



North Texas – Audie Murphy Chapter Association of the United States Army

Chapter Annual Plan 1 July 2020 to 30 June 2021

Chapter Vision

Be a leading voice for the Army, our Soldiers and their Families across North Texas. Be recognized as a “Go-To” organization for issues involving soldiers and their families in the area.

Chapter Values

Innovation | Responsiveness | Inclusiveness | Excellence | Integrity

A. Chapter Objectives and Goals

1. Objectives

- **Be the Acknowledged Voice for the US Army** (Active, Reserve and National Guard), soldiers and Army families across the North Texas - Audie Murphy Chapter area of responsibility (AOR).
- **Be the primary Source of Information and Opportunity** for chapter members to become aware of, and participate in, activities providing support to our constituencies.
- **Create Soldier for Life opportunities** that enable our members to “remain in the fight” as active, relevant members of our Army.

2. Goals

- a. Increase Individual Memberships by **100 individuals** (the chapter currently has 1850 members)
- b. Increase Community Partners by **3 companies** (the chapter currently has 50 Community Partners)
- c. Raise **\$60,000** for designated Wounded Warrior programs.
- d. Raise **\$15,000** for chapter operations.
- e. Raise **\$44,000** for Educational Programs using the Corn Hole tournament (Leadership and ASF fundraiser)¹
- f. Attain Chapter of Excellence status.

B. Proposed Activities

1. General Membership Meetings (Responsibility of the President); General membership meetings are planned a minimum of four times during the year. They will provide opportunities for team building and increased communication, as well as furthering the

¹ If the schools and universities are in session the Corn Hole tournaments will take place. If not, the Corn Hole tournaments will not occur.



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objectives of the chapter and the Association. Spouses and guests are invited (and encouraged) to attend. The following General Membership Meetings will be held on a quarterly basis during the operational year:

a. First Quarter Meeting (Zoom Meeting) – **August 11, 2020**

Time: 6:30 p.m. to 8:00 p.m.

Action Officer: Patti McCoy (Chapter President) **Alternate:** Michael Henson (Chapter Secretary)

Purpose: The purpose of this meeting is two-fold: (1) to demonstrate the chapter's commitment of being the "Go To" for issues involving the Army soldiers and their families and (2) to create Soldier for Life opportunities. First, a subject matter expert will discuss the role of the US Army Reserves during the current pandemic. Second, the chapter's newly elected officers will be introduced. Members and guests will be provided an overview of its planned activities for FY20-21. New members will be recognized. Guests will be provided membership applications with a follow-up call and email from the President. (Potential Points: ILW; Membership Meeting)

Guest Speaker: CW5 (Ret.) Phyllis Wilson, President, Women in Military Service for America Memorial Foundation

Topic: *Role of the US Army Reserves in the Pandemic: What's Next?*

b. Second Quarter Meeting – **December 10, 2020**

Time: 6:30 p.m. to 8:00 p.m.

Action Officer: Patti McCoy (Chapter President) **Alternate:** Josh Miller, PMP (Vice President of Community Partners)

Purpose: To complement the chapter's general membership drive activities. The meeting will focus on the chapter's community partnerships by recognizing the chapter's community partners for their support, untiring commitment, and dedication to sponsoring the chapter's programs. Community Partners will be awarded a certificate of appreciation and a US Army coin (TBD). Community partner prospects and member prospects will be invited. New members will be recognized. Guests will be provided membership applications with a follow-up call and email from the Vice President of Community Partners or the Chapter President. (Potential Points: Community Partner Membership Growth; Membership Meeting).

Suggested Guest Speaker: Mr. Joe DePinto, President & CEO of 7-Eleven

Topic: *TBD*

c. The Third Quarter Meeting – **February 16, 2021**

Time: 6:30 p.m. to 8:00 p.m.

Action Officer: Patti McCoy (Chapter President) **Alternate:** COL Jeff Gault, USA (Vice President of Education)



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Purpose: To raise awareness of the chapter's commitment of supporting Army soldiers and families in the community. Recruitment and support for employers that hire Guard and Reservists will be discussed. In addition, the chapter's educational programs and support of the Army Scholarship Foundation will be highlighted. Community partner prospects and member prospects will be invited. New members will be recognized. Guests will be provided membership applications with a follow-up call and email from the Vice President of Membership or the Chapter President. (Potential Points: Membership Meeting)

Suggested Guest Speaker: Genevieve Northup, HR Manager of Professional Development at Collin College

Topic: *TBD*

d. Fourth Quarter Meeting – May 2021

Time: 6:00 p.m. – 9:00 p.m.

Action Officer: Patti McCoy (President) **Alternate:** COL Rich Kaniss, USA Retired (Past President/Executive Vice President)

Purpose: To be acknowledged as a voice for the US Army. The chapter will organize and host the 6th annual fundraiser focused on Vietnam Era veterans support ICW at the Grand Prairie Air Hog professional baseball game in or around the first Home game held on a Saturday in May. The event will entail selling Executive Sponsorship Suites at the ball game and collaborating with the North Texas – Audie Murphy community partners in DFW. Community partner prospects and member prospects will be invited. New members will be recognized. Guests will be provided membership applications with a follow-up call and email from the Vice President of Membership or the Chapter President. (Potential Points – Army History; Membership Meeting)

Suggested Guest Speaker: LTC Bonnie L. Belobrajdic, Professor of Military Science, University of North Texas

Topic: *TBD*

2. EXECUTIVE COMMITTEE MEETINGS (EXCOM)

The executive committee meets from 11:30 a.m. to 1:00 p.m. the 2nd Friday of each month (12 meetings each year).

a. The EXCOM provides overall strategic and tactical leadership for the North Texas - Audie Murphy Chapter. The EXCOM is charged with the responsibility to create and administer programs providing chapter membership opportunities to serve soldiers and families in the North Texas - Audie Murphy AOR.



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b. The following positions comprise the Executive Committee Officers (EXCO):

- President: Serves a 2-year term
- 1st VP (President Elect): Elected by general membership NLT 1-year prior to assuming role of Chapter President. Coordinates major chapter fund raising efforts
- Secretary: Serves a 2-year term - Treasurer: Serves a 2-year term
- Past President (Executive Vice President): Serves for period immediately after presidency. That person can officially represent the chapter president at National AUSA events.
- Vice President of Community Partners
- Vice President of Membership
- Vice President of Public Relations/Communications/Marketing
- Director of Leadership Development
- Director of Reserve and National Guard Outreach
- Director of Legislative Support/AUSA Resolutions
- Director of Veteran Employment Initiative
- Director of Young Professionals Initiative

c. EXCOM responsibilities include but are not limited to:

- Establish Chapter Vision - Set Chapter goals and objectives - Manage Chapter Financials
- Establish ADHOC Committee positions to oversee key chapter programs.
- Maximize attendance at meetings. - Publish quarterly newsletters. - Maintain Chapter website.
- Represent AUSA at key community events enabling advocacy for the Army, our Soldiers, and their families

3. CHAPTER SUCCESSION PLAN

The chapter will elect a 1st VP during the first year of current President's tenure and send that 1st VP to next available New President's training course to assure he/she is fully prepared to take over duties and responsibilities of President.

4. ADHOC COMMITTEE MEETINGS

a. There are NO regularly scheduled ADHOC Committee meetings. Members serve on ADHOC project and advise the membership of opportunities to participate in activities that serve to “provide a voice for the Army and a support for the Soldier.”

b. Current ADHOC Committees include:

- AUSA North Texas - Audie Murphy – Audie Murphy Wounded Warrior Golf Classic Planning Committee
- AUSA North Texas - Audie Murphy – Audie Murphy Air Hogs Military Day Planning Committee
- Veterans Day Parade participation



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- Employer Support to Guard and Reserve (ESGR)
- Liaison with other veteran organizations in North Texas - Audie Murphy area
- AUSA Resolution Liaison
- AUSA Legislation Liaison - voting member
- Veterans Helping Veterans During the Pandemic

5. MEMBERSHIP ACTIVITIES

Membership activities are the responsibility of the Vice President of Membership. In the absence of a Vice President of Membership, the Chapter President can assume the role until the position is filled.

There will be **Fall 2020** and **Spring 2021** membership drives (Appendix 4), as well as a continuous recruitment effort to meet the chapter's and AUSA's goals.

6. CHAPTER "LINES OF OPERATION"²

a. Wounded Warrior Support

Raise awareness and funds for Wounded Warrior Programs: Plan and execute the Annual AUSA North Texas - Audie Murphy Chapter Wounded Warrior Golf Classic supporting North Texas - Audie Murphy Wounded Warrior Programs.

The chapter will also execute the Annual Grand Prairie Air Hog Military Appreciation Day Baseball game in May 2021. Drive community partner members to the event and build a recurring revenue stream to them for driving the employees and family members to the event. A portion of the revenue of the event will go to both our Wounded Warrior causes and to fund the chapter Leadership program.

b. Education Programs

Passing the Torch Leadership Program: Provide interactive, immersive, and memorable leader development opportunities that enable chapter members to coach teach and mentor emerging Army leaders. The program focuses primarily on assisting university ROTC programs train the next generation of Army leaders.

Key program elements include: Conduct 1 Battlefield Leadership Experience (BLE) in the **Spring 2021** semester using the Vicksburg Military National

² With the outbreak of the Coronavirus, the activities that the chapter plans all assume that the non-profit can meet in groups of 10 or larger. In the event the government mandates that groups of 10 or more cannot meet and the Golf and Air Hog baseball games will be cancelled, and the program's reflective Income and Expenses will be reduced in the chapter's budget. BLE and Normandy trips will be cancelled also.



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Battlefield in MS or the San Jacinto Battlefield in Houston, TX. (Contingent on securing funding/Sponsorships from 3rd parties).

Conduct virtual leadership development sessions with SROTC and JROTC cadets ICW University PMSs and the Ft Worth and Dallas ISD JROTC Directors. These sessions will draw from the content developed in the Passing the Torch program and meet the curriculum needs of the supported ROTC program.

The chapter will continue to advance the relationship between ROTC leaders in the Chapter Area of Responsibility by attending (and speaking at) awards ceremonies and commissioning ceremonies as requested. The chapter will continue to provide the North Texas Audie Murphy Chapter Leadership Award to the top SROTC cadet each semester (as nominated by the PMS) at supported universities (Baylor, UNT, TT, TCU and Baylor). Estimated expense \$450.

Army Scholarship Foundation: Raise awareness and funds in support of the existing Army Scholarship Foundation (ASF) program. Support to include funding up to \$10,000 scholarships and support ASF annual benefit luncheon or dinner by purchasing up to four tables.

7. SPECIAL PROJECTS (ADDITIONAL FOCUS AREAS)

a. **AUSA Legislative Support** - Committee Chairperson: Ron McLeroy (Vice President of Legislative Affairs). AUSA Legislative Agenda Support: The chapter legislative program is the chapter's Voice for the Army advocating for a strong national defense and for support for all components of the Army family.

b. **Young Professionals Program** - Committee Chairperson: Patti McCoy (Chapter President). Develop a "Young Professionals" Program focused on encouraging memberships by younger generations.

c. **Dallas Veterans Day Parade (DVDP)** - Committee Chairperson: COL James P. (JP) Hogan, USA, (Ret.) (Director of Leadership Programs). The chapter will contribute to the DVDP and provide the Chief Judging Committee at the event. The chapter will also provide on-going support to the DVDP Planning Committee.

d. **Army Birthday Celebration** - Committee Chairperson: Patti McCoy (Chapter President). The chapter will plan and conduct an Army Birthday Celebration seeking to include broad participation among civic, military, and private organizations across North Texas.



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e. **Grand Prairie Air Hog Fundraiser** – Committee Chairperson: COL Rich Kaniss, USA, (Ret.) (Executive Vice President/Past President). The chapter will organize and host the its annual fundraiser focused on Vietnam Era veterans support ICW the Grand Prairie Air Hog professional baseball team on in or around the first Home game Saturday in May 2021. Event will entail selling Executive Sponsorship Suites at the ball game and collaborating with North Texas - Audie Murphy community partners in the DFW area.

f. **Dallas and Ft. Worth ISD JROTC support** - Committee Chairperson: COL Rich Kaniss, USA, (Ret.) (Executive Vice President/Past President). The chapter will participate in events hosted by the Dallas ISD and/or Ft Worth ISD JROTC departments. The partnership with the organizations allows our chapter to receive the benefit of extending our Leadership Programs into the local High School JROTC departments. The chapter will look for opportunities to coach, teach and mentor JROTC cadets via virtual classroom offerings.

g. **Veterans Supporting Veterans During the Pandemic** - Committee Chairperson: LTC Joel Batalsky, USA (Ret.) (1st VP). The chapter will help chapter members in the following areas: financial assistance, job search, and VA claims.

i. **Golf Tournament** - Committee Chairperson: COL Rich Kaniss, USA, (Ret.) (Executive Vice President/Past President). The chapter will plan and execute the Annual AUSA North Texas – Audie Murphy Chapter Wounded Warrior Golf Classic to support North Texas - Audie Murphy Wounded Warrior programs.

j. **AUSA Day** – Committee Chairperson: Michael Henson (Chapter Secretary). The chapter will plan and execute an activity celebrating AUSA Day utilizing resources from the Ask 2.0 Toolkit.

5. BUDGET (Appendix 2)

Patti McCoy

Patti McCoy
Chapter President



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Appendix 1 - Programs Listed by Quarter

Chapter Annual Plan 1 July 2020 to 30 June 2021

First Quarter (Jul 2020-Sept 2020) [Potential Points: EXCO Meetings, Chapter Plan, Membership Meeting, ILW]

- EXCO Monthly Meeting (3)³
- AUSA Resolution Development
- Annual Financial Report to AUSA National
- Annual Audit of chapter financial accounts
- Annual Chapter Plan
- 1 Membership Drive (Community Partner focus)
- General Membership Meeting (1) [Zoom]

Second Quarter (Oct 2020-Dec 2021) [Potential Points: EXCO Meetings; Vietnam Veterans; ROTC; Membership Meeting]

- EXCO Monthly Luncheon (3)
- Veterans Day Ceremony (Parade Support)
- AUSA Annual Meeting - Attendance at AUSA Annual Meeting
- AUSA North Texas– Audie Murphy Golf Classic
- General Membership Meeting (1) – Holiday Party
- SROTC Awards presentations as needed

Third Quarter (Jan 2021-Mar 2021) [Potential Points: EXCO Meetings; Vietnam Veterans; ROTC; Membership Meeting]

- EXCO Monthly Luncheon (3)
- Presentation of Awards to JROTC Recipients
- Membership Drive (PaYS Memberships)
- Battlefield Leadership Experience (Vicksburg) ISO TCU, Baylor, UT Arlington and UNT ROTC – TBD
- General Membership Meeting (1)

Fourth Quarter (Apr 2021-Jun 2021) [Potential Points: EXCO Meetings; Army Birthday, AUSA Day; ROTC; Membership Meeting]

- EXCO Monthly Luncheon (3)
- Air Hog Military Appreciation Day
- General Membership Meeting (1)
- Army Birthday
- AUSA Day
- Presentation of Awards to SROTC and JROTC Recipients

³ Zoom Meeting if COVID-19 restrictions are mandated



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Appendix 2 – Annual Budget Plan

**Chapter Annual Plan
1 July 2020 to 30 June 2021**

Income:

Corporate Dues	4000
Individual Dues	2500
Lifetime Members	600
Sustaining Members	200
Presidents Club	850
Total Dues	<u>8150</u>

Wounded Warrior Events	60,000
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TOTAL INCOME	<u>68,150</u>
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Primary Expenses:

AUSA:

Chapter EXCO Meetings (12)	600
General Member Meetings (4)	500
Operating Expenses	1000
Regional Meeting Support	1000
National Meeting	500
Awards	1000
Veteran Day Parade	500
Army Birthday	100
Graphic and Media support	500
Web Support	3000
Virtual Meeting Host	<u>400</u>

TOTAL	<u>9,100</u>
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Other Program Expenses:

Leadership Programs	500 (Gladius)
Golf Expense	20000
Legislation	750
Air Hog Event	2000
Army Scholarship Foundation	10000
Non-Profit Support	15000

TOTAL OTHER EXP	<u>48250</u>
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TOTAL EXPENSES	<u>10800</u>
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NET Operating Income



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Appendix 3 – Major Fundraising Events Plan

Chapter Annual Plan 1 July 2020 to 30 June 2021

AUSA North Texas - Audie Murphy is committed to raising awareness and funds in support of Wounded Warriors, Education, and Veteran Support Programs in North Texas - Audie Murphy.

Chapter Goal: \$60,000 in 2020-2021

Major Chapter fundraising events include:

1. AUSA North Texas - Audie Murphy – Audie Murphy Air Hog Military Appreciation Day
Objective: \$1,000 net profit
Scheduled May 2021 at Grand Prairie Air Hog stadium
All expenses associated with the event will be covered by donations and Sponsorship fees. No chapter operating expenses will be directed toward the event. All proceeds will be directed toward designated Wounded Warrior programs supported by the chapter and the chapter Leadership Program. The AUSA North Texas - Audie Murphy Executive VP (COL Rich Kaniss, USA (Ret.)) oversees the program.
2. AUSA North Texas - Audie Murphy Wounded Warrior Golf Classic:
Objective: \$60,000. \$40,000 Net
Scheduled October 9, 2020 at Firewheel Golf Course in Garland TX
All expenses associated with the event will be covered by donations, sponsorships and players entry fees. No chapter operating expenses will be directed toward the event. All proceeds will be directed toward designated Wounded Warrior and Education programs. The AUSA North Texas - Audie Murphy Executive VP (COL Rich Kaniss, USA (Ret.)) oversees the program.
3. AUSA Education/Leadership Program
Objective: No income to generate
Schedule – various dates and time throughout the year – BLE for Spring
TBD at Vicksburg, MS or San Jacinto Battlefield in Houston, TX
All expenses associated with the event will be covered by donations, sale of sponsorships, and participant fees (University support of cadre Normandy BLE, MRE's and transportation costs associated with Vicksburg BLE) No chapter operating expenses will be directed toward the event. All proceeds will be directed toward designated Education Programs (Passing the Torch and Army Scholarship Foundation donations) programs supported by the chapter. The AUSA North Texas - Audie Murphy VP, of Leadership Development (COL James P. Hogan, USA (Ret.)) oversees the program.



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Appendix 4 - Awards Plan

Chapter Annual Plan 1 July 2020 to 30 June 2021

Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
EXCO Zoom Meeting	EXCO Zoom Meeting	EXCO Zoom Meeting	EXCO Monthly Luncheon	EXCO Monthly Luncheon	EXCO Monthly Luncheon	EXCO Monthly Luncheon	EXCO Monthly Luncheon	EXCO Monthly Luncheon	EXCO Monthly Luncheon	EXCO Monthly Luncheon	EXCO Monthly Luncheon
AUSA Resolution Development	General Membership Meeting		Annual AUSA North-Texas Audie Murphy Wounded Warrior Golf Classic (Fundraiser supports ASF)	Veterans Day Ceremony (Parade Support)	General Membership Meeting (Holiday Party)		General Membership Meeting	Battlefield Leadership Experience (Education Program)	Presentation of Awards to SROTC and JROTC Recipients		General Membership Meeting
Annual Financial Report to National	Membership Drive (Community Partner focus)		AUSA Annual Meeting		SROTC Award Presentations as needed		Membership Drive PaYS Membership	Presentation of Awards to JROTC Recipients		Air Hog Military Appreciation Day (Swearing in Ceremony)	Army Birthday Celebration
Annual Audit of Chapter Financial Accounts										Presentation of Awards to SROTC and JROTC Recipients	AUSA Day
Annual Chapter Plan to National											

Potential Program Awards to Receive

Army Birthday
 ROTC Support
 Community Partner Support
 RC/ESGR Support
 Professional Development
 Retire Soldier/Veterans Support
 Professional Development
 USAREC Support
 AUSA Day
 ILW Program

Membership Increase

Increase in Community Partner Membership
 Increase in Civilian Membership