knowledge of the consent is prohibited.” The Board agreed this language is adversely impacting the organization by giving undue influence to those chapters with the largest membership(s) and reducing representation opportunities to smaller Chapters.

**QUESTION:** What changes should be made to the Election Guide for campaigning to increase voter turnout and reduce undue influence?

**ASSIGNED ACTION: Yes.** President Hinkley tasked Mr. Jim Utt to take the question back to the Membership Committee for investigation; and to be presented to the Board in December. Assigned Action Item: **D-2023-07.**

## EXECUTIVE DIRECTOR REPORT

Executive Director Frost reviewed the professional staff organization chart with the Board. The Staff hired a new Director of Training and Education Strategic Partnerships (Mike Brock) and a new SME Technical Advisor (Matt Thompson). Two vacant positions remain: Assistant to Director of Training and Education Strategic Partnerships, and AOC Europe 2025 Support Staff.

The Staff is working on the new database, Billhighway, and website implementation; the Go Live date is 1 December.

Mike Thompson provided an update on the Training and Strategic Partnerships.

Ken Miller provided an Advocacy and Outreach update.

Please update the Engagement Calendar.

Executive Director Frost provided the upcoming BoD & BoG schedule.



## FINANCE COMMITTEE REPORT

Mr. Greg “Patch” Patschke, Treasurer, provided a review of the 2023 financials and provided a preview of the 2024 DRAFT Budget.

Overall account balance stands at \$5,572k as of 30 September 2023 with Contingency Operating Reserve Fund set at \$2.3 million dollars and the Capital Expenses Reserve Fund at \$146K dollars. Annual planned obligations amount to ~\$393K for 2023; P/L Estimate at -\$435k; and “Extra Funds” at \$2,299k.

P/L estimate for 2024 at -\$706k due to increased expenses planned for 2024.

It was **MOVED and SECONDED** (Ryan/Parks) to **APPROVE** the FY23 Treasurer’s Financial Report as presented. **MOTION PASSED.**

## CLOSING COMMENTS

President Hinkley thanked everyone for a productive meeting.

It was **MOVED and SECONDED** (Murphy/Ryan) to adjourn the meeting. **MOTION PASSED.** President Hinkley **ADJOURNED** the proceedings at 1759 hours EST, 12 October 2023.

## RESPECTFULLY SUBMITTED

Presented by the Secretary for APPROVAL by the Board of Directors on 9 December 2023.

*Dennis Monahan*

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Dennis Monahan, Secretary

9 December 2023

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Date

