

STATE OF THE ASSOCIATION

ROA REVITALIZED

AN AMERICAN NATIONAL SECURITY ASSET

PRESENTED AT THE ROA NATIONAL CONVENTION

WASHINGTON, DC

JULY 23, 2017

JEFF PHILLIPS

EXECUTIVE DIRECTOR



The end state and the strategy

- **ROA Purpose (expressed as an end state):** “ROA supports and promotes the development and execution of a military policy for the United States that will provide adequate national security.”
- **ROA Mission:** “Be the professional association of choice for reservists from all seven uniformed services, RC veterans, and their families by serving as an effective and financially secure organization shaping government policy on national security and reserve issues, and delivering high-quality products and services to nationwide network of members that meet their professional, financial, and family needs.”

The strategy's ways

- **Build on progress; implement the 2017-2022 ROA Strategy:**
 - Increase revenue and decrease expenses.
 - Influence legislation and military policy.
 - Grow membership.
 - Provide quality products and services.
 - Improve strategic communication.
- *Stay true to the spirit of our founding purpose.*

Increase revenue and decrease expenses

ROA's financial picture is improved from a year ago:

- **FY 2018 budget programs a *surplus* of \$15,137, taking into account past revenue challenges. (June financials indicate tracking on target.)**
- **Cash on hand (\$1.09M as of June 30) is up by \$388K over June 2016. Of this amount, \$626K is for MMB improvements (elevators, floors, etc.).**
- **ROA's contingency fund has \$712K available for use at Excom approval.**
- **June FY2018 vs. June FY2017 actuals:**
 - **Increase in overall expenses for operating programs of \$32K.**
 - › **Biggest factors are Top of the Hill mgt expense and Scholarship Program (funded by HJR Memorial and Scholarship Fund).**
 - **Increased revenue \$280K (Top of the Hill and Resource Development revenues); External \$5M MMB loan payoff is complete.**
 - **Monthly internal loan payment of \$7,247.52 over 30 years at 1.5% interest to Memorial Endowment Fund replaces \$22K monthly TD Bank loan.**

Increase revenue and decrease expenses

Continued:

- **USAA affinity: \$75K, min. \$10K for STARS, plus other donations.**
- **Top of the Hill mgr Condor Communications started in August 2016:**
 - *Improved marketing, mgt increased revenues; ahead of FY18 plan.*
 - *Found and collected \$46K in “lost” accts receivable.*
 - *Shortened billing cycle, increased room and services rates.*
 - *Contract renewal negotiation underway.*
- **MMB 2nd and 3rd floor lease revenues: \$600K annually.**
- **Fund portfolio under sound management; trailing 12 month yield: 11%.**
- **Developing a comprehensive and integrated development campaign for that likely includes a capital campaign.**
 - **ROA Industry Partners relaunched: \$15K from three corp. donors.**
 - **STARs Foundation incorporated in campaign.**

Legislative and Military Policy Update

Influence legislation and military policy.

Lt. Col. Susan Lukas, USAF (Ret.)
Director, Legislative and Military Policy



Influence legislation and military policy

- SBP-IDT pay equity **passed into law.**
 - *Successful 2016 March on the Hill and Operation **Red Hat.***
- Continuation pay for those completing 8-12 years in SASC, S. 2943, FY17 NDAA **passed into law.**
- Selective Service expanded to women in SASC, S. 2943, FY17 NDAA.
 - Did not pass but did result in a commission being established to make recommendations to Congress.
- RC FEHBP-like health care pilot program in SASC, S. 2943, FY17 NDAA.
 - Study directed to review options for establish options.
- Better mgt. of wait times in MTFs study included in H.R. 4909, FY17 NDAA.
 - Directed a study when ROA identified this as a problem during an “invitation only” House panel.
- ROA, AUSA and NGAUS tri-signed letter to Army Chief Gen. Mark Milley resulted in June 16 “support of military assn” letter to Army.

Influence legislation and military policy

*Veteran Status: Reform Federal Hiring Preference for Reserve Component Members (**Red Hat initiative**)*

- **Confer veteran status on Reserve Component members for purposes of federal hiring preference after 180 *cumulative* days on active duty versus *consecutive* days on active duty.**
 - **H.R. 1367, Untitled.** Sponsored by Chairman Wenstrup (HVAC); **passed in the House**, sent to the Senate March 21, 2017.
 - **S. 1325, “Better Workforce for Veterans Act”.** Sponsored by Ranking Member Tester (SVAC) June 8, 2017. A hearing was held July 11, 2017.

Operational Support: Fix Pre-Planned Involuntary Call Up (10 USC 12304b)

- Resolve inequities in benefits and entitlements for RC members on certain mobilization authorities.

H.R. 2810, National Defense Authorization Act of 2017.

Section 503 provides pre- and post-healthcare for 12304a and 12304b by the House but not the Senate. Will need to be conferenced.

H.R. 3218, Harry W. Colmery Veterans Educational Assistance

Act of 2017. Provides Post-9/11 G.I. Bill to include education benefits to National Guard and Reserve members on 12301h (medical) and 12304a and 12304b (operational) orders. Sen. Isakson (Ga.) said he would introduce a companion bill.

NDAA Conference Issue

RFPB and Reserve Chief Reports to Congress

- Reports were eliminated in the House 2017 NDAA proposed bill but were not addressed in the Senate version of the NDAA.

ROA Conference Letter: ROA is drafting a letter on the NDAA to include asking them to reinstate the reports.

- Eliminating these reports cuts the last way for the RC leaders to communicate directly with Congress.
 - The mandatory 3-star rank requirement has been removed from the Reserve Chief positions.
 - OSD/RA was eliminated as a stand-alone office and merged under OSD Personnel and Readiness.

Reserve Component Mental Health Seminar

- **Speakers**

- Rep Mike Coffman (CO-06), Chairman, HASC, Personnel Subcommittee
- MCPO C.J. Mitchell, Force Master Chief, U.S. Navy Reserve
- Sen. Jon Tester (MT), Ranking Member, SVAC

- **Proposed Legislation**

- Direct a study to assess differences in the causes of mental health issues between the reserve and active component.
- Extend the Caregiver Act to apply to additional qualifying individuals from previous military engagements.

Testimony

- **House Veterans' Affairs Committee, Subcommittee on Economic Opportunity hearing on legislation (June 29, 2017)**
 - **H.R. 2631, "Justice for Servicemembers Act" on binding arbitration clauses in employment contracts which does not allow servicemembers to take their cases to the courts.**
 - **Arbitrators are selected and paid for by the employer.**
 - **Employment problems that go to arbitration are confidential making it hard to know what may or may not need to be changed in USERRA.**

Grow membership

- **Excom approved payment of life and term member dues rebates.**
 - **20% term rebates rec'd by all depts w/current election reports on file.**
- **Working w/RC chiefs to develop avenues for collaboration, implement SecDef memos, enhance access.**
- **National Membership Committee developing growth plan focusing on equipping chapters and depts. (Best practices, templates, tips, etc.)**
- **Reserve Enlisted Assn dissolved; 1,732 members, \$4K to ROA.**
- **Term memberships expire at fiscal year end – 31 March.**
 - **Depts & chapters may download and “re-enlist” expiring members.**
- **Membership workshop July 23 at MMB.**
- **Website workshop July 23 at MMB.**

Provide quality products and services

- Bringing the right products to membership and effectively marketing select products (student loan repay, temp care, cancer).
- (Re)Invigorating program offerings:
 - Ten \$2,500 Henry J. Reilly Scholarships awarded in June to 7 undergrad and 3 grad students for AY 2017-2018.
 - Sponsor-funded Defense Education Forums on RC-related topics.
- New programs:
 - USAA Visa and American Express credit cards, financial and insurance products.
 - STARs Foundation successfully pilots Reserve School Kit; will now expand.
 - Developing additional products with Mercer (medical prescription assistance product).

Improve strategic communications

Communicating the value proposition.

- Budget forced termination of *The Officer* for FY 2018.
- Improved comms throughout ROA are rebuilding trust, confidence.
- Reserve Voice twice each month to 30,000 emails.
- Yourmembership-powered ROA.org website enhancement fully implemented.
- ROA.org now has three special interest groups.
- Earned media – SBP-IDT story in *CQ Roll Call*, veterans status op-ed in *The Hill*, healthcare story in *MilUpdate*.
- Facebook gaining views (7/13/17 post on ROA's role in new GI Bill got over 9,000 reaches; avg non-Early Bird gets 500-2,000 views).
- ROA “Unreserved” blog active with compelling content.

The ROA Value Proposition

ROA's Purpose from its charter: *To support and promote the development and execution of a military policy for the United States that will provide adequate national security.*

ROA's focus on its unique value proposition: Expertise on the nation's Reserve Components . . .

– Is driving us toward owning the RC space.

STATE OF THE ASSOCIATION

QUESTIONS?

ROA Organizational Chart as of 16 February 2017

