



BLNR Board Meeting Report August 8, 2024

Sharon Lucas

Agenda



-
- **Welcome**
 - **Approval of July Board Minutes**
 - **Special topics**
 - ♦ **Discuss stoplight metrics & 2025 goals**
 - **Leaders Report Out**
 - **Action Item Review**
 - **Around the Phone/Topics for next meeting**
 - **Meeting Adjourned**

OUR 2024 PRIORITIES

Q2 Metrics Update



On Target	■
In Work to Target	■
At Risk / Not Started	■

Business Health

- • Proactively manage ticket purchases and sales to prevent loss (more events are direct sales to venue)
- • Increase membership to ensure business and budget health (member raffle frenzies and provide events members want)
- • Enhance marketing content (condensed sletter format & templates for flyers)
- • Utilize Retiree Engagement (integrated) (planning 2 events for current members who are prepping to retire in 2024)
- • Volunteer Recognition (planning 2-3 events to appreciate our volunteers ~90 of them)

Invest and Appreciate our Members

- • Create and enhance more professional development offerings (we already have ~30 events loaded or completed for the year)
- • Enhance our mentoring of our members with retirees and active leaders (we need to kick off the mentoring program)
- • Provide well being events with post-event socials for business networking
- • Restore our reach to our communities with service and supplies and post-event socials for networking
- • Increased the subsidy from 12% to 15% (subsidy increased from 12% & max of \$8.50 to 15% & max of \$12 per ticket)

Lean Processes

- • Continuous improvement in all we do – tools and processes (banking bill pay set up, website enhancements, sletter, portal migration)
- • Research and reduce manual and administrative work (banking, check processing, BER reports to automate in a database in portal)
- • Right size event commitments for member demand (review the BER report monthly for attendees by event and share low volume events with board)



Goals by Committee that Serve our Priorities

On Target	■
In Work to Target	■
At Risk / Not Started	■

Business Health

- Proactively manage ticket purchases and sales to prevent loss
- Increase membership to ensure business and budget health
- Enhance marketing content
- Utilize Retiree Engagement
- Volunteer & Member Appreciation

Invest in Members

- Create and execute workshop events for personal development
- Provide well being events with post-event socials for business networking
- Restore our reach to our communities with service and supplies and post-event socials
- Increase the subsidy from 12% to 20%

Lean Processes

- Continuous improvement in all we do – tools and processes
- Research and reduce manual

Membership:

Increase membership to ensure business and budget health

- Goal 1: Increase membership drive raffles to 1 per month in WA and 2 per year in 9 other regions (30 total) ■
- Goal 2: Hold 1 in-person membership drive per quarter in WA and 1 in 9 other regions (13 total) ■
- Goal 3: Increase membership by a net of 25 per month to meet dues income forecast ■

Professional Development:

Utilize Retiree Engagement
Create and execute workshop events for personal development

- Goal 1: Host 1 in-person ROUNDTABLE session monthly in WA and 1 in each of the 9 active regions ■
- Goal 2: Host 8-12 VIRTUAL FIRESIDE chats with retired leaders or active leaders ■
- Goal 3: Host 1 in-person EXEC BREAKFAST 6x a year in WA with a 30 min post event networking session and 1 in each of the 9 active regions ■
- Goal 4: Host 3 in-person WORKSHOPS with external speakers in WA and 4 VIRTUAL external speaker events ■

Community Outreach:

Restore our reach to our communities with service and supplies and post-event socials

- Goal 1: Host a minimum of 6 Community Service events with a post event social for networking and fun in WA and 1 in each of the 9 active regions ■
- Goal 2: Provide shirts and name tags to active volunteers serving in the community ■



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At Risk / Not Started	■

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Lean Processes

- Continuous improvement in all we do – tools and processes

Marketing:
Enhance marketing content

Goal 1: Revamp the sletter to be committee and member focused with less links ■

Goal 2: Standardize all marketing content with marketing designs ■

Executive Board:
Volunteer & Member Appreciation
Research and reduce manual and administrative work
Continuous improvement in all we do – tools and processes

Goal 1: Create a more robust way to appreciate and recognize our 80+ active volunteers 2x annually ■

Goal 2: Host 1 in-person member event annually as a membership mingle ■

Goal 3: Audit accounting processes, treasurer reports and bank we use to ensure they are efficient and tell full story ■

Retirees:

Goal 1: Create Quarterly Podcasts (Mentoring, Meet the Retiree) ■

Goal 2: Partner/Provide mentees to support Bellevue College BLNR rep 2024 mock interview event; Replicate model with at least one other university/college (Stretch goal) ■

Goal 3: Increase retiree membership by 20 ■

Goal 4: Plan at least (6) financial seminars for 2024 ■

Goal 5: Support (2) Habitat for Humanity build projects ■

Goal 6: Partner with BLN Puget Sound Community Outreach focals to participate in 1 event per quarter ■

Goal 7: Identify (4) Boeing Match Community Charities to donate to in 2024 ■

Goal 8: Host a mid-year BLN/BLNR Collaboration/Partnering Luncheon ■

Goal 9: Fill open positions ■

Goals by Committee that Serve our Priorities



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Lean Processes

- Continuous improvement in all we do – tools and processes

Well Being:

Provide well being events with post-event socials for business networking

Goal 1: Host 1 virtual financial seminar monthly

Goal 2: Host 2 in person financial seminars in WA annually with post event social for networking (1 down, 1 to go)

Goal 3: Host 1 in person financial seminar in each of the 9 active regions annually with a post event social for networking

Goal 4: Host 2 cooking classes, 1 virtual and 1 in person in WA (based on survey feedback) – Post event social after in person



Social Connections:

Proactively manage ticket purchases and sales to prevent loss

Increase the subsidy from 12% to 15%

Goal 1: Create and review an event “risk” report weekly to ensure tickets are sold or properly distributed to volunteers & members

Goal 2: Host 6 pre-event socials in WA and 1 in each of the 9 active regions

Goal 3: Increase the subsidy %age from 12% to 15% with a per ticket max of \$12 discount for some events



2024 2025 Goals

UPDATE



Create Quarterly Podcasts (Mentoring, Meet the Retiree)
Partner/Provide mentees to support Bellevue College BLNR rep 2024 mock interview event;
Replicate model with at least one other university/college (Stretch goal)
Increase retiree membership by 20
Plan at least (6) financial seminars for 2024
Support (2) Habitat for Humanity build projects
Partner with BLN Puget Sound Community Outreach focals to participate in 1 event per quarter
Identify (4) Boeing Match Community Charities to donate to in 2024
Host a mid-year BLN/BLNR Collaboration/Partnering Luncheon
Fill Open positions



Social Connection

Travel & Tours: Sharon Lucas



August 2024 Travel News

- ◆ The Best Places to Visit in August
- ◆ Affordable Places to Travel in August
- ◆ Mystery Travel to Unknown Destinations
- ◆ Alaska Airlines Has 18 Routes
- ◆ American Airlines Route Changes
- ◆ Inside the Centurion Lounge
- ◆ 17 Tips for Surviving a Summer Cruise
- ◆ 10 Best Hotels in Scottsdale, AZ
- ◆ The 6 Best Alaska Cruise Ship Excursions
- ◆ The 1st Hotel with Flight Simulators
- ◆ Southwest Ends Open Seating
- ◆ Jet Blue Shakeup
- ◆ America's Best Towns to Visit
- ◆ 10 Best U.S. Road Trips
- ◆ 25 Fall Festivals in Stunning Destinations
- ◆ Which Airports & Airlines Use Pre-Check

Social Connection

August Update: Craig Wild



- Finance Seminars
 - Beacon Pointe Market Update Webinar April 18 @1pm
 - Beacon Pointe Macro & Markets Webinars May 16th @ 11am
 - Foundations of Finance webinars from Beacon Pointe
 - 5 sessions starting June 7th
- BLN Community Outreach
 - Tom Dodt arranging a Boeing Build Day on 8/28
- Group events
 - Bowling meet & Mingle event – On hold
- 4 Charities to receive \$250 + Boeing 50% match in 2024
 - 1Q - Habitat for Humanity – Annual Luncheon
 - 2Q – Women Build Habitat for Humanity
 - 3Q – Salvation Army Northwest Division
 - 4Q – Northwest Harvest?
- Survey
 - Craig compiling questions to send to Judy for website

Treasurer Finance Report

Dave Hyem – 2024 Budget



Category	Board Member	Revenue	Expenditures	Funded (\$5,000)	1Q24 (Forecast)	2Q24 (Forecast)	Jul	Aug	Sep	3Q24 (Forecast)	4Q24 (Forecast)	Total
Total Forecast		\$ 55.00	\$ 5,055.00	\$ 5,055.00	\$ 1,038.97	\$ 687.51	\$ 987.04	\$ 288.97	\$ 250.00	\$ 1,526.01	\$ 1,802.51	\$ 5,055.00
BLN-R Liaison	Sharon Lucas	\$ -	\$ 1,910.43	\$ 1,910.43	\$ 38.97	\$ 437.51	\$ 737.04	\$ 38.97	\$ -	\$ 776.01	\$ 657.94	\$ 1,910.43
Board Summary	Sharon Lucas	\$ -	\$ 1,581.51	\$ 1,581.51	\$ 38.97	\$ 437.51	\$ 408.12	\$ 38.97	\$ -	\$ 447.09	\$ 657.94	\$ 1,581.51
Executive Luncheon	Sharon Lucas	\$ -	\$ 408.12	\$ 408.12	\$ -	\$ -	\$ 408.12	\$ -	\$ -	\$ 408.12	\$ -	\$ 408.12
Amazon Gift Cards	Sharon Lucas	\$ -	\$ 580.00	\$ 580.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 580.00	\$ 580.00
Miscellaneous	Sharon Lucas	\$ -	\$ 437.51	\$ 437.51	\$ -	\$ 437.51	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 437.51
Mentoring Program	Susan Ireland	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Zoom Jan to Dec 2024	Sharon Lucas	\$ -	\$ 155.88	\$ 155.88	\$ 38.97	\$ -	\$ -	\$ 38.97	\$ -	\$ 38.97	\$ 77.94	\$ 155.88
Webmaster	Judy Roe	\$ -	\$ 328.92	\$ 328.92	\$ -	\$ -	\$ 328.92	\$ -	\$ -	\$ 328.92	\$ -	\$ 328.92
Web Hosting Hub & Security Cert.		\$ -	\$ 328.92	\$ 328.92	\$ -	\$ -	\$ 328.92	\$ -	\$ -	\$ 328.92	\$ -	\$ 328.92
Social Connections	Craig Wild	\$ 55.00	\$ 3,144.57	\$ 3,144.57	\$ 1,000.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 750.00	\$ 1,144.57	\$ 3,144.57
Miscellaneous	Craig Wild	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Webinar Financial Seminars	Robert Reichle	\$ 55.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Community Outreach	Craig Wild	\$ -	\$ 1,894.57	\$ 1,894.57	\$ -	\$ -	\$ 250.00	\$ 250.00	\$ 250.00	\$ 750.00	\$ 1,144.57	\$ 1,894.57
Habitat for Humanity	Tom Dodt	\$ -	\$ 1,250.00	\$ 1,250.00	\$ 1,000.00	\$ 250.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,250.00

Treasurer Finance Report

Dave Hyem – 2024 Gift Matching



Community Outreach	Donation	Matching Funds
1Q 2024		
Habitat for Humanity	\$ 1,000	\$ 1,500
2Q 2024		
Habitat for Humanity - Women	\$ 250	\$ 125
TBD	\$ -	\$ -
3Q 2024		
TBD	\$ -	\$ -
TBD	\$ -	\$ -
4Q 2024		
TBD	\$ -	\$ -
TBD	\$ -	\$ -
Total 2024 Gift Matching	\$ 1,250	\$ -

Web Update (Judy Roe August 8, 2024)



- Published events and information to the website (after consolidation into pdf files) and updated various web pages.
- Designed then sent the monthly email to the Retirees in two batches on July 15:
 - Open rate: July email 51.8%
 - Deleted 9 members with invalid email addresses on 8/6 - they passed away or did not respond to our requests for email update
- Ran **two** extracts of Retirees interested in HfH and Mentoring then sent each to Tom Dodt and Susan Ireland
 - **Please for privacy reasons use BCC for the email addresses in your mass emails and only share email list with Board members**
- Advertised these events/information in the July 15th email which are *in order by number of clicks*:
 - [BLN Events Open to Retirees](#)
 - [Travel News \(14 New Links\)](#)
 - [Purchase BLN Gear](#)
 - [Fifth Avenue Theater \(2024-2025 Season\)](#)
 - [Finance: Thriving in Retirement Session 1: July 16 or July 18](#)
 - [Meet & Greet BLN/BLNR: Tapped Public House, Mukilteo July 30](#)
 - [Habitat for Humanity BLNR Build Day August 28](#)
 - [AIAA Retirees Golf Outing July 22](#)
 - [Seattle Opera \(Winter 2024 Season\)](#)
 - [Finance: Thriving in Retirement Session 2: July 23 or July 25](#)
 - [Summer Fun: Season of Leadership Podcast by Susan Ireland](#)
- **Provided a prototype MailChimp survey for Craig Wild: awaiting input from Craig**
- **Requested specific updates for the 'Board and Leaders' web page** (Sharon and Craig action items)
 - Removed photos for Millie Edmonds and Conrad Szymczak from the slider
- **Updated the Retirees web pages: word chapter changed to committee (note Facebook needs similar change)**
- **Check for Webhostinghub's annual expenses was received from Vicki Swanson**
- Forwarded the Jubilee Reach and Groceries for Families report to Sharon each week
- **Thanks for input to email/website:** Sharon Lucas, Jenny Kaminski, Craig Wild, Susan Ireland, Tom Dodt, Dave Anderson
- Requests were sent out in order to gather dynamic content for *website, Facebook, monthly email*:
 - Please remember to **include Curtis in emails about events** so they are also added to BLNR Facebook
 - **Please provide information for the monthly email prior to second Monday of month: August 12, Sept. 9**
 - *Please review each of your postings for website and provide corrections quickly to Judy Roe.*
 - *Please if event is open beyond deadline, promptly provide new deadline*

Membership & Communication

Curtis Benner



- Total Membership is 2278 which is and decrease of 4 from the July report.
 - We added 3 people since the July report.
 - Therefore, we lost 7 members since the July report.
- There have been 21 new members in 2024
- Nancy Gilliland and Alejandro Veloz expressed interest in Board Support

Membership & Communication

Curtis Benner



- 719 Facebook Page Members
- Facebook activity since July meeting:
 - ◆ 20 requests for access
 - ◆ 8 requests were accepted
 - ◆ 5 - Current BLN-R members
 - ◆ 2 - Boeing retirees that are not currently BLN-R members
 - ◆ 1 - Current Boeing Employee
 - ◆ 0 - Past Employees that are not a BLN-R member
 - ◆ **Total increased by 6 from last month** (2 people left the group)
- Appears to be an increase in what I suspect are robot requests.
- Removed several posts on July 27. See next slide for details.
- Updated on the Facebook group the criteria for being part of this group to be consistent with what is on our Website.

Boeing Critical Articles on Facebook

- On July 27 there was a post calling out an individual who had been posting articles critical of Boeing. A number of others commented on this posts objecting to critical articles.
- I removed the post that called out the individual.
- I also temporarily set that I must approve posts from this individual
- I also removed all of the critical articles as a temporary action.
- I posted that I had taken these actions and that I would temporarily delete posts critical of Boeing until I discussed this with the Board.
 - ◆ There were about 6 comments that were critical of my taking this action
 - ◆ There were about 10 comments supporting the action I took.
- I responded to a number of these comments clarifying the Boar's current position and that I would take this to the Board for further discussion and clarification.
- How would the Board like to proceed?
- Lou Mansfield also asked for an explanation from the Board as to why we opened up membership in this Facebook group beyond BLNR members.

Membership & Communication

Curtis Benner (continued)



Facebook requests

Request Type	Jul-Dec 2019	Jan-Dec 2020	Jan-Dec 2021	Jan-Dec 2022	Jan-Dec 2023	Jan-24	Feb-24	Mar-24	Apr-24	May-24	Jun-24	Jul-24	Aug-24	Total
BLNR Member	12	55	2	12	20	1	1	2	0	3	0	5	0	113
Non-BLNR Retiree	36	121	13	7	44	3	15	10	4	1	2	2	0	258
Current Boeing	8	66	2	13	7	0	14	2	0	0	2	1	0	115
Non-BLNR Past Boeing Employee	3	15	4	7	13	0	3	0	2	0	2	0	0	49
Non-Boeing or Inconclusive	14	71	12	11	43	3	36	6	4	0	3	10	2	215
Total Requests	73	328	33	50	127	7	69	20	10	4	9	18	2	750
Requests Accepted	59	257	21	39	84	4	33	14	6	4	6	8	0	535

■ **719** Total Facebook Page Members

Membership & Communication

Curtis Benner (continued)



	Pre-2012	2012-2017	2018	2019	2020	2021	2022	2023	1Q24	2Q24	3Q24	Total
Members	1407	570	71	51	96	24	15	23	7	11	3	2278
Travel	556	488	64	43	90	22	15	16	4	10	2	1310
Tours	316	395	43	37	70	19	11	15	4	7	2	919
Golf	261	184	21	20	42	5	4	8	3	2	0	550
Bowling	54	64	9	10	19	6	2	5	1	3	0	173
Coordinators	15	37	4	5	12	3	0	3	0	1	0	80
Social	292	350	43	37	67	19	10	16	5	8	2	849
Tutoring/ Mentoring	69	108	22	14	42	4	3	7	2	4	3	278
Habitat for Humanity	12	14	0	1	24	3	6	5	2	3	1	71
Holiday Events	204	144	22	18	32	9	4	5	3	1	2	444
Board Member	47	12	4	6	6	1	1	3	1	0	0	81
Board Support	23	23	7	11	6	2	2	3	0	0	2	79

July 2024: 3

August 2024: 0



- Summary

- Ankita Mishra, Outreach for the Boeing Leadership NeXt (LX) development program, provided **35** names of people looking for mentors – with all the background info needed to match mentors!
- BLN-R Mentor Volunteers
 - We currently have **19 mentors** who have recently expressed interest!
 - In the process of gathering bios to use for mentee matching
- Video Recording for the BLN-R website: “A Conversation with Dave Hyem” is up next! It will be complete by the end of summer.
- BLN Lunch & Learn Schedule (Seasons Leadership)
 - August 15th: Leading from the Middle
 - August 22nd: Leading through Change
 - September 5th: Identifying Personal Values as a Foundation for Leading
 - September 10th: Providing & Receiving Difficult Feedback
 - October 17th: Motivating your team in difficult times

BLNR Action Items



#	Table Action	O = Open / Ongoing C = Closed	Addressee
68	Sharon and Susan to work together to establish a BLNR email and YouTube account.	O	Sharon
70	Board members to review roles with our operating manual and report any adjustments needed.	O	Board Members



BLN BOEING
LEADERSHIP
NETWORK
RETIREES