

BLNR Board Meeting Report

May 9, 2019

Hosted by Executive Board Liaison
Dennis Honey



BLN Meeting Information



- Here is our meeting info. Just click the link below. You don't need to install anything on your computer.
- Join.me meeting link: <https://join.me/BLNRetiree> Please be patient, it takes a minute...
- Audio link: 202-602-1295
- Conference ID: 835-443-800 (no dashes)
- Audio can also be on your computer. Click the Join.me Audio icon and select Computer.
- If you choose this audio method, headphones and a microphone will be needed for your computer. Here is a sample <http://www.bestbuy.com/site/logitech-stereo-h151-on-ear-headphones-black/4576703.p?skuld=4576703> product.

BLNR Board Members



-
- Executive Liaison: Dennis Honey
 - Social Connection Leader: Robert Reichle
 - Treasurer: Guy McCarney
 - Secretary: DeeAngela Thomas
 - Membership & Communication: Curtis Benner
 - Mentoring: Quinten Sisco

Social Connection Leaders



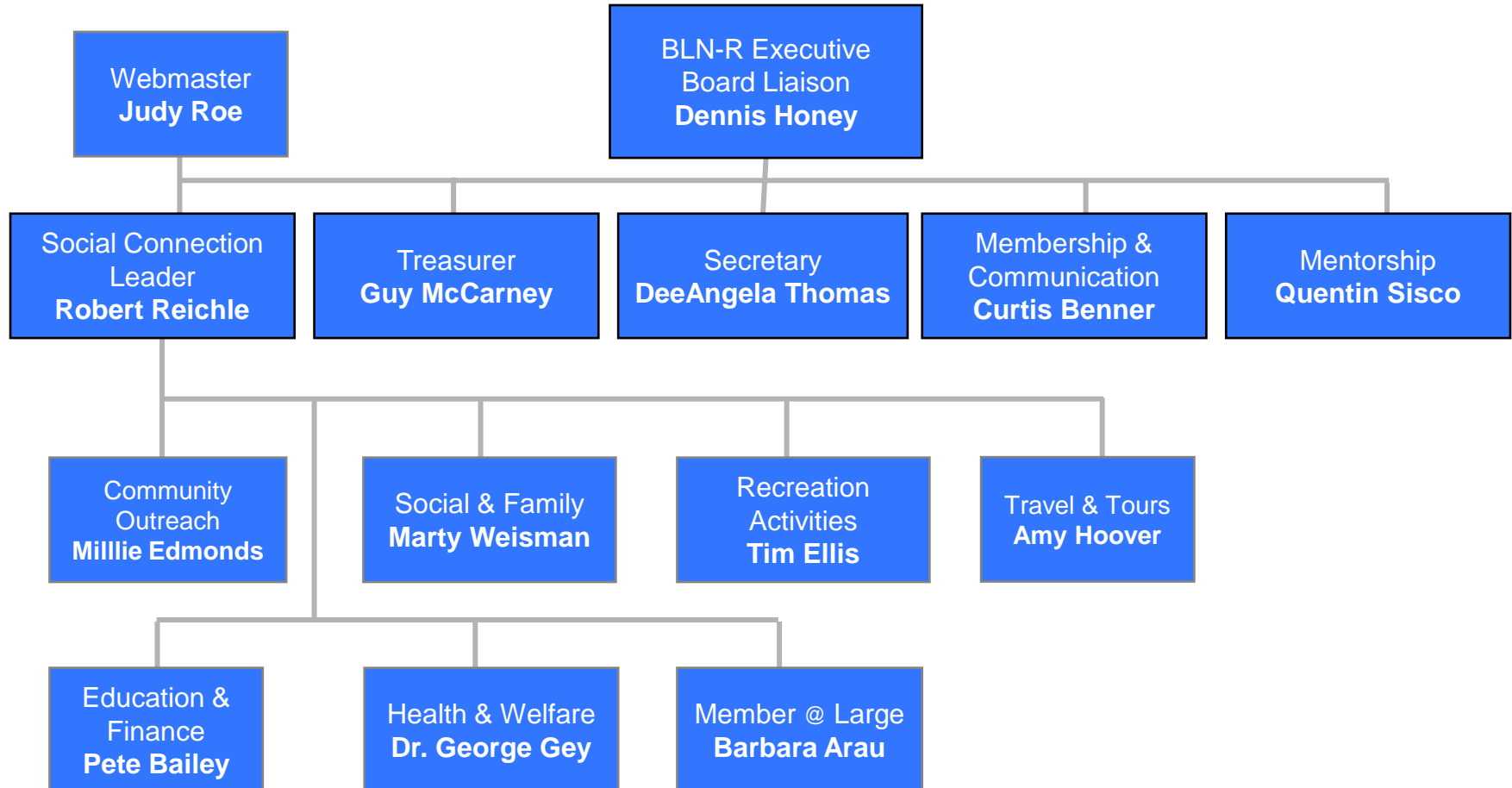
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- Social Connection Leader: Robert Reichle
 - Community Outreach: Millie Edmonds
 - Education & Finance: Pete Bailey
 - Health & Welfare: Dr George Gey
 - Recreation Activities: Tim Ellis
 - Social & Family: Marty Weisman
 - Travel & Tours: Amy Hoover
 - Webmaster: Judy Roe
 - Member at Large: Barbara Arau

BLN Board Meeting Agenda



<u>Agenda Item</u>	<u>Presenter</u>	<u>Duration</u>
▪ Call to Order	Dennis Honey	
▪ Roll Call	DeeAngela Thomas	
▪ Approval of Minutes, Exec Board Report	Dennis Honey	10 min
▪ Executive Board updates	Dennis or Shannon	10 min
▪ Executive Board report and Hot Topics	Dennis Honey	10 min
▪ Social Connection Report	Robert Reichle	10 min
▪ Finance Report	Guy McCarney	10 min
▪ Web Update	Judy Roe	10 min
▪ Mentorship	Quentin Sisco	10 min
▪ Membership & Communication	Curtis Benner	10 min
▪ Upcoming Topics Next Meeting	Team	
▪ Adjournment	Dennis Honey	

■ BLN Retirees Board Structure



Retirees Social Connection Leaders & Event Sponsors



- Social Connection Leader: Robert Reichle 425-337-2906
- Community Outreach: Millie Edmonds 206-353-2207
- Education & Finance: Pete Bailey 206-232-9451
- Health & Welfare: Dr George Gey 206-463-9266
- Recreation Activities: Tim Ellis 425-870-1505
- Social & Family: Marty Weisman 206-304-4087
- Travel & Tours: Amy Hoover 425-426-6284
- Member at Large: Barbara Arau 425-835-0772
- Event Sponsors or contacts:
 - ◆ Mentoring Quentin Sisco, Guy McCarney (Board members)
 - ◆ Skiing / SkiBacs focal Jean Fedor
 - ◆ Bellevue College TELOS Jerry Bunce
 - ◆ Golf PSGA Gene and Diane Slagle, Puget Sound Golf Asso.
 - ◆ Golf Karen Ekrim, Fritz Gilbreth (previous)
 - ◆ Arizona events Ron Robinson, Bill Wilbur
 - ◆ Other event sponsors Alexis Zolner
 - ◆ RV Club [Cliff Howe](#)

Social Connection

Retirees: Robert Reichle



- Upcoming BLNR Chaired Events

- ◆ May 8th - [Volunteer Opportunity to Help Friends of Youth](#) Help your host Millie Edmonds prepare a meal and deliver it to the local Friends of Youth shelter.
- ◆ May 15th - [Generational Wealth: Avoiding the 3 reasons Families Fail to Transfer Generational Wealth](#) by Capital Planning, Lunch & Seminar at El Gaucho Restaurant, Bellevue, Event Chair Pete Bailey, Cost \$5.00/person
- ◆ May 16th - [Medicare & Planning for Long Term Care](#) by AFEA, American Financial Educational Alliance, at Kent Library, Robert Reichle, free ticket event but RSVP is required.
- ◆ June 24th - [Volunteer Opportunity to Help Friends of Youth](#) Help your host Millie Edmonds prepare a meal and deliver it to the local Friends of Youth shelter.
- ◆ Additional [Non-BLN](#) events for 2019; Seahawks, Mariners, concerts, theater, many others.

Upcoming Topics Next Meeting



- Suggested to Exec Board via email that new BLN web site be on Boeing Servers but move the web site to use [Total Access](#) servers external to the Boeing Firewall. Both Active & Retirees would have equal access to view and signup for events. Payment for events could be online for all by credit/debit card as well as making payroll deduction still an option, but only for Active members. No response from the Exec Board.
- Will propose that Retirees have the same event subsidies as the Active members.
 - ◆ Active Event Sponsors can communicate directly with our Retirees for common events
 - ◆ Event sponsor forms and book keeping will be easier without two different price structures, both Vicki and sponsors
 - ◆ It's a small expense, 147 events offered to Retirees in 2018, 512 total tickets, (ex ~\$20 ticket X 8% X 512 = \$820 a year)

Treasurer Finance Report

Guy McCarney

No changes May 2019



Category	Board Member	Revenue	Expenditures	Funded (\$1,000.00)	Jan	Feb	Mar	\$ 5,469.75				Total
								1Q19 (Actual)	2Q19 (Actuals)	3Q19 (Actual)	4Q19 (Actual)	
Total Forecast		\$ 7,930.00	\$ 5,469.75	\$ (2,460.25)	\$ 1,000.00	\$ 4,469.75	\$ -	\$ 5,469.75	\$ -	\$ -	\$ -	\$ 5,469.75
BLN-R Liaison	Dennis Honey	\$ 1,000.00	\$ -	\$ (1,000.00)	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Board Summary	Dennis Honey	\$ 1,000.00	\$ -	\$ (1,000.00)	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Webmaster	Judy Roe	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Web Hoisting Hub - (5 Elements)		\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
		\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Social Connections	Robert Reichle	\$ 6,930.00	\$ 5,469.75	\$ (1,460.25)	\$ 1,000.00	\$ 4,469.75	\$ -	\$ 5,469.75	\$ -	\$ -	\$ -	\$ 5,469.75
Luncheons	Robert Reichle	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Airways Brewing Tour & Tasting	Dennis Honey	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Medicare & Long Term Care	Robert Reichle	\$ 70.00	\$ -	\$ (70.00)	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Victorian Christmas Festival (104)	Robert Reichle	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Pima Air And Space	Ron Robinson	\$ 5,500.00	\$ 5,469.75	\$ (30.25)	\$ 1,000.00	\$ 4,469.75	\$ -	\$ 5,469.75	\$ -	\$ -	\$ -	\$ 5,469.75
Pima Air And Space	Ron Robinson	\$ 360.00	\$ -	\$ (360.00)	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Boeing Company - Corporate												
Citizenship; \$1,000	Rachel Peterson	\$ 1,000.00	\$ -	\$ (1,000.00)	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Health & Welfare	Dr. George Gey	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Community Outreach	Millie Edmonds	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Education & Finance	Pete Bailey	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Travel & Tours	Amy Hoover	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Social & Family	Marty Weisman	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Recreation Activities	Open	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -

- **Designed and sent email notifications to Retirees on May 3rd (MailChimp costs nothing):**
 - **1,722 recipients**
 - **Open rate 54.1%**
 - **Advertised:**
 - Generational Wealth lunch event at El Gaucho (May 15th)
 - Mentoring career and college readiness interviews June 4th and 5th (Everett Cascade High)
 - Friends of Youth: provide /serve meals May 8th and June 24th
 - Peter Ansdell's Boeing video and news snippets
 - **No newsletter/no new events provided**
 - **Opened counts for links in email:**
 - Generational wealth event at El Gaucho 194
 - Boeing news snippets 140
 - Mentoring at Everett Cascade High 88
 - Friends of Youth provide/serve meals 54
- **Questions: what is the new process (Dennis Honey met with Lisa Slagle) for providing BLN event information to Judy Roe and Dennis Honey? *Who is going to contact and have ongoing contact with the BLN event coordinators?***
 - **No May newsletter/we received no new events from BLN Active and for April we received very little information from BLN Active. Sent emails with regards to the broken process: BLN Retirees not being told about events.**
- **Adding /revising:** Rigoletto Opera, Emerald Downs event, Pima Space Event follow-up, Friends of Youth events, Boeing news snippets/video from Peter Ansdell, list of upcoming events, Retirees membership review process.
- **BLN Active event coordinators:** saying they do not know information should be sent to Retirees. Received two events from Active after the monthly email was sent and partly because Retirees asked for information. Once they know, BLN Active coordinators just copy paste event information into a quick email to Judy and Dennis.
- **Ongoing request for the Board** provide more dynamic content for **website, Facebook, and monthly email** to spur interest:
 - Provide: announcements for BLN and BLNR events, BLN Board notes, bio/photos for Board members, mentoring events, classes for Retirees, links to non BLN events
 - Remember to advertise your events on BLNR Facebook: you can post to Facebook or Curtis Benner can do this
- **777 WA001 Celebration/PIMA Air and Space Museum event: follow up information received and pending approval from the coordinators.**

*By: Judy Roe
(May, 2019)*

Mentoring Program Report

Quentin Sisco



- Beginning the process to create a “catalog” of mentors
- Solicit interested BLNR members for a background summary in order to populate the “Catalog”
- “Catalog” to include Work Experience, Mentoring Interests and other information That will help Mentee’s select Mentor candidates
- Make available to current BLN members
- Be a Judge! Washington Future Business Leaders of America (FBLA) Information Posted on the BLNR Website

Black - Old Item
Blue - New Item

Membership & Communication's Report

- Total Membership (2731) which is an increase of 3 from the April report
 - We added 3 people since the April report
 - Therefore, we did not lose any members since the April report
- There have been 32 new members in 2019
- Made suggested revisions to the New Member Review/Approval Process and provided it to Judy to post.
- Board Support Interest: Mark Spurling
- Updated the address, profession, and how they receive the newsletter for one individual.

Membership & Communication's Report (continued)

- I was contacted by a representative from an organization called Higher Logic that provides membership engagement services for various organizations.
 - He somehow came across our website and decided to contact me.
 - I had had a phone conversation with him on what their organization is about and what they provide.
 - They provide services to recruit new members, encourage engagement, drive retention, and increase revenue.
 - They also provide a service called Mentor Match to enable and track mentorship relationships.
 - The price range for their services is \$8,000 to \$15,000 (well beyond our budget)
 - Are we interested in pursuing their offer further?

Membership & Communication's Report



Boeing Leadership Network Retirees

	2015	2016	2017	2018	1Q19	2Q19	Total
Members	148	130	80	71	28	4	461
Travel	127	112	65	64	22	3	393
Tours	106	87	54	43	17	3	310
Golf	44	40	27	21	12	2	146
Bowling	21	15	4	9	5	1	55
Coordinators	5	11	9	4	2	0	31
Social	88	81	58	43	19	2	291
Board Member	3	4	2	4	3	0	16
Board Support	3	8	5	7	5	1	29

BLNR Members: **2,731**

April 2019: 3

May 2019: 1

Membership & Communication's Higher Logic



Complete Member Engagement

Build your member journey through online community and marketing automation

Our Online Community and Marketing Automation platforms work to connect your members to each other and with your organization. Build member engagement by sending the right messages and supporting the best interactions, using Higher Logic Marketing Automation and Online Community together. Whether it's visiting a web page or becoming a brand champion, Higher Logic tracks and manages your member engagement, collecting meaningful interactions along each stage of the member journey.

Higher Logic empowers your organization to:

- Deliver personalized messages to your members
- Apply practical data to your member programs
- Build an experience that brings people together and brings you new insight
- Drive better recruitment, retention, and increased revenue for your organization

Help your association:

- Recruit new members**
- Encourage engagement**
- Drive retention**
- Increase revenue**

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Build Meaningful Interactions with Higher Logic

Online Community

Online Community brings your members together. It gives them a platform to collaborate and engage with fellow members. Give your organization the insights they need to drive member retention and boost revenue. Your community is the key to knowing your members and meeting their needs.

Higher Logic Online Community supports:

- Member interactions at every level, from introductions and sharing ideas, to promoting your organization's events, content, and values.
- Targeted content and programs based on members' specific interests and needs.
- Collecting activity data throughout the member lifecycle, to gain new insight and provide the best member experience.

Marketing Automation

Do you structure your interactions so both members and non-members receive tailored, relevant messages at precisely the right time? Save time by being strategic instead of focusing on manual, repetitive tasks. Deliver superior campaigns with dynamic content and dedicated resources.

Higher Logic Marketing Automation supports:

- Targeted marketing campaigns and automated processes
- Campaign performance tracking and analysis
- Applied campaign and engagement data for better reporting on registrations, renewal rates, and member lifetime value



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Membership & Communication's Higher Logic



Higher Logic's Mentor Match

Professional development and networking in your community

What Is Mentor Match?

Customize your organization's professional development and networking experiences. Connect experienced mentors and ambitious mentees to share resources, experiences and work together to achieve professional and personal goals. Create profiles and demographics that are easily searched to find relationship matches, and track mentor and mentee statuses.

How Can Mentor Match Help Your Organization?

Enroll, Search, Find Mentors and Mentees

Members can sign up and create profiles based on their interests. Are they looking to mentor young professionals in their industry? Do they want to find an industry leader to share work experience? A member fills out information such as industry expertise, location, event attendance and languages spoken.

HIGHER LOGIC

Higher Logic is an industry leader in cloud-based community platforms, with over 25 million engaged members in more than 200,000 communities. Organizations worldwide use Higher Logic to bring like-minded people all together, by giving their community a home where they can meet, share ideas, answer questions and stay connected.



Earn Badges
Reward and encourage participation in a fun way.



Start a New Mentoring Relationship

To find a mentor or mentee in the system, a member starts by selecting areas of interest, all of which are specific to the organization. Fields include profile demographics, degrees, certifications and licenses earned, and community groups.



Track Mentoring Reports and Find Additional Resources

Check out reports on mentor/mentee relationships based on demographics like status, time period or email address. Include extra information for members in a dedicated FAQ page or extended About the Program sections of your community. Offer an area for participating mentors and mentees to submit feedback for product improvements.



Why Is Mentor Match Unique?

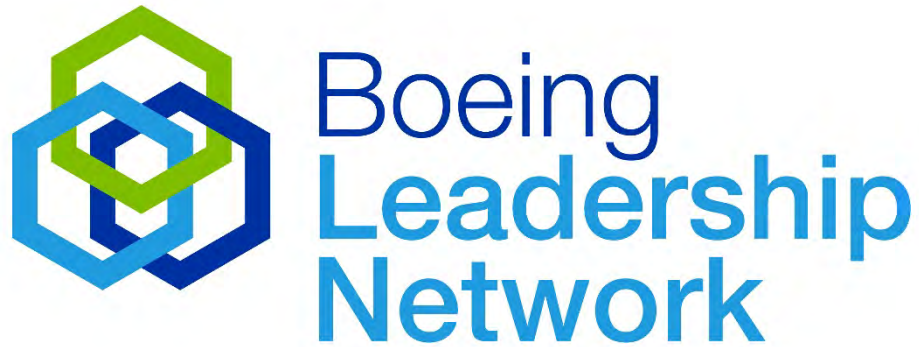
Customize this community feature to fit your community members' needs. The software includes flexible demographics and resources, depending on your goals. Whether members want a dedicated space to share resources and maintain a network of mentoring relationships, or simply an easier way to contact and connect one-on-one — Mentor Match offers the flexibility and creativity for better professional development.

BENEFITS

There are a myriad of benefits to mentorship:

- ✓ Showcase leadership within your organization
- ✓ Give mentees access to a support system
- ✓ Provide direct access to powerful resources
- ✓ Reveal identification of skill gaps
- ✓ Provide the foundation of a lasting professional network

Learn more about Higher Logic's Mentor Match, visit: www.higherlogic.com/mentor-match



THANK YOU