

MINUTES
AIR FORCE RECRUITING ALUMNI ASSOCIATION
(AFRAA)
American Legion Post 593
326 Legion Drive
Converse, TX 78109
7 March 2010

1. CALL TO ORDER:

Dale Ullrich, President, called the meeting to order at 3:00 PM.

PRESENT:

Dale Ullrich, President
Larry Carlton, Vice President
Candy Moore, Secretary
Dave Frutchey, Member
Don Haygood, Member
Andy Coppi, Member

ABSENT:

Stan Staples, Treasurer

2. NEW BUSINESS:

- a. Monument: Larry Carleton expects to meet next Friday with Rick Trevino, CE and Mr. Patrick Fetzer, the architect to discuss and work out the details of the Recruiting Service Monument. They will determine who is doing what, and who will fund what. This information will hopefully be available by our next meeting so we can move forward with fundraisers.
- b. President Ullrich will meet with the Randolph Park Committee (RAMPCO) to discuss some fundraisers since they could possibly do some fund raisers for us. We are teamed with Recruiting Service and have the lead on this but will get as much help as possible. We will put together a committee to put a target on the amount this will eventually cost us and find some corporate sponsors. It was suggested that we sell bricks for \$75.00 and engrave them with the contributor's name. Andy Coppi suggested doing a letter to explain the monument and ask for funds.
- c. President Ullrich thinks we need to explore all the legal hoops with this endeavor as we could conceivably raise more money than it actually costs. To ensure we do not unknowingly violate any laws, we should keep all monies generated through our fundraising for this monument separate from our Alumni membership monies. We should not even use the same bank to avoid any confusion and unintentional co-mingling of money.
- d. Blue Suit: The luncheon went well. There were 14 Recruiters and spouses plus 24 from our Alumni Association. A very good showing. The Recruiters and their spouses were wine and dined throughout the event

by the 32 sponsors. Dave Frutchey thinks we need to be more involved in the protocol and organization of the luncheon as there were a few lapses. He suggests that we should handle the entire luncheon in the future.

Those at the meeting who were in attendance for the luncheon agreed that we could do a better job and should take it upon ourselves to do that.

- e. Web Page: Our Webmaster, Karen Gordon, has backed out because of personal/family issues. We brainstormed for a few minutes and Dale Ullrich suggested we contact Benny Pena, former Recruiting personnel, who had expressed an interest. All agreed to do this and offer a 6-month contract for \$35.00 per month. A motion was made by Dave Frutchey to approve this motion and Candy Moore seconded that motion.
- f. Pay Pal: This was a topic that our Treasurer was going to address but in his absence we will wait until our next meeting to discuss the viability of using Pay Pal.
- g. Regional Representatives: One of our biggest challenges is to get our Regional Reps on line and working to increase membership and disseminate Alumni information to the field. Larry Carlton will put together a Training Plan for our Reps that will include JQS; a copy of the charter; minutes from the meetings; copy of the newest Recruiting Service map; names of all Squadron personnel. We need to get electronic copies of this, if possible. Larry will get with CMSGT Clark on getting a disk.

3. OLD BUSINESS:

a. Action items from last meeting:

- (1) Facebook - Several members are already on Facebook, a social networking Internet program that works like a bulletin board. We can put articles on this site to let everyone know what we are doing. Larry volunteered to do this.
- (2) Membership – This continues to be our greatest challenge. We currently have 75 members that include four (4) females and 25 out of state members. We discussed how to keep what we have and attract new members as well as getting former members to come back. All agreed that communication is the key and we must concentrate our efforts in this area. It was suggested that we do a letter with attachments to go to all form members with a possible follow-up phone call from those of us on the committee. Also, a letter to those who a sponsored an individual who has since dropped out to contact them again. In some instances, it is just getting them motivated to write a check and get it in the mail. Some new suggestions surfaced during this meeting to include one from Andy Coppi to do a letter to new retirees from Recruiting Service to be included in their retirement package. Also, Dave Frutchey

suggested we ask MPC to put a sentence or two in their retiree website. We also need to contact the Air Force Times to see if they can make a mention in the paper for free and, if not, what is the charge. Same with The Wingspread. In the very near future, we will talk with the RS/CV to put this information out to all RS/CC's – what our Alumni Association is all about – the who/what/where/when and that we are strongly supported by the RS/CC. We will ask for a VIP list from all the squadrons as well as a list of retiring Recruiters. Larry Carleton thinks we are missing the boat by not offering some incentives, such as ink pens, lapel pins, hats, or something like that. Andy Coppi thinks we should do the current trendy thing, which is a coin. President Ullrich has a connection with someone who manufactures these coins and will explore that option for us.

- (3) Communications – President Ullrich called Brian Erickson to see if he would be our Communications POC but he cannot do it. Bob East is a possibility and will talk with him to ascertain. Don Haygood will do articles for the Newsletter but, of course, needs input and subject matter. To date, the articles that we can submit include the Blue Suit events; budget summary; Regional Rep input; Membership articles; Monument information. Also, we could include something from RS such as a “How Goes It” article that most people would find interesting. We also need to submit pictures and stories about Recruiters, past and present, to Tom Strack for inclusion.

4. TREASURER REPORT:

- a. Stan Staples, Treasurer, was not at the meeting but reported a total of \$3263.86 as the balance in the Association account.

5. MEMBER ITEMS:

President Ullrich reminded all that CMSgt Vance is retiring 15 May 10. He has been very involved with our organization and instrumental in helping us get the monument off the ground. We are hopeful he will be a member of our Alumni Association as he would be a big contributor.

Larry Carlton wanted to know where we would actually hang our plaque(s) from RS for our sponsorship of the Blue Suit Luncheon. Good question and will discuss at next meeting.

Dave Frutchey mad a motion to get a Post Office box for our Association, which we obviously need. The motion was seconded by Don Haygood and all approved.

6. ADJOURNMENT:

There being no further business to discuss, Candy Moore motioned and Andy Coppi seconded a motion to adjourn. Dale Ullrich, President, adjourned the meeting at 5:30 P.M.