



AUSA BACKGROUND BRIEF



No. 69

August 1995

THE ASSOCIATION OF THE UNITED STATES ARMY

Goals, Organization and Activities

The Association of the United States Army (AUSA) is a private, nonprofit, professional, educational organization dedicated to maintaining a strong national security with special emphasis on landpower and all aspects of the United States Army. AUSA is the only professional organization uniquely supporting the needs and interests of the Total Army (active duty, Reserve, National Guard, Department of the Army civilians and retirees). AUSA also supports a strong defense industrial base.

AUSA's overall mission is to keep the United States Army strong.

BACKGROUND

AUSA was formed in 1950 through the merger of two organizations, the Infantry and Field Artillery Associations. AUSA was joined in 1955 by the Anti-Aircraft Association. AUSA's early supporters included such notables as then Secretary of the Army Wilbur Brucker, Army Chief of Staff General Maxwell Taylor and General Lyman L. Lemnitzer. Its purpose was to provide an independent focus and voice for the Army outside the federal political structure and outside the official Army.

The fundamental objectives established at the beginning are the basis for the goals to which AUSA has been committed over the years. According to the basic charter resulting from the 1950 merger, "The particular business and objects of the Association of the United States Army as reincorporated shall be wholly educational, literary, scientific, fostering *esprit de corps*, dissemination of professional knowledge and promotion of the Army components of the Armed Forces of our country."

AUSA is a wholly private, tax-exempt educational and professional organization. It is not a part of the United States government or the United States Army. It is not supported financially by the government or the Army.

In 1956, the bylaws and organizational rules were changed to bar active duty personnel from holding policy-making positions in the Association. This was done to preclude any potential conflict on the part of active personnel between representing official government policies and the positions of AUSA. This also makes AUSA a stronger, more independent supporter of the Army.

AUSA BYLAWS

The Bylaws of AUSA specify certain “aims and objectives” to guide the association’s activities. In accordance with the Bylaws, AUSA’s activities are designed to:

- advance the security of the United States;
- support landpower as an indispensable instrument of national security;
- assure a fulfilling career for the people who serve in the Total Army and the families who serve with them;
- maintain support from America’s industry for the Army;
- provide the American people with important information relating to national security;
- develop professional programs and educational materials that advance members’ professional knowledge and achievements;
- provide forums for the examination of defense issues.

Priority objectives into the 21st century focus on:

- people support for the soldiers and their families, and for civilian employees and retirees;
- force modernization for a ready Army, to include equipping the Army with the best weapons in the world;
- educating the public about the Army; and
- promoting professionalism within the Army.

These objectives are further defined and reinforced each year with the adoption of resolutions which are approved by chapter delegates at the Association’s Annual Meeting. These resolutions serve as guidelines for AUSA positions and activities. The resolutions are distributed to all members of Congress, congressional committees and staff, the Army leadership, and local AUSA chapters and members.

MEMBERSHIP

The major membership categories within the Association — Individual Membership, Corporate Membership, and Sustaining Membership — are described briefly below.

Individual Membership. Members include active and reserve component military personnel, Army civilian employees, military retirees and other individuals who ascribe to the goals and activities of AUSA. There are about 115,000 individual members; approximately half are active duty military personnel. Life memberships are available.

Corporate Membership. Corporate members include businesses, corporations, professional and technical firms, societies and community groups which are locally allied with AUSA chapters, and which are interested in supporting the Army at both the local and national levels. Corporate members may designate two, five or 10 individuals to receive the privileges of individual membership.

Sustaining Membership. This membership category is open to industry, businesses, and other professional organizations and societies, subject to approval by the AUSA Council of Trustees. This category primarily includes the defense industry involved in research, development and production of weapons and equipment for the Army. Sustaining members are linked to AUSA at the national level and are entitled to membership services and programs, including attendance at designated symposia, and the opportunity to display at the Annual Meeting as well as at other symposia. They designate 50 individuals to receive the privileges of individual membership.

ORGANIZATION AND GOVERNING

AUSA's national headquarters is located in Arlington, Virginia. The Association consists of seven regions in the United States and two overseas, and more than 130 local chapters. The elected Council of Trustees is the overall governing body that approves policy and governs the Association's financial affairs. The president of AUSA reports to the Council of Trustees and is the full-time chief operating officer of the Association and its staff.

Council of Trustees. The Council of Trustees consists of 11 members elected by the voting membership. The chairman of the council is elected by the council and presides over its meetings. The chief executive officer, who is also deputy chairman, is elected by the membership, as are two vice chairmen. The chief executive officer, the vice chairmen, the president and the presidents of the regions all serve as ex-officio members of the Council of Trustees.

National Headquarters. There are now about 65 paid employees on the National Headquarters staff. Legislative and public affairs functions are held at the executive level. Other functions are grouped under three vice presidents: Membership and Meetings, Education, and Finance and Administration.

Under the Vice President, Memberships and Meetings are two directorates — Regional Activities and Industry Affairs — which are critically important in promoting membership, serving the

members in the field, and supporting the corporate and sustaining members. Regional Activities manages the regional and chapter structure. It coordinates from the national level the operations of AUSA regions and chapters in the accomplishment of AUSA's missions and objectives, and heavily supports individual and corporate membership sustainment and growth. Regional Activities is also responsible for marketing and for NCO and enlisted affairs. The Industry Affairs Directorate oversees and coordinates programs for the sustaining members. It plans and manages the Annual Meeting and sponsors various symposia and conferences throughout the year in order to educate industry about the needs of the Army.

Under the Vice President, Education, there are several activities that drive the educational arm of AUSA. *ARMY* magazine is AUSA's premier monthly professional publication. *AUSA News*, the monthly Association newspaper, provides timely information on the wide-ranging activities of AUSA. Performing major educational functions for AUSA is the Institute of Land Warfare (ILW). The Vice President, Education also serves as the managing director of ILW. No funds from AUSA membership dues go to ILW. ILW is operated entirely through a tax-exempt fund established to carry out a broad program involving study, research, a variety of publications, seminars, panels and television programs pertaining to national security and the Army. An important adjunct to ILW is the group of Senior Fellows, all distinguished military and civilian retirees who not only contribute directly to Institute programs but also provide invaluable support and advice to AUSA leadership.

The Vice President, Finance and Administration oversees the financial and administrative affairs of the Association. They include accounting and budgeting, administrative services, information systems, and personnel. Also handled are advertising for both *Army* and *AUSA News*, fundraising for ILW, and all member insurance programs.

Field Organization (Regions and Chapters). There are seven AUSA regions, geographically dividing the continental United States. Outside the continental United States are the Pacific Area and the European Department. In addition, each state in the United States has a state president appointed by the region president. Region presidents are ex-officio members of the AUSA Council of Trustees. The regions not only serve as a link to the chapters within the United States, but are invaluable in coordinating matters within states and various political jurisdictions that exceed the areas for the individual chapters.

The chapters — more than 130 — provide the grass-roots strength of AUSA. They are the interface between military installations, military units (active and reserve components) and civilian communities. Chapters are the key to maintaining strong individual and corporate membership and to furthering the objectives of AUSA at the local level. In support of AUSA goals, chapters:

- develop programs that support local commanders;
- establish and maintain cooperative relations with local Chambers of Commerce and defense-oriented associations, so that they can collectively educate individuals of influence in the community;
- originate and participate in community functions that support the Army, to include sponsorship of educational and professional forums;

- recognize individuals for military achievements and outstanding service to the Army and to the nation;
- establish and maintain effective relations with local news media so that the Army's story is heard in the community;
- support ROTC programs in high schools, colleges and universities;
- support Army recruiters for all components of America's Army;
- establish and maintain liaison with elected officials on matters of importance to the Army.

ACTIVITIES

In pursuing its goals and objectives, AUSA performs a number of functions and a variety of activities at the national level. While many of these have already been identified, selected activities are detailed here to illustrate the scope of the overall program.

The Annual Meeting. Held in Washington, D.C., in October, AUSA's Annual Meeting attracts approximately 25,000 participants each year, including representatives from the Department of Defense, the Department of the Army, the defense industry, and many foreign countries. The meeting consists of three days of informative presentations, panel discussions on pertinent military and national security subjects, workshops and outstanding military and defense industry exhibits, as well as important AUSA business meetings. Presentations on the state of the Army and related defense subjects are given by the Army Chief of Staff and other senior Department of Defense and Army representatives. This is the largest Land Warfare gathering in the world, with more than 500 exhibitors each year. Additionally, outstanding chapters and individuals are recognized for their achievements and contributions to the Army and the nation's defense.

Symposia and Conferences. AUSA annually sponsors six high-level industrial symposia. Three of the six offer exhibitor opportunities. The symposia subjects are current and challenging, with senior Department of Defense and Army leadership actively supporting and participating.

Another important program to educate industry leaders is the Land Warfare Breakfast program for Washington-based industry representatives and senior Army leaders. The series, which runs from January to September, features notable speakers on vital Army and defense subjects.

In addition, the Institute of Land Warfare supports defense forums planned and sponsored by regions and chapters. The Institute also conducts issue conferences on a regular basis to address key matters of particular importance to the Army.

Publications and Educational Materials. The Association produces a variety of quality publications designed to inform, communicate, educate and enhance professionalism.

ARMY magazine is AUSA's monthly professional publication providing articles and information on a variety of defense-oriented subjects.

AUSA News, published monthly, is the newspaper designed to communicate with AUSA's individual members. It provides information of special interest at the region and chapter levels, keeps AUSA members informed of AUSA policy and activities, and provides news coverage on legislative actions affecting the Army and its active and retired personnel. *AUSA News* also highlights chapter meetings, programs and activities.

The Institute of Land Warfare publishes a variety of printed materials as part of the overall AUSA educational program. These range from short defense reports to substantive special reports such as "Profile of the Army: A Reference Handbook," which is updated periodically; an annual fiscal year analysis of the Army budget; "Desert Storm Reader: Personal Perspectives on the Gulf War" (1993); and "Campaign Streamers of the United States Army" (1995). ILW publishes two newsletters — *Washington Update* and *NCO Update*. It also publishes two series called Background Briefs and Landpower Essays, both of which provide factual information, perspectives and analysis on a range of contemporary defense issues. Selected occasional papers, known as Land Warfare Papers, are presented by authors at a professional forum during the Annual Meeting.

The Institute of Land Warfare also produces "America's Army," a television series made available to Armed Forces Radio and Television and public television and cable stations across the nation. ILW also has an arrangement with Brassey's, Inc., for the publication of professional books designated as AUSA Institute of Land Warfare Books. These and other Brassey's books are available to AUSA members at a substantial discount.

Government and Public Affairs. AUSA has an active legislative and public affairs program led by the director of Government and Public Affairs. Members of the AUSA staff testify before congressional committees, monitor congressional action on matters of importance to the soldier and the Army, and work to educate members of Congress and their professional staffs about issues that affect the Army. Close coordination is maintained with public affairs offices at Department of Defense and Department of the Army. Good relations with the media are established, and assistance is provided to them whenever possible to tell the Army story.

AUSA, THE ARMY AND THE FUTURE

AUSA maintains a close day-to-day liaison with the Department of the Army and posts and stations throughout the world. The AUSA National Headquarters professional staff, local chapter officers and AUSA members remain dedicated to the fundamental mission of keeping the United States Army strong in the future to meet the nation's security needs.

Individuals who subscribe to the Association's mission are welcome as members. Applications are available from local AUSA chapters and from the AUSA National Headquarters (2425 Wilson Boulevard, Arlington, Virginia 22201-3385; telephone 703-841-4300 or 800-336-4570).

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