



# FAOA

Foreign Area Officers Association ♦ Board of Governors

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## BOG Meeting Minutes

21 January 2010: 1830 - 2100

Chez Andr e French Restaurant and Bar

Attendees: Gary Espinas, Mike Ferguson, Coyt Hargus, Kurt Marisa, Mike Bucher and Brian Hobbs

Agenda:

- I. Opening
- II. Proposed 2010 Calendar of Events (Espinas)
  - a. March: Policy Luncheon
  - b. May: Formal Dinner
  - c. July: Policy Luncheon
  - d. September: Fall Reception
  - e. November: Policy Luncheon
- III. Formal Dinner Update and Introduction of Planning Committee Chair (Bucher/Hobbs)
- IV. Website Update and E-mail Options (Bucher)
- V. Corporate and Outreach Discussion (Ferguson/Marisa)
- VI. Journal Update (Hargus)
  - a. Gratis mailing list
  - b. Journal design modification
  - c. New FAOA graphic
  - d. Article submissions by BOG members
- VII. Any other Business/Date of next meeting
- VIII. Closing

Minutes:

Meeting called to order 1845.

Proposed Schedule:

First order of business put forward by Espinas on proposed schedule of events for 2010 (outlined in agenda above). Espinas stated it is important to have schedule and work on speakers now to establish a publishable listing for the Journal and the website.

Bucher reported on efforts to secure James Der Derian to speak/present his film "Human Terrain Systems". Bucher is in contact with his events coordinator, Lindsay Richardson. Richardson proposed a date in Feb 2010 and a cost \$750 screening fee and \$1500 for Der Derian, prices negotiable for non-profits. Bucher requested a date in March instead, once a location has been secured. Proposed locations include: Boeing bldg in Rosslyn (Ferguson has contacted and is awaiting final response), GMU, GWU, AFA bldg., local Film/Brew houses. Marisa suggested a two-fold approach of luncheon for Der Derian to discuss film and a co-

sponsored event w/ GMU or GWU applicable department for full film screening. Bucher will contact GMU/GWU departments to solicit possible venues and co-sponsors as the film will likely have broad appeal and check on other venues.

Espinas set a two-week deadline (Feb 4) to procure a venue to make this event the March policy luncheon. Best dates are 3<sup>rd</sup> week in March (March 18?) since 4<sup>th</sup> week is Spring Break week for most school districts in NCR. If this event falls through, author Marc Segman (check w/ Hargus) or COIN author Kilcullen.

July policy luncheon – suggested engaging again with Adm Lemmons as the guest speaker. Marisa suggested adding AF representative and host a discussion board (SAF/IA Mr Geneille). Espinas raised concern since FAOA has invited Lemmons before as the single speaker and a desire not to offend him with a request to split his time.

September fall reception is intended for JMAS plus FAOs in NCR. Possible locations include Dacor Bacon House or Army Navy Club. Event would be free and hosted by FAOA.

Formal Dinner:

Hobbs and Bucher reported on current dinner plans. First choice for guest speaker is Senator Jim Webb. Dinner Committee inquired of BOG if anyone has contacts in Webb’s office to initiate invitation. Since none exists, Ferguson suggested moving forward immediately by visiting his office directly and offered his assistance. Second choice is Kilcullen.

Hobbs stated immediate challenges (besides finding guest speaker) are a solid group of volunteers and sponsorships. Ferguson suggested the best course of action is to first acquire sponsors apart from the event and then offer specific event sponsorship opportunities. Bucher has made an initial contact with his JMAS class but has not specifically solicited help but will do so. Hobbs requested BOG recruit as well. Hobbs suggested volunteers should be given admission (1) to dinner and one-year membership in FAOA for free as compensation for assistance. BOG authorized Hobbs and Bucher to determine who would receive the compensation.

Because of the success of last year’s dinner, Hobbs intends to use it as a baseline to plan this year’s event. As time and resources allow, additional enhancements can be added. Hobbs, Bucher and Jackie Chang will meet on 25 Jan at Army-Navy Club to review location and options.

Website Update and Email Options:

Bucher provided the data below, reflecting activity since the debut of new website on 1 Jan 2010.

Level	Total	Active	Renewal overdue	Lapsed	Pending			New in last	
					New	Renewal	Level change	7 days	30 days
1. Associate Member	<u>11</u>	<u>10</u>	<u>1</u>	<u>1</u>	-	-	-	<u>3</u>	<u>11</u>
2. Subscription Membership	<u>8</u>	<u>8</u>	-	-	-	-	-	<u>1</u>	<u>8</u>
3. Bronze Member (1 year)	<u>321</u>	<u>66</u>	<u>259</u>	<u>252</u>	<u>1</u>	<u>2</u>	-	<u>2</u>	<u>319</u>
4. Silver Member (3 year)	<u>103</u>	<u>103</u>	-	-	-	-	-	<u>1</u>	<u>103</u>
5. Gold Lifetime Member	<u>184</u>	<u>184</u>	-	-	-	-	-	-	<u>183</u>
<b>Total</b>	<b><u>627</u></b>	<b><u>371</u></b>	<b><u>260</u></b>	<b><u>253</u></b>	<b><u>1</u></b>	<b><u>2</u></b>	-	<b><u>7</u></b>	<b><u>624</u></b>

Membership	Total	Dec	Jan
2. Subscription Membership			
New	<u>80.00</u>	<u>10.00</u>	<u>70.00</u>
3. Bronze Member (1 year)			
New	<u>120.00</u>	<u>30.00</u>	<u>90.00</u>
Renewal	<u>210.00</u>	<u>60.00</u>	<u>150.00</u>
Level change	<u>30.00</u>		<u>30.00</u>
4. Silver Member (3 year)			
New	<u>240.00</u>		<u>240.00</u>
Level change	<u>160.00</u>		<u>160.00</u>
5. Gold Lifetime Member			
Level change	<u>600.00</u>		<u>600.00</u>
<b>Total</b>	<u>1440.00</u>	<u>100.00</u>	<u>1340.00</u>

Logins: 119

“Missing” Lifetime Members: 69, 12 with “good” contact info

Web Related Accounts:

Provider	Purpose	Cost	Notes
Wild Apricot	new website hosting	\$100/month or \$1080/yr	
IPower	old website hosting and email	\$190.80/yr	thru 4 Mar 10
Authorize.net	web-based credit card processing	\$10/month plus	
Network Solutions	registry	\$99/5 yrs	thru Oct 30 13

Bucher has contacted as many of FAOA Lifetime members as possible. Of the 69 still “missing”, 12 have good address/phone numbers (based on white pages or calling) and Bucher has contacted a number of them and left messages. The remaining 57 have bad contact info. Bucher contacted as many AF members as possible using the AF White Pages and suggested a USA member could do the same through AKO. Espinas agreed to review the list.

Bucher indicated the remaining 262 1-year members with bad data should not be actively pursued due to time constraints and typical attrition of membership. Marisa/Ferguson suggested the NMIA webmaster could be hired to pursue these members and manage the website once Bucher departs. Ferguson will put Bucher in contact with her and discuss options.

The option of using her to also keep the website update was discussed. Bucher stated that with the new website host (Wild Apricot), the task is no longer technically difficult and can be accomplished by most individuals. Bucher stated that the time consuming task is finding and creating content to keep the website “fresh” for the membership. Even if the NMIA webmaster posts and updates the content, someone from the FAOA would still need to spend the time to create it.

Bucher also suggested when the current contract with IPower (old website host and email provider) runs out in Mar 2010 to migrate email service to the free Google gmail. With gmail FAOA can maintain current email addresses (xxx@faoa.org). BOG agreed and Bucher will coordinate the migration in Feb.

Sponsorship:

Ferguson presented a MOA between NMIA and FAOA for signature by Espinas and Marisa. MOA establishes/formalizes a “co-sponsor” relationship between the organizations, a commitment to list each other’s events, and members from either organization can receive membership pricing at the other organization’s events.

Ferguson also presented his material for recruiting sponsors; Advantages of Corporate Membership and Application. Bucher stated he can likely create the application on-line.

Sponsorship Levels:

Gold (10 individuals)= \$1500 annually

Silver (6 individuals)= \$900 annually

small business (6 individuals) = \$600 annually (defined as <250 employees, <\$5M revenue)

Bucher will send Ferguson current contacts of companies that list jobs on the website to assist in the recruiting. As stated earlier, the plan is to first get the annual sponsorships and then, if needed to support the annual dinner, seek specific dinner-related sponsorships.

Journal:

Hargus presented a number of items to include the final design of the FAOA coin, proposed FAOA Journal cover and color options to print the Journal. BOG agreed to aim for a release of the new Journal and coin to coincide with the Annual Dinner in May as a big publicity event.

Discussion centered on the title for the Journal. Hargus supported not having FAO in the title (too excluding and “Army” specific). The title “International Affairs” is broad enough and the inclusion of the sub-title (The Professional Journal of the FAOA) along with the seal would be enough to identify FAOA as the source. Although there are other publications with this same title, Hargus reported only one is of significance (most are connected to a school). Ferguson suggested the supra-title and sub-title be switched and put in the same font size (to general agreement). Other title ideas included “International Defense Affairs” and “International Military Affairs”.

Hargus stated printing the entire Journal in color would incur a 2-fold increase in costs. Another option is to have 4 pages in color (cover and choice others) which will increase shipped cost from \$2.50 B/W to \$3.33 in color. BOG decided to press with at least this option for the May time-frame Journal. BOG also requested Hargus determine how a glossy, magazine paper would affect costs.



Hargus requested the option to include articles that are longer than the current limitation as he's had to reject some articles that were worth including. He also, in general, has not been accepting straight-up reprints.

Hargus will move forward on procuring the initial run of coins. BOG members suggested RMOs should be numbered for members. Bucher suggested if RMO is unveiled during dinner to offer an auction to member's present for specific numbers as a fund raiser. Hargus will get w/ source to determine numbering options (current design has no location to number) and determine cost to produce. Hargus suggested coins should be used as a fund raiser and sold through the website. Marisa suggested other items (shirts, mugs, etc...) and inquired about what other merchandise might still be available. Bucher will contact previous BOG president Steve Norton to determine what remains.

Meeting adjourned at 2145.