



# PARENT CLUB OFFICERS CONFERENCE SEPTEMBER 2019







**CRAIG WASHINGTON '89**  
**VICE PRESIDENT, ENGAGEMENT**  
**PARENT '13, '17**



**Vice President  
Engagement Craig  
Washington '89**

**EA / BOT Admin  
Cathy Wagner**

- Customer Svc / Front Desk
  - Cynthia Belt
  - Carrie Carrol
- BOT Meetings
  - Alumni Research & Support
  - Lucky Bag Locker
  - DBids (formerly FONA passes)

**Assoc Director  
Alumni Relations  
Noreen Frenaye**

- SIG Support (x3)
- SIG Websites/Events
- USNA ECA support
- DGA - Dist Grad Award
- HFH – Honor Fallen Heroes
- Alumni Travel
- Merchandise

**Assoc Director  
Parent Clubs  
EB Beedenbender**

- Parent Club Support (x80)
- Club Websites/Events
- PCOC
- I-Day Picnic
- National Plebe Send-off events

**Ass't Director  
Chapters  
Joe Fagan '89**

- Chapter Support (x101)
- Chapter Websites/Events
- ICOF
- Memorial Affairs
- Admissions Outreach Support (NASS/STEM)
- BOT Cmte supprt

**Assoc Director  
Class Support  
Holly Powers**

- Class Support (x80)
- Class Websites/Events
- COCP (x2)
- Reunions (14-15 yr)
- Class Governance / History
- ALITC
- Battalion Receptions
- Ring Bank
- Midshipman Ring Program

**Director  
Career Programs  
Dave Church '67**

- SACC
- SACC Central
- Memorial Affairs
- Career Service Support
- Alumni Mentoring Prgm

**Membership  
Elliot Saunders**

- Membership Admin Support
- Membership sales
- Financial reconciliation
- Net Community

**Memorial Affairs  
Timothy Woodbury**

- Last Call
- Obits
- Communications
- Member Record updates

**Ass't Director SACC  
Tonya McGinnis**

**Career Programs  
Assistant  
TBD**

- SACC
- SACC Central



# SHARED INTEREST GROUPS



## SHARED INTEREST GROUPS



USNA WOMEN

Visit us on [Facebook](#) or [Website](#)

- >1200 Members
- 1674 Facebook followers
- 24 Events held (2018)
- NASS/STEM Scholarships
- USNA Women ECA support



RUN TO HONOR

Visit us on [Facebook](#) or our [Website](#)

- >435 Members
- 1389 Facebook followers
- Marine Corp Marathon
- Honor our Fallen Heroes
- Virtual Memorial Hall



USNA MINORITY ASSOCIATION

Visit us on [Facebook](#) or our [Website](#)

- >80 Members
- 328 Facebook followers
- 15 Events held (2018)
- \$15,000 to MAF activities

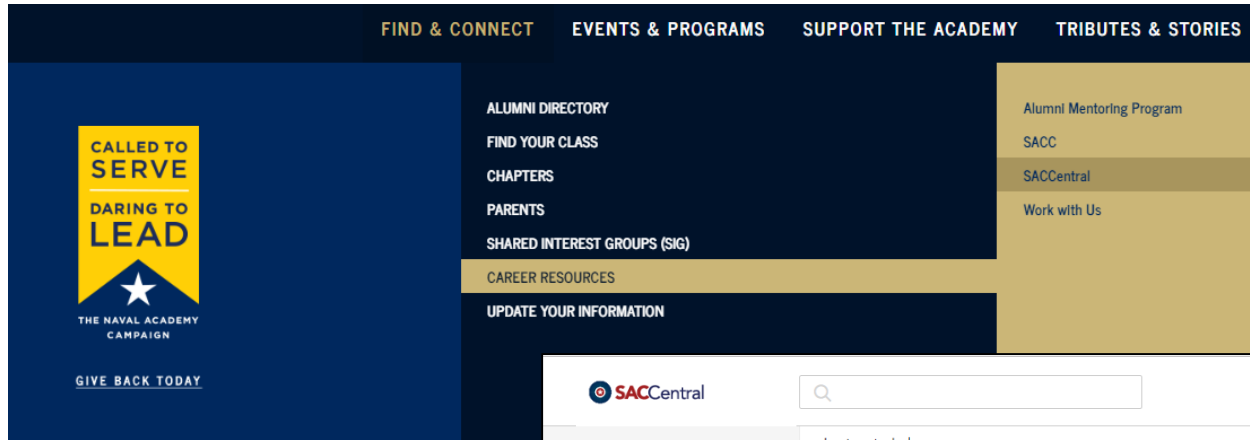
# SACC 25<sup>TH</sup> ANNIVERSARY



- 25<sup>th</sup> Anniversary
- >30k service academy alumni attended (~ half USNA grads)
- DC SACC (JUN 19)
  - 143 companies
  - 737 attendees (+900 recruiters)
- Hire our own alumni

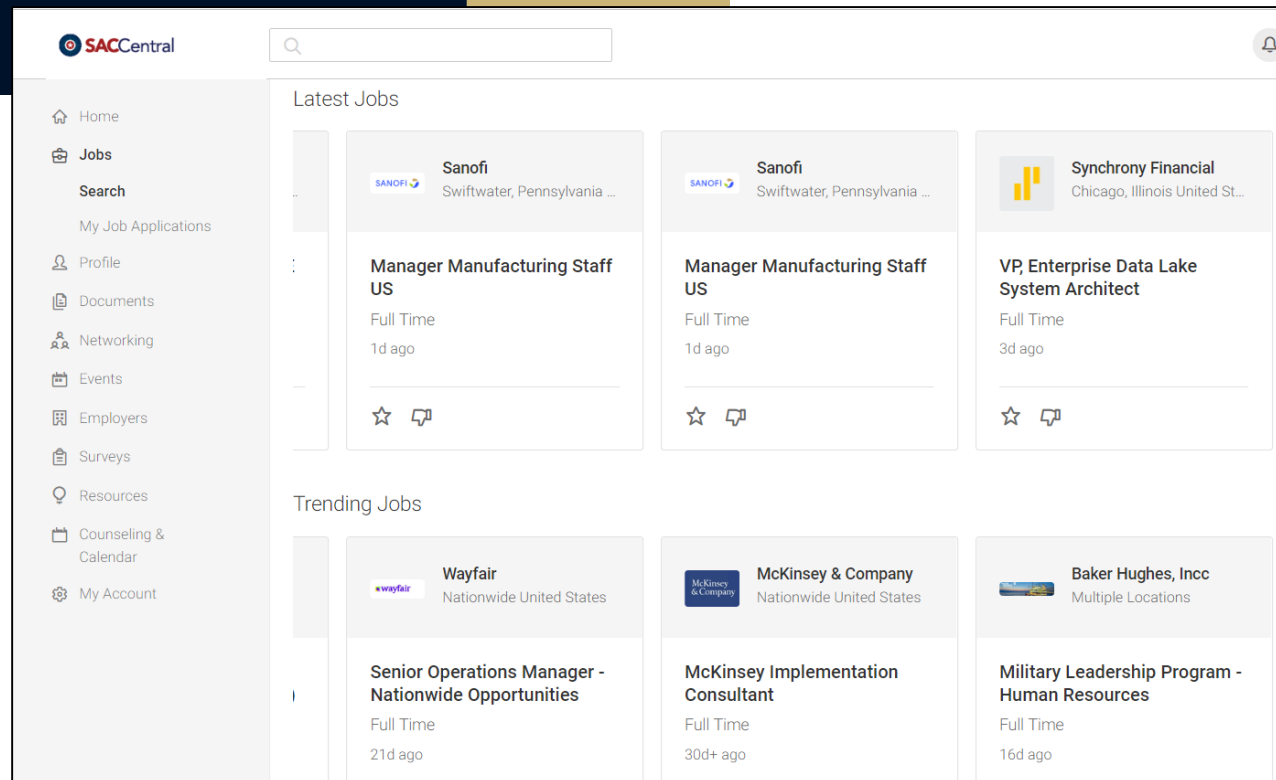


# SACC CENTRAL (\*NEW FEATURE)

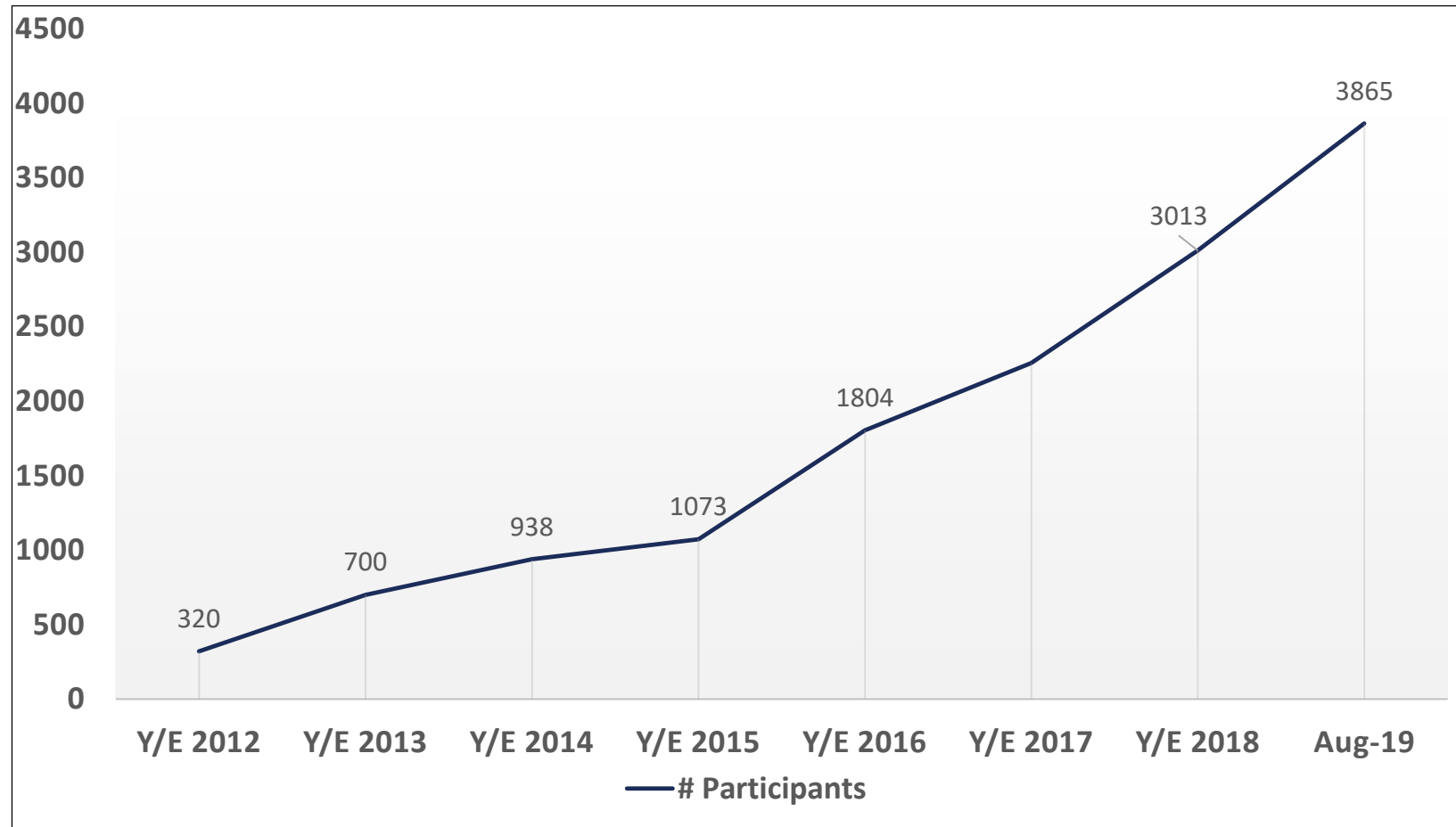


## SACC Central

- 304 Current Postings
- Jobs only available to Service Academy grads
- Searchable
- Post your resume
- Publish when you want to be “searchable”

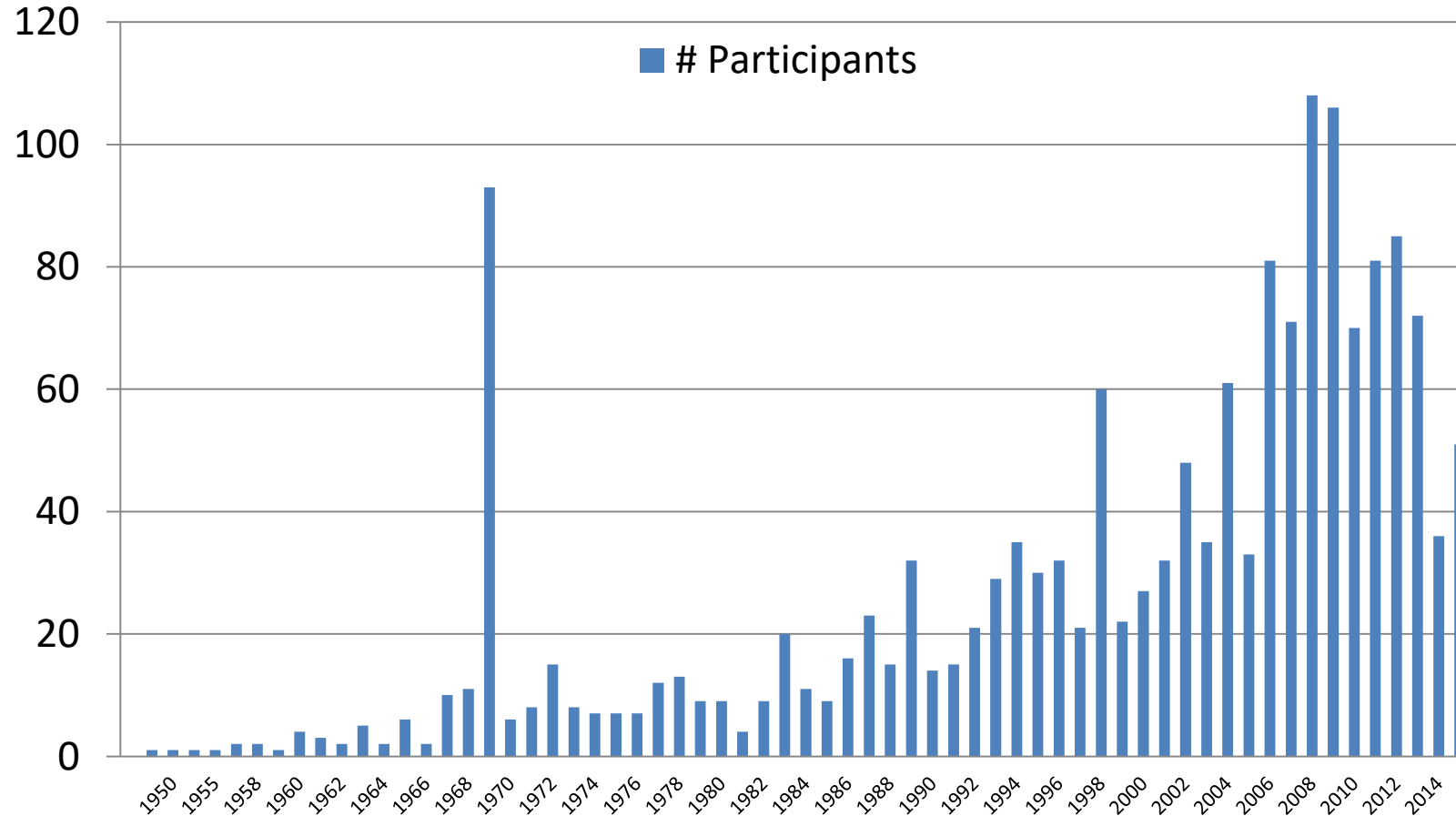


# AMP: ALUMNI MENTORING PROGRAM



	August 2019	August 2018
All participants (Classes 2016 to 2019)	3,865 (2,165)	2,887 (1,357)

# AMP PARTICIPATION BY CLASS (AUG 2019)



>2k 2016-2019

Above chart excludes (# participants)

2016 – 460

2018 – 552

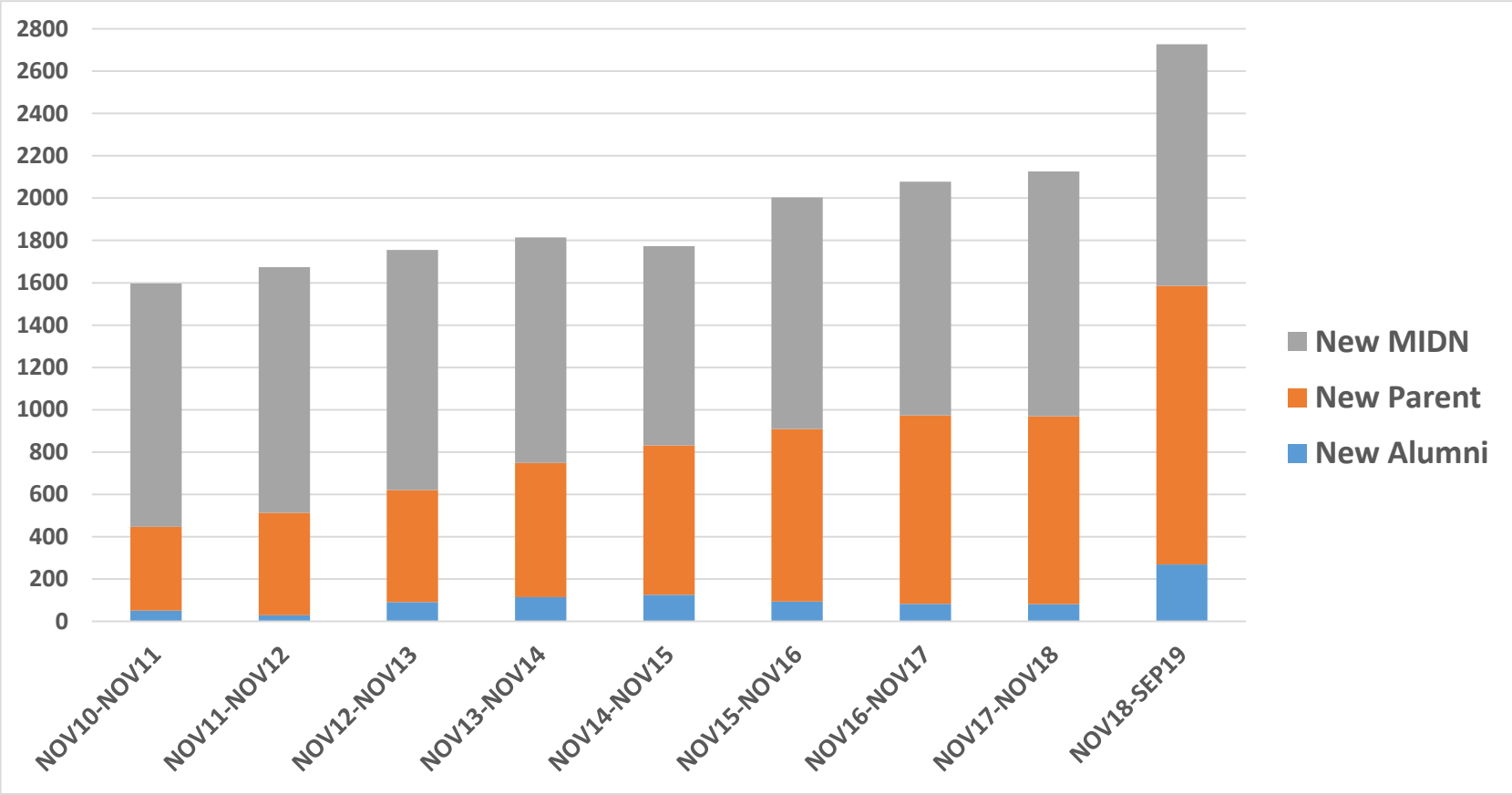
2017 – 362

2019 – 757





# MEMBERSHIP GROWTH

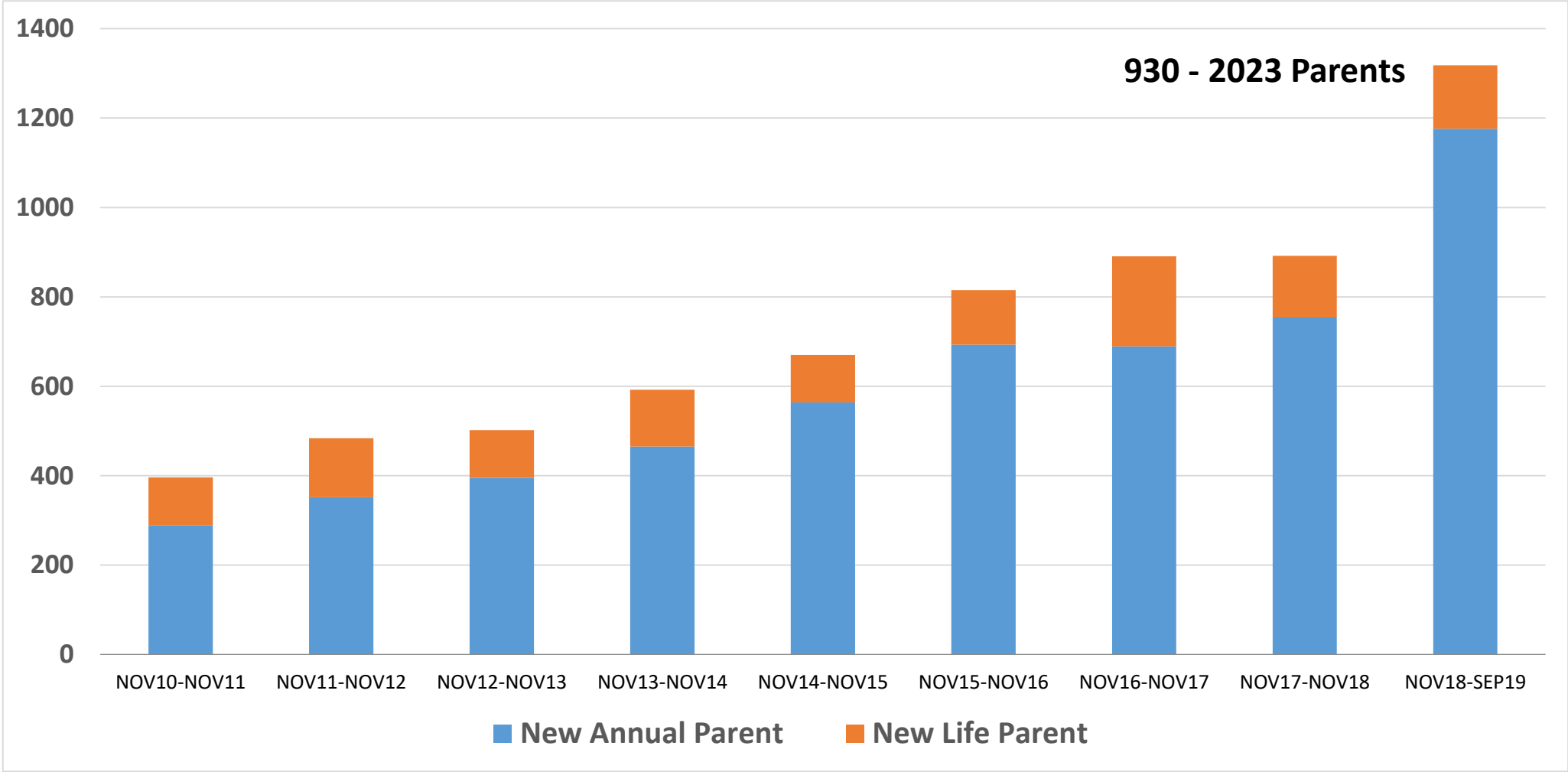


**This year:**  
**Join – 2157**  
**Rejoin – 262**  
**Renew – 308**  
**Total: 2727**



	New Alumni	New Parent	New MIDN	Total New Members
NOV10-NOV11	50	396	1151	1597
NOV11-NOV12	29	484	1161	1674
NOV12-NOV13	90	530	1135	1755
NOV13-NOV14	114	634	1067	1815
NOV14-NOV15	125	706	942	1773
NOV15-NOV16	93	815	1095	2003
NOV16-NOV17	82	891	1105	2078
NOV17-NOV18	81	888	1157	2126
NOV18-JUL19	268	1318	1141	2727

# NEW PARENT MEMBERSHIP GROWTH





# PARENTS

## PARENT CLUBS & RESOURCES

There are 80-plus clubs throughout the United States. Parent clubs are a great resource to keep you informed about the Naval Academy, Annapolis and your midshipman's four-year journey.

[Use our Parent Club map](#) to find the one near you—look for the gold stars.

[Parent Club Officers Conference](#)

[Parent Club Marketplace](#)

### Parents of Incoming Plebes

[Plebe parent resources and Information](#)

[Class of 2023 Welcome Aboard Events](#)

### Photos and Videos

[Photo Program](#): A benefit of membership in the Alumni Association, view and download pictures from Plebe Summer at USNA and images from 2019's Graduation and Commissioning

[Plebe Summer Videos](#)

### Parent Resources

[Calendar](#), [newsletters](#) and all the information needed as a current parent of a Naval Academy midshipman. Visit the [exclusive USNA Parent Community Facebook Page](#) or the [Naval Academy's Parent Page](#)

For those parents of Midshipmen that will be graduating in 2020:

[Commissioning 101 Video Presentation 2019](#) - New!

**CALLED TO  
SERVE**

**DARING TO  
LEAD**



THE NAVAL ACADEMY  
CAMPAIGN





## ALUMNI CHAPTERS



**Chapter Officers:** Please update any changes to your chapter officers with [Joe Fagan](#).

**Email Broadcasters or Database Managers:** If you are a chapter president you have the ability in your Alumni Association account to generate a chapter list and send chapter emails. Vice presidents also have these permissions. If you would like anyone else in your chapter to have either or both permissions, please contact [Joe Fagan](#).

**Shipmate Chapter News Information:** Please send Chapter News *Shipmate* submissions to [chapternews@USNA.com](mailto:chapternews@USNA.com). Deadlines and guidelines for *Shipmate* articles can be found [here](#).

**2019 International Chapter Officer Forum:** The 2019 ICOF will be held on Thursday, 9 May. Additional information will be provided soon.

**2019 Chapter Count:** Per [Section 3.1](#) of the Bylaws of the United States Naval Academy Alumni Association a chapter's roll of active members shall be submitted to the Association annually. Please submit to [Joe Fagan](#) by 30 April 2019.

**New Chapter Leader Facebook Page:** [Chapter Leaders & Regional Trustee Facebook Group](#). We have created a Chapter Leaders closed Facebook group for chapter presidents, vice presidents and regional trustees. If you (or your VP) are not already a member of this group, please request to become a member. This group was created to help chapter leaders share information and best practices that will make our Alumni Association chapters even stronger and more successful. Chapter and regional trustees are also included in this group.



Naval Academy  
Parents



USNA Athletics  
Calendar



Naval Academy  
Events



USNA Music



USNA Admissions



NABSD



USNA Athletics  
Blue & Gold  
Membership



Shop USNA





# NAVY SPORTS

THE OFFICIAL WEBSITE OF  
NAVAL ACADEMY VARSITY ATHLETICS



SPORTS TICKETS CAMPS RECRUITS ATHLETIC DEPT. FAN ZONE SHOP SUPPORT NAVY YARD ACCESS

## Composite Schedule

Print

View By List

ADD TO CALENDAR

April 2019

All Games

All Sports

Expand/Collapse all dates?

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
31	1 MGLF vs Abarta Coca-Cola Collegiate Hellertown, PA 5th / 20 Teams <a href="#">Recap Results</a>	2 BASE vs Coppin State Annapolis, Md. W 5-4 <a href="#">Box Score Recap</a>	3 BASE at UMBC Baltimore, Md. L 3-9 <a href="#">Box Score Recap</a>	4	5	6 ICSAIL vs Pinkerton Memorial Pinkerton Memorial Annapolis, Md. 1st of 8 <a href="#">Recap</a>  ICSAIL at Prosser Trophy - MAISA Team Race +
7 ICSAIL at Prosser Trophy - MAISA Team Race Prosser Trophy - MAISA Team Race St. Mary's City, Md. 2nd of 8 <a href="#">Recap</a>  ICSAIL vs Pinkerton +	8	9	10 MTEN vs Coppin State University Annapolis, Md. W 7-0 <a href="#">Box Score Recap</a>  MTEN at Loyola University Maryland Baltimore, Md. W 7-0 +	11	12 HROW vs Georgetown University George Washington Invitational Washington, DC <a href="#">Recap</a>  WTEN vs Georgetown +	13 ICSAIL at Thompson Trophy Thompson Trophy New London, Conn. 5th of 17 <a href="#">Recap</a>  ICSAIL vs Navy Spring Regatta Navy Spring +
14 ICSAIL at George Washington Women's Invitational GW Women's Invitational Washington, D.C. No Team Score <a href="#">Recap</a>  ICSAIL at Thompson +	15 MGLF vs Explorer Invitational Glenside, PA 5th / 8 Teams <a href="#">Recap</a>	16 WTEN at Loyola Baltimore, Md. W 6-1 <a href="#">Box Score Recap</a>  BASE vs Georgetown Annapolis, Md. W 17-3 <a href="#">Box Score Recap</a> +	17 BASE at Bucknell Lewisburg, Pa. W 3-1 <a href="#">Box Score Recap</a>  WLAX vs American Annapolis, Md. W 20-10 <a href="#">Box Score Recap</a>	18 MSOC vs Delaware 2019 Spring Schedule Annapolis, Md.	19 WROW vs Clemson Invitational Clemson, S.C.  MGLF vs Navy Spring Invitational Annapolis, MD 5th & 9th / 15 Teams <a href="#">Recap Results</a> +	20 OSAIL vs NASS Spring Race NASS Spring Race Annapolis, Md. No Team Score  ICSAIL at Admiral's Cup Admiral's Cup Kings Point, N.Y. +
21 ICSAIL at Admiral's Cup Admiral's Cup Kings Point, N.Y. 15th of 18 <a href="#">Recap</a>	22	23	24 BASE at George Mason Fairfax, Va. W 18-12 <a href="#">Box Score Recap</a>	25 WT&F at Penn Relays OUTDOOR Philadelphia, Pa. No Team Score <a href="#">Recap</a>	26 WT&F at Penn Relays OUTDOOR Philadelphia, Pa. No Team Score <a href="#">Recap</a>	27 ICSAIL vs America Trophy - MAISA Coed America Trophy - MAISA Coed Annapolis, Md. 1st of 18

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THE NAVAL ACADEMY  
CAMPAIGN

# WEBSITE SUPPORT—39 CLUBS

## 27 - Parent clubs on this network:

- Alabama
- Central New England
- Central Ohio (NAPCCO)
- Central PA
- Colorado
- Georgia
- Hampton Roads
- Kansas Missouri
- Kentucky
- Louisiana
- Minnesota
- Mississippi
- Naval Academy Parent Club of Greater Sacramento Area
- New York City Naval Academy Parent Club
- North Carolina
- North Texas
- Northeast Florida
- Northeast Ohio
- South Carolina
- South Texas

Southern California

Tampa Bay Parent Club

Texas Gulf Coast

USNA Hudson Valley Parent Group

Washington State

Western Pennsylvania

Wisconsin

## 12 - Parent clubs in trial/transition:

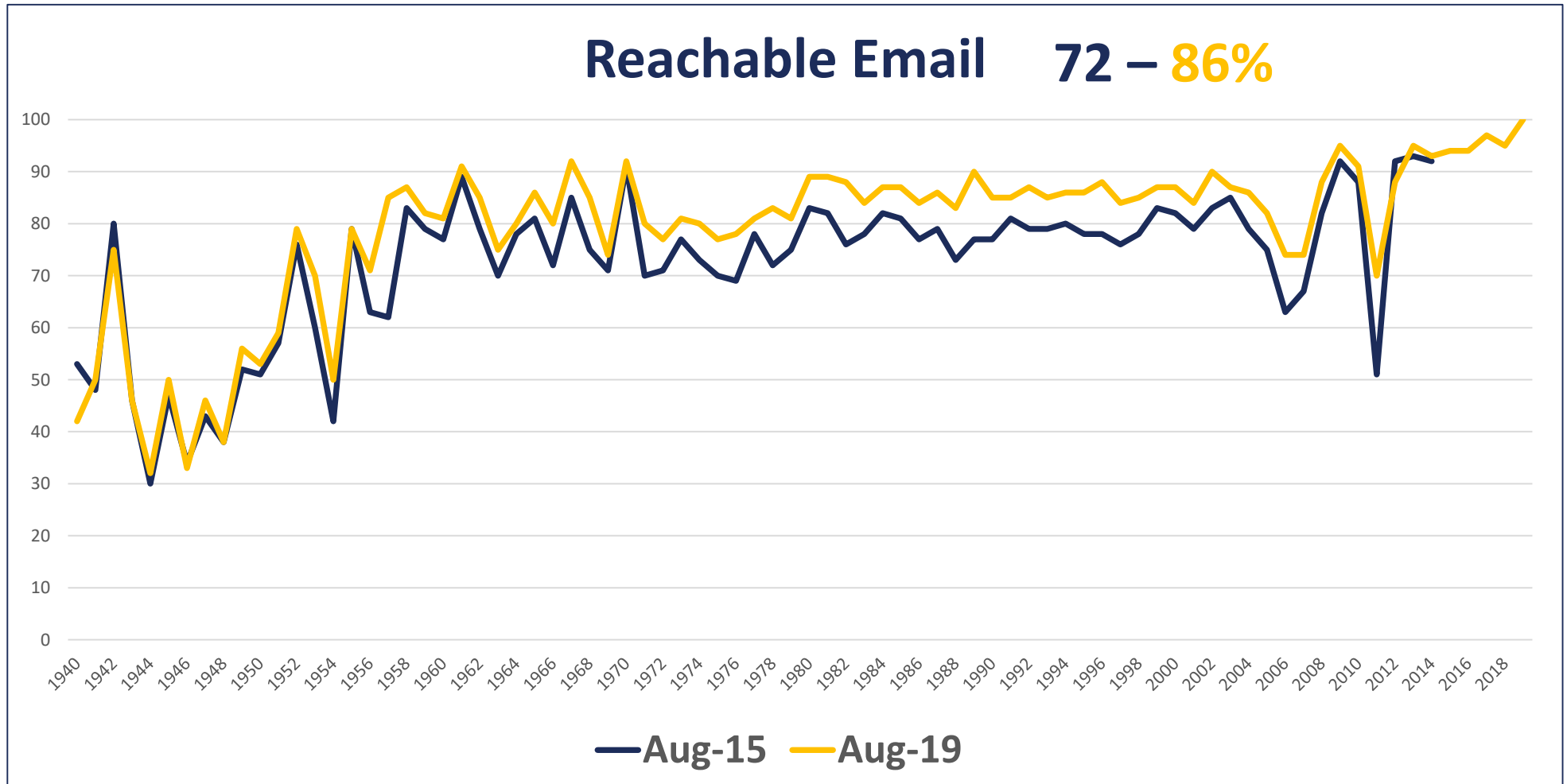
- Connecticut
- Delaware
- Greater Cincinnati
- Hawaii
- Indiana
- Lehigh Valley
- Maryland
- Michigan
- Northern Illinois
- Northern Illinois
- Southeast PA
- SW Florida





# ALUMNI ASSOCIATION

## ENGAGEMENT FOCUS (Reachability)



# USNA STRATEGIC PRIORITIES

- Naval Academy Fund
- Alumni Association and Foundation Center
- Cyber
- Athletic Excellence
- **Center for Academic Excellence**
- **International Programs**
- **Midshipman Activities Fund**
- **Experiential Leadership Learning**
- Admissions Excellence, NASS/STEM
- Stockdale Center
- Distinguished Professorships
- Faculty Recruitment/Development
- NAPS Transformation



# 2019 FOOTBALL SCHEDULE

Date	Opponent	Location
August 31	Holy Cross	Annapolis, MD
September 14	East Carolina	Annapolis, MD
September 26 (Thur)	@ Memphis	Memphis, TN
October 5	Air Force	Annapolis, MD
October 12	@ Tulsa	Tulsa, OK
October 19	South Florida	Annapolis, MD
October 26	Tulane	Annapolis, MD
November 1 (Fri)	@ Connecticut	East Hartford, CT
November 16	@ Notre Dame	South Bend, IN
November 23	SMU	Annapolis, MD
November 30	@ Houston	Houston, TX
December 7	AAC Championship	TBD
December 14	Army	Philadelphia, PA





# UPCOMING MILESTONE EVENTS

- **Fall 2019 / Spring 2020 Football & Regional Campaign events**
- **Service Assignment 21 November**
- **Army Navy**
- **Dark Ages**
  - **Community Assignment Dinners**
  - **Summer TAD assignment negotiations**
  - **Battalion Receptions @ Ogle Hall**
  - **Commissioning 101**
- **Spring Sports & Regional campaign activity**
- **Alumni Mentoring Introduction & Enrollment**
- **Commissioning Week 2019**
- **I-Day 2024... (yikes)**



# THIS WEEKEND'S PCOC GOALS

Primary: Enjoy your time with your Midshipmen

A close second - with your peers here:

- Exchange the good, bad and ugly...
  - If you need help, please ask
- Talk about success (and failures)
- Provide feedback on what's hard, and what resources you may be lacking
- Discuss Membership, local and national
  - What works, and what doesn't





# BYRON MARCHANT '78 PRESIDENT AND CEO



# ACADEMY LEADERSHIP



VADM Sean Buck '83, USN  
63<sup>rd</sup> Superintendent



CAPT TR Buchanan '92, USN  
88<sup>th</sup> Commandant of Midshipmen



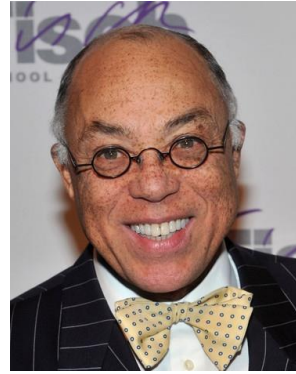
CAPT Rob Mathewson '92, USN  
Deputy Commandant of Midshipmen



# PARENT LEADERS: NAVAL ACADEMY FOUNDATION



Philip Bilden,  
Parent '15, '18



Dr. George Campbell Jr.  
Parent '12



Fred Festa,  
Parent '18



Jenny Messner,  
Parent '02



The Honorable  
Michele Flournoy,  
Parent '19

- ADM Steve Abbot '66, USN (Ret.), Parent '95, '00
- MajGen Charles Bolden '68, USMC (Ret.), Parent '93
- Gen Carl Fulford '66, USMC (Ret.), Parent '92
- Eric Grubman '80, Parent '12
- ADM Michael G. Mullen '68, USN (Ret.), Parent '02, '03
- ADM Robert Natter '67, USN (Ret.), Parent '08
- Paul Prager '80, Parent '22
- Steven Reinemund '70, Parent '17

# PARENT LEADERS: NAVAL ACADEMY ALUMNI ASSOCIATION



Andrew Kirkpatrick '86,  
Parent '19



CAPT Karin Vernazza '90, USN (Ret.)  
Parent '20



CAPT Scott Bethmann, SC, '80  
Parent '08

# PARENT CAMPAIGN LEADERS



Bill and Jennifer Lavis  
Parents '15 and '18



Gary and Lindy Sitzmann  
Grandparents '15, '18



Michael White USMA '83,  
and Alice White  
Parent '19, '21

# SNAPSHOT

- 80 Parent Clubs
- 3,600 Parent Alumni Association Members
- More than 930 Class of 2023 Parent Members
- 1,880 Parent Donors
- 186 Parent President's Circle Donors
- \$3.1 million Contributed by Parents Last Year





# OUR CAMPAIGN

- \$409 million raised since July 2012
- Launched publicly in Fall 2018
- Concludes Fall 2020 in conjunction with Academy's 175<sup>th</sup> anniversary



# CAMPAIGN IMPACT 2012-2019



Hopper Hall



Physical Mission  
Capital Projects: Akerson Tower



STEM Programs and  
Admissions Excellence



International Programs,  
Regional Forums and the  
Naval Academy Foreign  
Affairs Conference



Cyber Distinguished  
Professorships



Ron Terwilliger Center  
for Student Athletes at  
Ricketts Hall

# CAMPAIGN IMPACT 2012-2019



Information Technology



Alumni Association and  
Foundation Center



Center for Cyber  
Security Studies



Ethical Leadership  
Development



Emerging Warfare  
Technology



Project-Based  
Learning



Physical Mission  
Capital Projects:  
Minter Pavilion



# CAMPAIGN IMPACT 2012-2019



Biosciences Curriculum



Class of 1963 Center for Academic Excellence



Experiential Leadership



Campaign Fund



Stockdale Center for Ethical Leadership



Larson Tribute Fund



Physical Mission  
Capital Projects: Yeager Pavilion





# CAMPAIGN IMPACT 2012-2019



McCain Conference



Athletic Excellence



Brigade Sports Complex



Class Projects



Nuclear Engineering



Class of 1961  
Leadership Chair

# INTERNATIONAL PROGRAMS

- Foreign Naval Academy Semester Abroad
- Civilian University Semester Abroad
- Language Study Abroad
- Cultural Immersion Programs
- Professional Training with Foreign Navies



# MIDSHIPMAN ACTIVITIES FUND

- Club sports (500 midshipmen)
- Musical Programs (1,000 midshipmen)
- Commissioning Week activities (1,000 midshipmen)
- Army-Navy Brigade Travel
- Mitscher Hall Movies (500 -1,000 midshipmen)
- Notre Dame and Bowl Brigade Travel
- Beat Army Bonfire



# NAVAL ACADEMY FUND

- \$1 million plus for the Superintendent to address emerging needs each year
- \$1 million plus to augment Naval Academy Alumni Association programs and services
- Provides 100 percent of the operating resources to sustain the self-funded Naval Academy Foundation, which raised nearly \$77 million to support the Academy in the fiscal year ending June 2019





# ALUMNI ASSOCIATION & FOUNDATION CENTER

- **Premier Facilities:** Ideal gathering place for alumni, parents and friends—with parking!
- **Modern Workspaces:** Supports synergy and efficiency among all Alumni Association & Foundation Staff
- **Cost-effective:** Will reduce IT, utility and operations costs
- **Fosters Positive City of Annapolis and Academy Relationships:** Will enhance key gateway to the city



# CONNECT WITH US

- **14 September Navy Football vs. ECU PCOC Tailgate:**  
1 p.m., Lacrosse Hall of Fame, Navy-Marine Corps Memorial Stadium
- **31 October:** New York City campaign event
- **1 November:** Navy Football vs. UConn
- **14 November:** Chicago Campaign Event
- **15 November:** Chicago Chapter Luncheon, Chicago Yacht Club
- **16 November:** Navy Football vs. Notre Dame Tailgate, South Bend, IN



# STAY CONNECTED... FOR A LIFETIME

- Only about 1/3 of new parents have signed up for lifetime membership, which offers:
  - Continuation of the benefits available to annual members—event access and discounts
  - Connection to the Academy and information sources (e.g., *Shipmate* magazine)
  - Information on programs and services that can benefit your midshipman long into his or her Navy or Marine Corps career and beyond (SACC, Alumni Mentoring Program)
  - The opportunity for future events and programs catering to Naval Academy families



# CONGRATULATIONS: DISTINGUISHED PARENT CLUBS



- Naval Academy Parent Club of Colorado
- Naval Academy Parent Club of Central Pennsylvania
- Southeastern Pennsylvania Parents' Association (2<sup>nd</sup> Year!)
- Naval Academy Parent Club of Hawaii
- Naval Academy Parent Club of Central Florida







# **BILL O'CONNOR EXECUTIVE VICE PRESIDENT FOR DEVELOPMENT**



# PARENT IMPACT—THANK YOU

- International Study Abroad
- Center for Regional Studies
- Midshipman Activities Fund
- McCain Conference for Ethical Leadership
- Stockdale Center
- Experiential Leadership Learning
- NAAA Physical Mission Capital Projects
- Athletic Excellence
- Naval Academy Fund



# PUBLIC PHASE— OPPORTUNITIES TO ENGAGE

- Closer integration of Parents Clubs with Alumni Chapters
- Parents Clubs Leadership as Advocates for the Foundation
  - “Campaign in a Box”
- Parents and Regional Fundraising Committees
- Stay Connected as Fleet Parents







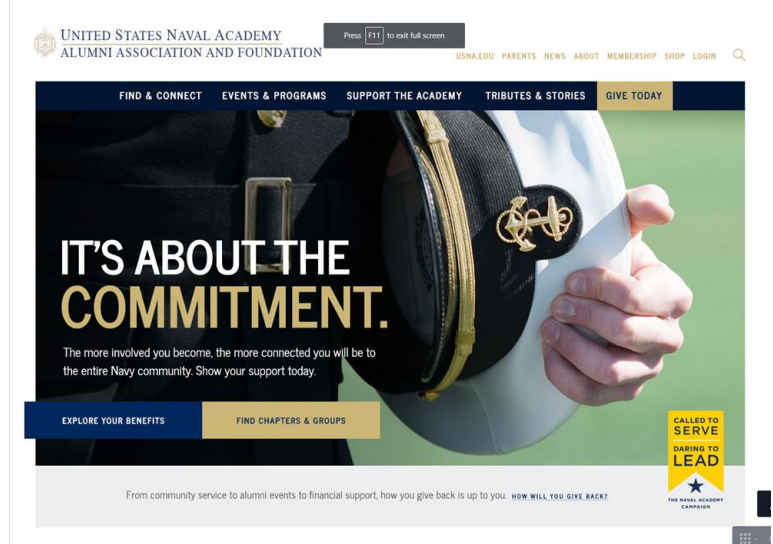
# KRISTEN PIRONIS EXECUTIVE VICE PRESIDENT FOR COMMUNICATIONS & MARKETING



# BE INFORMED

## Share Information, Serve as an Advocate

- **Shipmate:** 8 times a year plus a donor report
- **WaveTops:** Delivered monthly to your mailbox.  
Open rate of 33%. Are you one of them? Do you share with your local parents?
- **USNA.com:** Multiple times a week
- **Social Media:** Daily+  
Follow the Alumni Association and Foundation on Facebook, Instagram and LinkedIn and the Parent Community on Facebook. Repost and be a part of the conversation!



# PARTICIPATE

## Get Involved, Stay Involved

- **Be a Member:** Use your benefits, share your feedback, vote for representation.
- **Be a Donor:** Parent giving has an enormous impact on the Naval Academy experience. Thank you for your support!
- **Be an Advocate:** You know better than anyone else how your sons and daughters are being shaped by the Academy experience.

**Share your story—with us and your community.**





# Q&A

