

COAST GUARD ACADEMY PARENTS ASSOCIATION NATIONAL COUNCIL MEETING

Alumni Center, USCGA

February 24, 2007

Present: Katie Campbell, Sue Cridland, Helen and Dan Crump, Doug and Joan Daeffler, Carolyn and Dom DiIulio, Kaye Hollifield, Donna McElroy, Chris Morello, Kelly Morgan, Niles Pierson, Lou and Anne Plocker, Frank Rodino, Sue and Fred Toepfer, Pat Turner, Uli and John Twomey, Bill Van Cleave, Tim Van Cleef, Peggy and Richard Vihonski, Nevin Wiest.

Guests: RADM J. Scott Burhoe, Pete Dane, CAPT Daniel May, 2/c Hayley Moffatt, Jim O'Meara, Jim Sylvester.

The meeting of the Parents Association (PA) was called to order by President Dom DiIulio at 8:03 am. Dom welcomed all the attendees to the meeting. He introduced the Superintendent, RADM Burhoe

RADM Burhoe---CGA Superintendent

- Stated that he is excited to be here at the Academy.
- Discussed the positive actions of the vast majority of the cadets, and cited 2/c Moffatt as an example---she will be serving on a one-year mission for her church.
- Gave his thanks to the PA for its active involvement, acknowledging such donations as the flat screen TVs for the day rooms and vans and other vehicles for driving the cadets.
- Talented staff with a positive direction for the Academy
- His focus is going back to core documents---educate, develop and train leaders
- Military emphasis---raising the feel for the Academy, maybe more for the staff than the cadets.
- Immerse cadets in a sea of professionalism---best done by leading by example
- Stressing positive things that cadets and staff are doing
- Maintain high academic level standards
- Increase level of diversity in faculty and student body
- Wants to raise CGA to national prominence---CGA is "one of the best kept secret in the USA" (according to market research)
- Mentioned Superintendent's Intent, an address that he recently gave to the cadets (see copy at end of minutes)
- Leadership Speaker Series--- Dr. Ruth Simmons, president of Brown University; William Cohen, former Secretary of Defense; ADM Robert E. Kramek, former CG Commandant
- A number of high-level scientists will be giving a talk on global warming
- Will be hosting a conference meeting of all the service academy superintendents

Several questions for the Superintendent:

- What about the Deepwater program? He feels good about how the congressional process is working. Deepwater will not really slow down. We need those assets to do our job.
- How is it looking for billet assignments? There will be 4000 billets by 2015---75% go to sea and 25% do not. Increase from 5 to 10% for direct assignments into air service

CAPT Dan May

- Trying to raise national level of prominence of the Academy. We know that there are many well-qualified youth who just don't know about the Academy---need to get message out there.
- Discussed the initiative of licensing Academy logos and trademarks (may impact how we procure items for local chapter resale and purchase).
- Need to have the robust branding that other academies have---will be working with the CGA Alumni Assn. CG HQ has already approved.
- Program will kick off in May
- Alumni Assn has entered into an agreement with a licensing company, SMA, the same one that deals with West Point and the Naval Academy.
- We have approval with CG HQ to go forward with program. Will kick off in May.
- How program will work with vendors (e.g. Nike, Russell) and market across country. Licensing company will get royalties, a portion of which will come back to Alumni Assn and ultimately to the benefit of the cadets.
- 10% licensing fee on net cost of the vendor's item. Buy item for \$10 from vendors and you resell for \$20. In addition to \$10 to vendor, there will be a \$1 licensing charge to SMA. That 10% is split 70/30, with the 30% goes to SMA and 70% goes to the Alumni Assn.(that portion will most like go to the unrestricted cadet account---Dom will be checking on that)
- Current inventory is grandfathered in.
- West Point brought back \$500,000 to cadet benefits; \$450,000 for Naval Academy
- Athletic division is working on a whole different set of logos for athletic teams.

Questions & Answers:

Don't think that it includes the class crests.

Trademark for CGA is owned and controlled by the CGA.

Federal laws prohibit federal agencies going into an agreement with a group such as SMA---that is why the Alumni Assn has an MOU with the CGA.

Current inventory (purchases made before May 1) is OK

The Executive Council will work on disseminating information to the chapters.

Letterhead can probably be used for communication and information purposes (e.g. brochures).

How can we get access to logos/trademarks for internal use (e.g. R-Day brochures)?

Any insights from West Point and Naval Academy parents groups?

CG Exchange System products that have logos (purchased by cadets) will be exempt---

CGES will "eat" royalty fees

Corresponding Secretary

We recently had resignation of 2008 listmaster and are currently are looking to fill the position---hope to fill with in next two weeks.

A listserv has been started for the prep (NAPS and NMMI and Marion) students---Julie Jeffers will be the listmaster.

Treasurer's Report

Copies of the report were handed out.

Gift Fund income---bulk of money is through the donation campaign (Parents Challenge pledge); another source is contributions from local chapters (e.g. for flat screens)

Received from chapters:

Chesapeake & Potomac---\$2000

Delaware Valley---\$3000

Capt Paul Foye---\$2000

Great Lakes---\$2500 (\$500 for TV and \$2000 for Eagle Morale)

New England---\$2300

Rocky Mountain---\$300

A motion was made and approved to accept the Treasurer's Report.

Thanks from Rob Foos (see attached text).

Reallocation of Gift Fund to the Endowment:

\$182,000 in Gift Fund and \$31,000 still to be funded

\$10-14,000/month is received into the Gift Fund from pledges.

A motion was made and approved to transfer \$60,000 to each of the two Endowment Funds.

Recording Secretary

It was reported that the changes to the PA Constitution and By-Laws was unanimously approved by the membership.

A motion was made and approved to accept the minutes of the September 29, 2006 meeting.

Webmasters Report

Website usage was heaviest in July (as expected)

Need to inform incoming parents about PA website and the class listservs

Photo contributions were huge (esp. after R Day and Parents Weekend)

Request for a flyer to send out to chapters that they could include in pre-R-Day activities

Request that messages that need to go to all classes should be sent to all the listmasters instead of just one listmaster and asking them to forward to the other listmasters.

Spam problems---used to be 100 spams for each “valid” email message---filter has greatly decreased that number of spasm.

President’s Report

- Pleased with participation of core group of parents, both at local and national level.
- An area of concerns of concern for the PA is the need for greater participation--- what can we do to build and sustain local membership and participation?
- Success of listservs---info also goes to non-member parents. Should we think about limiting access and making listserv just available to members---might this be a way to increase PA membership? (Dom will be looking at this before the next meeting). Or maybe we could put a membership recruiting message out to listserv subscribers.
- Academy Admissions Partners program---working with prospective cadets (and their parents). Tamara McKenna (tmckenna@exmail.uscga.edu) is in charge of the program. Dom sees AAP as a good tool for PA to reach out to prospective members.
- CAPT Keene is preparing a letter to be sent out to parents on underage drinking.
- Plaques noting chapter donations of the flat screen TVs are still be developed.
- Need to form a Nominating Committee for Executive Council Officers (President, Vice President, Treasurer, Recording Secretary, Corresponding Secretary) for 2007-08. Fred Toepfer will be chairing the committee.

Old Business

Website structure:

- Password-protected, especially since all our addresses and emails are now open to the public. Possibly have business behind password, but have information to prospective cadets and parents in front of the password.
- Parent-to-parent forums---possibly change to be forum for current cadet parents, as opposed to prospective cadet parents.
- Concern that CGA site does not always appear to be time-sensitive in response.

It was moved and approved that a workgroup will be formed to address the issues. Participants will include Sue Toepfer, Tim Van Cleef, Pat Turner, Chris Morello, and Fred Toepfer. Dom will put out an email to the entire council (plus webmasters and listmasters) asking for additional members.

Web cast of CGA Athletics:

Not much movement since the last meeting.

Doug Daeffler watched a web cast of a CGA football game. They do use advertising and are looking for content---maybe have a PA advertisement? Doug volunteered to review potential of web casting of cadet sports (and other activities), include advertising aspects.

Admissions Welcome Center Follow-up:

Carolyn DiIulio reported on the changes to the reception area of the Admissions Center, including the addition of the flat screen TV. It had been suggested to provide for beverage service to parents and others on tours.

It was moved and approved for the PA to provide \$1000 for beverage service for the Admissions Center reception area for a period of one year, subject to reporting to the Executive Council.

CGA Alumni Association

Impact of New Academy Licensing Agreement

Jim Sylvester, CGAAA president, reported on the impact of the new Academy licensing agreement. Any revenues would probably go to the Cadet Activities budget (currently \$450,000).

Pete Dane, CGAAA development officer, reported on parent giving (see attached file). He also noted that 84% of 2010 PA members are donors.

Other

Jim O'Meara provided a handout about the Rugby club team and the defense of their Division II national championship.

2/c Moffatt thanked the chapters for the donation of the flat screen TVs.

Chapter Reports

Carolina Icarus: had use of the facilities at the Charleston CG station for a swab picnic.

Chesapeake & Potomac: will sponsor one of the flat screens; supported cadets who came to the Debutante Ball and Marine Marathon; plan to have meeting with prospective CGA attendees in April at the CG station near Baltimore; appointee picnic in June, support from TISCOM.

Delaware Valley: supported All-Academy Ball; April meeting for prospective cadets at Cape May; need to bring more people into the chapter, how to get involvement---can we get help from national parents group? Maybe at Parents Weekend, we can get people to sit together (by chapters) at the general meeting.

Florida (written report from Pat Prado): 21 cadets went to Florida Ball, also hosted 4 Merchant Marine cadets; will have fundraiser selling challenge coins (cost of coins is \$1500); plans to send morale packets to cadets in time for finals.

Capt. Paul Foye: involved in many activities to support the cadets since they are local; Cookie social (along with NE Chapter) was the first Sunday in December. Ended up with over 10,000 cookies (two huge trays for each company). This will be an annual event;

Stars desserts (chapter will fund, but will ask to keep as line item)---chocolate fountain (purchased by chapter) with cheesecake, cookie bash pies, and other nice upscale desserts. Served up to 250 Star recipients; Question-and-answer social (along with NE Chapter); Ensign Edibles-over 125 were delivered. Drydock---because of coupons, Drydock is doing a raffle; there will be a new name for host family program.

Golden Gate: thanks to local chapters for support to all the cadets; BBQ and bay cruise (CG station on Yerba Buena Island in San Francisco Bay) on Memorial Day Saturday for acceptees; planning on a Fleet Week activity in October; want to work on a Parents Survival Kit.

Greater New York: Aggressive with membership drive--- 33 new cadets and graduates; 600 goody bags for the CGA-Merchant Marine football game (bottle of water, fresh fruit, snack bag)---fruit donated by Davis Fruit Farm. "Donated with Love from a Coastie Mom." Might do next thing for the game; 29 attendees at All-Academy Ball. Welcome station at Fire Island for acceptees and AIMsters; coolers and drawstring bags are big sellers at R-Day and Parents Weekend.

New England: for Parents weekend, they tried something new so that parents did not have to leave campus on Friday---sold over 600 box lunches (could have sold another 300); prepared to donate \$1200 to Parents Gift Fund; at the November meeting, made goody bags for cadets; Hail and farewell luncheon in May---goodbye to '07 parents and welcome to '11 parents; R-Day picnic this year will most likely be in Leamy Hall.

Upstate New York: donation of \$1000 will be made; goody bags for upstate cadets; note cards are now being advertised on all four listservs; attendance at the All-Academy Ball was down; looking at transition to new officers.

The meeting was adjourned at 12:15