

NARFE 2017 Federation Presidents and National Executive Board Meeting

July 10-14, 2017

Hyatt Regency, Jacksonville, Florida

Monday - PM

Registration and Exhibits along with evening Welcome Reception. The exhibitors and sponsors were:

AETNA - Aetna has been a part of the Federal Employees Health Benefits Program (FEHBP) since its inception in 1960. We offer various health insurance plans to federal employees, retirees, and their families. Our newest product, Aetna Direct, offers quality health care and savings to federal retirees. We also offer dental and vision plans under the Federal Employees Dental and Vision Insurance Program (FEDVIP). Aetna continues to bring innovative products and benefits to the federal population including plans with affordable premiums, the flexibility to see doctors in or out of network with no referrals, and nationwide coverage.

Blue Cross Blue Shield (also sponsored meal) - The Blue Cross Blue Shield Association's Federal Employee Program administers the Government-wide Service Benefit Plan, which has been part of the Federal Employees Health Benefits (FEHB) Program since its inception in 1960. The Service Benefit Plan covers more than 5.3 million federal employees, retirees and their families. For more information please visit our website feblue.org

GEHA (also sponsored meal) - GEHA provides health and dental plans to more than 1.8 million members worldwide, through the FEHB and FEDVIP programs. In addition to protecting members' physical well-being, GEHA protects their financial well-being with Term Life Insurance, Short-Term Income Protection and Accident Expense Protection. For more, visit geha.com, gehadental.com and gehatotal.com.

HearUSA (also sponsored meal) - HearUSA is a hearing care network of audiologists who test hearing and fit hearing aids. We are the NARFE exclusive hearing care affinity partner. All members receive discounts and free extras. Many members get two FREE hearing aids and can choose from over 200 models! Call 1-855-845-2706 for nearest provider.

MiniMoves - MiniMoves is America's only state-to-state mover exclusively focused on small shipments. We're the perfect choice to move an apartment, a room or just a few pieces. Offering national coverage, a binding price quote, a 98.8% on-time record and the industry's lowest claims rate, we make moving affordable, reliable and convenient.

Federal Long Term Care Insurance Program (also sponsored meal) - Long Term Care Partners is a wholly-owned subsidiary of John Hancock Life & Health Insurance Company and administers the Federal Long Term Care Insurance Program under OPM oversight. The FLTCIP website, www.LTCFEDS.com, offers resources about long term care and long term care insurance. Information may also be obtained by calling 1-800-LTC-FEDS (1-800-582-3337), TTY 1-800-843-3557

Road Scholar - Road Scholar is the nation's largest educational travel organization for adults. Like a university of the world, we offer thousands of travel adventures around the globe. Road Scholars are immersed in a variety of experiential learning activities, enlisting renowned faculty and experts who offer insider access not available to most individuals.

United Healthcare - UnitedHealthcare makes a difference in the lives of over 48 million people by helping them live healthier lives and by helping make the health system work better for everyone. Stop by our table and pick up important health & wellness information and your gift!

Visit Jacksonville - Welcome to Jacksonville! We are excited to host NARFE. We hope you find time to explore our great city's cultural offerings, unique cuisine or stunning sunrises. Stop the welcome table on Monday from 2-5:30 p.m. or our Visitor Center at the Landing to learn more. www.visitjacksonville.com.

FEEA (Federal Employee Emergency Assistance) – also had a table

Purchasing Power - supplied participant bags and sponsored breaks

There were several new exhibitors as well as some familiar friends. More detailed information about sponsors was given during the Marketing report on Thursday.

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Tuesday – AM

After opening remarks and welcome, President Richard Thissen announced two ground rules, namely, 1) NO WALLFLOWERS and 2) guests would need permission to speak.

The morning continued with the Presidents Report, Sec/Treasurer's Report and the Keynote address by Executive Director Barbara Sido. Highlights follow:

National President's Report - A Successful Year – Richard Thissen

It began with the passage of the two major resolutions; One-Member-One-Vote and Optional Chapter Membership (OMOV and OCM) was historical because they changed NARFE. There has been a positive impact on retention & recruitment. Overall the membership loss rate has been slowing.

The administrative professional needed at Headquarters has been hired. Barbara Sido, Executive Director, comes with impeccable credentials. Her contract is for 5 years.

Audit was completed without comment and organization has added \$300,000 to the net assets.

The IT department has moved the database in house with needed upgrades.

The Marketing Department restructured to improve membership, meetings, and branding. Since June 1501 new members have been recruited and there is an over 50% renewal rate. A major impact has been the Federal Benefits Institute webinars. With the proposed decline in Federal Agency budgets, training offered declines as well. The Webinars and information resource efforts provided by NARFE help market our role in providing benefits knowledge to employees and retirees. And, a higher percent of income now comes from non-Dues sources.

Legislation efforts have been successful, so far, in answering the question "what has NARFE done for me?" Some of the resulting successes; zero loss of benefits for retirees, 2016 Medicare Part B (not held harmless) premium cut to 15%, flawed Postal Reform Legislation hasn't made it out of committee, and an all-out effort to reduce onerous impacts of the 2018 budget. Other efforts are increasing media presence, providing guidelines for CDL's to improve Grassroots efforts, having the best NARFE PAC cycle last year in over a decade – members contributing \$1.45 million

Communications: A new dynamic editor, Susan Boswell, has stepped in for the NARFE magazine, our most important benefit to members, She has maintained the excellent standards we know and appreciate. And the magazine also brings in almost \$900,000 from ads.

National Sec/Treasurer Report - Jon Dowie

Tightening up business practices by requiring National Executive Board members to sign a Confidentiality Agreement (covers confidential business proprietary information), a board agreement (outlines duties), and a disclosure agreement. In addition, committees are required to sign a Confidentiality Agreement. Everyone must think before they make any statements what their fiduciary responsibilities are to the NARFE organization and the membership.

Approval of revised federation bylaws continues. A template is available. A template is also available for Chapters, although the changes, with the exception of removing the old section that pertained to delegates, are minor.

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Treasurer report including the published financial statements is on page 53 of the June issue of NARFE magazine. Assets this year have increased by more than \$343,000, mostly due to investment income and increases in PAC funds.

Increase in net assets from operations is a most important indicator of success. In 2014 there was a net loss of \$314,179, in 2015 a net loss of \$33,515 but in 2016 there was a net GAIN of \$784. Progress is continuing despite unbudgeted activity. This success is wholly attributable to the Staff.

In the Information Technology (IT) area, the large undertaking of transitioning to a new database in-house was “that close” to being 100% successful. A working group has been formed to keep improving the reporting. Through a series of steps and in conjunction with Finance, IT, PayPal, Bank of America and an outside consultant, credit card charges have been reduced by about one third. Overall, IT has reduced costs by \$400,000 annually during the last three years; yet also creating the NARFE Email System (NES). IT continues to work the Configuration Advisory Board (CAB) to make improvement to the OAM.

Barbara Sido, Executive Director: Keynote Address – Moving Forward Together

Barbara is listening and learning – starting with a blank slate with the criteria of “what’s best for NARFE”. Her initial observations of NARFE are:

>Strengths

- Committed members, leaders and staff
- Off the Charts retention rate
- Recognized expertise

>Challenges

- Complex Business model draws resources away from mission-aligned programs
- Need for clear, consistent value proposition
- Member needs get lost in the dialogue

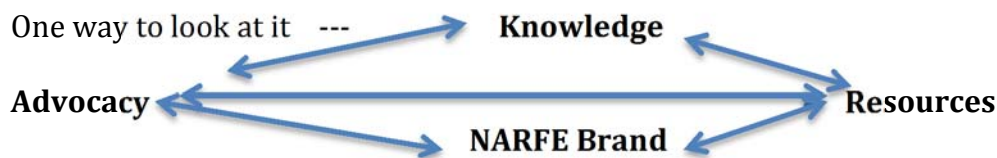
The current situation:

>for Advocacy is “It’s a Wonderful NARFE”. If you think about the movie “It’s a Wonderful Life”, the lead character ponders what it would be like if he was not there in the world. So too, with NARFE, the successes to-date would be missed if NARFE was not around.

>for Membership & Marketing is “What do I get for my money?”

>for Knowledge resources is Knowledge = Value

Brand – What do People think of when they think of NARFE?



How does the organization create, deliver and capture value? What is the NARFE business model ---

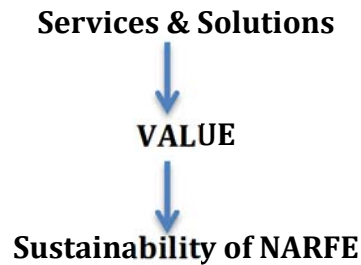
Knowledge = BRAND



NARFE 2017 Federation Presidents and National Executive Board Meeting

July 10-14, 2017

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What is the VISION? NARFE is the go-to resource for and about the federal community. Members, media (local and national) --- NARFE is the first phone call

Aligning action with strategy --- Possible operation plan items for future:

- Develop and implement a grassroots advocacy program
- Expand the Federal Benefits Institute
- Design and distribute resources that demonstrate the value of membership
- Test and launch a brand platform (our overall identity)
- Assess and adapt the business model

Membership loss curve is improving but more work is needed to not only slow and flatten the curve but also move it up. Change is hard but necessary. Expectations need to be ambitious but realistic (stretch goals). We're all in this together --- Contact Barbara at exccdir@narfe.org

An hour was available before lunch for the Federation Presidents to discuss, without the NEB or Headquarters staff present, a few issues. Those were:

-Application and Renewal Forms/Letters -

1. There is an appearance that the Application is designed to make it more difficult to join chapters, sometimes negating the Dues collection \$'s being sent to Chapters, if member does not join Chapter at the same time as signing up.
2. Renewal forms list National renewal first and therefore members get confused and don't send in their chapter dues as well.

-Expand database access of National Members to other officers

-Develop definite fiduciary requirements/guidelines

The Federation President from Washington State would present these issues later in the meeting - during the appropriate staff presentations.

Tuesday - PM

Legislative Presentation - Jessica Klement

The whole afternoon was dedicated to Jessica's presentation and covered the following topics:

- Legislative Department - staff
- Legislative Program
- Legislative Priorities
- Grassroots Advocacy
- NARFE-PAC

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Media Coverage

Role of Federation Presidents in Advocacy

The Legislative Department is responsible for NARFE's Mission – Lobbying, political and grassroots activities, media coverage, social media, subject matter expertise, contributing to publications, serving on coalition boards, *guiding state-level advocacy.

* This area is currently being looked at and discussed internally – so don't expect proactive communications at this time.

The Legislative Program is set through the work of an appointed Legislative committee, who review/considers submitted resolutions resulting in draft Program which Members then vote to approve. The document is guidance for lobbying efforts. If an issue arises not in the program then collaboration with Ntl President & Executive Director with Legislative Staff set priorities.

The Major issues driving Legislative efforts are:

- Postal reform
- FY 18 Budget

Other issues on back burner, but being monitored are TSP, Medicare Hold Harmless (stalled in committee), WEP reform (nothing introduced), FLTCP reform.

Postal Reform --- Currently, as written, it requires mandatory Medicare enrollment for current retirees. This is an end run to reduce Postal Service debt to pre-fund FEHBP benefits on the backs of 76,000 already retired workers. It sets a precedent to change the rules after retirement and removes choice. Also, it is a \$10.7 billion cost shift to Medicare. The focus is on changing the bill rather than stopping, by including "opt out" verbiage in the bill.

FY 18 Budget --- Take this seriously! Altho' Presidents budget "dead on arrival", the House bill is in flux and the Reconciliation process poses the highest threat. Every House Committee will get reconciliation instructions and will tax reform get muddled into other reconciliation instructions. NARFE's lobbying efforts will focus on the OGR committee. July 20th Webinar – FEDS Under Attack --- Participate and share with members.

To answer the question "what has NARFE done for me lately", it is proving a negative, e.g. stopping something from happening.

- Federal Retirees have not paid for deficit reduction
 - Employees have paid \$129 million
- Flawed postal bills have not passed
- Chained CPI no longer imminent threat
- Extended protection by OPM data breach
- NARFE provided substantive reforms to FLTCIP

Grassroots – Importance of Action

- Members are own best advocates
- Critical to NARFE Success
- Constituent Voice resonates with Congress
- Congress can change your benefits AT ANY TIME!

NARFE 2017 Federation Presidents and National Executive Board Meeting

July 10-14, 2017

Hyatt Regency, Jacksonville, Florida

A "leader" survey was conducted (2016) – sent to 172 leaders, with only 21% response. The takeaways were:

Leaders not engaged

62% regularly participated in Legislative calls

57% participated in Legislative webinars

100% were familiar and contribute to NARFE PAC

Common Themes in the survey ---

Likes:

Bill tracker in Magazine

Voting Scorecard in Magazine

Regional Call recap

Legislative Hot line

Not mentioned as helpful:

Legislative Webinars

Action Letters

Daily Clips

Social Media

More Communication - but too many emails

More Policy – less grassroots

Need assistance spurring members into action

Want better tracking of activity

An all member survey was conducted (2016) - 7204 responses (7%) The takeaways were:

-- Do not use Web materials

-- Material redundant

-- More people need to take action

--Read Hotline & Action Center

--More info needed on specific policy

What now? What was Legislative Department response to surveys?

>1 Webinar per month

>No more "Protect America's Heartbeat"

>All materials on one website

>New Legislative Action Center

>More Social Media outreach

>Targeted E-mails in effort to capture non-leaders

How's this working?

>Increase of letters to Hill

>Webinar participation has increased (still dependent on topic)

>Increase in Grassroots reporting (form on the web)

>Higher than average open rate for Hotline (40%)

>Increase action from Facebook

>Compiling "Story Bank"

>Legislative Conference all time high registration (2017)

NARFE 2017 Federation Presidents and National Executive Board Meeting

July 10-14, 2017

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Question: Will there be an update to CDL guidelines?

Answer: Yes, Molly is currently working on the update

Question: Do National members get Legislative e-mails ?

Answer: Yes, e-mails go to all members (Chapter & Ntl) in effort to get non-leaders engaged and grow advocacy.

NARFE PAC

NARFE PAC is the 3rd leg of the Legislative stool – along with Lobbying and Grassroots. Why?

- Access to info
- Keep NARFE relevant
- Builds & strengthens relationships
- Supports those that support us (say's thank you)

What it is NOT:

- Not Partisan
- \$'s not used to elect president
- Not connected fund of NARFE
- Dollars that do not go to NARFE PAC – General Funds; Membership Dues;

Notecard/Calendar campaign collections

Process –

1. Legislative Staff received requests (from Candidates or from Federations)
2. Get Federation recommendations
3. NARFE PAC Board makes final decisions (Board = Ntl Pres/Ntl Sec.Treas/Legislative Staff Dept. Head)

Decision Criteria –

1. Support of NARFE Issues (either current record or via Questionnaire)
2. Federation recommendation
3. Influence of Legislator
4. Competitive race
5. Overall NARFE PAC budget

Sustainers are important!! The 2015-2016 cycle goals were totally exceeded. Where does the money go?

- Dollars do carry over to next cycle (start each cycle with \$ in the bank and allows for early cycle disbursements)
- Fundraising costs – direct mailer solicitations, pins & other incentives
- Administrative costs – Staff time, printing materials (less than 10%)

2017-2018 GOALS

- Raise \$1.5 million
- Disburse \$1 million for political purposes
- Send NARFE members to 100 local fundraisers

NARFE 2017 Federation Presidents and National Executive Board Meeting

July 10-14, 2017

Hyatt Regency, Jacksonville, Florida

- Increase sustainers by 50%

NARFE PAC has 92% win rate (“race loss does not equate to failure”)

Q: What if there is a disagreement between PAC Board and Federation?

A: Very infrequent that this occurs – maybe one a cycle. Contributions are made to a National PAC not a State PAC. The Board decides.

Media presence continues to grow. The overall Communications plan is developed with the help of a Contractor, rather than totally in-house.

Federation Presidents Role in Advocacy

- Are we prioritizing Legislation agenda locally
- Are there timely & accurate updates at Federation events
- Organize the state to play to strengths – CDL/SL program implemented?
- Conventions/Conferences key place to receive legislative updates

Things to keep in mind:

- Prioritize legislation
- NARFE members are thirsty for information
- NARFE members are ready to take action
- Legislative updates are important to be done
- Support Legislative Conferences
- Support NARFE PAC
- Know your State – Legislative Rep’s records, committees, etc.

Wednesday – AM

Strategic Planning Committee – update

The morning was consumed with the Strategic Planning Committee’s proposed amendment via referendum to allow a National President to run for a third term, upon request and approval by NEB. Jon Dowie provided the rationale from the Committee as well as answering innumerable questions from the attendees.

The SP Committee considered:

Now, with the filling of the Executive Director positions, what are the needed skills for future Presidents?

Rationale from the Committee –

- There is a legislative crisis now – let’s not change horses mid-stream
- The new executive Director can utilize current/historical knowledge and breadth of experience
- Committee trusts the full membership to make decision
- The question of documenting cons; there are endless cons. What would be the criteria for choosing? Every individual can have cons. The advantages are documented and members can choose to agree or not.
- President is the only National office with term limit – there are leadership challenges happening at all levels

NARFE 2017 Federation Presidents and National Executive Board Meeting

July 10-14, 2017

Hyatt Regency, Jacksonville, Florida

- The NEB is intimately aware of a National President's performance
- Committee asked Pres. Thissan if interested, otherwise no reason to discuss
- Committee discussed massive changes happening to organization and only thought about what would be best of organization

The attendees voiced opinions supporting amendment proposal as well as opposition. Comments of trust, costs, learning from the experience, lack of criteria to determine need for referendum, concerns it gives the NEB too much say in determining the slate of candidates, and the 2016 convention "no" vote for term limits. There appeared to be universal agreement that the tone of some emails was inappropriate, nasty, and insulting.

The first proposed amendment verbiage that was voted on by the NEB, was determined to be flawed based on Parliamentary input. NEB rescinded vote. Dowie accepts responsibility for the confusion with the timing of publishing in August magazine, change of amendment verbiage, and the ensuing PR nightmare – he was wrong. His interpretation at the time was that the NEB approved the "idea" and the Parliamentarian improved the wording of the "idea".

The discussion identified process and communication issues, which no doubt, will continue to be discussed in the coming year. (Subsequently, at Thursday a.m. NEB Breakfast – the proposed request for referendum did not get 2/3 affirmative vote, so there will not be a ballot in the NARFE magazine on this issue.)

Wednesday – PM

Strategic Planning Committee – update continued.....

National Sec/Trea Jon Dowie reviewed the history of Strategic Planning that came from the Future of NARFE (FON) process. The NEB reviews the Committee's work. The Committee is looking at innovation to help keep Federations viable and functioning and encourage communication between Federations. Technology use is increasing; we interact with machines everyday. What are expectations of future members? A Situation Analysis document was handed out (available on the NARFE website) with narrative for the following headings:

- Active & Retired Federal employees face unprecedented threats with potential for catastrophic outcomes
- Recruitment and Retention strategies reduce pace of membership decline, but tough challenges remain for membership growth
- Further growth of non-Dues revenue is essential
- Partnerships & Coalitions hold opportunity for NARFE
- Business Model begins to shift (to-date about 6% of membership has shifted to National from Chapters)
- Time has come to rethink the goals and activities of Federations (understanding that one approach does not fit all – committee looked at multiple ideas & approaches. 43% of Federations need financial help from Headquarters)
- Leadership challenges have led to accelerated Chapter closing and vulnerability among Federations (year-to-date 34 closures)
- NARFE financial outlook demands change (conservative forecast of "shutdown" by 2022)

NARFE 2017 Federation Presidents and National Executive Board Meeting

July 10-14, 2017

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The SP Committee spent a lot of time looking at the issue of Federation viability and organization. The Committee recognizes that:

- * Federations vary widely in number of members, geographic size and resources
- * Federation leadership is in crisis
- * Fiduciary responsibility of federations is to provide service to all members
- * Number of vulnerable federations has grown
- * Federal benefits growing in complexity
- * Pressing need for updated, streamlined existing guidance and additional guidance on finance & budget

The SP Committee focused on:

- Defining minimum roles & responsibilities of a federation to best support the mission
- Defining perceived strengths at the federation level & strengths of headquarters
- Providing national guidance ensure federation budgets/expenditures are aligned to support the mission statement

At a minimum, the Federation requires a President and Secretary/Treasurer. Roles & responsibilities are to serve members, TO THE EXTENT POSSIBLE, within three mission-driven leadership roles of advocacy, federation level membership marketing, and service to members. The full federation overview document is available on the NARFE website (Strategic Planning – Meeting Synopsis May 23, 2017)

The Connecticut Federation President shared their process of re-organizing their federation by moving from 9 Chapters to 4 Chapters; keeping in mind the Congressional District boundaries. Oregon Chapters have closed Chapters east of the Cascades, so they plan a meeting twice a year on the west side and work with those members living away from the active chapters.

The SP committee will be putting forward several other recommendations to the NEB, e.g. dues adjustment. For full documentation of the SP Committee's work, go to the NARFE web home page and click on the Strategic Planning link.

Bylaws changes are work in progress – 18 Federations have been approved. Samples & examples have been sent out to Federation Presidents. Several question related to OMOV and it's application to Federations and Chapters. For Chapters, continue as before by providing proper notice and auditoria exchange – according to Roberts Rules – at an annual meeting including Officer Elections. For Federations, take your dollars and provide members a “way” to vote and a “means” to get a ballot.

Thursday - AM

Marketing/Recruitment & Retention - Bridget Boel

NARFE 2017 Federation Presidents and National Executive Board Meeting

July 10-14, 2017

Hyatt Regency, Jacksonville, Florida

Via electronic media, Monica Williams made presentation relative to Membership. M2's and "lead" generation program from on-line ad's (Google & Facebook) generate prospects lists. These leads are sent white paper about NARFE. Prospects are sent 6 emails during a 45-day window; information content in the 1st 4 and "how to join" in for the last 2. Also, a paper letter is sent. E-mails are sent to registrants to the Benefits Institute Webinars. Local recruiting has unique value; one-on-one contact is conversational in order to find out the prospect needs. Getting an email is important for easier follow-up contact. Therefore, as recruiters, know what NARFE has to offer. Understand what the prospect needs and match NARFE's benefits to that need.

There are tips/tools/guidance on the NARFE webpage – OAM area. (Note: new webinar posters available to mount for Health Fair recruitment). The Recruitment & Retention Journal is available quarterly. Expect to see info about the Fall Recruitment Campaign (main prize – Apple Watch), explanation of the Gift Membership process. With one Party in power, it is a fertile time to recruit. Test messages that #1, concern the threats on benefits and #2, market NARFE as the information source on benefits. For Active employees, the 2nd message seems to be resonating the most.

There were concerns, previously mentioned, about the renewal forms and the National vs Chapter renewal options. Some Federations felt "field" was left out of the process when these letters or forms were developed. Bridget will insure the current copy of the renewal form is sent to RVP's & Fed. Presidents. There was consensus that it is "on the field" membership leaders to monitor and contact members due to renew. The question was asked why renewals weren't specific to the current member status. The answer was because of OCM resolution; members must be given "option" to be in a chapter.

The initial Join form seems to make it difficult or almost impossible to join a Chapter "at the same time" to meet the Standing Rules Section 2. C. exception, basically robbing the Chapter. Headquarters assured attendees that if there is a Chapter # on the form, they will be placed in that Chapter.

Federal Benefits Institute -- Provides accurate, timely, accessible benefit information & guidance. The plan is to grow this area.

Why the Institute is important:

- Active Employees seek it
- HR/OPM can't provide
- More difficult for local sustainability
- NARFE's unique Value

How this benefits NARFE:

- Recruitment tool
- Retention tool
- non-dues revenue tool
- Branding tool

Always free to members – archived Broadcast/Powerpoint/Q&A's on website.

Upcoming – 7/27 Survivor Benefits and 8/24 From Employee to Annuitant

NARFE 2017 Federation Presidents and National Executive Board Meeting

July 10-14, 2017

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Business Development & Events – Jennifer Bialek

This area is comprised of:

1. Affinity Partners
 2. Event sponsorship
 3. Exhibits
 4. Webinars
 5. Non-Periodical Advertising
1. We want to increase the number and build relationships with our current partners (NEW - HearUSA, Purchasing Power, Omaha Steaks, Sunrise Senior Living, MiniMoves)
- 2 and 3. Add value for attendees, become non-dues revenue, new companies can gauge interest and returning companies can meet new leaders. It is important to get event information to them so they can get into their budgets.
4. Seven (7) Webinars have been “sponsored” so far in 2017
5. Website ads, mailing, inserts. As of May, have hit 70% of annual budget.

Preview of 2017 National conference --- SAVE-THE-DATES -- August 26-29, 2018

Theme – Celebration of the Federal Community

- A. Learning opportunities – Legislation issues; Federal benefits; Leadership skills.
- B. Dynamic Speakers / Entertainment
- C. NEB/Federation Presidents meeting prior to Conference

Conference to be composed of:

General Sessions – Beginning and end of each day, including Key Note Speakers

Break out Sessions – Middle of day (small groups) Hoping to offer 20 sessions with topics such as:

- Legislative updates; Advocacy; NARFE PAC
- Federal Benefits; pre/post retirement
- NARFE business; OAM, service officer, leadership skills
- Technology; Social media, Web

Looking to market to Non-members (e.g. prospect lists, offer discounts, etc.) Exploring having local tours, before and after conference; Wellness Breaks; Service Project (i.e. Alzheimer’s walk); Topic Talks (e.g. membership leaders together, new Federation Presidents together, etc.); Agency Alumni opportunities. Barbara is looking for other ideas to get people to come and make this “an event”.

Dave Snell’s old office and staff has been “rolled up” into the Federal Benefits Institute. Focus:

- Adding resources
- Want to be pro-active to get benefits info out.
- Dept. Director position to be filled
- Suggest Federations insure expertise in their Service officers or don’t fill position.

Thursday – PM

Town Hall – Facilitated by Barbara Sido

NARFE 2017 Federation Presidents and National Executive Board Meeting

July 10-14, 2017

Hyatt Regency, Jacksonville, Florida

The remaining afternoon was dedicated to Q&A session – Sky’s the limit – dialogue. Here are the Q&A’s that I captured in my notes:

Q: F3 (resolutions form) is not on Forms Page

A: The form is being worked on and available soon.

Q: Can there be a “Federation” section in the NARFE Magazine

A: What is the purpose of magazine vs local newsletter? The overall Magazine plan is being discussed.

Q: Can federations use Magazine for voting info to members?

A: Possible better place may be the Website

Q: Who tweaks forms? Who has final approvals?

A: Barbara is looking at providing a vehicle for field input. Barbara is “final” approver

Q: Can there be a convention/conference listing be in Magazine – to notify that annual meeting is to take place?

A: Overall organization calendar or the website is a standard process --- but only if robust & updated. Purpose of magazine is another issues as well as timing to publish.

Q: Technology – older folks don’t use

A: It is a time of transition – will have to use multiple media

Q: Can there be reduced costs if folks will give emails?

A: Got to keep asking for emails – Create quality newsletters that offer “value” so members want to get them

Q: Any analysis of “who” our members are? Demographics?

A: No, but in process of developing another member survey

Q: NES – can’t get some officers to use?

A: Is it simple to use? Barbara is looking at “making it simpler” for several processes

Q: Who is the Parliamentarian?

A: Barbara searched, found & contracted a permanent/non-NARFE affiliated parliamentarian – www.agreatmeeting.com

Q: Can federations use parliamentarian contract?

A: At this time an hourly contract. Barbara must manage; will ask about costs of consultative services for Federations.

Q: The “feeling” is that there is a desire to get rid of chapters

A: Barbara assured group the “community” aspect that chapters provide is important. Other attendees commented that Chapters that don’t function must close because it costs money to maintain. Another comment was “get rid of the we vs them” – Chapters are doing it to themselves by not offering value. A theory about “destruction of chapters” is that it began when Headquarters started collecting dues, rather than chapters. Chapters lost contact with members. There’s a lot of discussion about what a Chapter needs rather than what do Members need.

Q: How will nominations for national offices happen?

A: If you want to run for office, notify Headquarters and you’ll get space in the Magazine

Q: Federations tasked to service National members. The info for Ntl members ought to be the same as Ntl + members (chapter).

A: Send to CAB as a need

Q: The RVP section in 2014 vs 2016 Bylaws – how did it change without a resolution to be voted on? Worried this sets a precedent to by pass by-law change process.

NARFE 2017 Federation Presidents and National Executive Board Meeting

July 10-14, 2017

Hyatt Regency, Jacksonville, Florida

A: The change brought it into conformance to DC code – Dick did it and brought it up at an NEB meeting. Barbara will discuss with Parliamentarian the leeway of changes to insure compliance with rules & laws.

Q: Re-instatements – can't get credit for getting them back. Can a new member # be assigned rather than a perpetual member #.

A: Correct. At this point unable to track in data base and policy does not allow. Same with spousal roll over – if did not take member # of deceased, database will want to bill for \$40. FYI – there's about 300 annually.

Q: Movement of Chapter members to National members – reports don't match. Gain/Loss report vs. Chart ---- Why?

A: # of National members = National only + Life members that don't pay chapter dues + LSA

Barbara's wrap up of afternoon:

- Be sure to pass along "good job" situations to Barbara relative to Headquarters staff.
- Leadership issue; the challenge to recruit/train/retain. What can Headquarters do? Her thoughts are to develop training modules – for each officer. A visual training may supplement the available Handbook. One size doesn't fit all. How many really want to be president – leadership training may not be applicable for small federations or chapters. Every leader tends to juggle many priorities. There's a mixed bag of folks in the organization. Many do not want to "manage" anymore. Some only want to come or not to meetings.
- We must be inclusive of a diverse membership. Active & retired – be inclusive especially younger members.
- We tend to reward good work with more work.
- OMOV is causing us to change how we organize conferences to provide training --- take the opportunity to build agendas and find venues to draw people in.
- Input ideas and recommendations to the CAB. We must move forward recognizing there are some that won't use the technology. There are others who do use it. Ex. YouTube trainings available (Search "NARFE")
- How to engage active employees into leadership? "There's no one like me therefore what's in it for me?" There is opportunity to say to active employees "you're a value" to this organization. Design meetings focused to them. Include active folks with other jobs (e.g. newsletter, web maintenance, mentor) that may not include attending the meetings.
- How do YOU create value VS delivering value?
 - o Programs (make it interesting)
 - o Deliver a service (ex. Help with health insurance)
 - o Topic that will help members avoid a hit to their benefits (testimonials / story telling)
 - o Member needs – identify the varied needs and provide the service
 - o Survey members needs; service/programs/social ?
 - o Provide accurate information
 - o Talk to members; develop personal connections
 - o Structure in meetings – agendas
 - Give info/receive info
 - Socialize
 - o Affects of information locally by state
 - o Develop coalitions with other organizations (e.g. tax preparers, AARP, Gerontologists)

NARFE 2017 Federation Presidents and National Executive Board Meeting

July 10-14, 2017

Hyatt Regency, Jacksonville, Florida

- Design meetings to move folks from safe spaces (e.g. have folks sit at different tables based on affinity topics)
- Review agendas – streamline when possible; mix up information; something different each meeting

Contact Barbara Sido any time at execdir@narfe.org

Meeting adjourned.

Respectfully submitted –
Lorna M. Howerton
NM Federation President