



AFSA DIVISION 3

Heartland of America

"Recruit, Retain, Educate"



A group shot of all those who attended the 2019 Division Convention, April 25—27, O'Fallon, IL

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

Five years ago, AFSA ran a worldwide membership boosting campaign with an unbelievable price on a 5-year membership term.

The 5-year members are beginning to expire and if we don't actively get involved, our Division stands to lose 26% of its membership by year's end!

Now is the time to go get 'em back, help them find a way to get involved and keep our Association strong.

Legislative Issues

My Chapter....

- Briefs Current Legislative News
- Shares news at base/community events
- Shares news through Social Media
- Uses polls/surveys to gather concerns
- Meets with base/community leaders
- Attends various community/local forums
- Meets with Congressional Staffers
- Hosts Legislative Q &A forums
- Is member of Chamber of Commerce
- Urges others to contact elected officials



AFSA DIVISION 3

Heartland of America

Straight Talk, Outgoing Division 3 President, SMSgt (Ret) Steve Zalesky



First of all, I would like to say it has been a pleasure to serve as your division president over the last four years. Serving this division and being a board member on the International Executive Council was a memorable experience that I'll always treasure. I am not leaving our great Association, just stepping aside to let someone with a fresh perspective take lead and do even better things for our members.

As I reflect on the past four years I have a number of memorable thoughts. By far my most memorable event was advising a couple of enthusiastic NCOs in standing-up a new AFSA chapter, Chapter 883 – Fort Leonard Wood, Missouri. The actions of these NCOs speaks highly of our enlisted corps. Standing-up an AFSA chapter on an Army post was a significant event as our Association was in the process of proposing a By-Law change in allowing other sister service members full membership and voting rights within AFSA.

This significance if this action not only makes us a more inclusive organization but also postures our Association for the future in becoming the premier enlisted military service organization. Another highlight was representing our division at the annual PAC and watching our division walk across the stage and win a number of chapter and individual annual awards. We set the bar high and we are the best division in AFSA!

I can't stress this enough, but volunteers are the backbone of our Association; people we need, trust and value. Volunteers at the chapter-level immeasurably improve and enhance our Association. This is especially true when it comes to an organization like ours which is founded and dependent upon volunteerism.

It's important to thank people for the selfless work they do and to let them know their contributions are critical to the success of our Association. A few good words can make a tremendous difference in how someone feels about his or her efforts. This can be easily done by presenting a certificate of recognition during a monthly general membership meeting, or hosting a formal awards recognition ceremony. These may be little things, but little things can mean a lot.

In closing, our selfless acts no matter how large or small are what makes our Association strong, and the ability to convey AFSA's message to our members will make us even stronger. Thank you for the opportunity to serve and I look forward to new adventures to come.





What you “Ott” to Know Cont....



Happy spring from your AFSA Division 3 President...I do think spring has finally arrived...but don't quote me on that.

As I said at the 2019 PAC last month I am deeply honored to receive your trust and confidence to serve as the D3 president. Picking up the gavel from outgoing President Steve Zalesky was like receiving the baton at a relay race, the names on that gavel are an AFSA “Who's Who”. Your 2019-2020 D3 executive council of myself, Vice President Gary Swanson, Trustees Bobby Kazmir, Dave Bamburg, Steve Zalesky, Bud Jean Kolwitz, Historian Charlie Dalzell and Senior Advisor Dale Lutzen have decades of AFSA experience to serve and guide D3 and the AFSA to continued greatness.

As you seen at the PAC, I am a strong proponent of working as a team; in fact I like to use the word TEAM as an acronym for “Together Everyone Achieves More”. Teamwork at the chapter, at the division, and at the international level is exactly what we need. D3 is just like the other divisions, a hybrid of various chapters – each with its unique strengths and unique challenges – but none with any weaknesses; for when we work as a TEAM we can collectively mitigate those challenges.

Key to our successes is communication – not so much the Information Technology tools – but actually using each tool at our disposal. And since we are a hybrid association, there is no one-size-fits-all solution to communicating; as each chapter has an effective method that works well for their members. What each chapter needs to do, regardless of the communication method is to contact their members, prospective members, local military leaders, local community leaders, community business leaders, and all levels of elected officials. Equally important is listening, whether using our ears or using our eyes (reading social media) to see the many issues and opportunities each chapter has to engage.

It has been said that the AFSA is at a crossroads – I disagree. We were at a crossroads a few years ago, but thanks to our International Executive Council, Executive Director and Headquarters staff we have met those challenges and moved the AFSA forward. Just a few recent significant highlights were receiving Air Force recognition as one of four National Military Associations, elevating Family members to full members, and finally becoming the first fully inclusive association by opening up membership to all military and qualifying veterans from all services and all ranks. There is no association like our AFSA!

I have asked each Chapter President to provide me with some statistical data, specifically the number of active duty personnel assigned to their state (all bases & services) and the end strength of their respective state national guard (all services). As we move forward we all need to know our true impact within our chapter and across the division. This is important as you reach out to your installation leaders, community leaders, and community partners for their support. Once I receive that data along with the other data I am collecting I will be able to provide a concise state-by-state and division snapshot of our impacts; a key component of effective communicating (knowing your audience).



Kevin Ott
CMSgt (Ret), USAF,
AFSA Division 3, Trustee

What you “Ott” to Know Cont....



Social media (Facebook) is an extremely important tool to help each AFSA chapter, each AFSA division, and AFSA International and I respectfully ask each AFSA member to like all chapters, all divisions, and all international AFSA Facebook pages. Knowledge is power and sharing the message encourages curiosity which can develop into increased recruitment and retention! Another huge capability is the new “Ask AFSA...a Perpetual Professional Airmen’s Conference” Facebook group; clear, open conversations across the association at all levels and around the world; unheard of in any other association. This valuable tool will empower each and every member, so if you’re not yet a member now’s the time!!

Finally, the 2020 AFSA D3 PAC will be here in Rapid City, SD on April 23 – April 25. On the division Facebook page you will see the event is already posted, and details are being filled in as they are firmed up. The PAC is yours, and we are looking for your inputs so please take the 2019 AFSA D3 PAC Survey (whether you attended or not) at https://www.surveymonkey.com/r/2019_AFSA_D3_PAC by 1 June. And we’re also looking for a theme name for the 2020 D3 PAC, similar to the international PAC theme of AFSA UP (Unlimited Possibilities). Email your suggested theme name to 2020afsadiv3pac@gmail.com by 1 June.

To paraphrase President John Kennedy’s inaugural address, “Ask not what the AFSA can do for you, ask what YOU can do for the AFSA”.

D3PO

Kevin Ott, CMSgt (ret), USAF
AFSA Division 3 President



Take advance of the latest AFSA Membership Campaign.
Click on the link below and use 794003 as the Recruiter ID.

Family & Friends
Joint Membership Campaign

Two New 1-Year AFSA
MEMBERSHIPS
\$50

www.hqafsa.org/familyfriendstrong

New AFSA Membership Recruiting Campaign - Two New Memberships ... only \$50 - www.hqafsa.org/familyfriendstrong



Spring 2019

AFSA DIVISION 3

Heartland of America

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



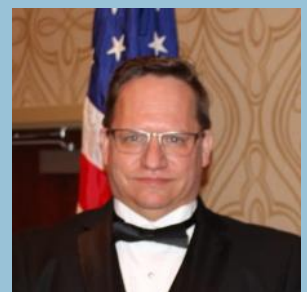
Family Matters Trustee

Mrs. Jean Kolwitz



Communications

MSgt (Ret) David Bamburg



Retentions

MSgt (Ret) "Bud" Kolwitz



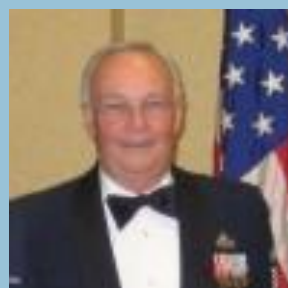
Trustee #3

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



Member of the Year, SMSgt Bobby Kazmir, Chapter 972, McConnell AFB



Family Member of the Year, Mrs. Patti Dalzell, Chapter 804, Belton, MO



2018 Division 3 Award Winners

Cont...



NCO of the Year, SSgt Brandie Benoit, Chapter 985, Tinker AFB



Airman of the Year, SrA Megan Moll, Chapter 881, Whiteman AFB



2014 Division 3 Award Winners

Cont...



Award	Recipient	Chapter	Location
Chapter of the Year (> 500)	Mt. Rushmore Chapter	951	Ellsworth AFB, SD
Chapter of the Year (<500)	The Twister Chapter	988	Altus AFB, OK
Volunteer Service Person of the year	Mrs. Helen Hatz	804	Belton, MO
VAVS Award	CMSgt (Ret) Hershell Spurlock	804	Belton, MO
Chapter Volunteer Service Award	The Mt. Rushmore Chapter	951	Ellsworth AFB, SD
Individual Legislative Award	CMSgt (Ret) Kevin Ott	951	Ellsworth AFB, SD
Chapter Legislative Award		985	Tinker AFB, OK
Chapter Humanitarian Award	The Bud Andrews Gateway Chapter	872	Scott AFB, IL
Communications Award	The Mt. Rushmore Chapter	951	Ellsworth AFB, SD
Website of the Year	The Mt. Rushmore Chapter	951	Ellsworth AFB, SD
Chapter Newsletter of the Year	The Heart of America Chapter	804	Belton, MO
Retainer Chapter of the Year	The Badger Chapter	851	Milwaukee, WI
Retainer of the Year	MSgt (Ret) Roland Kolwitz	851	Milwaukee, WI
Recruiting Chapter of the Year		985	Tinker AFB, OK
Recruiter of the Year	SMSgt Bobby Kazmir	972	McConnell AFB
Scholarships	Liberty Stover	985	Tinker AFB
	Raelynn Bingham	804	Belton, MO



Membership As per the "KazMan"



Greetings Division 3!

What an honor it was to speak with so many great leaders as the Division 3 PAC! I'm thrilled to have learned so much and very excited to see so many chapters growing. As IP Carton said at the PAC, our AFSA HQ team is dedicated and standing by to assist all of our chapters in strengthening our membership programs and keeping them strong for years to come.

They will do this through special membership offers throughout the year, various incentives and whatever YOU think of. That's right, YOU! Do you have an idea that your chapter would like to execute? Call up the HQ and see what the team can do to assist. Get those thinking caps on, because the division is certainly going to need them this year!

Five years ago, AFSA ran a worldwide membership boosting campaign with an unbelievable price on a 5-year membership term. It worked tremendously in recruiting new members. Our chapters used this tool to bring in unprecedented growth! Nearly five years later, another thing this campaign has shown is where our chapters could be doing better: retentions.

This year is time to ramp up efforts, try new ideas and really reach out to those dormant members in our chapters. The 5-year members are beginning to expire and if we don't actively get involved, our Division stands to lose 26% of its membership by year's end! That's 2,600 AFSA members who will expire by the end of the year. Now is the time to go get 'em back, help them find a way to get involved and keep our Association strong.

Happy Recruiting and Retaining



Bobby Kazmir, SMSgt.

Division 3
Membership Trustee



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





Membership Retentions



Hello one and all—

The retentions for our Division could be much better. As I have asked before, where are you AD Chapters? Kansas City with no base to work with, and Milwaukee, with ANG bases where day-to-day contact is not the best, are renewing circles around the rest of you.

I don't like to keep nagging at you, but at this rate, AFSA is going to have big problems. There are two membership campaigns going on at the moment. One was sent out the first of the year that is geared toward the E-1 to E-5 and Family Members. This runs thru the end of the year and could be extended. Get the young airmen working to retain and recruit and the same for the Family members.

And work those rosters. AFSA sends out renewal notices about 6 months in advance. It is hard to beat that, but at least give it a shot. I have found in the Chapters I have been asked to help with that the members are not even renewing thru AFSA.

- 1) Find out why.
- 2) Do the members know when the meetings are?
- 3) Are you forwarding to the members the Legislative Update and Headline Roundup to your members? The ones I forward this to have so often told me how much they appreciate it. Those are the little things that can help you to get your members to renew.

Remember that all of those who took advantage of the 5 years for \$25 will be contacted by AFSA soon.

Spouses, children 18 and older, brothers, sisters, and parents are all eligible to be members of AFSA.

Have someone from each squadron to go around and check to make certain the members are keeping their AFSA membership current. I am quite well aware that some Wing or Base Commanders are not always as cooperative as we would like, but at least try to get the word of AFSA out.

From my own experience I know that retaining is not easy, but, again, at least try.

Yours in AFSA,

Roland "Bud" Kolwitz

Division 3 Trustee for Retentions





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2019 Division 3's Top 10 of Recruiting

Recruiter	Chapter	YTD	Lifetime
Kazmir	F0972	40	196
Erickson	F0951	13	122
Philbrick	F0951	9	24
McKibben	F0972	7	13
Blumberg	F0872	7	8
Kolwitz	F0851	7	374
Beck	F0951	5	5
Francis	F0988	5	2,218
Dalzell	F0804	5	37
Kandes	F0872	4	6

**161 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
Roland Kolwitz	851	52	3529
Patti Dalzell	804	38	321
Jean Kolwitz	851	11	1603
Bobby Kazmir	972	5	21
Ryan Blumberg	872	2	2
Steve Zalesky	872	2	1079
Michael Parente	984	2	96
Angela Wilkerson	972	2	2
Jamie Erickson	951	1	1
Andrew Wilkerson	972	1	1

**126 People
Retained!**

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 Recruitment by Chapter

2019 Retention by Chapter

<i>Chapter</i>	<i>Yearly Total</i>	<i>Chapter</i>	<i>Yearly Total</i>
F0804	9	F0804	39
F0851	11	F0851	63
F0858	1	F0858	0
F0872	21	F0872	5
F0881	4	F0881	1
F0883	0	F0883	0
F0951	34	F0951	3
F0959	0	F0959	1
F0964	1	F0964	1
F0972	63	F0972	10
F0984	0	F0984	2
F0985	8	F0985	0
F0988	6	F0988	1
F0990	0	F0990	0



Recruit/Retain Incentive Campaign



Reward the Recruiter/Reward the Retainer These new membership campaigns are designed incentivize and reward the recruiter or the retainer as well as inform, train, and educate young Airmen and NCOs on how to get involved and develop a sustained recruiting and retaining mind. These campaigns are not replacing existing individual recruiter and/or retainer programs.

GROUND RULES

Runs from **1 January 2019 – 31 December 2019** and may be extended into the next calendar year.

Both campaigns are open to all AFSA members, including Family Members. However, Uniformed Service member participation is restricted to those members in the grades of E-1 through E-5.

Promotion to the E-6 during the calendar year does not disqualify the recruiter/retainer.

An Airmen can repeat the recruiter and/or retainer reward process each year until they are no longer eligible to participate.

Existing recruiting and retaining incentive rewards will be utilized in conjunction with these campaigns (25/50 recruiter/retainer pins, SKYHigh/HighFLIER/TwinFLIER, recruiter and retainer credit). All recruiter and/or retainer incentives earned will be send directly to the recipient.

Recruiter and retainer campaign results will not be mixed (like Twin Flyer).

Recruiters or retainers eligible for the 1-year extension cannot transfer the membership to another AFSA or Family member.

Life member and Member for Life recruiters and/or retainer must provide their 1-year membership gift to any individual eligible for AFSA membership or renewal.

AFSA will provide incentives to all eligible participants based on achieving the following milestones:

- 15 Recruits/Retentions - AFSA President's Coin

- 25 Recruits/Retentions – Recruiter/Retention Pin

- 50 Recruits/Retentions – Recruiter/Retention Pin

- 52 Recruits/Retentions – 1-year membership extension. The recruiter/retainer record will be updated within 60 days of membership application verification – no submitted application declines.

- 52 Recruits/Retentions - Life Member and Member for Life recruiters and/or retainers will be rewarded with a 1-year membership gift, which they must share with any person their choice eligible for AFSA membership or renewal. This membership application must be activated and processed within 90 days of certification by the Chapter President and Member and Field. Unclaimed rewards will not be carried beyond the 90 days' timeframe.

A member can only receive one (1) free membership or membership extension per calendar year.

Recruiters and/or Retainers must use the AFSA approved Reward the Recruiter/Reward the Retainer membership form and/or the link on the AFSA home page (Reward the Recruiter/Reward the Retainer campaign will have a specific source code to track recruits).

Only standard membership rates (1-year for \$36, 2-years for \$63, and 3-years for \$75) apply for these campaigns.

Members recruited/retained utilizing approved special membership campaign initiative and the associated membership rates will not count toward the Reward the Recruiter/Reward the Retainer total of 52 recruits/retentions. However, they will count toward SKYHigh/HighFLIER/TwinFLIER qualification status.

Chapter Presidents and/or Membership Chairs will inform AFSA Member and Field Services of the participant's recruiter ID and the chapter will track each recruiter/retainer's activity; informing the member when they achieve a recruiting/retention milestone.

Chapter Presidents and/or Membership Chairs will provide AFSA Member and Field Services and their Division President an after action report of issues faced by their recruiters so we can address issues quickly.



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



262-673-7503

budjean3@gmail.com



Hello one and all—

Here is an idea of what our Chapters were doing since the beginning of the year. As you can see they were busy.

CHAPTER 804. KANSAS CITY, MO

The Chapter will be participating in the American Legion Riders Inside Out Fair on June 1st. Patti Dalzell and Melissa Knight will sell their crafts (50% of the profits to be donated to Chapter 804) and other Family Members will provide baked goods.

- April 11 --Pinochle & Bridge card players get-together
- April 15 -- Coupon-cutting session
- April 16 -- New Dinner Theater to see Biloxi Blues
- April 25 -- Monthly Luncheon
- April 29 -- Card Party/Salad Luncheon fundraiser with proceeds going to help the Kansas City VA Hospital
-

Chapter 851



- Was working with a person in Germany who has been distributing some of our Care Packages. The photo is of some dependents whose parents are deployed who were recipients of a package.
- Also, the Chapter continues to send manufacturer coupons to the overseas commissaries and other locations. And works with the Milwaukee Homeless Shelter for Veterans.
- Continued the program for collecting pull tabs for the Ronald McDonald House. Continued collecting cancelled stamps for the wounded. Donated travel size toiletries and canned goods to the Mil-

waukee Homeless Veterans Services

- Continued the program of Box Tops for Education that go to a local school
- Received a thank you along with a picture of the JR ROTC group in Germany receiving some of the items in the care packages sent in November
- The Schwan's fund raiser went til January 21, 2019. Continued to send out notices regarding this. The proceeds from this will go to sending our Care Packages overseas.
- A sympathy card was sent to a member whose sister passed away.
- Picked up popcorn, clothing, and toiletry items from Support the Troops
- Got a new POC for the USO Wiesbaden, Germany
- Continued contact with Colonel Hensely in Germany
- Popcorn snacks taken to the 128th ANG
- Asked for names of any deployed members of the 128th to send care packages to.
- Finished the fund raiser with Schwan's Food Service

-





Greeting Division 3 from your outgoing Legislative Trustee



Kevin Ott CMSgt (Ret), USAF,
AFSA Division 3,
President

As I briefed at the Division 3 PAC in April the BAH survey and study I started back in 2017 is still ongoing, as I am awaiting the actual data collected by the DoD contractor to help determine the BAH rates here on Ellsworth. My original Freedom of Information Act (FOIA) request to the Defense Travel Management Office/Defense Human Resources Activity (DTMO/DHRA) was submitted way back in Oct 2017 and I received a response in Dec 2018 (14 months later) that they had identified 8 documents that met my request.

But they denied to provide the data citing it was "exempt in their entirety pursuant to 5 U.S.C. 552(b)(4) and 5 U.S.C. 552(b)(6)" for "trade secrets". Needless to say I filed an appeal in January 2019, still to be determined if that will take another 14 months. Next to close the loop on "Leadership Engagement" on the subject (vice legislation actions) I submitted an Airman Powered by Innovation (API) suggestion (2018-936) titled "Basic Allowance for Housing (BAH) Transparency" in May of 2018. It is still "in review" as of April 2019.

Next, a full 12 months before the issue of poor government oversight of Privatized Housing hit the media and the halls of Congress I launched a Privatized Housing survey in response to numerous and continued complaints and comments on "Ellsworth Families" Facebook page. This survey provided different results than the housing contractor's own surveys and resulted in the the base commander directing two base "Townhall" meetings on the subject of housing (both BAH and Privatized Housing). While poorly attended due to lack of announcements/advertising it was reassuring to see base leadership engage on the subject of housing.

Finally, on a positive note. In January 2019 I attended an Ellsworth Spouses Club forum on the subject of Active Duty Spousal Professional Licensure Reciprocity. The forum was extremely educational for all in attendance, to include some 25 spouses, the base Airman & Family Readiness Center, the Vice President of the Rapid City Chamber of Commerce and yours truly. I had earlier in 2018 discussed the issue with the Chamber and the South Dakota Secretary for Veterans Affairs, but now the issue was ready for the upcoming legislative year. That day I wrote and sent letters to the 18 state legislators from the Ellsworth area, as well as the Secretary and the Governor asking for their "time and consideration on the necessary pieces of legislation that will be proposed in this and future years on this subject."

Next I attended a state legislature "Cracker Barrel" forum expecting to engage the legislators on the subject and the proposed House Bill 1111. To my surprise, the bill had unanimous sub-committee support in both houses and by mid-March had passed both houses unanimously and was signed into law by the Governor on 21 March. A true victory at the state level for all active duty spouses in the State of South Dakota: State professional occupation license issued within 30 days of completed application and no cost. A great example of AFSA Chapter advocacy at the state level.

As I pass on the legislative baton let me leave you with these 10 yes/no questions to use to self-assess your chapters legislative program:

Honoring our Patriots

Click picture for Details





Greeting Division 3 from your outgoing Legislative Trustee Cont...



My Chapter:

1. **My** briefs/discusses current AFSA Legislative news at each chapter meeting?
2. **My** shares AFSA legislative news at base and/or community organization meetings?
3. **My** shares Legislative news (Social Media, e-mail, newsletter, etc.)?
4. **My** polls/surveys our members and/or installation populace to gather their concerns?
5. **My** meets with installation/community leaders to discuss issues and/or concerns?
6. **My** routinely attends installation/community townhalls/other military/veteran forums?
7. **My** routinely meets with U.S. Congressional Staffers, State Dept of Veteran Affairs, etc. ?
8. **My** hosts legislative Q&A forums with local leaders and/or congressional staffers?
9. **My** is a member of local Chamber(s) of Commerce and related committees?
10. **My** participates and urges others to contact elected representatives (VoterVoice, etc.)?

It's been my pleasure to serve as your legislative trustee,

Kevin M. Ott, CMSgt (retired)

President, AFSA Division 3 (Kansas, Illinois, Iowa, Minnesota, Missouri, Nebraska, North Dakota, Oklahoma, South Dakota, Wisconsin)

605 939-4404 (cell)

AFSA Website: www.hqafsa.org

Click Picture Below for AFSA Legislative Platform Highlights



LEGISLATIVE PROGRAM

REPRESENTING
100,000
AFSA
MEMBERS



Legislation

We Defend and Protect
Your Earned Benefits
and Advocate for
Your Future





AFSA D3 Communications



Until AFSA changes the way it does the Communications Award Divisions/Chapters will always have websites. We all know how time consuming keeping a website up-to-date can be, so why not make many of your social media platforms work together for you.

For example, most, if not all, our chapters have a Facebook page. Did you know you can show your Facebook page on your website so it will always be in real time? First check out this [Facebook Video](#). It is a short directional on what you can do to get started. Click [HERE](#) to create code to embed your Facebook page on your website. This takes you to the website where you can enter the web address of your Facebook page, adjust the measurements and then create the HTML code that can then be entered into your website. Most websites already have a template created to let you enter the code. Want to see an example, click [Here](#) to check out my Chapter's website.

This brings me to another option you can add to your website—a Google Calendar showing all your upcoming activities. On the page above you can see we have that as well. Now to be honest, I'm not as knowledgeable on this as our leader, D3PO, who created it for us. I do, however, know how to get you started by clicking [Here](#). Also, another advantage with this is you can link it with your other calendars and add it to your phone to get upcoming activities that were just posted.

Next is an easy way to get updated pictures on your website. I learned about a site called [LightWidget](#) last year. Click on the link in the last sentence to check it out. First, you'll need your Instagram account. You link it to this website and it creates an HTML code to put on your website. You can also choose if you want multiple pictures in one display or for it to rotate pictures across the screen. They offer one setting for free which will take your pictures from Instagram and post any updates each night. Or, for a onetime fee of \$10, it will create one for you which will update every 30 minutes to show any new pictures. Basically you add pictures from your events to Instagram and Facebook and your website can be updated almost automatically. Click [HERE](#) and scroll down to see what it looks like on my Chapter's website.

This is just a few of the things you can do to improve your outreach. If you look at your other sites, you can link your Facebook with Twitter, Instagram and others. All you have to do is Google and see where it takes you. Hope this helps





AFSA
DIVISION

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WE ARE AFSA

UNITED IN STRENGTH | DEFENDING THE ENLISTED CORPS AND THEIR FAMILIES SINCE 1961

WE ARE 100,000 MEMBERS STRONG | WE REPRESENT OUR MEMBERS & THEIR FAMILIES IN CONGRESS, the DoD, the VA and More

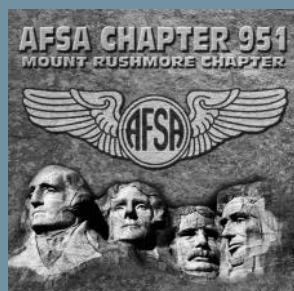
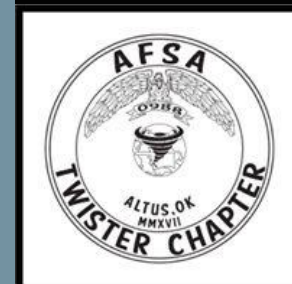
WE ARE THE NATION'S MOST INFLUENTIAL ASSOCIATION DEVOTED TO THE TOTAL ENLISTED FORCES AND THEIR FAMILIES

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

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TOTAL FORCE
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Past, Present, and Future



Established 1961

**AIR FORCE SERGEANTS
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Chapter Officer Training Modules

From AFSA Website Click [Here](#) or Click Below

AFSA Chapter Officer Training

Module 1
Officer Roles and Responsibilities

AFSA Chapter Officer Training

Module 2
AFSA Organizational Structure

AFSA Chapter Officer Training

Module 3
Chapter Elections

AFSA Chapter Officer Training

Module 4
Chapter Operations

AFSA Chapter Officer Training

Module 5
Reports

AFSA Chapter Officer Training

Module 6
Awards

AFSA Chapter Officer Training

Module 7
Legislative Program

AFSA Quarterly Financial Reporting

AFSA Website New Retainer Form Process

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