

**Fort Knox Chapter, AUSA
EXECUTIVE COUNCIL MEETING
Leader's Club, Fort Knox, KY
10 November 2004**

ATTENDANCE

See attached roster. Chapter President Larry Hawkins called the meeting to order at 1200 hours.

Introductions: None. Larry took this opportunity to pass out two corporate member rosters; one sorted alphabetically and the other by expiration date. Corporate members are key to the attainment of chapter goals and EC Members should know who make up our corporate membership. Larry said that there were some businesses listed with expired memberships and that he would contact each of these in hopes of obtaining some renewals.

MINUTES AND ACTIVITY REPORTS

There were 9 military and 15 civilians for a total of 24 present at the 10 November 2004 Executive Council Meeting. The minutes of the October 2004 Meeting were submitted and approved as presented.

TREASURER'S REPORT

Val Hicks presented the Treasurer's Report for October 2004. She highlighted that the total cost to the chapter for the National Meeting would be about \$13,000 and that \$5,330.70 of this amount was on October's report. The report was approved as presented.

COMMUNICATIONS/REQUESTS

One request for a donation to USA Cares for \$500 was tabled because the Finance Committee had not reviewed it.

GENERAL BUSINESS

AWARDS

Bob Roush reported that the Chapter celebrated operational year 2003-2004 successes at the 4 November 2004 General Membership Meeting. This included 14 unit awards (streamers), 2 national-level medals (Rudder Medal to MG Barron and Bainbridge Medal to CSM Devine), and 3 national-level gold citations (Steve Montgomery, John Koger and Helen's Flowers) and a Best in Region Award (banner). Also, Bob mentioned that the Chapter would participate in the upcoming Post Awards Ceremony.

MEMBERSHIP REPORT

Don Devine reported that the chapter was experiencing a negative trend; that is, down 52 for September and down 48 for October. He attributed this negative trend to a lack of

broad-based support to recruit and retain members. One person cannot cover membership. We all need to roll up our sleeves and ask folks to join and assist in manning the membership station at the Main PX. He added that fund raising was tailing off, too. Larry added that a lot of corporate member recruiting and retention would likely be on a "who you know" basis; that is, if the right person asks the member's POC, a positive response is likely. To this end, Larry asked that we get POCs for all corporate members. Larry said he would run an analysis to find out where the unfavorable membership decline was coming from which should help assist in determining where we need to shore up.

LEGISLATIVE AFFAIRS

MG Bill Barron reported that with the Republican Party retaining control in this past General Election, we could expect BRAC to continue on schedule. He informed all that the CORE Committee would be meeting later today and that he was impressed by what took place at the Annual Meeting and at the 4 November 2004 General Membership Meeting.

PUBLICITY

Bob reported that Rick Lewis would be working to get a newsletter out by end of month December 2004. To this end, he would appreciate input as soon as possible. Larry interjected that we need to do more with our web site and ensure it is kept current. Gene Gudenkauf asked about the progress on the AUSA News-Enterprise Insert. Connie Shaffery advised that this insert was scheduled to go out with the 10 December 2004 edition of the N-E and that she was helping Cindy Smith assemble it. Jake Fryer stated that his company had been contacted to provide advertising support but no one had followed up to obtain it! Connie said she would work with Cindy on this issue.

PROGRAMS/ACTIVITIES

***Nominating Committee. Larry said he hoped to get this committee together and bring a nominee to the December 2004 EC Meeting.

***2004 National Meeting AAR. Don Devine reported that all went well were sponsored by the Chapter took advantage of many great professional and personal development opportunities. Also, this group -put together a power point presentation and a 4-5 minute CD about their visit. These products need presentation venues. Don emphasized the need for early identification of next year's attendees to ensure we send the best of the best. CSM George DeSario assured the Council that only top quality soldiers would be sponsored to National AUSA Meetings.

***4 Nov 2004 AAR. Bob Roush reported that all went well at this function. He used the program's sequence of events to cover the meat of the meeting. Diane Logsdon added that she had received lots of positive feedback from military and civilian members of the community. MG Barron echoed these comments and stated that more work needs to be done to try to get RSVPs in on time.

***ByLaws Update. Ruff Warren was not available to comment on this item. Larry said he would look into this matter and ensure a report at next month's meeting.

OTHER BUSINESS

None

SUB-CHAPTER REPORTS

1ATB: COL Greer reminded all present that Fort Knox's Christmas Holiday Cruise would be held on 18 December 2004 with tickets available in the near term.

16th Cav: CSM Ashley reported that the four (4) soldiers who went to the National Meeting from his regiment were very impressed from start to finish. He thanked the Chapter on behalf of these soldiers and stated that it was money well spent. Gene Gudenkauf reported that the chapter set up a display at Radcliff's Chamber Meeting. There was some interest, but no new members. He added that he and Don Devine were looking for good dates/times for BG Beavers to make presentations about the soon-to-be-built Veterans Cemetery. Don added that he has pledge cards to support this effort and they are available at the Main PX.

Garrison: No report.

USAREC: COL Arnold reported that a Retreat/Retirement Ceremony would be held for BG Fuller on 18 November 2004 on Flag Field, weather permitting.

Other: Larry asked if we needed new Louisville and Meade County Vice Presidents? Don reported that action had already been started to establish a Louisville sub-chapter with Waddell-Reed (Maryse King and Steve Ridgley) in the lead. Steve Ridgley stated that the subchapter would have its first meeting on 16 Dec 2004 at Waddell & Reed and he expects 30 to 35 people to attend. He added that he had commitments from 11 businesses to join AUSA and that now was a good time to approach businesses given what soldiers are doing in our Global War on Terrorism. Bob Roush added that we need to find a new VP for Meade County. Don Devine said he had a person in mind and would pursue this matter.

FKLA: Jim Davidson reported that the Community Relations event for October at Profitt's Farm was well attended. He added his observation of what happened at the 4 Nov 2004 GMM; that is, that General Sullivan personally talked with each soldier present; a real professional development opportunity. He thanked the chapter for paying for these soldiers' attendance.

Civilian Personnel: No report. No representative present.

Contractor Affairs: Jake Fryer reported that AUSA's National Meeting was a very big event for his corporation especially with regard to research, engineering, science and technology. He expressed that it was a real pleasure to see the Armor Center patch on many who visited his business' display. He added that we need to look at taking a few officers with the Chapter next year. All present agreed.

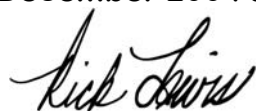
Retiree/Veteran Affairs: Don Devine reported that many veterans in Kentucky need our help. Volunteer veteran counselors are doing a good job, but workload is ever increasing. Not much recognition for these hard working volunteers. We need to do something to recognize their efforts and encourage others to volunteer. Don is working this issue.

Command Group: CSM George DeSario announced that BG Bryant would deliver Veterans Day keynote address at Court of Honor at 1100 hours, 11 November 2004. Later in the day, H Troop would conduct a large graduation to which all were invited to attend. He thanked the chapter for sponsoring soldiers to attend the National Meeting and modeled the new Army BDU (he and MG Tucker were so dressed). MG Tucker had a number of points to make. 1. He stated that DoD's ethics policies on military involvement with private organizations had tightened even more. In fact, AUSA has been the target of some command influence. We can work private organizations; we just need to walk a tight rope. 2. Strength is up at Fort Knox by several hundred over the past two months. Yet, AUSA membership has declined in this same period. We need to look at how we inprocess new soldiers to see if we are capturing transfer-ins. 3. Are we giving soldiers an opportunity to join AUSA? I'm not talking about coercion; talking about opportunities. COL Gold expressed that he believed that there was a clear need to educate the force on what AUSA does and what's in it for individual soldiers. COL Greer said he needed more guidance in light of TRADOC's recent briefing, which pretty much put private organizations in a "hands-off" posture. MG Tucker said he and CSM DeSario would develop a viable plan of attack in coordination with CG and CSM, TRADOC. Bill Nelson added that we were missing OBC students because there was no information-sharing venue. 4. We need to find a good way to telling soldiers about 10% discount program and coupon book savings. All really help the soldier. 5. MG Tucker felt the sponsorship of 18 soldiers to the National Meeting was one of the very best things done by the chapter this year. However, the soldiers did not even know who sponsored them! Soldiers need to be told who sponsored them so they can render an appropriate thank you. MG Tucker stated that these soldiers now owe the chapter. First is the DVD (I will look at soon). Second, is back-briefing their organizations. They need to help educate their units about AUSA and what happened in Washington. 5. MG Tucker tasked COL Gold to see what the Retiree Council could do to help Fort Knox and possibly AUSA. We're not getting input back from retirees as to what they need and how they can help. 6. Corporate members are the "life blood" of the chapter. We need to tap this base. In this regard, how can I as individual (not in capacity of CG) help with this effort. He also offered to send one (1) of the 18 soldiers who attended the Annual Meeting to the Louisville Sub-Chapter Meeting. In sum, we're walking a tight rope, but we need to make sure we are taking care of the troops.

Larry thanked the Command Group for its input and asked all to do whatever they could to get the word out about AUSA---marketing is key to membership and everything the chapter does. He said he would work hard to tell AUSA's story and its many benefits.

ADJOURN. There being no further business, Chapter President Larry Hawkins presented a door prize (golf umbrella) to the EC Member with birthday closest to today's meeting---Mike Turner, who in turn gave the umbrella to CSM DeSario to give to an outstanding soldier courtesy of AUSA. He then adjourned the meeting with appropriate motions at about 1310 hours.

Our next meeting will be held on 8 December 2004 at the Fort Knox Leader's Club.



Rick Lewis
Chapter Secretary

Fort Knox Chapter, AUSA EXECUTIVE COUNCIL MEETING

Leader's Club, Fort Knox, KY
NOVEMBER 12, 2003

ATTENDANCE ROSTER

1 Arnold, COL Melayne	USAREC	626-0592
2 Ashley, CSM Roger	16th CAV	624-6908
3 Barron, MG[R] Bill	CORE	765-5880
4 Bryant, BG Albert	DCG	624-7555
5 Davidson, Jim	FKLA Rep	624-2133
6 DeSario, CSM George	Post CSM	624-4952
7 Devine, CSM (R) Don	VP Membership	351-5462
8 Fryer, CSM [R] Jake	United Defense	624-5741
9 Gold, COL Russ	CoS	624-1101
10 Greer, COL James	CDR 1st ATB	624-3755
11 Gudenkauf, Gene	VP Radcliff	351-2230
12 Hawkins, Larry	1VP - FFSB	765-2134
13 Hicks, Ms. Valerie	Treasurer/DENTAC	624-6284
14 King, Maryse	Waddell & Reed	877-412-8818
15 Logsdon, Diane	President - VP HMH	706-1698
16 Nelson, LCDR [R] Bill	First Command	351-6038
17 Peters, CSM Michael	CADET CMD	624-1631
18 Ridgley, Steven	Waddell & Reed	877-412-8818
19 Roush, LTC [R] Bob	VP Awards/Ft Knox Fed. Credit Union	942-0254
20 Shaffery, Ms Connie	PAO	624-4704
21 Smith, CSM Otis	HHC, USAARMC	624-5405
22 Tobias, CSM (R) Walter	Armed Forces Bank	942-5315
23 Tucker, MG Terry	CG USAARMC	624-2121
24 Turner, Mike	General Dynamics	300-8692