

**REPORT OF THE CHAIRMAN
88th FRA NATIONAL CONVENTION
NATIONAL COMMITTEE ON MEMBERSHIP & RETENTION
DOUBLETREE BY HILTON SPOKANE CITY CENTER HOTEL
SPOKANE, WA
October 15, 2015**

The National Convention Committee on Membership & Retention convened at the Doubletree Hotel, on October 15, 2015 at 0915.

In attendance were:

Chair: Penny Collins, Branch 24
Members: RPNW-Elect Marcia Cunningham
PRPSE James E. Robbins, Jr, Branch 91
PRPNW Dean F. Miller, Branch 29
Shipmate William S. Matthews, Branch 197
Advisors: Franklin C. Gates, Branch 293

Visitors: RPSC Donald Gibson, Branch 11
Paul Phelps, Branch 40
Rex Faubion, Branch 104
RPNC Curry Sanders, Branch 161
Bertha Newton, Branch 301
Albert L. Davenport, Branch 13
Robert L. Campbell, Branch 263
RPNE/NEng Floyd Hunt, Branch 214
Calvin Bradley, Branch 63
RPNW-Elect Julian J. Wynn, Branch 46
PRPEC Paul Gunther, Branch 182

The 2015-16 Membership Marketing Plan was discussed. The committee plans to:

- a) Continue overall recruiting and retention programs to stabilize membership.
- b) Conduct active duty membership seminars (where invited).
- c) Conduct retiree and veterans membership seminars (where invited).
- d) Identify and continue to participate in major outreach events to conduct awareness of the FRA to prospective members.
- e) Revise and reprint recruiting literature as needed.
- f) Continue the Branch Membership Development Program.
- g) Continue FRA's "Recruit and Retaining" Membership Recruiting Awards Program for the period April 1, 2015 through March 31, 2016.
- h) Develop improvements to the Recruiting Awards Program for the period April 1, 2016 through March 31, 2017 to include a new pin design.
- i) Continue the 100% Branch Award Recognition Program.
- j) Continue the Recruiting 32 Members Program.
- k) Continue the Recruiting Incentives Awards Program for Recruit 5 and Retain10.
- l) Continue the Recruiting Incentive Awards Program to bring back previous FRA members
- m) Promote the Life Membership Program to increase life members to 10,000, which is currently at 8368.

- n) Provide mailing labels (by zip code) to branches that make a request for Member-at-Large (MALs), terminated and/or prospective members who joined the FRA between January 1 to December 31, 2015.
- o) Support FRA's Project Outreach Program.
- p) Continue complimentary memberships for active duty enlisted sea service personnel on a national and branch level. Follow up with these members to encourage renewal.
- q) Continue to establish new branches.
- r) Continue promoting the Calls Program.
- s) Continue bi-monthly conference calls for the National Committee on Membership and Retention.
- t) Establish a mentoring program for new members
- u) Develop a new category of membership, i.e., non-sea service, commissioned officers and/or associate membership
- v) Recommend a new category for Membership Shipmate of the Year for regional conventions.
- w) Consider acquiring similar organizations into FRA, such as National Enlisted Reserve Association (NERA) and Association of the U.S. Navy (AUSN).

Having completed all other business, the committee proceeded to review the statistics for individual and branch membership awards. The committee recommends the following shipmates and branches as award recipients for the 2014-15 Membership Year:

Note: The Committee did not consider members transferred into a branch from a branch merger or those transferred from MAL in making their decisions.

FRA 100% AWARD

Of the 214 branches, 36 branches or 16.8% qualified for the Award for 2014-15. Those branches qualifying with percentage recruiting gain were as follows:

GROUP I

(2 of 08 Branches – 25.0%)

Branch 269	(Goose Creek, SC – Southeast)	6.64%
Branch 024	(Annapolis, MD – East Coast)	2.20%

GROUP II

(3 of 14 Branches – 21.4%)

Branch 094	(Corpus Christi, TX – South Central)	5.01%
Branch 261	(Lemoore, CA – West Coast)	5.00%
Branch 097	(Whidbey Island – Northwest)	4.56%

Group III

None

Group IV

(7 of 61 Branches – 11.47%)

Branch 090	(Clark County, NV – Southwest)	8.77%
Branch 115	(Lehigh Valley, PA – NE/NENG)	5.26%
Branch 302	(Carson, CA – Southwest)	2.97%
Branch 226	(Staten Island, NY – NE/NENG)	2.70%
Branch 105	(Owensboro, KY – North Central)	1.92%
Branch 059	(Cheyenne, WY – Northwest)	0.00%
Branch 307	(Gulfport, MS – South Central)	0.00%

GROUP V

(24 of 113 Branches 21.23%)

Branch 013	(Atlantic City, NJ – NE/NENG)	40.32%
Branch 137	(Minden, NV – West Coast)	29.82%
Branch 294	(Crossville, TN – Southeast)	13.73%
Branch 254	(Myrtle Beach, SC – Southeast)	13.11%
Branch 154	(Baguio City, PI – Northwest)	11.11%
Branch 328	(Roseburg, OR – Northwest)	9.68%
Branch 054	(McAlester, OK – North Central)	7.41%
Branch 222	(Slidell, LA – South Central)	6.82%
Branch 087	(Bedford, PA – NE/NENG)	6.78%
Branch 301	(Greenville, NC – East Coast)	6.67%
Branch 083	(San Narciso – Northwest)	4.55%
Branch 127	(Bicol Nabua, PI – Norwest)	3.61%
Branch 339	(Albany, GA – Southeast)	2.94%
Branch 187	(Chattanooga, TN – Southeast)	2.86%
Branch 214	(Schenectady, NY – NE/NENG)	1.69%
Branch 202	(Columbia, SC – Southeast)	0.00%
Branch 109	(Clearwater, FL – Southeast)	0.00%
Branch 171	(Southern Luzon, PI – Northwest)	0.00%
Branch 063	(Lewiston, ID – Northwest)	0.00%
Branch 244	(Grand Junction – West Coast)	0.00%
Branch 021	(Fort Collins, CO – West Coast)	0.00%
Branch 036	(Cavite City, PI – Northwest)	0.00%
Branch 242	(Davenport, IA – North Central)	0.00%
Branch 111	(Batangas, PI – Northwest)	0.00%

NEW RECRUITING INCENTIVE AWARDS PROGRAM

On June 7, 2013, the National Committee on Membership & Retention announced a new awards program to provide an incentive for branches to recruit former members of the FRA. The objective was to provide a \$100 cash award to one branch from each of the Groups I - V who were successful in recruiting the highest number of previous FRA members. The winning branches for the 2014-15 membership year are:

<u>Group</u>	<u>Branch</u>	<u>Location</u>	<u>Region</u>	<u>Number of Rejoins</u>
I	Branch 024	Annapolis, MD	East Coast	44
II	Branch 097	Whidbey Island, WA	Northwest	31
III	Branch 293	Elizabeth City, NC	East Coast	20
IV	Branch 186	Hernando, FL	Southeast	7
V	Branch 247	Dagupan City, PI	Northwest	8

Congratulations to each branch for an outstanding effort to bring back previous members of the FRA. The checks will be distributed to the respective branch delegate or Regional President at the convention. This program will be repeated during the 2015-16 membership year.

**BRANCH DEVELOPMENT PROGRAM
(April 1 2014 - March 31, 2015)**

NEW BRANCHES CHARTERED

None chartered during this period.

THE CHARLES E. LOFGREN AWARD FOR BRANCHES

In accordance with Standing Rule 7(c) (1), the Charles E. Lofgren Award for Branches will be awarded to one branch in recognition of excellence in membership promotion in competition with the branches within the same group.

The Committee recommends the following branches be awarded the Captain's Desk Bell:

	<u>Branch</u>	<u>Location</u>	<u>% Gain</u>
Group I:	269	Goose Creek, SC	(6.64% gain/ 58 members)
Group II:	094	Corpus Christi, TX	(5.01% gain/18 members)
Group III:	None	None	None
Group IV:	090	Clark County, NV	(8.77% gain/10 members)
Group V:	013	Atlantic City, NJ	(40.32% gain/25 members)

THE CHARLES E. LOFGREN AWARD FOR INDIVIDUALS

In accordance with Standing Rule 7(c) (2), the Charles E. Lofgren Award for Individuals will be competitively awarded to one Shipmate from among the branches within each group. The determining criteria will be the FRA member who recruited the greatest number during the preceding April 1 – March 31 period.

The Committee recommends the following shipmates be awarded a Shore Station Wall Clock with engraved plate:

	<u>Name</u>	<u>Branch</u>	<u>No of Members Recruited</u>
Group I:	Julian Wynn	Branch 046 – Honolulu, HI	(52)
Group II:	Donald Larson	Branch 094 – Corpus Christi, TX	(18)
Group III:	Franklin C. Gates	Branch 293 – Elizabeth City, NC	(44)
Group IV:	Mark Melton	Branch 090 – Clark County, NV	(11)
Group V:	Robert J. Campbell	Atlantic City Branch 013	(35)

The Committee believes each person who recruits new, reinstated or rejoined members should be recognized by their branch and the Association for their hard work and dedication. This is accomplished through the Recruiting Awards programs where members who recruit others receive special commemorative pins. Overall, 3,151 new, reinstated, or rejoined members joined the FRA during the 2014-2015 recruiting period. This was a 9.45% increase from 2014.

The FRA partnered with Harris Connect a fund raising organization to develop a FRA Member Album highlighting our member's service in the USN, USMC, or USCG. Statistically, 28,809 members responded to the announcement about the album program by phone or internet, 10,971 purchased a product (e.g., book or CD) and 545 rejoined the FRA. The products will be shipped to the members on October 30. This program was very successful as a fund raising opportunity and membership enhancement. As a result of these additional members, the FRA experienced a gain in membership during the month of March 2015 of 18 members. Gaining and retaining members is a top priority for all.

THE ABRAHAM M. ROSENBERG MEMBERSHIP AWARD

In accordance with Standing Rule 7(c)(3), the Abraham M. Rosenberg Membership Trophy shall be awarded to one of the branches awarded The Charles E. Lofgren Branch Membership Award for outstanding membership promotion.

The Committee recommends Atlantic City Branch 013, Atlantic City, NJ with a recruiting gain of 40.32% as the overall winner from the five Membership Groups, to receive the Abraham M. Rosenberg Membership Plaque for excellence in Membership Promotion.

FRANK J. MCPHERSON MEMORIAL AWARD

In accordance with FRA Standing Rule 7(c)(4), Regional Presidents shall forward their region's nominee for the Frank J. McPherson Memorial Award, along with supporting documents, to the Chairman, National Committee on Membership and Retention at the conclusion of their Regional Convention, but not later than seven days prior to the convening of the National Convention.

Nominations for the Frank J. McPherson memorial Award were submitted by regions on behalf of the following shipmates:

<u>Nominee</u>	<u>Branch</u>	<u>Location</u>	<u>Region</u>
RPNW-Elect Julian J. Wynn	046	Honolulu, HI	Northwest
Shipmate Franklin C. Gates	293	Elizabeth City, NC	East Coast
Shipmate Richard Waltman	201	Austin, TX	South Central
Shipmate Rick Athenour	137	Minden, NV	West Coast
Shipmate Richard Priest	298	Grand Rapids, MI	North Central
Shipmate William Nixon	115	Lehigh Valley, PA	Northeast/New England
Shipmate Laurie A. Bailey	269	Goose Creek, SC	Southeast Region

The Committee reviewed nominations received for the Frank J. McPherson Memorial Award, which was established in 1991 to acknowledge one shipmate who exemplifies the three cardinal principles of the Fleet Reserve Association, especially in membership endeavors.

The award recipient of the Frank J. McPherson Memorial Award for 2014-15 is Shipmate: RPNW-Elect Julian J. Wynn, Branch 46 (Honolulu, Hawaii).

Shipmate National President, this concludes our report and on behalf of all the members of this Committee, we thank you for asking us to serve. I move to adopt this report and the recommendations contained therein.

In Loyalty, Protection, and Service,

PENNY COLLINS
Chairman