

National Vice President's 2017 Annual Report

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National Vice President



On 5 October 2017, I was honored to deliver my first annual report to the Members, as National Vice President. I welcomed all in attendance of the 45th Annual Meeting of the Members (AMM), wishing them a great week. I believe all in attendance enjoyed themselves, and more importantly would agree that this year's AMM provided perhaps the best professional development opportunities ever offered in the history of the USAWOA.

This year has flown by. We now have approximately 7,500 members in our association, and we are still growing. During my first year as your Vice President, I continued with my predecessor's three-point plan to recruit new Members, renew existing ones, and bring back those whose memberships expired. I challenged Regional Directors to improve our membership by 25% in 2017. Ladies and gentlemen, those who stepped up to implement this plan have made it a proven success – I hope all Regional and Chapter officials in our association will continue to work together on this plan, so that we continue to grow in numbers.

The importance of fully implementing this three-point plan cannot be overstated. If every one of our association officials makes this plan his or her first priority, we can geometrically increase its success. I would also ask that our Regional Directors dig in with their Chapter Presidents to be creative and look at additional ways to bring our members back.

I did poll of some of our former Members and asked if they have been contacted by Chapter, Region, or national headquarters personnel, and I received several different answers. Some say no contact at all, and in these cases it usually means we have outdated physical and/or email addresses. But most say they have not heard from Regional/Chapter

officials.

Recent research indicates that email is nowhere near as effective a medium as it was in the past – smart marketing professionals have returned to personal contact as their primary medium of developing and maintaining “corporate loyalty,” using email as a medium for following up and delivering additional information. **If we wish to be effective in recruiting and retaining Members, we must personally visit or call them all, and get them to renew prior to being dropped!** This would reduce the dropped member numbers significantly.

I would also encourage all Chapter Presidents to review membership data during their monthly meetings. We are finding that a lot of Member addresses (both physical and email) and telephone number, along with other important data, such as military rank, are inaccurate.

Every new Region Director and Chapter President receives a leadership manual. These manuals suggest ways of recruiting and increasing membership, such as Chapter recruiting drives. Successful Chapters hold periodic membership drives (typically of about 90 to 180 days). For years, European Region Directors have used these – one year, increasing membership by 20% – **this does work, if done properly!**

One of my main duties is increasing membership, and I need it to be one of yours, as Regional and Chapter officials. Without Members we cannot exist. With high Member numbers, we have a stronger voice on Capitol Hill, and can achieve a lot more when we send our Executive Director or President to various Army leaders, at all levels, to ask for assistance. With a large association we can achieve help from Army leaders, school leaders, community commanders, sponsors, etc.

Here at national headquarters

we are looking at ways of interacting with our Chapters quarterly, by providing a video highlighting the actions taken by your national staff and Executive Director on Capitol Hill. We feel this direct interaction with our staff will help validate the importance of what the association is doing in support of our cohort – these videos could even be used for professional officer development.

It takes every single Region Director, Chapter officer, and Member to keep our membership strong, and I ask that you all spend ample time in recruiting, getting renewals done, and contacting those who have chosen to let their memberships expire, asking them to come back as Members. We exist for all Warrant Officers, and not just for a chosen few – and our goal should be to keep each and every one of our brothers and sisters in our great association.

We must also not forget the importance of Members who for various (often logistical) reasons cannot actively participate in one of our amazing Chapters. Their membership in the USAWOA is just as critical to success in our national mission of support to all Warrant Officers (and their families) in the United States Army, currently serving and retired. We are their unique Warrant Officer voice in The Military Coalition (TMC), on Capitol Hill, and in the halls of the Pentagon. Obviously, the strength of that voice grows with every single Member we sign up in the USAWOA.

In closing, I would like to thank each and every one of you for volunteering your time and energy in making USAWOA a strong association that looks out for all Warrant Officers and their families. I look forward to great things for USAWOA, as I stand ready to assist you in any way I can. 🇺🇸