



# ***AIR FORCE Magazine***

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## **Region/State Presidents' Meeting**

22 October 2010

Adam J. Hebert  
Editor in Chief



# ***AIR FORCE Magazine***



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## **Overview**

- Air Force Magazine is AFA's flagship publication, and is the one thing that binds all members together.
- A strong Magazine is a key factor in AFA's member loyalty.
- The Magazine's quality and independence make it a trusted source of information about the Air Force and national security.
- After 23 years with Air Force Magazine, Robert Dudley retired as Editor in Chief on Sept. 1.
- Your Magazine retains a top-notch staff and is in good hands.
- Frances McKenney will now speak about how the Magazine covers chapter news.



# *Policy and Communication*

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## **Region/State Presidents' Meeting**

22 October 2010

Chet Curtis  
Director



# STAFF CONTACTS

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Communications Programs & Services  
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# ***Policy and Communications***

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- **The Communications Toolkit:**
- Assist with Speakers for local events
- Assist with Flyover Requests of AF Aircraft
- Air Force Event Calendar
- Top Issues Briefings
- AF Leader's Speeches/Holiday speech Archive
- AF Themes and Messages
- Civic Club Brief



# *Policy and Communications*



- Statement of Policy and Top Issues
- Radio Public Service Announcements
- Media Campaigns—press releases—fill-in-blank- mediaatlas
- Monitor Press Coverage-Meltwater News
- Op-eds—16/20 published
- Manage web content
- AFA Blog
- Twitter
- New Membership Video
- For Air and Space we had 45 sessions and 75 total speakers. (including panels) For GWS we have 10 sessions with 15 speakers. For AWS we had 16 sessions and 22 speakers. We are also introducing a brand new conference called CyberFutures with 13 session and have invited 20 speakers.



# *AFA and AFMF Advancement*

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## **Region/State Presidents' Meeting**

22 October 2010

Lois Stirewalt O'Connor  
Director of Advancement

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*Educate*

*Advocate*

*Support*



# *Advancement*

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- Annual Giving
  - 15 annual solicitations
  - Recognition
- Combined Federal Campaign
  - Expanding marketing efforts, marked increase in results
- IN-Kind Gifts
  - Increased support by our leadership
  - Plan to continue to grow this source of contribution
- Major Gifts
  - Mitchell Institute
  - CyberPatriot
  - Existing programs



# *Advancement*

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- Planned Giving
  - Increased marketing led to increased results
  - 9 new since September delegates mtg
- Fellowships
  - Revitalizing the program
  - Paul W. Airey Leadership Fellowship -\$2,500.
  
- iMIS
  - Working tirelessly on iMIS implementation



# *Strategic Communications*



- Integrated Communications and Marketing
  - Membership/CyberPatriot/GRL/Communications/Mitchell
- Facebook
  - Over 4,000 fans Air Force Association
    - 68% male, 29% female
  - Over 500 fans Air Force Memorial
    - 54% male, 46% female
  - Over 500 fans CyberPatriot
    - 54% male, 38% female
- Twitter
  - Air Force Association only
  - Over 1,500 followers
  - #AirSpace2010 was widely used during conference
  - Most popular tweets are still the Airpower History series.



# *Membership and Field Ops*

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## **Region/State Presidents' Meeting**

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Judy Galbreath  
Director of Membership

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*Educate*

*Advocate*

*Support*



# *Membership and Field Ops*

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## **Who Are We?**

- **Judy Galbreath**, Director of Membership, x4800
- **Kari Hahn**, Senior Membership Manager, x4833
- **Mary Nauheimer**, Field Services Manager, x4821
- **Bryan Larson**, Program Manager, x4805
- **Brian Melvin**, Member Supplies, x4830
- Membership Representatives:
  - **Tam Mehuron**
  - **Lisa Cole**
  - **Debbie Scott**



# *Membership and Field Ops*

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## **What Do We Do?**

- Membership and Field Customer Service
- Process Membership Payments and Updates
- Work to Recruit and Retain Members
- Support Field Operations, Provide Supplies, and Manage Field Resources
- Provide Statistical Reports and Chapter Rosters
- Pay you your hard earned chapter and state payments!



# *Membership and Field Ops*

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## **What's New in 2010?**

- Restructured Department
- New Dues and Rebate Structure
- New Applications
  - Membership, Gift, and Community Partners
- New iMIS Membership Database
- Updated Field Operations Guidebook (in progress)



# *AFA Veteran Benefits Assn.*



## **Insurance/Member Benefits**



"For someone your age, the yearly premium on a \$5,000 policy is \$8,000."

Susan Rubel, Director



# ***AFA Veteran Benefits Assn.***



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## **Group Insurance Programs**

- Decreasing & Level Term Life
- Accidental Death
- Dental Insurance
- TRICARE & Medicare Supplements
- Hospital Indemnity
- Cancer Care
- Guaranteed Issue Sr. Whole Life \*NEW\*
- Critical Illness \*NEW\*
- Limited Benefit Health Insurance \*NEW\*



# ***AFA Veteran Benefits Assn.***

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## **Other Member Benefit Programs**

- Dental, Vision, Prescription and Medical Screening Discounts
- Car and Truck Rental Discounts (Budget & Avis)
- Shopping – AFA Mall, Car Dealers, Dell, Apple & Microsoft
- Resume Service and Job Bank
- Timeshare Resorts
- Identity Protection Service
- Products - AFA Bank Checks, Greeting Cards, Ornament
- Credit Card
- NEW – USAA – Gov Vacation Rewards



# *Information Technology*

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## **Region/State Presidents' Meeting**

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Laurie Brice  
Director, IT



# iMIS is Here!



3810 Col. David T. Buckwalter, USAF (Ret.) (Air Force Association)

File Edit Cmds AutoDraft:15 Help

**iMIS 15** Home Customers Billing Fundraising Service Central Subscriptions

**Manage customers Member - Col. David T. Buckwalter, USAF (Ret.)**

ID: 3810 Member Active Life Member/Patron

Col. David T. Buckwalter Suffix: Member Title: USAF (Ret.)

Chapter: RI 180 Newport Blue & ...  
 Join Date: 12/1/1972  
 Paid Through Date: 12/31/2999

Date Added: 5/31/2010  
 Last Update: 9/2/2010 11:21:22 PM  
 Last Updated By: KHAHN

Address: 1800 N Oak St Apt 1504  
 City: Arlington VA ZIP: 22209-2614

Phone: (401) 207-9617 E-mail: buckindo@comcast.net

Results | Record History | Activities-All | Calls | Letters | Roster | Billing | Relationships | Label Preferences | Fundraising | Matching Plans | Notification | Change Log

ID	Last Name	First Name	Middle Name	Suffix	Title	Company	City	State	Member Type	Category	Company Sort
▶ 3810	Buckwalter	David	T.				Arlington	VA	MBR	LIFE	

New Delete Find Print User Credentials 1 result returned. Save Cancel

Start | 3810 Col. David T. Buc...

## What Does This Mean For YOU!



# Overview

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- 5 min: Brief – What Is iMIS?
- 5 min: Status – Existing Field Deliverables
- 30 min: What do you need?
- 5 min: Wrap-up



# *iMIS Is...*

- A software application suite, customized for AFA and its affiliates
- The 'storage area' for all AFA, AFAVBA and AFM member and donor data
- An Accounts Receivable (AR) financial software for membership, insurance and donation revenue
- A Field reporting and payment system
  - Accounts Payable (AP) application
  - 100% custom add-on



# *Why Is iMIS Better?*

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## ■ Good News

- iMIS Is Flexible

## ■ Reality

- Flexibility Takes WORK



# *What Took So Long?*

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- IBM AS/400 – The Black Box
- iMIS Is Complex – 15+ modules
  - Designed to accommodate our business rules
  - Data Cleaning and Conversion... and Cleaning
  - Billing cycles for membership and insurance
  - E-commerce with banks & vendors
  - Integration with our accounting system
  - Chapter reporting and payments



# *And... at the same time...*

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## ■ Operations

- AFA ↔ AEF → AFAVBA & ↻ AFMF
- Cyber Patriot
- Conferences & Symposia
- Membership
- Magazine
- Insurance
- Fundraising/Development
- Field payment rules changed twice
- Email system for Daily Report and N.f.President
- Hardware - 20%/year & Software - 18 mo. Cycle
- ...



# *Status – Field Deliverables*

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- State and Chapter Payments
- Rosters – Region, State, & Chapter
- Update Rosters – Region, State, & Chapter
- Monthly Membership Report
- Quarterly Membership Report
- Jack Gross Award Standings
- Storz Chapter Award Standings



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# *What Do You Need?*

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*Educate*

*Advocate*

*Support*



# ***AIR FORCE MEMORIAL***

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## **Overview**

- Memorial “Happenings”
  - Along w/Kodak Moments
- Operations & Maintenance Items
- Direct Mail Fund Raising Efforts
- Operational Information



# AIR FORCE MEMORIAL

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## Memorial “Happenings”

- On Pace to Support 30 Promotions, 27 Retirements, 100 Tours & 110 Special Events in 2010
- Supported the AF Band:
  - 16 Regular Summer Concerts...~8,300 attendees
  - Special 4<sup>th</sup> of July Concert...~10,000 attendees
- On Pace to Host ~250,000 Total Visitors in 2010
  - Past Year Visitors: 2007 -- 220,000; 2008 – 250,000; 2009 – 248,000



# ***AIR FORCE MEMORIAL***



## **Memorial “Happenings”**

- Major Events Held, in 2010:
  - WASP Wreath-laying Ceremony
  - AFA/AFSA Memorial Day Ceremony
  - AF Cycling Classic
  - AFMF/AFSA National POW/MIA Recognition Day Ceremony
  - CSAF Foreign Air Chiefs Arrival Ceremonies (5)
  - Honor Flight WWII Veterans Tours (56)
  - Organizational Wreath-laying Ceremonies (10)
  - Foreign Country Ceremonies/Tours (3)
  - Bike DC Community Bike Ride
  - Sousa Festival Community Band Concert
- Major Events Forthcoming, thru 2010:
  - Distinguished Flying Cross Association Tour
  - Secondary School Tours (2)
  - Honor Flight WWII Veterans Tours (7)
  - SECAF Veterans Day Wreath Laying



# ***AIR FORCE MEMORIAL***

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## **Kodak Moments**

- From...
  - Transformers 3 Filming
  - 61<sup>st</sup> Fighter Squadron Wreath-laying
  - Honor Flight Tour







*Educate*

*Advocate*

*Support*













*Educate*

*Advocate*

*Support*



# ***AIR FORCE MEMORIAL***

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## **Operations & Maintenance Items**

- Hillside Repair
- Driveway Trees











# AIR FORCE MEMORIAL



## Direct Mail Fund Raising Efforts

- Direct Mail is AFM Major Revenue “Stream”
- 2011 Mailing Themes:
  - **AFMF Heroes Coin:**
    - On a yearly basis a new challenge coin is minted to support our heritage vision of remembering and celebrating our Air Force heroes. Initial 2009 coin was of John L. Levitow and the 2010 coin was of Jimmy Doolittle.
  - **Flag Premium Package:**
    - U.S. flags flown over the AFM on Flag Day offered as a Thank You premium.
  - **Airmen Heritage Archives:**
    - Goal is to provide a readily accessible computerized database source for American Airmen’s personal military histories.
  - **AFMF Calendar--2012 Milestones of Air & Space Power Calendar.**
  - **End of Year Tax Deduction Appeal:**
    - AFA/AFMF President/CEO Holiday Greetings w/donation request to support AFM events/ceremonies.
  - **AFMF Airman’s Society Card Renewal**
    - Yearly, Society members help support AFM activities & programs that “remember” & “commemorate” the spirit of the founding of the United States Air Force.



# AIR FORCE MEMORIAL

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## Operational Items

- AFM Open Year Round
- Operating Hours:
  - October – March, 8 a.m. – 9 p.m.
  - April – September, 8 a.m. – 11 p.m.
- Call Office, 703.979.0674 for Guided Tour & Event Info
- E-mail for Staff On-site:
  - Pete Lindquist, [plindquist@airforcememorial.org](mailto:plindquist@airforcememorial.org)
  - Agata Bieleuszczuk, [agata@airforcememorial.org](mailto:agata@airforcememorial.org)