

Meeting Announcement:

The Graybeards Magazine, July/August, 2016

Place of Announced Meeting:

Gold Coast Hotel and Casino, 4000 West Flamingo Road, Las Vegas, NV 89103

Announced period of meeting:

October 10, 2016 – 0800 – 1130

Call to Order:

Thomas W. Stevens, President at 0800

Pledge of Allegiance:

Bill Burns, Judge Advocate

Invocation:

Jim Fisher, Executive Director

Adopt Agenda:

■ President Stevens called for a motion to approve the meeting agenda. Upon motion by Director Dappen, seconded by Director McCarthy, the agenda was approved.

Roll Call:

Secretary Ewing called the roll:

KWVA Board Members:

President, Thomas Stevens	Present
First Vice President, Warren Wiedhahn	Present
Second Vice President, Jeffrey Brodeur	Present
Executive Director, James R. Fisher	Present
Secretary, Lewis M. Ewing	Present
Treasurer, Charles T. Gregg	Present
Director, Roy E. Aldridge	Present
Director, Albert H. McCarthy	Present
Director, Thomas M. McHugh	Present
Director, L. T. Whitmore	Present
Director, Narce Caliva	Present
Director, Robert F. Fitts	Present
Director, J. Fred Ragusa	Absent
Director, Lewis Vaughn	Present
Director, George Bruzgis	Absent
Director, David. J. Clark	Present
Director, Paul Cunningham	Present
Director, Luther Dappen	Present

KWVA Staff:

Senior Advisor, Larry Kinard	Present
Chaplain, John W. (Jack) Keep	Absent
Judge Advocate, William Burns	Present
Assistant Secretary, Jacob Feaster	Absent
Webmaster, Jim Doppelhammer	Present
KWVA Liaison to Korea, Jongwoo Han	Present
Recorder: Depo Internat'l Serv., Joanne Williams	Present

Action on Absentees:

■ President Stevens asked for a motion to excuse:

• Director J. Fred Ragusa – Absent due to wife’s serious medical problem.

§ Upon motion by Director Aldridge, seconded by Director McHugh, Director Ragusa was granted an excused absence.

• Director George Bruzgis – Absent due to the fact he is facing some serious surgery and his doctor would not grant him permission to travel.

§ Upon motion by First Vice President Wiedhahn, seconded by Director Aldridge, Director Bruzgis was granted an excused absence.

Declaration of a Quorum:

■ Secretary Ewing reported that a quorum was present.

Rules of Decorum and Debate:

■ President Stevens reviewed the KWVA Rules of Decorum and Debate which outlines acceptable conduct by all in attendance at the meeting.

Approval of the Minutes of July 26, 2016 Board of Directors meeting:

■ President Stevens called for a motion to approve the minutes of the July 26, 2016 Board of Directors meeting. Upon motion by Director Vaughn, seconded by Director Aldridge, the motion was approved.

President’s Report:

■ President Stevens stated that he was happy to report that we have two new Chapters – one in Arizona and one in Las Vegas. Three members of the Las Vegas Chapter were present, Chuck Johnson, Commander, Fidel Diaz, Treasurer, and Larry Bacon, Adjutant.

■ He reported that we have received three significant contributions recently

§ \$5,000 from a Mr. Kim

§ 100 shares of Exxon Mobil stock valued at \$8,938 from Mr. Greg Frost to help support the 2017 Veterans Day program

§ \$1,840 from the 772nd Military Police Association that disbanded due to the age and health of their members.

■ President Stevens stated that he was pleased to have Past President Larry Kinard available to “keep me on the straight and narrow” while serving as our Senior Advisor.

Executive Director’s Report:

■ Executive Director Jim Fisher stated that the past year had been a very busy year! He was proud to say that the Korean War Veterans Association has gained a lot of notoriety not only in Washington, DC but across the country.

• We ae getting requests daily from different organizations to have Korean War veterans come speak and to attend different functions in Washington, DC. This is helping our cause, because we are getting recognized, which we deserve.

§ If any of you know of a Korean War veteran who is a good speaker and is willing to speak to organizations on behalf of the

LEGEND: ■ = NEW AGENDA ITEM; ● = NEW TOPIC/SPEAKER; § IMPORTANT POINT

KWVA, please let Jim know.

- On November 10, 2016 we will hold a Farewell Dinner for Gen. and Mrs. Shin to thank them for their support of our KWVA while he has served as the Defense Attaché at the Republic of Korea Embassy. Also to be recognized at that dinner will be Col. Bill Weber, Chairman of the Korean War Memorial Foundation, who will be celebrating his 93rd birthday on November 10th.
- On November 11th we will participate in the Veterans Day Program at Arlington National Cemetery and a wreath laying ceremony at our Korean War Memorial in Washington.
- In 2017, the KWVA will be in charge of the Veterans Day program in Washington. Director Cunningham will chair this program for the KWVA.
- Next year's Annual Meeting will be held in Norfolk, VA and planning is well underway.
- The Embassy got behind in issuing the Ambassador for Peace Medals for a couple of reasons, but things are now back on track and they are making good progress in processing the applications and hopefully cutting down on the waiting time to receive the medal.
- Jim also thanked the members of the Tibor Rubin Chapter #329 here in Las Vegas for all their hard work and assistance with the planning and coordination of the events associated with this year's Annual Meeting. Their help was invaluable!

Revisit Korea Program:

- First Vice President Warren Wiedhahn reported that the Revisit Program, which started in 1975, is a function of the Republic of Korea government.
- The National Assembly approves and pays for the tours and it is administered by MPVA chaired by Minister Park.
- This year they expanded the program to include Korean Defense Veterans and the program will continue into 2017.

Treasurer's Report:

- Treasurer Tom Gregg stated that he is a CPA and has been our Treasurer for three years.
- Franklin and Vaughn, a firm in Charleston, IL, is our Independent CPA firm and our accounting is done by Sager Financial Services in Charleston.
- Tom reviewed the Directors reimbursement of expenses policy with the Directors. He reported that, to date, eight Chapters have been approved to fall under the KWVA IRS tax exempt umbrella, which saves each Chapter approximately \$750 in filing fees.
- He also reported that our Assistant Treasurer, Richard Vaughn, had passed away and we are in need of a new Assistant Treasurer. He reported that for the calendar year 2015 we experienced a net loss of \$8,900.
- Treasurer Gregg reviewed in detail the July 31, 2017 budget.
- Following discussion, upon motion by Director McHugh, Chairman of the Fund Raising Committee, seconded by

Director Dappen, the budgeted income from our Fund Raiser was increased from \$50,000 to \$70,000.

- Following adjustments for the \$25,000 donated to the Wall of Remembrance and \$1,000 donated to the U S Army Museum at Fort Belvoir, upon motion by Director McHugh, seconded by Director Cunningham, the original budget submitted by Treasurer Gregg was approved.

Guest Speakers:

–Mr. Ray Amerlio, The Storyline Group

- President Stevens introduced Mr. Ray Amerlio, who is working with The Storyline Group in Atlanta to write a book entitled: *Doc Amerlio's The Lighter Side of War*, in which he is trying to capture the funny stories that veterans have from all of the wars. He served as a Corpsman during the Vietnam War and he realizes, that even in those situations, the men had some funny stories to tell.

- The book will be a coffee table book with a lot of stories and pictures. He is not seeking financial support from the veterans organizations, but is asking us to help make our Korean War veterans aware of his project and encourage them to submit stories and pictures. He will be seeking corporate sponsors to fund the project.

- If a corporate sponsor donates \$10,000 to the project, a VSO of their choice will receive 25% (\$2,500) of their donation. Each VSO will have a page in the book to promote its organization, plus each VSO will receive 250 free copies of the book.

- Any stories that are submitted that are not selected for the book will appear on their website.

§ Following a brief discussion, upon motion by Director Aldridge, seconded by Director Dappen, the Board voted for the KWVA to be a non-financial supporter of this project.

–Ms. Mary Chaney, Troy Strategies

- At our July 2016 the Board of Directors discussed what we could do to enhance our visibility through the use of social media. Executive Director Fisher and Director Clark were asked to explore the issue to determine if there was any outside help available to assist us. They met with Ms. Mary Chaney, who is with Troy Strategies, and invited her to make a proposal to the Board at this meeting.

- Ms. Chaney stated that she was invited to give us some sort of feedback and ideas on ways to move forward that can increase the group's visibility as well as hopefully increase our membership. She suggested three steps that we should take:

§ updating our existing online presence

§ creating a social media presence

§ going after new members in a very targeted way, which would help with our large and small dollar fund raising

- There is a lot of really good content on our website, but it really needs to be updated and organized and made easier to find, basically just streamline the whole process.

- We need to simplify the new member application process and

create an online store and a video to run on Facebook or on our Website promoting the KWVA.

- Social media has been a very valuable tool, with over one billion hits daily, historically primarily by our young people, although that trend is changing now with people in their 40s – 60s beginning to use it. The same is true with Twitter.

- We need to develop and manage our social media presence. We can use it to direct people to our web page and then track people who are interested in veterans organizations – people who could be members of the KWVA, namely Korean War Veterans and Korean Defense Veterans.

- *The Graybeards* magazine is a great magazine. However, people the age of our Defense Veterans do not read magazines; they use social media.

- She suggested that we form a couple of focus groups to contact Korean Defense Veterans and ask them what we should do to attract them to the KWVA. They are harder eggs to crack; they typically are not joiners so they have to have a really compelling reason to join. We need to figure out how to give them what it is that they want.

- And then fund raising.

- There's lots you can do with fundraising: online, small dollar, email.

- Having a store is a great way to raise money.

- Fundraising campaigns where you offer a small gift for a donation are overused, but effective.

- Having a concrete purpose for the fundraising program, such as supporting the Honor Flights, will work.

- Working with another group where we make contacts using their email list works also. They would get the bulk of the money that comes in, but we get all the names and emails of everyone who donated so we can use that list and go back to them again later.

§ The same applies to seeking large money from corporations. However, having a personal relationship is helpful when seeking big money, so we need to identify KWVA members who know key players in a corporation.

§ Again, keep in mind that it is easier to raise money for a specific cause than it is to ask for funds to support the General Fund.

- Ms. Chaney presented a proposed minimum annual budget of \$100,000 that possibly could increase up to \$200,000, plus a monthly fee of \$3,000 to provide a comprehensive program that would incorporate the three major areas of concentration:

- § updating our existing online presence

- § creating a social media presence

- § developing a fund raising strategy

- She could not guarantee that her proposed program would be successful in accomplishing our desired results.

- Both Executive Director Fisher and Director Clark spoke, thanking Ms. Chaney for her presentation and acknowledging that, even though she was giving us a discounted rate, this pro-

gram was very costly, especially considering the fact that there is no guarantee that it will work.

- We do, however, recognize that we need to do something or else we are just going to fade away.

- In response to a question by Director Vaughn, Ms. Chaney stated that within three to four years, just the fundraising part could be throwing off a couple of hundred thousand dollars in income to our Association per year.

- A lengthy discussion followed including reports about:

- § what we have done to attract new members

- § the need to pursue more Associate Members in addition to Korean War and Korean Defense veterans

- § the need to protect our 501 (c) (19) tax-exempt status with the IRS

- § the unknown effect on the KWVA from the newly proposed Korean Veterans Association headed by General Sharp and General Shin

- § the suggestion that our current Webmaster, Jim Doppelhammer, if given the time and resources, could update our Website and create a Facebook account

- Acknowledging that this question is too complex to attempt to arrive at a rational decision today, President Stevens stated, "We have heard the arguments pro and con. I think it is the consensus that this is a huge decision if we are to go that route or some scaled-down version of that route.

"Let's put this whole thing on the back burner for the time being, with it resting in the lap of Director Clark to bring forth at the next meeting or sometime between now and then, some sort of proposal so that we can access social media and perhaps even approve via the website additional cost in your office, Jim, to update the website."

- President Stevens asked Director Clark and Webmaster Jim Doppelhammer to determine what it would cost for Jim to rework our website and create a Facebook page. They are to submit their findings to the Board at the next meeting, or sooner, if possible.

–Mr. Chris McCullough – PCI

- Mr. McCullough represents PCI (company name was Harris Connect), the company that produced our 2014 membership directory.

- He suggested that it was time to do a renewal of the member directory to be available in late 2017.

§ It is a no cost project for the KWVA that has an opportunity to raise a significant amount of non-dues revenue through the sale of the books.

§ It will require a limited time commitment from some members of the KWVA staff to submit the data base to PCI, plus providing some written material to be included in the book.

§ Another advantage is that it will assist us with updating our member information.

- Upon motion by First Vice President Wiedhahn, seconded by Director Vaughn, the Board voted to support the publication of a

2017 KWVA Membership Directory by PCI.

Old Business:

■ Donation to U.S. Army Museum

• At our Board of Directors meeting held in Arlington, VA on July 26, 2016, the Board authorized a donation from the KWVA to the U.S. Army Museum to be built at Fort Belvoir, VA. However, no specific contribution was included in the approval.

• Upon motion by First Vice President Wiedhahn, seconded by Director Whitmore, the Board approved a donation to the U.S. Army Museum of \$1,000.

■ Coalition of Korean War and Cold War Families of the Missing

• At our Board of Directors meeting held in Arlington, VA on July 26, 2016, the Board voted to table for further information a request from the Coalition of Korean War and Cold War Families of the Missing for the KWVA to support a House Resolution for the U.S. government to resume talks with the Democratic People's Republic of Korea. No action was taken on this matter between Board meetings, so President Stevens elected to refer this request to our POW/MIA Coordinator, Mr. Bruce "Rocky" Harder, to review it and get back to the Board with a recommendation.

New Business:

■ *The Graybeards* Editor:

• President Stevens announced that the editor of *The Graybeards* magazine, Mr. Art Sharp, has submitted his resignation as editor to become effective after editing the March/April 2017 issue of the magazine.

• Discussion ensued regarding the proper procedure to follow in selecting a replacement for Art – what the qualifications are and proper compensation for the position, etc.

• President Stevens did report that, to date, he has received resumes from two candidates. The Board gave the Executive Committee the authority to identify and employ a suitable candidate to fill the position of editor of *The Graybeards* magazine.

■ KWVA Alternative Patch:

• Bylaws Committee Chairman Director Caliva introduced a request submitted by 2nd Vice President Jeff Brodeur changing the wording in the KWVA alternate patch from Korea War and Korea SERVICE Veterans to Korea War and Korea DEFENSE Veterans.

• Upon motion by Director Caliva, seconded by Director McHugh, the change in the wording was approved on a vote of 10 yes, two no, and two abstentions.

Army Times Advertisements:

■ Bylaws Committee Chairman Director Caliva introduced a request submitted by Director McCarthy

§ requesting the Membership Committee investigate the cost of a weekly ad in the Army Times

§ developing appropriate language and visuals for such ad

§ maintaining effectively a budget of no more than \$2,000 over the next 12 months for this ad campaign

■ Following discussion led by Director and Membership

Committee Chairman Clark, the language in the original motion was revised to include, in addition to the Army Times, the Air Force Times, the Navy and Marines Times.

■ Upon motion by Director Caliva, seconded by Director Fitts, the revised motion was approved.

Regular Membership for KATUSAs and United Nation Forces:

■ Bylaws Committee Chairman Director Caliva stated that at the July 26, 2016 Board meeting the Board approved a motion instructing the Bylaws Committee to review the eligibility qualifications to award regular membership status to KATUSAs and members of the Armed Forces of UN member nations who served in Korea and have become US citizens.

• The Bylaws Committee's findings were that our federal and KWVA charters and other pertinent information prohibit members of the United Nations forces from regular membership in the KWVA.

• On behalf of the Bylaws Committee, Director Caliva moved that the matter be an agenda item for further discussion and disposition at a forthcoming meeting. The motion died due to the lack of a second.

Regular Membership for KATUSAs:

■ Bylaws Committee Chairman Director Caliva moved that Bylaw ARTICLE I, MEMBERSHIP, Section 1, Qualification of Members, A. Regular Members, 1. Service in the United States Armed Forces, be amended by adding paragraph c. Said service was as a member of Korean Augmentation to the United States Army (KATUSA) at any time September 3, 1945 to Present, who has become a citizen of the United States of America.

■ The motion was seconded by Director McCarthy. Following discussion, the motion was approved with 10 members voting yes, no one voting no, with four abstentions.

Dues:

■ Bylaws Committee Chairman Director Caliva, in an effort to clarify some confusing language in the Bylaws, proposed a revision to ARTICLE 1, MEMBERSHIP, Section 3. Dues. to read: The Board of Directors may, with a vote of two-thirds (2/3) of the Board, adjust the dues.

■ Upon motion by Director Caliva, seconded by Director Whitmore, the motion was approved. (It is important to note that this is a "housekeeping amendment" only and no change to the dues structure is anticipated.)

Board of Directors and Annual Meeting Dates:

■ Director McHugh made a motion to eliminate any National Board of Directors and National Membership Meetings during the first fifteen (15) days of October during any year.

§ The motion was seconded by Director Dappen.

• The reason for the proposal was to avoid conflicting with the New Jersey Four-County Veterans Council Meeting with the Deputy Commission of Veterans Affairs and the Civil War Weapons competition held the first two weeks of October each year.

• Following lengthy discussion, the motion was defeated on a

vote of two in favor, nine against and three abstentions, since the Board felt that the current Board should not obligate future Boards regarding procedural matters.

■ Director McHugh next presented an alternate motion to have Board approval on the proposed dates of a National Membership meeting beginning with the 2019 meeting.

§ Upon motion by Director McHugh, seconded by Director Aldridge, the motion passed.

§ Director McHugh agreed to draft the required language to include the above motion in our Bylaws.

KWVA Celebrity Spokesperson:

Executive Director Fisher stated that as part of our long-term strategy, it would be beneficial to the KWVA if we could identify a person who was well-recognized and well-respected to serve as a Celebrity Spokesperson for our Association to help us promote the KWVA through the use of Public Service Announcements (PSAs) on both radio and television.

• A well-known spokesperson could assist with the fund raising necessary to build The Wall of Remembrance at our Korean War Memorial in Washington, DC, plus assist us by letting people know that a Korean War Veterans Association exists and encourage them to join the Association.

■ The Board agreed with the suggestion and asked Executive Director Fisher pursue the matter and report back to the Board when appropriate.

Wall of Remembrance Donation:

■ Upon motion by Second Vice President Brodeur, seconded by Director Aldridge, the Board approved a "Leadership Gift" donation in the amount of \$25,000 for the Wall of Remembrance to be constructed at our Korean War Memorial in Washington, DC.

2017 Veterans Day Program:

■ Director Cunningham, Chairman of the KWVA 2017 Veterans Day Program Committee, reported that the Korean War Veterans Association has been asked to serve as the coordinating Veterans Service Organization for the Veterans Day Ceremony at Arlington National Cemetery on November 11, 2017.

• The Committee has held several meetings and is developing a plan following the agenda for the 2016 event hosted by the Legion of Polish American Veterans.

• In addition to the event at Arlington, we will have a special ceremony for Korean War veterans at our Korean War Memorial that afternoon.

§ We will have an allocation of 180 seats in the amphitheater, and we want to make sure that they are filled with Korean War veterans.

■ Director Whitmore, a member of the committee, stated that while hosting this event will be costly, it really is a big deal and it is an opportunity for us to be very visible and an opportunity to let our veterans know that they are honored and cherished.

■ Executive Director Fisher reemphasized that it is a special honor for the KWVA to host this event and we want to make

sure that Korean War and Korean Defense veterans from all over the country take part in the ceremony.

§ 2017 will be our year as the KWVA will be in charge of all of the national events in D. C.

Date for the 2018 Annual Membership Meeting:

■ Upon motion by Executive Director Fisher, seconded by Director Whitmore, the Board unanimously approved a motion to hold the 2018 Korean War Veterans Association National Annual Membership meeting in Washington, DC, July 25 through July 28, 2018.

VAVS Committee Report:

■ The KWVA VAVS Committee Chairman, J. D. Randolph, reported that the KWVA needs help from all of our KWVA Chapters by having our members volunteer at the Veterans Administration (VA).

• The VA is depending more on Korean War veterans as their prime veterans organization because the World War II people are few and far between.

• Through September, the KWVA has donated 15,895 hours, but our numbers have declined in recent years.

• J. D. encouraged all of our members to make an effort to do all we can to donate more hours to the VA. They really need our help.

Election Committee Chairman:

■ President Stevens stated that our Bylaws prohibit the Chairman of the Election Committee from applying for any open seat in the upcoming election.

• Director McCarthy, who was appointed Chairman of the Elections Committee in July, plans to run for reelection as a Director in 2018, so he submitted his resignation, effective immediately.

• Upon recommendation by President Stevens, Director Fitts was appointed to serve as Chairman of the Election Committee for the 2017-18 Association year.

Tell America:

■ Director Aldridge, Chairman of the Tell America Committee, reported that with all of the Chapters in the KWVA he received only five reports last year from Chapters that presented Tell America programs.

• He feels that Chapters are conducting programs. However, they are not sending in their reports to him.

• He needs our support in making presentations and reporting the results of the presentations to him.

Closing Prayer:

■ In the absence of our Chaplain, Jack Keep, Executive Director Fisher offered the Benediction.

Adjournment:

With a salute to our flag, President Stevens adjourned the meeting.

Respectively Submitted,

Lewis M. Ewing, Secretary