

The Association of the Century, Inc.
Minutes of Board of Directors
6 February 2024
Zoom Call

1. Call to Order: MSG Wayne Gerding, President, called the meeting to order at 1300 hours, 6 February 2024.
2. Recognition of Guests: No guests were present.
3. Approval of Minutes: COL Starr made a motion to approve the 8 November 2023 minutes. Second by SGT Lamkin. Motion carried.
4. Treasurer's Report: Quarterly finance report and Treasurer's Report emailed to the board prior to the meeting by LTC Kapp. LTC Kapp reviewed the income/expense statement and the balance sheet items. The Treasurer's Report contains details and commentary. Highlights are cash receipts exceeded total cash disbursements by \$4,697 for FY 2023. Of significance was the \$1,200 donation to the Scholarship Fund from the Franklin Club. In addition, disbursements of \$2,500 for reservation of the facility for the 2024 annual meeting, \$2,054 for insurance premiums, and the transfer of \$6,640 to the Scholarship Endowment Fund. As of December 31, 2023, total assets were \$132,739. Other highlights include the Association, through the Scholarship Endowment Fund, has granted 113 scholarships totaling \$112,000. In addition, the Association filed the appropriate application and financial information with the State and has received confirmation the Association may conduct charitable gaming in 2024.

COL Starr asked if the Association had reimbursed COL Noble for her expenses related to the Bingo program at the 2023 meeting. LTC Kapp responded that she was reimbursed and referred to the entry on the income/expense statement reflecting that payment.

COL Cobb asked if payment had been made to the website host, Sublime Media. LTC Kapp believes that payment was made, and COL Cobb said he would follow up with the vendor.

The board had a discussion regarding the appreciation of the investment portfolio. COL Rowe said the portfolio is being managed very well. The market performed well in the last quarter of the year. He reported a return of over 15% return YTD. LTC Kapp noted that the strong market performance erased the market losses from the prior year, bringing the amounts available for scholarships back to the \$20,000 level.

CSM Bethards asked about the investment account at Ft. Knox FCU. LTC Kapp said it is a small balance account that was required to be opened when the AOC had CDs on deposit there and it should be closed and moved to Abound.

LTC Warren moved to approve the Treasurer's Report. Second by COL Starr. Motion carried.

5. Website: COL Cobb reported the website was updated to include the new 100th Division command team and the Taps section. There have been no reported problems with the website, and it is both functional and useful. He's not sure if we are current with payment

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and will follow up with Sublime Media to verify. MSG Gerding asked if there were plans to add the AOC Challenge coins to the website. COL Cobb said he will cover that item in the Supply Room report.

6. Membership Report: SGM Zimmerman provided the Membership Report to the Board prior to the meeting. He reported that we lost 6 Division members, 3 AOC and three non-AOC, and that total membership is 883.

7. Newsletter: COL Williams reported that two more newsletters are planned prior to the 2024 Annual Meeting. March and June, respectively. The March issue will contain information about the Annual Meeting, but the registration forms will be in the June issue. COL Williams requested any information for the March issue be sent to him NLT 15 February. He also informed the board that the March issue would have information on the 100th Division MTC and requested the board send him any information or photos they may have about the MTC.

8. Scholarships: CW5 Diamond reported the Scholarship Committee met and reviewed several suggested changes to the process. The proposed changes are:

a. Adding a two-year college degree program to the program. If an applicant is enrolled in a two-year program, they are only eligible for a single award unless they move into a four-year program and they would become eligible for a second award. Simply stated, applicants pursuing a two-year degree are eligible for one (1) award and those pursuing a four-year degree are eligible for two awards.

b. Addition of additional criterion to the “financial need” explanation on the application to include a typed essay of 240 words on “how this scholarship will help me achieve my goals and meet my financial needs.”

c. The committee recommends deciding on the dollar amounts of the scholarships be based on available funds in the current year and on the number of packets received. There have been years in which fewer than ten packets were submitted and some years when there were more.

d. Require two signed letters of recommendation, dated in the current year, from a non-family member.

LTC Moss moved for approval of the changes to the scholarship application process. Second by CSM Bethards. Motion carried.

9. COL Russell reported the Corridor of The Century Award was presented to SGT Mike Lyall in December. Suspense date for the 2024 nomination packets is June 1, 2024.

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10. Supply Room: COL Cobb has received samples of new logo shirts to consider adding to the Supply Room. The options include long sleeve and short sleeve button down style shirts. The cost of the shirts is in the \$35 dollar range and will have the 100th Division logo. The final selling price is TBD. COL Cobb said the polo shirts have been in stock for several years and the fresh style could be a good addition. COL Starr suggested placing a few shirts in the Supply Room inventory to assess how they sell before placing a larger order. Regarding the flask and decanter items, COL Cobb recommends selling in advance of the Annual Meeting and he would have them ready for pickup at the meeting rather than shipping to save on the shipping costs. He will prepare an article for the newsletter about the flask and decanter and will place an order form on the website.

11. Historical Holding Center (Museum): MG Barron reported he has the volunteers lined up to replace the bulbs and just waiting for the weather to improve to coordinate the activity.

12. Board of Directors: CSM Belcher recommended nomination of CSM Durard Thomas to the Board of Directors as a replacement for COL Herzog. MSG Gerding recommended tabling the motion until the May Board meeting at Ft. Knox. The actual election will occur at the August Board meeting. CSM Belcher said the responsibility for the updated Board of Director roster has been passed to LTC Johnson who was not present at the meeting.

13. SOS Pickle Jar: MG Tindall reported he does not know of any 100th Division soldiers currently deployed. Discussion on how we might utilize the money in the fund in the absence of deployments. Should we consider sending a packet to a service member currently deployed in harm's way, Guard or Reserve that is a dependent or direct family of an AOC member? The Board was supportive of the idea and agreed to proceed with planning the process. MG Tindall will be providing additional information and updates at the May meeting. Suggestion was to place an article in the newsletter to get the information out to AOC membership.

14. Old Business: MSG Gerding.

a. Preliminary information on 2024 annual meeting provided to the Board via email from MSG Gerding on 1/22/24. In addition, COL Abel email dated 2/6/24 provides information on available activities in Owensboro.

b. COL Abel reported satisfactory progress being made with fundraising efforts. COL Abel said ATMOS Energy has committed \$5,000 to be paid in April 2024 and ATMOS

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officials have indicated their commitment to support in 2025 if the location of the AOC meeting remains within their market areas (Bowling Green / Owensboro etc.). Other potential commitments include VFW and Legion. Entertainment options are being reviewed and options are being considered but nothing is locked in yet. MG Barron reported a meeting with Bill Barron to request assistance with contacting potential donors. The goal is to raise \$1,000 per potential donor. COL Cobb reported the Tanaro Sisters have indicated they would be available in August for the National Anthem and other entertainment and that Owensboro location is not an issue with them. MG Barron commented that he has also asked Bill Barron about entertainment options and requested a quote on the cost for approximately one hour of performance. That information is forthcoming. MG Barron also commented that the Mayor of Owensboro is a potential source to sing the National Anthem, but he will take further action with the mayor until the decision is made on the Tanaro Sisters. The Entertainment Committee will make the decision/recommendation on the entertainment selections.

Some discussion about paying for the meals for guests or entertainment personnel. COL Cobb said the AOC has traditionally paid for the meals for guests and entertainment personnel. Sponsorship funds are considered “advertisement” expense by sponsors and funds are put into the general fund of the AOC in support of activities that promote the work of the AOC to include scholarships. COL Platt was asked to research the use of donations/sponsorship dollars to pay for meals of guests or entertainment personnel.

COL Starr suggested we consider having a speaker/vendor on Saturday to provide information to attendees on how to access their VA benefits. COL Noble mentioned the VA “Aid and Attendance” program that provides benefits to veterans and that the Welcome Packets could contain information about the program as well as other veteran’s benefits. In addition, it may be possible to coordinate with one of the various agencies to conduct an informational session on Saturday afternoon.

15. New Business: COL Abel informed the Board of the upcoming 2nd Brigade breakfast meeting on the second Saturday in April and invited any interested individuals to attend.

16. Next meeting is 1300 hours, May 7th at Ft. Knox, KY.

Being no further business, the meeting was adjourned at 1502.

Craig Holland, MAJ, (Ret)
Assistant Secretary