



AFA Florida Winter Meeting

February 28, 2009

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Today ...



- **A Few Reminders**
- **AFA Top Issues for 2009**
- **State of the AFA**

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Calendar Dates ... Due to Headquarters by...



- **February 27 ... (Yes yesterday)**
 - **Names of any intending to run for National Officer or Director**
- **March 20 – Materials for Nominating Committee**
- **May 15 – AFA National Awards**
 - **Florida State will have an earlier date for you**
- **July 30 – Field Resolutions**
 - **Any received afterwards are treated as “late”**

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Other Important Calendar Dates



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- Contributions
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- Air Force Memorial
- AFA VBA
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FIELD LEADERS CALENDAR

Last updated: 2/20/2009

Association Activities
State Meetings & Conventions

Date	Event Description	Location
FEBRUARY 2009		
23	SNCOA	Montgomery, AL
26-27	Air Warfare Symposium	Rosen Shingle Creek, Orlando FL
27	Executive Committee	Rosen Shingle Creek, Orlando FL
27-28	CAP Board Meeting	Arlington, VA
28	Florida Region/State Meeting	Orlando, FL
MARCH 2009		
27-28	Northwest Region Meeting	Seattle
27	AFJROTC West Drill Comp	San Antonio, TX
29 Mar	AFRC CMSgt/First Sgt.	Atlanta, GA
- 3 Apr	Leadership Summit	
APRIL 2009		
1	Force Capabilities Committee	Arlington, VA
2	Senior Leader Advisory Group	Arlington, VA
3	Air Force Memorial Advisory Committee	Arlington, VA
3	AFJROTC East Drill Comp	Upper Marlboro, MD
9-13	FIESTACON AAS/SW Conclave	Phoenix, AZ
17	Nominating Committee	Dallas, TX
18	Region Presidents Meeting	Dallas, TX
29	SNCOA	Montgomery, AL
MAY 2009		
8-9	South Carolina State Convention	Charleston, SC
12-13	AIAA Forum	Arlington, VA
14	Eglin Chapter Ed. Appreciation	Ft. Walton Beach, FL

Education & Opinion
Professional Development
Aerospace Education
Air Force Heritage
CSAF Initiatives

AIR WARFARE SYMPOSIUM & TECH EXPO
February 26-27, 2009

GLOBAL WARFARE SYMPOSIUM
November 18-19, 2008
Transcripts

AIR & SPACE
November 18-19, 2008
Transcripts

USAF 60th Anniversary Video
AFA Blog

❖ April 17 -- Nominating Committee

❖ April 18 -- Region Presidents

❖ June 18 -- Awards Committee

❖ September 12-13 -- National Convention

❖ September 14 – 16 – Air & Space Conference

❖ October 30-31 – Region and State Presidents Meeting

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Top Issues for 2009

AIR FORCE ASSOCIATION TOP ISSUES FOR 2009

The following policy recommendations are drawn from the Air Force Association's 2009 Statement of Policy, "Air Force Airpower: Year of Decision," adopted by the delegates to the AFA National Convention on Sept. 14, 2008, in Washington, D.C.

SUPPORT THE NUCLEAR ENTERPRISE

- Restore discipline and confidence to the Nuclear Enterprise and ensure excellence through vigilance, support, and a comprehensive plan.

SUPPORT OUR NATION'S AIRMEN

- Tailor Air Force manning to be sufficient to support 10 air and space expeditionary forces, or AEFs.
- Get the CSAR-X aircraft in action and saving lives.
- End the practice of assigning Airmen to serve in place of ground forces, return them to their specialties, and focus them on meeting the growing demand for airpower.
- Compensate, equip, and man the Guard and Reserve in consonance with their increased contribution to the Global War on Terror.

RECAPITALIZE THE AGING FLEET

- Speed acquisition of F-35 fighters and fund a full force of 381 F-22 fighters to prevent a future fighter shortage.
- Do whatever is needed to end further delays in acquisition of much-needed new aerial tanker aircraft.
- Continue the focus on increasing both numbers and capability of UAV systems and enhancing Air Force and Army cooperation in this vital area.
- Allow the Air Force to manage and modernize its fleet and rid itself of many aging low-value, high-cost aircraft.

SECURE SPACE AND CYBERSPACE

- Modernize and fully fund vital Space and Cyberspace systems and ensure their security as they are essential to every operation and will only grow in importance.

STRENGTHEN THE FOUNDATION

- Invest in technical education to bolster a foundation the nation needs for defense.
- Expand national programs encouraging the study of science, technology, engineering, and mathematics.
- Recognize the importance of research and development to future national well-being.

INVEST IN AIR FORCE CAPABILITIES

- Support the Air Force need for an additional \$20 billion a year in funding for modern weapon systems.
- Immediately raise basic (non-war) defense spending to 4.5 percent of gross domestic product, and, over several years, raise the nation's defense commitment to 6 percent of GDP.



PROMOTING AIR FORCE AIRPOWER

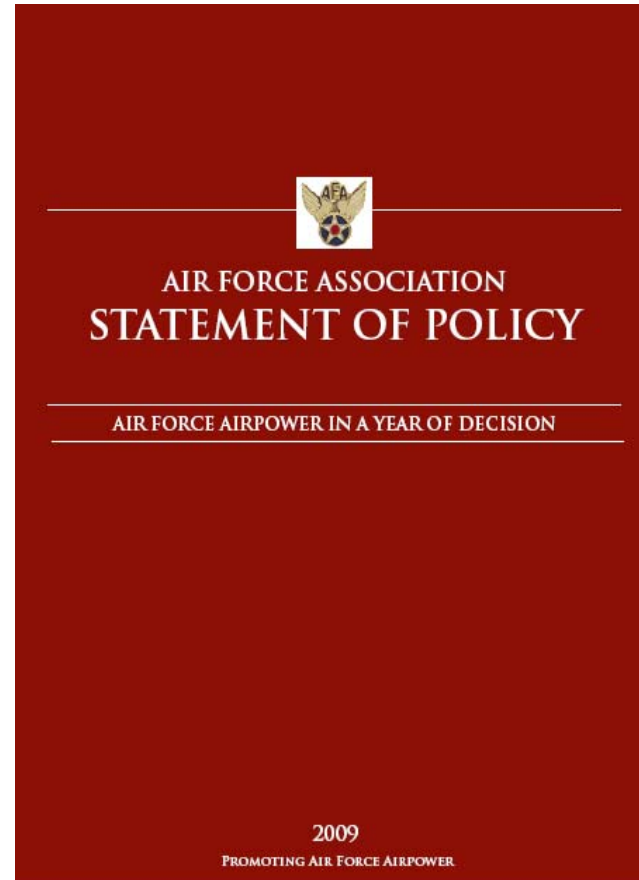
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Statement of Policy



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Support the nuclear enterprise



- **Restore discipline and confidence to the Nuclear Enterprise and ensure excellence through vigilance, support, and a comprehensive plan.**
- ***(Note: This one is NOT on the published sheet but IS on the web version)***

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Support Our Nation's Airmen



- **Tailor Air Force manning to be sufficient to support 10 air and space expeditionary forces, or AEFs.**
- **Get the CSAR-X aircraft in action and saving lives.**
- **End the practice of assigning Airmen to serve in place of ground forces, return them to their specialties, and focus them on meeting the growing demand for airpower.**
- **Compensate, equip, and man the Guard and Reserve in consonance with their increased contribution to the Global War on Terror.**

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Recapitalize the Aging Fleet



-
- **Speed acquisition of F-35 fighters and fund a full force of 381 F-22 fighters to prevent a future fighter shortage.**
 - **Do whatever is needed to end further delays in acquisition of much-needed new aerial tanker aircraft.**
 - **Continue the focus on increasing both numbers and capability of UAV systems and enhancing Air Force and Army cooperation in this vital area.**
 - **Allow the Air Force to manage and modernize its fleet and rid itself of many aging low-value, high-cost aircraft.**

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Secure Space and Cyberspace



-
- **Modernize and fully fund vital Space and Cyberspace systems and ensure their security as they are essential to every operation and will only grow in importance.**

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Strengthen the Foundation



-
- **Invest in technical education to bolster a foundation the nation needs for defense.**
 - **Expand national programs encouraging the study of science, technology, engineering, and mathematics.**
 - **Recognize the importance of research and development to future national well-being.**

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Invest in Air Force Capabilities



-
- **Support the Air Force need for an additional \$20 billion a year in funding for modern weapon systems.**
 - **Immediately raise basic (non-war) defense spending to 4.5 percent of gross domestic product, and, over several years, raise the nation's defense commitment to 6 percent of GDP.**

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AFA's Focus Areas



- **Increase our efforts to educate the public and key policy makers of the criticality and uniqueness of aerospace power – now and in the future**
- **Become a more effective advocate for the 21st Century Air Force, particularly at the grass roots level**
- **Reverse the Association's declining membership**
- **Grow the Association's financial resources to allow us to better accomplish our mission.**

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AFA's Focus Areas

- **Increase our efforts to educate the public and key policy makers of the criticality and uniqueness of aerospace power – now and in the future**
 - Mitchell Institute
 - Engaging the media – Staff (Mike Dunn) and Elected Officers (Joe Sutter)
 - Increased number of articles on afa.org
 - Advisory groups established to assist in getting the message right ... and out
 - Airpower Experts Group
 - Airpower Awareness Team

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AFA's Focus Areas

- ***Increase our efforts to educate the public and key policy makers of the criticality and uniqueness of aerospace power – now and in the future
(Continued)***
 - Letter to the President (copy went to all RP/SP) and key Senate/House Members
 - Recapitalization
 - Preserve Global Reach
 - Retain Air Dominance
 - Maintain a Strong Industrial Base
 - Continue Efforts to Reinvigorate the Nuclear Enterprise

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AFA's Focus Areas

- ***Increase our efforts to educate the public and key policy makers of the criticality and uniqueness of aerospace power – now and in the future
(Continued)***
 - February Hill visits (Sutter, Dunn, Lauducci) to newly-elected Members and their staffs
 - Observations
 - Few have military experience (Senate 25%; House 22% -- slightly less than last Congress)
 - Most preoccupied with getting their office organized/stimulus package ... defense is down the list
 - Offered AFA as an information source

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AFA's Focus Areas



- **Become a more effective advocate for the 21st Century Air Force, particularly at the grass roots level**
 - Test program of a network of Airpower Advocates
 - Asked to establish ties with local media, USAF units, civic organizations, etc.
 - Tell the AF story with op-eds
 - Regular conference calls to update information
 - Support for CSAF Civic Leaders Group so they have the information they need to promote Air Force issues

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AFA's Focus Areas



- **Reverse the Association's declining membership**
 - Membership Strategy
 - Approved by ExCom, December 2008
 - Reviewed at each ExCom meeting
 - Implementation began in 2008
 - Membership Committee Chair also on Field Council
 - Membership Committee issues

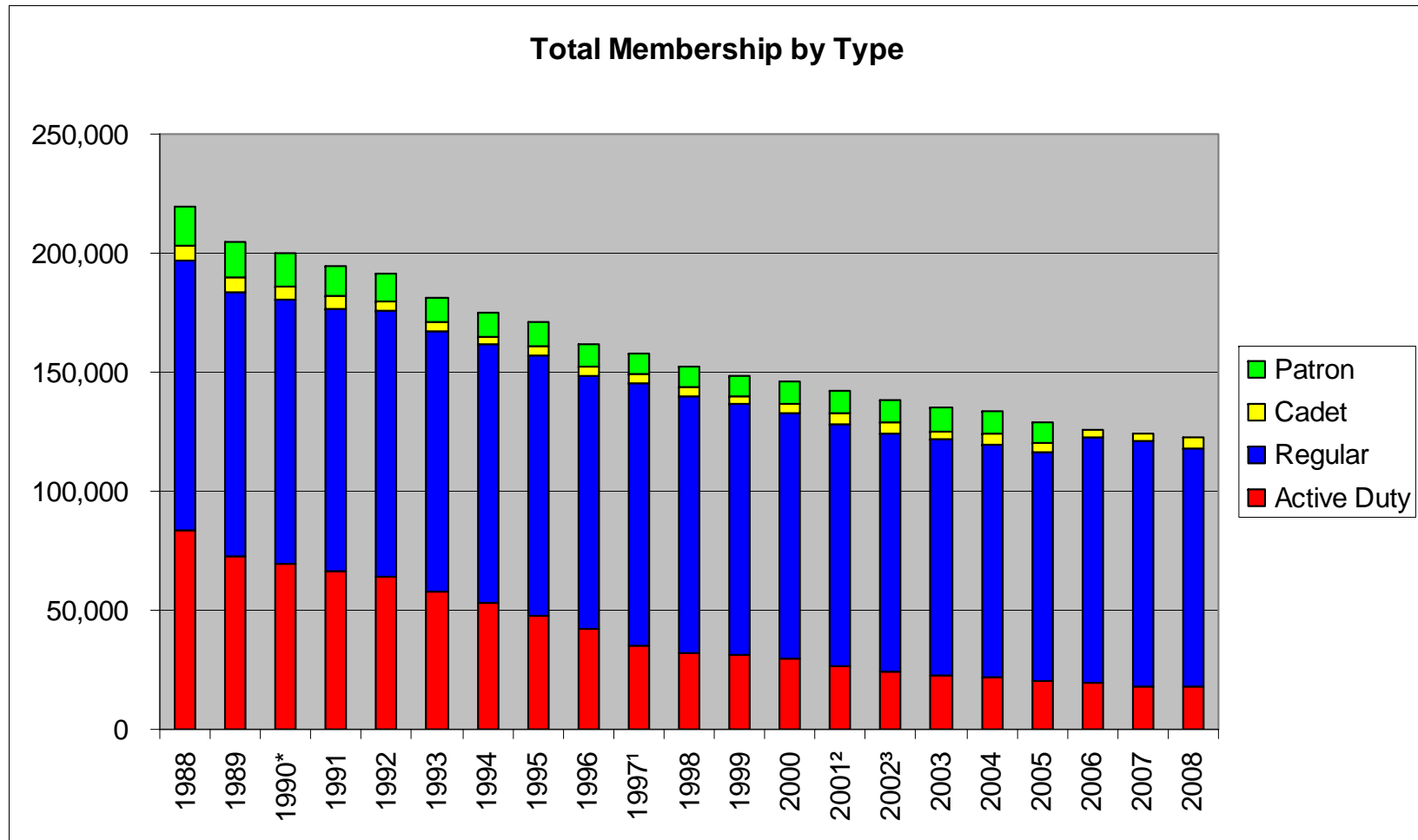
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Total Membership By Type



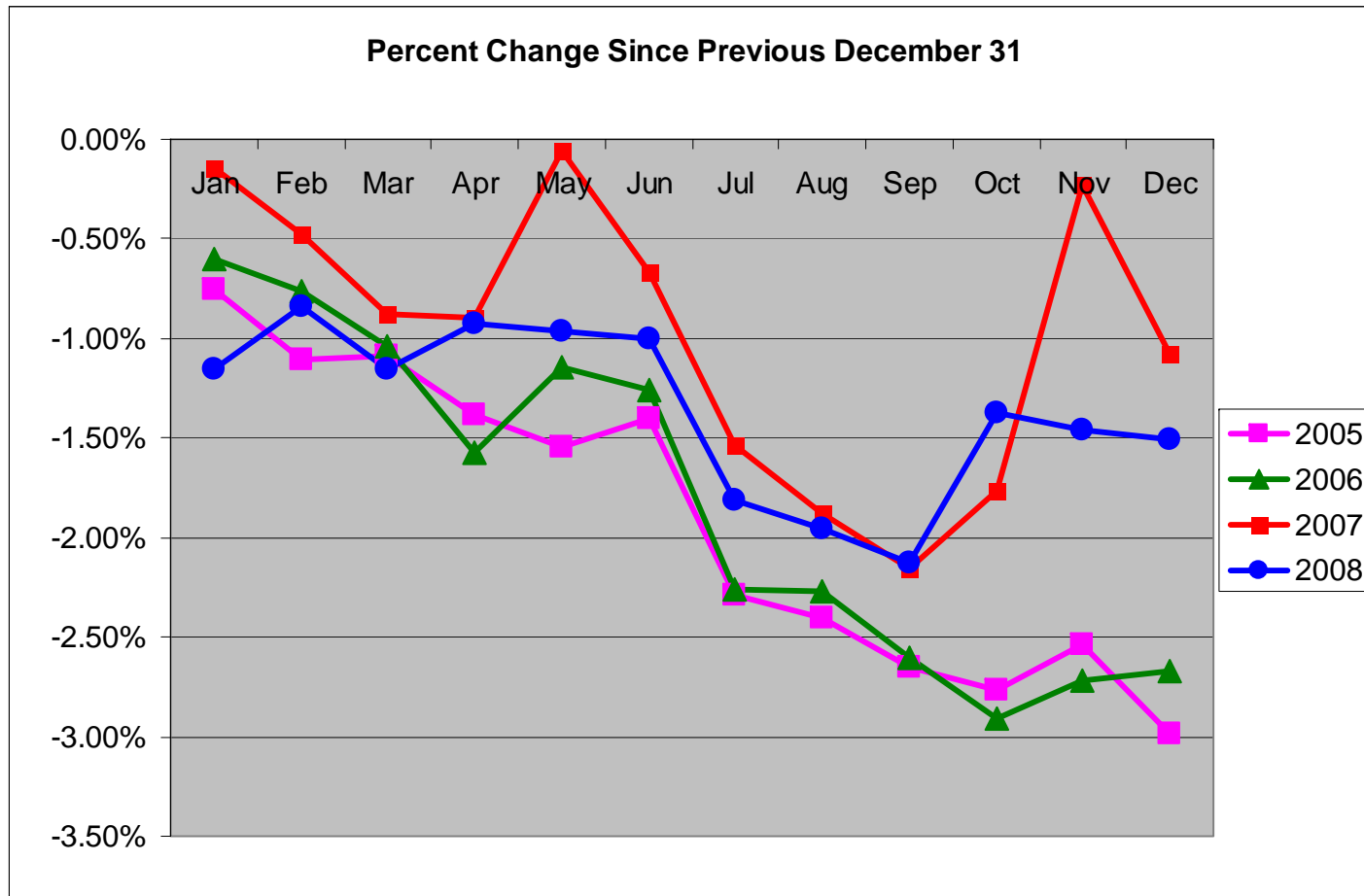
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Annual Percentage Change



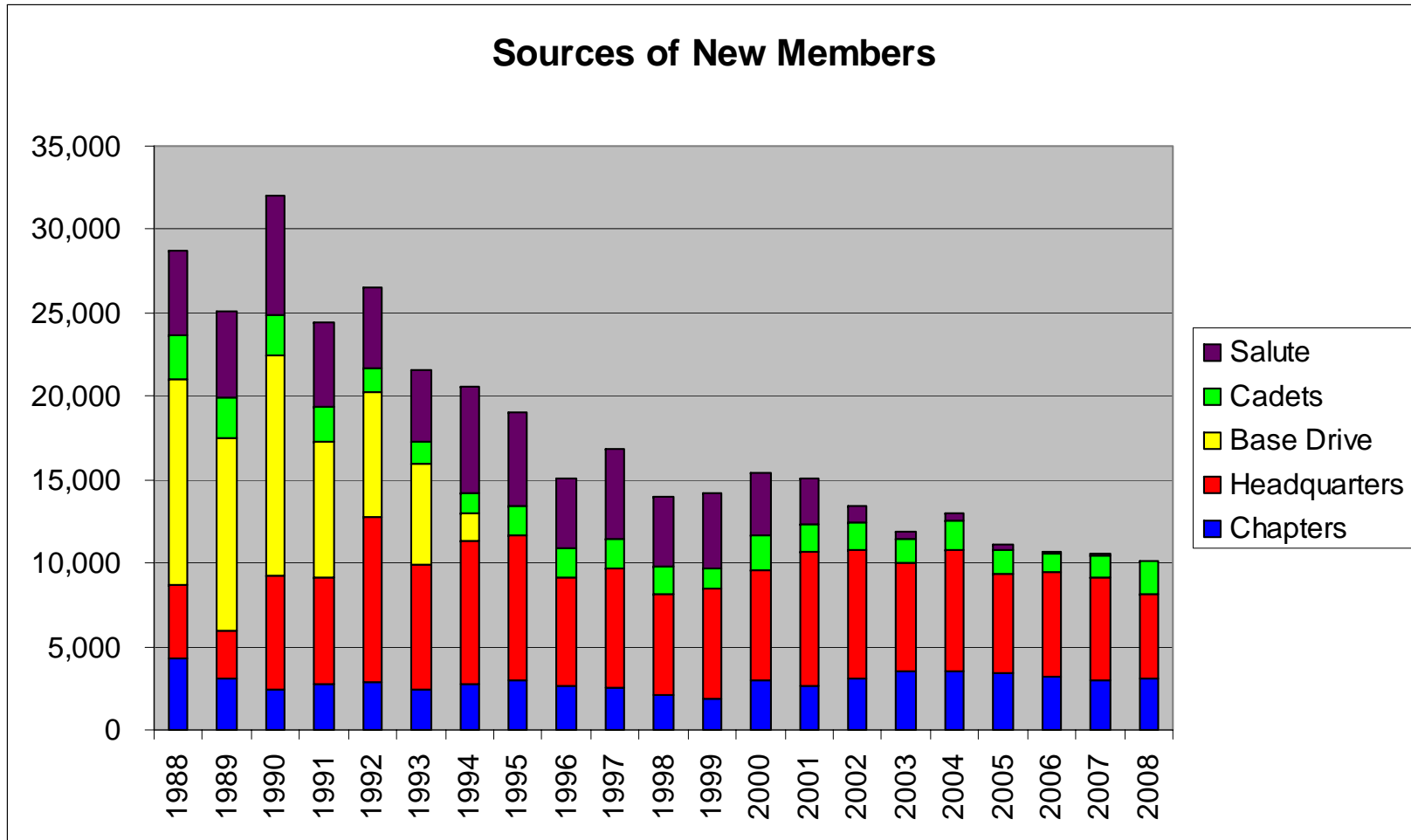
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Sources of New Members



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AFA's Focus Areas



- **Membership (Continued)**
- Membership Strategy ... examples
 - “Low hanging fruit” – convert IA’s, market AFMF donors, convert non-member insurance holders into members
 - More of what works – Direct mail, Field
 - Retry the appealing, tried but so far largely unsuccessful – Member-get-a-Member, membership challenges
 - Make membership part of every event
 - Take advantage of AFA 501(3)(c) status

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AFA's Focus Areas



- **Membership (Continued)**
- Membership Strategy ... examples
 - Target family – spouses, children, surviving spouses
 - Seek to “hook” new officers/enlisted
 - Award memberships to key people (influencers)
 - Create expectation of membership in AF leaders
 - Encourage chapters to become primary recruiters of members

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AFA's Focus Areas



- **Membership (Continued)**
- Membership Strategy ... examples
 - Increase the number of Life members
 - Increase emphasis on Corporate Partners
 - Increase the value proposition
 - Partner with other associations

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AFA's Focus Areas



-
- **Grow the Association's financial resources to allow us to better accomplish our mission**

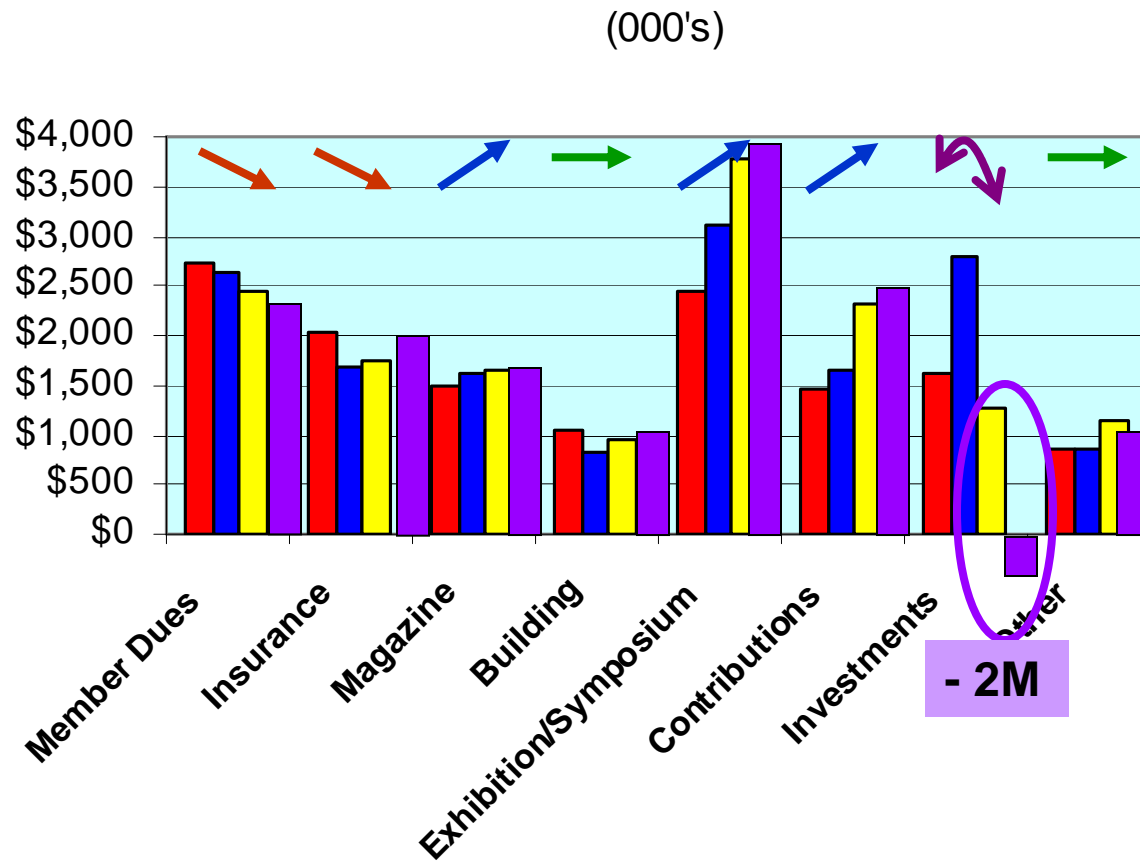
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REVENUE CATEGORIES



■ 2005
■ 2006
■ 2007

Discretionary	
AE:	\$700k
Chp:	\$400k
Tvl:	<u>\$400k</u>
Ttl:	\$1.5M
	= - .25

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Councils and Committees



- **Field Council**
- **Membership Committee**
- **Education Council**

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Field Council



- Jim Lauducci (VCoB, FO and Chair)
- Joe Bisognano (MA)
- Tim Brock (FL)
- Terry Cox (OK)
- Justin Faiferlick (IA)
- Ron Mielke (SD)
- Rich Taubinger (CA)
- Eric Taylor (PA)
- Marv Tooman (IA)
- Skip Williams (VA)
- Chuck Zimkas (CO) – AEC Liaison

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Field Council



- **Leadership Development/Succession Planning**
- **Chapter Viability**
- **Communications**
- **Young AFA Advisor Program**

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Membership Committee



- Justin Faiferlick (Chair)
- Dennis Davoren (CA)
- Dave Dietsch (TX)
- Dennis Drayer (OH)
- Debbie Estrem (CO)
- Jerry Needham (NE)
- Marti Ribeiro (OK)

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Membership Committee



- Membership Committee
 - Review all published membership materials
 - Review “AFA Best Practices” to make them more visible and useful
 - Improve communications up and down RE membership
 - Research ways to focus on recruiting younger populations
 - Chapter role in recruiting members (REF Membership Strategy)

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Education Council



- Sandy Schlitt (VCoB, AE) Chair
- Bill Croom (TX)
- Max Friedauer (FL)
- Jim Hannam (VA)
- George Muellner (CA)
- Mike Peters (CA)
- Paul Schowalter (NC)
- Vic Seavers (MN)
- John Shaud (VA)
- Chuck Zimkas (CO)
- Skip Williams (VA)

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Education Council



- Cyber Patriot I – pilot ran last Thurs/Fri
- HUB Initiative
- MyBase - exploring concept
- Visions AFA Educator Awareness Program
- Review of Scholarship/Grant Policy
- Co-sponsor w/ AIAA “Inside Aerospace 2009”
- State – Field Exploratory Group
- AE Monthly Newsletter
- AFA Visions Newsletter

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Questions?

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AFA Slide Master

Presenter Name
Occasion (Meeting)
Date

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Comparative Association Dues



Association	One Year	Three Year	Life	Last Raised
AFA	\$36	\$90	\$500	2001
AUSA	By Rank \$25-38	By Rank \$60-103	Graduated \$525-250	1999
AFSA	\$25	\$64	\$350	
Navy League	\$50	\$125	\$500	2008
ROA	\$40	\$102	Graduated \$490-280	1996
MOAA	\$27	\$68	Graduated \$497-49	2008
NGAUS	By Rank \$26-153		By status \$1,000-125	1999 Annual 2005 Life
NDIA	\$30	\$85	\$400	
AFCEA	\$35	\$85	By Age \$700-400	

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Slide Title



- **First Level**
 - **Second level**
 - **Third level if necessary**
- **Next Bullet ...**

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*AFA Finance **By** Dummies*

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