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Prospect Lists can help with chapter recruiting as well as GMT. MOAA was behind in getting out the prospect lists for this year's GMT effort, due to the implementation of the new database management system at MOAA. Victoria Twyne and company are working hard to get the prospect lists out to all MOAA chapters.

- Be sure to screen your prospect list for any "current" chapter members who may be included in the list - it's embarrassing to try to recruit someone who is already a member of your chapter!
- My cursory review of a sample chapter prospect list with over 2,000 names, revealed more than 800 "former" MOAA members with "lapsed" memberships and about 1,200 "current" MOAA members not affiliated with a local MOAA chapter. It is apparent the pool of candidates for reaching our Give-Me-10 "paid" membership goal is substantial and these **lists also give us a good opportunity to "grow" the number of chapter members as well.**

CHAPTER AFFAIRS

ROTC/JROTC Awards

MOAA has a substantial, yet limited, supply of MOAA medals, certificates and presentation folders available for presentation of this year's ROTC and JROTC awards. These items are made available on a "first-come, first-served" basis. So, don't delay in requesting your awards materials from the MOAA Member Services Center (1-800-234-6622). If you contact MOAA after the supply of awards materials is depleted, you'll have to purchase the medals you need from the "MOAA Store" on the MOAA website. Also, **be sure your "Chapter Officer Report" on the MOAA website accurately reflects the number of ROTC/JROTC units supported by your chapter**, as this is the "reference point" used by the MOAA MSC to validate your request for support.

/ John Baumgarten, CDR, USN, Ret, VCOC 3rd VP & Chapter Affairs Chair

MOAA Chapter Awards Competitions All interested VCOC-MOAA chapters should have submitted entries for the MOAA 2009 Communications Awards by the deadline of 1 February. Also, don't forget the deadline for submissions for the MOAA 2009 **Levels of Excellence Awards is 1 June 2010**. Please refer to Appendix "M-2" of the "MOAA Council and Chapter Policies and Procedures Guide" for assembling your entry and don't forget to conduct the "self-assessment" required for your VCOC Chapter Report for April 2010. I am confident that every VCOC-MOAA chapter has the potential to be a MOAA "five-star" chapter! The new format for chapter reports to VCOC will help chapters document progress towards 5 star status for 2010.

/ John Baumgarten, CDR, USN, Ret, VCOC 3rd VP & Chapter Affairs Chair

NEW Chapter Report Format

See VCOC Website, VirginiaMOAA.com, chapter section.

These concise chapter reports are due electronically to VCOC 3rd VP at the end of each quarter. Since our quarterly meeting was moved up to March, rather than April, chapter reports (covering Jan – Mar) are due after the meeting. To save paper, reports will be posted on the VCOC website after a quick review by CDR Baumgarten. Then chapters can access each other's reports, read on line and print out only those they need.

PUBLIC AFFAIRS

Public Affairs efforts can help grow chapter membership by spreading the word about your local chapter, what it does, what it stands for (and how to join). Public Affairs is free publicity (as opposed to paid advertising).

CWO Don Hess of **Central Shenandoah Valley Chapter** generated a great news story with photo published in the Harrisonburg Daily News Record about storming Richmond. He had tried the news release templates last year unsuccessfully, and had to call the paper several times this year, but it was worth the effort. CWO Hess indicated that since he established a relationship with the reporter, it should be easier to get future articles published, noting "A word of thanks goes a long way when you need something else printed." Several chapters invited reporters to speak at upcoming chapter meetings.

Please refer to Public Affairs Section of VCOC website, VirginiaMOAA.com for some tips. Plan for your PAO to attend a future VCOC meeting which will focus on Public Affairs during the open discussion portion (possibly the July meeting). **Bring those cameras** to the Congressional Luncheon and wear **that VCOC "uniform"** including MOAA badge – to stand out in person and in photos. **Share successes.** Please see "Publicity" on page 7.

/ Melva Mallison, Maj, USAF, Ret, VCOC 2nd VP & PAO

VCOC LEADERSHIP OBJECTIVES

CHAPTER VITALITY & EXCELLENCE

1. All chapters do a self-evaluation at least annually (Appendices O & M-2, Council/Chapters Policy & Procedures guide)
2. Improve attendance at VCOC quarterly meetings. Every chapter represented at every meeting.
3. Increase the number of 5-star chapters from 7 to 10 for 2010

VCOC LEADERSHIP OBJECTIVES

PUBLIC AFFAIRS

1. Expand Public Affairs Committee with representatives from every chapter. Every chapter has an appointed Public Affairs Officer (PAO).
2. Expand publicity with articles in local civilian & military newspapers.
3. Chapters publish **at least one news story in a local paper** each year.
4. Persuade newspaper reporters to attend Storming of Hill in Richmond and Congressional Luncheon. Assist reporters with writing articles.