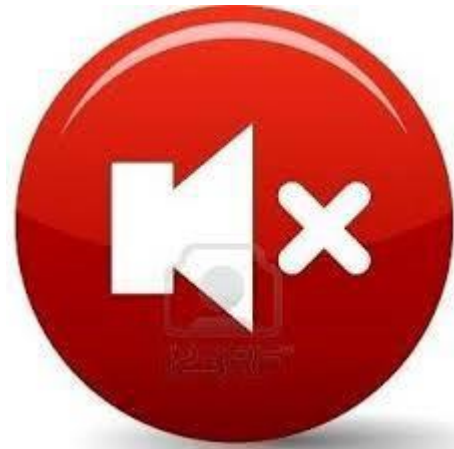


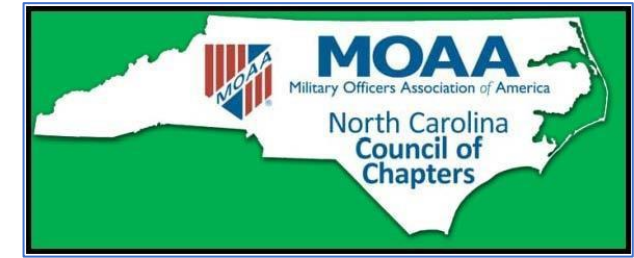
NCCOC Quarterly (Virtual) Meeting

18 September 2021



MUTING phones at this time for Presentation

Council Officers



President

COL Jim Brumit, USAR-Ret.



1st Vice President

COL Iggi Husar, USAR-Ret.



2nd Vice President

Lt. Col. Ed Brown, USAF-Ret



Secretary

Mrs. Sue Harris



Treasurer

CAPT Mike Covell, USN-Ret.



Surviving Spouse Liaison

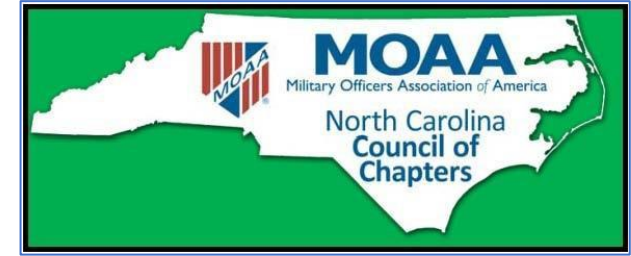
Dr. Vivianne Wersel



Immediate Past President

CAPT David Lee, USNR-Ret.

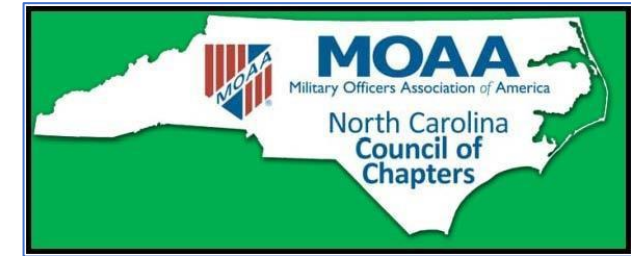
Roll Call and Determination of Quorum



NCCOC Secretary, Sue Harris (10 minutes)

- The Secretary will call the name of the NCCOC officers and represented Chapter Presidents

Agenda



CALL TO ORDER: Council President

ROLL CALL AND DETERMINATION OF A QUORUM: Secretary, Sue Harris (5 minutes)

The Secretary will call the name and chapter represented and the Council officers.

APPROVAL OF MINUTES: Secretary Sue Harris and President (**ACTION**) (1 minutes)

TREASURER'S REPORT: Treasurer/Assistant Treasurer (7 minutes)

Review Revenue & Expense Report and Financial Position Report

Compare 2020 budget vs. actual revenue and expenses for 2020

PRESENTATION OF AWARDS: President and awardees. (3 minutes)

NOMINATIONS COMMITTEE: CAPT (R) David Lee (3 minutes)

Present nominees and ask nominees to write a brief (less than one page) vitae

STATUS of COUNCIL GOALS/OBJECTIVES FOR 2021: (25 minutes)

ADVOCACY: COL (R) Iggi Husar, VP of Military and Veterans Affairs

(Handouts)

MEMBERSHIP GROWTH: LTC (R) Ed Brown, VP, Membership

(Handouts)

:SURVIVING SPOUSE: Vivianne Wersel, D.Aud.

(Handout)

NCCOC Objectives for 2021/2022

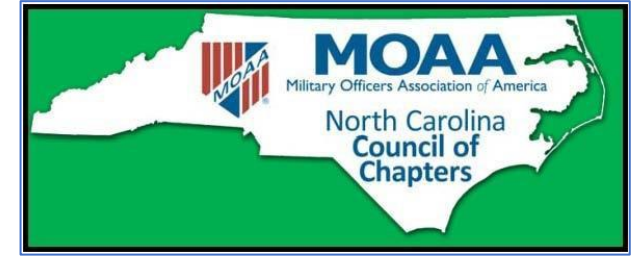
EVALUATE HOW NATIONAL MOAA AND NCCOC HAVE SUPPORTED YOUR CHAPTERS, The chapter presidents (10 minutes)

Have you, the chapter focused on the strategic plan of National MOAA and the goals and objectives of NCCOC?

DATES & EVENTS FOR YOUR CALENDARS:(5 minutes)

ADJOURNMENT: President

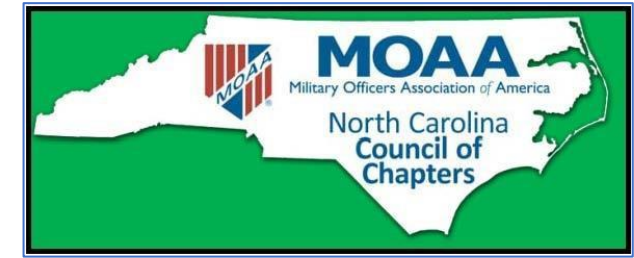
Approval of Minutes



Sue Harris and President (2 minutes) **ACTION**

- Review the minutes before the [5/15/21 meeting](#).

Treasurer's Report

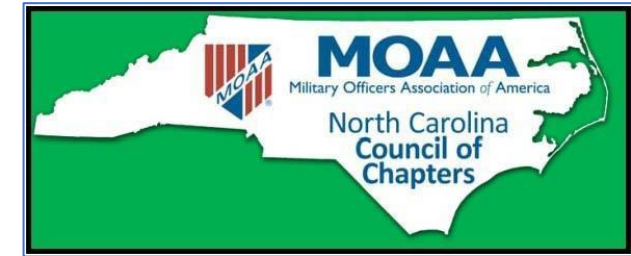


CAPT Mike Covell, USN (Ret) (5 minutes)

- Statement of Financial Position on 8/31/21
- Current Budget (Income through 9/5/21)
- Current Budget (Expenses through 9/5/21)

Treasurer's Report

Statement of Financial Position



Statement of Financial Position As of 8/31/21

ASSETS

• Current Assets	
○ Checking/Savings	
– Checking – BB&T	\$7,995.74
– Savings – Edward Jones	\$10,002.54
– Total Checking/Savings	\$17,998.28
– Accounts Receivable	0.00
<u>Total Current Assets</u>	<u>\$17,998.28</u>

LIABILITIES & EQUITIES

• Liabilities	
• Equities	\$0.00
<u>Total Liabilities and Equities</u>	<u>\$0.00</u>

Treasurer's Report

(Current Budget – Income)



Current Budget - Year to Date 1/1/2021 through 9/5/2021 Using NCCOC

Category	1/1/2021 Actual	- Budget	9/5/2021 Difference
INCOME	4,877.00	4,468.50	408.50
Cash Reserves	1,528.00	0.00	1,528.00
Chapter Dues	1,869.00	1,978.50	-109.50
Donation	500.00	0.00	500.00
Interest Income	0.00	10.00	-10.00
Mercer Ad Incentive	0.00	100.00	-100.00
MOAA President Travel	0.00	1,150.00	-1,150.00
MOAA Virtual Meeting Support	180.00	180.00	0.00
National MOAA Recruiting Award	0.00	250.00	-250.00
USAA Grant	800.00	800.00	0.00
Other Income (Business)	0.00	0.00	0.00

Treasurer's Report

(Current Budget - Expenses)

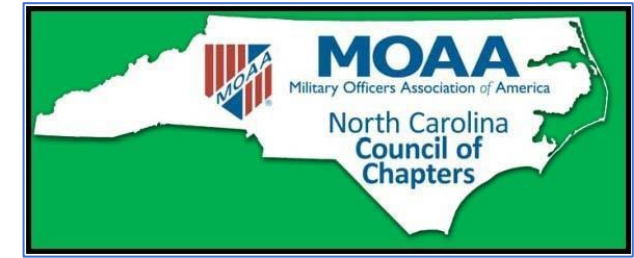


Current Budget - Year to Date 1/1/2021 through 9/5/2021 Using NCCOC

Category	1/1/2021 Actual	- Budget	9/5/2021 Difference
EXPENSES	1,145.20	5,097.00	3,951.80
Admin Expense	538.20	1,840.00	1,301.80
Equipment Expense	0.00	100.00	100.00
Insurance	323.20	330.00	6.80
NCCOC President Travel	0.00	1,150.00	1,150.00
Postage, Mailing, Printing	55.00	100.00	45.00
Web Hosting	160.00	160.00	0.00
Donations, Dues	150.00	550.00	400.00
NC Vets Council	150.00	200.00	50.00
Other donations	0.00	100.00	100.00
USO of North Carolina	0.00	250.00	250.00
Other Donations, Dues	0.00	0.00	0.00
NCCOC Expense	457.00	2,707.00	2,250.00
Council Meetings	0.00	800.00	800.00
Council Virtual Meetings	0.00	180.00	180.00
LLC Registration	127.00	127.00	0.00
New Membership Incentives	330.00	1,600.00	1,270.00
Satellite Creation	0.00	0.00	0.00
Net Difference:	3,731.80	-628.50	4,360.30

North Carolina Council of Chapters

Nominating Committee Report

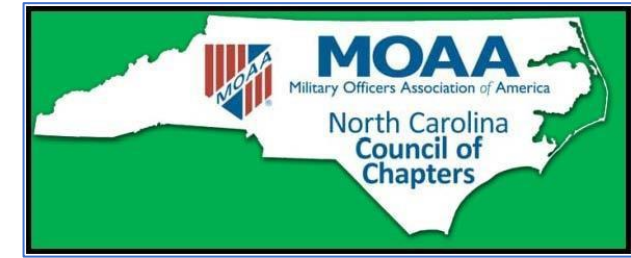


The report Nominating Committee Report with the Slate of Officers for 2022-2023 is presented by CAPT David Lee, USNR

- CW 4 Jay Garbus, Charlotte-Metrolina Chapter - President
- CDR Ken Klassen, SENCLAND Chapter – 1st Vice President
- LCDR Mark Sandvigen, Coastal Carolina Chapter – 2nd Vice President

STATUS of GOALS/OBJECTIVES

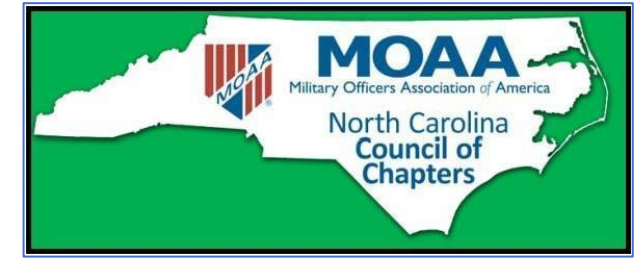
2021



- ADVOCACY – COL IGGI HUSAR, USA (Ret.)
- MEMBERSHIP GROWTH – LT. COL. ED BROWN, USAF (Ret.)
- SURVIVING SPOUSE – DR. VIVIANNE WERSEL, D. Aud.

Legislative/Veterans Affairs

(2021-2022 Legislative Priorities)



COL Iggi Husar, USA (Ret), 1st VP

- NC MOAA Legislative Goal- Elevate the Standing of North Carolina as a Military Friendly State
- Legislative Resources- Council, Chapter Legislative Chairs and Teams
- MOAA Advocacy in Action 2021-Three Objectives (Handout)
- DSLO Key Issues 2021 (Handout)



Legislative/Veterans Affairs

(2021-2022 Legislative Accomplishments)



- Senate Resolution 328-[Confirm Lt. Gen. Walter Gaskin/Sec. DMVA.](#) Status-Adopted 3/30/2021
- H224/S173-[Occupational Therapy Interstate Compact.](#) Status-Signed by Governor 6/11/2021
- H297-[DMV Deployed Armed Forces Exemptions.](#) Status-Signed by Governor 7/22/2021



Legislative/Veterans Affairs

(2021-2022 Legislative Action Pending)



- H83-[Eliminate Income Tax for Military Retirees](#): Status-Ref To Comm On Rules and Operations of the Senate on 6/21/2021
- S105-2021 Appropriations Act: Status-Senate Conferees Appointed 8/17/2021. House Conferees Appointed 8/18/2021



MOAA'S TOP 3 Legislative Goals



Toxic Exposure TEAM Act

- Increase reporting, transparency, and oversight of established presumptives and special interest conditions.
- Affects not only servicemembers — direct impact to families and caregivers.

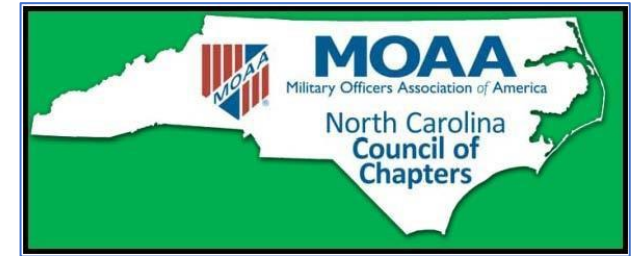
Tricare Young Adult

- Disparity between commercial health care plans that cover adult children to age 26 TRICARE
- Making TrICARE healthcare affordable

Basic Needs Allowance

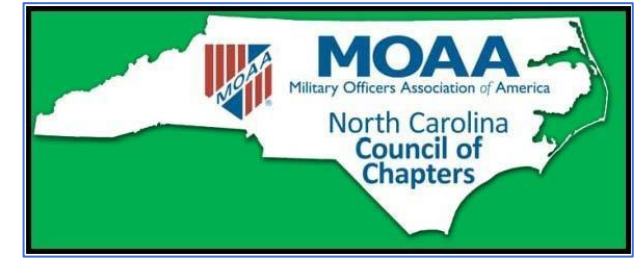
- Provide \$\$\$ supplement to those service members meeting financial criteria below 130% of the federal poverty line

DSLO Key Issues 2021



- Enhanced Military Spouse License Portability
- Military Spouse Occupational Licensure
- Licensing Compacts
- Military Spouse Teacher Certification
- Purple Star School Program
- Advance Enrollment
- Virtual School Enrollment
- In-State Tuition Continuity
- Child Abuse and Neglect Identification and Reporting
- Ask the Question Campaign

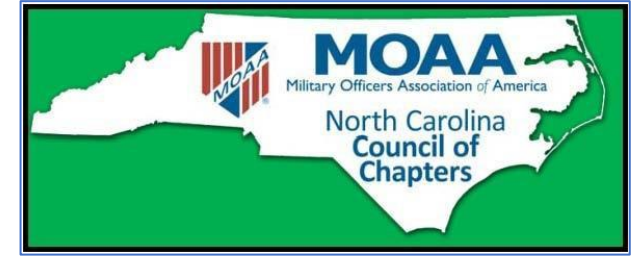
About the Defense - State Liaison Office



The Defense-State Liaison Office works to provide state policymakers with expert insight on issues affecting military families and their quality of life. This initiative is part of the Department of Defense's efforts to identify and address the most pressing needs of service members and military families - offering a trusted resource, reliable information and research, knowledge of policies and processes, and assistance with legislation at the state level.

Link: <https://statepolicy.militaryonesource.mil/about>

Membership/Retention (2021 Objective)



Lt. Col. Ed Brown, USAF (Ret), 2nd VP

- NCCOC Annual Goals
- Quarterly Membership Summary
- NCCOC/National Incentive Programs

Membership/Retention

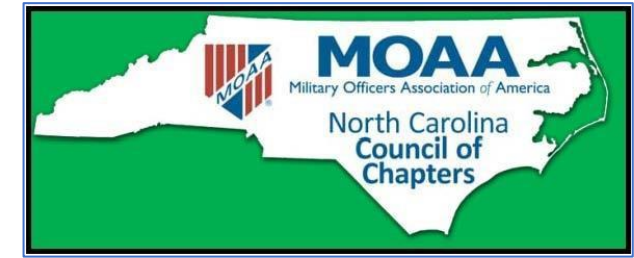
NCCOC Membership Goals - FY 2021



- **Goal:** Eleven (11) 100% National Membership Chapters
 - Currently, nine of fourteen NC chapters have 100% of their membership who are National MOAA members
 - Need two(2) more chapters to meet our goal
- **Goal:** Decrease CM non-National Membership by 50%
 - January 1, 2021, we had 86 non-National members in our CMs. As of August 31, 2021, we have **20**. We reclaimed 66 members
 - January 1, 2020, we had 232 non-National members in our CMs. Our actions during the past 18 months have reclaimed 212 members
- **Goal:** Add 200 new members by December 31, 2021
 - As of August 31, 2021, we have added **104** new members
- **Goal:** Add Five new Satellites by December 31, 2021
 - One Satellite established- Goldsboro
 - Satellites establishment ongoing-pending COVID restrictions

Membership/Retention

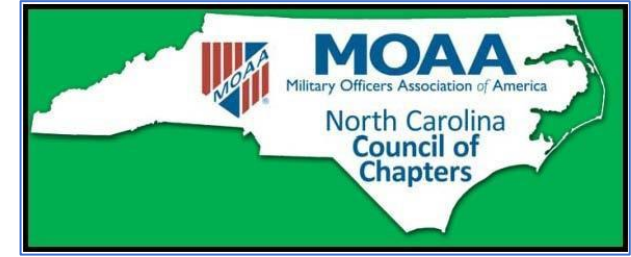
NCCOC Membership Incentive Program



- Chapters receive \$10 for each new member for new members totaling less than 25% of their total membership
 - Ten Chapters recruited less than 25% of total membership
- Chapters receive \$15 for each new member for all new members when the new members total 25% or more of their total membership.
 - Coastal Carolina and First Flight recruited more than 25%

Membership/Retention

Annual Recruiting Incentive (Premium and Life)



- Chapters will earn \$15 for every incentive-qualified PREMIUM member, and \$30 for every incentive qualified LIFE member who is new or upgrades membership level during the calendar year.
- An incentive-qualified member is one who has NOT been a national MOAA member in the preceding three years (except in the case of upgrades).
- Incentives will be paid by EFT in January of 2022.

Membership/Retention

MOAA 2021 Quarterly Incentives

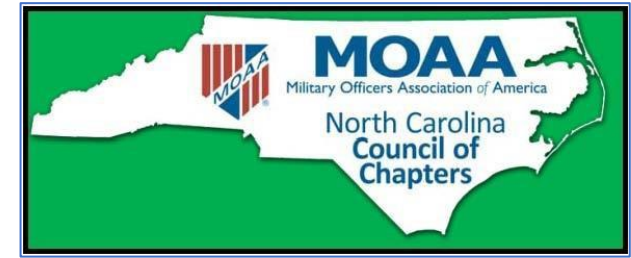


- Chapters will receive a \$50 bonus for that quarter if they are using the following tools/resources by the last day of the quarter as follows:
 - 3rd quarter, July 1- September 30: New Association Management System implementation, details TBD.
- 4th quarter, October 1 – December 31: Chapter held an event (may be virtual) sometime during the year to increase community awareness of the chapter AND reports it on a Levels of Excellence (LOE) submission in 2022. Examples are Chapter events such as “*Meet and Greet*s” and socials for Satellite establishment/expansion qualify.
- Reminders and instructions to submit information, where required, will be sent prior to award determination.

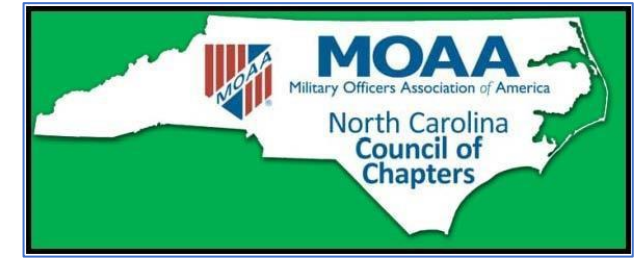
Membership/Retention

5 Star LOE Awardees

- ✓ North Carolina Council of Chapters
- ✓ Cape Fear Chapter (NC00)
- ✓ Coastal Carolina Chapter (NC01)
- ✓ Charlotte-Metrolina Chapter (NC04)
- ✓ Southeastern Chapter (NC07)
- ✓ Tarheel Central Chapter (NC08)
- ✓ Triangle Chapter (NC09)
- ✓ Western Chapter (NC10)
- ✓ New River Chapter (NC22)



NC MOAA Surviving Spouses Liaisons

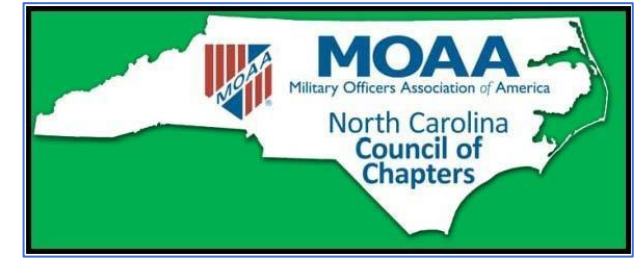


- **Dr. Vivianne Cisneros Wersel**
- MOAA Surviving Spouses Advisory Council
- NC MOAA Surviving Spouses Liaison Lead
- WNC MOAA Legislative Chair (Federal)

- Viwersel@yahoo.com
- (252) 646-2678

GOAL

Surviving Spouse Liaison

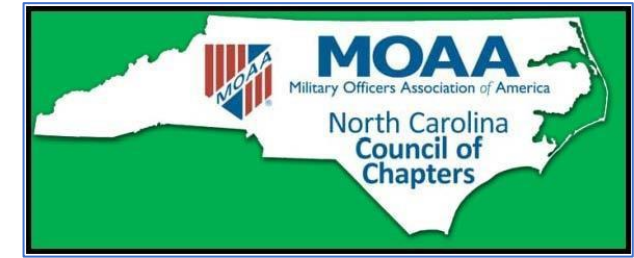


- **Who?** All NC MOAA chapters
- **What?** Will identify a Surviving Spouse Liaison for their CHAPTER
- **How?** Reaching out via email/newsletter to chapter members
- **When?** By January 2022
- Compliance level 95%



GOAL

Surviving Spouse Liaison



- Who? SS Liaison Lead
- What? Communicate Quarterly. Must produce 4 short newsletters in one calendar year.
- How? SS Liaison Lead will send to SS Liaisons via email/newsletter updates, and fact sheets to be disseminated to their chapters
- When? By January 2023
- Compliance level? 100%



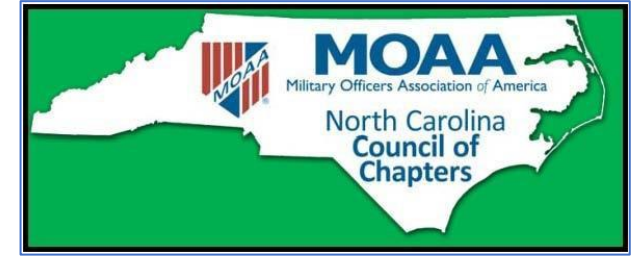
GOAL

Surviving Spouse Liaison



- **Who?** SS Liaison
- **What?** Increase SS membership
- **How?** SS Liaison reaching out via email/newsletter to educated SS of existing MOAA SS group
- **When?** By April 2021
- **Compliance level?** 80%





Who can be a Surviving Spouse Liaison?



- Any member — male or female — or a spouse can be appointed to the position
- Does not have to be a surviving spouse
- Councils & Chapters receive 10 points on their LOEs for appointing a surviving spouse liaison with an email address and the name is in the data base.

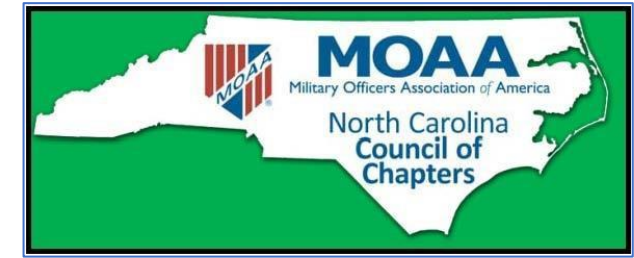
Council & Chapter Support



Encourage	Encourage participation within the chapter
Apply	Apply for chapter/council board
Solicit	Solicit input to design programs of interest
Volunteer	Volunteer for leadership positions
Incorporate	Incorporate Surviving Spouses in all aspects of chapter management
Take	Take charge! Design. Develop. Direct A Special Project!

National MOAA Workshop

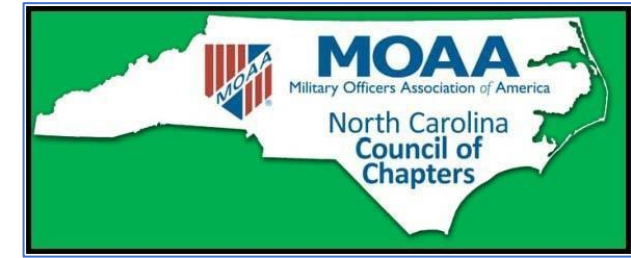
Takeaways



- Ideas for attracting younger demographics:
 - Use Instagram, LinkedIn, and Facebook because this technology are preferred communications channels for younger members.
 - Younger generation wants to DO something; make a difference.
 - Provide local family focused events such as picnics at public parks on weekend afternoons.
 - Lunch time meetings are problematic for younger members.
- Know your mission statement.
 - When talking to prospective chapter members be inviting and welcoming.
 - Provide short statement to describe MOAA and your chapter to generate interest.
- Have an active awards/ recognition program.
- Promote leader succession plan, and develop an SOP to provide easier transition for new leadership.
- Promote a relatable and welcoming atmosphere for chapter members.
- Include spouses and Surviving Spouses in activities.
- Consider joint meetings with other local veteran organizations.

National MOAA Workshop

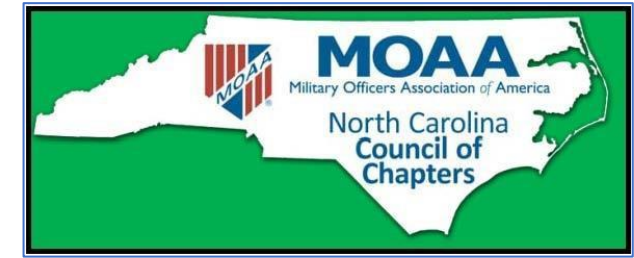
Takeaways (cont.)



- Work with older members to help them feel more comfortable.
 - Invite kids and grandkids to MOAA meetings to help with technology.
 - Offer ridesharing to help members who aren't comfortable driving at night or driving significant distances from home.
 - Provide support to help older members feel comfortable with email, etc.
- Take advantage of the tools provided by MOAA.
 - Remind members to check their MOAA account profile to make sure their contact information is accurate on the CM.
 - Use MOAA's email blasts to announce meetings and special events. Just complete the template provided on the MOAA website.
 - Follow-up with outreach efforts using the NRT.
- 10) Encourage special interest groups within the chapter with someone leading the group.
 - Golf
 - Military History
 - Special food groups: breakfast/lunch/dinner bunch
- Conduct ribbon cutting events for restarting in person meetings.
- Call members from time to time just to let them know we are here.

National MOAA Workshop

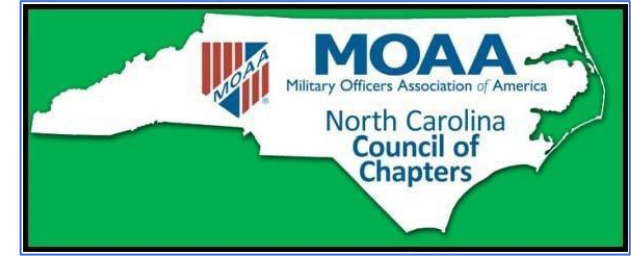
more Takeaways



- Event was well run, complete with reminders of the meeting arriving in e-mail for two days prior to the event.
- During the event, Veronica was adding comments with links to supporting resources that were being spoken about – an outstanding and very beneficial action. Whoever thought of that should definitely be commended – this clearly belongs in the Best Practices category!
- Introduction to the “White Paper” – didn’t know of this publication. It seems like a great tool for a chapter that doesn't have a newsletter as it has prompts for the editor to personalize to the chapter’s identification and to add their own chapter stories while giving a few complete stories with great, useful info.
- Also stated that others could cut and paste the stories to add to a chapter’s newsletter if you already had one.
- Glad for clarification on the chapter dues vouchers for new National members...knew the process existed, but was unclear of how it works.

National MOAA Workshop

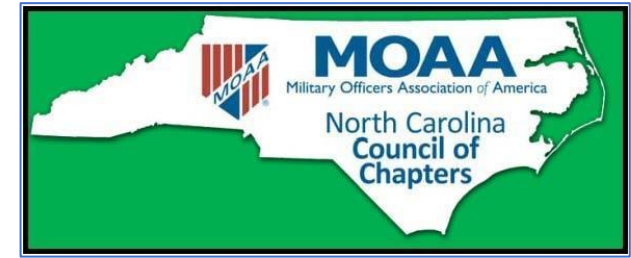
More Takeaways (cont.)



- Suggestion for improvement
 - Thought we were going to be introduced to the new NRT replacement system, and was disappointed that we did not get to see it. I like the NRT, and eagerly await what MOAA National sees as an improvement!
- Comments specific to NCCOC – Council does an excellent job of getting information out to the chapter leadership, whether it is NC news or something that has filtered down from MOAA National. How the chapters use that information is up to the chapters, but the NCCOC bends over backwards to get the information out. Kudos to all involved.

National MOAA and NCCOC

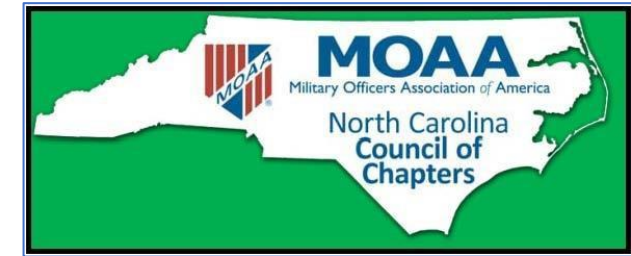
Evaluation by Chapters



The following information will be provided for Council and Chapters as takeaways from evaluation recently conducted by the NCCOC.

Upon the completion of discussion about this topic, bullets will be added to the slide deck and shared with participants for utilization at their respective chapters.

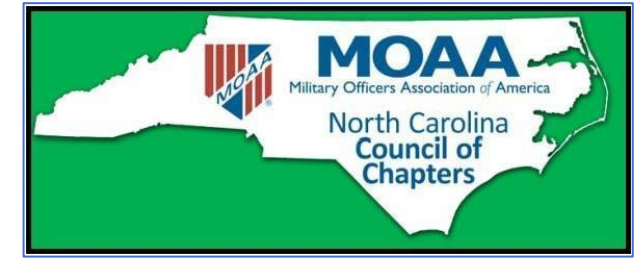
DATES & EVENTS



- Apply for USAA \$300.00.
- New Association Management System implementation details TBD: September 17/18, 2021
- Monthly chapter leader virtual roundtable: Recruiting (7 p.m. Eastern): 30 September 2021
- Annual National Meeting of the Membership/LOE Awards Ceremony, 15/16 October 2021 (2020 year chapter presidents are invited)
- Chapter held an event (may be virtual) sometime during the year to increase community awareness of the chapter AND reports it on a Levels of Excellence (LOE) submission in 2022.
- Monthly chapter leader virtual roundtable: Retention and Succession Planning (7 p.m. Eastern) 28 October 2021
- Scholarship Application Period Begins , 1 November 2021 NCCOC annual meeting 12, 13 November 2021, Location TBD
- Monthly chapter leader virtual roundtable: Community Outreach Grants and Sponsorships (7 p.m. Eastern), 18 November 2021
- Community Outreach Sponsorship Program opens, 1 December 2021
- Community Outreach Grant Application opens, 1 December 2021
- Monthly chapter leader virtual roundtable: Incorporation, Tax Status, and Liability Insurance (7 p.m. Eastern) 30 December 2021
- Chapter Reports due 31 January 2022 based activities from 1 July 2021 to 31 December 31, 2021
- Dues are due to NCCOC treasurer by 31 January, 2022
- COL Marvin J. Harris Communications Awards due 1 February 2022
- National MOAA Workshop, August 2022, Hilton, 3415 Wake Forest Rd., Raleigh, NC

ADJOURNMENT

Next Meeting Date



- Friday night, November 12th and Saturday morning November 13th , 2021
- Location/Format: TBD

