



**Minutes
Regular Board Meeting**

MINUTES of Blue Star Mothers of America
National Executive Board
Meeting Date: November 23, 2010

Call to order: The November 23, 2010 regular board meeting of the BSMA was held by electronic means (Go-to-Meeting) telephone and computer. The meeting convened at 6:33pm MST, President Wendy Hoffman presiding, and Kathryn Hood, Secretary. A quorum was present.

Attendees:

Members in attendance: National President Wendy Hoffman, 1st Vice President Julie Roberts, 2nd Vice President Ellie Ramsey, 3rd Vice President Judy Dorsey, Financial Secretary Anne Parker, Treasurer Robin Countryman-Valk, Recording Secretary Kathryn Hood, Pres. Dept. of MN Pattie Kelley, Pres. Dept. of OK Cindy Hood, Pres. Dept. of MI Carol Gates, PNP Susan Naill,

Excused: PNP Jean Burlingame, PNP Karen Stevens (Arrived at 7:48 MST)

Absent: PNP Joyce Fulford, PNP Joyce Sanford, PNP Dorothy Mendoskin, 4th Vice President, Betsy Miller, Pres. Dept. of OH Pat Pell

Opening Ceremonies:

Roll Call of Officers - Kathryn Hood

Prayer – Carol Gates

Pledge of Allegiance to the Flag – Susan Naill

Blue Star Mothers Preamble – Robin Countryman-Valk

Business:

Approval of Minutes

MOTION: To approve the minutes of October 26, 2010 minutes.

Motion is seconded and passes on vote.

Officer and Committee Reports

Financial Report – Anne Parker/Robin Countryman-Valk (Submitted). Nothing further to add.

MOTION: To approve the financial report for audit.

Motion is seconded and passes on vote.

First VP – Julie Roberts – (Submitted). Nothing further to add.

Second VP – Ellie Ramsey – (Submitted). Ellie reviewed the poll votes and asked for feedback on yearbook content.

Third VP – Judy Dorsey – (Submitted). Since her report submission there was another loss. The Army count is now 32. If a flag is not ordered from any chapter for a fallen soldier, Judy will now find the



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closest chapter to assure that all Fallen Warriors and their families are recognized with a Gold Star Banner.

Fourth VP – Julie Roberts Pro Tem – (Submitted) She reported that she is almost ready to open CA1.

Dept. of OK – Cindy Hood – She is dealing with compliance issues and is working on getting chapters to submit the required paperwork.

Dept. of MN – Pattie Kelley – She is working with a couple of troubled chapters and trying to get feedback on what the chapters did for Veterans Day.

Dept. of MI – Carol Gates – Carol reported that Greater Kalamazoo packaging event was held November 13, 2010. She will be Guest speaker at Grand Valley State University, Allendale, MI to share information about BSMA to a military support group possibly interested in starting their own BSM chapter and will be working with chapters who are not in Compliance. Dewitt Chapter 99 is hosting fun/fund day on Saturday, April 9, 2011.

Bylaw/Resolution – Julie Roberts – Julie reported that she met with Major Collins, from the office of House Speaker Pelosi, who helped her understand the process to get the Charter changed regarding member eligibility starting with getting a Bill drafted then waiting until the current “lame duck” session is over. she also had meetings with staffers in Senator Bennet's office and Congressman Salazar's office - they will be working on the initial draft. 219 votes are needed from both Houses for it to go to the Floor for a proposal. At that point a vote will be taken to make an amendment to our Charter. Our attorney gave her some names of people who will need to be contacted to get this all set up. It should be completed by April to be presented at Convention 2011.

Convention Committee – Susan Naill – Susan reported that Convention 2011 is currently being planned to be held in Washington DC sometime between the 1st and middle of August. Several hotels are being considered. She has a call into Southwest Airlines to see if they are able to give us good rates on airfare.

Wendy Hoffman made the following 2 announcements:

- Patsy Varnell is now the VAVS Representative and Susan Naill is the VAVS Deputy.
- Cindy Hood has been appointed the Finance Committee Chair. They are currently reviewing the Financial Policy to see if any changes need to be made.

MOTION: That the following members of the Finance Committee be approved. Cindy Hood as Chair, Anne Parker and Robin Countryman-Valk, Julie Roberts, and Pattie Kelley as members.
Motion is seconded and passes on vote.

Unfinished Business

Rhonda Mrock – Pending



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BSMA Pins – Pending

Meal Ticket – Convention (Anne Parker)

Anne Parker named those who have not yet paid for their luncheon from Convention 2010.

OK1 – Julie Roberts read the letter that was sent to OK1 requesting required documents. Bank statements and cancelled checks were received but without Minutes or receipts. Wendy Hoffman reviewed bank withdrawals, written checks and ATM withdrawals.

MOTION: To send a letter to the corresponding bank(s) that is assigned to this chapter to obtain the necessary information relating to the transactions both in and out pertaining to their account(s).

Also obtain a list of all members that had access to the account(s) and debit cards.

Motion is seconded

(Karen Stevens enters the meeting at 7:48 MST)

Motion passes on vote.

ID3 – Kristie Moe

MOTION: To remove Kristie Moe's suspension to her membership.

Motion is seconded

Friendly Amendment: That the Chapter be notified via letter that Kristie Moe's suspension has been lifted and the Chapter is to take no further action against her.

Accepted. Motion passes on vote.

USA Cares Proposal (Stiller Run)

This event would be a working partnership between USA Cares and the Chapters involved. There was some concern as to the ability to go out and get sponsorship. The cost to send a fireman to NY to participate in the actual run would be between \$800 - \$1300. It was stated that the fireman sent would need to be a veteran. The Shadow Run/Walk would take place September 11, 2011. We would do the fundraising then send a fireman to New York to do the actual run on September 25, 2011. The price of the ads would be scaled to the communities in which they are placed.

MOTION: That we as an organization move forward with the USA Cares proposal, Stiller Run.

Motion is seconded and passes on vote.

New Business:

PNP Pin Request

A request has been made for a PNP Pin for Mary Huffer. Karen Stevens remembers a Judgment or Settlement Agreement stating that her name would be listed as President for BSM history for the period she served but she would not receive any of the rights or privileges of a PNP which includes the PNP pin.

Enter Executive Session – 8:22pm MST

The NEB reviewed a letter from the Department of Michigan requesting that a suspended member have her membership revoked according to the governing documents. After thorough discussion and review of information and documents a motion passed to revoke the members' membership.



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Exit Executive Session – 9:10pm MST

Fourth VP

A new Fourth Vice President must be appointed.

Enter Executive Session – 9:14pm MST

A grievance committee report and recommendation was read by the NEB members after the officer involved was asked to leave the meeting room. The recommendations were discussed at length, voted on and approved. Motions regarding time limits and conditions of suspension were made and passed.

Exit Executive Session – 10:36pm MST

CFC Application – Wendy Hoffman

A change must be made from our current procedure of moderated cash reporting to accrual accounting. The change will have little effect on our accounting because our membership expires August 31. The deadline is in January. Taxes should be done in time for the application.

Christmas Break

The NEB will take a Christmas Break from December 24 – December 31.

MOTION: so moved

Seconded and passes on vote.

Announcements

Wendy Hoffman announced she will be away from December 5 – December 11. She will be available by e-mail only.

Next meeting – December 28, 2010

Adjournment:

The President adjourned the meeting at 10:42 MST

1ST VP REPORT FOR NOVEMBER 2010

Number of **online** new members from October 1, 2010 to October 31, 2010: 130

Online Active Profiles: **11412**

Online Member Profiles: **6344**

Online Associates Profiles: **2360**

Input all applications received from our Financial Secretary into the database as received.

Have successfully moved all members/associates out of UT4 and NY3 into other chapters and/or archived their profiles per their request.

Moving of members/associates from the following chapters that have either been disbanded or revoked: AR1, KS133, IN2, PA22, IN7, IN4, TX10, CA3, MD1, and NJ2

Successfully opened up the following NEW Chapters: WA3 and CA1

Continue to work with chapters that have not elected all 5 needed positions to keep in compliance with the governing documents (i.e., giving them deadlines to elect, etc.)

Continue to work with chapters on issues relating to their annual reports.

Membership cards to chapters in September:

Continue to update Master Compliance Spreadsheet.

Continue to update Chapter Officers Roster Spreadsheet.

Continue to work with the AG's office on getting the remaining portion of this matter resolved.

Sent an email to the Fort Jackson AAFES General Manager regarding the status of where he purchased or obtained the National Blue Star Mother Pin that is being handed out at boot camp graduations – matter pending.

BSMA SECOND VICE PRESIDENT'S REPORT

NEB MEETING NOVEMBER 23, 2010

I have reviewed the responses of the yearbook poll. Only 194 people responded.

Advertising:

- Last year about 2/3 of the cost of the book was raised with advertising. It is my recommendation that we keep the same prices as last year and let the membership know that the exposure will be better this year (250 book instead of 200 last year) and the ads are in full color instead of black and white.
- The One Line ads were a hit and easy to sell. We can fit nearly 200 names on a page at \$10 per name--\$2,000 (less 25% that goes to the chapters = \$500). Two pages of one line ads would pay for the book and any larger ads would be a bonus.

Pictures: The preferences were as follows:

- Troops and Veteran photos: 32%
 - Chapter Photos: 28%
 - Mother/Child photos 19%
 - Chapter Stories 10%
 - Troops action photos 8%
1. **Troop Pictures:** It is my recommendation that since we had nearly 400 troop portrait pictures that we spend \$75 for Entourage to create a file that would match the pictures and identifications saving dozens of hours of tedious work. It would also assure accuracy as the names would be linked to the pictures. We would also be able to spot duplicates easier as the file would sort by name.

I also plan to reduce the size of the pictures to be able to fit more pictures on each page. I recommend that we not charge the mother's to put the pictures in yearbook, but encourage each one to sell the one line ads.

Many people I have spoken to said they would not purchase the yearbook if their child's picture was not in there. I prefer not to charge the mothers to include the portraits.

Mother and child section: 19% of the mothers voted to add this section. 78% of the mothers said they would be willing to pay a small fee to put their child's picture in the yearbook. 37% said they would be willing to pay \$5/picture and 29% said they would be willing to pay \$10/picture. This might be a good place to try this. Although I personally don't think that mothers should be charged at all (they are paying for the yearbook itself), I would be willing to offer this. This way, we could test the online payment and see how many people were serious about actually paying to have their child's picture put into the yearbook. I would like to test this

year, so that the next yearbook editor would have some facts to make the decision to continue or expand this practice. Gold Star Mothers should be at no charge to place their picture with their child.

2. **The troop action pictures** were used last year to create collages. They were not identified and chosen based on their contribution to the page. I would like to continue that and request these photos. I asked for no more than 3, however many mothers downloaded their whole album. 73% of the poll felt that the number of pictures be limited. Although this was instructed last year, it is hard to control unless there is a lock that can be put on the website. The Entourage website will only accept 3 at a time, but obviously mothers went in and submitted multiple times.
3. **Chapter Pictures:** I have allocated ½ page for each chapter to submit either their chapter story (only 10% of the poll thought this was most important). That chapter can submit pictures and/or story and use their space as they wish. I recommend that that an online submission form be created for the story with a limited number of space available. It will be the responsibility of the chapter to make their story fit into that space.

Price of Yearbook:

In past years, the book was \$20. Last year due to 2/3 of the book being paid by advertising, the NEB voted to reduce the price to \$15. It was suggested to be that we offer a pre-sale price and the price at convention and after would be \$5 more.

Respectfully Submitted,

Ellie Ramsey

Second Vice President

Yearbook Editor

3rd VP Report for Nov. 2010

Number of fallen for November 42 (Nov. 1-23)

Army: 31

Marines: 10

Air Force: 1

Two were lost in Iraq and the other Afghanistan

Banner requested: 30

I also attended Veterans Day in DC. It was a moving day and in the afternoon Robin and I were with Gold Star Mothers at Arlington and placed small Honor and Remember Flags and American Flags on the graves of our fallen.

Respectfully,
Judy Dorsey
National 3rd Vice President
Blue Star Mothers of America, Inc.