

# NARFE Tennessee Federation Board Meeting

February 21-22, 2019

Ramada Inn, Lebanon, Tennessee

- I. Call to Order: 1:25 p.m. by Rhonda Mooney
- II. Invocation: Ed Evans
- III. Pledge of Allegiance: Wayne Baker
- IV. Roll Call of Officers:
  - A. Present: President Rhonda Mooney, 1<sup>st</sup> VP and District Liaison 5<sup>th</sup> Ed Evans, 2<sup>nd</sup> VP Wayne Baker, 3<sup>rd</sup> VP B.J. Godwin, Treasurer Norris Alderson, Secretary and Newsletter Editor Marilyn Evans, District X Vice President Bill Shackelford, National Alzheimer's Chair Donna Shackelford, Federation Alzheimer's Chair Joan Gates.
  - B. Absent: Legislative Chair, PAC Chair, Immediate Past President and District 3 Liaison Larry Minniear; Membership Chair Yvonne Hamilton, Network Coordinator Ronnie Collins, Service Officer Larry Cunningham, District 2 Liaison Herb Arnett.
- V. Approval of Agenda: **Norris Alderson made the motion, seconded by Wayne Baker, that the agenda be accepted as presented. Motion passed by unanimous vote.**
- VI. Reading of the Minutes:
  - A. Marilyn Evans read the minutes from the August 2018 Board Meeting.
  - B. Bill Shackelford noted that it was the West Virginia Federation that could soon be without chapters, not the North Carolina Federation as stated in the Minutes on Page 3: XIII. Budget, Item 4.
  - C. Wayne Baker made the motion, seconded by Ed Evans, that we accept the Minutes as corrected and read. Motion passed by unanimous vote.**
- VII. Welcome remarks were made by Rhonda Mooney, commenting on the unusual weather, and thanking everyone for being able to attend.
- VIII. Reports by Federation Officers:
  - A. President Rhonda Mooney (See Attachment 1)
  - B. 1<sup>st</sup> Vice President Ed Evans (No written report)
    1. Swore in the new officers of Nashville Chapter 227.
    2. With the help of Norris Alderson, found a candidate, Donald Dotson, for Middle Tennessee Vice President.
    3. Kept in touch with my chapters via numerous e-mailings.
  - C. 2<sup>nd</sup> Vice President Wayne Baker (See Attachment 2)
  - D. 3<sup>rd</sup> Vice President B.J. Godwin (See Attachments 3, 4 and 5)
    1. Stressed that communication needs to be established and maintained with Chapters to let them know that, even though they are not meeting, NARFE is still going on.
    2. Will meet with Dixon and Pulaski Chapters after the time changes so I don't have to travel at night.
    3. Need to correct Chapter information on the Tennessee Federation website.
    4. Millington Chapter having difficulty finding leaders, so it may be beneficial for them to close and members transfer to Germantown Chapter which has strong leadership. West Tennessee Vice President B.J. Godwin will work with the Millington Chapter to find and train members who are willing to assume officer positions.
  - E. Norris Alderson (See Attachments 6 and 7)
    1. Note that the cost of the newsletter is up because it was 16 pages this past issue.
    2. In his chapter, those who receive their newsletter via postal mail, but had an e-mail address, were notified that unless they could give him a legitimate excuse for

- continuing to receive the newsletter via postal mail, they were being changed over to receiving it by e-mail because the chapter could no longer afford the postal and printing costs.
3. Ed Evans explained that in a couple of other organizations that he belongs to went to sending out their newsletters by e-mail. In one organization the result was that about one-eighth of the members blocked the newsletter, and they also suffered a 40% loss in membership. In another the membership went from 7,000 to 657. You must stay in contact with your members.
  4. Wayne Baker noted that this is probably a generational type result. The younger generation is more accepting of e-mail newsletters.
  5. Ed Evans agreed that this is probably the case. However, experts have said that in 10 to 20 years this won't be a problem, everything will be via electronics.
  6. Another option is to charge those who want to receive it via postal mail help pay the printing and mailing costs at a fee of at least \$12 per year.
  7. Norris Alderson asked if we've asked the chapters to provide us with a list of their members who would be willing to receive their newsletter via e-mail? The answer was no.
  8. Marilyn Evans suggested that someone be assigned specifically to handle the mailing of the newsletter (postal and e-mail) because it involves a couple of thousand addresses each time a newsletter is mailed (currently three times a year).
  9. The Federation receives 10% per national member. Since OMOV was passed, the e-NARFE chapter was closed and national only members were assigned to the Federation of their home state as national only members making the Federation responsible for caring for these members. That is when we started sending them the newsletter and other important information.
  10. Ed Evans suggested that after the Annual Meeting we organize a Communications Strategy Committee to contact each chapter and ask them how they want to receive information. Do they want us to just communicate with the President of the chapter and they be responsible for getting the info to their members, or do we continue to reach out to each individual member. Communication is vital, but the way we are currently doing it is scalding us financially.
  11. Rhonda Mooney noted that the prices are gradually going up for printing and mailing. What we need to know is the cost difference between a 12-page and 16-page newsletter. If it is significant, maybe we could squeeze more info into a smaller newsletter. As long as we can afford it, I prefer to send paper copies to those who want it that way.
  12. An ideal situation would be to sell advertising in the newsletter which would totally cover printing and mailing costs.
  13. A lot (possibly 100s) of National Only members have given incorrect e-mail addresses to NARFE so they won't receive any e-mails.
  14. Since the printing of the financial report, the Federation has received the 10% Fund which is \$774.73 and needs to be added to the total income. We will receive approximately that amount every month.
  15. The Treasurer also purchased new checks. The next time he will get them through Cosco at a much lower rate.
  16. The Federation's Bank of Tennessee one-year CD is yielding 2.53%.
- F. Secretary Marilyn Evans – no report
- G. Alzheimer's Chair Joan Gates (See Attachments 8)
1. The Federation has always used the M114 for per capita.
  2. Donna Shackelford suggested using the M110 for the calendar year.

15 Minute Break at 2:55 p.m.

IX. Remarks by Region X Vice President Bill Shackelford (See Attachment 10)

A. Chapter Bylaws:

1. Emphasized that since the implementation of OMOV, Chapters must do new Bylaws, submit them to National and have them approved by National. This should not be mandatory or necessary, as long as the Chapter doesn't have any problems with their current Bylaws. If Chapters are forced to go to OMOV, they will go bankrupt in trying to implement this with everything they vote on, especially with the cost of mailings, etc.
2. Bill Shackelford has a template for Chapter Bylaws that is available for Chapters to use and has offered it to Chapter Presidents.
3. All Federations in Region X have already changed their Bylaws in compliance with National.
4. Things like when meetings are held, where and time, etc. are items that should be in Policy Manuals, but since most Chapters don't have Policy Manual, a lot of this stuff is put in their Bylaws. However, it doesn't have to be put in their Bylaws.

B. Communication with members:

1. Information sent out by National to members is often not received by some members because they have given National incorrect e-mail addresses, whereas, when it is sent by their Federation President or their Chapter President, they get it and have said they appreciate receiving it.
2. Our Tennessee Federation website is very easy to navigate and has a lot of good info due to the excellent efforts of our web master Ronnie Collins. If our members would use it more, we could eliminate postal mailing and e-mailing the newsletter altogether and just post it on the website thus solving the printing and mailing cost problem.

C. Question was posed as to why couldn't National send per capita dues directly to the Federation rather than going through the Chapters.

1. Bill Shackelford was told by National that it would be a logistical nightmare for National to do this, especially with the different length of membership options there are, that is, one-, two- or three-year memberships.
2. It was asked what is done for dues that are one-, two- or three-years. Does the chapter receive all the money for a three-year membership at once or is it given to the chapter in one-year increments? Bill Shackelford said he would look into this.

D. What percentage of chapters purchase chapter liability insurance, do I know of any lessons learned of a chapter being sued or a claim filed under the liability insurance?

1. Approximately 35% of the chapters take advantage of liability insurance through NARFE.
2. Chapters with claims file directly with the insurance company and that information is not shared with NARFE, but National is looking into it with the insurance company to see if they are willing to share that information.

E. Question was asked if automatic withdrawal or bill pay for PAC contributions could be made directly from their checking account? NARFE would have to provide a form to specifically do this or supply that person's bank would have to provide NARFE with the info needed. Bill Shackelford will look into it.

F. Someone asked Bill Shackelford if a Service Officer Checklist of procedures or duties exists. He couldn't find one in any of the NARFE manuals.

G. Calendars, note pads, Christmas cards, etc. are all non-dues revenue. If we don't buy these items, our dues will go up. We are currently operating on 60% dues, 40% non-dues. Those numbers need to be flipped.

- H. Why can't NARFE apply for grants since it is a non-profit organization? NARFE is a 501C5 which in essence makes them a labor union. NARFE is looking into changing some of their Bylaws, etc. to change them to a 501C3 – an educational organization. By moving to a Conference format is one of the first steps to getting that done. In the future, NARFE is gearing toward sessions at the Conferences for Active Federal employees, providing them with certificates to take back to their jobs and used to improve their status at their work place.
- I. Because it is written in our Bylaws that nominations have to be in by December 10, nominations can be closed at that time. If there is just one candidate per office, then the slate is automatically elected without a vote. You don't have to do the acclamation statement, you just announce who the new officers are.
- X. Remarks by Region X Alzheimer's Chair Donna Shackelford (See Attachments 9 and 11)
  - A. Alzheimer's has reached its \$13 million goal. The new goal is \$14 million and we already have \$12,034 toward that goal as of January.
  - B. Tennessee is ranked second in this region for donations with Virginia being first.
  - C. 100% of your donations are still going to research.
  - D. Donations are up from last year at this time.
  - E. Studies have shown that there is a correlation between Alzheimer's Disease and three different eye diseases. Cataracts are not one of the eye diseases.
  - F. A blood test can identify early onset of memory loss and Alzheimer's.
  - G. Latinos are at increased risk for Alzheimer's and usually develop it at a younger age than other races.

Adjourn for the day at 5 p.m. to resume tomorrow morning at 8:30 a.m.

- XI. Budget Review – Norris Alderson
  - A. Tax Exempt status up for renewal, need three names for this form. They will be the incoming President Ed Evans, 1<sup>st</sup> VP A. Wayne Baker and Treasurer Norris Alderson.
  - B. Liability policies:
    - 1. Last year we took out two liability policies: one from National HQ and the other on the Treasurer at a cost of \$100 per policy.
    - 2. **Merilyn Evans made the motion, seconded by Norris Alderson, that we renew both policies. Motion passed by unanimous vote.**
- XII. Old or Unfinished Business:
  - A. Chapter Newsletter Contest
    - 1. Ed will send out info to all Board Members
    - 2. It will be announced and will begin at the 2019 Annual Meeting at Chattanooga.
    - 3. Judges to be the three VPs.
  - B. Federation Recruiting Incentives:
    - 1. Need a creative membership chair.
    - 2. Contest suggested.
    - 3. **Merilyn Evans made the motion, seconded by Ed Evans, that beginning with the announcement at the Annual Meeting in Chattanooga, TN, and ending on December 31, 2019, the recruiters of the first 25 new members during that period, will receive \$20. Motion passed by unanimous vote.** (Note: It is my understanding that if one person recruits the first 25 new members during that time frame, they will get \$500, or if it is done by two people, they each will get \$20 for each new member they recruit, etc., which could be a windfall for a very good recruiter.)
    - 4. When and if the goal of 25 new members has been reached before the ending date of the contest, the Board will consider amending this motion or making a new motion to continue the Membership Contest.

5. If the Board sees this is a success, we can extend the contest into 2020.
6. Retention is an important factor in membership.
7. Signing up for dues withholding is great for retention. In the future the Board may want to consider some kind of incentive to get members to sign up for Dues Withholding.

C. LEGCon19

1. The Board budgeted for two people to attend, one being the Legislative Chair Larry Minniear.
2. Sending a new Board Member could be overwhelming to someone who hasn't had experience with how the system works, what to expect, and what is expected of them.

D. Chapter Bylaws Changes (OMOV)

1. This is not a top priority right now.
2. This may need to be addressed at a later time.

E. Chapter Support

1. Personal contact is important.
2. VPs have to visit each chapter at least once each year. Don't wait to be invited.
3. Keep in touch with chapters as much as possible
4. Joint meetings are beneficial for all and is much more impressive for Legislative speakers. Host chapter can invite other chapters in their area – mini conferences develop out of this.
5. Norris Alderson, as a Chapter President:
  - a. Anything I receive from NARFE, I send out to all my members.
  - b. I keep a running record of those who attend Chapter meetings.
  - c. I relay to my Chapter what happens at Federation meetings.
  - d. Members want to hear from Federation officers.
  - e. Would help if Chapters would share the information they get from their specific speakers especially if the information was something new and would be particularly important to members.
  - f. On the website there is a mailing list of all Chapter Presidents where chapter presidents can go and send out good info to their fellow Presidents.
  - g. Need a Bulletin Board on the website where contact info for speakers can be shared.
  - h. [chapters@narfetn.org](mailto:chapters@narfetn.org) goes to all Chapter Presidents.
  - i. [officers@narfetn.org](mailto:officers@narfetn.org) goes to all Federation Board Members.
  - j. Have Ronnie Collins make a presentation at the Annual Meeting explaining all the things available on our narfetn.org website.
  - k. Members want info about what affects their retirement.
  - l. Membership Chair and Legislative Chair need to send out info each month to Chapter Presidents.
6. Norris Alderson will facilitate Officer Training at the 2019 Annual Meeting.
7. The Federation needs to be more involved with the Host Chapter in the Annual Meeting planning, especially financially.

XIII. New Business:

A. Per Capita Dues Receipt Date – Norris Alderson

1. Our Bylaws state that we use the October report as a basis for per capita dues. The Treasurer sends a letter to each Chapter President and Chapter Treasurer by an early October date stating what is due from them and the due date.
2. Now their per capita dues are due on December 10<sup>th</sup>.

3. Norris made the motion that we begin the process to change our Bylaws to state that capital dues must be paid within 30 days of receipt of the treasurer's notification.
  4. It was mentioned that if they don't, a fine would be a possibility, and the VP of their area would have to get involved.
  5. Wayne Baker asked that this motion be tabled for further deliberation. He added that the reason for the delay in a particular Chapter's payment this year was because of extenuating circumstances and is not the norm.
  6. If a Chapter has a budget, they do not have to wait for a meeting to get approval to pay their per capita dues, eliminating that excuse for past deadline payment.
- B. Results of 2019 Federation OMOV Voting:
1. No resolutions were received. The deadline for resolutions to be submitted was December 1<sup>st</sup>.
  2. Because the nominations deadline was December 10, 2018, nominations were closed at that time. Our Bylaws state that where there is only one candidate for an office, a ballot for that office shall not be required.
  3. If there had been a resolution and/or more than one candidate for an office, the ballot would have been in our February newsletter and our voting period would be from March 1<sup>st</sup> through March 31<sup>st</sup>.
  4. Larry Cunningham was our Ballot and Teller Chair.
  5. President is Ed Evans, West Tennessee Vice President is B.J. Godwin, East Tennessee Vice President is A. Wayne Baker, Middle Tennessee Vice President is Donald Dotson, Secretary is Timothy Powers, Legislative Chair is Larry Minniear and Treasurer is Norris Alderson. There was no candidate for Membership Chair.
  6. Officers will be installed at our 2019 Annual Meeting in April.

C. Rebranding (See Attachment 12)

1. The tagline: "Federal Benefits Experts" takes away from our main mission of Advocacy and doesn't give a true picture of NARFE.
2. Opinions and suggestions need to be given to Bill Shackelford by this Sunday because the deadline for input to National is this coming Monday.
3. Become known as "NARFE", not National Active and Retired Federal Employees.

Break for 10 minutes at 10:45 a.m.

D. Regional Advertising Opportunities (See Attachment 13)

1. Whoever places the ad pays for the ad, but NARFE HQ will help you with the content and composition of the ad that will impact the largest audience unique to the distribution of the media where the ad is being placed.
2. Target audiences are where a lot of Federal employees work and congregate such as military bases or facilities.
3. This is something to discuss with your Chapters who may know of places where there are high concentrations of active or of retired Federal employees (HUD, TVA, Social Security, etc.).

E. Any New Business from the Board:

1. Region X Conference, Hawthorne Inn and Conference Center, Winston-Salem, NC, Sept. 24-26, 2019. Rooms are \$94-\$99. Registration fee will probably be around \$100. Agenda suggestions will be welcomed by Bill Shackelford.
2. Officer training and best practices will be presented.
3. Send Federation President and one other – Wayne Baker will attend if there is no conflict, and B.J. Godwin may attend. The new President Ed Evans won't be able to attend. Also, Donald Dotson is another possibility.

XIV. Federation Annual Meetings

A. 2019 Annual Meeting – Wayne Baker

1. Larry Minniear is the Chair.
  2. Currently have only 36 registrations.
  3. Cleveland Chapter is assisting.
  4. Program: (See Attachment 14)
    1. Delete "of Chapters" in title: NARFE Tennessee Federation 63rd Annual Meeting
    2. Pre-Annual Meeting Board Meeting – need a small room in the Residence Inn.
    3. Need a Credentials Committee because our Bylaws state we need 25 members present for a quorum as determined by the Credentials Committee and will need a report on this to verify that a quorum is present.
    4. Need to limit the length of welcome remarks by dignitaries.
    5. Can delete Roll Call of Officers and Chapters.
    6. Address – President will just introduce Bill Shackelford and give the President's report on Tuesday.
    7. Possibly change lunch to 12:30-1:30 p.m.
    8. Committee meetings will all be in one room. Treasurer needs a separate room for audit.
    9. Okay if the officer training runs over if the room isn't needed for banquet.
    10. What about IT support? Screen and projector will be needed for Power Point presentations.
    11. Officer Training may need more time since Ronnie Collins has been added to the agenda.
    12. Banquet opens at 6 p.m. and will have music from 6-10 p.m.
    13. Part of the Banquet speaker's program is about Alzheimer's.
    14. Door prizes will be distributed throughout the whole annual meeting at different times, not just at the banquet.
    15. Tuesday is basically the beginning of the business meeting. Could change the Rules Committee Report, etc. to first day.
    16. Every committee must submit a report even if their work was completed before the Annual Meeting. Those who previously finished their Committee work (such as Resolutions Committee and Nominations Committee) can also serve on another Committee.
    17. No voting on resolutions at the Annual Meeting this year since no resolutions received by December 1, S2018.
    18. Need to add new business after unfinished business. Recruiting incentive and newsletter contest will be announced under new business.
    19. Alzheimer's final bidding results announced prior to closing remarks.
  - B. 2020 Annual Meeting – Ed Evans
    1. The Hilton where we held our Convention in 2017 is out of our price range.
    2. Looking into other options.
- XV. Meeting adjourned at 12:15 p.m. Wayne Baker made a motion, seconded by Marilyn Evans, to adjourn. Rhonda Mooney so moved.

(Attachment 1)

**Federation President Report**  
**Period Covered: August 16, 2018 - February 20, 2019**

**August 16 - 17, 2018**            **Attended Federation Board Meeting in Lebanon TN**

**August 25 - 28**                **Attended Federation President's Meeting and FEDcon18 in Jacksonville FL**

**December 3**                    **Attended Germantown Chapter Christmas luncheon**

**December 4**  
**installed 2019 officers**            **Attended Franklin County Chapter Christmas luncheon and meeting and**

**January 10, 2019**            **Attended Clarksville Chapter Meeting**

**Submitted Newsletter Articles for November 2018 and February 2019 Federation Newsletters**

**Appointed Committees for 2019 Annual Meeting**

**Requested and received guidance and clarification from RVP and NARFE parliamentarian to aid in implementing new Federation voting procedures under OMOV**

**Provided input to Larry M for 2019 Annual Meeting planning**

**Continued to Serve on 2018 National Standing Committee - Marketing and Member Resources Advisory Committee**

**Provided Input to Executive Director Barb Sido on Needed Changes to Renewal Form**

**Attended All Jackson Chapter Meetings**

**Kept chapter and national division members informed and updated on issues including new membership manuals and updates, 2018 National President (runoff) election, new Federation voting procedures under OMOV, Government Shutdown information including Shutdown Central webpage, and NARFE-FEEA grants**

**Talked with potential members attempting to recruit and stressed to current members (including chapter officers) the importance of chapter membership**

**Answered questions and served as a resource for chapters and members**

**Respectfully Submitted**

**Rhonda Mooney**  
**Federation President**

(Attachment 2)

## **2<sup>nd</sup> Vice President's Report February 21, 2019**

Monthly: Attend Chapter 204 meetings, keep chapter membership apprised of latest news from National HQ and Tennessee Federation.

Bi-Monthly: Contact East Tennessee Chapters by email to check in and advise them of any newsworthy information from Tennessee Federation and National.

12/18-12/19: Work with Athens chapter to get per capita dues paid.

10/18-1/19: Liaisoning with Chattanooga Chapter regarding viability of that chapter.

- ❖ Occasional contact with Cleveland and Chattanooga Chapters, as well as Larry Minniear, regarding 2019 Annual Meeting in Chattanooga.

Agreed to Chair Rules Committee for 2019 Annual Meeting.

Respectfully submitted,  
A. Wayne Baker

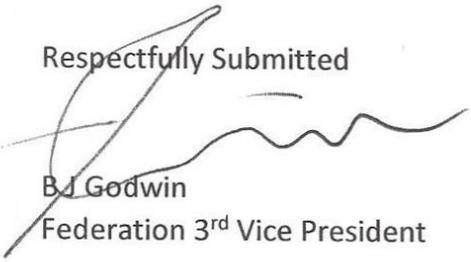
Federation 3<sup>rd</sup> Vice President Report

Period Covered: August 18, 2018 - February 20, 2019

August 26-28	Attended FEDcon18 in Jacksonville FL. Submitted Newsletter Articles for November 2018 and February 2019 Federation Newsletters.
December 03,	Attended Germantown Chapter 1968 Christmas luncheon.
January 10,	Attended Clarksville Chapter 870 Meeting.
January 11,	Mailed Registration for NARFE Federation Annual Meeting April 15-16, 2019
January 17,	Received Notification from Dorothy Bolden, Millington, Chapter 1382 that they have stop meeting.
February 02	Filed 990-N e-Post Card with the IRS changing Memphis Chapter 1733 their status from Active to inactive.

Working with Federation President to close or revive weak Chapters,

Respectfully Submitted



B.J. Godwin  
Federation 3<sup>rd</sup> Vice President

(Attachment 4)



## Confirmation

[Home](#) | [Security Profile](#) | [Logout](#)

Your Form 990-N(e-Postcard) has been submitted to the IRS

- **Organization Name:** NATIONAL ACTIVE AND RETIRED FEDERAL EMPLOYEES ASSOCIATION
- **EIN:** 626073929
- **Tax Year:** 2018
- **Tax Year Start Date:** 01-01-2018
- **Tax Year End Date:** 12-31-2018
- **Submission ID:** 10065520190372571797
- **Filing Status Date:** 02-06-2019
- **Filing Status:** Pending

**Note:** Print a copy of this filing for your records. Once you leave this page, you will not be able to do so.

**MANAGE FORM 990-N SUBMISSIONS**

## FILING HISTORY (STEP 1/3)

# NATIONAL ACTIVE AND RETIRED FEDERAL EMPLOYEES ASSOCIATION (62-6073929) Change EIN

Memphis, TN 38117

Results include the most recent Form 990-N (e-Postcard) filings from the organization and are acquired directly from the IRS.

2016

*Already Filed*

2017

*Already Filed*

2018

*Already Filed*

### Other Filing History

The application shows available filing options for e-Postcards that were not filed with the IRS within the last three consecutive years. You can submit e-Postcards by clicking "e-File Now" and following our quick and easy steps

## Tennessee Federation 2019 Financial Report

January 1, 2019 - February 18, 2019				
Beginning Balance -	Checking account 1/1/2019			\$31,148.30
REVENUES				
	National Dues Rebate - 10% Fund (2018)	\$	782.34	
	2018 Per Capita Dues: Chapter 152	\$	60.00	
	Total Revenue	\$	842.34	
LESS EXPENSES:				
	Vouchers - Officers Expense	\$	103.38	
	Newsletter Expenses	\$	2,178.00	
	Business Checks	\$	177.62	
	Total Disbursed	\$	2,459.00	
3/31/2018	Balance			\$29,531.64
	Suntrust Balance 2/18/2019			\$29,531.64
	Bank of TN Money Market			\$7,009.54
	Total Assets			\$36,541.18

**TENNESSEE FEDERATION NARFE FINANCIAL REPORT  
2019 BUDGET AND EXPENSE REPORT**

ACTIVITY	Budgeted 4 Qtrs Year 2019	QTR		Actual 1st Qtr 2019	QTR		YTD Exp.		QTR		Actual Expenses YTD 2019	(-) Over (+) Under Budget 2019
		Budget 1st Qtr 2019	Budget 2nd Qtr 2019		Budget 3rd Qtr 2019	Budget 4th Qtr 2019	Actual 3rd Qtr 2019	Actual 4th Qtr 2019	Actual 4th Qtr 2019			
1. Exec. Bd. Meeting:												
a. Travel	\$ 1,500.00	\$ 750.00				\$ 750.00					\$ -	\$ 1,500.00
b. Lodging, meals	\$ 1,500.00	\$ 750.00				\$ 750.00					\$ -	\$ 1,500.00
c. Other	\$ 100.00	\$ 50.00				\$ 50.00					\$ -	\$ 100.00
2. Fed. Officers Stipend	\$ 1,500.00	\$ 375.00			\$ 375.00			\$ 375.00			\$ -	\$ 1,500.00
3. Office Expenses:	\$ 560.00	\$ 140.00		\$ 177.62	\$ 140.00			\$ 140.00			\$ 177.62	\$ 382.38
4. Fed WEB site	\$ 100.00	\$ 25.00			\$ 25.00			\$ 25.00			\$ -	\$ 100.00
b. State Convention Ex.											\$ -	\$ -
a. Travel	\$ 1,000.00				\$ 1,000.00						\$ -	\$ 1,000.00
b. Lodging, meals	\$ 2,000.00				\$ 2,000.00						\$ -	\$ 2,000.00
c. Misc.	\$ 200.00				\$ 200.00						\$ -	\$ 200.00
d. Convention Deficit											\$ -	\$ -
6. Nat'l Convent/Pres											\$ -	\$ -
7. Fed. Newsletter	\$ 4,500.00	\$ 1,500.00		\$ 2,178.00				\$ 1,500.00			\$ 2,178.00	\$ 2,322.00
8. Legislative Expenses											\$ -	\$ -
9. Chapter Visits	\$ 1,200.00	\$ 300.00		\$ 103.38	\$ 300.00			\$ 300.00			\$ 103.38	\$ 1,096.62
10. Civic Activity											\$ -	\$ -
11. Senior Act/Alz Act.	\$ 100.00	\$ 25.00			\$ 25.00			\$ 25.00			\$ -	\$ 100.00
12. Public Relations	\$ 50.00	\$ 13.00			\$ 12.00			\$ 13.00			\$ -	\$ 50.00
13. Membership	\$ 550.00	\$ 50.00			\$ 400.00			\$ 50.00			\$ -	\$ 550.00
14. Region X Conference	\$ 2,400.00							\$ 2,400.00			\$ -	\$ 2,400.00
14. Pres Confl/Natl Board	\$ 1,200.00							\$ 1,200.00			\$ -	\$ 1,200.00
16. Nat'l Legislative Semin											\$ -	\$ -
a. Travel	\$ 900.00	\$ 900.00									\$ -	\$ 900.00
b. Lodging, meals	\$ 1,300.00	\$ 1,300.00									\$ -	\$ 1,300.00
c. Other	\$ 350.00	\$ 350.00									\$ -	\$ 350.00
17. Other	\$ 100.00	\$ 25.00			\$ 25.00			\$ 25.00			\$ -	\$ 100.00
<b>TOTAL Budgeted/Expense</b>	<b>\$ 21,110.00</b>	<b>\$ 6,563.00</b>		<b>\$ 2,459.00</b>	<b>\$ 4,502.00</b>			<b>\$ 5,203.00</b>	<b>\$ -</b>	<b>\$ 4,852.00</b>	<b>\$ 2,459.00</b>	<b>\$ 18,661.00</b>

## TN NARFE ALZHEIMER'S COORDINATOR REPORT

FEBRUARY 20, 2019

I have collected a total of \$11,121.80 Alzheimer's donations during CY32018. I prepared a monthly report listing all the individual donations, make copies of all checks submitted with each report, and mail all to Alzheimer's Association in Chicago. A copy of the report is submitted to Donna Shackelford for her records.

I receive monthly report from Donna listing all the donations received by the Alzheimer's Association which will also list donations by our chapters that were submitted directly to them.

I send out hand written cards and envelopes "In Memory Of" for several chapters, and also "Thank You" cards to people who make special donations to the chapters just for Alzheimer's. The Dickson chapter has an arrangement with a funeral home who offers memorial cards for people to donation to Alzheimer's instead of buying flowers.

I ran the Silent/Chinese Auction at the convention last year and that required 15 tables to hold all the donations. Our chapters gave great and many wonderful donations and Reba Collins, as always, donated a quilt to raffle off and donated the proceeds to Alzheimer's. Dickson chapter donated a queen size crocheted quilt, and someone donated a red, white and blue huge home-made quilt, but we never were given any names.

My volunteers, Mack and Pat Stanley and Mike Gates are the greatest. They just say, "I got it Joan, get out of here".

I was also the Alzheimer's chairperson at the convention, and we had a small group for a meeting and Donna Schackelford joined us and gave us information we could take back to our chapters.

I was invited to Cleveland's Christmas party, but I had to work and was unable to attend.

I have upgraded the Weida White Tolley Memorial Trophy so all the winning chapters can be seen without having to turn it around.

Signed: *Joan Gates*  
Joan Gates, Alzheimer's Coordinator  
TN NARFE

(Attachment 9)

<b>NARFE/ALZHEIMER'S RESEARCH CONTRIBUTIONS</b>		<b>BY REGION AND FEDERATION</b>	
<b>JULY 1, 2018 THROUGH DECEMBER 31, 2018</b>		<b>PER ALZHEIMER'S ASSOCIATION</b>	
<b>NARFE HQ</b>	<b>\$0.00</b>	<b>FY 2019 PGA FIGURES</b>	
<b>REGION I</b>	<b>\$2,736.78</b>	<b>REGION VI</b>	<b>\$11,608.79</b>
Connecticut	\$0.00	Arkansas	\$1,000.14
Maine	\$168.00	Louisiana	\$1,484.65
Massachusetts	\$560.00	Oklahoma	\$3,045.53
New Hampshire	\$836.00	Panama	\$0.00
New York	\$992.78	Texas	\$6,078.47
Rhode Island	\$125.00		
Vermont	\$55.00		
		<b>REGION VII</b>	<b>\$11,953.83</b>
<b>REGION II</b>	<b>\$15,761.85</b>	Arizona	\$3,161.75
Delaware	\$932.00	Colorado	\$5,593.29
Dist. of Columbia	\$145.00	New Mexico	\$2,858.27
Maryland	\$4,357.85	Utah	\$208.00
New Jersey	\$2,766.00	Wyoming	\$132.52
Pennsylvania	\$7,561.00		
		<b>REGION VIII</b>	<b>\$9,049.75</b>
<b>REGION III</b>	<b>\$16,934.63</b>	California	\$7,661.75
Alabama	\$4,308.38	Hawaii	\$1,178.00
Florida	\$1,050.59	Nevada	\$210.00
Georgia	\$6,835.66	Philippines	\$0.00
Mississippi	\$3,800.00		
Puerto Rico/	\$100.00	<b>INTERNATIONAL FEDERATION</b>	<b>\$0.00</b>
Virgin Islands			
South Carolina	\$840.00		
		<b>REGION IX</b>	<b>\$14,219.42</b>
<b>REGION IV</b>	<b>\$15,631.94</b>	Alaska	\$700.00
Illinois	\$3,325.09	Idaho	\$2,144.50
Indiana	\$4,794.80	Montana	\$235.00
Michigan	\$1,451.00	Oregon	\$5,817.70
Ohio	\$4,079.00	Washington	\$5,322.22
Wisconsin	\$1,982.05		
		<b>REGION X</b>	<b>\$44,105.19</b>
<b>REGION V</b>	<b>\$28,946.30</b>	Kentucky	\$1,876.50
Iowa	\$7,096.21	North Carolina	\$7,034.94
Kansas	\$5,949.59	Tennessee	\$7,378.85
Minnesota	\$2,035.00	Virginia	\$27,622.40
Missouri	\$3,106.10	West Virginia	\$192.50
Nebraska	\$1,020.33		
North Dakota	\$3,882.19		
South Dakota	\$5,856.88		
		<b>TOTAL</b>	<b>\$170,948.48</b>
		<i>Compiled by Olivia A. Williams (Un-Official Report)</i>	



**REGION X REPORT**  
**William "Bill" Shackelford**  
**Winter 2018**

The first meeting for the 2018-2020 National Executive Board (NEB) was held at NARFE Headquarters (HQ) from November 28 through 30, 2018. For those of you that did not follow the NARFE election in June and the subsequent run-off in September, there were six new individuals joining the NEB for the first time. The new members include National President Ken Thomas (Florida), National Secretary/Treasurer Kathy Hensley (South Carolina), Regional Vice President (RVP) James Risner (Maine–Region I), RVP Kathy Adams (Delaware–Region II), RVP Robert Helfrich (Indiana–Region IV), and RVP Cindy Blythe (Kansas–Region V). Along with myself, the other incumbents to the NEB include RVP Clarence Robinson (Georgia–Region III), RVP Marshall Richards (Texas–Region VI), RVP Rodney Adelman (Arizona–Region VII), RVP Helen Zajac (California–Region VIII) and RVP Rich Wilson (Washington–Region IX).

The meeting opened with three presentations: 1) Presentation by NARFE Attorney Eileen Johnson on the responsibilities of the National Executive Board and the importance of Confidentiality/Non-Disclosure Agreements; 2) Presentation by NARFE Parliamentarian Collette Trohan on the proper use of Robert's Rules of Order and establishment of Special and Standing Committees; and 3) presentation by Federal Employee Education And Assistance (FEEA) Executive Director Joyce Warner on the status of the FEEA Scholarship and Disaster Fund and the future relationship between NARFE and FEEA.

**RESPONSIBILITIES OF THE NATIONAL EXECUTIVE BOARD (Eileen Johnson)**

**NARFE Governance Structure**

- Procedures
- Policies
- Bylaws
- Articles of Incorporation
- District of Columbia Laws

**NOTE:** In all matters discussed and voted by the NEB, National President Kenneth Thomas participates in the open discussions but abstains from cast a vote.

## **Principles of Good Governance**

- Focus is on desired outcomes
  - ✓ What not how
- Discussions are informed
  - ✓ Be prepared
- All possibilities are considered
  - ✓ NOT "we've always done it this way"
- Governing documents are updated and follow best practices

## **National Executive Board (Overall)**

- Set Organization Direction
  - ✓ Engage in strategic thinking and planning
  - ✓ Set the organization's mission and vision
  - ✓ Establish organizational values
  - ✓ Approve operational or annual plans
- Ensure Necessary Resources
  - ✓ Capable executive leadership
  - ✓ Adequate financial resources
  - ✓ Positive public image
  - ✓ Capable and responsible Board
- Provide Oversight
  - ✓ Oversee financial management
  - ✓ Minimize exposure to risk
  - ✓ Measure progress on organizational strategy
  - ✓ Monitor programs and services
  - ✓ Provide legal and moral oversight
  - ✓ Evaluate the Executive Director

## **National President**

- Governance/Oversight
- Conducts meetings of NEB & membership
- Appoints committees
- Serves as the spokesperson for NARFE
- Coordinates with the Executive Director
- Guides the Board on administrative matters

## **National Secretary/Treasurer**

- Serves as President when President is unavailable
- Responsible for Association records & funds
- Duties as directed by President, NEB or National Conference

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### **Regional Vice Presidents**

- Serve on NEB and communicate with members in Region
- Represent National HQ and Association's objectives
- Select National Audit Committee
- Encourage participation in State Legislative activities
- Authority to request activity and financial reports from Federation Presidents
- Other duties as directed by membership ballot, President or NEB

### **Executive Director**

- Management/Supervision of NARFE HQ staff and volunteers
- Primary contact for the NEB
- Manages program & policy implementation
- Coordinates with the National President

## **IMPORTANCE OF CONFIDENTIALITY/NON-DISCLOSURE AGREEMENTS**

### **Board Confidentiality**

- Why is confidentiality important?
  - ✓ Ability to be candid
  - ✓ Duties of loyalty & care
- Executive Sessions
  - ✓ Personnel matters
  - ✓ Attorney, auditor, strategic consultant
  - ✓ Strategic and/or proprietary
  - ✓ Minutes – to do or not to do?
- How are breaches handled?
  - ✓ Investigation
  - ✓ Remedies
    - Censure
    - Recommendation for removal
    - Further discussion at future meeting
- NARFE Code of Ethics
  - ✓ All Directors, officers, employees and volunteers have a duty to safeguard information that is proprietary to the Corporation.

### **What Information Is Proprietary?**

- Confidentiality agreement defines "Confidential Proprietary Business Information (CPBI)"
- List is extensive
  - ✓ Products, services, operations
  - ✓ Strategies, business plans
  - ✓ Financial condition, activities, investments
  - ✓ Partners, donors, members, sponsors, prospects
- Information does not need to be marked "CPBI" or "Confidential"

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## **PROPER USE OF ROBERT'S RULES OF ORDER (Collette Trohan)**

A parliamentary authority such as Robert's Rules of Order provides procedural guidance and basic rules that apply in most situations. This framework helps prevent confusion and maintain fairness in deliberations. The risk of confusion increases with the number of people who share the responsibility to make a decision. Robert's Rules of Order balance the right of the majority to make the ultimate decision, the right of the minority to have an opportunity to convince the majority of their point of view, the rights of absentees, individual rights, and a combination of all of these together.

Many associations' bylaws state that the "**current**" edition of Robert's Rules of Order shall serve as the parliamentary authority for the association. There have been eleven editions produced. The intent of the word "current" is to supersede all previous editions. This wording is not recommend because any organization should not be bound by rules they haven't even had the chance to read. If this is in your bylaws, the rules changed on September 6, 2011, when the newest edition of Robert's Rules of Order Newly Revised was released and you may have no idea what changed. This "current" edition is the 11th edition of the work.

What should you do if your bylaws already contain the "**current**" reference? Consider amending your bylaws to insert the numbered edition, so that all members can be absolutely certain they are referencing the correct manual. If your bylaws include a reference to the earlier title and you want to adopt the new book, your bylaws will have to be amended.

### **ESTABLISHMENT OF SPECIAL AND STANDING COMMITTEES**

A Special Committee is a committee appointed to perform a special function that is beyond the authority or capacity of a Standing Committee. A select committee is usually created by the National President, with NEB approval. A Special Committee generally expires on completion of its designated duties, though they can be renewed.

Standing Committees are permanent panels with oversight responsibility to monitor specific programs or activities and to aid the association in accomplishing its duties. A Standing Committee is granted its scope and powers over a particular area of business by the governing documents of the association and retain any oversight originally designated for the Committee until subsequent official actions of the association (through changes to by-laws) disbands the committee.

Examples of Standing Committees in associations include an Audit Committee and a Finance Committee. Typically, the Standing Committees perform their work throughout the year and present their reports at an annual meeting of the association. These Standing Committees continue to exist after presenting their reports, although the membership in the committees may change.

### **FEDERAL EMPLOYEE EDUCATION AND ASSISTANCE (FEEA)**

Preliminaries concluded with a presentation by FEEA Executive Director Joyce Warner on the status of the FEEA Scholarship and Disaster Fund and the future relationship between NARFE and FEEA. This presentation was a direct result of a meeting between NARFE National President Thomas and FEEA Executive Director Warner on November 14. ED Warner discussed several of the FEEA programs

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Including Scholarship, Disaster Relief, and Emergency Hardship Loans. The NARFE-FEEA relationship has been guided by a 1996 Memorandum Of Understanding (MOU) for scholarships and a 1997 MOU for disaster relief. Provisions within these memoranda have long since expired and there have not been any updates to the original MOUs of 1996 and 1997. The original FEEA contracts contained a provision that would allow FEEA to charge no more than its annual overall administrative costs (historically 5 to 7%) for expenses relating to the administration of the two Funds. FEEA is now proposing an "across the board" 25% administrative fee which NARFE would pay for the FEEA services.

ED Warner also discussed areas where NARFE and FEEA could partner, such as FEEA Public Service Charity Run/Walk and co-content website development. ED Warner addressed potential funding ideas, possible change in disaster relief eligibility criteria, issues arising in applying for disaster relief, NARFE-FEEA Scholarship Program, promotion of donations to the NARFE-FEEA Scholarship Fund, as well as the 25% FEEA surcharge/processing fee.

Research is required on 2014-2018 to find out what fees were charged to administer the NARFE Scholarship and Disaster programs. This 25% fee appears to be a contractual agreement versus an administrative fee. A 25% fee would be more in line with a contractual agreement and a 25% administrative fee seems excessive. If this is a negotiated contract, it needs to be renegotiated and approved by the NEB.

An audit on both the Disaster and Scholarship funds will be conducted to understand the current fees. Respite care is also being considered. The number of scholarships awarded in 2017 were 19. Lack of funds may only allow us to give 10 +/- scholarships in 2019. It should be noted that checks are sent directly to the academic/post-secondary institution, **not to the scholarship recipient.**

It was thought that NARFE could bring the program back in-house but the MOU states that in the event of dissolution of the Fund, remaining balances in the Fund will be transferred to another section 501(c)(3) organization designated by the FEEA Board of Directors. No action taken at this time on what to do about the affiliation with FEEA to continue handling NARFE programs. Currently, the NARFE Scholarship Fund has a balance of \$10,000.00 and the NARFE Disaster Fund has a balance of \$166,000.

NARFE was invited to provide a representative (as in the past) to the FEEA Board and NARFE President Ken Thomas has attended a meeting and been duly recognized as a member of the FEEA Board. Directions of the NARFE-FEEA relationship will now be guided by the Executive Boards of NARFE and FEEA.

**Motion #03-11-18**

**SUBJECT: FEEA Scholarship**

Motion made by James Risner (RVP I) and seconded by William Shackelford (RVP X) that the NEB direct the Executive Director to meet with FEEA representatives to determine how the 25% FEEA fee is derived.

The Board continued discussion on NARFE-FEEA Scholarship Program. By general consensus the NEB recommended that the NARFE-FEEA Scholarship Program move forward as is.

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After discussion, motion #03-11-18 was presented for a vote. With a vote of 10 **YEAS** and 1 **NAY**, the **MOTION PASSED**. Region VII VP Adelman absent from meeting at time of vote.

<u>YEA</u>	<u>NAY</u>	<u>ABSTAIN</u>
Region I VP Risner	Region IV VP Helfrich	NP Thomas
Region II VP Adams		
Region III VP Robinson		
Region V VP Blythe		
Region VI VP Richards		
Region VIII VP Zajac		
Region IX VP Wilson		
Region X VP Shackelford		
NS/T Hensley		

### ADVOCACY

Staff Vice President (SVP) Jessica Klement provided an update on the efforts of the Advocacy Department with emphasis on NARFE's lobbying efforts which are focused on three key areas as Congress winds down: 1) A pay raise for federal employees in 2019 is still languishing in conference committee. The two parties are dealing with areas of disagreements on parts of the legislation unrelated to the pay raise; 2) NARFE expects a push to include postal reform in year-end bills and the Advocacy Department is reiterating our opposition to the committees with jurisdiction over Medicare as they would have to sign off on postal reform in its current form; and 3) Working to introduce legislation to provide FERS retirees with the same COLA as CSRS retirees when the COLA is over 2 percent.

SVP Klement also provide an update on our grassroots efforts specifically on the Congressional District Liaison program. Grassroots efforts have placed greater emphasis on identifying and training CDLs. In 2018, the number of CDLs grew by 21 percent while the number of federations with CDL programs increased from 26 to 33. And finally, SVP Klement provided an update on NARFE-PAC which had a highly successful 2017-2018 election cycle. With these numbers, NARFE-PAC more than doubled its contributions from NARFE members in just two election cycles (2013-2014 cycle resulted in \$920,000 in contributions). Some of NARFE-PAC goals were reached, results as of October 31, 2018 include contributions from NARFE members - - \$1.85 million (the goal was \$1.5 million), disbursements to candidates: \$1.102 million (the goal was \$1 million), local fundraisers: 105 (the goal was 100), and increase in sustainers: 33% (the goal was 50 %).

Executive Director Sido will discuss with SVP Klement the processing of the Legislative Program to include member input and endorsement and/or adjustments by the NEB. Additionally, she reported shifting the emphasis of the program to post-election activities.

### NARFE-PAC

As we approach NARFE National Legislative Training Conference, which is now known as LEGcon19, everyone is reminded that NARFE-PAC contributions help us build strong relationships with lawmakers; relationships that are critical to NARFE's success to preserve and protect your earned

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If you haven't sent in a contribution yet, I strongly urge you to do so today. The 2017-2018 Seventh Quarter (July-September, 2018) totals for Region X Federations were as follows:

#### **KENTUCKY**

- Contributors = 288
- Average Donation = \$54.13
- Donations = \$15,590.00
- Sustainers = 10

#### **NORTH CAROLINA**

- Contributors = 503
- Average Donation = \$66.88
- Donations = \$33,641.60
- Sustainers = 31

#### **TENNESSEE**

- Contributors = 237
- Average Donation = \$54.43
- Donations = \$12,900.00
- Sustainers = 4

#### **VIRGINIA**

- Contributors = 1,266
- Average Donation = \$74.88
- Donations = \$94,792
- Sustainers = 50

#### **WEST VIRGINIA**

- Contributors = 146
- Average Donation = \$67.71
- Donations = \$9,885.95
- Sustainers = 9

### **NATIONAL LEGISLATIVE TRAINING CONFERENCE (LEGcon19)**

The NARFE LEGcon19 will be held March 10-13, 2019. Register now and make your reservations at the Mark Center Hilton Hotel, Alexandria VA. Conference cost is \$225.00 and Federations should give strong consideration to using a portion of the 10% funding provided by NARFE HQ. Don't forget Wednesday, March 13 is a day on Capitol Hill followed by a closing reception at the U. S. Capitol.

#### **COMMUNICATIONS**

SVP Helen Mosher provided an update on the efforts of the Communications Department, which includes the NARFE Magazine. The update primarily addressed efforts to "expand/enhance" the awareness of NARFE within the Federal employee community. Challenges encountered were addressed, such as the need for effectiveness in editorial processes and revising e-newsletter strategy. Efforts include: 1) Production of publications, other than the monthly magazine to include

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e-newsletters; 2) Focusing on expansion and maintenance of digital/social presence; 3) Create a robust, integrated, mobile-friendly website that draws in prospective members and meets the needs of current members; 4) Promote a better newsletter experience that combines the best of NewsWatch and Legislative Hotline in one weekly e-newsletter; and 5) Broaden our public relations outreach to new potential audiences and media sites.

Taking steps towards a better NARFE website would involve the following: finishing the Branding Initiative, developing a Content Management System (CMS) for members to use, and CMS to tie into the Association Management System (AMS). Additionally, all of this has to be completed in order to complete the mobile app.

## **MARKETING AND MEMBER RESOURCES**

SVP Bridget Boel provided an update on the efforts of the Marketing and Membership Department, which includes the following highlights:

### **Current Activities**

- Working on for next year an overall event strategy. Specifically, where we go to exhibit, what events do we attend, and how do we focus on those events that have a high concentration of federal employees.
- Refining new renewal-form templates to address field confusion
- Working closely with the Advocacy department on LEGcon19 marketing, registration, event planning and sponsorship
- Heavy participation in new Association Management System (AMS) build to ensure advanced marketing/tracking capabilities and event management

### **Challenges Encountered**

- Maximizing new member recruitment in light of loss of OPM mailing list
- Maximizing fundraising contributions alongside membership loss, especially among older, long-term donors
- The need to grow non-dues revenue

### **Steps to Address Challenges**

- For new member recruitment, we are increasing the number of webinars for 2019, retesting rental lists and print advertising, increasing and further targeting our online lead generation and, with the new AMS, will improve the conversion of prospects to members through targeted, trackable messaging.
- For growth of non-dues revenue, we identified the need to bring advertising sales for magazine and digital communications in-house. We are also developing the "Find an Advisor" program and a fee-for-service benefits counseling program.
- For brand perception, we have undergone an intensive branding initiative to underscore NARFE's value proposition.

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Next Up

- Execute new advertising strategy with the creation and successful on-boarding of a new advertising sales position
- Develop and propose new NARFE event strategy to maximize revenue and manage costs
- Develop new member-dues testing plan for NEB approval
- Upon approval, develop and execute an association-wide implementation program for new NARFE branding

SVP Boel requested that the NEB approve the following recruitment incentives for an additional two year period. These are the same incentives which were approved by the NEB, for a two year period, at the November 2016 meeting.

- \$8.00 for AFE Recruitment
- \$39.95 for webinar and mail acquisition; or as necessary; and
- \$10.00 for any member recruitments for September 1st – December 31<sup>st</sup>

Executive Director Sido provided previous years' information concerning the performance of the \$10 recruitment incentives. The previous two-year recruitment incentive history is as follows:

<u>YEAR</u>	<u>FIELD RECRUITED NEW MEMBERS</u>	<u>INCENTIVE DOLLARS PAID</u>
2016	931	\$9,310.00
2017	1,034	\$10,940.00

**Motion #01-11-18**

**SUBJECT: Incentives**

**Motion** made by Helen Zajac (RVP VIII) and seconded by Marshall Richards (RVP VI) that the National Executive Board (NEB) extends the incentive programs to benefit member recruitment and retention, such as recruiting, rebates, and finder's fees. An incentive program shall not extend beyond two (2) years, unless extended by the NEB after evaluating its effectiveness. In accordance with Rule I, Section 2.B., the incentives should be approved for the next two years (2019-2020) as listed above. After discussion, Motion #01-11-18 was presented for a vote. With a vote of **11 YEAS** and **0 NAYS**, the **MOTION PASSED**. NP Thomas abstained from voting.

Additionally, she provided a three-year history of the number of Life memberships which is as follows:

2016	15,618
2017	13,544
As of October, 2018	13,253

The NEB continued to discuss Life memberships and their impact on the Profit and Loss statement. Fewer people are joining in this category.

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## **FINANCE AND ADMINISTRATION**

SVP Johann Castro provided an update on the efforts of the Member Services/Information Technology/Operations/Budget & Finance Departments as a two part presentation. The first part consisted of an overview of Budget and Finance, Budget Discussion, the Process, the Information, Who is responsible, the Outcome, and Financial Reporting. The second part of the presentation covered 2019 Proposed Operating Budget, Budget Discussion, Overall Budget, Profit and Loss Statement, Review of Revenue, and Expense Review.

### **Current Activities**

- Conducted research with a firm about potential options for the NARFE HQ building. Specifically, valuing the building
- Working on Board presentation: Potential options for the NARFE HQ building; Sell/Relocate/Lease
- 2019 planning for the above departments to ensure implementation of best practices for operating efficiencies
- Interaction with Protech (Vendor) to build and then implement the organization's AMS

### **Challenges**

- Aging infrastructure, particular around the IT systems/hardware/software. Inability to be flexible with our operational decisions/needs
- Slow development and roll out of the new AMS
- Need to grow non-dues revenue

### **Steps to Address Challenges**

- Complete an analysis of organizational needs and how IT can support those needs. After the analysis, the next step will be to develop an IT Strategy
- Ensuring continuous touch-points with the AMS vendor to timely address the requests/requirements for system completion
- Brainstorm/evaluate and test non-dues revenue opportunities with stakeholders. Goal is two-fold, new offerings and revenue diversification

### **Next Up**

- AMS Rollout and evaluation in first quarter of 2019
- Analysis of all financial systems/processes, including relationships with auditors, investment advisors and bankers
- Depending on NEB instructions regarding NARFE HQ building, determining the best possible option for NARFE's HQ

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## **ASSOCIATION MANAGEMENT SYSTEM (AMS)**

SVP Johann Castro provided an update on the development/implementation of the new Association Management System, specifically the movement from the current system decision process to the new system, the training that would be required and who would do the training, and the timeline.

### **Current Systems – OAM and ORM**

- Combination home build (NARFE IT) plus migration setup
- Inefficient process, time consuming, limiting and lack of trust with data integrity
- Best described as “fitting a square peg in a round hole”
- Requires constant workarounds and Band-Aid fixes

### **Decision Process**

- ED convened a staff group to determine organization needs vs. database functionality
- Determination was made to identify and implement new data management system
- Requirement analysis with staff and Configuration Advisory Board (CAB)

### **Moving to AMS**

- One depository for all data
- Ease of use
- Interactive site
- Tools to track member interaction with NARFE
- Access to complete data for marketing programs and decisions
- Improve staff efficiency and thereby improve output
- Improved reporting and analysis for field use
- Timeline
  - ✓ Jan '19 System Build
  - ✓ Feb '19 User Acceptance Training / Train The Trainer
  - ✓ Feb '19 Soft launch to Key Stakeholders
  - ✓ Mar '19 Launch to all members

As a result of his presentation and discussion with the NEB, SVP De Castro will contact the contractor to determine whether the address line in the new system will be in Postal Compliance. He was also asked to review policy concerning which officers have rights to pull membership lists on the system.

## **ACCESS TO NATIONAL-ONLY MEMBERS**

In response to requests from several Federation Presidents, to grant access to the contact information in the NARFE database of National-only members to more Federation officers in addition to the current access granted to Federation Presidents and National Legislation Chairs, Clarence Robinson (RVP III) brought up an issue from federations concerning access to national members in federation.

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A motion was made by Clarence Robinson (RVP III) and seconded by Helen Zajac (RVP VIII) to grant access to all members of the Federation Executive Boards. An amendment was made by William Shackelford (RVP X) that a position-by-position poll be taken in order to obtain a consensus of the NEB as to the specific Federation Board positions that would receive access. The amendment was accepted unanimously. Following discussion, a consensus was reached that in addition to Federation President and National Legislation Chairs. Access would be granted to Congressional District Liaisons/Senatorial Legislative Liaisons, Federation Membership Chairs, and District/Area Vice Presidents. With a vote of 11 **YEAS** and 0 **NAYS**, **AMENDED MOTION PASSED**. NP Thomas abstained from voting.

<u><b>YEA</b></u>	<u><b>NAY</b></u>	<u><b>ABSTAIN</b></u>
Region I VP Risner		NP Thomas
Region II VP Adams		
Region III VP Robinson		
Region IV VP Helfrich		
Region V VP Blythe		
Region VI VP Richards		
Region VII VP Adelman		
Region VIII VP Zajac		
Region IX VP Wilson		
Region X VP Shackelford		
NS/T Hensley		

**FEDcon18 (Final Report)**

Executive Director Barb Sido provide the NEB with the final report on the Conference which was held during the period of August 26–28, 2018, in Jacksonville, Florida. As previously reported, the final number of registrants for FEDcon18 registered was 761, but 720 on-site (41 no-shows) including 58 current Federal employees and 38 non-members who attended.

The revised budget was \$380,410 after the forecast showed possible attendance of 700 vs. the originally budgeted 800 attendees. From a financial standpoint, FEDcon18, which was the first event in a Conference format, experienced a monetary loss of approximately \$26,000. By comparison, the two previous National Conventions experienced much greater losses.

- 2014 Orlando, Florida \$152,200 loss
- 2016 Reno, Nevada \$43,400 loss

**NOTE:** In all matters discussed and voted by the NEB, National President Kenneth Thomas participates in the open discussions but abstains from cast a vote.

## **NEB COMMITTEES**

The NEB Committee List with nominated committee members was distributed. There were no objections to the nominations. NEB Committee nominations were accepted as listed below.

### **Audit Committee**

- Rodney Adelman (RVP VII)
- Kathleen Adams (RVP II)
- Marshall Richards (RVP VI)

RVP Adelman was also asked to continue as NARFE Compliance Officer without objection.

### **Budget & Finance Committee**

- Kathryn Hensley (NS/T)
- James Risner (RVP I)
- Robert Helfrich (RVP IV)
- Richard Wilson (RVP IX)

NP Thomas proposed that the Budget and Finance Committee handle review of the contracts and the 2019 budget. The committee will prepare comments, make suggestions, and make recommendations to the NEB. NP Thomas requested that a committee report be sent to the NEB by January 15, 2019. NS/T Hensley will call a meeting for the Budget and Finance Committee the first week in December 2018.

### **Investment Committee**

- Kathryn Hensley (NS/T)
- Clarence Robinson (RVP III)
- Cindy Renee Blythe (RVP V)
- Helen Zajac (RVP VIII)

### **Site Selection Committee**

- Jennifer Blalek (Deputy Director)
- William Shackelford (RVP X)

For Bylaws and Resolutions Committee, NP Thomas has asked former Chair, Robert Allen (North Carolina), to continue and will ask the other members who served in 2018 except for NS/T Hensley, who cannot serve on the committee as a NEB member. It was suggested Lynn Harper (Georgia), be asked to serve as her replacement and the suggestion was accepted by the NEB.

**NOTE:** In all matters discussed and voted by the NEB, National President Kenneth Thomas participates in the open discussions but abstains from cast a vote.

## **STANDING / SPECIAL COMMITTEES**

During the meeting, there was discussion about the creation of a number of Standing/Special Committees as authorized under Article III, Section 2 (B)(5) of the NARFE Bylaws as amended on June 30, 2018. NP Thomas commented on some of his interests for Special Committees and suggested the formation of four Special Committees. The NEB accepted his recommendations by consensus.

### **NARFE Centennial Committee**

- NARFE will be a 100 year old Association in 2021

The special committee on the NARFE centennial shall investigate options for celebrating the NARFE centennial, including the feasibility of a FEDcon21 as the national meeting that will be the focus of the centennial year. Such investigation shall be done in collaboration with the executive director and any designated staff. Interim reports shall be given as directed by the president. Activities and commemorations shall be divided into areas such as history, commemoratives, celebration, etc. so that a budget can be applied. All commemorative activities must include a budget. The final report to the NEB shall include a motion with prioritized recommendations written in consultation with the parliamentarian, and a budget for each recommendation to give the NEB the opportunity to approve a final commemoration strategy and program.

### **Headquarters Building Committee**

- Potential options for the NARFE HQ building
  - ✓ Sell/Relocate/Lease

This special committee on the NARFE building shall investigate all reasonable options available to NARFE with regard to use or sale of the NARFE building. Such investigation shall be done in collaboration with the Executive Director and any designated staff. Interim reports shall be given as directed by the president. The final report to the NEB shall include the options considered along with a short synopsis of relevant pros and cons for each, a final recommendation agreed to by at least a majority of the committee, and a motion to enact that recommendation for deliberation by the NEB, written in consultation with the Parliamentarian.

### **Membership Committee**

- NARFE is facing a membership crisis moving into 2019
  - ✓ Consistent loss of 8,000 members per year cannot be tolerated
  - ✓ Break-even point on membership requires a 31% increase in new/reinstated members
  - ✓ Reduction in the number of non-renewing members.

The special committee on NARFE membership shall investigate methods by which NARFE can attract and retain members. Such investigation shall be done in collaboration with the Executive Director and any designated staff. Interim reports shall be given as directed by the president. The final report

**NOTE:** In all matters discussed and voted by the NEB, National President Kenneth Thomas participates in the open discussions but abstains from cast a vote.

to the NEB shall include options explored with costs allocated, presented in priority order as designated by at least a majority on the committee. Recommendations for action must be clearly stated, including discussion of the feasibility of each option, and the report shall include a motion to enact such recommendations written in consultation with the Parliamentarian.

#### Non-Dues Revenue Committee

- Evaluate and test non-dues revenue opportunities
- Goal is two-fold, new offerings and revenue diversification

The special committee on non-dues revenue shall explore options and opportunities for NARFE to increase revenue from sources other than dues. Sources shall include both alternative funders and programs that might attract them. Such investigation shall be done in collaboration with the Executive Director and any designated staff. Interim reports shall be given as directed by the president. The final report to the NEB shall include options explored with net revenue potential for each, presented in priority order as designated by at least a majority on the committee. Specific non-dues revenue programs must be clearly stated, including discussion of the feasibility of each option, and the report shall include a motion to enact such recommendations written in consultation with the Parliamentarian.

Charters for these committees will be refined and RVPs were asked to recommend members from their regions to serve on them. If any member would like to serve on any of these four Committees, please let me know. I do not know if the make-up of these Committees will include a representative from each Region, but I will submit any names that I receive.

The responsibilities of other Committees were discussed. Some of these Committees currently exist and will continue with their current initiatives while other may have some changes made to the Committee responsibilities. Establishment of other Committees was discussed but no action was taken.

#### Advocacy Committee

- Continue with current initiatives
- Keep working on CDL/SL initiative

#### Strategic Planning Committee

- The NEB briefly discussed the future of the Strategic Planning Committee. NP Thomas stated that with NARFE moving in a positive direction, NARFE does not need another Strategic Plan Committee at this time
- NARFE has have reached the stage where a two-year recovery plan is needed
- Solely an NEB responsibility
- Need for another Strategic Plan Committee could be revisited at a later date

**NOTE:** In all matters discussed and voted by the NEB, National President Kenneth Thomas participates in the open discussions but abstains from cast a vote.

Federation Assistance Committee

- Establishment was discussed
- No action was taken
- Responsibilities would be for the committee to seek out best practices being used by Federations to spread the word
- Provide help to Federations on how to conduct Federation voting, perhaps look at what organization changes need to be made given the shift from Chapter to National membership in Federations

Voting and Election Committee

- Establishment was discussed
- No action was taken
- Review process for election of National Officers

**Motion #02-11-18**

**SUBJECT: Dues for Supporting Members**

Motion made Clarence Robinson (RVP III) and seconded by Kathy Adams (RVP II) that supporting members' dues be set at \$40.00. Supporting Members (any person who supports and is willing to uphold the NARFE mission statement may be enrolled as a supporting member. Upon submitting an application and paying \$40 dues). Supporting members may also join a chapter. They may not serve as an elected official or appointed official of NARFE.

The Board continued discussion on the setting of membership dues for the Supporting Members membership category. Some questions had been raised about a conflict with our governance documents. No proposal was made but dues for supporting members were proposed.

After discussion, motion #02-11-18 was presented for a vote. With a vote of 9 **YEAS** and 0 **NAYS**, the **MOTION PASSED**. Region VII VP Adelman absent from meeting at time of vote.

**YEA**

**NAY**

**ABSTAIN**

Region I VP Risner  
Region II VP Adams  
Region III VP Robinson  
Region IV VP Helfrich  
Region V VP Blythe  
Region VI VP Richards  
Region VII VP Adelman  
Region VIII VP Zajac  
Region IX VP Wilson  
Region X VP Shackelford

NP Thomas  
NS/T Hensley

**NOTE:** In all matters discussed and voted by the NEB, National President Kenneth Thomas participates in the open discussions but abstains from cast a vote.

## **MEMBERSHIP FORMS**

Executive Director Barb Sido announced that the Federation Presidents had accepted the revised application form. She also provided the following information about recent revision to the Chapter and National membership renewal forms.

### **Renewal Forms**

Executive Director Sido addressed discrepancy with the renewal forms and the 2018 NARFE Bylaws/Standing Rules for the renewal of members only paying national dues. The Chapter members' revised form will be issued but an Interim form will be used for those renewing national dues only.

### **Recruitment Application Form**

Helen Zajac (RVP VIII) presented a suggestion from the former chairman of the Marketing and Member Resources Committee about adding possible wording for chapter recruitment to the NARFE Membership Application. RVP Zajac suggested a stronger emphasis on Dues Withholding incentive program.

The next NEB meeting will be held Friday, March 8th – Sunday, March 10th, 2019 at the Hilton Alexandria Mark Center in Alexandria, VA. These dates are preceding the opening of LEGcon19.

**NOTE:** In all matters discussed and voted by the NEB, National President Kenneth Thomas participates in the open discussions but abstains from cast a vote.

## Eye conditions provide new lens screening for Alzheimer's disease

Date: August 8, 2018

Source: University of Washington Health Sciences/UW Medicine

Summary: A study of 3,877 randomly selected patients found a significant link between three degenerative eye diseases – age-related macular degeneration, diabetic retinopathy and glaucoma – and Alzheimer' disease.

### FULL STORY

Alzheimer's disease is difficult to diagnose as well as treat, but researchers now have a promising new screening tool using the window to the brain: the eye.

A study of 3,877 randomly selected patients found a significant link between three degenerative eye diseases – age-related macular degeneration, diabetic retinopathy and glaucoma – and Alzheimer' disease.

The results offer physicians a new way to detect those at higher risk of this disorder, which causes memory loss and other symptoms of cognitive decline.

The researchers, from the University of Washington School of Medicine, the Kaiser Permanente Washington Health Institute and the UW School of Nursing, reported their findings Aug. 8 in *Alzheimer's & Dementia: The Journal of the Alzheimer's Association*.

"We don't mean people with these eye conditions will get Alzheimer's disease," said lead researcher Dr. Cecilia Lee, assistant professor of ophthalmology at the UW School of Medicine. "The main message from this study is that ophthalmologists should be more aware of the risks of developing dementia for people with these eye conditions and primary care doctors seeing patients with these eye conditions might be more careful on checking on possible dementia or memory loss."

The participants in the study were age 65 and older and did not have Alzheimer's disease at the time of enrollment. They were part of the Adult Changes in Thought database started in 1994 by Dr. Eric Larson, who is at Kaiser Permanente Washington Health Research Institute. Over the five-year study, 792 cases of Alzheimer's disease were diagnosed by a committee of dementia experts. Patients with age-related macular degeneration, diabetic retinopathy, or glaucoma were at 40 % to 50% greater risk of developing Alzheimer's disease compared to similar people without these eye conditions. Cataract diagnosis was not an Alzheimer's disease risk factor.

"What we found was not subtle," said Dr. Paul Crane, professor of medicine, Division of General Internal Medicine, at the UW School of Medicine. "This study solidifies that there are mechanistic things we can learn from the brain by looking at the eye."

More than 46 million older adults are affected by dementia worldwide and 131.5 million cases are expected by 2050, the researchers said. Alzheimer' disease is the most common dementia, and discovering risk factors may lead to early detection and preventive measures, they said in their paper.

Lee said anything happening in the eye may relate to what's happening in the brain, an extension of the central nervous system. The possible connections need more study. She said a better understanding of neurodegeneration in the eye and the brain could bring more success in diagnosing Alzheimer's early and developing better treatments.

The researchers said several factors suggest the effects they uncovered were specific to ophthalmic conditions and not merely age-related phenomenon.

Larson said for years Alzheimer's researchers were focused on amyloid buildup in brain tissue, but that hasn't brought much benefit to patients.

"This paper is pointing to a new area of opportunity," he said.

#### Story Source:

Materials provided by **University of Washington Health Sciences/UW Medicine**. Note: Content may be edited for style and length.

#### Journal Reference:

1. Cecilia S. Lee, Eric B. Larson, Laura E. Gibbons, Aaron Y. Lee, Susan M. McCurry, James D. Bowen, Wayne C. McCormick, Paul K. Crane. **Associations between recent and established ophthalmic conditions and risk of Alzheimer's disease.** *Alzheimer's & Dementia*, 2018; DOI: 10.1016/j.jalz.2018.06.2856

#### Cite This Page:

MLA    APA    Chicago

University of Washington Health Sciences/UW Medicine. "Eye conditions provide new lens screening for Alzheimer's disease." ScienceDaily. ScienceDaily, 8 August 2018. <[www.sciencedaily.com/releases/2018/08/180808075254.htm](http://www.sciencedaily.com/releases/2018/08/180808075254.htm)>.

#### RELATED STORIES

##### New Peptide Could Improve Treatment for Vision-Threatening Disease

Jan. 26, 2017 — A new peptide holds promise for improving treatment for degenerative retinal diseases, such as age-related macular degeneration, diabetic macular edema and diabetic retinopathy. These vascular ... [read more »](#)

##### Gene Therapy in a Droplet Could Treat Eye Diseases, Prevent Blindness

July 27, 2016 — Eye diseases such as diabetic retinopathy and age-related macular degeneration are among the leading causes of irreversible vision loss and blindness worldwide. Currently, gene therapy can be ... [read more »](#)

##### Nerve Cells, Blood Vessels in Eye 'Talk' to Prevent Disease

Apr. 27, 2015 — Nerve cells and blood vessels in the eye constantly 'talk' to each other to maintain healthy blood flow and prevent disease, scientists say. The study has implications for treating diseases such as ... [read more »](#)

##### Laser Treatment Reverses Effects of Early Age-Related Macular Degeneration

Feb. 2, 2015 — During early stages, it might be possible to reverse age-related macular degeneration, a leading cause of blindness that is currently irreversible, researchers report. The treatment involving a ... [read more »](#)

<https://www.sciencedaily.com/releases/2018/08/180808075254.htm>

## Blood Protein Levels Could Help Predict Alzheimer's Disease

Leakage from brain can be a sign of the disease long before cognitive symptoms emerge  
by Kent Allen, **AARP** (<https://www.aarp.org>), January 23, 2019 |  Comments: 34



SCIENCE PHOTO LIBRARY/ALAMY

[En español \(/espanol/salud/salud-cerebral/info-2019/proteina-en-la-sangre-podria-predecir-alzheimer.html\)](#) | A simple blood test for a protein identified with [Alzheimer's disease \(/health/dementia/info-2018/difference-between-dementia-alzheimers.html\)](#) could help identify those who have the illness in its earliest stages, well before apparent signs of it emerge, although the protein is also identified with other neurological issues.

Key to the test is the presence of the neurofilament light chain protein (NFL). It is contained in neurons in the brain. But damaged cells leak NFL, which ultimately enters the bloodstream. Researchers say detection of NFL in the blood could be made years before symptoms like memory loss or confusion are seen in Alzheimer's patients.

Researchers from Washington University in St. Louis and the German Center for Neurodegenerative Diseases published a letter on their study in a recent issue of the medical journal *Nature Medicine*.

For their study, researchers relied on families that may carry a rare inherited genetic variant that can cause Alzheimer's earlier than average, when people are in their 40s or 50s. The researchers studied more than 400 people from such families, of whom 247 carried the

variant. In those with the mutation, levels of NFL in the blood were high at the start of the research and rose over time. Among those who didn't carry the variant, the protein level was low and stayed that way.

The difference in such levels can be detected 16 years "before cognitive symptoms [of Alzheimer's] were expected to arise," the researchers found.

But leakage of the protein is linked to other neurological diseases as well as physical trauma.

"Protein levels are high in people with Lewy body dementia and Huntington's disease," the Washington University School of Medicine reported. "They rise dramatically in people with multiple sclerosis during a flare-up and in football players immediately after a blow to the head."

# Studies explore Alzheimer's risk factors, biomarkers in Latinos

December 12, 2018

Alzheimer's Disease | Biomarkers | Clinical Research | Cognitive Health

Most people have a greater chance of developing Alzheimer's disease as they age. For Latinos—the fastest-growing group of older adults in the United States—some risk factors seem to matter more than for other groups.

The Centers for Disease Control and Prevention (CDC) reports that by 2060 the number of Latinos age 65 and older is expected to nearly quadruple, and Latinos will face the largest increase in Alzheimer's



Photo courtesy of the Rush Alzheimer's Disease Center

*National  
Institute  
on  
Aging*

disease and related dementias cases of any racial/ethnic group in the United States. Because aging is the greatest risk factor for Alzheimer's, that means more Latinos with the disease in the years ahead—about 3.5 million in the United States by 2060.

Beyond age, certain factors may put some Latinos at increased risk, including low socioeconomic status, lots of cardiovascular disease, and a higher prevalence of conditions like diabetes, high blood pressure, obesity, and depression. Latinos also tend to develop symptoms at a younger age than non-Latino whites.

NIA supports studies to identify these risk factors—and use that information to improve Latinos' odds against Alzheimer's.

NIA supports studies to identify these risk factors—and use that information to improve Latinos' odds against Alzheimer's.



# **Branding Initiative**

February 2019

National Active and Retired Federal Employees Association



## **Cross-Departmental HQ Branding Team**

- Executive Director
- SVP Marketing and Member Resources
- SVP Advocacy
- SVP Communications
- Deputy Director Membership Marketing
- Deputy Director Public Relations

National Active and Retired Federal Employees Association



## **Branding Firm**

TGD Creative Strategies and Solutions  
Alexandria, VA

*National Active and Retired Federal Employees Association*



## **Research**

### **Members**

- Joined within last five years
- NEB
- Advisory Committee

### **Prospective Members**

*National Active and Retired Federal Employees Association*



## Branding

### Agenda:

- Background / Context
- Initial brand elements
  - NARFE description (new messaging)
  - Tagline
  - Two logos
- Next steps

National Active and Retired Federal Employees Association



## Branding

### The Need:

It is critical that NARFE enter its second century strong, relevant and firmly established as the go-to resource for our members and prospective members, the federal community, policymakers, the media and the public.

National Active and Retired Federal Employees Association



## Branding

### The Need:

NARFE must aggressively market itself to currently employed, prospective members with a brand that meets their needs and expectations.

National Active and Retired Federal Employees Association



## Interesting Findings

- NARFE is primarily perceived as an association for retired federal employees (far more so by members)
- Both members and prospective members believe NARFE's purpose is to advocate as well as to inform and provide guidance on complex benefits

National Active and Retired Federal Employees Association



## Interesting Findings

- Members are more likely to feel the NARFE name communicates its purpose and target audience
- Members are far less likely to believe NARFE is well-known and respected

National Active and Retired Federal Employees Association



## Interesting Findings

- Only 28% of members and 11% of prospects feel the NARFE logo/brand suggests the purpose of the association very well or extremely well
- 71% of members and 55% of prospects felt it was important, very important or extremely important that the logo/brand have a strong sense of patriotism and civic pride

National Active and Retired Federal Employees Association



## Issues to Overcome

- Dated appearance of the current logo
- Perception of NARFE as a retired federal employee association
- Historical advocacy-only marketing message
- Confusion caused by NARFE's full name
- Highly inconsistent branding across levels of the Association

National Active and Retired Federal Employees Association



## Branding

### The Objectives:

- Develop new messaging and graphics to reflect NARFE's value
- Create a plan for Association-wide acceptance and implementation

National Active and Retired Federal Employees Association



## Branding

NARFE's new branding:

- Underscores the Association's value proposition
- Incorporates the needs of prospective NARFE members
- Addresses each of our audiences
  - Members, prospective members, the federal community, policymakers, the media and the public

National Active and Retired Federal Employees Association



## **NARFE: FEDERAL BENEFITS EXPERTS**

### About NARFE

As the only organization solely dedicated to the welfare of all federal workers and retirees, NARFE delivers valuable guidance, timely resources and powerful advocacy. For nearly a century, NARFE has been a trusted source of knowledge for the federal community, Capitol Hill, the executive branch and the media.

National Active and Retired Federal Employees Association



## **NARFE: FEDERAL BENEFITS EXPERTS**

Since NARFE's founding in 1921, the association's mission has been to defend and advance the earned pay and benefits of America's civil servants. Today, NARFE's team of professional lobbyists continues to work tirelessly on behalf of the federal community. Supported by grassroots activists, NARFE is a leading voice in Washington and across the country.

National Active and Retired Federal Employees Association



## **NARFE: FEDERAL BENEFITS EXPERTS**

Federal benefits and retirement plans are unique, complex and subject to change. NARFE provides both federal workers and retirees with the clear, reliable and accessible counsel they need to make critical decisions and gain confidence in a secure financial future. NARFE webinars, training conferences, magazine, online benefit resource library, and individual counseling services all offer in-depth expertise on key issues.

National Active and Retired Federal Employees Association



## **NARFE: FEDERAL BENEFITS EXPERTS**

NARFE's proposed tagline:

### **Federal Benefits Experts**

*National Active and Retired Federal Employees Association*



### **Branding**

NARFE's proposed logos:

- Incorporate the tagline to underscore the Association's value proposition
- Refresh and update the NARFE image with a more contemporary design
- Follow trend in branding best practices – featuring the acronym rather than confusing or outdated full name (i.e. GEICO, AARP, AFCEA, GEHA)

*National Active and Retired Federal Employees Association*



## Branding

NARFE's proposed logos:

- Simpler designs – improves recognition and allows for adaptability across the wide range of channels required in today's marketplace
- Incorporate symbolism and color palette representative of the federal community

National Active and Retired Federal Employees Association



Selection 1

tgd communications  
CORPORATION

**NARFE**  
FEDERAL BENEFITS EXPERTS



Supporting you | Digital Assets



Selection 1

tgd TRUST GROUP  
COMMERCIAL



Selection 2

tgd TRUST GROUP  
COMMERCIAL

**NARFE**  
FEDERAL BENEFITS EXPERTS



Supporting You / Digital Avatar



Selection 2

tgd Creative Designer & Educator



**NARFE**  
FEDERAL BENEFITS EXPERTS



Selection 1

**NARFE**  
FEDERAL BENEFITS EXPERTS



Selection 2



## **Branding**

### Next Steps:

- NEB Review
- Brand Guidelines (Style Guide)
  - NARFE descriptions (boiler plates)
  - Graphic identity – logo treatment, typography, font, color palette
  - Print and Electronic Templates
- Headquarters / Field communications acceptance and audit plan

National Active and Retired Federal Employees Association

This message was sent to NARFE officers.

**NARFE Headquarters**



Good afternoon, NEB and federation presidents.

Here is an opportunity to expand publicity about NARFE's value to the federal community within your Federation.

Last year the Ohio Federation identified an opportunity to advertise in the *Skywriter*, a weekly print and web-based news source for the Wright-Patterson Air Force Base Community. NARFE headquarters has worked with the federation and the local chapter to create ads that promote NARFE and the local chapter in Dayton, Ohio.

As NARFE leaders, you have the ability to identify similar areas with a high concentration of federal employees within your Federation and research advertising opportunities to invest in.

NARFE headquarters can help by providing branded advertising that promotes the benefits and services that are relevant to working feds, and provide information about the local connections as well.

Attached are samples of ads that we have created for Ohio that we could modify for advertising opportunities you may find. [Click here](#) for Skywriter Ads\_2018.

If you need more information, please contact [membership@narfe.org](mailto:membership@narfe.org).

Kind regards,

Monica H. Williams  
Director, Membership Marketing

To stop receiving these messages, please [CLICK HERE](#).

[www.NARFE.org](http://www.NARFE.org)  

NARFE (National Active and Retired Federal Employees Association)  
606 N. Washington St., Alexandria, VA 22314, Phone: (703) 838-7760, Fax: (703) 838-7785.

(Attachment 14)

Agenda is attached. Call me for any changes, suggestions, etc.

Report:

Registrations: 45 Full 3 Banquet only

Sponsorships going real well. I have to get with Jennifer to finalize who & how much is coming from National sponsors. BCBS gave \$500 to include refreshment table.

Sponsor money received to date: \$1175

Promised: \$1050

Total: \$2225

We are doing OK with sponsor money. What we need is attendees. At this rate, we will have more vendors than attendees.

County Mayor is committed, City Mayor is very close. Working on Cong. Fleischmann

I may have 1 or 2 special presentations regarding long term care/decisions.

Table space is about run out. If there is room, I will put PAC table in back of meeting room.

I should have the blank spots filled in in a couple of weeks. If you want to replace my name in any of those spots, feel free.

We need door prizes & items for goody bags.

Submitted,

Larry Minniear

## PROGRAM

### NARFE Tennessee Federation of Chapters

63<sup>rd</sup> Annual Meeting

Sunday, April 14, 2019

Early Registration

3:00-5:00 pm

Monday, April 15, 2019

Registration

8:00 am – 2:00 pm

Federation Board Meeting

8:30 – 9:00 am

### OPENING CEREMONIES – 9:30 AM

Welcoming Remarks

Larry Minniear, Host Chapter 108

Invocation

Ed Evans, 1<sup>st</sup> Vice President

Presentation of Colors

ROTC – TBD

Pledge of Allegiance

National Anthem

Governor's Proclamation

Welcome Remarks

Andy Burke, Chattanooga Mayor

Jim Coppinger, Hamilton County Mayor

Memorial Service

Ed & Marilyn Evans

15 Minute Break

### CALL TO ORDER

Roll Call of Officers/Chapters

Merilyn Evans

Special Presentation

ADDRESS

Federation President

Rhonda Mooney

Region X Vice President

William Shackelford

Alzheimer's Region X Coordinator

Donna Shackelford

### LUNCH BREAK

12:00 – 1:00 pm

### MEETING RESUMES

Featured Address

Ken Thomas, NARFE National President

Committee Meetings 1:45-2:30 pm

Chairs TBD

BREAK 2:30-2:45 PM

Legislative Presentation

Larry Minniear, Legislative Chair

Officer Training

Norris Alderson, Treasurer

**BANQUET 6:30 PM**

Doors open at 6:00 pm

Welcome Intro Special Guests  
Invocation

Larry Minniear, MC  
BJ Godwin 3<sup>rd</sup> Vice Pres.

**DINNER**

Featured Banquet Speaker

Christine Williamson – Miss Tennessee

**AWARDS**

Weida White Tolley Alzheimer's Award  
NARFE-PAC Leo Potts Award  
Recognition of Board Members

M. Joan Gates  
Larry Minniear  
Rhonda Mooney

Door Prizes

**Tuesday, April 16, 2019**

**BUSINESS MEETING 8:30 am**

Welcome/Announcements  
Invocation

Larry Minniear  
Ed Evans

Introduction of National President

Rhonda Mooney

Town Hall Meeting

Ken Thomas, NARFE National President

**BREAK**

Rules

Wayne Baker, 2<sup>nd</sup> Vice Pres.

President's Report ??

Rhonda Mooney

Federation Treasurer's Report

Norris Alderson

Minutes of 2018 Convention ??

Merilyn Evans

**COMMITTEE REPORTS**

TBD

Time & Place (2020)

Ed Evans

Middle Tennessee

Time & Place

B.J. Godwin

West Tennessee

Announcement of Election of Officers

Rhonda Mooney

Installation of Officers

Bill Shackelford

Unfinished Business

Rhonda Mooney

Remarks

Incoming President – Ed Evans

**ADJOURN**

Post-Convention Federation Board Meeting

Have a safe trip home!