

**AIR FORCE RECRUITING ALUMNI ASSOCIATION
QUARTERLY MEMBERSHIP MEETING MINUTES
2nd QUARTER, Wednesday, May 9, 2012**

1. Vice-President Dave Frutchey called the meeting to order at 6 P.M. at the Kendricks E-Club, Randolph AFB, TX with following members in attendance:

Dale Ullrich, President	Dave Frutchey, Vice-President	Stan Staples, Treasurer
Ron Lajoie, Secretary	Bob Cantu, AFRS Liaison	Tom Strack, Dir. of Comm.

OLD BUSINESS:

2. **Minutes:** Minutes for the last membership were read. Dave Frutchey made a motion to approve the minutes as is, seconded by Tom Strack, approved.

3. **Financial Report:**

- a. Stan Staples, Treasurer gave a financials report:
 - i. Checking and Money Market accounts have a total of \$10875.887 as of today.
- b. Stan also briefed that he is still coordinating getting the audit conducted and hopes to get it done soon.
 - i. **ACTION ITEM:** Stan will coordinate audit time/date with auditors and complete as soon as possible.

4. **Membership:**

- a. Membership currently at 128 members. Stan shared a list of past members with Dave so he can work on contacting those to get them to submit dues.
- a. Discussion on what we can do to increase membership. Dave suggested he contact the Recruiting Group Commanders (with info copy to our Group AFRAA Reps and Group AFRAA Liaisons) to get access to DV lists for Group's area of responsibility.
- b. Group Liaisons and AFRAA Member Liaison:
 - i. 360th Group, Boston MA: MSgt John Neiffer/Gp and Denny Magdule/AFRAA
 - ii. 369th Group, San Antonio, TX: MSgt Tom Farrill/Gp and Andy Coppi/AFRAA
 - iii. 372nd Group, Salt Lake City, UT: MSgt Craig Pahrman/Gp and Mike Alexander/AFRAA.
- b. Dave would work with our Group Reps as well as our Regional Reps to help promote AFRAA membership. Membership agreed this was a good idea and a solid task for our representatives. **ACTION ITEM:** Dave contact Group CC's.

5. Monument:

- a. Dale gave an update on his efforts toward the monument. He has started contacting some of the corporate sponsors: Clarence Khalig, Khalig Auto Group; John Peveto, Brake Check; and Charlie Cheever, Broadway Bank; to name a few with the idea to plant the seed early about our efforts to raise funds for the Monument.
- b. Dale also commissioned Mark Neville, our architect, to create a model of our monument with a dome cover for us during our fundraising efforts.
- c. Monument Park brochures were approved and printed. Still waiting on Air Staff approval of the construction of the entire park.
- d. Fundraising Progress: General Acker has graciously agreed to act as spokesperson for the General Office corps. Tim Talbert, who has designed our monument brochures, has drafted a letter for the General to send to General Officers and one for our corporate targets.
- e. **Fundraising levels and recognition:**
 - i. **Individual:** Donations in amount of \$25/\$30/\$50/\$100/\$150. Any \$100+ donation would automatically get a Paver.
 - ii. **Corporate:** Donations in amount of \$1K/\$5K/\$10K/\$20K. Automatically get a Paver. Paver sized determined by donation amount. The corporate levels: 20K=Platinum; 10K=Gold; 5K=Silver; and 1K=Bronze.
- f. Last year Blue Suiters have asked to purchase a large Paver (cost \$120.00). Dale is working out details with our paver contactor Alamo Concrete to produce this oversized paver which we would use as the model during our fundraising campaign.

6. Promotional Items: Currently our only promotional item is the Coins.

- a. **Coins:** 80 coins left.
 - i. Discussion on making another pressing of coins. Dave Frutchey suggested we hold off until we get closer to our Annual Membership Meeting in September to see how many we have at that time. All agreed to table re-ordering until then.
 - ii. Costs to re-order: \$3.70/coin for 100, \$88.00 shipping charge. No set up fee as we already did this at first pressing.
- b. **Shirts:** Dave Frutchey had a sample shirt made for possible sale to members. He suggests an all white shirt with a round logo "AIM HIGH" in red circled with the words "Air Force Recruiting Alumni Association in blue on the left side. It would cost approximately \$15.00 for shirts to include embroidery plus about \$5.00 for shipping. He suggested pricing the shirts at \$25.00 which includes embroidery and shipping.
- c. Bob Cantu suggested perhaps we could embroider the member's name on the opposite side (right side) using the same blue color as the logo border. All agreed this was a good idea. Dale made a motion to approve shirt design, seconded by Bob Cantu and approved.
- d. Stan suggested that shirts be produced for all Board Officers to include our 3 Regional Representatives, our Blue Suit Advisor and new Director of Communications.

Motion seconded by Dale Ullrich and approved. **ACTION ITEM:** Dave Frutchey will work with our vendor, Darlene Gonzales, to select appropriate shirts and get the work done.

- e. Once we set up the process for members to purchase a shirt, we will offer payment via Pay-Pal, check or cash.
- f. **Baseball Caps:** Discussion on a suggestion to produce limited number of Golf Caps with a similar logo as the shirts. Motion made by Dale to approve producing a limited number and give to each golfer at the annual tournament, seconded by Tom Strack, approved. Tabled mass producing for general sale to members to a later date. **ACTION ITEM:** Dave will get with the vendor to produce baseball caps.

7. Fundraising Events: Members were given to opportunity to assist with a fundraising event — joint AFRAA/AFSA booth at Retama Park on Saturday, May 5, 2012.

- a. Stan reported that we should clear approximately between \$600 and \$650.00 for the event and also about \$139 in tips. Great job and KUDOS to Stan for setting up, coordinating and working the event.
 - i. A BIG THANK YOU to volunteers: Stan Staples, Andy Coppi, Brian Erickson, Jim Watson and Ron & Lisa Lajoie.

8. Annual Membership Meeting/Golf Tournament:

- a. Dale spoke to CMSGT Harvey of the RS Advertising staff and no news yet on Change of Command for RS/CC. Feeling is that it will be sometime late summer and that they will hold a Leadership Conference in conjunction.
- b. We hope to piggy-back and partner with the Top Three to hold our Annual Membership Meeting and Golf Tournament. However, time to reserve and lock in a date is critical, **ACTION ITEM:** Dale will contact the Randolph Oaks Gold Club to tentatively schedule for Saturday, September 22.
- c. **POC:** Jerry Nelson has graciously volunteered to chair the committee planning this event. He needs at least 4 or 5 volunteers to help.
- d. Our plan is to partner with AFRS Top Three or Booster Club as we did in the past and continue working with AFRS command section in trying to coordinate our vents with Change of Command and Leadership Conference as much as possible.
- e. **Annual Membership Meeting:** Plan to hold meeting in conjunction with the Golf Tournament. Board officers will start work on an agenda in the next few months and seek input from membership both at meetings and electronically via e-mail. Board members will also work on securing a facility for the meeting.

9. Director of Communications: Tom Strack has graciously accepted the position.

- a. **ACTION ITEM:** Tom will work on developing a job description as well as what areas he feels this person could help most.
 - i. He will also draft his ideas on how he feels we can better communicate with the membership.

- ii. We see this position as the “**facilitator**”, so to speak, for our various communications venues
- 10. Bag Dragger:** First edition for 2012 is out and has been sent to all active members via USPS mail as well as e-mail to all active and former members.
- i. Discussion how often we should publish. All agreed that we should aim for 2X/year in print and e-mail format and 2X in e-mail format. More often than that would make getting enough material to fill the space much harder.
 - ii. E-mail format could contain more “Anecdotes”, “Stories” as it is not limited by size like the printed version. Printed versions would focus on Blue Suit, Annual Membership Meeting and articles providing valuable information to membership.
- b. ACTION ITEM:** Tom will develop a “Template for the newsletter as well as a schedule for release—we suggest release for print version in October/November timeframe to report on Annual Meeting and again in March/April to report on Blue Suit.
- 11. Recruiting School Graduations:** Still an issue with getting volunteers to attend and represent AFRAA and present plaque. Dale Ullrich is now POC.
- a. Stan sent out an e-mail to membership asking them to contact Dale to volunteer. Class schedule is on website.
 - b. Dave Frutchey suggests each board member select at least two or three members from local area and personally contact them to “encourage” them to volunteer to attend classes.
- 12. TAPS:** Dale reported on the passing of Nora Kane, former AFRS/CC secretary. **ACTION ITEM:** He will take care of getting onto TAPS on website.
- 13. FACEBOOK:** We are on “FACEBOOK”
- a. Address is “Facebook.com/Air Force Recruiting Alumni Association”
 - i. Karen will post a link on Website
 - b. Dave F. will be the Gatekeeper for our Facebook account.
- 14. WEBSITE MANAGEMENT: ACTION ITEM:** Dale will set up a meeting with Karen to get with her and Tom Strack and work on some website issues one of them would be to post our FACEBOOK address and link.

New Business

15. Membership Survey:

- a. Discussion on preparing and sending a survey to all members. Tom Strack suggested Stan explore using “SURVEY MONKEY” to automatically end out the survey electronically.
- b. Stan will prepare and send out to all members highlighting all the things we are currently involved in, suggesting new areas we would like to get involved in, and asking for input as to what they feel we should get involved in.

Dale Ullrich, President adjourned the meeting at 7:45 P.M.