

EANGUS



2024 PRESIDENTS WORKSHOP

2024 State Presidents' Workshop

WELCOME AND INTRODUCTIONS

Daniel Reilly, EANGUS President



2024 State Presidents' Workshop

SUNDAY, 25 February 2024

0700 - 0755 Registration Open- Deputy Director Bryan Birch

0800 - 0815 Welcome Remarks – President Daniel Reilly

0815 - 0845 National Office Update – Executive Director Jeff Frisby

0845 - 0855 National Guard Relief Foundation/ WCFA – WCFA Chair Karen Craig

0855 - 0900 USAA- Gary Thompson

0900 - 0930 Break (sponsored by EANGUS Corporate Partners)

0930 - 1000 2024 National Conference Update

1000 - 1030 D'Aniello Institute for Veterans & Military Families (IVMF)– Barbara E. Carson

1030 - 1100 Break (sponsored by EANGUS Corporate Partners)

1100 - 1115 Membership – Area VII Director Josh Baker

1115 - 1130 Parliamentarian Procedure & Resources – Chuck Kasin

2024 State Presidents' Workshop

1130 - 1200 Voter Voice – Chris Parfait

1200 - 1330 Lunch with CAP Panel – Alec Mizner

1330 - 1400 PMP Pro Learn– Josh Atkinson

1400 - 1415 Strategic Staffing Solutions – Patrick Gudknecht

1415 - 1430 Defend the Guard Act – Past President Roger Hagan

1430 - 1500 Break (sponsored by EANGUS Corporate Partners)

1500 - 1530 Senior Enlisted Remarks – SEA Tony Whitehead

1530 - 1630 Walmart Presentation – Jennifer Powell & Steve Foster

1630 - 1645 Website/Google Nonprofit Tools – Past President John Harris

1645 – 1700 Sparta Science – Martin Celestine

1700 - 1710 Closing Comments – President Daniel Reilly

1710 - 1730 **Break (sponsored by EANGUS Corporate Partners)**

1730 - 1830 Presidents Meeting (closed)– President Reilly (Executive Officers optional)

1900 - 2100 Legislative Workshop No Host Social *The Dubliner*

2024 State Presidents' Workshop

Thank you to our Sponsors and Exhibitors!

Affinity Partner



2024 State Presidents' Workshop

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Affinity Partner



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2024 State Presidents' Workshop

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2024 State Presidents' Workshop

National Office Update

Jeff Frisby, Executive Director



EANGUS

PRESIDENTS WORKSHOP 2024



WWW.EANGUS.ORG
JEFF@EANGUS.ORG

NATIONAL OFFICE UPDATE



RE-ORGANIZATION OF THE NATIONAL OFFICE

- Hired a new Legislative Director, Michael T. Lane (UT)
- Hired a new Manager of Legislative Affairs, David Daniels, IV (DC)
- Advertised the Media and Marketing Director
- Developing clear roles for the office employees
- Exploring a Business Development Position
- Weekly Staff meetings (Mondays @ 14:30)



LEGISLATIVE EFFORTS

- Keeping a schedule of visiting with your Congressional Delegates
- Cleaning up our Point Papers
- Maximizing the use of VoterVoice



PROVIDING MORE SUPPORT FOR THE STATES

- Stronger communications
- In person support
- Sharing resources and updates



WE CARE FOR AMERICA

- Continuing to support Soldiers, Airmen, and Families
- National Guard Relief Foundation



EANGUS NATIONAL OFFICE LINES OF EFFORT

MEMBERSHIP

- LIFE, ANNUAL, ASSOCIATE MEMBERSHIPS
- LEGACY DONATIONS
- MEMBERSHIP GOALS

- NEW TO EANGUS MEMBERSHIPS
- PENDING PAYMENTS
- MARKETING CAMPAIGNS

LEGISLATIVE

- REPUTABLE STAFF/ ENGAGEMENTS
- VOTER VOICE AND CALLS TO ACTION
- VALUABLE WORKSHOPS

- ENGAGEMENT REPORTS
- STATE ENGAGEMENTS
- TIMELY INFORMATION

CONFERENCES

- MARKETING
- AGENDAS
- EVENTS
- INNOVATIVE

- PRESIDENTIAL INVITES
- INDUSTRY
- GOALS

PARTNERSHIPS

- RELEVANT TO MEMBERS
- INVOLVED WITH THE STATES
- RENEWAL SCHEDULES
- PROSPECTUS

- CAP INVOLVEMENT
- INNOVATIVE OUTSIDE GROUPS
- GOALS

9/11 GALA

- INFO TO THE STATES
- ENTERTAINING

- HIGH PRESTIGE/MEDIA COVERAGE
- GOALS

Professional, effective, and relevant EANGUS National Office that is responsible to the board of directors, partners, state associations, and the EANGUS membership by developing a reputation as a world leading advocate for the National Guard.

SHAPING EFFORTS



- EVENTS
 - GOLF OUTING
 - 5K
 - LEG SUMMITS
 - RAFFLES
- COMMUNICATIONS
 - POD CASTS
 - MMU
 - DWTP
 - PCI
 - ED UPDATE
 - NEW PATRIOT
 - LEGISLATIVE REPORTS
- RESPONSIBLE TO THE STATES
- PROFESSIONAL FOOTPRINT
 - WEBSITE
 - OFFICE
 - USE OF TECH
- POLICIES
- OFFICE GUIDELINES

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PRESIDENTS WORKSHOP 2024



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2024 State Presidents' Workshop

National Guard Relief Foundation/WCFA

Karen Craig, Past EANGUS President





Since 2004, WCFA has provided over \$4M in emergency financial assistance to National Guard families in need.

- ❑ **Founded in 1992**
- ❑ **We Care for America Foundation, Inc. (WCFA) is the 501c(3) charitable arm of EANGUS.**
- ❑ **Similar to Army Emergency Relief and the Air Force Aid Society, WCFA serves as the emergency relief society for the National Guard.**
- ❑ **Expanded eligibility to NG members of all ranks, without EANGUS membership required, starting in 2020.**
- ❑ **Initiated Interest-Free Loan Program in Feb 2021**
- ❑ **In 2022, started doing business as (dba) the National Guard Relief Foundation**

[For more info or to donate, go to: https://eangus-wcfa.org/](https://eangus-wcfa.org/)

The Foundation currently offers 3 types of assistance:

- Individual SARGE grants (up to \$500, or up to \$800 for EANGUS members, based on demonstrated emergency)(one per household per year)
- Interest Free loans: Effective Feb 2021, loans are available from \$500 - \$2,000 with low monthly repayment.
- Disaster relief (for declared emergencies; can be done in conjunction with fundraising campaign & state coordination)

Eligibility:

- Current, retired and former National Guard members of all ranks, and surviving spouses of NG members who died while serving or after retirement
- Experienced a devastating financial hardship or personal property loss verified by Unit Leadership or Family Programs personnel



The Foundation's Growth and Impact

Total assistance provided from **2004 – 2019 (15 years): \$727,630**

- Data not available prior to 2004

Established the WCFA-COVID Emergency Relief Grant Program on 29 March 2020 with grant from USAA Foundation, followed by additional funding from USAA. **Awarded \$880,000 in COVID-19 Grants over a 17-month period (May 2020 – July 2021), providing much needed assistance to over 1700 National Guard families.**

Total SARGE Grants (Non-COVID) awarded since 2020:
3,332 / \$1,606,175 ** This includes over 1,700 grants given in 2023 totaling over \$724,000)

Total Loans Approved since Feb 2021:

753 / \$1,324,500

**** Includes over 500 loans approved in 2023 totaling over \$911,000.**



What YOU can do to help:

- Brief NGRF as an emergency resource for NG members at Area Caucuses and State Conferences
- Support our fundraising efforts and share info:
 - CFC deadline coming up on 15 Jan 2024 – Fed Techs, AGR, & AD can give via payroll deduction - charity code: **11859**
 - Givebacks, Walmart Round-up, #GivingTuesday, Wreaths Across America (see website and next slide for details).
 - Conduct Area/State Fundraising events. ** Area Goal \$3,500
- Identify & submit potential funding sources (grants, corporate giving programs, corporate donors, etc.)



Support our Fundraising Efforts (continued)

Givebacks: Sign up using our link, select the Foundation as your charity of choice, and shop! There are over 25,000 participating merchants who will give YOU up to 10% cashback – AND...they also donate up to 1% cashback (or more!) to WCFA. Shop in-person, using your computer and the Genie Extension, or on the Givebacks App. Get cashback for dining, hotels, rental cars, tickets & other places where you shop! WCFA received \$611 in donations in the first 6 months with only 25 active shoppers... Join NOW



Walmart Round-up: Log into your already established personal Walmart account, find and select EANGUS WCFA-NGRF as your charity and start shopping! At check-out, you will be given the option to “round-up” the final price of your purchase to the nearest dollar. Those extra cents you donate will be passed on to WCFA-NGRF by Walmart on your behalf.

Wreaths Across America: Thank you! We wrapped up the 2023 campaign with 235 wreaths donated, exceeding our goal! WCFA receives \$5 for every wreath sold using our link: <https://www.wreathscrossamerica.org/pages/47751>

We Care for America Foundation, Inc

dba National Guard Relief Foundation *

References:

- ❑ WCFA Bylaws (updated Nov 2022)
- ❑ NGRF SOP (updated Nov 2022) includes info on Emergency Relief Grants (SARGE), Interest Free Loan Program and Disaster Relief.
- ❑ Website (Flyer, Video, Apply for assistance and Donate!): www.eangus-wcfa.org **Check out our NEW Donor Circle page!

Primary POCs:

- ❑ WCFA Director: CMSgt (Ret) Judi Perkins (Remote employee) director@eangus-wcfa.org
800-234-3264 ext 2 or Cell: 317-258-7137
- ❑ WCFA Chair: CSM (Ret) Karen Craig at: chairman@eangus-wcfa.org

• Lost your job? • Reduced work hours? • Utility bills piling up? • Mortgage/Rent past due? • Unexpected expenses? • Experiencing a hardship? •

THE NATIONAL GUARD RELIEF FOUNDATION CAN HELP!

The National Guard Relief Foundation is operated by the We Care for America Foundation, Inc. which is the 501(c)(3) charitable arm of EANGUS. The National Guard Relief Foundation provides emergency financial assistance to the men and women of the National Guard and their families and has been taking care of them since its origination in 1992. We currently offer both Grants as well as Interest-Free Loans to members of the National Guard Community. Generous donations from USAA over the last several years allowed us to assist thousands of National Guard members during the COVID-19 Pandemic and funded the establishment of our loan program. Since 2004, We Care for America has assisted over 4,000 personnel and has given out over \$2.3M in Grants and Interest-Free Loans.

Assistance can be provided to qualified Enlisted personnel, Officers, and Warrant Officers who have experienced a financial emergency related to events such as mobilization, natural disasters, fires, catastrophic losses, or other hardships. Funds are intended for otherwise non-reimbursable expenses (i.e., those not covered by insurance) due to an emergency or hardship, and include medical bills, utility bills, rent/mortgage payments, groceries, relocation/moving expenses, shelter due to loss of residence, and funeral expenses. Other expenses not listed here, may be deemed appropriate for a grant or loan subject to approval.

NOTE: EANGUS membership is not required to apply or be eligible for a National Guard Relief Foundation Grant or Interest Free Loan.

WHAT CAN THE NATIONAL GUARD RELIEF FOUNDATION DO FOR YOU?

SARGE GRANTS • Soldier & Airmen Relief Grant for Emergencies

- Current or former National Guard member in good standing?
- Experienced a financial hardship, catastrophic loss and/or personal property loss not covered by insurance?
- Grants may be used for medical bills, utility bills, rent or mortgage payments, groceries, relocation, shelter due to loss of residence and funeral expenses.

INTEREST-FREE LOANS

Have you been hit by an unexpected expense?

- Reduced Work Hours?
- Utility Bills Piling up?
- Unexpected Expenses?
- Mortgage/Rent Past Due?

The National Guard Relief Foundation may be able to help with an interest-free loan. Loans are available in amounts from \$500 to \$2,000. Repayment terms based on loan amount.

WHAT CAN YOU DO FOR THE NATIONAL GUARD RELIEF FOUNDATION?

Do you use Amazon?
Want to help make a difference while you shop at Amazon at no extra cost to you?

Simply follow the instructions to select "EANGUS We Care For America Foundation Inc." as your charity and activate AmazonSmile in the app. They will donate a portion of your eligible mobile app purchases to us.

1. Open the Amazon app on your phone or simply go to the Amazon website
2. Select the main menu (H) & tap on "AmazonSmile" within Programs & Features
3. Select EANGUS We Care For America Foundation Inc. as your charity
4. Follow the on-screen instructions to activate AmazonSmile in the mobile app

CFC
You can be the face of change in the life of a National Guard member through your donation to the Combined Federal Campaign (CFC). Help us help National Guard members and their families in need by selecting the "EANGUS We Care for America Foundation."

The CFC Giving Period is 1 September to 15 January.

<https://cfcgiving.opm.gov/welcome> use the QR Code below, or contact your Unit/Wing CFC Representative for a pledge form or more assistance.

Use Code 11859

How to apply for a Grant or Loan:

- Go to www.eangus-wcfa.org for more information and to download the Verification Form
- Have the National Guard Relief Foundation Verification Form completed and signed by your Unit Commander, Bn CSM, Wing CCM, First Sergeant, or a Family Programs representative
- Select "Grant" or "Loan" on the WCFA website and complete the appropriate online application form, upload your signed verification form, and submit
- Questions can be referred to the WCFA Program Director at director@eangus-wcfa.org

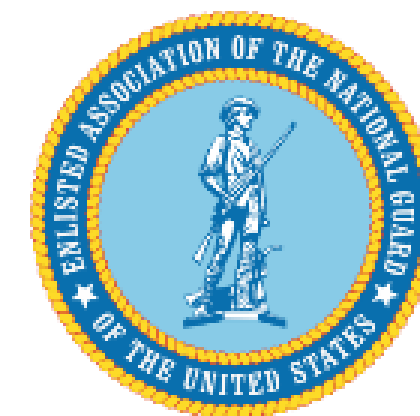
   

WWW.EANGUS-WCFA.ORG
DONATE AT WWW.EANGUS-WCFA.ORG/DONATION-3



2024 State Presidents' Workshop

BREAK



2024 State Presidents' Workshop

EANGUS Conference Updates

Bob Sweeney, EANGUS Vice President
Jeff Frisby, Executive Director



Motor City 2024



EANGUS

53rd EANGUS General Conference

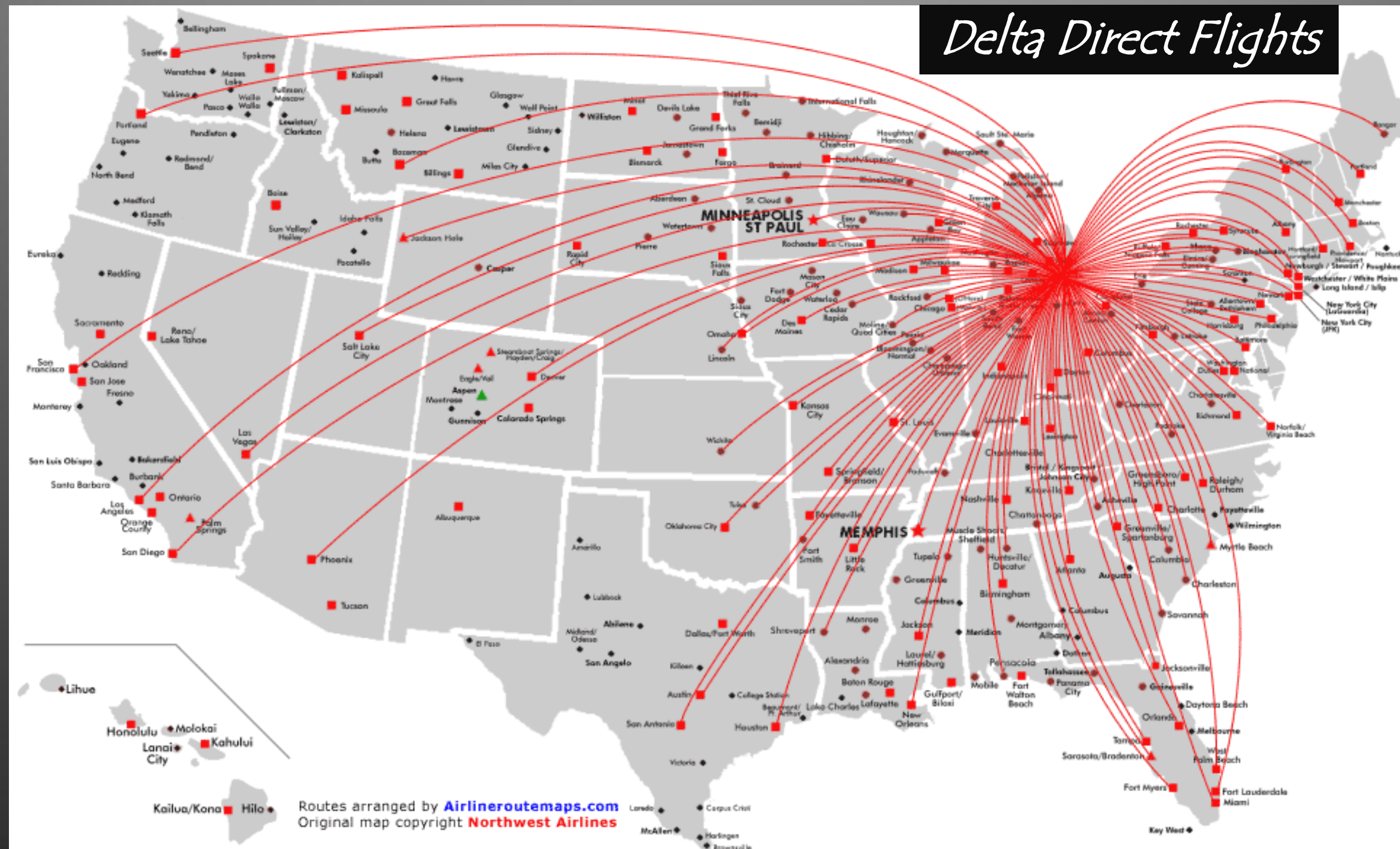
17 – 21 August 2024



Registration

- No Registration Fee
- \$100 hotel deposit per room
- Everyone is one hotel
- Hotel room rate is the per diem rate at the time of the conference - \$145.00
- Registration open by 30 April

Transportation





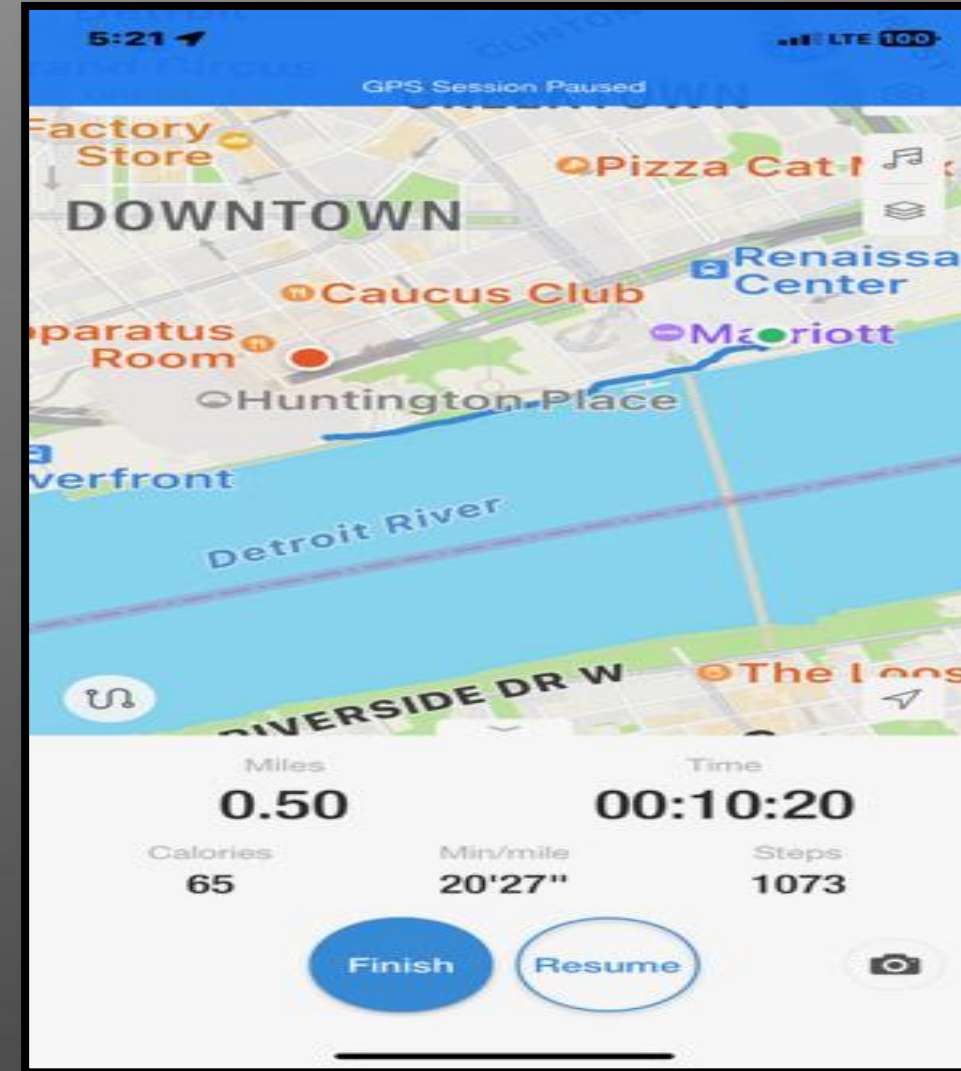
Transportation

- Airport to Hotel Transportation
 - Buses run every 30 minutes beginning at 0900
 - Last shuttle leaves Airport at 2100

Transportation



Detroit People Mover



Walking

Hotel



Renaissance Center Marriot



Conference Agendas

Saturday, 17 August 2024

- EANGUS 5K Walk/Run – Dequindre Cut
- EANGUS & Host State Operations
- EANGUS Executive Council Meeting
- Exhibit Hall Setup
- Bulk Registration Open
- Airport to Hotel Transportation
 - Buses run every 30 minutes beginning at 0900
 - Last shuttle leaves Airport at 2100



Conference Agendas

Sunday, 18 August 2024

- Chapel Services
- EANGUS & Host State Operations
- Area Caucuses
- Committee Meetings
- First Timers Orientation
- Exhibit Hall/Ribbon Cutting Ceremony
- State President s Luncheon
- First Business Session
 - Call to Order
 - Invocation/Posting of Colors/National Anthem
 - Pledge of Allegiance
 - Michigan Welcome
 - Presidents Report
 - Auxiliary Report
 - Special Recognition
 - Treasures Report
 - Role Call of States
- Welcome Night – Henry Ford Museum



Conference Agendas

Monday, 19 August 2024

- EANGUS & Host State Operations
- Area Caucuses
- Committee Meetings
- Second Business Session
 - Guest Speakers
- Minute Man Speaker Stage
- Senior enlisted Panel
- All States Banquet and Awards Dinner
 - Social Hour
 - EANGUS Presidents Reception
 - Presentation of States
 - Dinner
 - Awards



Conference Agendas

Tuesday, 20 August 2024

- EANGUS & Host State Operations
- Area Caucuses
- Committee Meetings
- Third Business Session
 - Guest Speakers
- Minute Man Speaker Stage
- EANGUS Corporate Advisory Panel
- Army Guard Breakout
- Air Guard Breakout
- SEL and Exhibitors Reception
- Junior Enlisted Night



Conference Agendas

Wednesday 21 August 2024

- EANGUS & Host State Operations
- Area Caucuses
- Fourth Business Session
 - Bylaws Report
 - Resolutions Report
 - Time and Place Report
 - Nominations Final Report
 - Elections/Swearing on New Elected Officers
 - Election
 - Closing Ceremonies
- EANGUS Executive Council Meeting
- All Area Hospitality Night – Eastern Market



Conference Agendas

Thursday 21, August 2024

- (0615) Hotel Transportation Pick-Up for Sponsors Golf Tournament
- (0800-1600) Sponsors Golf Tournament (0900 Shotgun Start) TCP/Detroit Golf Club
- (0730-2100) Airport to Hotel Drop-Off



Professional Development

- Committee Chairs
 - CSM Kevin Mayes Regimental CSM, 640th RTI, Utah Army National Guard
 - CMsgt (Ret) Raquel Ramos Strategic Advisor for Defense Advisory Committee, DoD
- Working with NGB on PD Letter
- Work with your State Senior Enlisted Leaders Now to identify attendees
- Establish communications/assign mentors from previous attendees

Conference Center

Motor City 2024

17-21 August 2024 | Huntington Place | Detroit, Michigan

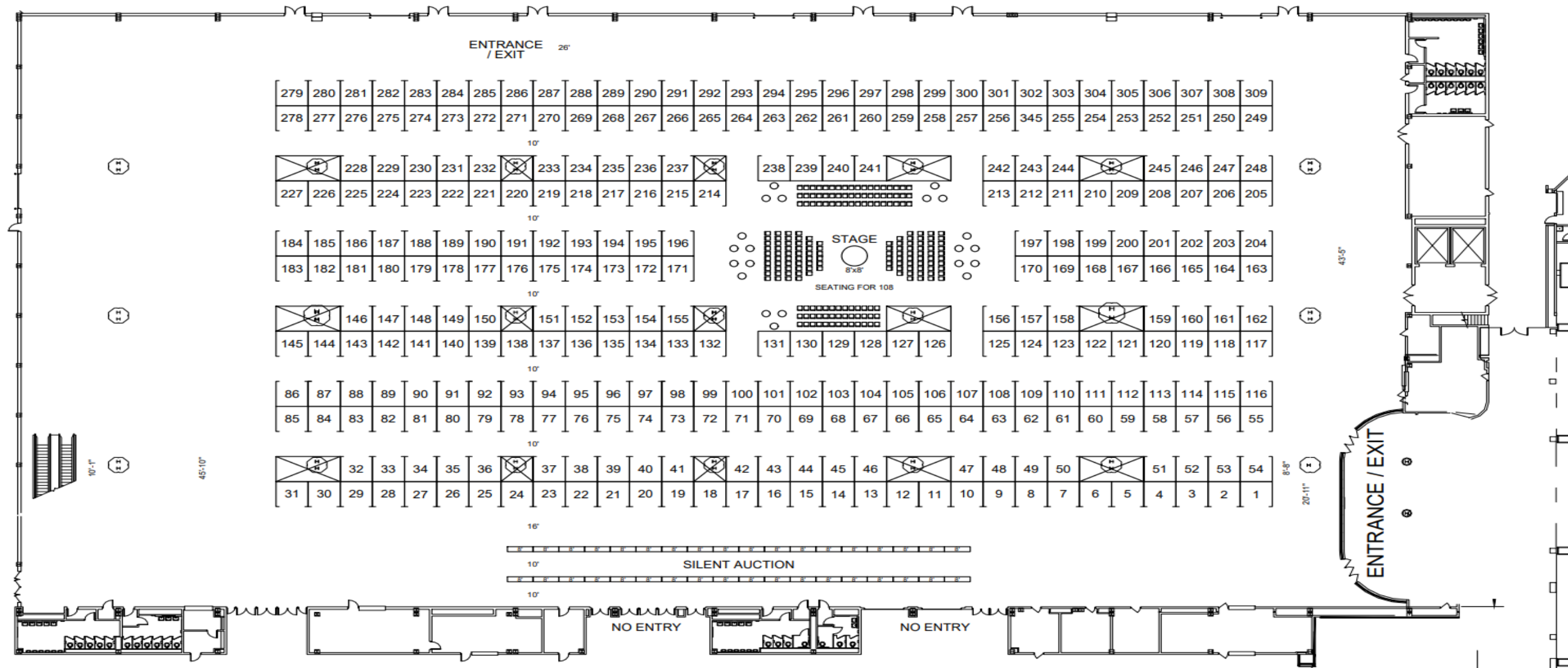
Huntington Place



Huntington Place

EANGUS 2024
AUGUST 17 - 24, 2024
HUNTINGTON PLACE
HALL E1, E2 & E3
DETROIT, MI

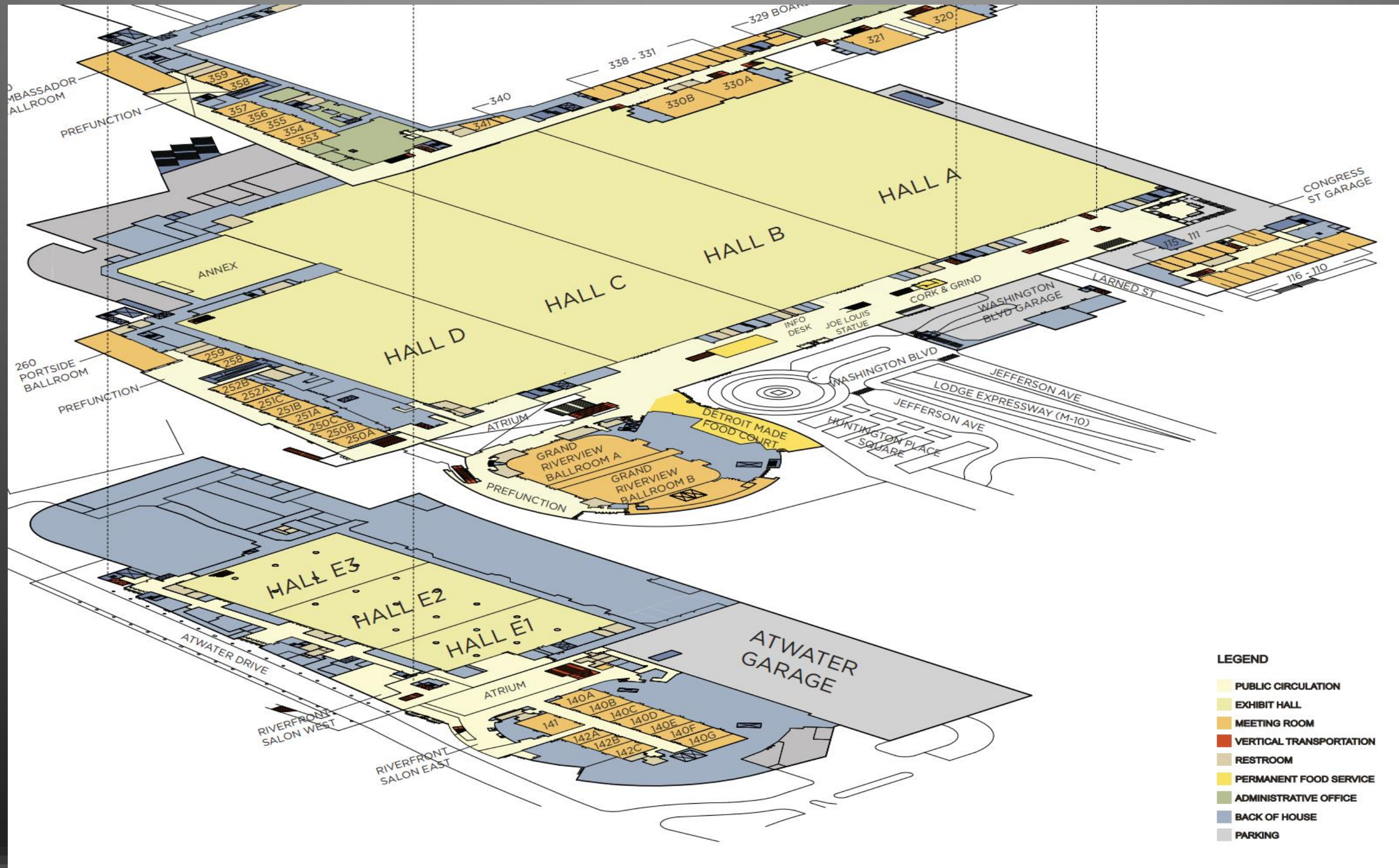
309 - 10' x 10' BOOTHS



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 EXPOSITION SERVICES INC.
 www.levyexpo.com

Huntington Place



Events

Motor City 2024

17-21 August 2024 | Huntington Place | Detroit, Michigan

5K Walk-Run

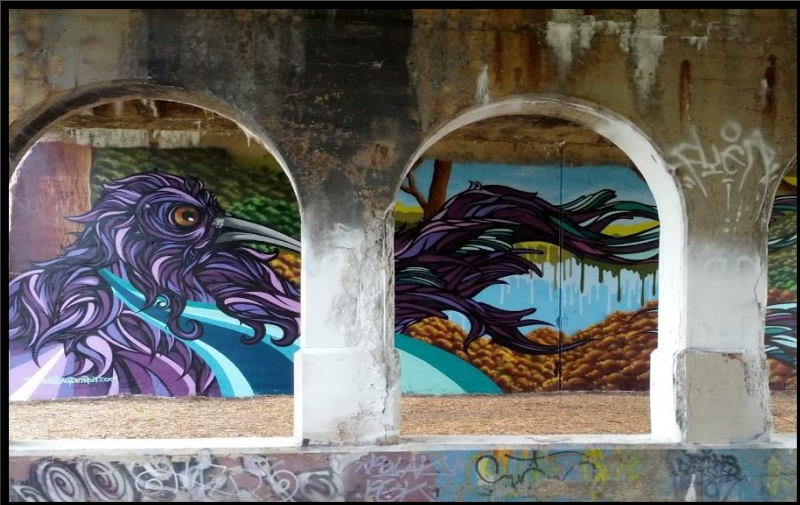
Saturday, 17 August 2024



Dequindre Cut



Dequindre Cut



States President Luncheon (EANGUS)

Sunday, 18 August 2024
Top of the Ponch



14

Welcome Night

Sunday, 18 August 2024
Henry Ford Museum



All States Banquet and Awards Night

Monday, 19 August 2024
Huntington Place



SEL & Exhibitors Reception & Jr Enlisted Night

Tuesday, 20 August 2024
One Campus Martius



All Hospitality Night

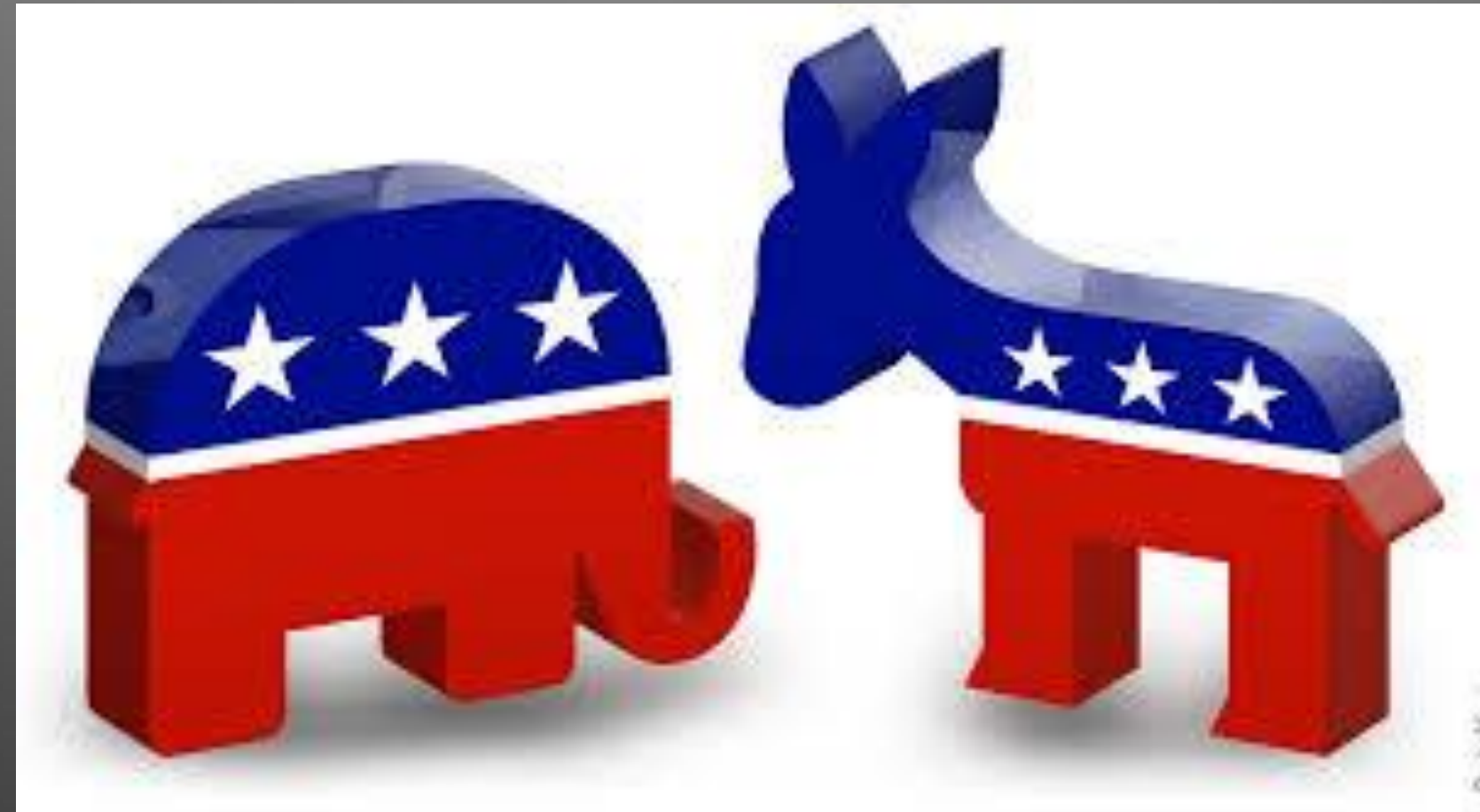
Wednesday, 21 August 2024
Eastern Market



Hospitality Suites

- EANGUS has various suites under contract
- Brief the Executive Council on the courses of action on 3 March 2024

Election Year



Motor City 2024



EANGUS

53rd EANGUS General Conference

17 – 21 August 2024



S

Syracuse University

**D'Aniello Institute for
Veterans & Military Families**

JPMorgan Chase & Co., Founding Partner

Barb Carson

**Managing Director of Programs and
Services becarson@syr.edu**



2024 State Presidents' Workshop

BREAK



Membership Committee/Team

Jonathan Wilson (AL) Membership Chair

Joshua Baker (CA) EANGUS Membership Vice-Chair

Bryan Birch, EANGUS Director of Membership Services

Jeff Frisby, EANGUS Executive Director



Parliamentarian Procedures & Resources Chuck Kasin





Voter Voice

Chris Parfait



**Comprehensive Advocacy
Management:
2024 EANGUS State
Presidents
Legislative/Workshop(s)**



An all-in-one system to help you move the needle



Build Campaigns

and launch targeted plans to mobilize supporters



Mobilize Advocates

with campaigns, newsletters, events, surveys and scorecards



Track Performance

with real-time, actionable reports

Seamlessly integrate with an existing website

NACS | **Grassroots** **Customize and integrate an action center with your website**

Home My Legislators Take Action Legislator Search Voter Resources Scorecard Issues



Protect Your Business from Frivolous Lawsuits

We need your help stopping frivolous lawsuits related to COVID-19. To date, nearly 4,000 legal claims have been filed nationwide. Unfortunately, we know that number will only grow as some individuals look to take advantage of this crisis. That's why Congress needs to...

Protect Your Business from Frivolous Lawsuits

We need your help stopping frivolous lawsuits related to COVID-19. To date, nearly 4,000 legal claims have been filed nationwide. Unfortunately, we know that number will only grow as some individuals look to take advantage of this crisis. That's why Congress needs to...

Tweet at Congress: My Business Needs Protecting

Liability relief is far from a done deal. There have been talks this week of pulling liability protections from the next COVID-19 stimulus package, as members of Congress are hoping to have are hoping to have a deal solidified as early as this Friday. Our...

Blog Posts

September 21, 2017
[EPA Public Comment Period Closes: NACS Submits Comments on EPA's Proposed 2018 Volumes](#)

July 20, 2017
[RFS: Renewable Volume Obligations – EPA Releases Draft 2018 Volumes](#)

July 20, 2017
[Fuels Institute Releases "Tomorrow's Vehicles" Report Series](#)


Build an entire Action Center or integrate Action Center elements on a modular basis

Push action alerts to supporters



Intercommunity Peace & Justice Center

Call to Action

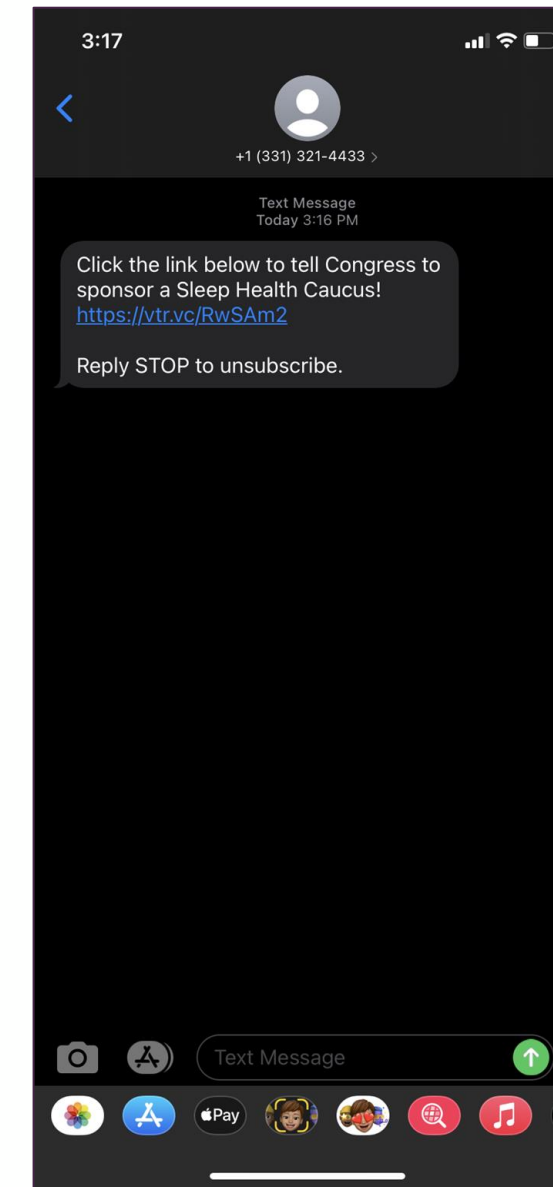


[Urge Your Senators to Support and Cosponsor S.661](#)

Please urge your senators to support and cosponsor [S.661](#), the Child Trafficking Victims Protection and Welfare Act of 2019. S.661 was first introduced in March 2019 by Mazie Hirono (D-HI) and has been referred to the Senate Foreign Relations Committee for further action.

Having an online Action Center is not enough.

You need to *push* the issue to audiences and ask them to act.



Remove obstacles to participation

Our alert system uses SmartLink technology to move your advocate from alert to personalized action page — in a single click.

The screenshot shows a 'Compose Your Message' form with the following elements:

- Buttons for 'Write', 'Tweet', and 'Call' at the top.
- A list of recipients: Senator Bill Cassidy, Senator John Kennedy, and Representative Garret Graves.
- A 'Subject' field containing 'Vote No on the General Business Tax'.
- A 'Message Body' field with a placeholder: 'Please add your own story about this issue to personalize your message'. Below it is a suggested message: 'The General Business Tax will harm our industry. Please oppose this onerous legislation if possible.'
- A 'Review Your Profile' section with the name 'Mr. Paul Ellender Jr', email 'paul.ellender@fiscalnote.com', and address '6100 Corporate Blvd, Baton Rouge, LA'. A 'Not Paul?' link is also present.
- A large blue 'Send Message' button at the bottom.

Red arrows point from the following text blocks to specific parts of the form:

- From 'Recipients selected based on street address' to the recipient list.
- From 'Suggested message based on target's bill sponsorship status, committee membership, vote history, or custom categories' to the suggested message text.
- From 'Auto-filled fields of personal information' to the 'Review Your Profile' section.

Recipients selected based on street address

Suggested message based on target's bill sponsorship status, committee membership, vote history, or custom categories

Auto-filled fields of personal information

Ask supporters to spread the word

Take Action - Industry Professionals

Confirmation

Write Tweet Call

Thanks for sending your email. Now please click the 'twitter' icon to tweet your Officials (if you are not logged into twitter already, twitter will ask you to first authorize). After tweeting, please click the 'phone' icon to call your Officials. Thanks for your support!

You have communicated with the following:

- Senator Bill Cassidy (*email*)
- Senator John Kennedy (*email*)
- Representative Garret Graves (*email*)

Share with Friends

Share Tweet Share Email

Or copy the link below to share this campaign on your personal website

<http://www.votervoice.net/Shares/BxZXYA3BACjdSAFINUX7FAA>

Copy Link

Share on Facebook

Share to News Feed or Story

Paul Ellender Jr.

Say something about this...

VOTERVOICE.NET

Take Action - Industry Professionals

The General Business Tax (GBT) could harm our economic prospects and increase unemployment. The American Business Institute published a ...

votervoice.net

Everyone can reply

Tweet

Increase and track engagement

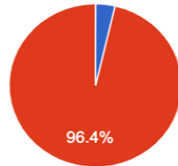
Some clients have *doubled* response rates by using this feature!

Broadcasts

Broadcasts Broadcast Report

Broadcasts > Options > Compose > Confirmation

Response Tracking

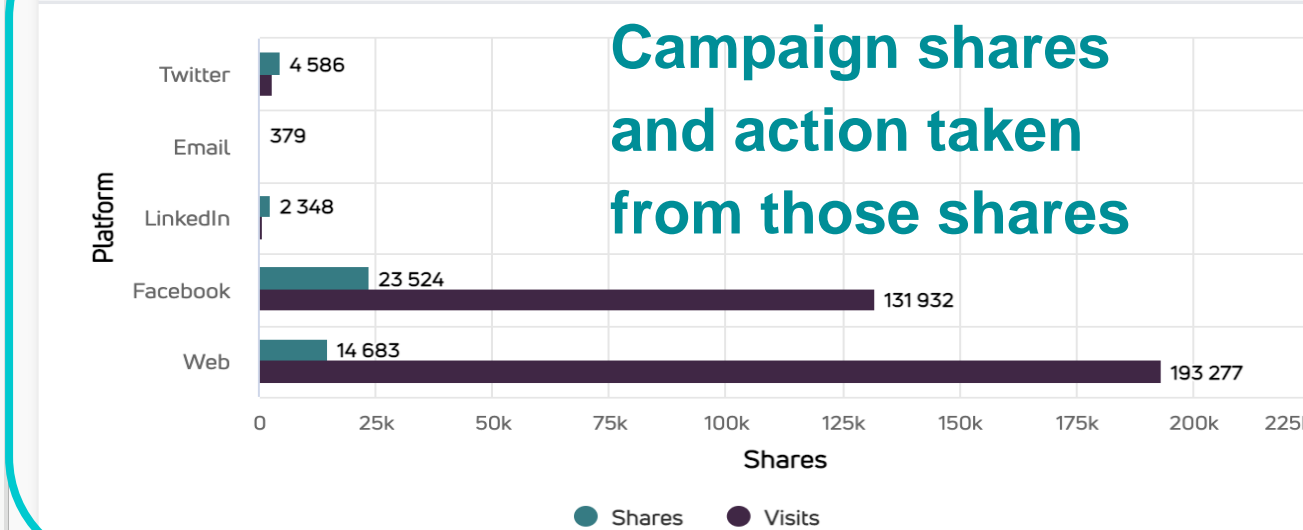


96.4%

● Responded
● Did Not Respond

What kind of resend is this?
Reminder Only recipients who have not responded will be used

Social Media Shares



Campaign shares and action taken from those shares

Measure your reach & impact from every campaign!

Avoid spam filters and increase action

Subject lines written by ChatGPT

Subject
URGENT - Protect Our Oceans

Email

Body Save as Template Preview

↑↓ Copy +

↑↓ Copy +

This is an urgent message to our advocates federally assisted construction contracts from government-mandated project labor agreements and will allow merit shop contractors to have a fair chance at competing to rebuild America.

↑↓ Copy +

We ask that you act now and help protect our oceans!

↑↓ Copy +

Styles Smart Check

Avoid spam filters and increase your open rate by following these tips:

Avoid spam words and phrases ⓘ
Detected:
• Act now
• Urgent

Avoid using all caps ⓘ
Detected:
• URGENT

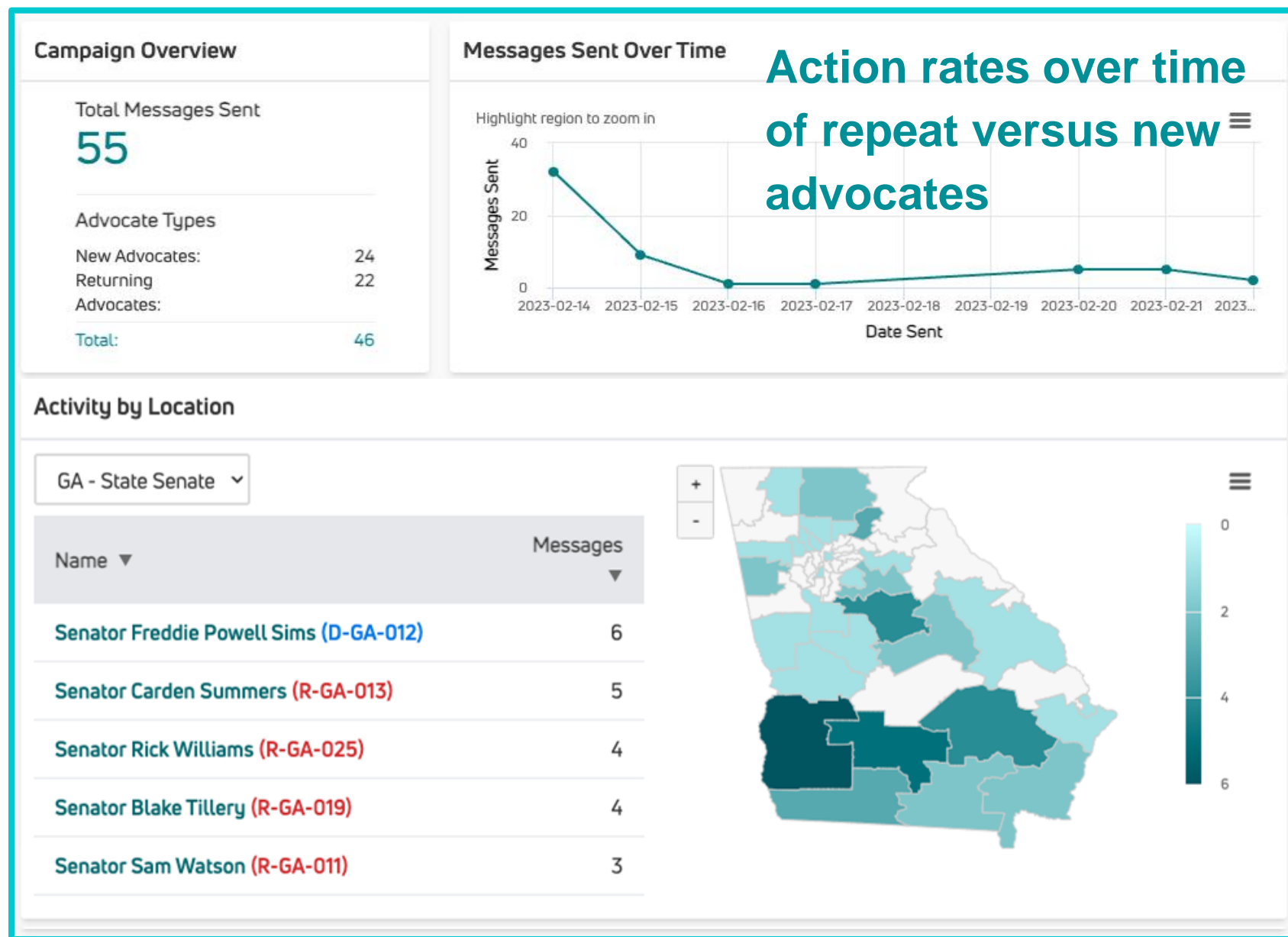
Use short & precise subject lines ⓘ
Current character count: 56
Recommended: 40-45

Keep messages short & direct ⓘ
Current character count: 1,234
Recommended: 700-750

Limit Smartlinks and use early ⓘ
Current Smartlink count: 4
Recommended: 2

AI that gives expert guidance on subject lines, phrases that trigger spam flags, and link placement

Prove your ROI with clear visualizations



Top Recipients

Name	Messages
Senator Patrick Toomey (R-PA)	189
Senator Bob Casey (D-PA)	189
Senator Kamala Harris (D-CA)	119
Senator Dianne Feinstein (D-CA)	119
Senator Kirsten Gillibrand (D-NY)	99

Top message recipients

Gauge success with industry benchmarks

Comparisons of important metrics, such as actions taken and broadcast open rates



Data from 1.8 billion emails and 17 million text messages

Track your most active advocates

Leaderboard

[Advocate Groups](#) [Leaderboard Controls](#)

Select Date Range
All time

Power Advocates 85% - 100%

Name	Points
Diana Prince	269
John Snow	157
Christopher Hitchens	127
Katniss Everdeen	104
Julia Child	75

[View All](#)

Moderate Advocates 35% - 85%

Name	Points
Michael Bay	15
Patty Jenkins	13

Leaderboard

[Advocate Groups](#) [Leaderboard Controls](#)

Advocacy Action Weight

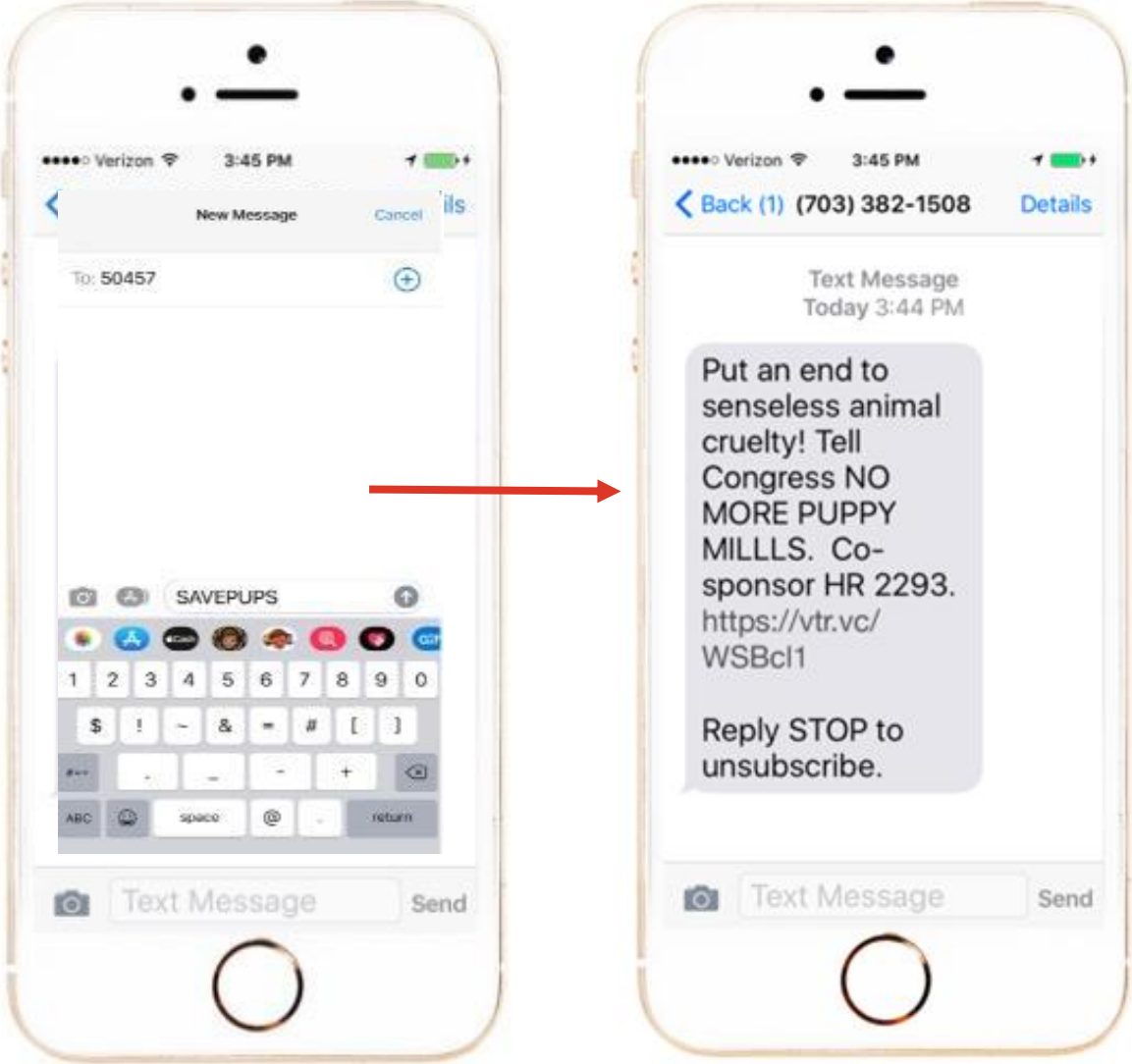
Campaign		
Written message	8 points	<input checked="" type="checkbox"/> Points active
Phone call	10 points	<input checked="" type="checkbox"/> Points active
Tweet	8 points	<input checked="" type="checkbox"/> Points active
Petition		
Signature	3 points	<input type="checkbox"/> Points inactive
Survey		
Response	5 points	<input type="checkbox"/> Points inactive
Event		
Registration	15 points	<input checked="" type="checkbox"/> Points active
Meeting		
Response	20 points	<input checked="" type="checkbox"/> Points active
Key Contact		
Relationship made	15 points	<input checked="" type="checkbox"/> Points active

Advocates ranked by the actions most important to your organization

Recruit advocates with ease



Text **SAVEPUPS** to **50457**
to join the campaign to **End Puppy Mills!**



Drive grasstops action

ABC > Politics & Policy > ABC Action App > Action Center

Relationships [Not Paul?](#)

ABC encourages you to not only identify the Elected Officials that you have or are willing to develop a relationship with, but any personal relationships you have established with Elected Official outside of your district.

If you are interested in being a ABC Key Contact for those Elected Officials that you have a relationship with, then please select that Elected Official and the type of relationship you have with that Elected Officials below.

Thank you again for your interest and willingness to become a ABC Key Contact. We look forward to working with you.

New Relationship

Official Name
Enter the first and/or last name of the elected official

Relationship
-- Choose one --

Notes

Assign

Identify supporters whose personal connections could make a difference

Mr. Paul Ellender Jr

Info Officials Activities Subscriptions Relationships Notes Meetings Map

+ New Relationship

Official	Relationship	
Representative Justin Amash	Neighbor	
Senator Bill Cassidy	Relative	

Senator Bill Cassidy
R-LA

Profile Committees Staff Interactions Relationships

Contact	Relationship
Mr. Paul Ellender	Relative
Mr. Nolan Pruitt	Fishing Pal

Relationships are recorded on the profiles of both supporters and elected officials

Engage audiences with surveys

The screenshot shows the NFIB website's 'COVID-19 Impact Survey' form. The form includes a header with the NFIB logo and navigation links (CORONAVIRUS, ADVOCACY, ELECTIONS, NEWS, RESEARCH, LEGAL CENTER, MEMBER BENEFITS). A search bar and links for Login, Register, Why NFIB?, Careers, and a green Join button are also present. The main heading is 'COVID-19 Impact Survey'. Below this, a paragraph explains the survey's purpose: 'NFIB is advocating for you and your business on small business legislative issues like COVID-19 recovery, regulatory burdens, and surprise tax increases. We want to learn more about the challenges you are experiencing because your personal stories of small business success and hardship can influence lawmakers in meaningful ways. Thank you for sharing.' The survey questions are under the heading 'COVID-19':
1. Are you having trouble getting employees to return to work because they are making more on unemployment?
2. How concerned are you about a potential COVID-19-related lawsuit against your business by an employee or customer?
Each question has a dropdown menu with '-- Choose One --'. To the right of the survey is a 'Review Your Profile' section with fields for Name (Paul Ellender), Email (paul.ellender@fiscalnote.com), and checkboxes for 'Keep me subscribed to email alerts' and 'Remember me'. A green 'Submit' button is at the bottom of the profile section. Two callout boxes are overlaid on the form: one on the left and one on the right.

Help supporters know their voices are heard while capturing stories that could sway legislators

Add new supporters to your database

Publish voting scorecards

Action Alerts OHIO CHAMBER of COMMERCE
[Join Now](#) [Login](#)

Scorecard

 Sen. Niraj Antani
Republican-OH-006

100%

[Senator \(Current Office\)](#) Representative

2021-2022 Regular Session

Result	Name of the Legislation	Vote	Score
Passed	SB 13 Senate-Favorable Passage (2/3/2021)	Y	✓
Passed	SB 18 Senate-Favorable Passage (2/9/2021)	Y	✓

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The Voice of the Electrical Construction Industry. [LEARN MORE](#)

[LOG IN](#) | [MANAGE PROFILE](#) | [CALENDAR](#) | [NEWSROOM](#) | [STORE](#)

Take Action

[HOME](#) | [TAKE ACTION](#)

Scorecards By Legislator




Available records for: "1858 Lombard Dr" | [perform search](#)

-  [Senator Bill Cassidy](#) **88%**
-  [Senator John Kennedy](#) **81%**
-  [Representative Garret Graves](#) **72%**

Publish scorecards of legislators' voting records and show how often they support your position

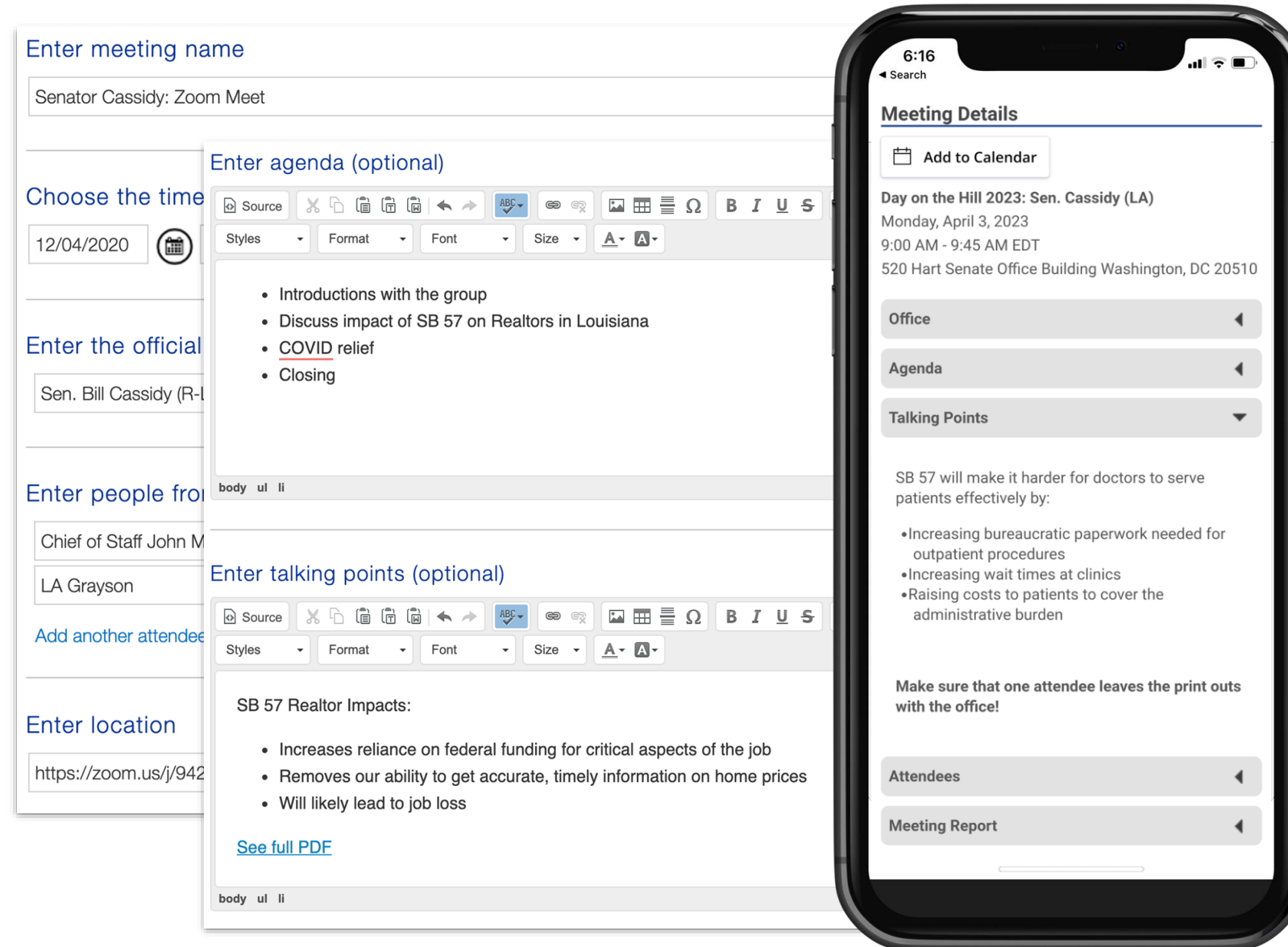
Help get out the vote

The screenshot shows the NFIB website's 'Federal Advocacy' section. At the top, there is a navigation bar with the NFIB logo, a search icon, and links for 'Login' and 'Register'. Below the navigation bar are menu items for 'CORONAVIRUS', 'ADVOCACY', 'ELECTIONS', 'NEWS', and 'RESEARCH'. The main heading is 'Federal Advocacy'. Below this, a sub-heading reads 'Be the voice of small business and make your voice heard.' There are two main sections: 'Voter Resources' and 'Your Candidates'. The 'Voter Resources' section includes links for 'Register to Vote', 'Find Your Polling Location', and 'Additional Voter Resources', along with a link for 'Not Paul?'. The 'Your Candidates' section is titled '11/3/2020 U.S. General Election' and lists 'US Senate' candidates with their photos, names, party affiliations, and election results.

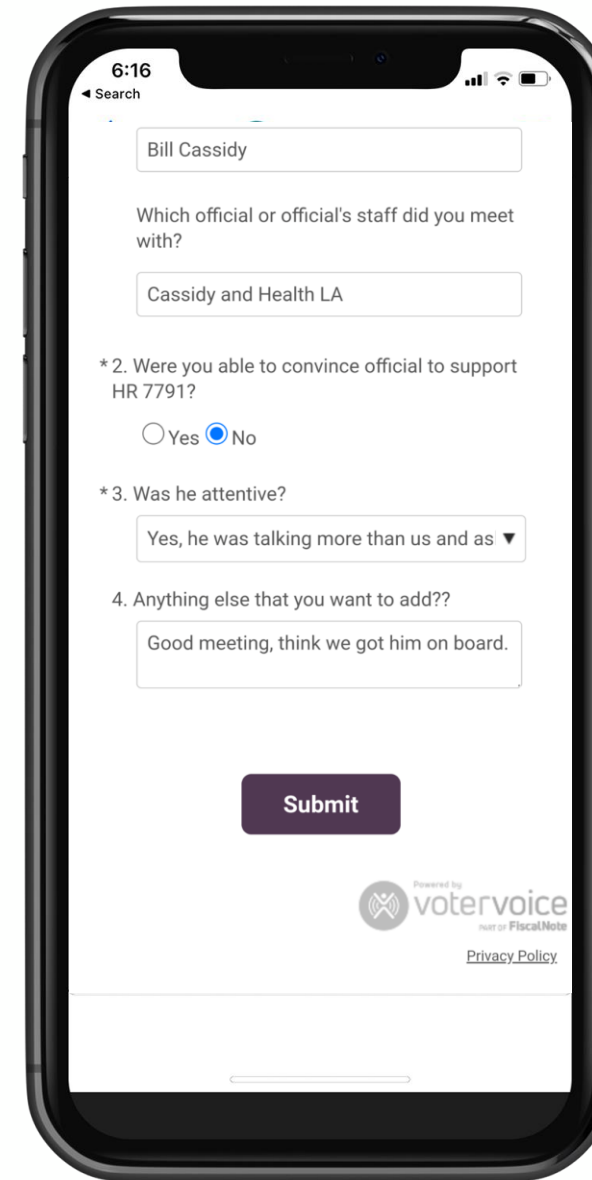
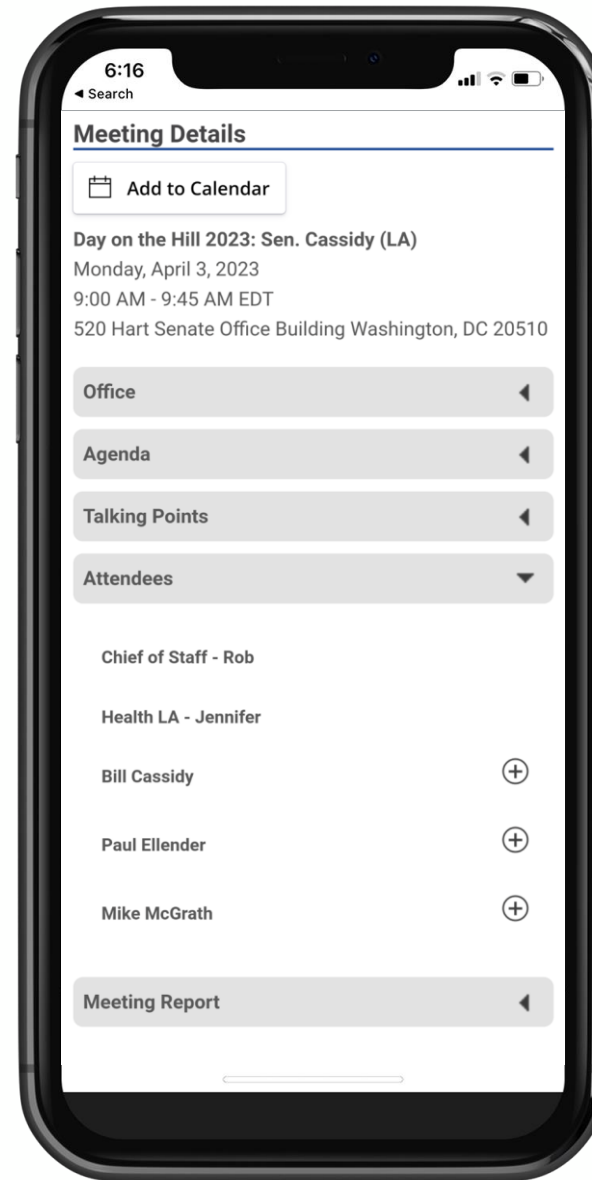
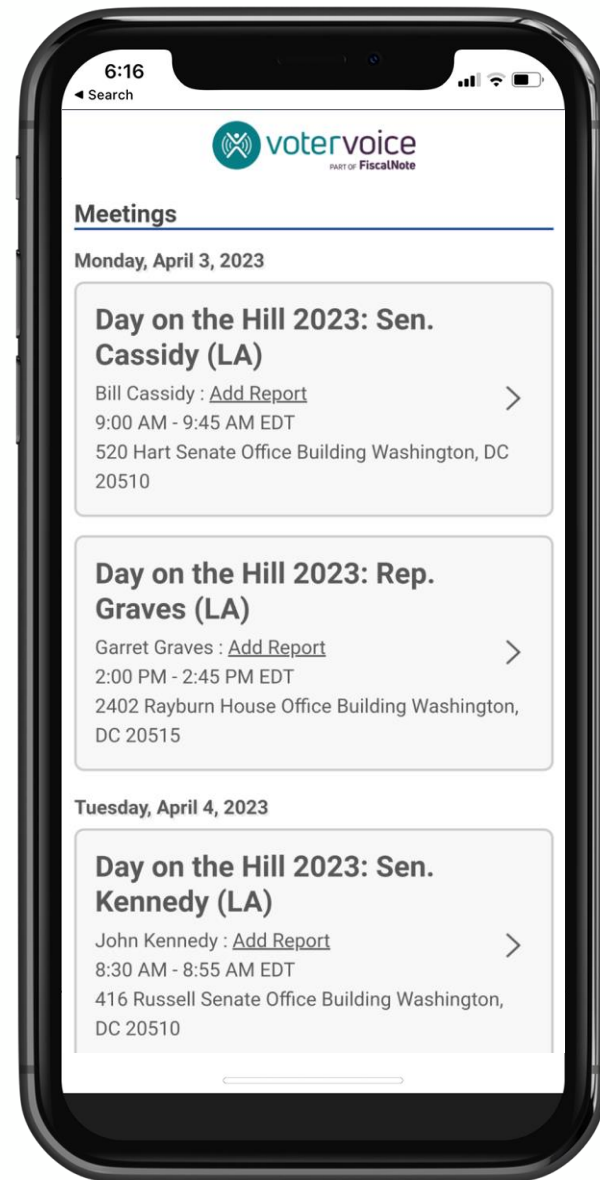
11/3/2020 U.S. General Election		
US Senate		
	William Cassidy (Republican)	Won
	Derrick Edwards (Democratic)	Lost
	David Knight (Democratic)	Lost

Manage fly-ins/Capital Days from your fingertips

Stay organized with one system of record!



Send meeting information and talking points and collect feedback from attendees — all in VoterVoice.



Communicate in the moment

Gather timely meeting feedback on desktop or mobile

* 1. Tell us how your meetings went.

When did you meet?

12/2/2020 8:00 AM - 8:30 AM EST/EDT

Where did you meet?

Zoom Meet

Whose office did you meet with?

Bill Cassidy

Which official or official's staff did you meet with?

Chief of Staff, LA

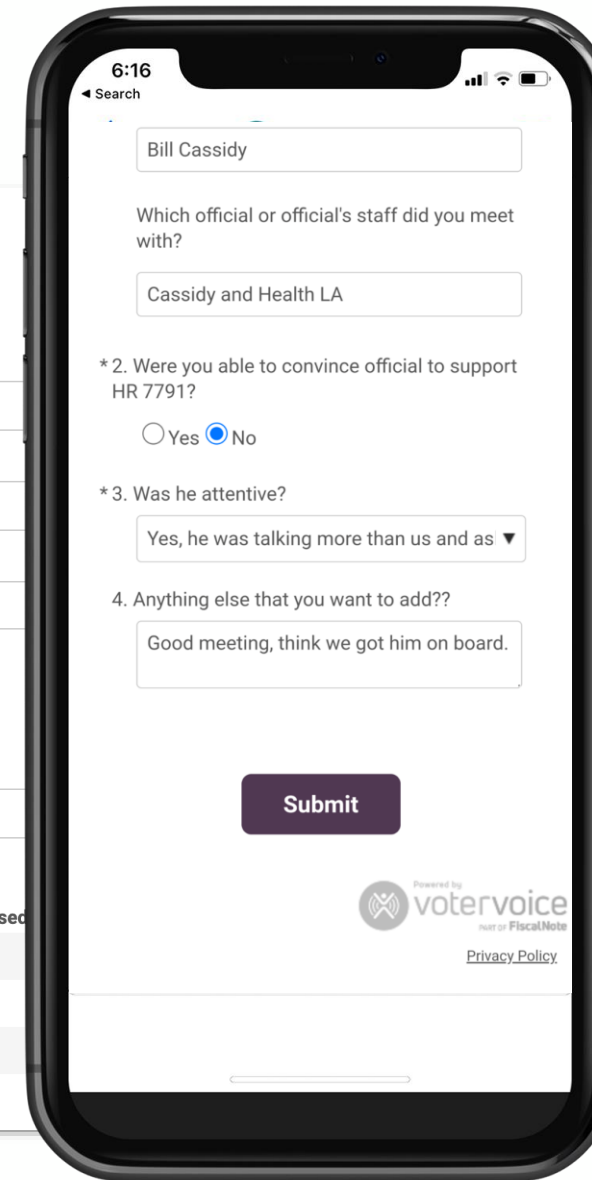
* 2. Did the Senator attend this meeting?

Yes No

* 3. Will the Senator oppose any efforts to repeal swipe fee reform?

* 4. How would you rate the Senator's interest and engagement with the following issues?

	Supportive	Interested	On the Fence	Opposed
Credit Card Fee Reform	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
PPP Loans	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
COVID-19 Relief	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Small Business Tax Reform	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



Gather real-time feedback via surveys

* 1. Tell us how your meetings went.

When did you meet?

12/2/2020 8:00 AM - 8:30 AM EST/EDT

Where did you meet?

Zoom Meet

Whose office did you meet with?

Bill Cassidy

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COVID-19 Relief	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Small Business Tax Reform	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

5. Provide any additional thoughts on the Senator's interest and engagement.



2020 Fly-In House

1. Meeting Information

Number of Responses: 143

2. Did the Representative attend the meeting?

Item	Responses
Yes	43 (33%)
No	88 (67%)

3. Name any other staff present in the meeting.

Number of Responses: 43

4. Will the Representative support a floor amendment to protect credit card fee reform?

Item	Responses
Yes	43 (31%)
No	16 (11%)
Needs more info	58 (41%)
n/a	23 (16%)

5. Will the Representative cosponsor the American Privacy Act (H.R. 702)?

Item	Responses
Yes	63 (47%)
No	3 (2%)
Needs more info	49 (37%)
n/a	18 (14%)

More than just a software

With award-winning customer support and expertise from experienced advocacy professionals, we make sure you're always on track to meeting your goals.

Hosted and produced by in-house experts!

This past year alone...

30+ blog posts and whitepapers on engaging advocates and lawmakers

4 comprehensive e-books

50+ best practice webinars

20+ cheat sheets with winning tactics for driving action

Unmatched message delivery rates

To verify constituency and ensure advocates' voices are heard, **VoterVoice automatically and precisely matches advocates to their proper elected officials** – even down to the local level of government.

Our team checks and rechecks for undelivered messages.

We use geocoding instead of third party zip code matching, matching constituents with lawmakers based on the exact parcel of land on which they reside.

The smoothest transition you'll ever make



Easy To Use

Get a customized advocacy campaign to drive supporters to act in minutes. Our smart autofill form feature moves your advocate to a personalized action page in a single click, automatically populating key information for a fast and easy user experience.



The Most Secure

Confidence your data is safe. VoterVoice is the only digital advocacy platform to offer SOC 2, Type II compliance, making it the #1 most trusted and secure product on the market.



Top-Tier Customer Service

There when you need us. With a 97% customer satisfaction rate and an average 30 minute response time, we take your success personally.

Award-winning!

“It was very simple on our end to get set up, and it’s extremely user friendly. **It checks every box that we need it to check.**”

SVP, Government Affairs
Tulsa Regional Chamber

“We never had a means to identify the issues that particular members were interested in. Now, **we always know who took action on what** — that's very valuable to us.”

EVP and General Counsel
Financial Services Institute

Thank you

Chris Parfait

chris.parfait@fiscalnote.com

+1 (225) 208-1508





Working Lunch with the CAP Panel 1200-1330





PMP Pro Learn

Josh Atkinson





ENHANCING LEADER LETHALITY AND CREATING JOB CREDIBILITY THROUGH PROJECT MANAGEMENT

-
- **JOSHUA ATKINSON PMP, DML, LSSGB**
 - **USMC VETERAN, LOGISTICIAN, PILOT**

The most effective weapon on the battlespace is a thinking service member and their weapon.....

What are we doing to improve on thought and empower decision making down to the lowest possible ranks.

GOAL

- Educate service members about project management and its compliment to miliary Ops.
- Support States through free informational briefings about benefits and how to get certified.
- Allow service members to earn certifications in project management through funded programs like Army Credential Assistance, AF COOL, GI BILL, VR&E, MyCAA or unit funds.
- Offer PM Certification training as a compliment to professional development.
- Work with states and groups to build and schedule training around ongoing operations to have zero impact.
 - Daytime, Evening, Weekends, Live virtual, in person, deployed etc.
- Support our service members before during and after transition.

WHAT IS A PROJECT? PROJECT MANAGER?



Project: - A temporary endeavor undertaken to create a unique product, service, or result



Project Manager: - Person assigned by the performing organization to lead the team responsible for achieving project objectives.

WHAT IS PROJECT MANAGEMENT?

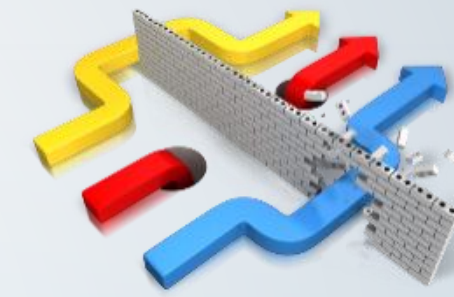
The application of knowledge, skills, tools and techniques to project activities to meet project requirements.



Initiating



Planning



Executing



Monitoring &
Controlling



Closing

A successful Project is one that delivers in-scope results on time and within budget that also meets the business need for which the project was undertaken (Mission)

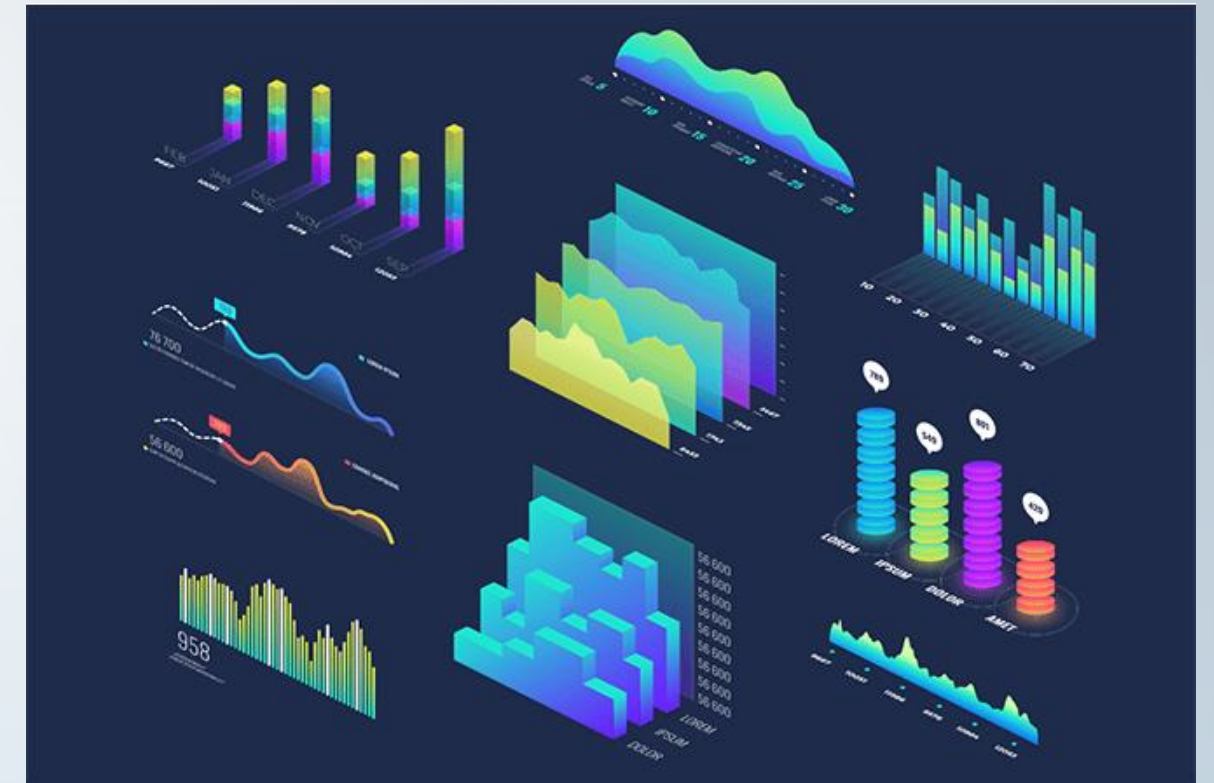
THREE TYPES OF PROJECTS



Predictive



Process/Quality Improvement



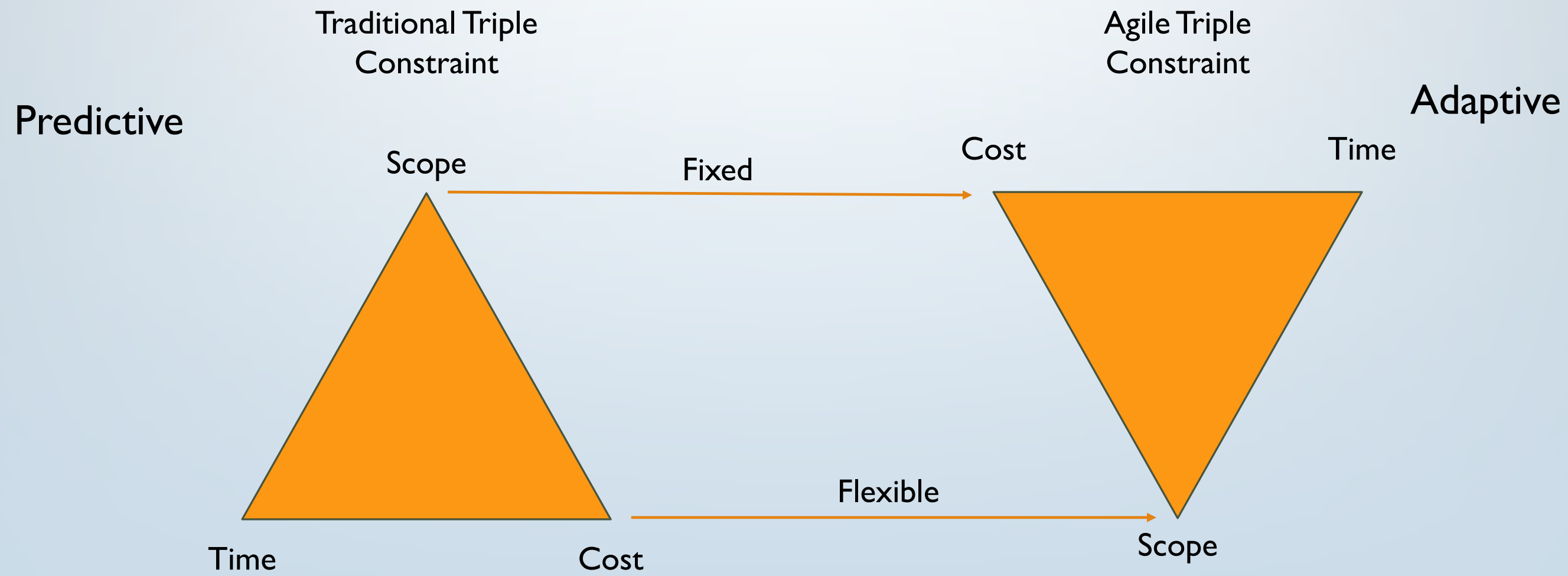
Adaptive

THREE TYPES OF PROJECTS



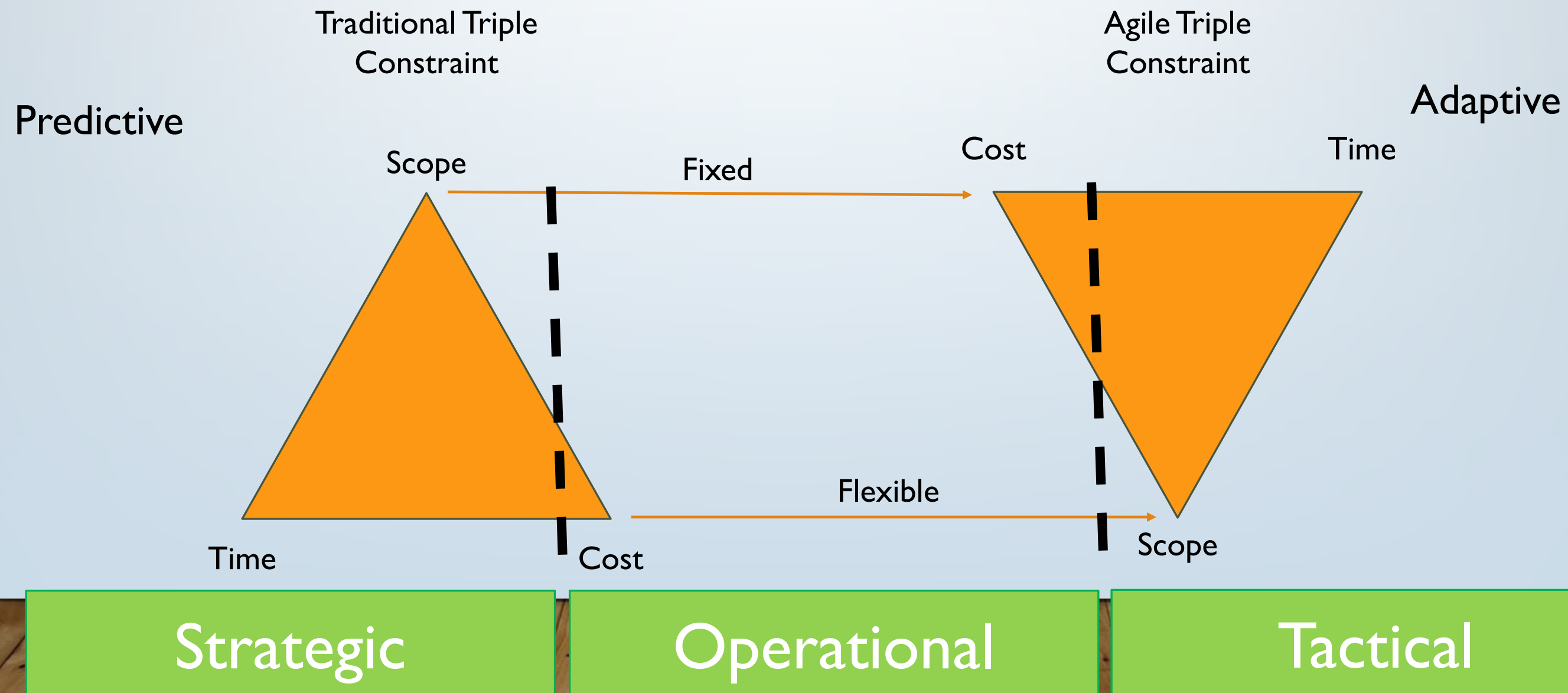
PREDICTIVE VS ADAPTIVE TRIPLE CONSTRAINT

- In traditional Project Management, scope (mission) is fixed and cost (resources) and time flex to meet the mission.
- In Agile Project Management, time and cost (resources) are fixed, and scope is adjusted based on work productivity



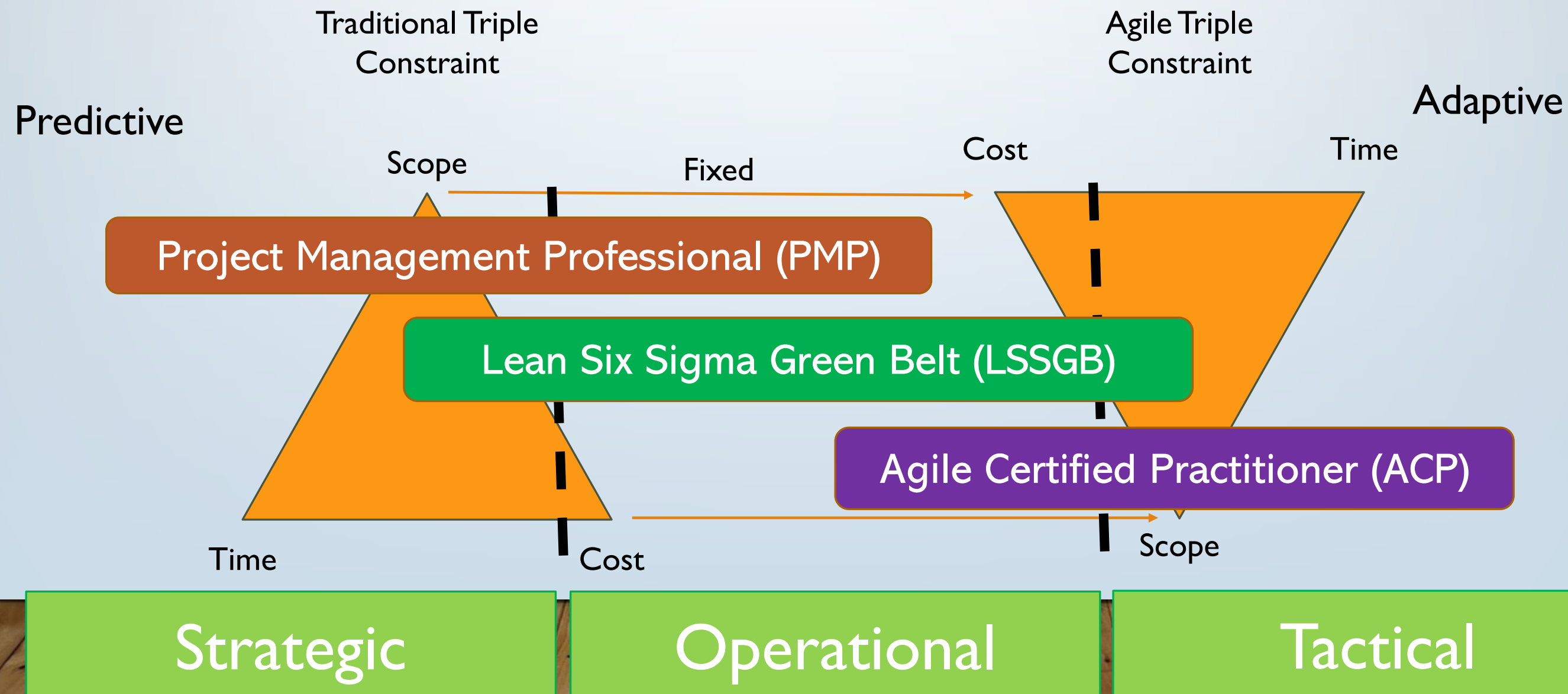
PREDICTIVE VS ADAPTIVE TRIPLE CONSTRAINT

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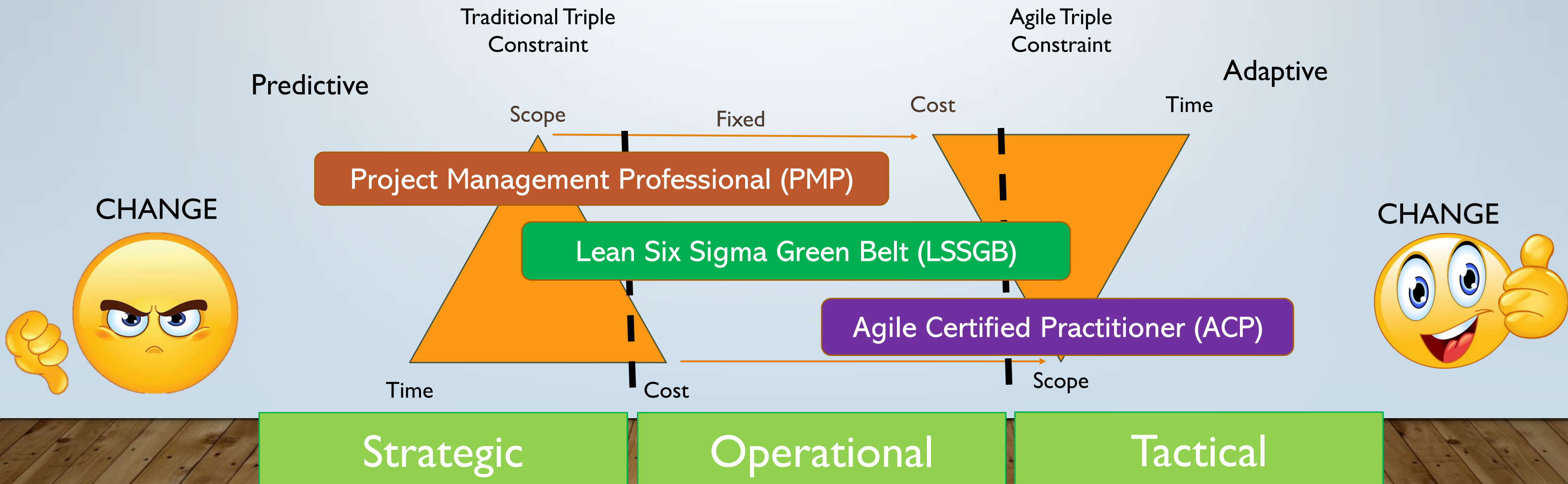
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PREDICTIVE VS ADAPTIVE TRIPLE CONSTRAINT

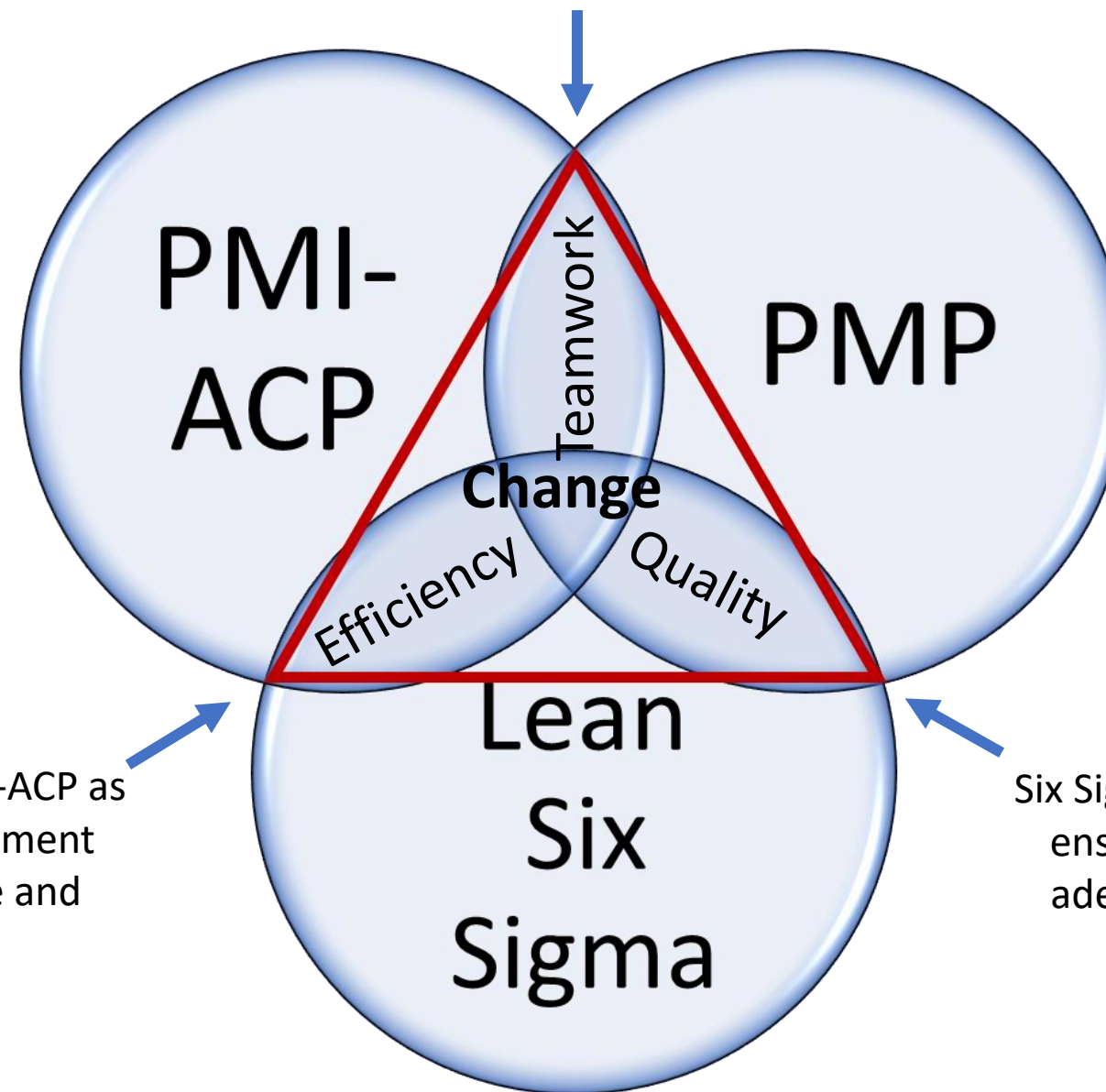
- In traditional Project Management, scope (mission) is fixed and cost (resources) and time (schedule) flex to meet the mission.
- In Agile Project Management, time (schedule duration) and cost (resources) are fixed, and scope (mission) is adjusted based on work productivity



△ Building your leadership tool box

The integration of PMP and ACP allow PM's options to integrate best of both based on the type of project, work being done, potential for change, clarity of scope and various resource constraints. (Hybrid Agile)

PMI-ACP is focused on building high performing teams and an empowerment culture across 7 leading agile methodologies that enables successful execution of knowledge based projects to provide value in a **dynamic, ever changing environment**



PMP is focused on how to plan, manage and execute multiple types of projects while managing stakeholders and mitigating risk across multiple industries to achieve results in a **constrained environment**

Lean is integrated into PMI-ACP as an efficiency and development process to remove waste and maximize resources

Six Sigma is integrated with PMP to ensure quality deliverables and adequate change management

Lean Six Sigma is a stand alone methodology focused on **improving quality and efficiency** by removing waste in a process or across an organization using various tools and statistical analysis.



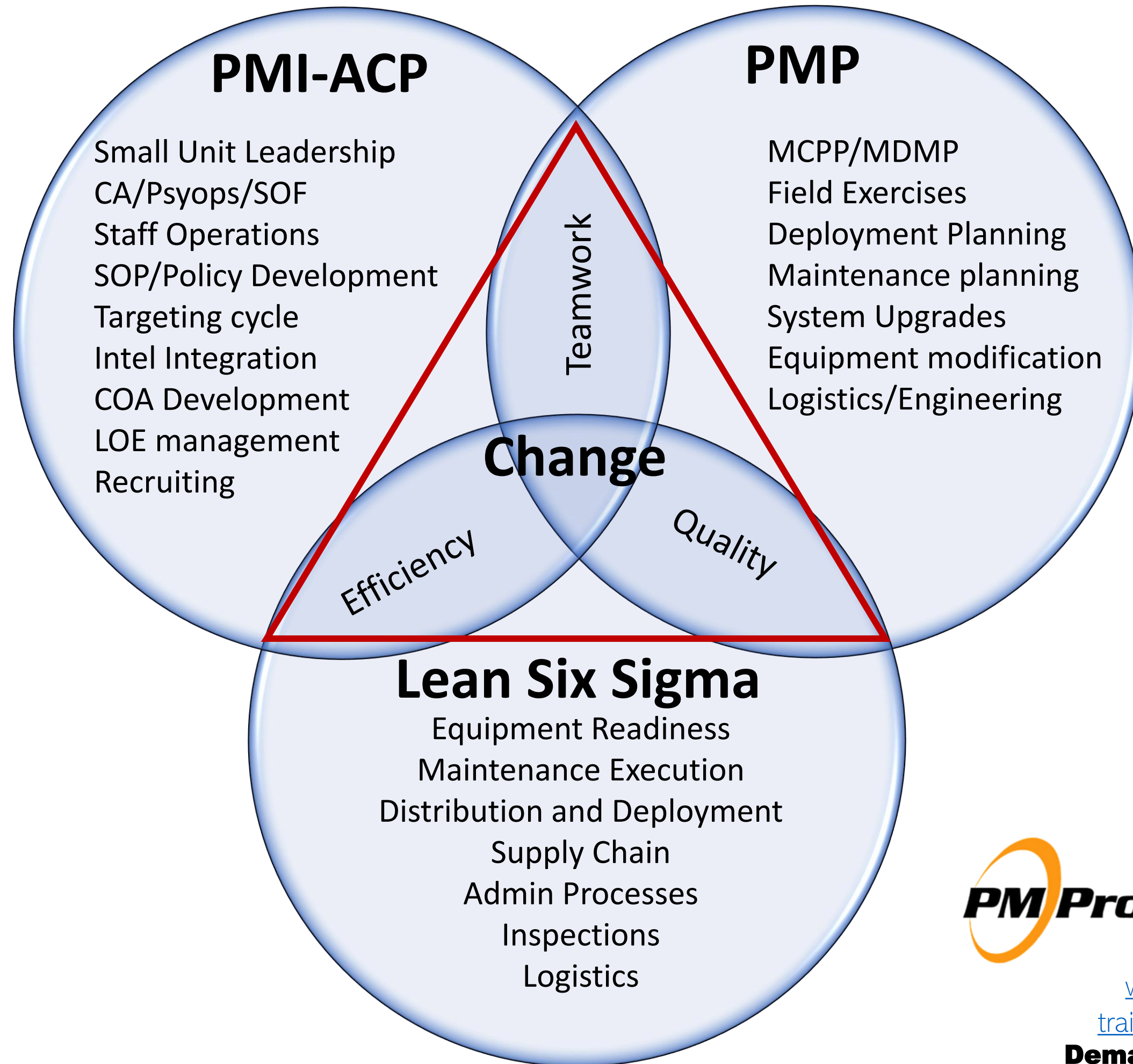
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ATTENTION!!

Earn your PM Certification Today!!

NO ADSO FOR ANYONE

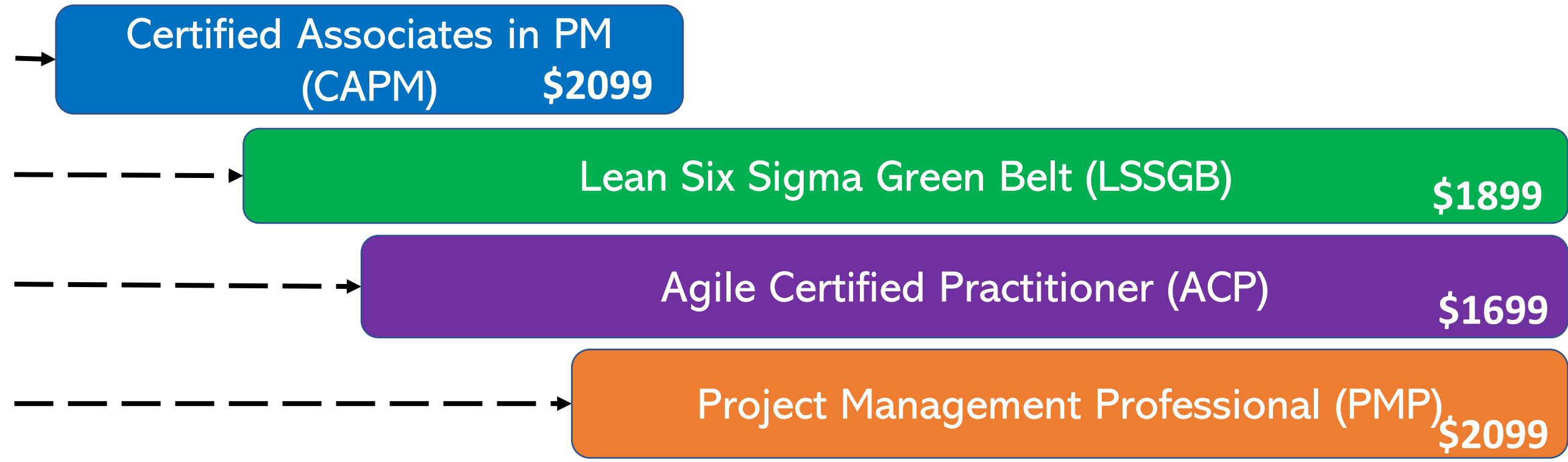
Military Benefit

- Enhance Mission Command
- Lead in a dynamic environment
- Maximize resources and human potential
- Build and lead high performing teams
- Empower action, minimize risk

E-1 to E-4	E-5	E-6	E-7	E-8	E-9	
		W-1	W-2	W-3	W-4	W-5
	O-1	O-2	O-3	O-4	O-5	O-6

Civilian Benefit

- Job Credibility and Recognition
- Higher Salary Potential
- Build Business Acumen
- Understanding Civilian Planning
- Job Branding and Relatability



Multiple Funding Options with Flexible Scheduling



www.pm-prolearn.com
training@pm-prolearn.com

UNDERSTANDING EACH CERTIFICATION

Project Management Professional (PMP): Focused on multiple levels of projects from small to large, simple to complex.

- Course Length: 35 hour course. (5 full days or 9 half days)
- Experience: 5 years/60 months experience w/o a Bachelors+ or 3 years/36 months w/ a degree.
- Exam: 4 Hour closed book exam with 180 questions
- Rank Recommendation: All E6/WO1/O3 and above
- Time to certify: 5-8 Weeks Total

Agile Certified Practitioner (PMI-ACP): Focused on smaller teams dealing with rapid change and innovation.

- Course length: 21 hours course (3 full days, or 6 half days)
- Experience: 12 Months general project experience, and 8 months of Agile (change leadership) experience.
- Exam: 3 Hour closed book exam with 120 Questions.
- Rank Recommendation: All E5/WO1/O2 and above
- Time to certify: 2-4 Weeks Total

Lean Six Sigma: Focus is on efficiency and quality. It also focuses on process flow and value

- Course Length: 35 hours course. (5 full days or 9 half days)
- Experience: No experience requirement.
- Exam: 2 Hour closed book exam with 80 Questions.
- Rank Recommendation: All E4/WO1/O3 and above
- Time to certify: 1-3 weeks Total

Ever think about the similarities between a high school letterman jacket and a military uniform?



Earn something that you can keep wearing after the military!!!!!!

INDIVIDUAL MEMBERS

- Find a class on our website https://pm-prolearn.matrixlms.com/visitor_class_catalog
- Fill out a funding invoice request <https://www.pm-prolearn.com/request-funding-invoice>
- Follow the instructions we send and fill out an Army Ignited funding request www.armyignited.army.mil
- Any questions email training@pm-prolearn.com

GROUP TRAINING

- 1) Ask around to see who is interested and find a week or format that works for the group (Daytime, Evenings, weekends, In-person, live virtual)
 - Virtual: Min 8 / Max 25
 - In Person: Min 12 / Max 30 (we cover travel)
- 2) Submit a group training request on our website <https://www.pm-prolearn.com/request-group-quote>
- 3) Coordinate with our team to confirm dates, format and funding.
- 4) Share information about the class so that folks can request their own funding <https://www.pm-prolearn.com/request-funding-invoice>
- Note 1: If Using voluntary ed funds the training MUST BE VOLUNTARY. Commands can support the training but cannot “sponsor” or “mandate” the course.
- Note 2: We use a 90 day min lead time for scheduling.

PM-PRODIFFERENCE

1. Year long all inclusive partnership (materials, training, application, exam, failure retest)
2. Retired veteran instructors who apply our training to active duty operations
3. Application assistance and translation
4. Unlimited re-attendance for 1 year
5. Exam included with our training so no obligation to pass for those who use Army CA funding
6. Live instructor help desk for one on one coaching and questions
7. Two certs per FY within the TA allocation (soldiers). (only with us)
8. Demand scheduling worldwide with groups of 8+. Commands can integrate training with OPS
9. No additional costs for travel (minimum of 12 students)

training@pm-prolearn.com

PLEASE REACH OUT WITH ANY QUESTIONS

Joshua Atkinson, PMP, DML, LSSGB

jatkinson@pm-prolearn.com

443-716-5614

<https://www.linkedin.com/in/joshuajatkinson/>

training@pm-prolearn.com

www.pm-prolearn.com



PMP Training Provider Comparison

Cheaper doesn't mean getting less and best value doesn't mean paying more!!!!!!



	PM ProLearn	UT Austin Cntr of Prof Ed.	PMTI	Quick Start Learning	Dynamic Advancement	Management Concepts	St Michaels Learning Academy	PM Academy	Vets2PM	Project Road	Sprint Zeal
PMI Ahtorized Training Partner (ATP)	✓	✗	✓	✗	✓	✓	✗	✓	✓	✓	✓
Live/Virtual Bootcamp Cost	\$2,099.00	\$4,195.00	\$3,000.00	\$2,995.00	\$2,750.00	\$2,338.00	\$2,250.00	\$2,895.00	\$1,947.00	\$1,880.00	\$3,091.00
PMP exam voucher included (\$555 value)	✓	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗
Failure Retest Voucher Included (\$275 value)	✓	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗
Veteran / milspouse (out of pocket)	30% off	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Course length	5 Day	3 Month	4 Day	5 Day	5 Day	5 Day	3 Month	4 Day	5 Day	5 Day	4 Day
Prior training required	No										
Custom Group Scheduling	✓	✗	✗	✗	✗	✗	✗	✓	✓	✗	✓
Training Locations	World Wide	USA	USA	USA	USA	USA	USA	USA	World Wide	USA	USA
Virtual Training	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Instructors Experience	Retired Military with Industry	Military with Industry	?	Industry	Military with Industry	?	?	Industry	Military with Industry	Industry	Industry
Practice Questions	1200+	✗	1000+	✗	1000+	✗	✗	2000+	✓	✗	✓
Full-Length, Timed Practice Test	✓	✗	✗	✗	✗	✗	✗	✓	✓	✗	✓
FREE Reattendance	1 Year	✗	✗	✗	6 month exam engine	✗	✗	✗	1 Year online only	✗	1 Year online only
Post-Course Online Study System	✓	✗	✓	✗	✓	✗	✗	✓	✓	✓	✓
Instructor Support	1 Year	✗	✗	✗	✗	✗	✗	✓	✓	✓	✓
Application Audit and Coaching	✓	✗	✓	✗	✗	✗	✗	✓	✓	✗	✓
Veteran Experience Translation	✓	✗	✗	✗	✗	✗	✗	✗	✓	✗	✗
Course resource materials included	✓	✗	✓	✗	✓	✗	✗	✓	✓	✓	✓



Strategic Staffing Solutions

Patrick Gudknecht





2024 State Presidents' Workshop

Defend the Guard Act

Roger Hagan, Past EANGUS President



2024 State Presidents' Workshop

BREAK



SEA Tony Whitehead

Is the Senior Enlisted Advisor to the Chief of the National Guard Bureau, Pentagon, Washington D.C. He serves as the Chief's principal military advisor on all enlisted matters affecting training, utilization, health of the force, and enlisted professional development. As the highest enlisted level of leadership, he provides direction for the enlisted force and represents their interests.





Jenifer Powell
&
Steve Foster



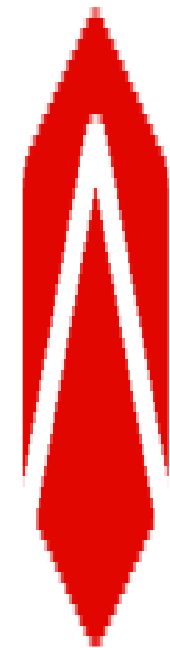
Past President
John Harris

Google™





CSM (Ret) Martin Celestine



SPARTASCIENCE

2024 State Presidents' Workshop

Closing Comments Admin Announcements

Sunday, 26 February 2024

1900 - 2100

Legislative Workshop No-Host Social

The Dubliner





Enlisted Guardians: Our Legacy, Our Future



**Thank you for your leadership
and attendance!**

Daniel Reilly, Msgt, USAF Retired
Contact me: president@eangus.org

2023 State Presidents' Workshop

BREAK





Presidents Forum Closed Meeting