



AFSA DIVISION 3

Heartland of America

"Recruit, Retain, Educate"



So we can keep a historical account send pictures with dates, names, event, minutes etc. to Charlie Dalzell, cod1996@kc.rr.com

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Membership

In times like today when our division faces a decline in membership, our first-level thinking usually defaults to recruiting new members in the Association. This is *exactly* what we need to do....but it's not *all* we need to do. If we're going to go to second-level thinking, we need to make a strong retention plan a part of our solution.

What plan do you have in your chapters? Do you have a plan at all? Admittedly, I think many chapters are similar to my own... we get a wild hair and really focus on retaining folks who've allowed their membership to expire. Then the effort kind of tapers off until we are reacting to a sharp decline again.

Legislative Issues

Awareness implies that one has knowledge of something through alertness, in observing what one sees, hears, feels, etc. Therefore, legislative awareness is *being informed* and understanding how legislative issues affect us.

Since 1984, AFSA's Legislative Awareness Week program has increased member involvement in the legislative process and helped establish this organization as each community's leading advocate for enlisted issues.

Legislative Awareness week is October 6-12. For information you can use to the AFSA link [HERE](#) or go to AFSA's home page, www.hqafsa.org and click the Legislative link.



AFSA DIVISION 3

Heartland of America

What you Ott 2 Know, Division 3 President, CMSgt (Ret) Kevin Ott



Greetings Division 3!

Wow, the first 5 months as your new division president have sailed by...lots of activities within the division executive council and at the international executive

council as well. First a big thank you to Executive Director Keith Reed and the entire AFSA HQ staff for all their hard work to execute this year's International Professional Airmen's Conference...the largest in many years. Lots of powerful professional development going on and even more professional AFSA development going on before/during/after the day's events.

As the AFSA moves forward to the 2020 year, it is important that each chapter works within themselves, their installation leadership and their community partners to maximize chapter's attendance and participation at both the Division 3 PAC (April in Rapid City, SD) and International PAC (August 22-27 in Reno, NV). Cost (both financially and time) can be prohibitive factors, but they may not be show-stoppers if the chapter starts early in working on getting funded TDY orders or permissive TDY to help offset the costs.

It is important that our Division is represented at the AFSA business sessions (via credentials and present for roll-calls) when any item of business comes to the floor...and to

provide your international leadership with your chapter's thoughts and concerns on any issue(s).

The international executive council has many irons in the fire, and we will be asking for your thoughts as we progress down the road...so please, please. please take a few minutes to reply to an email request, survey or just simply email your thoughts or ideas to me at kott@hqafsa.org. This is YOUR Association and each and every member has a voice in our continued growth.

You will be seeing more information coming out regarding the International PAC in August, once the exact dates are determined and contract, etc. are signed. As for the Division 3 PAC in April we are spicing things up...both socially and professionally. We've already gotten an outstanding room rate and are looking for each chapter's engagement to help lower registration costs, raise funds for the Scholarship Fund, AFSA Charities, AND be able to raise chapter funds at the PAC. All those specific details, sponsorship forms, etc. have already been sent to the Chapter Leadership. Follow D3 on Facebook and especially follow the D3 2020 PAC Event on Facebook for the latest updates and other information related to the D3 PAC.

As autumn grows near and soon winter to follow the snow will fall (probably too soon and too often)...so I wish you all the best over the coming months and I hope to see each chapter represented at the D3 PAC in



Fall 2019

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Division 3 Executive Council

President

CMSgt (Ret) Kevin Ott



Senior Advisor

SMSgt (Ret) Dale Lutzen



Vice—President

SMSgt (Ret) Gary Swanson



Secretary

MSgt Abigail Philbrick



Membership

SMSgt Bobby Kazmir



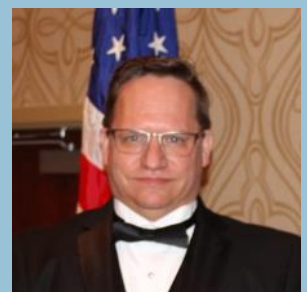
Family Matters Trustee

Mrs. Jean Kolwitz



Communications

MSgt (Ret) David Bamburg



Retentions

MSgt (Ret) "Bud" Kolwitz



Trustee #3

SMSgt Steve Zalesky



Historian

SMSgt (Ret) Charlie Dalzell


























































AFSA DIVISION 3

Heartland of America

How are you Communicating?

Chapter	Location	Media Type									
	AFSA HQ										
	Division 3										
804	Kansas City, MO										
851	Milwaukee, WI										
858	Minneapolis, MN										
872	Scott AFB, IL										
881	Whiteman AFB, MO										
883	Ft. Leonard-Wood, MO										
951	Ellsworth AFB, SD										
959	Minot AFB, ND										
964	Grand Forks, ND										
972	McConnell AFB, KS										
984	Offutt AFB, NE										
985	Tinker AFB, OK										
988	Altus AFB, OK										
990	Vance AFB, OK										

Click the links above to access the social media sites of D3 Chapters. If your chapter also has a site not listed, please email the link to afsadiv3@gmail.com so we can get it added to the next newsletter and in the future our website, www.afsadiv3.org





2018 Division 3 Award Winners at International



TSgt Lee R. Thompson Award of Excellence, Chapter 951, The Mt. Rushmore Chapter



VA Volunteer Service Award, CMSgt (Ret) Hershell Spurlock Chapter 804, Belton, MO



2018 Division 3 Award Winners at International Cont...



Chapter Legislative Award, Chapter 985, Tinker AFB



CMSgt Richard L. Etchberger Communication Awards, Division 3 and Chapter 951



Membership Retentions



Below you will find the latest retention report and the numbers are not pretty, are they?

At PAC last month we were told there were approximately 20,000 members whose membership will be coming up in 2020. Say each one would renew for one year, that is \$720,000 right there. But they are not renewing not thru me, thru your Chapter or thru AFSA.

In our Division we have three Chapters whose membership is more or less stable. 804--a "retirees' Chapter", if you will .due to no base nearby, 851 with ANG bases, and 858 with both AFRC/ ANG bases. I know Patti Dalzell has been working hard in 804 and, besides my own Chapter 851, I have been helping 858 for quite some time and those renewals are good about coming in.

But, the three AD Chapters that I was asked to help with are not having any success. Imagine in 2015 when AFSA brought out the "5 years for \$25.00" and, say, A1C John/Jane Smith, lived in Dorm ___, Room ___ at _____ AFB, _____ (fill in your own Chapters in the blanks) signed up for the 5 years. Well, we all know A1C Smith is no longer at that address. But, is he/she-

- 1) still on base in base housing, or
- 2) living off base, or
- 3) at another base stateside or even overseas, or
- 4) or a Reservist living back home where he (or she) originally from, or
- 5) is that person even in the AF any more?

I can't begin to tell you how many returns I have received from the three AD bases because of address problems. I sent e-mails for the ones whose membership will expire next January and February and at least half came back as undeliverable. Of the ones that went thru, only one responded. Possibly the people don't know the notice was legitimate because the person did not know who I was, but if you contact them, they may recognize your name. They won't receive notification from AFSA if the address or e-mail is bad so they have no way of knowing when their membership is up for renewal.

YOU DO NOT RECEIVE ADMINISTRATIVE SUPPORT IF THE ADDRESS IS BAD!

AFSA has already sent renewal notices to those whose membership will come up in January and February and the ones for March are most likely out.

I can't access it, but you should get a group together and start looking at ones whose membership expires in 2020 and look them up the AF Locator. Don't wait until the renewal is about to expire, get busy now. Get yourself a committee to work on this. Someone might say, "Oh, _____ is at _____ now."

Chapters are in danger of falling apart if they lose 20 members are so each month for the next few months if you do not get new members in.

This is an extremely important issue.

I know this is a long message for me, but we need to get busy and work those rosters to see that we don't lose our share of those 20,000 whose membership will expire next year.

I am certain you will hear from Membership Trustee Bobby Kazmir about the latest AFSA Membership campaign.



Click Links Above/Below
for Your AFSA Member-
ship.



NEW MEMBERS & MEMBERSHIP RENEWALS
800-638-0594
WWW.HQAFSA.ORG/DEPLOYED



Membership As per the "KazMan"



Greetings Division 3!

The PAC had an ongoing subject interwoven throughout the conference...the resiliency of our Airmen. Each of the Air Force leaders who spoke, the panels, the AFSA leadership and even the discussions around the room all pointed to the same thing: leaning on one another when the burden gets heavy. In my experience, the AFSA family that took me in has become those with who I share the load I'm carrying. This is a personal reason why membership in this association proves that we are better together.

Let me paint a picture for you:

A large chapter with 1,200 members has 30-40 members consistently attending meetings. The majority of this chapter's efforts are executed by a core cadre of 10-15 people. Does that picture look familiar?

At the PAC, I seized the opportunity to speak with folks across our division and from several other divisions. I presented this same picture, and the story was always the same: The majority of chapters across the association have less than 10% of their membership actively showing up to monthly meetings. In fact, roughly 3-5% are actually involved in chapter events.

Good news! The solution to this problem has been right in front of us all along: Intentionality.

Author Howard Marks wrote about a concept called First-level and Second-level thinking in his book, "The Most Important Thing." First-level thinking is where we naturally tend to seek the easiest solution. We need to use first-level thinking to solve problems quickly and we need second-level thinking to ensure they don't reoccur.

In times like today when our division faces a decline in membership, our first-level thinking usually defaults to recruiting new members in the Association. This is *exactly* what we need to do....but it's not *all* we need to do. If we're going to go to second-level thinking, we need to make sure a strong retention plan is part of our solution. What plan do you have in your chapters? Do you have a plan at all? Admittedly, I think many chapters are similar to my own... we get a wild hair and really focus on retaining folks who've allowed their membership to expire. Then the effort kind of tapers off until we are reacting to a sharp decline again.

The best way to combat this is to be as intentional about retaining our members as we are about our chapter's events. One member at the PAC shared an idea with me. Chapters should devise and execute a deliberate plan to reach out to those who missed attending a meeting. A little discussion could reveal that our members don't value how our meetings are conducted. If that's the feedback, it's great news! We have control over how to conduct our chapter meetings and we can make changes ensuring value for our members. Members who find value tend to come back again and often are eager to contribute to the cause.

As we enter the holiday season, there's no better time to reach out and welcome back our dormant members. There are lots of experiences and videos from the largest PAC in recent history we can share with them. My challenge to you is this. Each chapter step up recruiting a little bit and create a deliberate plan to retain members. Let's let Reno know that Division 3 really is The Place to Be!

Happy Recruiting

Happy Retaining



Bobby Kazmir, SMSgt.

Division 3
Membership Trustee



Click Links Above/Below
for Your AFSA Member-
ship.



NEW MEMBERS & MEMBERSHIP RENEWALS
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2019 Division 3's Top 10 of Recruiting

Recruiter	Chapter	YTD	Lifetime
Kazmir	F0972	83	235
McKibben	F0972	20	20
Kolwitz	F0851	16	381
Erickson	F0951	15	123
ANDERSON	F0985	14	15
Philbrick	F0951	11	24
Dalzell	F0804	10	42
Blumberg	F0872	8	8
Kandes	F0872	6	8
Francis	F0988	6	2,218

**265 People
Recruited!**

There are some great recruiting tools on HQ AFSA website.

<http://www.hqafsa.org/recruiting-tools.html>

<http://www.hqafsa.org/exclusive-afsa-member-benefits.html>



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2019 Division 3's Top 10 of Retaining

Retainer	Chapter	YTD	Lifetime
Kolwitz, Roland "Bud"	F0851	106	3,583
Dalzell, Patti	F0804	56	339
Kolwitz, Jean	F0851	20	1,612
Kazmir, Bobby	F0972	8	29
Parente, Michael	F0984	2	86
McKibben, Christopher	F0972	2	2
Wilkerson, Angela	F0972	2	2
Francis, Steven	F0988	2	85
Zalesky, Steven	F0872	2	1,079
Blumberg, Ryan	F0872	2	2

**217 People
Retained!**

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<http://www.hqafsa.org/exclusive-afsa-member-benefits.html>



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2019 Recruitment by Chapter

2019 Retention by Chapter

<i>Chapter</i>	<i>Yearly Total</i>	<i>Chapter</i>	<i>Yearly Total</i>
F0804	17	F0804	58
F0851	21	F0851	126
F0858	1	F0858	0
F0872	24	F0872	6
F0881	4	F0881	1
F0883	2	F0883	0
F0951	41	F0951	3
F0959	0	F0959	2
F0964	3	F0964	1
F0972	120	F0972	15
F0984	3	F0984	2
F0985	20	F0985	1
F0988	7	F0988	2
F0990	1	F0990	0



FSA FAMILY MATTERS
Division 3 Update
Jean Kolwitz,
Division 3 Family Matters Trustee



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Their Community Service Projects include working with a Homeless Vet Shelter in Milwaukee and they donated to the USO in Kaiserslautern, Germany.

Received coupons, Box Tops for Education, cancelled stamps, travel size toiletries, pop tops, and a small coloring book from one of our members.

Delivered the Box Tops for Education to a local school as well as pop tops for the Ronald McDonald House.

Four care packages were sent to one of our members who is deployed overseas. Postage ok'd was \$60.

Thank you to Mark and Gail Biedenbender and their grandson, Abraham, for gathering the items and sending the packages over.

Six cases of Girl Scout Cookies were taken to Dry Hootch. Estimated value \$360.00

Volunteer hours were approximately 50.

Have been in touch with the spouse of a recently deceased Chapter 851 member to help her however she needed it.

Sympathy card and a donation of \$50.00 in the member's memory was sent to the spouse.

Chapter 984, Offutt AFB

On Friday, June 22 the Family Matters Committee put on a Chat and Play event at the Offutt AFB Base Lake. We had a bean bag toss Tic Tac Toe game available for the kids, a crayon coloring table and face painting. Attendance was 8 adults and 5 children. We realize that notification time was on the shorter end, using a weekday morning with overcast weather were not ideal conditions for a bigger turnout. Out of all guests 4 were AFSA members.

For the future we want to focus on evenings or weekend times, as well as making sure events are planned and advertised with ample time to respond and plan for attendance.

We are planning a Spaghetti – Feed and Game Night in the local community which will make it easier to access, provide shelter in case of bad weather and enable guests to connect with people they already know and make new connections simultaneously. The event will take place towards the beginning of October so we don't clash in with the multitude of Halloween events available in the Offutt community.

We think it would be a good idea to open up the Game Night event to members of both AFSA and the OESC to foster a relationship and increase connectivity. Feedback on those ideas is welcomed.

An addition note from me: Let me congratulate International Family Matters Trustee Patti Dalzell in being re-elected at PAC last month as International Family Matters Trustee.

Hope to hear from your Chapters the rest of the year. And pictures are welcome!!!!!!!!!!



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12 Thoughtful Gift Ideas for Military Wives

Being a military wife is not easy. A lot (if not all) of the family responsibilities fall right on her shoulders for long spans of time, all while she may silently struggle to deal with the loneliness that comes with separation and maintaining a long-distance relationship. If you're looking for a thoughtful gift for a military wife, it's a great time to consider all the professionally curated [subscription boxes](#) available on the Cratejoy marketplace that can be just what you're after.

Curated by professionals, some of whom may be service members themselves or have felt the strain of the call of duty, monthly gift subscriptions can be a great way to show loved ones that you know the trials that they face and you're keeping them in your thoughts and prayers. So, whether you're searching for a deployment gift to show your wife you're with her through this challenge, or a special [care package](#) for a friend or loved one who's soldiering through all that comes along with military life, here are [monthly gift boxes](#) that provide the perfect way to show your support and love through thick and thin.

1. Brave Crate

What's Included: One of the best military spouse gifts available is the Brave Crate, a monthly subscription box that is mindfully curated to help speed up the deployment countdown. She'll gain access to a support group filled with other milspouses that understand the hardships, along with a monthly challenge she can direct her attention towards, plus 4-6 other products that focus on self-care, long-distance relationship management and personal growth.

2. UPBOX

What's Included: Developing a deep devotion and faith in God is where many military families draw their strength from. Make sure she gets the spiritual encouragement she needs each month with UPBOX. Each monthly box is filled with inspiration, sending devotional reminder cards and mini verse cards, a 5x7 poster, and 10-12 self-care items, like body care products, useful accessories and charming jewelry.



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3. Create-Joy

What's Included: Distracting the mind with busy hands is a useful tool to manage loneliness and stress, and Create-Joy is designed to do just that. A unique gift that will inspire her to get creative, each monthly box brings all the materials, tools and step-by-steps needed to craft a unique art project that intentionally focuses on self-care. Engaging body and mind on a focused task is a surefire way to combat anxiety.

4. Bath Blessing Box

What's Included: Whether she's an Air Force, Army or Navy wife, relaxation is key to managing stress and the monthly Bath Blessing Box can deliver the goods for the perfect calming soak, day or night. Available in either a Bath Lovers or Shower Lovers box, each month sends 5-8 full-size bath and body items, including luxurious soaps, sweetly scented salts and soaks, moisturizing body butters, fizzy bath bombs and more!

5. Hopebox - Self Care Subscription Box

What's Included: Boasting hundreds of stellar reviews and featuring hand-made artisanal and small business goodies, a monthly subscription to Hopebox is a great gift idea for any military wife. A perfect care package for anyone missing the company of their partner and best friend, this box is available in 3 tiers, delivering between 6-15 treasures, like self-care items, hand-crafted body care goods and amigurumi, along with smile-worthy greetings and inspirational stories.

6. OnTrend Box

What's Included: Know an Army wife who could use a little inspiration to keep moving forward? The OnTrend Box delivers tools that encourage working toward creating balance in the day-to-day and keeping life running smoothly. Thoughtfully curated by a working mom, each themed monthly box focuses on practical, organizational tools and useful accessories, bringing 4-6 trendy items that inspire confidence and fortitude.



FSA FAMILY MATTERS
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7. Zayla's Houseplants

What's Included: Zayla's Houseplants is a monthly succulent box that's eco-friendly, stylish and low-maintenance, which is great for those who are short on time and energy. Delivering either 1 or 2 resilient and beautiful succulent varieties, plus terracotta pots, proper cacti soil and a plant care info card, it's the perfect gift to add a little cheer and charm into the daily lives of wives throughout the military community.

8. Quote Jar Curator

What's Included: Sometimes words of wisdom is all that's needed to conquer the seemingly insurmountable, making the Quote Jar Curator a great military wife gift. Each month delivers 3 or more thought provoking quotes printed on beautiful luxury cardstock, intended to build a thought jar that's perfect to turn to when negative thoughts creep in. Sent with a tea sampling and a blank card to send out, brew a warm cup, read encouraging words, and put pen to paper to keep the good vibes flowing.

9. Confetti Collection

What's Included: While she's patiently waiting the return of her hero, send her the gift of stylish stationery that's perfect for long-distance love letters and stories from home. Each monthly box from Confetti Collection brings a fun and unique mix of coordinated stationery and gift items. She'll unbox 8-10 themed goodies, including everything from bold-patterned stationery and pens, to colorful office supplies and other fun novelty items.

10. Sprinkles & Wishes

What's Included: A great way to help the spouses of deployed members of the Armed Forces is to offer a way for her to connect to other wives in the same situation. Sprinkles & Wishes sends a monthly dose of happy mail by delivering 2 themed wish bracelets sporting witty and uplifting words, along with envelopes to send them off to friends in need of a pick-me-up, plus plenty of other colorful goodies, like stickers, small gift items, sweet treats and more.



FSA FAMILY MATTERS

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11. Flair and Paper

What's Included: Make her feel special and supported, while encouraging her to get her thoughts on paper with a monthly subscription to Flair and Paper. Great for anyone who enjoys the personal and tactile connection created through snail mail, every month brings a themed box filled with delightful artwork with a touch of sass, including 4-5 greeting cards with coordinating envelopes, and 1-2 extra stationery items.

12. He Wines, She Dines

What's Included: Flowers and cards are nice, but sometimes what's really needed is to unwind with a glass of wine! He Wines, She Dines takes the guesswork out of choosing the right bottle by delivering 3 hand-picked bottles of wine to match the recipients taste preferences. Plus, they include a fun bonus gift in each box like gourmet chocolate, spices, and candles.

Be sure to check out the links for more information and more subscription boxes.

PATTI DALZELL

Int'l Family Matters Trustee

7/16/2019

[Click the pictures below for AFSA Magazine and Video](#)





2019—2020

AFSA Legislative Platform



This platform of legislative objectives will serve as a “blueprint” for testimony and lobbying efforts, in conjunction with responses dictated by day-to-day events. There are seven major focus groups listed below. Within those generalized focus groups are the Association-approved initiatives, which we will list a few main objectives; as we win approval for one of those targeted areas, we will remove that particular item and add another from our on-going support list. This list is not all-inclusive and will be amended as dictated by the situation and events. Understanding our Nation’s fiscal situation, success in each of these areas will not always be defined by what is gained, rather the level of benefit preserved or gaining a portion of our objective.

AFSA’s SEVEN MAJOR FOCUS GROUPS

MILITARY HEALTHCARE – VETERAN/RETIREE BENEFITS – CARING FOR SURVIVORS – MILITARY BENEFITS & PROGRAMS – AIR NATIONAL GUARD & AIR FORCE RESERVE – EDUCATION – MILITARY FAMILIES

- Improve access to earned military health care benefits; enhance existing coverage/services and resist future fee increases
- Improve funding and access to VA healthcare thereby ensuring the nation fulfills its obligation to care for those “who shall have borne the battle”; enhance the disability claims and appeals process and reduce backlog; ensure ancillary programs, services, etc., remain fully funded; advocate for maintaining a strong focus on suicide awareness and prevention; extend concurrent receipt to all retirees with disability ratings; expand and enhance access for women Veteran health care
- Repeal the VA Dependency and Indemnity Compensation (DIC)/ Survivor Benefit Plan (SBP) offset of annuities for survivors of service members who died of service-connected causes
- Sustain military pay comparability with the private sector via full military pay raises in accordance with current law and protect or enhance related benefits like leave, Basic Allowance for Housing (BAH) to include dual BAH, bonuses and special pays while protecting funding for commissaries, base exchanges, and MWR facilities; review and enhance COLA for high cost areas. Fix the contracted military housing issues
- Fix the complex reserve duty status system (e.g., 12304b situation) without reducing compensation value; reduce the Guard & Reserve retirement compensation age from 60 to 55
- Support legislation that promotes future success through the use of hard-earned education benefits, like Tuition Assistance, MyCAA, Montgomery or “Forever” GI Bill and ensure that these programs remain relevant and fully funded for them or any dependents whom their



2019—2020

AFSA Legislative Platform cont...



benefits may have been transferred

- Extend and enhance educational and employment programs for military spouses; fully fund Impact Aid

ON-GOING LEGISLATIVE ITEMS

- Provide option of TRICARE Reserve Select (TRS) to Air Reserve Technicians (ART)
- Resist TRICARE fee increases, pharmacy co-pays and authorize pre-tax payment of health, dental and long-term care premiums to include chiropractic care
- Extend the VA Caregivers Act to full-time caregivers for veterans of all eras
- Promote and enhance transition programs and employment opportunities for veterans and spouses
- Improve access to affordable child care, encourage payment policies that accommodate military lifestyles (i.e., accommodate periods of leave, offer tax breaks), and monitor extension of CDC hours to ensure they reflect operational pace of service members and families using those facilities
- Seek adjustments to allowances to better reimburse members for expenses they incur for housing and government-directed PCS moves
- Credit all post-9/11 active duty service toward Guard/Reserve early retirement
- Remove the annual cap on inactive duty points that can be applied towards retirement
- Acquire Tuition Assistance (TA) program benefits for Air National Guardsmen and Dual Status Technicians & enhance Selected Reserve Montgomery GI Bill (MGIB-SR) benefits
- Allow survivors of military retirees to draw the full, final month's retired pay
- Repeal or further modify the Uniformed Services Former Spouse Protection Act (USFSPA)
- Protect the voting rights of military service members
- Pursue further legislation and funding for Hyperbaric Oxygen Therapy (HBOT) as treatment of persistent post-traumatic stress disorder (PTSD)/post-traumatic stress injury (PTSI) for veterans through VA
- Provide a full accounting of POW/MIAs from all past and future military actions
- Advocate for DIC recipients to be able to remarry at age 55 and maintain their benefits
- Guard the American flag from purposeful acts of physical desecration

ON-GOING POLICY ITEMS

- Extend time on station between Permanent Change of Station (PCS) moves
- Pursue changes in Status of Forces Agreements (SOFAs) to provide overseas military retirees with full exchange/commissary benefits and postal services
- Establish a catastrophic leave program; allow military members to transfer their annual leave to other military members
- Extend length of time allowed on final PCS move for household goods to two years



AFSA D3 Communications



Once again Division 3 leads the "PAC." At International we won the 2018 AFSA CMSgt Richard L. Etchberger Division Communications Award and Chapter 951 won for the Chapter level. Our hard work continues to pay off.

AFSA as a whole has strived to improve how it communicates. Just look at their home page, www.hqafsa.org for starters. It has a more appealing look and they are working to clean up a lot of information on their links. You can even read the latest magazine by going [HERE](#). Just chose the most current or past magazine.

Miss getting the magazine in hard copy? Go to this [LINK](#) and order your subscription, just \$20 a year. You can order even more copies if you want extras to place in the common areas on your base or community. If none of the links above seems to work, then go to the AFSA Home page, click the Chapter Corner tab and under it click Communications and Marketing Materials or the News tab and it is under there.

As with last year, look for AFSA to reach out to its members to find out what you want and how they can improve. There will probably be more surveys such as Legislation, Communications, etc. For AFSA to be able to improve they need to hear from its most important customers, YOU. If you have ideas submit them through your Chapter/Division or, give your AFSA Leadership/HQ Staff a call.

That is exactly what I did after our Division Conference when Marny and I took a trip out East. We stopped by AFSA HQ to see how everything worked. Our thanks to Andy and Keith for showing ups around, explaining how each section worked and letting us sit in on one of their Staff Meetings. They even listen to some of my crazy ideas.

One such idea, which I'll take credit for, was Keith Reed, AFSA's Executive Director, needed to let the members know what ASFA needed and the budget probably couldn't give us. He did just that by presenting a plan which would allow members to pay a monthly subscription instead of the yearly one. Problem was the initial cost of the license was \$18K and then \$12K a year to maintain the use. It was put to the chapters to help fund the initial start up, at least \$200 a chapter. Also the new subscription would be \$4 a month for those wanting to use this option. Basically an extra \$1 a month for a service fee. So, if only 1,000 people took advantage of this each year,,, you can do the math.

One of the things I plan to do in the future is to send up a Talking Paper to change the current Communications award. Currently it says a division/chapter needs to submit at least three newsletters, if applicable. Unfortunately the newsletter part accounts for 30 pts and also the website accounts for 30 points. You are already at a disadvantage if you don't have a newsletter. When AFSA changed the award away from a separate website and news letter award, it was meant to bring us into the new era of Social media where most people communicate through the web.

In addition, I will recommend they bring back the newsletter award to recognize those chapters that believe in communicating the "old fashion" way because that is what their members want and expect. This change should not cost AFSA that much since they now only give out a certificate and post the winner on a plaque at AFSA HQ. This way we continue to show appreciation to all our members.



AFSA
DIVISION

3

Heartland of America

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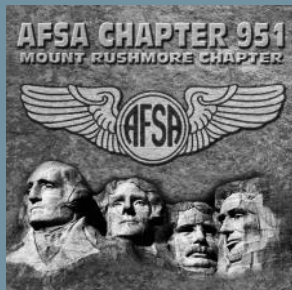
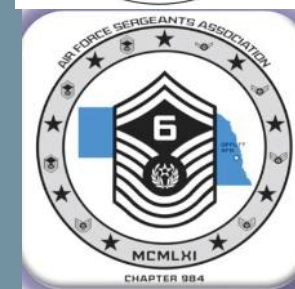
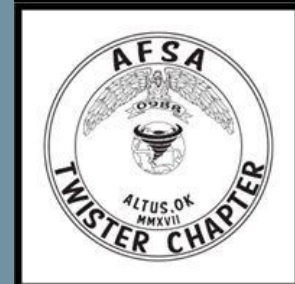
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WE ARE INDEPENDENT, NON-PROFIT & POLITICALLY NON-PARTISAN | WE FIGHT FOR YOUR PROMISED BENEFITS & SERVICES

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