

# Central Leaders Workshop Oklahoma City, OK

May 3, 2025



# Agenda

- Program Updates
- Volunteer Leader Training Schedule
- Metrics
- Tools for Leaders
- Ongoing Initiatives
- Priorities

# Program Updates

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- **Committee Module and Near Real Time Report (CM/NRT)**
  - Three Phase Roll Out Plan (124 councils and chapters/phase)
    - Phase 1 (24 Feb), Phase 2 (24 Mar), Phase 3 (24 Apr)
  - Two members per Council/Chapter have access
    - President and Membership Chair
  - Use roll-out message “survey” to identify issues to staff
  - Patience as we continue to work CM reintegration
  - Positive remarks from volunteer leaders
  - Chapters actively recruiting new members via NRT

# Program Updates

- **Alternative Liability Insurance**
  - MOAA has negotiated a contract with Lockton Affinity to provide an alternative for affiliates seeking liability insurance
  - AMBA and private insurance arrangements remain options
- **Chapter Dues Pay Portal Update (Cheddar Up)**
  - 50 chapters enrolled in the program with 25 applications in process
  - MOAA-hosted platform praised by volunteer leaders.
  - Collect dues, advertise events w/pay option, collect donations

# Personnel Moves

- Fahria Hossain has departed, replaced by Rachel Sanks
- Joey Elliott has departed, replaced by Will Partain
- Victoria Twyne on planned 12 weeks of leave

# Volunteer Leader Training

# 2025 Leader Training Workshops



**Leadership Seminar**  
Orlando, FL  
January 16-18  
FL, Other C&C by invitation

**Virtual Workshop**  
New Leaders  
March 5  
Focused on New Chapter Leaders

**Central Workshop**  
Oklahoma City, OK  
May 2-3  
AR, CO, IA, KS, LA, MN, MO, ND, NE, NM, OK, SD, TX

**Virtual Workshop**  
Experienced Leaders  
August 13  
Focused on Experienced Leaders

**East Workshop**  
Hershey, PA  
November 14-15  
CT, DE, IL, IN, MA, MD, ME, MI, NH, NJ, NY, OH, PA, RI, VT, WI, WV



# 2025 Roundtable Schedule

January 23 Advocacy in Action	February 27 Committee Module/NRT	March 27 Advocacy in Action Logistics	April 24 Chapter Dues Pay Portal
May 29* Council and Chapter Visit Program	June 26 General Council Issues	July 24 Recruiting and Retention	August 28 MOAA Virtual Chapters
September 25 Council and Chapter Mentorship	Oct 23 MOAA Foundation	November 20* MOAA Annual Awards	December 18* Year in Review/2026 Outlook

7:00 pm EST

\*Adjusted from 4<sup>th</sup> Thursday to Avoid Conflict

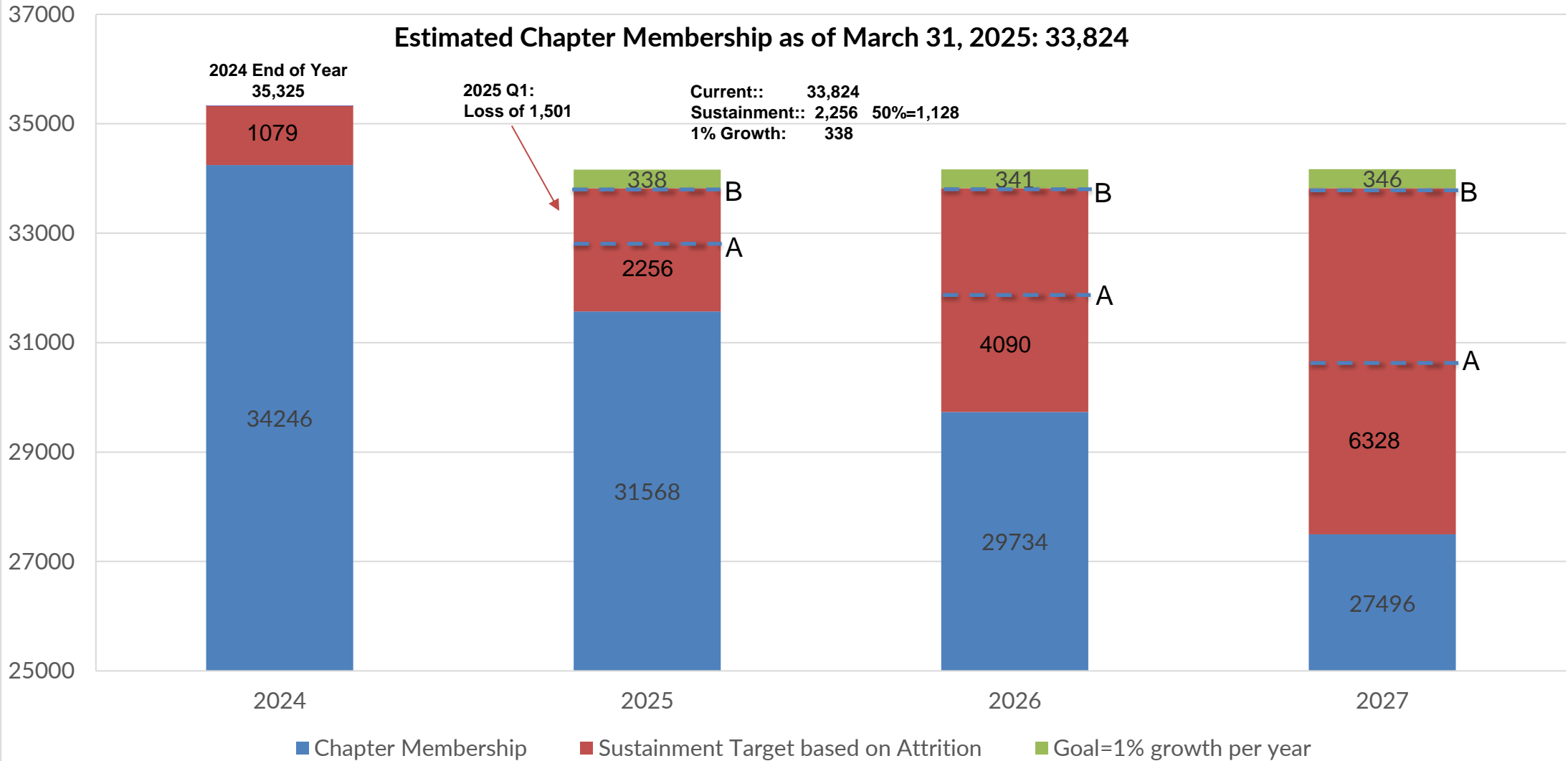
\*May 29 roundtable topic is a recent change



# Metrics

# Sustain Chapter System Viability: 1 Metric for CEO Board Brief

Goal 1: A) 50% of expected losses; B) Match expected losses; C) Grow 1% above expected losses



# Training Metrics

## Chapter Leaders Trained: Presidents; Membership, Legislative, and Surviving Spouse Chairs/Liaisons Trained



**3-year Trend:**  
 Green: 50- 100%  
 Yellow: 30- 50%  
 Red: Less than 30%



# Affiliated Councils & Chapters Areas of Focus

Council & Chapter Health and Effectiveness:

- Leadership
- Membership
- Advocacy
- Community Outreach

# Health V. Effectiveness

A healthy chapter is an organization that is able to sustain itself over time.

An effective chapter is one that positively impacts MOAA's mission.

# Effective Councils

- Represent the consensus of member chapters
- Mentor chapter leaders
- Provide a forum for exchange of ideas
- Lead and coordinate state legislative matters in interest of the military and veteran community
- Support MOAA's legislative and other priorities
- Visit chapters, participate in virtual meetings
- Help monitor and maintain healthy affiliate system of chapters

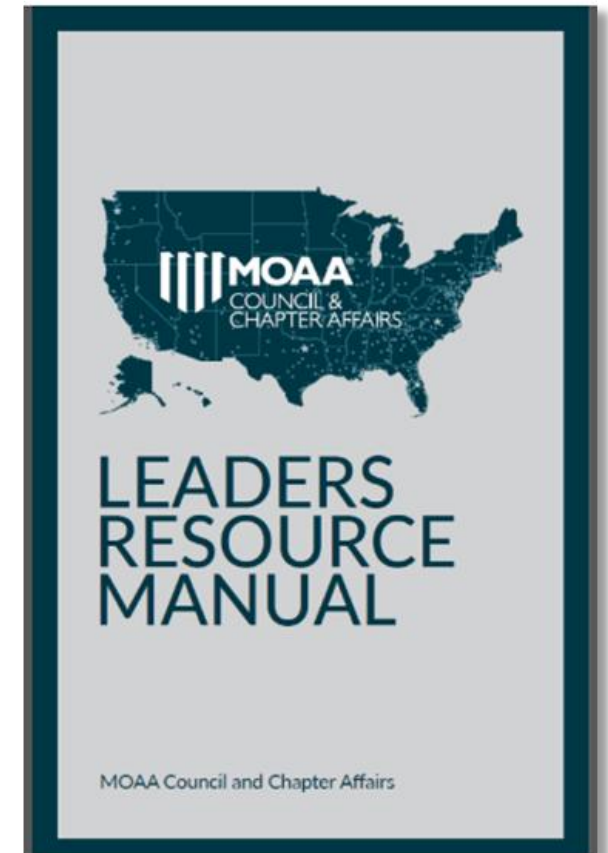
# Effective Chapters

- Have a clearly stated chapter purpose/mission statement
- Focus on leadership pipeline and best practices
- Impact legislation through advocacy and engagement
- Engage in impactful community service
- Promote membership growth through recruitment and retention

# Tools for Leaders

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- MOAA Council & Chapter Leaders Resource Manual
- Council and Chapter Policies and Procedures Guide
- MOAA website
- Videos, publications
- Monthly Leaders Roundtables
- Leaders Workshops
- All Presidents messages



# Tools for Leaders

- Electronic support messages, postcards
- Community Sponsorship Grants
- White label newsletter
- MOAA web presence
- MOAA store: chapter gear, discounted medals
- Retiree Appreciation Day kits
- New technologies: chapter dues payment portal, awards
- MOAA Photo Galleries: [moaa.photoshelter.com](http://moaa.photoshelter.com)
- Total Force+ Marketing Toolkit coming soon

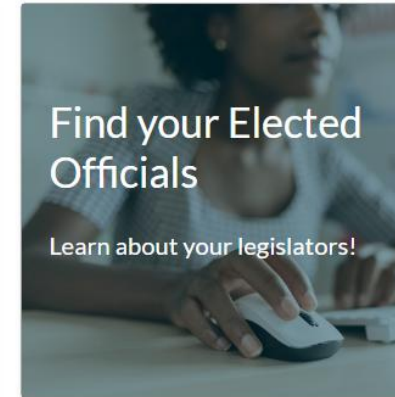
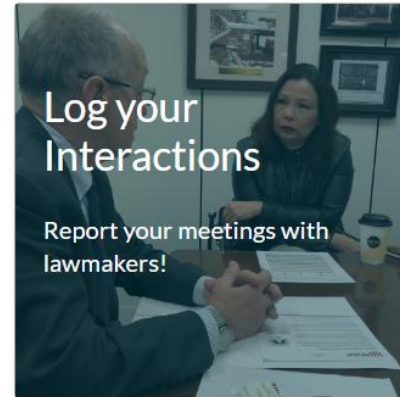
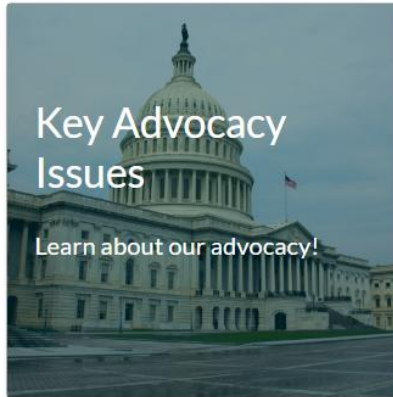
# Recognition

- **Individual Awards**
  - Outstanding Service Award
  - Leadership Award
  - Chairman's Award
  - 100<sup>th</sup> Birthday Certificates
- **Organizational Awards**
  - Levels of Excellence
  - Col Marvin J Harris Communications Awards
  - Col Steve Strobridge Legislative Chair/Liaison Award
  - Surviving Spouse Liaison Excellence Award

# MOAA State Legislative Exchange Network

- Quarterly meetings
- Next meeting: TBD
- Contact:
  - Don Wolfinger: [don17609@yahoo.com](mailto:don17609@yahoo.com)
  - Shelly Kalkowski: [shelly.kalkowski@ccoc-moaa.org](mailto:shelly.kalkowski@ccoc-moaa.org)
  - Harold Cooney: [harold.cooney@gmail.com](mailto:harold.cooney@gmail.com)

# Ongoing Initiatives



## Active Legislative Campaigns

### Summer Advocacy in Action: Contact Your Lawmakers During August Recess

Members of Congress are home for their August recess – let them know about important provisions that should be included in the National Defense Authorization Act.

Write

### Urge Your Elected Officials To Support Comprehensive VA Health Care

# Legislative Action Center Data Overview: New York



As of April 15, 2025:

- Total Registered Advocates: 478 (130/27% from C&C Members)
- Total Actions Taken: 164 (93/57% from C&C Members)

Chapter Name	No. of Registrants	No. Of Actions Taken
NY00: New York State Council of Chapters	Less than 10	Less than 10
NY01: NYS Capital District Chapter of The MOAA	23	16
NY02: Central New York Chapter	13	Less than 10
NY06: Genesee Valley Chapter/MOAA	26	54
NY11: Mid-Hudson Chapter	11	Less than 10
NY15: Southern Tier Chapter	17	23
NY17: Military Officers Assoc. of Western New York	25	Less than 10
NY18: Lower Hudson Valley MOAA	Less than 10	Less than 10

# Partnership Opportunities in 2025

- Our Community Salutes
  - Enlistee recognition ceremonies held by local communities across the country. Fifty locations in 2025. [www.ourcommunitysalutes.org/](http://www.ourcommunitysalutes.org/)
- Military Order of the World Wars
  - The Military Order of the World Wars (MOWW) is a patriotic, nonpartisan, Veterans Service Organization (VSO) dedicated to promoting patriotism, civic responsibility, public service, and leadership in our nation's communities. [moww.org/about-moww/](http://moww.org/about-moww/)

# Councils & Chapters Survey

- **364 Potential Respondents:**
  - **170 Responses:** As of Aug 1, when data pulled for magazine (47%)
  - **226 Responses:** As of Mar 31, additional data pulled for analysis (62%)
- **Survey Open Indefinitely:**
  - Geared toward chapter presidents, but council presidents are invited to participate
  - MOM October 2024 issue featured data as part of chapter recruitment focus

# Images from the Oct Issue of MOM

Nearly **400** councils, chapters, satellite chapters, and virtual chapters.




Over **50%** of chapters fundraise for causes:



- Veteran homelessness and food insecurity
- Wreaths Across America
- Veterans' memorials
- Honor Flight Network
- Fisher House

**70%** of chapters participate in community service.



**63%** of chapters have a dedicated scholarship program, providing an estimated **\$500,000** in scholarships a year.

**40%** of chapters partner with other community groups:

- Veterans service and military service organizations
- Veterans commissions
- Military museums
- ROTC detachments
- Chambers of Commerce

# Total Force+ Toolkit



**MOAA**  
Military Officers Association of America

**TOTAL FORCE+**

Join MOAA at TotalForce+, a 'people first' conference focused on advancing solutions for the military and veteran communities.

Scan the QR code to find out more about the conference.

Oct. 28-29, 2025

Gaylord National Resort and Convention Center, National Harbor, Maryland

PHOTO: STAFF SGT. CHRISTOPHER STEWART, USA

**MOAA** | **TOTAL FORCE+**  
Military Officers Association of America | ADVANCING SOLUTIONS FOR THE MILITARY & VETERAN COMMUNITY

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[totalforceplus.moaa.org](https://totalforceplus.moaa.org)



# ACC Priorities

# 2025 Priorities

- Reintegration of CM/NRT to all councils & chapters
- Greater data sharing of prospective chapter member information
  - Association privacy protocols under review
- Continue the reinvigoration of chapter health and effectiveness initiatives



# Levels of Excellence Award

- 169 Total Nominations
- Awards:
  - 161 Five Star
  - 7 Four Star
  - 1 Three Star

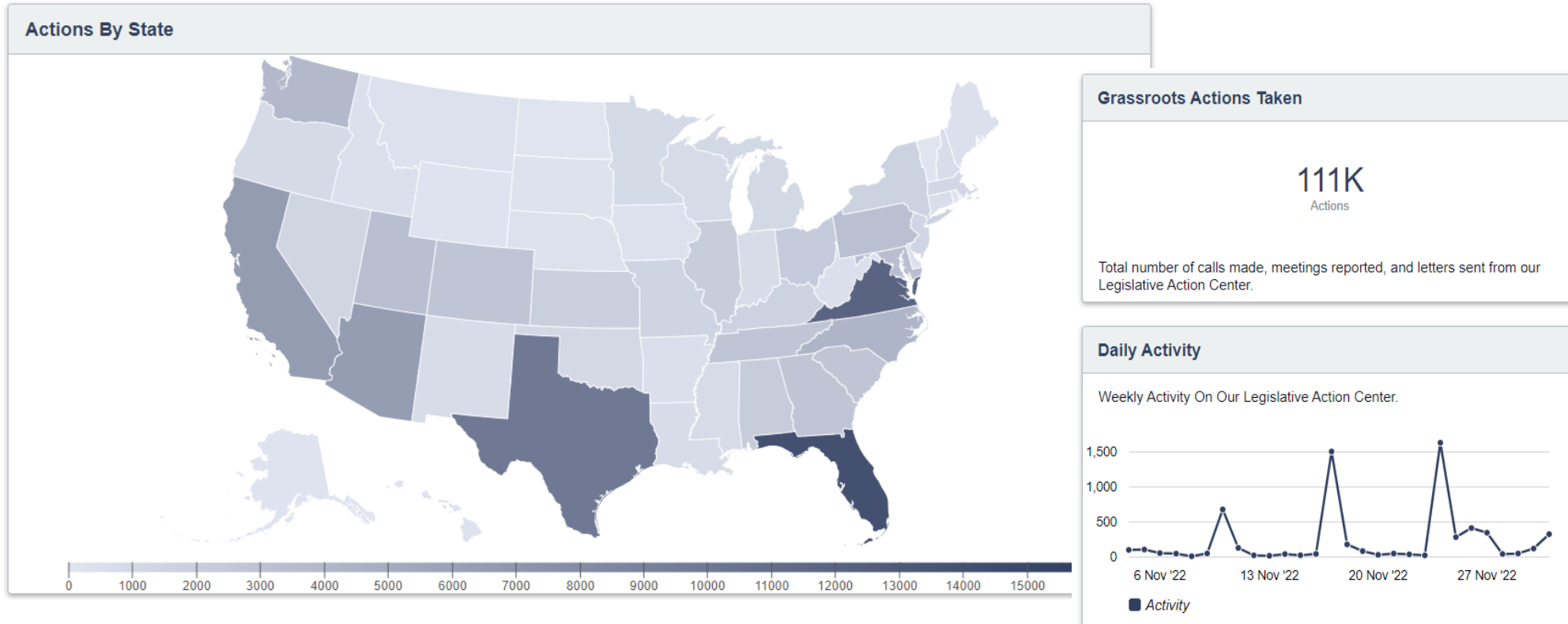
Year	2021	2022	2023	2024
5-Star	150	138	144	161
4-Star	11	28	22	7
3-Star	N/A	4	2	1
No Award	0	1	2	0
Total	161	170	168	169

# Harris Communications Award

- 225 Total Nominations
- Awards:
  - 190 Five-Star
  - 35 Four-Star

Year	2021	2022	2023	2024
5-Star	179	183	146	190
4-Star	44	46	47	35
No Award	0	0	0	0
Total	223	229	193	225

# Legislative Action Center: Councils & Chapters Support



This site is an amazing resource for Council & Chapter Leadership for your federal advocacy efforts. Scan the QR code to access the webpage:



# Display Guidance

- Separate streamers for LOE and Harris Communications Awards
- Single medallion at top
- Year pins lined up beneath
- New streamers have been sent out

