

EDUCATE

ADVOCATE

SUPPORT



Air Force Association

The Force Behind THE FORCE
Region President's Meeting
April 19, 2008

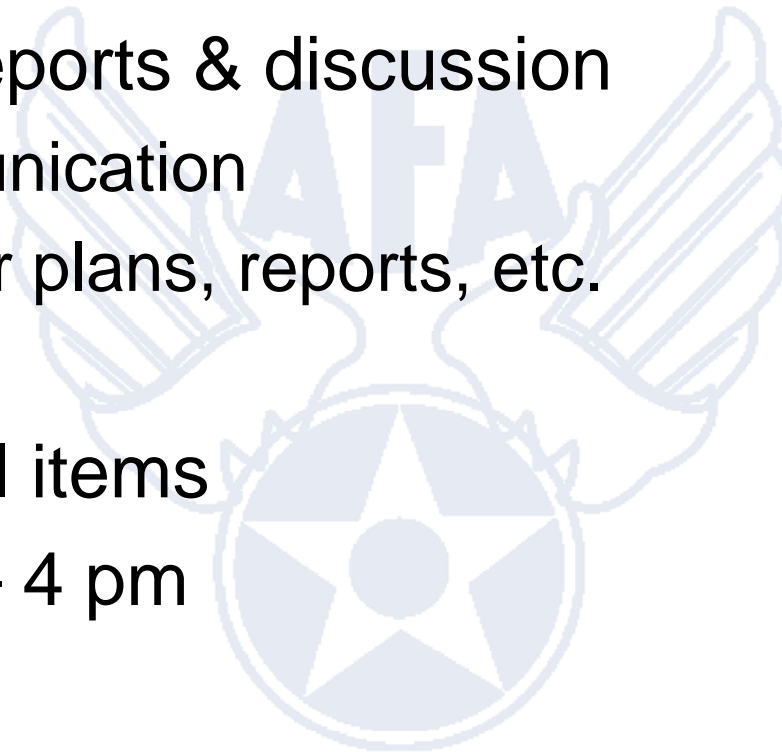
WWW.AFA.ORG

Agenda

- Welcome, Introductions & Admin
- Reports and Updates
 - Nominating Committee
 - Eaker Institute
 - Strategic Communications
 - Field items of Interest
 - MW Region – Virtual Meeting
 - Membership
 - Chapter Ops
 - Field Council

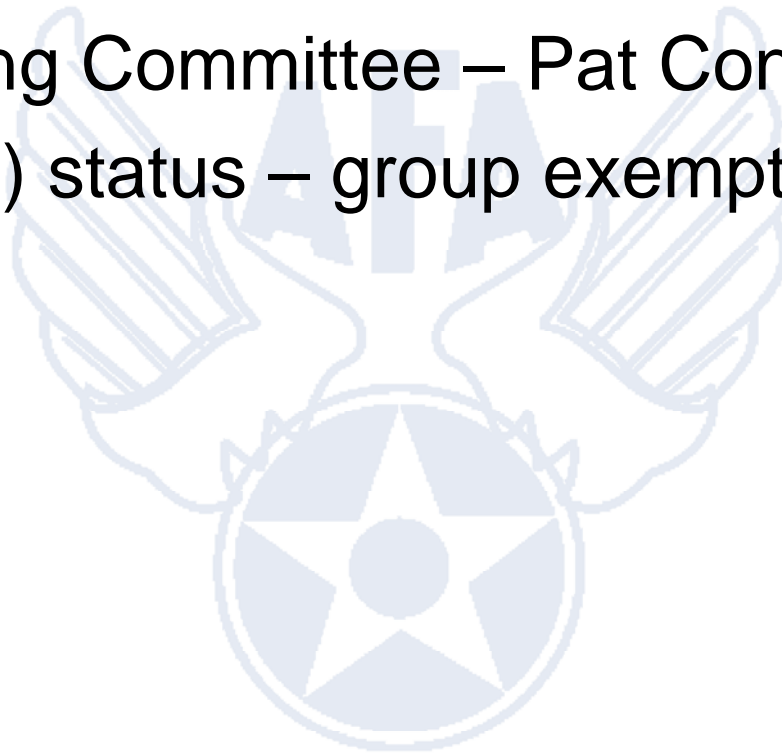
Agenda (con't)

- Lunch (if you behave)
- Region reports & discussion
 - Communication
 - Chapter plans, reports, etc.
 - Other
- Additional items
- Adjourn – 4 pm



Reports and Updates

- Chairman of the Board – Bob Largent
- Nominating Committee – Pat Condon
- 501 (c) (3) status – group exemption



September Congressional Morning Reception

- What worked last year
 - CSAF & SECAF – pleased with # of Members of Congress, staffers, and AFA folks in one place
 - Most states -- outstanding job scheduling follow-up meetings
 - Numerous Members of Congress and AF leaders impressed with the volume of AFA attendees
 - AFA members had the opportunity to interact with the entire cadre of participating AF leaders
 - Logistics were 100% better for AFA and the Air Force

September Congressional Morning Reception

- Opportunities for improvement
 - Better overall communications -- AFA staff needs to help all understand this is a *reception*, not a sit-down breakfast
 - And the reception is the kick-off – the follow-up meetings are the key
 - Better room set up -- better tables, signage, layout, chairs
 - States need to be proactive when they invite participants to the reception and schedule the follow-up meetings.
 - The briefing booklets need to be distributed on the bus
 - AFA staff will provide “leave behinds” for our members to give to staff and Members of Congress with whom they meet during the formal meetings.

What You (States) Need to Do

- Designate a Point of Contact & have them contact Terra Zvara (Policy & Communications staff— tzvara@afa.org) by May 2
- Once we firm up location. contact your Congressional Delegation and invite them to the morning reception: recommend invites should be both mailed and faxed, followed up by telephone calls
- Reception is the *kick-off event*: Schedule follow-up meetings with Members or Defense Legislative Assistants to discuss AFA top issues
 - Schedule anytime after 9:00AM (you decide who attends)
- Invite and encourage your delegates to participate
- POC: Terra Zvara, 703-247-5800 – tzvara@afa.org

Tuesday, September 16th – AFA Attacks the Hill

Congressional Visit Opportunity

- Year-round opportunity for more focused meeting with delegations -- facilitated by AFA GRL staff
 - Base, community, industry leaders from chapter (or state)
 - Individuals (or BCC) pay transportation, lodging costs
 - Breakfast meeting arranged by GRL – costs covered by AFA
- Arnold AFB, TN model
 - Worked by local chapter, BCC, Arnold AFB, and AFA staff
 - “Hosted” by one of the Representatives from TN – invitations
 - Displays, information about AEDC and region
 - Follow-on meetings

Interested?? Contact Doug Birkey ext 4871
dbirkey@afa.org

Eaker Institute

- Objective: transform the Eaker Institute from AFA staff-supported, *ad hoc* entity to an “independent” research institute focused on airpower issues
- Year 1
 - Project-by-project basis; development efforts; AF Magazine support
- Year 2
 - Director up to 3 days per week; established office and admin; research fellows program
- Year 3
 - Director and staff – full time; outside grants

Eaker Institute (con't)

- Some open items
 - Name of the organization
 - Studies for 2008



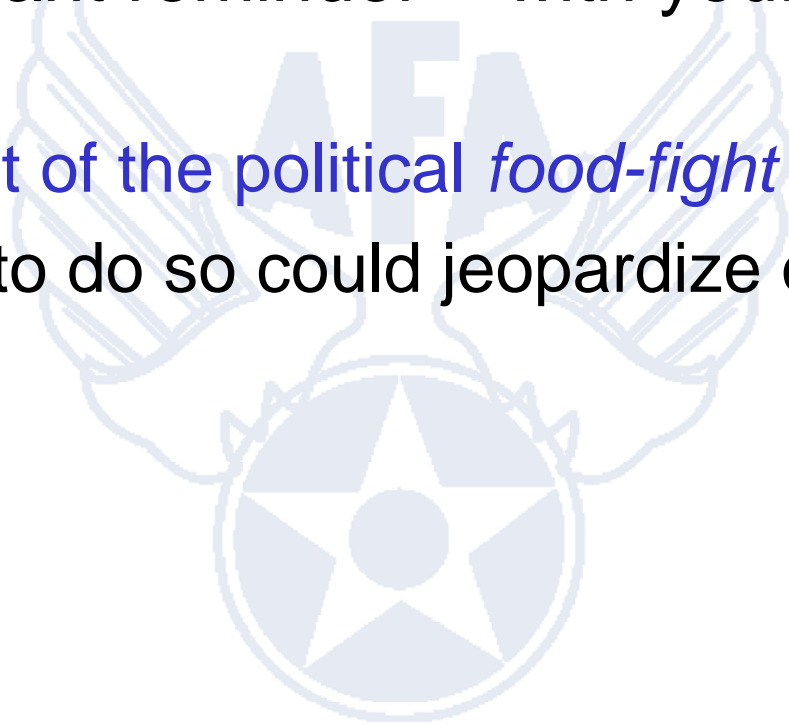
Strategic Communications

- We need to do a better job getting our “message” out to....
 - The Hill
 - The Air Force
 - Our Members
 - Industry
 - The Press – The Public

Daily Report, notes from AFA President, Education and Opinion/Op Eds, position briefings, Letters to the Editor, Media Opportunities

Strategic Comm (con't)

- An important reminder – with your AFA hat on....
 - *Stay out of the political food-fight*
 - Failing to do so could jeopardize our tax status



AFA Officer Visits -- Travel

- Continue to request as in the past
 - But recognize travel costs have risen faster than AFA income – need to get max bang for the buck
- In addition to participating in AFA field events, try to maximize the “impact” of the trip
 - Some new *expectations* for the chapter/state OPR
 - Set up visit with base leadership – commander, enlisted leaders, ALS, etc
 - Look for media opportunities – TV stations, newspapers (base and local)
 - Speaking opportunities – Rotary, non-choir audiences, etc.

Midwest Region – Virtual Meeting

- March 8th -- Marv Tooman



Membership Committee

- Review all published AFA membership materials
- Review AFA “Best Practices”
 - Share good membership ideas with the field
 - Systematic method to gather and distribute to field leaders
- Review membership awards as an incentive for recruitment
 - Develop incentives for our members, chapters, states, regions and industrial associates to recruit and retain members
- Develop and institute a method to track results of “membership challenges” among chapters, states, regions & BOD members
- Look into initiatives to attract young members
 - Consider developing special programs for young members

Activities Summary

- Committee completed a thorough review of all published AFA membership materials
 - Analysis ongoing to add, delete, update as appropriate.
- Categorized/sorted current on-line “best practices” tool. Identified several problems/issues
 - Working to rename and revamp this tool to make it more “user friendly”
- Analyzed current incentives for individuals, states and chapters to recruit/retain members
- Conducted small survey among selected members

Activities Summary (con't)

- Developed an AFA briefing to be given at base Transition Assistance Programs (TAP)
 - First test at Wright-Patterson AFB April 10th
 - 17 more TAP's scheduled this year
- Identifying several young officers/enlisted to participate in focus groups to help us understand what motivates younger people to join
- No committee work yet on looking at a method to track “membership challenges” issued by states or chapters.

Membership Strategy

- Drafted from inputs of Membership Task Force (MTF), staff, and volunteer leaders
 - Total AFA team effort required
 - Long-term view
 - No silver bullets
 - Lots of perceptions – some actual facts
- MTF, EXCOM, BOD and SLAG review and comments
 - EXCOM approved approach on April 15th

Membership Strategy (con't)

- Main elements
 - Low-hanging fruit
 - Non-member insurance holders, Industrial Associates, Daily Report subscribers, etc
 - More of what has worked
 - Direct mail – more names
 - Awards – incentives – challenges
 - Young officers, enlisted
 - Membership part of every event
 - Expand target audience
 - 501(c)(3) status, family members

Membership Strategy (con't)

- Main elements (con't)
 - Create expectation of membership among AF leaders
 - Partner with other Associations
 - Increase value proposition
 - Valued portion of the web site – members only
 - Data from junior officer, enlisted and other councils

Membership Strategy

- So far...
 - Converted non-insurance members
 - Asked councils for assistance
 - Working AF focus groups (young officers and enlisted)
 - AAS cadets – join for 3 years at ½ price
 - AFJROTC units

Chapter Ops – '07-'08

- Reports – Some Examples
 - The “good the bad, and the ugly”
- New chapter Matching Grant – other than education
 - Chapters now eligible that have...
 - Rosters, plans, reports
 - Conducted a program
 - Distributed a newsletter
 - On the web at ...<http://afa.org/members/library.asp>

Field Council Update

- Strategic Planning
 - Payments – 2009
 - Financial planning/reporting form
- Chapter Health
- Field Leadership



Chapter Support Payments

- Organizational Review Group (ORG) ('04)
 - Focus on **mission performance**
- *afa21* Field Structure Team ('05-'06)
 - Revise payments to reflect **mission accomplishment** (Strategic Plan Objectives)
- Field Council recommendation –'07
 - Payments for **mission accomplishment**
 - Plan goals, communication (newsletter), membership
- FC recommendation approved by Delegates – Sep '07 Convention
 - Transition period – '08
 - FC work details – '09 (**and the devil is in the details**)

Let's Talk Money



Support Payments

Prior to '07

'07-'08

(transition)

Admin

Rosters 50 %
Plans
Reports

25 %

Mission

Program 75 %
Newsletter
Membership

100 %

(Membership +
25 % '08)



Support Payments – '09

- Basic approach – KISS (Keep It Simple, Sutter)
 - Evolutionary – build on prior formula, transition year
 - Basic requirements the same for all chapters (regardless of size)
 - Chapters can choose what they want to do
- Must have clear field goals in strategic plan. Re-worked all goals:
 - “Conduct or support”
 - “Contact”, “Participate in”, “Select”, “Invite”
- Draft planning and reporting form
 - Re-organized, examples and definitions
 - State and region -- key to success

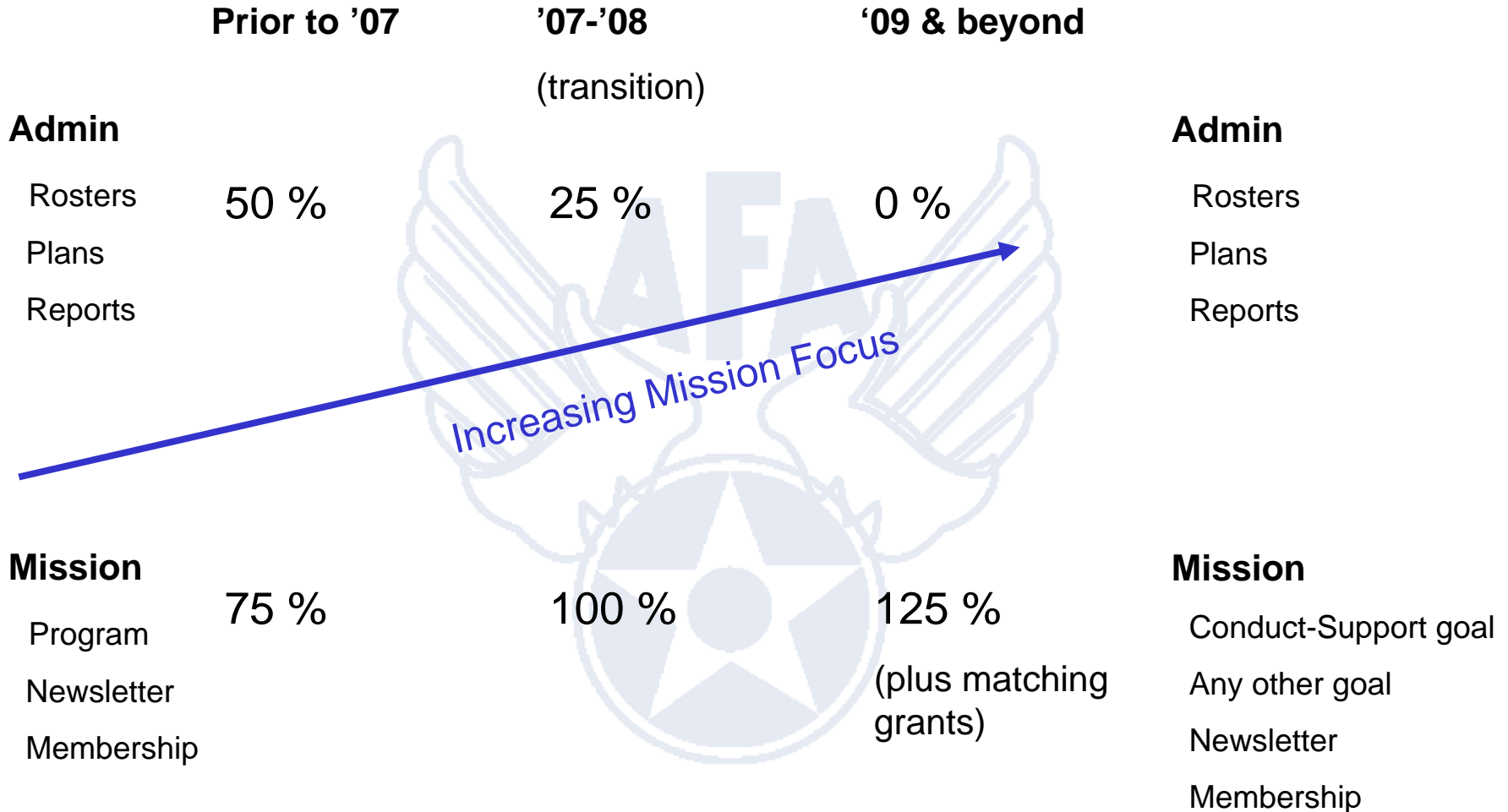
The “Formula” for 2009

Rosters, plans, reports – required to pass “GO”
(no paperwork – no money)

- 25 % -- Membership (0.75 %)
- 25 % -- Newsletter
- 25 % -- at least 1 “Conduct-Support” goal
- 25 % -- any other goal (or another “Conduct-Support”)

- 25 % Bonus (if all of the above): Either
 - 1.5 % or greater membership recruitment
 - or-
 - 1 additional “Conduct-Support” goal

Support Payments



Revised Plan – Field Goals

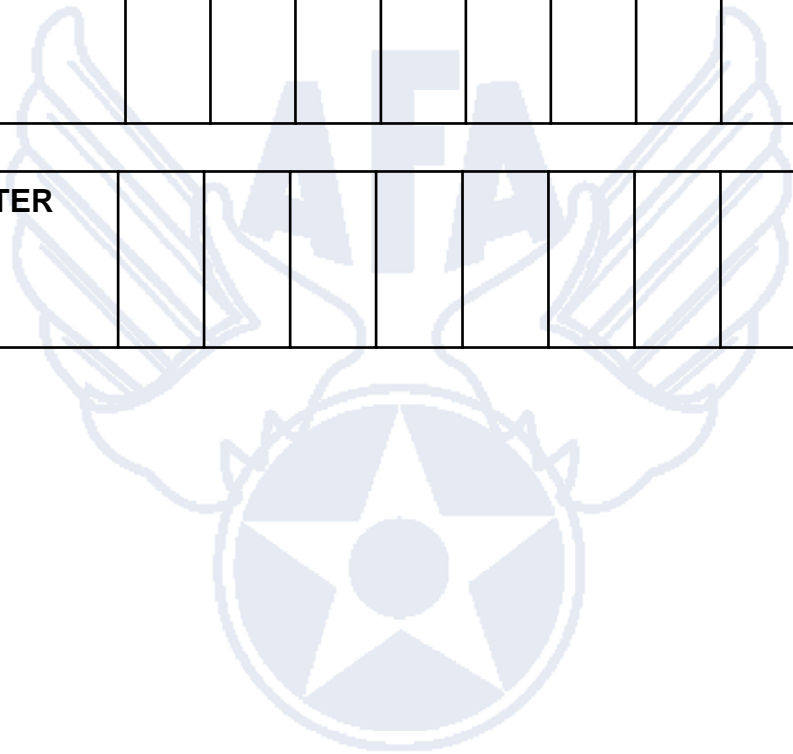
- Template revised around payment formula
 - All conduct-support goals listed first – from all themes
 - Then all other goals – all themes
- State review –approval at bottom of each “block”
 - Approval = Jim will pay

Review of Draft Template

Some Examples for Discussion

<p>3e. Chapter (near a cadet activity) conduct or support at least one program per year.</p>		1							<p>Chapter President attended the annual Podunk Academy JROTC dining-out 8 Feb 08, Marriott Hotel in XXXX, VA</p>
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<p>For State Use Only: DID CHAPTER MEET QUARTERLY GOAL?</p>									
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Some Examples for Discussion

<p>3a. Chapter (near an active duty, guard, reserve unit, or a civilian institution supporting USAF) conduct or support at least one program per year to recognize/support USAF/ANG/AFRES personnel.</p>	3	3	3	4	3	6	3	4	<p>1- Maj Gen Joe Smith, Vice Commander of Air Combat Command was guest speaker at Oct meeting. Chapter presented a \$1900 check to Maj Gen Smith for HQ ACC MWR programs.</p> <p>2- Members attended and supported Col Joe Blow's invitation to the 192 Fighter Wing Activation Ceremonies Oct 13 in the 27th FS AMU hangar Langley AFB VA.</p> <p>3- Chapter representative presented distinguish graduate plaques to Airman Leadership School (ALS) Class 08-A on 13 Dec at the Bayside Enlisted Club on Langley AFB.</p> <p>- Fred Ferndock presented AFA mission brief to ALS Class 08-A on 12 Dec.</p>
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<p>For State Use Only: DID CHAPTER MEET QUARTERLY GOAL?</p>									32
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Some Examples for Discussion

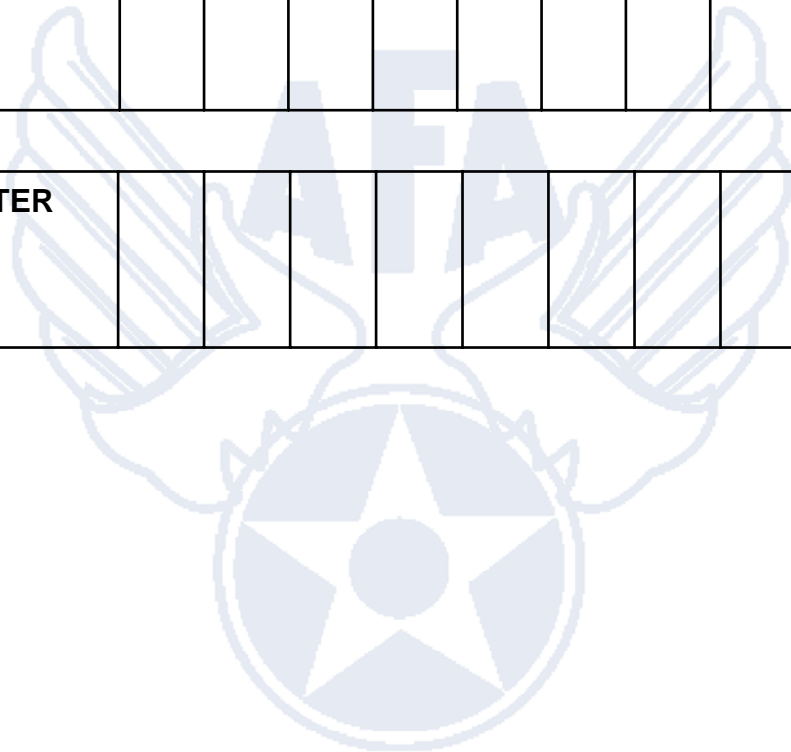
3a. Chapter (near an active duty, guard, reserve unit, or a civilian institution supporting USAF) conduct or support at least one program per year to recognize/supporting USAF/ANG/AFRES personnel	5		4	4	3	2	5	3	Salute to HAF/XC, SAF/AQ, and participation in CCAF Graduation
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For State Use Only: DID CHAPTER MEET QUARTERLY GOAL?									
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Some Examples for Discussion

3c. Chapter conduct or support at least one Veteran/Retiree program per year	1	1	1	1	1	1	1	1	Chapter members participated in the Boondocks Veteran's Day Ceremony and attended various other ceremonies throughout our region
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For State Use Only: DID CHAPTER MEET QUARTERLY GOAL?									
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Some Examples for Discussion

<p>3a. Chapter (near an active duty, guard, reserve unit, or a civilian institution supporting USAF) conduct or support at least one program per year to recognize/support USAF/ANG/AFRES personnel.</p>	1	1	1		1				XXXXXX Chapter sponsored the second annual Salute to Space: SAF/US on Wed 27 Feb 08 at the AFA HQ C/R. Acting Director Mr Fred Ferndock recognized his top individual and team performers. Over 100 military, civilian, family and contractor members participated.
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<p>For State Use Only: DID CHAPTER MEET QUARTERLY GOAL?</p>									
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Some Examples for Discussion

<p>1c. Chapter participate in or supports at least one aerospace education program per year</p>	1				1		1	1	<p>VP Education presented two Veteran's Day programs to students at Greenfield Elementary School in Podunk, VA. on 9 Nov. Spoke to approx 50 Kindergarten and 70 Second grade students about Veteran's Day and what it is like to be a pilot in the Air Force. Both presentations were very well received.</p>
<p>For State Use Only: DID CHAPTER MEET QUARTERLY GOAL?</p>									

Some Examples for Discussion

3c. Chapter conduct or support at least one Veteran/Retiree program per year	1		1		1		2	2	<p>1-President, VP Ed and VP Communication manned AFA recruiting and information table at a Veteran's support day organized by Congr Bob Goodlatte at the Vinton War Memorial on 5 Nov. More than 30 veterans groups attended; included media coverage.</p> <p>2-Chapter donated \$130 to the Virginia Veteran's Care Center in support of their "Operation Holiday Spirit". This provided gifts for two residents of the center.</p>
For State Use Only: DID CHAPTER MEET QUARTERLY GOAL?									

Support Payments -'09

1. Does the approach make sense?
2. Are the revised field goals pretty clear?
3. Does the revised planning template seem workable?
4. The role of the states and regions in the process is critical to the success. Are we all ready to step up?
5. What else?

(Draft) Financial Plan/Report

- Why consider a more standard plan/form?
 - Ease collection of information
 - E.g., field support to education, etc.
- Draft plan/form worked by FC for *possible* implementation
 - No intent to make it mandatory
 - MS Word and Excel versions

Comments/suggestions ??

Chapter Health



Chapter Health

Problem: An effective AFA requires a strong grassroots connection with the Air Force and the local population—strong, healthy, local AFA chapters. A number of AFA chapters are ailing/underperforming

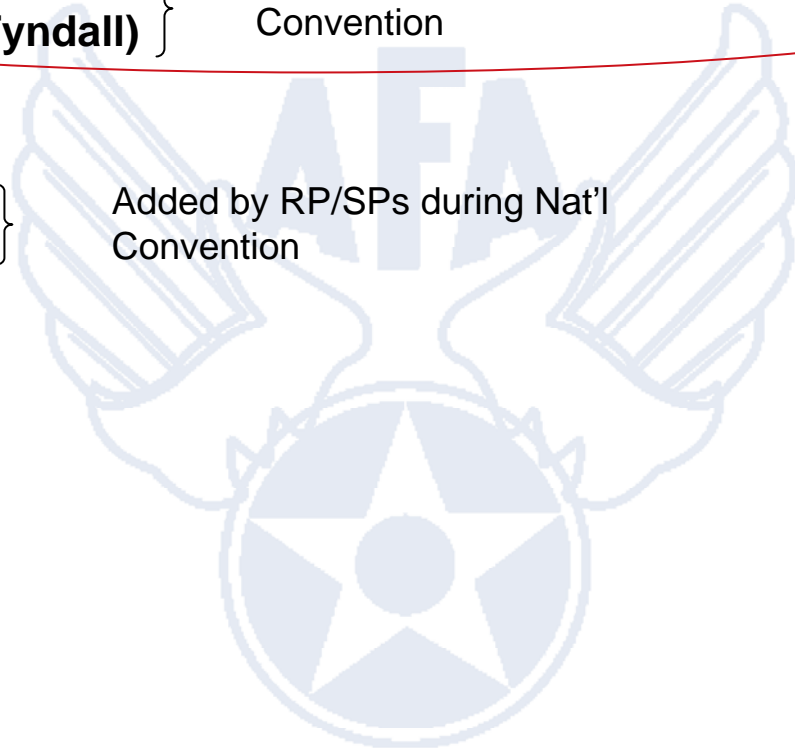
Objective: Develop and test a prototype program to strengthen AFA chapters near USAF installations, then broaden to others.

Candidate Chapters

- Following Chapters identified as ailing and suggested by RPs as candidates

- **Charleston**
 - **Evenson (Tyndall)**
- } Strongly supported by RP/SP after Nat'l Convention

- Abilene
 - Holloman
 - **Elmendorf**
 - **McGuire**
- } Added by RP/SPs during Nat'l Convention



What the FC Has Done

- Revised basic chapter revitalization plan
- Developed a specific plan for the following chapters
 - Holloman, Charleston (Tyndall on “hold” for now)
- Worked with the RPs and SPs to begin
 - ID problem areas
 - Establish leadership team
 - Meet with base leadership
 - Take care of paperwork
 - Leadership training
- Results.....

What's Next

- Lessons learned
- Sustainment plan
- Export elsewhere
 - Need RP input – what chapters??
 - Need RP involvement
- Transition to RP-State “control”
 - FC assistance
 - Track actions and progress

Field Leadership

- Revised/expanded AFA 101
 - New England Region -- test
 - RP-SP meeting in October '07
 - MW Virtual meeting
 - Available – take advantage of it
- Updated field leadership development guide
 - Handout

Other Issues

- Mentoring
- Communications
- Chapter status – who needs help



Upcoming Deadlines

- Awards
- Field Resolutions
- RP Meeting – Friday, September 12th
- RP-SP Orientation Meeting – Oct 17, 18 (new dates)

