

NEW HAMPSHIRE FEDERAL EXECUTIVE ASSOCIATION

Marlene E. Littlefield, President 2006



U.S. Department of State
Consular Affairs
National Passport Center
31 Rochester Avenue
Portsmouth, NH 03801
Phone: 603-334-0571 Fax: 603-334-0596

NHFEA Board Meeting

April 22, 2007

1. The meeting was brought to order by Kathi Hatch at 10:00 at the HUD, Manchester, New Hampshire. The following were present:

Kathi Hatch – IRS via conference call
Dawn Nester – IRS via conference call
Peter Kawonczyk – United States Attorneys Office
Amy Bassett - SBA
Bob Grenier – HUD
Jessica Scott – HUD

2. February minutes were reviewed and accepted.

3. Treasurer's Report: The checking account has \$843.17. \$160.00 was deposited from the managers breakfast. We had an expenditure of \$364.00 to host the managers breakfast. \$200.00 expense for the promotional NHFEA Pens. There is a \$35.00 additional deposit to be credited.

4. Breakfast for Managers was a a successful event with 26 attendees. A full report is ttached.

5. May Award plans are being finalized. Award submissions are slow and the group was asked to put out one last push for greater participation. The event is scheduled at the Elk's in Portsmouth, NH on May 11th.

6. The Golf tournament is still planned for May 25. The September event needs further exploration. Charlie has agreed to work this event.

7. Our web site at www.nhfea.org is being updated monthly. All press releases are inserted. See additional communications report.


Peter Kawonczyk, Secretary
New Hampshire Federal Executive Association

Attachment



Communications Report
NHFEA Board Meeting
April 2007

Media Outreach

- ⇒ Sent out a press release through PRWeb.net to announce a successful “Breakfast for Managers” event (see attached). The press release was picked up inside and outside New Hampshire in printed media as well as on the internet (i.e., news.yahoo.com and topix.net, a military eNewsletter, Government Public Services Digest, and a publication in Japan—how’s that for coverage!)
- ⇒ Set up an announcement of the NHFEA Golf Outing to run on GovExec.com’s Calendar under “Other Events” in April (the golf outing is May 25, 2007).
- ⇒ Developed a press release to announce the opening of the window to submit nominations for awards.
- ⇒ Developed a press release to announce the NHFEA Awards program being held May 11, 2007.
- ⇒ Developed a press release to announce the winners of the NHFEA awards.
- ⇒ All press releases are also posted on the NHFEA web site (<http://www.nhfea.org>).

NHFEA Web Site

- ⇒ Added Marlene Littlefield’s Opening Remarks from the Breakfast for Managers to the Media page.
- ⇒ Added a press release to announce that agencies may now submit award nominations.

Submitted by:
Dawn Nester
Communications Chair
PH: (603) 433-0560

“Breakfast for Managers”

Report
04/20/07

Background

During the New Hampshire Federal Executive Association (NHFEA) annual strategic planning meetings in 2006, a suggestion was made to hold breakfasts for managers to encourage networking among the agencies in New Hampshire and also to encourage participation on the NHFEA Board.

Inaugural Breakfast

March 21, 2007, was chosen as the date for the inaugural breakfast. Dawn Nester, Communications Committee Chair, volunteered to lead the effort. The Elks of Portsmouth, 500 Jones Avenue, Portsmouth, NH 03801, was chosen as the site.

Early in January 2007, 63 information letters were sent out to heads of federal agencies, including representatives on the NHFEA Board.

By early February 2007, invitations were being mailed. The invitations included RSVP cards, stamped and addressed to be sent back to Dawn Nester. As of March 19, the cut-off date for providing the Elks with a final head count, 26 accepts and 20 regrets had been received, with 36 no responses (82 total).

Accepts	Regrets	No Responses
26	20	36

Information packages, created from blue pocket folders, including an NHFEA label on the front, included the following:

- ◆ an evaluation with addressed envelope to be sent back to Dawn Nester;
- ◆ the NHFEA brochure;
- ◆ information about the NHFEA award categories;
- ◆ the NHFEA Mission;
- ◆ a one-page information sheet about what the NHFEA does; and,
- ◆ a one-page information sheet about who the NHFEA Officers are.

Place cards were set on the table so that people from the same agency did not sit together to further encourage networking.

Programs were prepared to include bio sketches of the two guest speakers: Colonel Bryan Clements, U.S. Army National Guard, and Mr. Gregory Carson, Field Office Director, Housing and Urban Development.

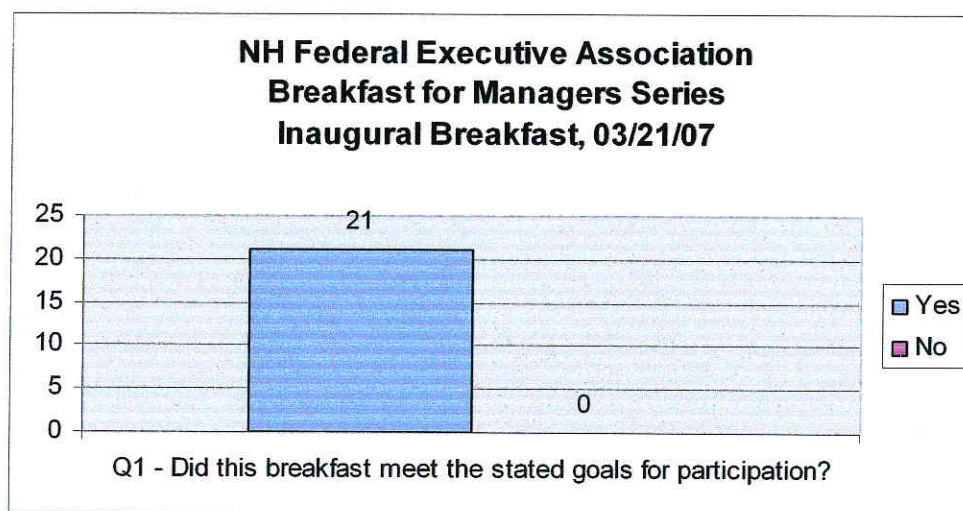
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Marlene Littlefield, President, gave Opening Remarks, introduced the guest speakers, presented framed Certificates of Appreciation to the speakers, and provided Closing Remarks. Charlie Badger, NHFEA Golf Tournament Chair, handed out flyers for the spring golf tournament.

Evaluations were requested. Of the 25 evaluations available for study, 17 were returned on-site with 4 more being received by e-mail and US mail, for a total of 21. This gave the NHFEA an 84 percent response rate. Anything over 50 percent is considered good. Evaluations were requested to be received on or before April 15th.

The key evaluative information concerned (1) how well the breakfast met the stated goals; (2) would the attendee recommend the event to someone else; (3) how often the breakfasts should be held; and (4) for how long. A fifth question was asked that was primarily for the organizer of the events concerning when would be a good time to contact the participants as future speakers. That information was gathered and will be used in the future but is not necessarily relevant to this report. Because the fifth question isn't included in this report, the chart numbers don't necessarily correspond to the questions as presented here. Responses to these questions were:

- (1) 100 percent of the respondents felt that the breakfast met the stated goal for the event.



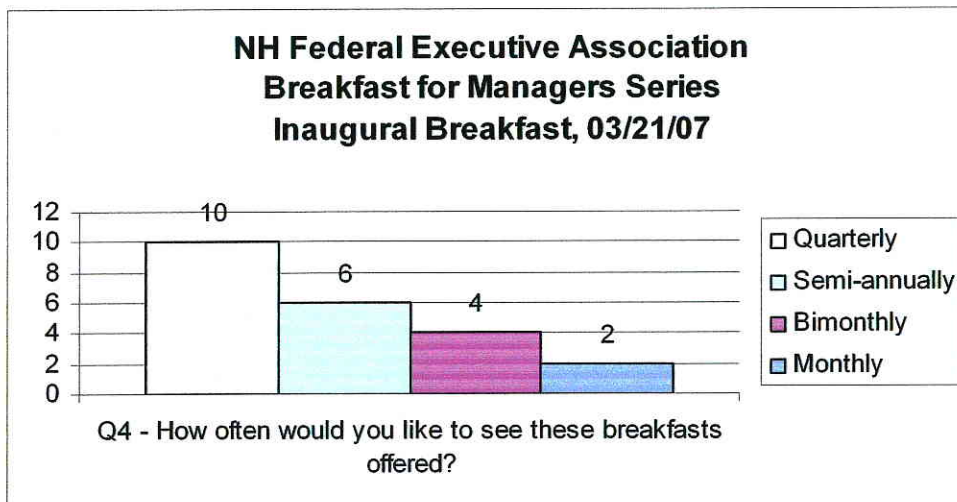
- (2) 99 percent of the respondents would send someone else if they were not able to attend in person [Note: The one person who said “No” indicated the reason, which was not a negative to the program, but circumstantial to the person’s situation.]

"Breakfast for Managers"

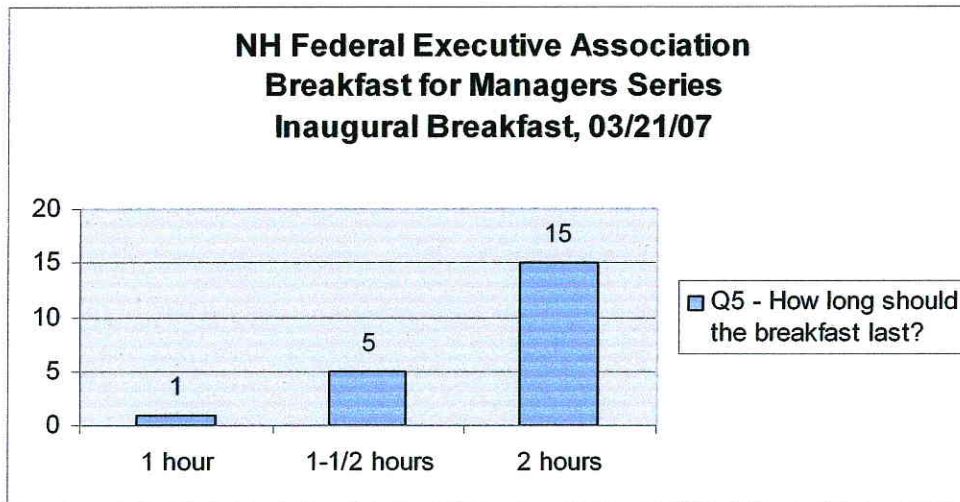
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- (3) Holding the breakfasts on a quarterly basis was the clear preference for the timeframe (10 out of 21, or approximately 52 percent), with semi-annually coming in next (6 votes). The other options received 4 and 2 votes each. However, for the semi-annual vote, Spring/Autumn was the clear favorite, receiving all votes.



- (4) Length of the breakfast was clearly favored to be 2 hours, with 1-1/2 hours coming in a close second, for a combined 99 percent. Only one person indicated the breakfast should be an hour.

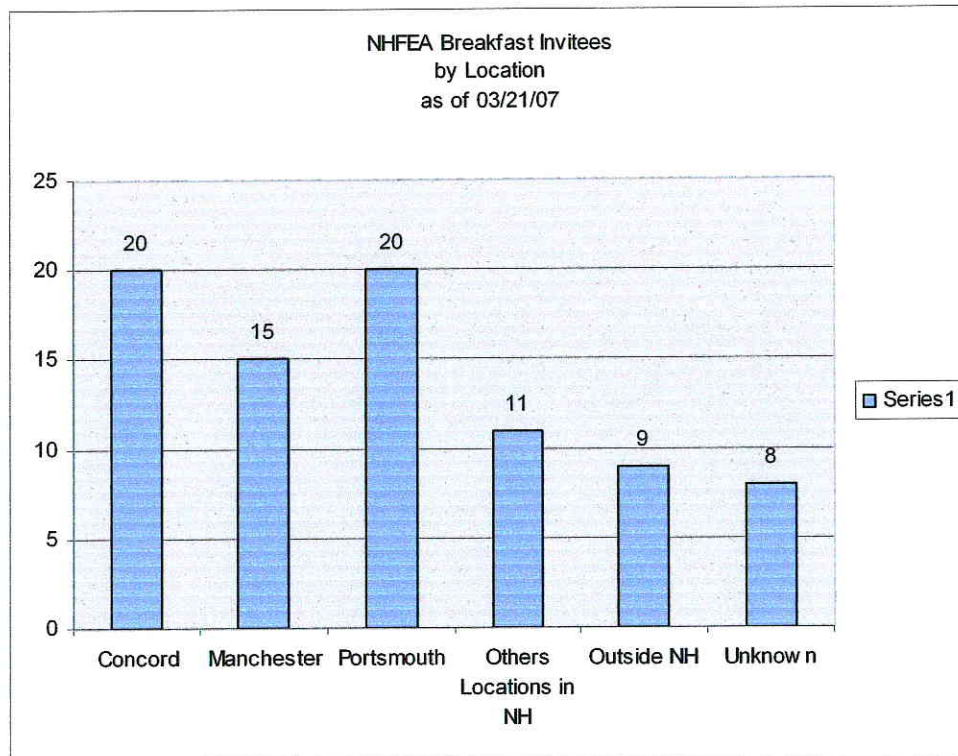


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Web Site Impact

In the month of March, the NHFEA web site received 1,427 hits, of which 45 were from unique URLs. March 20th had the highest number of hits (224). The golf flyer has already received 3 hits.

Follow-up: During the strategic planning sessions, a question arose as to the location of the invitees. The following is a breakout of the invitees by location.



Based on attendees' feedback, the Breakfasts for Managers series should be held quarterly, in spring and autumn.

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Recommendations:

- ⇒ Alternate the location of the Breakfast for Managers series between Portsmouth and a location either in Concord or Manchester to maximize potential attendance.
- ⇒ Hold the next Breakfasts for Managers on the third Thursday of the month at 9:00 a.m. and announce the dates/locations so that people know what the event is, when it’s coming, and send a “Save the Date” card prior to the formal invitation.
- ⇒ Hold the next two Breakfasts for Managers on Thursday, June 21, at CRSparks in Bedford, NH, and on Thursday, September 20, at Grapphone Center in the Holiday Inn Express, Concord. The advantages of these places are:
 - they are within the same price range as the Portsmouth Elks; and,
 - people are already familiar with these places.