

Sons of Union Veterans of the Civil War

National Council of Administration

Meeting Minutes

Sunday, November 18, 2012

Gettysburg, Pennsylvania

The Council of Administration meeting was opened by Commander-in-Chief Perley Mellor at 8:07AM. Chaplain Kowalski provided a moment of prayer followed by the Pledge of Allegiance. CinC Mellor thanked everyone for attending and gave general opening comments.

The National Secretary called the roll and recorded the following members of the Council of Administration and Guests as present:

Voting Members Present:

CinC Perley Mellor	Council Member Bill Vieira (Absent)
SVCinC Kenneth Freshley	Council Member Robert Petrovic
JVCinC Tad Campbell	Council Member Steve Hammond
Nat. Secretary Eugene G. Mortorff	Council Member Don Shaw
Nat. Treasurer Richard D. Orr	Council Member Donald Martin
Immediate PCinC Donald D. Palmer Jr.	Nat. Quartermaster Danny Wheeler

Non-Voting Members Present:

PCinC Leo Kennedy	PCinC Jim Pahl
PCinC Charlie Kuhn	PCinC Robert Grim
PCinC Andrew Johnson	

Guests of the Council of Administration:

National Chaplain Jerome Kowalski	National Executive Director David Demmy
National Chief of Staff Ed Norris	Banner Editor Stephen Michaels (PCinC)
Bruce Frail (Nat. Graves Registration)	Max Newman (Nat. Asst. Treasurer)
Henry Shaw (SVR)	John Bates (Nat. Patriotic Instructor)
Marc Finnegan (Dept. of Illinois)	Mark Day (Dept. of the Chesapeake)
Brian Pierson (Dept of GA and SC)	

OFFICER REPORTS & OLD BUSINESS (Unless included below, an officer had nothing to add to their previously submitted report.)

National Treasurer (Richard Orr):

- Passed out copies of our current budget and Consolidated Balance Sheet (as of 10/31/2012).
- 501c3 Update: Our lawyer is under a retainer (\$7,500), is completing the required IRS paperwork and will make the submission to the IRS. To date, we have done all that the lawyer asked, however, our lawyer is concerned about our small amount of charitable donations.

(Banner is considered a Member benefit, not a charitable donation.) Our National Treasurer will keep us up to date on a regular basis.

- Financial Statement thru October 31. Bills are paid.
- IRS Form 990N submission situation. This is the form each Department and Camp is required to submit yearly (submission date depends on fiscal year selection). The SUVCW was one of the unfortunate organizations to get randomly selected by the IRS for review. There are units that are not meeting the law on submission, but there are also problems on the IRS side. We are moving on and will use our 501c3's lawyer's advice on moving forward.

- Life Membership: The newest version of the life membership was passed at the 2012 National Encampment in Los Angeles, CA. Under this program, we are required to invest life membership funds. As of last July, we are up to \$1,000 to be invested. The Treasurer wishes to get at least a 4 percent return on the investments. He discussed two different methods:

1. Purchase stock that has a historical record of returning at least 4 percent. Two companies that have met that are Verizon (excess of 6 percent) and Excellon Corporation (and some others).
2. Purchase corporate bonds. GE Capital (8.24 percent) and others with similar returns.

Discussion followed. After discussion, the Treasurer recommended we go with buying corporate stock (Ameritrade, Schwab, etc.) and that we borrow approximately \$6,000 from the General Fund to add to the Life Membership fees received so far to give us enough to purchase 100 units of stock. This will be paid back with addition Life Membership fees that are expected to be coming in over the next year.

MOTION by Brother Mortorff, seconded by Brother Wheeler to authorize the National Treasurer to purchase 100 units of corporate stock using the combined proceeds from our life membership program and the necessary amount borrowed from our general funds. Motion passed unanimously with the National Treasurer abstaining.

- Financial Planner: At the 2012 Springfield, IL CofA meeting, we asked the National Treasurer to explore engaging a Certified Financial Planner. He explored three firms; they all wanted an all or nothing relationship. There are two ways they can profit from their work, either take money off of each individual trade they complete on our behalf, or take a percentage off of the total profits on any/all of our accounts. He is concerned with the three he looked at and is continuing the search for a company to engage.

Assistant Secretary for Proceedings (Ken Freshley):

- He is currently working to finish last year's National Encampment.
- The Commander-in-Chief, and all present thanked Ken for his work, especially during his lengthy hospitalization. We are all happy to see him recovering and present at the meeting.

National Secretary (Eugene Mortorff):

- Since his report, there has been a violation of our trademark by an individual manufacturing Stone Personalized Laser Tribute Gifts on EBay (Item 80851770). An email was quickly sent requesting they cease and desist from further sales. A certified letter follow up with a similar request, and an inquiry on profits earned from sales of these was also sent. We are awaiting their formal reply, however, in a return email they did agree to stop selling this item. (Pending)
- Email correspondence to Department Commanders/Secretaries concerning the upcoming Department voting on the proposed change to Preamble to the National Constitution was sent earlier with a copy of the vote record attached. This attachment will now be regular mailed.

National Commander-in-Chief (Perley Mellor):

- Department Commanders are requested to provide information on dates of their Department Encampments. The CinC went down the list of the information he had and entertained volunteers interested in covering Encampments / Events that he would not be able to attend. There was a short discussion on what meetings (i.e. Encampments, Mid-Term, Regional, etc.) can be reimbursed. It was determined that expenses can only be reimbursed for Department Encampments. The CinC's list will be posted on the National Webpage and updated as information is received from the Departments.

NEW BUSINESS:

- There was a short discussion on the non-attendance of Council of Administration member XXXXX who has missed regular meetings and a great number of Electronic Boardroom votes over the last year. He has also been inactive (not voting) as a member of the Civil War Memorial Grant Fund Committee.

MOTION by Brother Orr, seconded by Brother Campbell and amended by Brothers Kennedy and Orr, that in this instance, and not a precedent, we make an exception to the policy for the make-up of the Civil War Memorial Grant Fund Committee, to remove Brother XXXXX from said Committee and replace him with Brother Steve Hammond. Program and Policies Committee will be instructed to review the current policy and give us an option for the future. Official notification of this decision will be provided to Brother XXXXX by the National Secretary. Discussion followed. Motion passed unanimously.

- Commander-in-Chief Mellor received a letter from Brother Jim Houston (Chairman, National Encampment Site Selection Committee) portions of which were read aloud. He is submitting his resignation effective at the 2013 Milwaukee, WI Encampment. He is willing to act as an aid to the committee however. The Commander-in-Chief went over a list of possible replacements for Brother Houston. Discussion on this issue followed. Brother Petrovic volunteered to act temporarily as assistant chairman and do the work with the stipulation that he be reimbursed for travel, hotel and expenses. It was agreed that it is very difficult to replace the members of this board because of the unique skills required working in the hospitality & travel industries. The

Commander-in-Chief will issue a General Order making the temporary appointment and the next elected Commander-in-Chief will make the regular appointment.

National Quartermaster (Danny Wheeler):

- Quartermaster Assistant: The store has grown and so has the product line. In the event the Quartermaster needs help (i.e. ill-health, business surges, etc.), he would like a new position created and recommends his grandson Andrew Wheeler (16 years old) be appointed. This position would have no voting privileges. The job description would include: Putting together orders, running errands, stock work, paperwork, etc. Discussion followed revolving specifics of the job description. Our current Quartermaster's term ends at the 2013 National Encampment in Milwaukee, WI. He is running for an additional term. The National Secretary supports this with concerns over signatory power. It was agreed that one must be over 18 to be able to sign official documents for the order. The Commander-in-Chief agreed. Brother Wheeler's grandson will be appointed to act as Assistant Quartermaster (without signatory authority) for the remainder of the year. Programs and Policies committee is tasked to create a job description for this position. The next Commander-in-Chief can then decide whether to continue the appointment in future years.

- Supply Issues: The National Quartermaster is having problems keeping Membership Badges in stock. He is not getting the number ordered and now experiencing severe shortages. The company has been unresponsive to the Quartermaster's pleas for more stock. There are other items (belts & buckles) that also have supply problems. We own the dies, but we don't own the tooling (which would cost us approx... \$2,000). Discussion followed, including possibility of changing suppliers. Brother Petrovic suggested another supplier and will provide contact information to the Quartermaster. There were other suggestions to quotes from additional suppliers. (Pending)

Break: 10:00 AM

Reconvened: 10:10 AM

Bruce Frail (Graves Registration Committee): He regrets not being present at the 2012 Los Angeles, CA National Encampment. However, he is concerned that the recommendations put forth by him in his annual report considered by the Encampment were not fully considered, or understood. Specifically:

- Experienced Pool: Brother Frail provided additional information on his original recommendation about what the minimal requirement for being able to enter data into the database would be. He is asking for addition information on why the recommendation was rejected. Discussion followed, including the desire to not put additional restrictions on Department Commanders when making the appointment to the position of Graves Registration Officer. Richard Orr provided his recollection on the discussion at National on the matter revolving around limiting the Department Commander when appointing the Department Graves Registration Officer. Many Department Commanders have a very limited pool from which to select from. The Departments of FL, NJ, NC, NH, do not have one appointed and some are not correct or not up-to-date. Of those that do have appointed Graves Registration Officers - only 6 applied for "user" status.

- New Committee: Another item he brought up concerned the acquisition procedure for VA Headstones (or other). He discussed the recent VA policy changes on headstones that now require the Next of Kin (or representative) to sign the headstone order. There have been a lot of rejections from the VA. They have tried to get the word out, but they are getting bogged down. Brother Frail would like to see another SUVCW committee formed who would work with the National Graves Registration Officer and committees to help with this. They are having success getting the stones if the VA instructions are followed closely. If a "proper search" is made for a Next of Kin, the VA can, in the appeals process, approve the stone. A temporary committee can be formed by the Commander-in-Chief that would be reconsidered at the next National Encampment for Special or Standing committee status. The Commander-in-Chief will form (by General Order) the temporary Committee "Government Headstone Application Committee." Brother Frail will provide suggested membership to the Commander-in-Chief.

- Phase two of the GRAVES REG DABASE is now completed.

- The National Archives offered for the sons to be represented at the genealogy fair - maybe we can have an advertisement in the banner to get members to participate in this. We have had membership increases from people involved in this National Archive event.

Department of Pennsylvania (Charlie Kuhn - Secretary)

- Internet Application Dues (PA Midyear Meeting Item). The Department of Pennsylvania believes that fees for internet applications are confusing. They intend to send a Department Resolution to the 2013 National Encampment in Milwaukee, WI, to accept the submitted internet fees as per capita "paid in full" for the year (Total of Camp, Department and National). Camps and Department could not request more from the member than the internet fee paid when they submit their internet application. They would have to accept the amount paid as their first years dues. The next years per capita will then be computed by the regular method. This resolution will be presented, discussed and acted on at the next National Encampment.

Marketing and Promotion Committee (Brother Mark Day)

- At the 2012 National Encampment in Los Angeles, Brother Day was tasked with coming up with a plan to submit to National for Action and he presented his progress to date. The plan is in two parts: Branding and Marketing (Plan is in the meeting packet). Marketing is what he is centered on in his presentation. Discussion ensued - including:

- + Lets not SELL brochures to our membership - we should make them available for free either through Quartermaster Store, or online, for reproduction and local printing.
- + Department and Camp level
- + Much increased use of Social Networking (Facebook, Twitter and others)
- + Public Service Announcement (PSA) spots. We already have two Radio spots on the National Website for use, but radio (at least stations that the younger generation listens to) would not hear them. We have no video based PSAs. This is where we should target. Video shorts can be incorporated in Social Networking sites also.

20/20 Vision Committee (PCinC Don Palmer):

- PCinC Palmer gave a short progress report and gave us highlights, including
 - + Tracking the program metrics (year to year) and adjustment as needed.
 - + Revisiting the plan on a yearly basis.

National Webmaster (SVCinC Ken Freshley):

- Replacement Webmaster: Ken has submitted his letter of resignation from the position of National Webmaster after years of excellent service. He is recommending Brother James McGuire (Department of Rhode Island) as his replacement. Brother McGuire is younger, highly energized, and an expert in the use of social networking sites. Brother Freshley has very much enjoyed his term as National Webmaster, but he cannot continue it alongside his new responsibilities that he may soon be taking on.

RECOMMENDATIONS:

Chief of Staff Recommendations

3.8.1 P. 16 - Missing job descriptions for certain National Officers and Committees.

ACTION: Referred to Programs and Policies Committee for action.

MOTION by Brother Orr, seconded by Brother Campbell that the Commander-in-Chief require all committee chairs, identified by Brother Norris with the exception of the GAR Records and SUV Development committees which have been recently submitted and approved, to provide him with a copy of their committee job description.

National Signals Officer Recommendations

3.11.1 P. 18 - Social Media Strategy

ACTION: None - Suggest working with the Communications Technology Committee.

Washington, DC Representative

3.13.1 P. 19 - Duties

ACTION: None

National Committee on GAR Records; Dean A. Enderlin

4.9.1 P. 16 - Job Description for National GAR Records Officer

ACTION: Referred to SVCinC Freshley

National Military Affairs Committee; Henry Shaw, Jr.

4.13.1 P. 35 - Two recommendations dealing with Budget Develop and Banner Advertisement for Remembrance Day activities.

ACTION: There is a concern that Remembrance Day is now an SVR program, not a National one, and should be budgeted and advertised by that organization. Tabled.

MOTION to table the recommendation by Brother Orr, seconded by Brother Shaw to table the recommendation and take no action. Passed unanimously

National Committee on EBay Surveillance; James Dixon

4.19.1 P. 37 - Page 37 Needs direction on relative importance of items to look for.

ACTION: Referred to Commander-in-Chief

Restore Memorial Day Committee; Alan Peterson

5.6.1 P. 39 - Encourage members to do activities to restore Memorial Day

ACTION: None needed.

Committee on Juniors; Michael Bennett

5.7.1 P. 43 - Committee Membership

ACTION: Para 1 - At Commander-in-Chief's discretion.

Para 2 - Referred to Commander-in-Chief

National Committee on Fundraising; Glenn Knight

5.8.1 P. 44 - Request for approval of mission statement.

ACTION: Referred to Programs and Policy Committee for action at next National Encampment

MOTION by Brother Orr, seconded by Brother Freshley that we approve the job description of the committee. Commander-in-Chief Mellor ruled the motion out of order and approves the job description on a temporary basis and refers the recommendation to the Programs and Policies Committee for action at the 2013 National Encampment in Milwaukee, WI.

Department of the Chesapeake; Jeffrey French, DC

6.2.1 P. 52 - Blanket Insurance and Status reports on 501.c.3 application.

ACTION: Para 1 - No Action - Economically not feasible.

Para 2 - CinC, Treasurer and Secretary will design a way to get the information online (or out there) and keep the status up-to-date.

Department of Colorado/Wyoming; Eric Richhart, DC

6.3.1 P. 53 - Packets of CofA Reports be provided to the Departments.

ACTION: Approved. The Chief of Staff will send electronically using the National Secretary's Email list.

Department of Florida; James Ward, DC

6.5.1 P. 58

ACTION: None

Department of Indiana; Michael Beck, DC

6.8.1 P. 65 - VA Rules on Headstones

ACTION: None

Department of Iowa; Michael Carr, DC

6.9.1 P. 66 - National Staff Issues

ACTION: None

Department of Kentucky; Bernard O'Bryan, DC

6.11.1 P.67 - Multiple Recommendations

ACTION: Para 1 - Not Possible - No Action Taken
 Para 2 - Statement of Fact - No Action Taken
 Para 3 - Department Issue - Referred to National Executive Director for action.
 Para 4 - Underlying assumption has not been resolved - No Action Taken

Department of Missouri; Martin Aubuchon, DC

6.15.1 P.74 - Multiple Recommendations

ACTION: Para 1 - No Action
 Para 2 - No Action
 Para 3 - No Action
 Para 4 - Referred to Marketing and Promotion Committee
 Para 5 - No Action

Department of Ohio; Fredrick Lynch, DC

6.21.1 P. 82 - Multiple Recommendations

ACTION: Para 1 - No Action - Already done (Additional post-meeting explanatory comments from Brother Jim Pahl: Updates - we had already discussed in a previous time during the meeting to do an update letter from the CinC, so there was no need to take action as to the Ohio Department item, as we had already do that. Such a letter and then updates from time to time are coming.)

 Para 2 - Put a link on website to the IRS Page, or a link to download PDF.

 Para 3 - Same as Para 2.

 Para 4 - No Action - We cannot provide Legal Advice to Departments and Camps. (Additional post-meeting explanatory comments from Brother Jim Pahl: Applying for 501c3 status directly. The CofA determined the Department was asking for legal advice and the CofA is not capable of doing this. As an attorney, I can tell you the Department of Ohio, as a subordinate of and part of the National Organization, cannot seek a change of tax status apart from the National Organization.)

Department of Pennsylvania; Richard Essenwein, DC

6.23.1 P.83 - Membership Goals

ACTION: No Action - This is a Department of Pennsylvania goal.

GOOD OF THE ORDER:

From Brother Richard Orr:

- Do not publish the financial reports - we are not required to do this.
- The National Executive Director is Changing the phone service from Verizon to Comcast at National Headquarters . This will save us up to \$50 dollars a month.

- The Council of Administration has had a number of complaints concerning members using SUVCW meetings for political speech. This is NOT allowable. The CofA are looking at the best way to communicate this to our membership. Departments and Camps can expect communication on this in the near future.

- There has been a request by a museum for a URL link to our website and their Facebook page. They believe our website resources of value for research work by their patrons. Signals Officer Ken Freshley will look further into this and investigate/report on its value.

PCinC Charlie Kuhn:

- Gettysburg Sesquicentennial. The Pennsylvania Department Encampment is being held in Gettysburg during June 2013. They are currently waiting for the Permit to use the Peace Light area of the Battlefield for a memorial program. Brother Kuhn gave an overview of the plans for the event which will be open to the public. Headquarters for the Department Encampment and SUVCW activities will be the Eisenhower Hotel. Rooms are \$105 / night if you reserve by a certain date (see Charlie Kuhn).

Brother Robert Petrovic:

- The SUVCW Foundation now has credit card reader.
- There was a short discussion about the room costs at the Eisenhower Hotel for upcoming events. Brother Petrovic detailed that he is having problems getting a signed copy of the 5-year contract for events. They have increased prices but this is not settled as Brother Petrovic will continue working with the Hotel management.

CLOSING

Commander-in-Chief Mellor provided his closing comments and National Chaplain Kowalski provided his blessing.

Meeting adjourned at: 12:25 PM

Respectfully submitted in Fraternity, Charity and Loyalty,
Eugene G. Mortorff, National Secretary, SUVCW