

**Minutes of the
Air Force Public Affairs Alumni Association
Board of Directors Meeting
December 14, 2021**

Call to Order: Chairman Perry Nouis called the meeting to order at 3:00PM EST. The meeting was held via ZOOM teleconference.

Roll Call: The following members were present: Chairman Perry Nouis, President Brett Ashworth, Treasurer Phil Ratliff, Directors Julie Briggs, John Gura, John Terino, Jerry Renne, Jim McGuire, and Carla Sylvester.

The following board members was absent: John Dorrian (proxy given to Perry Nouis); Dave Phillips, Chuck Merlo, Doug Kennett

Others attending: Brig. Gen Pat Ryder, SAF/PA Director, Art Forster, Christine Queen, Judy Bivens, and Lou Timmons.

SAF/PA Address: Chairman Perry Nouis invited Brig. Gen Pat Ryder, SAF/PA Director, to make remarks. General Ryder said he appreciated the opportunity to address the AFPAAA Board. He indicated he appreciated the advocacy and support provided by the organization. The general reviewed recent news, including Communication Award program winners. The General Announced that Jennifer Green-Lanchione, 86 AW, was recognized with the Brig. Gen. Hart best of the best award, sponsored by AFPAAA. Maj. General Rosenker was also recognized at the DINFOR Hall of Fame induction ceremony; Mrs Rosenker attended and accept the award on behalf of her later husband, whose long successful career with the Air Force and the U.S. government earned the recognition. Other key events included the AFA Fall conference, which included CSAF, SECAF and MAJCOM Commanders participating in a synchronized communication strategy advocating for Air Force modernization. CSAF General Brown and Space Force Service Chief, Gen Raymond both participate in the Veteran's Day Parade in NYC. USAF was most aggressive of the services in implementing a vaccination program for COVID 19. About 97 percent of the active duty force and 95 percent of the Active Guard and Reserve have been vaccinated. The Air Force will celebrate the 75th Anniversary Year of the Air Force on 1 January, 2022. To help celebrate the event, CSAF will participate in the Rose Bowl Parade. In addition the Air Force will conduct a heritage flight flyover of the Super Bowl. The General also said the Air Force Media Activity updated the AF.mil website to make it more mobile friendly. Finally, the general announced that there is a new 8-part YouTube series on basic training.

Minutes of the Last Board Meeting (May 26, 2021). Motion by Phil Ratliff to approve the minutes as amended to reflect Greg Smith and Dave Phillips' attendance, and the motion was seconded by John Terino. The minutes were approved by unanimous vote. Chairman Nouis thanked all involved in development of the minutes.

Financial Report: Treasurer Phil Ratliff reported that as of Sept 15, 2021 the endowment fund had climbed to \$590,865.32 as of December 10, 2021. The budget reflected the fact that due to COVID AFPAAA had spent less money than usual, paying for the newsletter and postage. The bank balance was

\$7000. Finance committee met and recommends staying the course with investments, recognizing inflation may make an impacts.

Motion to approve the Treasurer's financial report by **Carla Sylvester**. The motion was seconded by **John Gura**. **The motion passed.**

SAF/PA Liaison Report: The SAF/PA liaison report was covered with Brig Gen Ryder's participation in the meeting. Chairman Nouis discussed the possibility of the general providing a state of the career field discussion for the entire membership, which General Ryder said he would be honored to do. Past Chairman Jay Defrank suggested that AFPAAA should set an objective of having at least one engagement with SAF/PA each quarter. Jay suggested potential engagements with a panel of AFPAAA members who are engaged in industry for the active duty members to provide insight into industry and possibly give tips on transitioning from military service. On behalf of SAF/PA, Jerry Renne suggested that the active duty members reciprocate to provide insights into current active duty issues.

COMMITTEE REPORTS:

- A. Annual Meeting Committee:** Perry Nouis reported that there had been no progress in developing the annual meeting. Things had been too tenuous to plan for next year's meeting. Due to the omicron variant the base was not in a position to commit to supporting the AFPAAA annual meeting. Various suggestions were discussed, including the possibility of using the Fall AFA event in National Harbor, a virtual only event, or other more enticing locations such as Tampa FL. The committee will continue to evaluate options in the coming year.
- B. Membership Committee:** Christine Queen reported that membership is going down. Dropping 2018, 2019 and 2020 members who have not paid dues will drop membership to 478. 21 names were removed after carrying them since 2018. Christine sent out 89 renewal letters, yielding 2 new life members. Christine recommended Board members call current active members and to help recruit of sponsor new members. The membership report was accepted unanimously.
- C. Communications/Newsletter:** John Terino stated everything was moving along as it should, and expected it to be disseminated for coordination in the next few days. The newsletter includes three obituaries and a story about the Dalton scholarship fund. John encouraged the Board to spread the word on this active opportunity. In addition, the newsletter will include members who wish to run for the Board. John mentioned that he is reluctant to write a definitive story on the status of the Annual Meeting. Art Forster encouraged the Board to find someone to succeed John Terino, who has done a splendid job administering the newsletter. John Terino shared that he would like to step down as editor when a successor can be found.
- D. Website/Oral History:** Jim McGuire reported progress on the AFPAAA website. He shared that he had been working closely with John Terino on the story about the Dalton Scholarship, providing key information about how to apply for a scholarship. In addition there is information about General Dalton's distinguished career. Jim also shared publicity and content about USAF bands

on the site. The Air Force public affairs awards, including the best of the best award are also featured. John Terino also conducted an interview with Mike Kinchen for the oral history program. Mike won awards for both broadcasting and journalism. There are a couple of other subjects in the pipeline for oral histories.

Old Business:

Update on Hall of Fame: Committee Chair Art Forster reported that they had received 5 new nominations, and there are 4 holdover nominees who were not selected last year, who will be re-considered in the subsequent 2 years after their original nominations. In late January and early February, the committee will move forward with recommendations to the full board.

Update on Dalton Scholarship: On behalf of Chuck Merlo, Perry Nouis provided an update on the Dalton Scholarship. It will go up on the website after the first of the year. Chuck provided letters to the recipients that will be delivered in the coming year, including a letter that Brig. Gen. Ryder can send out to the career field.

Update on AFPAAA input to the SAF/PA Strategic Plan: Jay Defrank, Carla Sylvester, Larry Clavette and Perry Nouis reviewed the draft Strategic plan for SAF/PA. Jay shared that the group provided a number of comments that were well-received by SAF/PA contact Sherry Medders. He also commented that the plan was well-thought-out, which reflected well on the thinking that is happening at the headquarters. The strategic plan was oriented toward headquarters issues, rather than the field. Among the issues that are included are PA interaction with IO, which has been a challenging issue in the past.

Update on a review of a name change from “Air Force Public Affairs Alumni Association” to “Air Force Public Affairs Association:” Jay Defrank provided an update on analysis conducted to determine the way ahead on a potential name change for AFPAAA. As part of the analysis, the committee reviewed past instances in which the move was considered and either tabled or voted down. In addition, some of the other services had made similar transitions, resulting in increased membership and interaction with the active duty force. The last survey of the AF Public Affairs alumni association in 2018/2019, Steve Everett conducted a survey of the AFPAAA membership. A majority of members said they desire more interaction with the active duty force, and were receptive to a name change to be more welcoming of active duty members. At this time Steve’s assessment of the active force is that they do not now understand the value proposition of AFPAAA. High ops tempo and a reorganization of the career field may have reduced the draw for current members. We would have to raise our visibility and our value proposition to increase active duty membership/interest. Jay recommended inviting members of the Army and Navy Public Affairs organizations to discuss their restructuring and its value. In addition, making the name change would also require restructuring the group from a veteran’s organization to a 501c3 organization, which is a significant administrative commitment. Art Forster mentioned that both Army and Navy public affairs leadership had been very supportive and encouraging for active duty to join their organization. Air Force Public Affairs leadership had not always strongly advocated membership. **Motion** to invite Army and Navy Public Affairs Association representatives to discuss their organization was made by **Perry Nouis**. Seconded by **Jim McGuire and John Gura**. **Motion passed.**

Best of the Best Award: Art Forster discussed whether it would be appropriate to invite the winners' spouse to accompany them to their recognition at the AFPAAA banquet. Further discussion ensued about inviting past winners who had not received in person recognition due to various reasons. **Motion** was made by **Julie Briggs** to host the prior winners, and this year's winner and spouse. **Seconded** by **Jim McGuire**. **Motion passed 6-3.**

The next meeting was scheduled for March 17 at 3 p.m.

John Gura **moved to adjourn the meeting.** Jim McGuire **seconded the motion,** and **all members voted in favor of adjournment.**