



Mid-Year Review for 2016

Greetings Shipmates!

As most of you may recall, last year we embarked on a rather detailed strategic planning effort. The board eventually crafted our strategic plan, which covers the length of my term as the chapter president – three years. We also crafted Work Plan 2016, which was a detailed set of objectives we’re pursuing in this first year of the strategic plan.

This letter serves as an update to you, the chapter members, on how we’re doing in achieving our stated objectives for 2016, and contains additional information we hope will interest you.

Key Tasks and Milestones

File for and achieve 501c(3) status. Status: Complete. We worked with MAP for Non-Profits in St. Paul and received our approval from the IRS less than two weeks after filing electronically. The board will follow up with MAP, the IRS, and the state of Minnesota for additional administrative responsibilities as required.

Create a Sustainment Committee and develop the Chapter Sustainment Plan, to include recruiting corporate sponsors. Status: Committee formed / Plan in draft. The Sustainment Committee was formed, and the committee is working on various philanthropic fundraising strategies to build our revenue stream to sustain chapter activities and initiatives.

Increase chapter membership by 10% in 2016. Status: Possibly irrelevant. It is our hope the shift to 501c(3) status will give impetus to our many USNA graduates in the chapter to become actively involved in chapter activities and initiatives. The Sustainment Committee is chaired by Chris Bentley, our VP for Membership, and we think we may have a path to reduce or eventually end dues in the chapter and replacing dues with philanthropic donations from chapter members, which is a tax benefit to anyone who donates. The board will announce our strategy and shift from dues to donations when our plan is finalized. Our goal is to establish everyone as a “*member in good standing*” without worrying about annual dues, instead relying on philanthropic giving to fund chapter needs.

Assist State Directors with hosting one event in each state / Recruit a State Director for South Dakota. Status: In peril. Our State Director for North Dakota had to resign due to other commitments, so, we are currently without a volunteer to serve as State Director for either North or South Dakota. If any chapter members in those two states are interested in serving as a State Director, thereby becoming a board member, the board would very much like to support your efforts to create camaraderie in geographic “concentration centers” by holding USNA events. Funding to offset costs for these events may be available. Please contact Chris Bentley, VP Membership, or Craig Benson, Nominating Committee Chair, if you are interested in serving.

Create and implement the Chapter Communications Plan. Status: Implemented and ongoing. You may have seen our first quarterly newsletter, published by David Bruns, our VP for Communications. We seek material to include in that quarterly chapter newsletter; updates from you, our chapter members, on your businesses, families, professional achievements, personal achievements, et al. Please do not hesitate to share. We’ve also expanded our website to include all events, which are listed in the “Events” section under a drop-down menu. You should be receiving announcements about events and reminders for the monthly Westside and Eastside All-Service Academy Breakfasts. Please let us know if you are not receiving these communications, including the newsletter!

Enhance coordination and cooperation with other naval service organizations in our region. Status: Actively engaged and ongoing. Your board is working closely with active duty, reserve, guard, and veterans groups on events that include, but are not limited to:

- Duluth Tall Ships Festival (August 19th – 21st)
- Visit by the Navy Hockey men's and women's teams to Minnesota (September 22nd – 25th)
- Medal of Honor Convention (October 4th – 8th)
- Navy Ball (October 15th)
- Student Leadership Seminar (November)
- 75th Pearl Harbor Remembrance ceremonies (December 7th, 2016)
- Army/Navy Game (December 10th)

Enhance direct coordination and cooperation with our sister service alumni groups. Status: Enacted and ongoing. Your board is closely aligned with West Point and Air Force Academy alumni groups in our region for the Medal of Honor Convention, the Student Leadership Seminar, and the Pearl Harbor Remembrance ceremonies. As we further organize these events, your board may put out a call for volunteers to assist, especially with duties associated with the Medal of Honor Convention, and the Pearl Harbor Remembrance ceremonies. We hope you'll join us in honoring the sacrifice and service of the men who've earned special recognition.

Other Notes of Interest

Navy Ball. Our guest speaker for the Navy Ball this year will be former Chief of Naval Operations ADM Jon Greenert ('75). ADM Greenert will be arriving on Thursday, October 13th, and we're looking into holding an *informal, no-host alumni luncheon* for him on Friday, October 14th. Your additional attendance at the Navy Ball the evening of October 15th would be outstanding! Having attended last year, I can tell you the Navy Ball is a fantastic event. And the work the Navy League, the Naval Operations Support Center, the Navy Recruiting District, and the NROTC Unit at the University of Minnesota do to pull off the ball each year is motivating!

Ryder Cup. This year's Ryder Cup will be at Hazeltine National Golf Club from September 27th to October 2nd. Attendance at practice rounds are free for military veterans with a military ID card! Just show up, show your ID, and follow your favorite players!

Army/Navy Game. We are booking the Ballentine VFW Post on Lake Street in Minneapolis as our venue for this year's Army/Navy Game, which will be on Saturday, December 10th. There is ramp parking, as well as street parking, and a huge room with two massive big-screen TVs and many smaller ones to watch the game. AND...there is a private bar in the room! Finally, they serve great food at the VFW Post, and we get to support their ongoing operations by patronizing the post! We hope you plan to attend!

Sincerely,

JON R. OLSON
President
Upper Midwest Chapter