

## 2015 Spring Board of Directors' Meeting

Greenville, South Carolina

February 28, 2015

Directors Present: Chairman Richard Maleady, Treasurer Phil Umphres, Secretary Frank Whiteley, Jay McDaniels, Steve Leonard, Geoff Weck, Ann Lafford, John Lubon, Steve Northcraft, Ken Sorenson, Jim Garrison, Cindy Brickner, Linda Draper-Hivert, Scott Fletcher. Also attending were Rich Carlson, John Godfrey, Denise Layton and Kathey Pope.

Absent: Lane Bush, Art Greenfield, Bernald Smith, Jason Stephens

1.  
0 The meeting was called to order February 25 at 9:00 a.m.
  - 1.1 Welcome and remarks from SSA Chairman Richard Maleady.
  - 1.2 Introduction of guests - Al Tyler, Pat Costello, New Editor - Eric Bick
  - 1.3 Request for confirmation of accuracy of email addresses and other contact information for the current list of Officers and Directors ([as shown on the roster HERE](#))
2. Consent Agenda -- Action Item  
0 [The Consent Agenda is to be considered as a “block” of items submitted to the board for approval or disapproval as a group. A simple majority is required to pass Consent Agenda. Prior to the vote any Director may request that a specific item be removed from the Consent Agenda, in which case that item will be considered separately during the Board meeting. The purpose of the Consent Agenda is to deal with as many non-contentious items as possible in an expeditious manner, thus allowing more time for discussion and decision making on policy issues that require more deliberation.]
  - 2.1 Approval of Past Minutes  
([February 28 & March 1 Board of Directors' Meeting](#))  
  
([February 27, 2014 ExComm Meeting](#))  
([September 13, 2014 Board of Directors' Meeting](#))
  - 2.2 2015 Proposed Rules Changes ([report from John Godfrey](#))
  - 2.3 Re-appoint Kevin Christner as SSA's NSM Trustee
  - 2.4 Re-appoint Dianne Black Nixon to the NSM Vetting BoardMove to approve Consent Agenda by Cindy Brickner, seconded by Ken Sorenson. Unanimously approved.  
  
Chairman's Report ([report from Richard Maleady](#)) ([report from Scott Fletcher](#)) ([Convention job descriptions](#)) Two committees - #1 Ad Hoc for trophies; #2 Ad Hoc for Sanction Fees. Scott requested suggestion and ideas for the convention floor in 2016 in Greenville, SC. Several ideas and suggestions were presented to Scott from the board members.
3.  
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Chief Operating Officer's Report ([report from Denise Layton](#))

4. Layton advised her report was online and she had nothing further to add, unless there  
0 were questions. Membership Auto-Renewal procedures were discussed. Stephen Northcraft suggested this should be made as painless as possible for the member and SSA Staff. Authorize.net provides auto renewal service.

Treasurer's Report([report from Phil Umphres](#)) ([Attachment A](#)) ([Attachment B](#)) ([Attachment C](#)) ([Attachment D](#)) ([Attachment E](#)) ([Attachment F](#))

SSA received the final distribution from the Burke Trust gift. Please express our appreciation of this gift. The Executive Committee voted to allow SSA operations to use the final distribution of \$6,236.27 as needed.

5. The Executive Committee also voted that donations received in the amount of \$3,000  
0 and under will be classified as an Eagle Fund.

Phil specified the most important information in his reports is that the SSA will end 2015 with a \$58,864 deficit, prior to taking any withdrawals from the Life member and General Endowment buckets in the Foundation. He asked the board members to please keep in mind that finding ways to create more revenue is *vital*.

There was discussion that retention of current members is as important as generating new members. Ken Sorenson asked the board members to come up with 3 ideas to gain new and retain current members.

6. Committee Reports  
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6.1 Chairman Richard Maleady (SSF, Administration)

6.1.2 SSA Foundation (reports below)

Editorial Advisory Committee

6.1.3

Editor, Eric Bick, is contacting this committee to reactivate

6.1.4 Naming and Memorials - No Report

6.1.5 SSF ([report from Rich Carlson](#)) A handout with purpose and details of the 2016 Convention Safety Stand Down was provided.

Stand Down Task: Details will be more on training activities. Identify and address human factors issues adapted from military and airlines. Use the last speaker session on Friday. It was suggested to make this event more positive.

Follow up and questions will be handled at the SSF booth.

6.1.6 Administrative

6.2 Vice-Chair and Treasurer Phil Umphres (Financial, Awards)

6.2.1 Budget and Finance Committee (incorporated into 5.0 above)

6.2.2 Nominating Committee - John Godfrey, Stephen Northcraft, Tony Condon. Send recommendations to John Godfrey or Stephen Northcraft for fall.

Awards Committee ([report from Jay McDaniel](#)) ([SSA non-flying awards](#)) ([List of non-competition awards](#)) ([Nominating and approval processes](#)) Director McDaniels moved to approve the description of awards and nominations. Seconded by Phil Umphres. Passed unanimously.

Documentation is needed for the awards rules and procedures.

- 6.2.3 Director Brickner suggested to construct a venue for the presentation of awards. Use an annual event to retain members and generate revenue as well. Awards presentation reaches beyond recognition, it also affects the health of our organization.

Chairman Maleady setup an Ad Hoc Committee and charged them with looking at awards and changing any type of venue to present them. Committee members: John Godfrey, Jay McDaniel, Karl Striedieck, Peter Smith

- 6.2.4 Group Insurance - Pat Costello reported the claims have increased by 21%. Out of 87 claims, 20 were "non-flight". Costello has a 96% renewal rate. Requirement for clubs for all members to be SSA members, some do not comply. Some leave for better rates, but the switch is not good, so they come back.

Badge and Record Committee - Stephen Northcraft states that this report needs to be looked at and to please add it to the agenda.

- 6.2.5 Rollin Hasness, The Badge Dude, has great responsiveness to the members. Committee member, Bob Faris, is not participating. Badge submissions are down, report records are up. Cindy Brickner shows applications are down 75% from four years ago. The sporting license requirement is burdensome.

- 6.3 First Vice Chairman, Ken Sorenson

- 6.3.1 Contests

6.3.1a Contest Committee report

6.3.1b Rules Committee report ([report from John Godfrey](#)) - No big changes this year.

Club Class will have their first stand alone contest being held in Hobbs this summer. Electronics in the cockpit. Cellphone tracking affects reference to the horizon. We need a way to police the electronics that are allowed. Per Ken Sorenson, rules changes must be submitted 2 years in advance.

6.3.1c Site Selection - John Lubon reports there is one contest for Sports Class that needs a site for 2016. Currently soliciting sites for 2017 contests.

6.3.1d Handicapping ([report from Tim McAllister](#)) - Working on a handicap for watered gliders. H2O balancing.

- 6.3.2 Trophy Committee ([proposed Club Class trophy](#)) - Hand drawn sketch has been done. Chairman Maleady states there are rules in the bylaws that need to be met. Treasurer Umphres states the stipend of \$5,000 is only required for a trophy if it is being named after a person. Director Lafford mentioned that Sugarbush has a trophy they are trying to decide what to do with.

- 6.3.3 U.S. Team ([report from Rick Walters](#)) - Nothing to add to report.
- 6.3.4 Sailplane Tracking ([report from Lane Bush](#)) - Nothing to add to report.

Break 10:30 a.m. Adjourned for a 15 minutes break.

6.4 Vice Chair, Geoff Weck (Government Liaison and G&P)

6.4.1 Director and Special Advisor Stephen Northcraft (Governmental Regulation, Airspace and International Soaring Groups)

6.4.2 Government Liaison Committee ([report from Stephen Northcraft](#)) ([ADS-B update](#))

The report is in the book. 2 highlights of the report are: 1) ADSB will be pushed by AOPA for lower cost and simpler units. ADSB will allow vendors to build uncertified if built to specs. 2) Medical issues - FAA is dragging their feet. Will have to wait till the NPRM is published. AOPA is pushing a Pilot Bill of Rights that will include some medical regulation changes. Using congressional leverage.

6.4.3 Representation Committee & Representatives ([report from Bernald Smith](#)) - Nothing to add to report. Bernald is in Switzerland at the IGC meeting.

6.4.4 Growth & Development ([report from Andreea Alexandrescu](#)) ([report from Lane Bush](#)) [Digital Media Working Group](#) ([report from Frank Whiteley](#)) - Social media is great for advertising. Use FB to link and grow connectivity. Suggests posting milestones with a good photo and let friends share and use the multiplier. Gary Boggs takes pictures of every customer and posts with their permission. He also does GoPro videos from ride flights to post. Al Tyler does FB advertising. He got 6,600 responses to a post for a \$1,500 shotgun. Many other examples were noted. Frank is pushing clubs and chapters to get more involved.

6.5 Vice Chair & Secretary Frank Whiteley (Clubs, Governors and Youth)

Clubs and Chapters ([Report from Frank Whiteley](#)) ([Soaring associate letter of agreement](#)) ([soaring associates](#)) - Some of the SSA club and chapters are not complying with the bylaws. Technically this prohibits their placement on the "Where to Fly" map on SSA's website.

Secretary Whiteley made the motion to include Non-SSA affiliated Soaring resources on the "Where to Fly" map in exchange for their membership lists. Director Hivert seconded.

6.5.1

Discussion: There is NO change with the insurance coverage. Chapters only are insured on members for SSA. This is not a demand, it is a contract with only those Soaring resources that desire to be on the "Where to Fly" map.

Motion approved with one abstention.

These organizations will be identified as Soaring Associates. The data base setup will be institutions.

- 6.5.2 State Governors and Record Keepers ([report from Frank Whiteley](#)) - Process for nominating a governor: Secretary Whiteley sends out the reminder. Nominations are to be sent to Chairman Maleady.
- 6.5.3 Electronic Communications Committee ([report from Frank Whiteley](#)) - Spoke to Doug Easton, SSA's webmaster. Automation coming along.
- 6.5.4 Youth Committee ([report from Tony Condon](#)) - Newsletter has no content, Tony is on the Editorial and Trophy committees, plus SSF. Tony oversees the scholarships as well. Overbooked. Contact Frank Whiteley if you have suggestions of people who can help with this.
- 6.5.5 Collegiate Soaring Association - USAFA won followed by Embry Riddle 2<sup>nd</sup>. VA Tech is organizing a campus group.
- 6.5.6 COBM - Again - encourage social media use.
- 6.5.7 Affiliates & Divisions - No report.

Lunch Recess for lunch, return at 1:00 p.m.

- 7. Soaring Society of America Foundation - Chairman Maleady called to order at 1:00 p.m.
- 0 John Godfrey chaired the meeting.

Convene meeting of SSA Foundation to conduct Foundation business ([SSAF agenda](#))

Report of the SSA Foundation Trustees ([report from Pete Brown](#)) - Investments are on target, 60/40 investment and bonds respectively. \$50,000 available for operations this year. Return for the last several years has been 10 to 11 percent. 2014 had a 7% return.

Now using earnings instead of adding to corpus/capital amount.

- 7.1 Foundation Trustee Chairman John Godfrey noted that the future may see the level of withdrawals in from the General Endowment authorized by the Trustees drop by 1%; from the 5% rate approved this year to 4%. By way of explanation, he noted that if the investment portfolio had a 7% return and inflation was 2%, a 5% withdrawal level would be prudent. However, if the return rate was 5% and inflation 2%, only a 3% rate of dispersals would be prudent.

- 7.2 Bylaws adjustment of the General Endowment Annual Distribution amount due date for SSA. Changing from February 9<sup>th</sup> to September 30<sup>th</sup> to better fit the SSA budgeting process. SSA Treasurer Umphres motioned, SSA Director Lubon seconded. Motion carries unanimously.

Note for the record: Incredible amount of effort that Penn Smith has done to make this Foundation run smoothly. Vote of acclamation: All Ayes.

Any other competent Foundation Business - At the September 2014 Board Meeting, \$90,000 was approved to be placed in the General Endowment Fund with the understanding it would be "Quasi" funds. After review of the bylaws, a "Quasi" fund cannot be held in the General Endowment bucket, therefore, the Foundation rejects the \$90,000 addition to the General Endowment. The Foundation requested instruction for the \$90,000. SSA requested the funds be moved to the Kunda Fund for ease of access.

- 7.2.1 The SSA Contest Committee EXCESS Sanction Fees will have a new bucket in SSAF and \$50,000 of the \$90,000 placed in Kunda will move into the Contest Committee bucket. Kunda will hold the \$40,000 for SSA ops.

Treasurer Umphres made the motion to approve the \$50,000 be placed in the new fund for Contest Committee Excess Sanction Fees and the remaining \$40,000 goes to the Kunda Fund. Director Northcraft seconded. Motion carried unanimously.

- 7.3 Chairman Maleady moved to adjourn the meeting of the SSA Foundation and reconvene the meeting of SSA Board of Directors, Director Brickner seconded. Motion carried unanimously.

8. Other Competent Business

- 0 Cloudstreet Program is finished. PBS is satisfied and happy with it. Albuquerque and National stations will be helpful in promoting it. Albuquerque airdate is May 27, 2015. SSA Headquarters will send out information how to campaign to your local stations to pick it up. Answers for inquiries will be included in that information. The goal is to broadcast to the public at large.

Date and time of next Board of Directors' Meeting

- 8.1 Phoenix, AZ. September 12, 2016

9. Adjournment - Director Brickner moved to adjourn, Director Hivert seconded. Carried 0 unanimously. Meeting adjourned at 1:20 p.m.