

18 Aug 2011

From: Gold Lifetime Membership Ad-Hoc Committee

To: 43rd Annual Convention 2011

Subj: Gold Lifetime Membership

1. The Ad-Hoc Committee met to review the procedures for Gold Lifetime Membership.

2. The committee recommends the following change be made to the Operations Manual.
 - a. Under the Section for Gold Lifetime Membership, para. 1.a., add the sentence, "The nomination shall be dated and signed by the submitter(s)."

3. This change recommendation has been provided to the By-Laws Committee.

I request this report be adopted.

ALEX M. CHAPMAN

Chairman, GLM Ad-Hoc Comm

18 August 2011

From: National Convention Website Committee
To: 43rd Annual USCG CPOA National Convention
Subj: National Convention Website Committee Report

1. The National Convention Website Committee held a meeting on Wednesday, August 17, 2011. The following committee members were present:
 - a) Michael A. Bumgardner (Chairman)
 - b) Tyrone Anderson
 - c) Kevin Parrington
2. During the 42nd Annual CPOA National Convention, an “ad-hoc” Web Committee was formed to discuss updating the National CPOA Website. Recommendations were collected during the following year after the 42nd convention but no further action was taken.
3. The goals of the current convention website committee were:
 - a) Develop an initial action plan and to provide it to the National Board of Directors (BOD) for consideration and possible action to move this much needed process forward.
 - b) Begin development of a list of desired functionality and requirements for addition to the action plan allowing the National BOD.
 - c) Follow-up actions by the committee, since it would be nearly impossible to adequately capture all initial desired functionality and requirements during the short time frame available for the committee at convention.
4. Action Plan: The committee recognized that the National BOD has initiated the process of budgeting approximately \$10,000 to begin the process of outsourcing the National CPOA website. The initial action plan decided upon by this committee was to ensure items 3(b) and 3(c) above were captured in this report.
5. The following desired capabilities, functionality, and/or requirements were discussed:
 - a) User friendliness – the website homepage needs to be simplified, attractive, and user friendly. The initial homepage should honor our heritage yet show that our organization is growing, vibrant, and modern; it should consist of a few to several logical groupings for information available via easy to navigate sub-menus.

- b) Members/Membership – allow for secure online transactions for all things membership: becoming a member, disenrollment, updating profile, electronic transactions (EFT, credit card, PayPal, etc) for dues, donations, etc. This includes instant notification back to the member, secure member login area, etc.
 - c) Database – online membership transactions should be database driven and automatically update membership rosters (national, chapter, MAL, etc) and provide notifications as appropriate (Executive Director, Chapter President/Secretary, etc). 24 x 7 access to latest (up to the minute) roster for authorized Chapter Officers and the Executive Director.
 - d) Electronic Delivery of “The Chief” or available to dues paying members via login.
 - e) Calendar – the website should have an online calendar which displays upcoming events (such as National BOD meetings, Enlisted Person of the Year Ceremonies, etc). Critical events can even display on the main homepage as notifications.
 - f) Much, much more (too much to list here, ask questions during discussion)!
6. Follow-up actions for the convention committee:
- a) Reviewing current website content and determining the best way to reorganize the information into logical groups for creating user friendly menus and sub-menus.
 - b) Further developing desired functionality items for addition and a long-range wish list of future possibilities (such as online voting capability in the secure member area for those who wish to vote online, etc).
 - c) The committee chairman shall arrange a visit to the National Office to meet with the Executive Director (upon approval from the National President) to gain a better understanding of how we do business and how the website can make us more efficient at that business.
 - d) Provide a comprehensive report and recommendations to the National Board of Directors via the National President for executing the action plan and initiating the process of updating, reorganizing, and modernizing our National CPOA Website.
7. Provide the report in item 6(d) above no later than December 31, 2011 (or earlier if necessary for the National BOD to have actions in place prior to the 44th Annual National CPOA Convention.

Respectfully submitted,

ITCM Michael A. Bumgardner
National Convention Web Committee Chairman

USCG CPOA Membership Convention Committee

Memo

To: USCG CPOA 43rd Annual Convention
From: Chairman, Membership Convention Committee
Date: 18 August 2011
Subj: Membership Convention Committee Report

1. The committee recognizes the target audiences are the E7's joining the ranks of the Chief Petty Officers. The dynamics that define the Chief over the years has changed. E-7's and their families are younger, their motivating factors different, and for some their leadership skills are not as developed. The numbers choosing not to participate in CCTI are increasing. The CPOA membership at both the National and Local level need to recognize this and find positive solutions if we want these new Chiefs to join the CPOA.
2. Recommend National and Local Chapters adopt a business model mindset when addressing membership issues. We have a product we are trying to sell to our new Chiefs. If we do not know what we are selling they are not going to buy into the product.
3. Recommend the National Membership Committee develop a membership package and work with local Chapters to ensure the package is presented to new E7's immediately upon advancement, rather than waiting for participation with CCTI, which is the more common practice. The membership package should provide detailed and "standardized" information explaining the role of the CPOA, how the CPOA benefits it's members, how membership can benefit the CPOA, and how we as Active Duty, Reserve, and Retired Chiefs can benefit the Coast Guard, particularly the enlisted forces.
 - a) Encourage local Chapters to develop similar packages which explain the unique opportunities and challenges facing the Chapter.
 - b) The Enlisted Personnel Advancement message is a good source to use to trigger communication.
4. Encourage local Chapters to include spouse participation during regular meetings, and consider using that participation as a foundation to build and strengthen the CPOA Auxiliary.
5. Work with the recommendations of the Website Committee to improve access to member information at the National level, including enrollment, corrections, and changes in Chapter affiliations. Currently, the instructions for members to change chapter membership are vague and need to be clarified on the website.
6. This Membership Committee will continue to communicate after the National Convention has Recessed and work with the National Membership Committee Chairwoman, Sarah Foster, throughout the coming year.
7. I move this report be adopted.

Respectfully
John D. Warren (MKCS, Ret)
Membership Committee Chairman

DCCS W. Biddle
YNCM Dave Groh
AMTC Destry Witthaus

18 August 2011

From: 25 Year Pin Ad-Hoc Convention Committee Chairman

To: 43rd Annual CPOA Convention Membership

Subj: 25 Year Pin Ad-Hoc Convention Report

1. On 17 August this report was distributed to the membership and after much discussion the members were asked to answer the questions on the Questionnaire and turn then in to the Chairman. The results will be discussed on Thursday the 18th.
2. Prior to going over the results of the Questionnaire I must apologize for the miss-spelled word "CONTINUOUS" (in Yellow) on the cover; this was due to my following the word on the Pin. After checking it was discovered that the original pin was OK. (See actual Pin) The second batch the National Office ordered wasn't with the original company. The copies on the report were made from a pin from the new batch. After further checking the pin shows that the word Continuous on the second batch (and from a different company) were all spelled wrong, one of the letter "U" S is missing (See Pin) Not sure how long ago or how many of the last pins ordered are out there?
3. There were 16 Questionnaires turned in and the results are:
 - a. Should we continue with this program? **14 YES** and **2 NO.**
 - b. Should we purchase new pins? **8 Yes** and **6 NO.**
 - c. What shall we do with the old pins?
 1. Get rid of them **4 Yes** and **4 NO.**
 2. Continue to use them until depleted **9 Yes** and **2 NO.** (See paragraph 2 above)

4. Some members left some questions blank, some left remarks, and they are:

If "Continuous" is left in, ensure of the spelling or take it out.

Go with what's in the By-Laws/Operation Manual.

Question 1, yes, continue with minor exceptions? Paid dues w/1 the year?

Get rid of them by National President (add in and or Executive Director)

Use the present pin and buy new ones for non-continuous

Sell back to the company for recycling

The two NO'S were:

To Expensive

\$1,500.00 is equivalent to 62+ new memberships

Chairman's remarks: Whatever you decide to do I believe that this program should continue, it's an award to a member for their dedicated service to the Association, something that we're giving back. Sometimes you have to

spend a little too show your gratitude. If this program continues with the present pin, please keep in mind that were giving out an award that has incorrect spelling on it? Not sure why this wasn't caught before.

If the approval for new pins are approved recommend that the National Office orders the new pins from the original company (Mitchell Proffitt Company) in Jacksonville, Florida.

I move that this Report is adopted.

BMCS Jack Crowley

Chairman

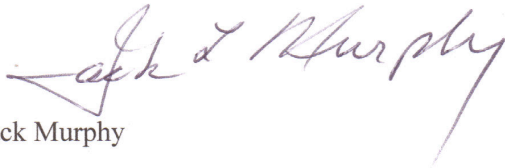
From: Long Range Planning Committee

To: 43rd Annual USCG CPOA National Convention

Subj: Convention Long Range Planning Report

1. The following items were reviewed by the Convention Long Range Planning Committee members:
CWO D. Way
YNCM F. Croom
YNC J. Shipp
2. Executive Director should move forward using updated computer schooling. Any cost should be paid by CPOA>
3. The CPOA will probably need to raise the annual dues. Need monies to operate and to increase our need for updated equipment, etc.
4. Convention Committees should be for a full year (year to year).
5. A job description needs to be established for the Executive Director.
6. ~~For better continuity the National Officers tenure should be alternated~~ *strike*

Respectfully submitted: 17 August 2011



Jack Murphy



United States Coast Guard
CHIEF PETTY OFFICERS ASSOCIATION

5520-G Hempstead Way
Springfield, Virginia 22151-4009

E-Mail: CGCPOA@aol.com TeleFAX: (703) 941-0397 Telephone: (703) 941-0395

August 17, 2011

From: CPOA Budget Convention Committee

To: Chief Petty Officer Association Membership

Subj: BUDGET CONVENTION COMMITTEE REPORT

1. The 2012 CPOA Budget was printed in the July 2011 edition of "THE CHIEF" and mailed to Chapter President's to allow members to review and ask questions prior to Convention.
2. The Association received one budget request for the 2012 budget for a new 25 year pin in the amount of \$1,500. We already have a line item in the current budget for \$1,000 which was increased to \$500 pending the membership decision on changes to the program. We did not receive a request from the CGEA but recommend funding at 2011 amounts. For normally sponsored Coast Guard Programs we also recommend funding at last year's level. At Convention last year the membership approved the use of a company to manage and design our website. The BOD approved an amount not to exceed \$10,000 as a placeholder and will add a new line item to this budget when exact costs are known.
3. After review of the 2012 Budget ratification is recommended.
4. I move this report be adopted.

Encl (1) 2012 Proposed Budget

Encl (2) 2010 Actual/2011 Budgeted/2012 Proposed Comparison Sheet

Chairman/National Treasurer

SKCM Myles F. Shaw, Jr, Ret.

**USCG CPOA ED & Nat'l
Office Convention
Committee**

Memo

To: USCG CPOA 43rd Annual Convention
From: Chairman, ED & National Office Convention Committee
Date: 19 August 2011
Subj: ED & National Office Convention Committee Report

1. This Committee is unable to assess the needs of the National Office because there is currently no Standard Operating Procedures (SOP) Manual for the two office positions or Position Descriptions (PDs) for our two employees.
2. While we acknowledge that our employees at the National Office provide great service to our Association, we are concerned that without SOPs and PDs, there is no way to assess training needs, determine equipment requirements, or evaluate employee performance. Of greater concern is that if a situation arose where either employee became unavailable to perform their jobs for any reason, there would be no way for someone to temporarily fill those positions and perform those tasks vital to providing support to the Association.
3. This Committee recommends the following:
 - a. That the Executive Director and Administrative Assistant each put together an SOP for their particular positions, to be completed not later than 1 February 2012, with each task performed including (but not limited to) the following:
 - (1) What the task is and it's purpose
 - (2) What software program is utilized to perform the task
 - (3) A step-by-step description of how the task is performed
 - (4) How the final product is distributed and to whom
 - (5) How many man hours the task requires
 - b. That once the SOPs are completed, the National Board of Directors review the documents, and generate Position Descriptions for the Executive Director and Administrative Assistant, to be completed not later than 31 July 2012.
4. The Committee also recommends that both employees receive annual performance reviews to determine additional training needs, and possible pay increases.
5. I move this report be adopted.

Respectfully Submitted,
MCPO Dave Isherwood
Committee Chair

Committee Members: CWO2 Dave Way, MCPO Mark Pearson, MCPO Myles Shaw, MCPO Bruce Bradley, SCPO
Bruce Garrison, CPO Kim Lorigan

19 August, 2011

From: The Chief Magazine Convention Committee

To: 2011 CPOA Convention Membership

Via: CPOA National President

SUBJ: THE CHIEF MAGAZINE CONVENTION COMMITTEE REPORT

1. The Convention committee met on 17 and 18 August 2011.

2. Over the years numerous Convention groups and members have long commented on the state of our quarterly magazine, The Chief. It has remained relatively unchanged for the past several decades in both layout and basic content. In discussion with the Executive Director during the April 2011 NBOD meeting he advised that it takes between 2 and 3 weeks to "put together" each issue of the magazine using Microsoft Word. Following that meeting I sent out a questionnaire to the Region Two Chapters to ask for input on possible improvements. The overwhelming response was to modernize, add color and update our product. To that end the following recommendations are submitted.

a. That the current Microsoft Word layout method be replaced by Microsoft Publisher. And if necessary provide training to the office staff to support that change. Examples of outstanding Microsoft Publisher products are our own 2011 Convention Magazine and the Coast Guard Combat Veterans Associations newsletter.

b. To the best extent possible color needs to be added to the publication, in pictures, advertisements and Association artwork.

c. Have the magazine focus more on member and membership topics vice repetitive Association listings. Such items as the historical list of Conventions, Past Presidents and Gold Life members for example need only be printed once a year, much like the Chapter ads. Also the Taps listing, while vital and important needs to be compacted.

d. Combine the membership application forms for each of our 3 groups into one. The CPOA, CPOAA and CGEA can utilize one form with a check the box list for which you desire to join. This will save 2 pages of printing alone.

e. More focus on Chapter/Unit/Branch activities. And yes this is a double edge sword since it is driven by the Chapters/Units/Branches and not the magazine Editor. But the

membership are the ones asking for these changes so they also need to step up. And to help manage the sometimes lengthy Chapter submission they should be limited to 1000 words or less. The submission of pictures is as always highly encouraged.

f. In addition to Chapter/Unit/Branch news and events submissions, they are also highly encouraged to submit local Coast Guard related news and events that have occurred in the area that may be outside of their Chapter/Unit/Branch activities.

g. Encourage the return "Letters to the Editor" from the membership. And in the interest of keeping the membership informed, every issue should have some input/letter from a member of the National Board of Directors.

h. Redesign the TAPS section of the magazine. We recognize that this information is vital and important to many of our members, but input during the survey and from the committee is that the amount of space currently taken is excessive for the number of members listed.

3. We also recognize that like anything else the magazine is a dynamic publication and as such needs to constantly take input for improvements.

4. In harmony with the Association Web Site Committee, we see that moving the magazine to an online version under a member's only section is a very real future need. But we also know that this will never replace the need for a printed version that many of our members want and desire. But the option of paper vs. electronic can be made by each member and based on survey results and committee input can and will realize significant cost savings to the Association.

5. I will here by offer my assistance to the National Office as a second set of eyes as they migrate to a new system with Microsoft Publisher for a final product. I am only about 2 hours south and will at my own expense travel north to help. It is highly desired and extremely possible that the migration to this new, improved and sough format can be accomplished in time to premiere for the 2012 Convention issue.

6. I move that this report be adopted.

Respectfully submitted,

Bruce R. Bradley Jr., BMCM/CMC (Ret) – Chairman

YNC Jack Murphy
CWO Dave Way

GMC Shawn Petersen
AMTC Destry WHthaus OSC Kathryn Ebenhahn

18 AUGUST 2011

2011 STANDING COMMITTEE MEMBERSHIP CHAIR REPORT

Greetings from Alameda:

Sorry I'm missing the convention, but here are my chairman notes:

1. Outreach to Petaluma using CPO Academy class as a focus group was a success. Looking forward to using CPOA as a "think-tank" to help gauge the temperature of CPOA's brand.
2. Membership
 - a. For #'s: see Tom.
 - b. We are winding down on transfer season so this is the time for the highest "churn." Those who have received my last letter on membership guidance has been largely receptive and have implemented the pointers; in fact I've had requests for copies of their chapter roster and requests to simply add/subtract name all "en masse" via email recusing the use of the membership applications. I think this was a great idea so I concurred and simply worked with Tom to make it happen. For onesies/twosies, yes use the form, but for a bunch, I think it's OK to use the blanket email.
 - c. Focus on retirees and members at large.
 - i. M-chairs are highly encouraged to reach out and communicate to prospective retirees to keep their membership. Follow-through with allotments and documentation to keep their membership in their respective chapter.
 - ii. Reaching out to members at large in the area is a great way to swell the rosters; but remember again to follow-thru with documentation and Chapter communications to make them feel included even though they don't make it to the meetings.
 - d. I'm still in the process of working to compile who are membership chairs are and hoping that there is a discussion to designate a dedicated chair instead of someone in a chapter "double-hatting" this position. It's a huge responsibility. Basically, we need to come to an understanding that membership is a ledger of human capital-a treasurer of "bodies" of "body count" that must be reported at every chapter meeting.
 - e. Received a call from a chapter recommending incorporation of spouses into the meeting. Since we are looking at chapter members being younger and with families, this translates to participation by spouses means participation by member. This should be discussed further since our CPOA Aux membership numbers are dwindling. Also, CPO Academy focus group recommendation is for our organization to be more family-focused...this is an opportunity for bolstering support for our activities, etc.
3. Magazine: pending- I still want to go Petaluma to gain some perspective and possibly volunteers to help out wit revamping our flagship pub. Looking forward to recommendation from my colleagues at the convention for sources, magazine content, etc. I can take this to Petaluma for further discussion.
4. Social media- still owe the social media guidance. Hoping to get it done by next month. I just finished writing one for Golden Gate chapter and helped launched their Facebook site.

5. Misc. Discussion:
 - a. Looking to add another bullet on CPOA mission/focus:
 - i. Sustaining and strengthening the Chief's network through supporting career development and career transition. Chapters are looking out for members by posting job listing and career opportunities. Establishing a presence in LinkedIn would best serve this purpose as well as consistent communication with members of career opportunities. DC-CPOA has taken the lead in fulfilling this niche by generating insider job leads and informing their membership.

SARAH FOSTER

National Membership Chair

Memo

To: USCG CPOA 43rd Annual Convention
From: Chairman, By-Laws Convention Committee
Date: 19 August 2011
Subj: By-Laws Convention Committee Report

1. On 16 August 2011 at the 43rd Annual Chief Petty Officers Association (CPOA) Convention the membership approved the following two Personal Resolutions submitted by MCPO Forrest W. Croom:

- Personal Resolution to the USCG CPOA for Consideration of Limiting an Individual Member to Seeking Only One National Office during Any Given National Election
- Personal Resolution to the USCG CPOA for Consideration of Term Limits for the Office of National President

2. After careful review of the CPOA By-Laws (21 August 2010), this Committee recommends the following changes be made to the By-Laws in order to incorporate the approved Resolutions:

- a. Add to Section IV, *Elections*, Paragraph 2 of the Association's By-Laws the following sentence "A member of the Association may only compete for one National Officer or Regional Advisor position during any given National CPOA Election."
- b. Add to Section IV, *Elections*, Paragraph 3 of the Association's By-Laws the following sentence "A member of the Association who has served in the position of National President for two terms, either consecutively or non-consecutively, will not be eligible to serve as National President again."

3. On 18 August 2011 the membership at the 43rd Annual CPOA Convention adopted the Gold Lifetime Membership Ad-Hoc Committee Report which included the following addition to the Operations Manual:

- a. Under the Section for Gold Lifetime Membership, Paragraph 1.a., add the sentence, "The nomination shall be dated and signed by the submitter(s)."

4. On 18 August 2011 the membership at the 43rd Annual CPOA Convention adopted the National Convention Committee Convention Committee Report which included the following additions to the Operations Manual:

- a. Under Section III, *Organization*, Paragraph 2, Committees, sub-paragraph (a) National Standing Committees, add number (8) "Convention Committee – The duty of this committee shall be to recommend a location to hold the Annual Convention/Meeting."
- b. Under Section III, *Organization*, Paragraph 2, Committees, sub-paragraph (a) National Standing Committees, add 8a. "Chapters are encouraged to submit proposals working closely with the National Convention Committee's Outline (available upon request)."
- c. Under Section III, *Organization*, Paragraph 2, Committees, sub-paragraph (a) National Standing Committees, add 8b. "If a package is not received from a Chapter wishing to host an Annual National Convention, the Convention Committee will decide on the location, and National will host the event."
- d. Under Section III, *Organization*, Paragraph 2, Committees, sub-paragraph (a) National Standing Committees, add 8c. "If a package is received during the year from a Chapter wishing to host an Annual National Convention they have to submit the package to the National Convention Chairman no later than 30 days prior to convening of the Annual National Convention. The Committee will receive said package, review, and consider it along with the other places that the committee had received to consider."
- e. Under Section III, *Organization*, Paragraph 2, Committees, sub-paragraph (c) Recommended Convention Committees, add number (8) "Convention Committee – The duty of this committee is to advise the National Standing Committee."

5. I move this report be adopted.

Respectfully Submitted,

MCPO Mark Pearson

National VP, Chair

COMMITTEE MEMBERS

CPO Kimberly A. Lorigan, MAL

MCPO Forrest W. Croom, Houston