



Military Officers Association of America

Florida Council of Chapters Update

CAPT Frank Michael USN (Ret)
Program Director, Council and Chapter Affairs

May 20, 2023



Program Updates

- Association Management System
- Levels Of Excellence Award (slide)
- Revised Information Sharing Protocol

Levels of Excellence 2022-2023

- Changes promulgated in July
 - January-August activities only a positive
- 3 levels of awards: 3, 4 and 5 star
- Requires Council President input
- Visit reports will be considered
- Raised the bar for some criteria (e.g., CM usage)
- More emphasis on subjective grading than objective criteria
- 170 packages received for 2023

The Big Picture

Why MOAA Needs Chapters

Legislative
Advocacy

Impactful
Community
Service

Membership
Growth

Chapter Health

Growing Membership



Recruiting Resources

- Chapter Recruitment Guide
- Council and Chapter Policies and Procedures Guide, Section 4.
- Live and Archived Roundtables
- Year in Review video
- Chapter Recruitment video

Near Real Time Report

- Accessible via Committee Module
 - Provides:
 - New MOAA members
 - Relocated to area
 - Recently opted-into chapter communication
 - List refreshes every 30 days
 - Historical lists available upon request

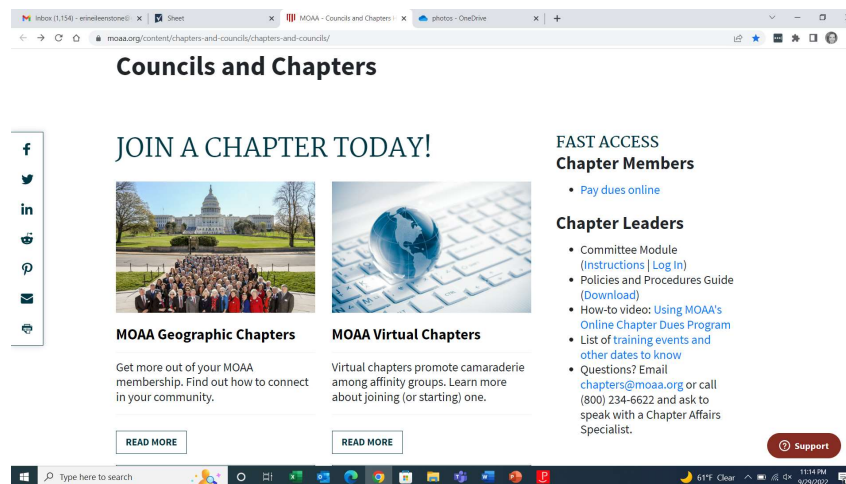
Electronic Support Messages

- Email sent on behalf of the chapter to all National MOAA members within chapter's ZIP codes
- Use these emails to advertise chapter events and activities that could attract potential members
- Two emails per year are available
- Apply via CCA webpage

Chapter Communications



- *Military Officer Magazine*
- MOAA.org
- The MOAA Newsletter
- White Label Newsletter
- Social Media



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Other Resources

- Chapter Visit Program
 - Councils each year
 - Chapters 2-3 years
- Annual Recruiting Incentive
 - \$15 for new or upgrade to Premium
 - \$30 for new or upgrade to Life
 - Paid out to chapters January of the new year
- “RAD Kits” and MOAA table coverings

Grassroots Advocacy



Grassroots Advocacy

Goal: influence in every congressional district

- Legislative chair/liaison
- Coordinate Council and Chapter efforts
- Foster relationships with elected officials
- Visit legislators/staffers in home offices
- Participate in the State Legislative Forum
- Keep your chapter members informed and involved
 - Legislative Updates/Alerts in *The MOAA Newsletter* (weekly)
 - Legislative Action Center
 - Participate in Annual Advocacy Events

State Legislative Forum

Lt Col Shelley Kalkowski , USAF
(Ret)

lingkal@msn.com

CO Council of Chapters

Legislative Affairs

Mobile: (970) 430-0632

COL Harold Cooney, USA (Ret)

harold.cooney@gmail.com

PA Council of Chapters

Past President

Mobile: (610) 442-5880

LTC Don Wolfinger, USA (Ret)

Don17609@yahoo.com

Greater St. Louis Chapter/MO Council

Legislative Affairs

Mobile: (636) 484-0248

- Facilitates the exchange of information across councils and chapters.
- Works with staffers/legislators at local level for state/federal issues.
- Sharing of programs, issues and processes at the state level.
- Uses virtual communications (conference calls, Skype, Facetime) and MOAA regional workshops to share information.
- MOAA legislative team provides guidance and assists as needed.

Impactful Community Service



Community Sponsorship Grants

- Financial support for community relations activities and *supplies* (banner, table covering, etc.)
- Chapters eligible for \$300 annually and Councils \$800 annually
- Apply on the CCA webpage

Community Outreach

- The Community Outreach program leverages the power of the nationwide MOAA Council/Chapter network. It offers grants to MOAA Councils and Chapters across the country directly involved in assisting local uniformed servicemembers and veterans, and their families, to improve their quality of life.
- Distributed over \$525,000 since program launch in 2017.
- Applications open annually in December and are due in February.
- <https://charities.moaa.org/CommunityOutreach>

	2017	2018	2019	2020	2021	2022	2023
Applications	9	29	44	48	36	40	59
Grants Awarded	6	19	22	23	32	33	47
Total Disbursed	\$25,000	\$75,000	\$79,400	\$84,832	\$87,485	\$86,058	\$90,076



2023 Community Outreach Grant Winners (part 1)

Chapter Name	Summary of Program
Arizona	Military, veteran, and family community support collaboration program
Bella Vista Arkansas	Volunteers distribute much needed meals, food items, and emergency supplies
Cape Canaveral	Homeless veteran and family support
Catalina Mountains	Provide computers and IT support to veterans moving into permanent housing
Central Florida	Art therapy program to veterans
Chattanooga	Indigent Veterans Funeral Expenses
Coastal Carolina	Support to veterans by matching rescue dogs to the veteran's specific need
Colorado COC	Event: Preparing to Support Your Surviving Spouse/Family
Columbia River	Clark County Veterans Assistance Center, Veterans Stand Down & Expo
Falcons Landing #1	Direct financial support to veterans/spouses with urgent need
First Flight	Habitat for Humanity
General Omar N Bradley Mid-Missouri	Welcome Home: veterans focused shelter and transitional living facility
Grand Strand	Veterans' emergency assistance and support for those facing homelessness
Greater Baton Rouge Area	Outreach to deployed servicemembers
Greater Granbury	Veterans Freedom Retreat
Greater St. Louis	United Way's 2023 Christmas 100 Neediest Cases program
Green Valley	Turkeys for Troops and non-perishable foodbank
High Country	Memorial Day and Veterans Day flags on 450 veterans gravesites
Hilton Head Area	OPFOB provides recreational peer-to-peer experiences to enhance veterans' well-being
Historic Mayport	Food assistance and support to active duty enlisted military families
Indian River County	Critical home improvements for veteran homeowners unable to do repairs
Lincoln Land	Assistance provided to Surviving Spouses, Gold Star Families and veterans
Luke	Housing, food, emergency financial assistance to broad military community



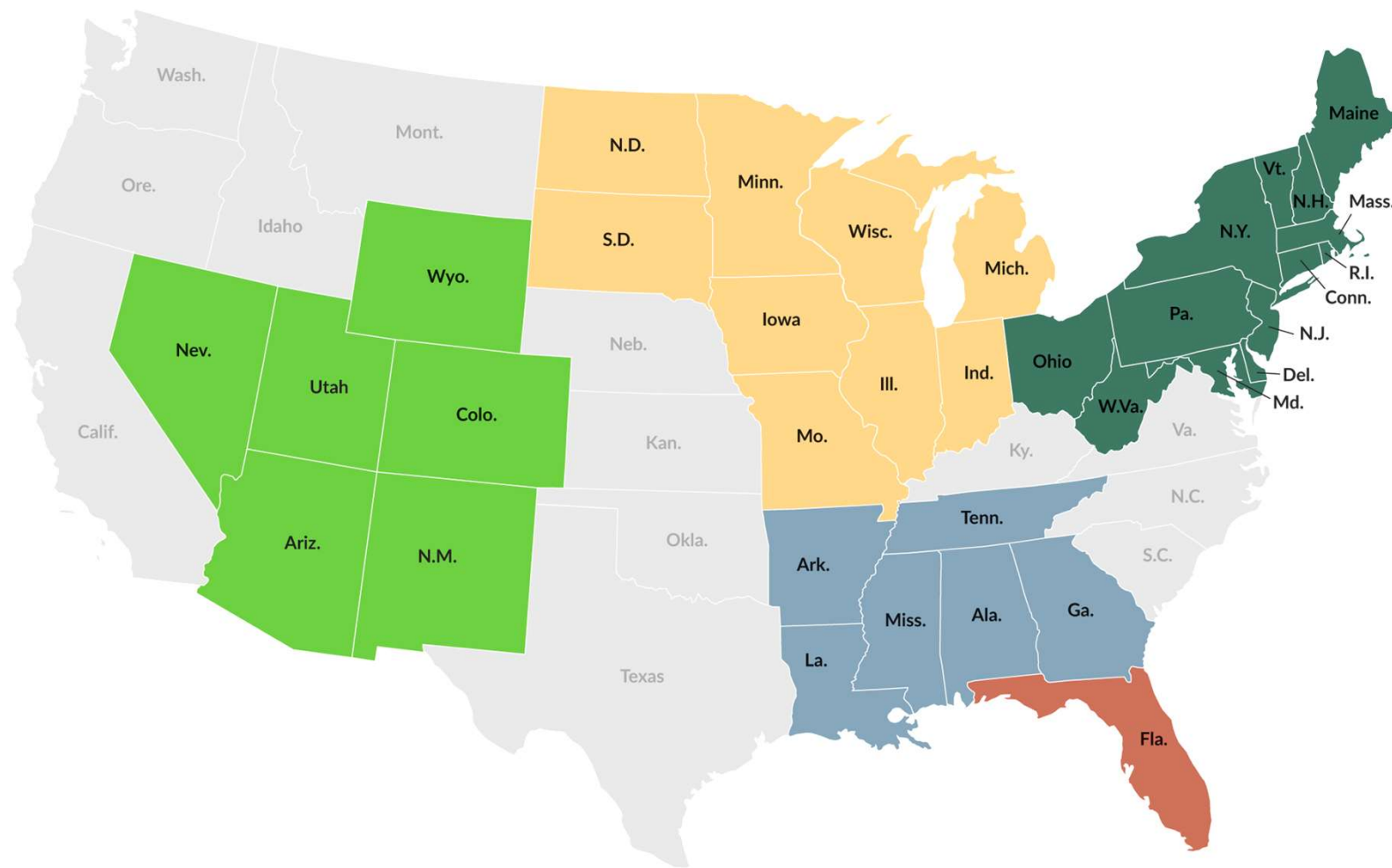
2023 Community Outreach Grant Winners (part 2)

Chapter Name	Summary of Program
Middle Tennessee #1	Food distribution and pantry support to homeless veterans
Middle Tennessee #3	Alzheimer's and dementia education summit for the military community
Nassau County	Expansion and landscaping for Veterans Memorial Park
New River	Support of a surviving spouse facing housing insecurity
Northwest Arkansas #1	ROTC mentoring support efforts
Northwest Arkansas #2	U.S. flag education to elementary school students
Northwest Florida #1	Providing local commissary gift cards to ranks E4 and below
Northwest Florida #2	Veterans Stand Down for Okaloosa & Walton Counties
Pikes Peak	Breakfast and marketing for RAD
Silver Strand	San Diego Veterans Stand Down
Solano County	Supporting local Family Readiness Center: childcare, financial education, EFMP
South Alabama	Provide substance abuse and mental wellness services to veterans
South Central Florida	Financial aid and food pantry supplies to Veterans
Southeast Idaho	Veterans Outreach booth providing benefits information and support to veterans
Southeastern Wisconsin	Facility improvements for children's camp who have lost a military family member in service
Southwest Florida	Expanding access to dental support for veterans
St Petersburg Area	Providing transitional rental assistance for homeless veterans and families
Tampa #1	JROTC drill team and color guard
Tampa #2	"Thriving After Military Service" All Ranks Transition Seminar
The Star Fort	Support Tranquility Point Retreat - addressing suicide, PTSD, depression and more
Treasure Coast	Working with Sarah's Kitchen to address food insecurity and hunger
Tucson	Assist Tucson Veterans Supporting Veterans with obtaining toiletries supplies
Whidbey Island	Purchase guitars for veterans with PTSD who complete program lessons



Key Dates and Resources

2023 Leader Training Workshops



Leadership Seminar
Orlando, FL
January 6-7
FL, Other C&C by
invitation

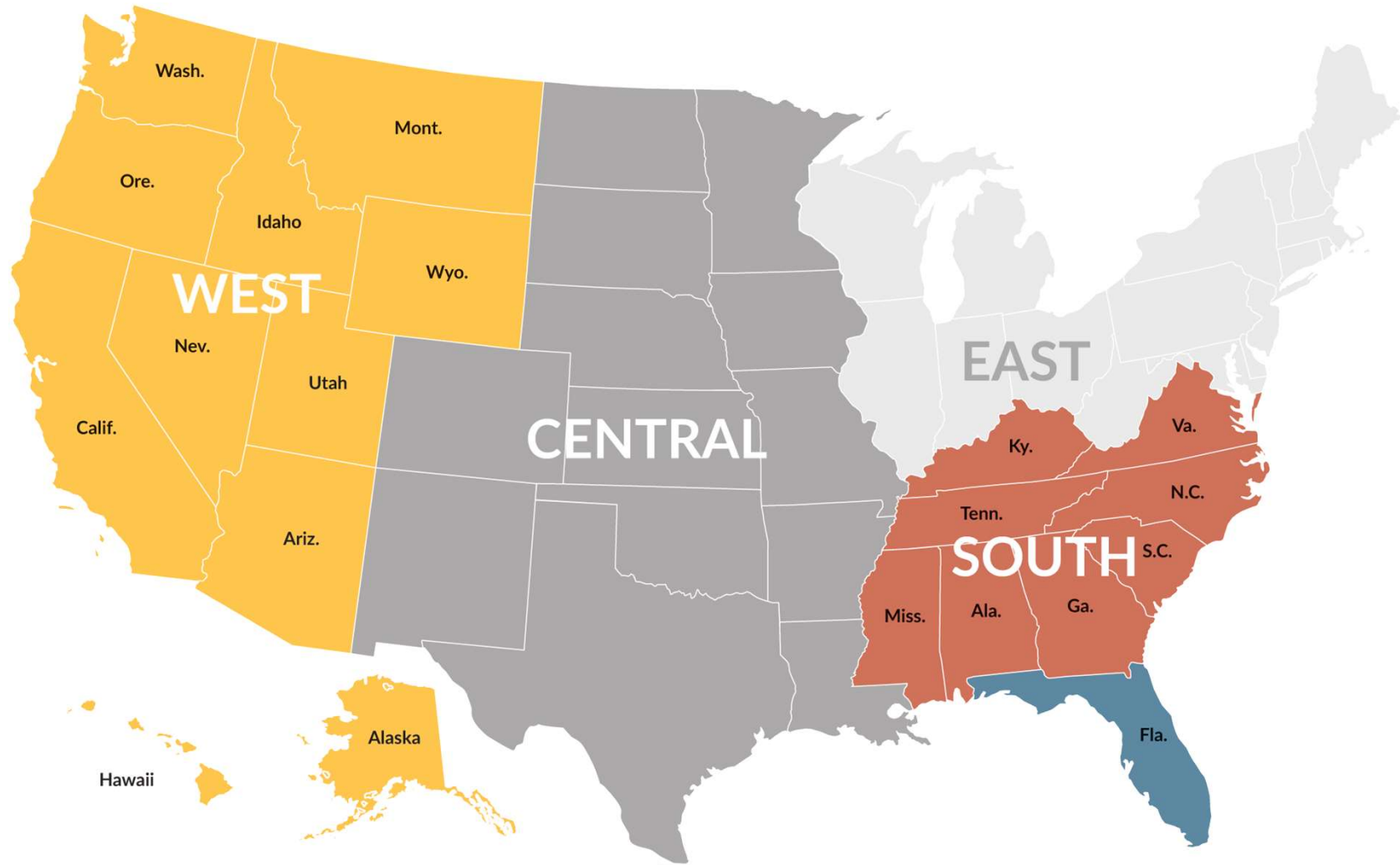
Mid-South
Birmingham, AL
February 24-25
AL, AR, GA, LA,
MS, TN

North-East
Providence, RI
June 2-3
CT, DE, MA, MD, ME, NH, NJ,
NY, OH, PA, RI, VT, WV

North-Central
Milwaukee, WI
September 15-16
IA, IL, IN, MI, MN,
MO, ND, SD, WI

West
TBD
November 17-18
AZ, CO, NM, NV,
UT, WY

2024 Leader Training Workshops



Leadership Seminar
Orlando, FL
January 25-27
FL, Other C&C by
invitation

Virtual Workshop
New Leaders
March 13-14
Focus on New
Chapter Leaders

South Workshop
TBD
May 10-11
AL, GA, KY, MS, NC,
SC, TN, VA

Virtual Workshop
Experienced Leaders
August 14-15
Focused on Experienced
Leaders

West Workshop
TBD
November 15-16
AL, AZ, CA, HI, ID, MT, NV,
OR, UT, WA, WY

2023 Roundtable Schedule

January 26 Generational Recruiting	February 23 Chapter Communications	March 30 Advocacy	April 20 [*] Committee Module
May 25 Awards	June 29 AMS Cutover	July 27 Chapter Assessments	August 31 Finance and Benefits
September 28 Legal Topics	Oct 26 Community Outreach	November 30 Recruiting & Retention	December 28 2023 review 2024 preview

Last Thursday of each month (*exception), at 7:00 pm ET

2024 Roundtable Schedule

January 18* Association Management System	February 29 Levels of Excellence	March 28 Advocacy in Action	April 25 Marketing
May 23 Awards Program	June 27 Generational Recruiting	July 25 Chapter Health Update	August 22 Council/Chapter Visit Program
September 26 Legal Topics	Oct 24 Community Outreach	November 21* Harris Communication Award	December 19* 2024 review 2025 preview

* Adjusted from 4th Thursday to Avoid Conflict



Resources



- www.moaa.org
 - C&C Policies and Procedures Guide
 - Leaders Workbook
 - Webinars
 - Electronic Newsletter
- chapters@moaa.org
- 1-800-234-MOAA



Key Dates

AMBA (Mercer) Ad Program Applications Due	May 31
Strobridge Legislative Chair/Liaison Award Nominations Due	Jun 1
Surviving Spouse Liaison Excellence Award Nominations Due	Jun 1
Input due for October Military Officer Magazine	July 1
Quarterly CP/ICP Meeting	Aug
Advocacy in Action 2024	April 15-19
Annual Meeting 2024	Nov 1-3

Questions

