



# **CALMOAA President's Report for 2020 Annual Meeting**

*NORTHROP GRUMMAN*

30 September 2020

Dean Marllires, President



# CALMOAA Accomplishments



- Deleted CALMOAA.Org website (which CALMOAA and its chapters were paying for individually) with the new CALMOAA.COM website. This site is set up with templates for each chapter with a free website.
- Collaborated with Victoria, Dave, and Fred on the having Near Real Time (NRT) for CALMOAA Chapters
- CALMOAA participate in the Governors Military Council
- Established CALMOAA Zoom account
- Awards and recognition Plaques and Challenge Coins
- Identified each chapter legislative representative.
- Reduced the amount of duplicate emails.
- Established one on one NRT assistance to chapters in need.
- Established a CALMOAA Treasure page on CALMOAA website.
- CALMOAA is working with chapters to resolve their IRS 501 categories. MOAA has identified the following IRS tax exempt status
  - IRC 501 (c ) (19) – Veterans Organizations
  - IRC 501 (c ) (4) – Social Welfare Organizations
  - IRC 501 (c ) (3) – Religious, Charitable, or Scientific Organizations
  - Tax exempt status depends on primarily on
    - Your mission (lobbying and advocacy, scholarships, or community improvement)
    - Source of income (dues, event revenue, donations)
    - Key Reference: IRS Publications 557



# CALMOAA Accomplishments



- CALMOAA is helping provide information necessary to be compliant with all County, State and Federal government regulations and requirements.
- Updated the CALMOAA Bylaws
  - Established a 5th VP for Membership



# CALMOAA Risk and Opportunities



- Use the NRT to recruit new members.
- Use social media to recruit (e.g. Facebook, LinkedIn, and/or Twitter) and chapter website, etc.
- More focus must be provided to Chapters that are experiencing Challenges in membership.
- If a Chapter is identified as experiencing challenges. Please reach out to the Chapters VP, the Membership VP, and copy CALMOAA President. In turn immediate assistance will be provided by the Council and MOAA National.
- New members must feel comfortable. Be cognizant of the age gap. Remember, you were them once.
- **Increase Inclusiveness:** Diversity is especially important. Research has determined diverse organizations are more effective organizations. The result your Chapters will be much richer on how to address the problems and challenges that we all face. Ensure we are reflective of society.
- Accept Change: If you chose not to accept change it will pass you up and forever leave you in the dark. Think about Kodak, Polaroid, and smoking
- **Revenue Generation:**
  - Recruiting Incentives . Awards
  - Community Grant
  - USAA Sponsorship Program – opportunity to receive \$250.00
  - MOAA Vacations Rebate
  - Mercer Ad – opportunity to receive \$100.00
  - Newsletter Advertising
  - Local Retail Sponsors
  - New members – Basic member \$10.00, Premium \$15.00, Life \$20.00



# CALMOAA Current Focus



- Expanding Inclusiveness
- Storming Sacramento annually
- Increase proficiency in the NRT Monthly report
- Membership
- Newsletters must go out every month
- Check up on your membership
- Look at using and updating your free Chapter web site
- Awards and recognition
- Divide and conquer, do not be reluctant to ask for assistance it is impossible to run your chapter all by yourself.



# 2021 Key Dates



- January
  - 1 Jan – Mercer Insurance AD Program Opens
  - Chapter Recruiting Campaign Announcement
  - 2021 CALMOAA dues invoice goes out to all chapters
  - Competition Officially begins
  - 2020 Annual incentives paid
  - Storming the Hill Team kick off
  - Announce 2020 Award Winners:
    - 4<sup>th</sup> Quarter award winners by category
    - Annual Recruiting Award
- February – 2020 Annual Award winners paid via EFT
  - 1 Feb – Communications Award Deadline
  - 28 Feb Community Grant Application Deadline
  - Storming Sacramento TBA
- March – Deadline to update Committee Module Chapter Roster for LOE purposes (3/31/2021) – we're still reviewing this date.
  - 1 Mar Scholarship Application Deadline



# 2021 Key Dates



- April – Storming the Hill
  - 19 – 22 April – Storming the Hill/ Council President’s Seminar
- May – 1 May LOE Award Deadline
  - 31 Mercer Insurance Ad Program Ends
- June – Deadline to make 100% of chapter members also MOAA members in order to earn bonus incentive (this program is not definitive)
  - 1 June – SS Liaison Award Deadline
  - 1 June – Strobridge Award Deadline (Legislative award)
- July – Announce 2<sup>nd</sup> Quarter award winners by category and bonus incentive winners
- October – Announce 3<sup>rd</sup> Quarter award winners by category
  - Annual Meeting / LOE Ceremony
- November – 1 Nov – Scholarship Application Period Begins
  - TBD – Nov – Council Presidents Webinar
  - TBD – Nov – Leadership Workshop – Southern California
- December – Annual campaign ends; deadlines to update Committee Module (CM) Chapter Roster for 2021 recruiting program awards and incentives
- January 2022 – Annual Award Winners Announced



**CALMOAA**

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California Council for the Military Officers Association of America

**Questions?**



**Never Stop Serving**

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