



ASSOCIATION OF THE UNITED STATES ARMY
Tucson-Goyette Chapter

ANNUAL PLAN

1 July 2023 - 30 June 2024

CHAPTER OVERALL PROGRAM (ANNUAL PLAN): This document outlines a program of goals and activities for the period of 1 July 2023 to 30 June 2024.

OBJECTIVE: To increase visibility of the Army and AUSA in the community resulting in increased AUSA membership and support of Soldiers through Chapter activities and programs. The Tucson-Goyette Chapter will promote AUSA's objectives while raising awareness of the U.S. Army in the community and supporting Army units, families, Veterans, Gold Star Mothers, U.S. Army Recruiting, ROTC and JROTC cadets. The particular business of national AUSA shall be wholly educational, literary, scientific, fostering esprit de corps, dissemination of professional knowledge and the promotion of the efficiency of the Army components of the Armed Forces of our country.

GOALS: We will continue to support AUSA's mission in the following ways:

1. **Membership:** Membership has and remains a top priority since AUSA's and our Chapter's objectives are dependent upon a strong and growing membership. The Chapter will continue to focus on new and renewing Community Partner memberships, which will include local Credit Unions, especially those that are military affiliates, to grow Chapter membership. The Chapter's priority is increasing our Army National Guard, Army Reserve and engaged civilian membership. Emphasis will also be placed on growing our young professional membership in 2023/24. The Chapter will continue its paid membership with the Pima Federal Credit Union, Marana and Oro Valley Chambers of Commerce, as well as maintaining our special relationship with the Tucson Chamber of Commerce Military Affairs Committee. The Chapter intends to make available funding for Chapter officers to attend chamber functions and additional membership guidance is provided in paragraph three under Planned Activities.
2. **Budget:** The Chapter will continue to pursue donations from Raytheon Missiles, Defense and Marana Chamber of Commerce. Additional revenue may be generated from individual and Community Partner donations to sponsor Soldiers, Cadets, Gold Star Mothers, Wounded Warriors and awardees and spouses to the annual Chapter awards and recognition dinner. The Chapter will send one Chapter officer to the annual national AUSA meeting and at least one Chapter officer to the Seventh Region Annual Conference.. Additional Chapter officers will be sent to regional meetings depending on its location and funding availability. Any Chapter officer or member may attend the annual or regional meeting at their own expense. Budget for 1 July 2023 – 30 June 2024 is enclosed.
3. **Programs:** See Planned Activities section.
4. **Training:** Goal is to send one newly appointed Chapter EXCOM member to national AUSA training in 2023. Training for Chapter Officers will be in the areas of: Pardot Mass Mail, Fonteva Membership Database, Chapter Leader Portal; Programs, Corporate and Individual Membership Retention; Facebook and Web Page Administration.
5. **Communications:** The Chapter will continue to update the Chapter web and Facebook pages and publish three newsletters each year.

6. **Chapter By-Laws:** The Chapter by-laws will be reviewed and approved on 1 August 2023, and will continue to be reviewed annually.

7. Specific Chapter Goals:

- a. Review chapter positions, expectations, timelines to support growth, and institute Succession Planning for chapter continuity, while actively recruiting engaged EXCOM members.
- b. Grow Chapter individual membership by 10 and Community Partners by five during the operational year through retaining current members and gaining new members.
- c. Pursue requirements for Eagle Chapter or the highest level of any new national AUSA membership initiative.
- d. Continue to achieve requirements for a Merit and Star Chapter.
- e. Continually engage in community/business forums, providing the opportunity to attract and there-by enhance the growth of the Young Professionals program.
- f. Continue to publish Chapter newsletters at least quarterly for electronic distribution.
- g. Hold at least two general membership meetings per year.
- h. Conduct monthly EXCOM meetings.
- i. Expand the use of electronic media: Chapter Web, Facebook and Twitter.
- j. Involve Community Partners in the Chapter executive committee, leadership positions and in support of Chapter activities.
- k. Continue the chapter's visibility within the communities we serve through active participation in the Metro Tucson, Town of Marana and Town of Oro Valley Chambers of Commerce. Explore more opportunities with the Oro Valley Chamber of Commerce.
- l. Continue to explore partnerships in Vail and surrounding communities due to expanded growth and opportunity in those areas.
- m. Support the Vietnam War Commemoration ceremony 27 March 2024.
- n. Explore partnerships with the local American Legion and Veterans of Foreign Wars Posts.

PLANNED ACTIVITIES:

1. **General Membership Meetings:** Conduct two general membership meetings during the operational year, during which we will promote membership growth and acknowledge and thank Community Partners.

- a. Recognition and awards will be presented to two Army National Guard Soldiers, two Army Reserve Soldiers, two Army ROTC Cadets, three Army JROTC programs, top U.S. Army Recruiting Center, Wreaths Across America and Heroes to Hometowns Turkeys for Troops program. Wounded Warriors, Blue Star Mothers, Gold Star Mothers will be recognized.
- b. Our annual luncheon will be coordinated with AUSA and the Tucson Chamber, Military Affairs Committee to recognize outstanding U.S. Army Soldiers in the community or possibly for the Army Birthday 14 June 2024.
- c. A breakfast or luncheon will be coordinated with AUSA and the Army War College Eisenhower Series Program.

- d. Chapter will coordinate a lunch or dinner will be planned as opportunities present themselves such as with the Tucson Committee on Foreign Relations.
- e. Tucson-Goyette Chapter will host the annual conference for the Seventh Region 16-19 May 2024, at the Leo Kent Hotel in downtown Tucson.

2. **The Chapter Executive Committee** will meet monthly in person 1200 Hours or by video teleconference at 1130 Hours on a date selected each month for maximum participation.

3. **Membership Activities.**

- a. A Community Partner and Individual Membership Drives will be continuous throughout the year and visit/promote AUSA to existing AUSA Community Partners.
- b. The Chapter will continue to remind expiring individual and Community Partners to renew their membership and a Chapter officer will visit each Community Partner on or about six months prior to their expiration date.
- c. The Chapter will pay for two-year AUSA memberships to MS III (junior) University of Arizona Army ROTC cadets in July of each year. The Chapter's intent is to introduce future Army leaders to AUSA and promote future AUSA membership once they are commissioned.
- d. The Chapter will continue to exceed National's established membership goal on a monthly basis.

4. **Special Projects and Activities:**

- a. Support the Arizona Army National Guard WAATS.
- b. Increase visibility and support to the AZANG units at the Valencia Armory (860th MP and 2220th Tran Company) and the Silverlake Armory (A Company, 1/158th Infantry). Increase support to A Company, 1/158th Infantry as it returns from deployment.
- c. Increase visibility and support to the 7220th Medical Support Unit, USAR at Silverbell Army Heliport.
- d. Improve communications and support to Army Reserve and Army National Guard units in Tucson.
- e. Visit local congressional offices to promote the U.S. Army and AUSA and seek support.
- f. Engage with the Towns of Marana, Oro Valley and the city of Tucson government officials within the area of operations to support initiatives.
- g. Chapter President and 1st Vice will Provide liaison to the Chambers of Commerce.
- h. Seek Community Partnerships from the key media outlets (newspaper, radio, television).
- i. Participate in the annual Tucson Veterans Day Parade conducted each November.
- j. Participate in the annual VA Veterans Celebration Day.
- k. Seek Community Partners organizations in expanded chapter footprint.
- l. Support the Army ROTC and Junior ROTC Programs through memberships and awards.
- m. Provide a breakfast to support the Tucson Army Recruiting Company.

- n. Maintain Chapter Web and Facebook pages with current information.
- o. Assist programs that provide support to Veterans in need including direct support for Tucson Veterans Serving Veterans.
- p. Promote the Employer Support of Guard and Reserve (ESGR).
- q. Support the Education and Programs associated with Army groups.
- r. Promote and support the National Museum of the United States Army.
- s. Continue to abide by the Chapter Policy on limiting reimbursement costs for attending events representing AUSA.

5. Supported Army Units in Chapter operational area include:

- a. Western Army Aviation Training Site (WAATS) (Silverbell Army Heliport).
- b. 418th Quartermaster Battalion, USAR (Silverbell Army Heliport).
- c. 7220th Medical Support Unit, USAR (Silverbell Army Heliport).
- d. University of Arizona Army ROTC.
- e. U.S. Army Recruiting Company, Tucson.
- f. 2220th Transportation Company, AZARNG (Valencia Armory).
- g. 860th Military Police Company, AZARNG (Valencia Armory).
- h. A Company, 1/158th Infantry, AZARNG (Silverlake Armory).
- i. Headquarters and Headquarters Company, 158th Combat Sustainment Support Battalion, AZARNG (Silverlake Armory).
- j. Detachment 1, Company B, 640th Aviation Maintenance Battalion, AZARNG (Silverbell Army Heliport).
- k. Detachment 1, Company C, 3-140th Aviation and Security, AZARNG (Silverbell Army Heliport).
- l. A Company, 1-415, 2nd BDE, 95th Division, USAR Drill Sergeants (Silverbell Army Heliport).
- m. 257th Transportation Company, USAR (Silverbell Army Heliport).
- n. Army Junior ROTC Programs (Cholla, Rio Rico and Flowing Wells High Schools).
- o. Other tenant units at Western Army National Guard Aviation Training Site and Silverbell Army Heliport.
- p. Army families and Family Readiness Groups.
- q. The greater Tucson Community supporting Soldiers.

6. Budget: see enclosure.

Michael Bartelle
Chapter President