



AUSA BACKGROUND BRIEF



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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 the United States Army. AUSA is the only professional organization uniquely supporting the needs and interests of the Total Army (active duty, Army Reserve, Army National Guard, Department of the Army civilians, retirees and family members). AUSA also supports a strong defense industrial base.

AUSA's overall mission is to keep the United States Army strong. Priority objectives into the 21st century focus on:

- ◆ maintaining a trained and ready Army, able to respond rapidly to a variety of missions and fully capable of winning quickly and decisively as an integral element of joint forces in meeting national security requirements;
- ◆ supporting those serving the Total Army: active Army, Army National Guard, Army Reserve and retired soldiers, civilian employees and family members;
- ◆ modernizing the Army to ensure continued technological superiority as the best Army in the world for the foreseeable future;
- ◆ educating the public on the Army's vital role in national security; and
- ◆ promoting professionalism by strengthening the knowledge, skills, standards and ethical base inherent to the profession of arms in our nation. Professionalism also encompasses pride in country and unit and nurtures the tradition of dedication to service.

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 Department of the Army and Department of Defense leadership, and AUSA chapters and members.

BACKGROUND

When World War II ended in 1945, the largest and most effective Army in our nation's history was greatly reduced in size almost overnight. It was apparent that Congress would not appropriate the funds to keep an adequate landpower force in being.

This was the tenuous climate in 1950 when the Association of the United States Army was born. It came into being because the senior leadership of the Army recognized quickly that branch parochialism had ceased to be viable and that the Army had to learn to speak with one voice if it was to be rebuilt.

Wartime leaders such as Generals Jacob Devers, Ray McLain, J. Lawton Collins, Lyman Lemnitzer, Wade Haislip, Matthew Ridgway, Jim Gavin and others recognized that the landpower concept could survive only if there was a way to make the uninitiated understand its importance. They had the courage to turn away from the old separate-branch consciousness — to say, “The Army — that’s what is important.”

The Association was established in 1950 through the merger of two organizations, the Infantry and Field Artillery Associations. Its purpose was to provide an independent focus and voice for the Army outside the federal political structure and outside the official Army. The first president was General Wade Haislip, Vice Chief of Staff of the Army and former president of the Infantry Association. The first vice president was Lieutenant General Raymond S. McLain, Comptroller of the Army and then president of the Field Artillery Association. Other early supporters included such notables as then Secretary of the Army Wilbur Brucker and Army Chief of Staff General Maxwell Taylor. In 1955, the Antiaircraft Association joined AUSA, and the important first steps toward a single voice had been taken.

By 1956, it had become increasingly apparent that in the political arena, an association with uniformed leadership could not address adequately the issues that were being considered. There could not be a perception that uniformed leaders, through an association, were debating with Congress the decisions of their political superiors. So AUSA’s Council of Trustees changed the Association’s bylaws and organizational rules to prohibit active duty personnel from holding policy-making positions in the Association — thus strengthening greatly the Total Army’s one voice.

As a result of that important decision by the Council, AUSA is a stronger, more independent supporter of the Army. A wholly private, tax-exempt, educational and professional organization, AUSA is not a part of the United States government or the United States Army and is not supported financially by the government or the Army.

The fundamental objectives established at its 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.”

The mission is as clear now as it was then. The difference is that the Association is bigger, stronger, more sophisticated and, most important of all, has an established reputation for competence, integrity and effectiveness. The Army leadership today continues its vigorous support of its association.

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;
- ◆ advance the well-being of and opportunities for the people who serve in the Total Army and the families who serve with them;
- ◆ maintain support for the Army from America's industry;
- ◆ provide the American people with important information relating to national security;
- ◆ develop professional programs and educational materials that advance members' professional knowledge and achievements; and
- ◆ provide forums for the examination of defense issues.

MEMBERSHIP

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

Individual Membership. Members include active Army, Army National Guard and Army Reserve personnel, Department of the Army civilian employees, military retirees and other individuals who ascribe to the goals and activities of AUSA. There are more than 100,000 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 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, 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 special publications, attendance at designated symposia and the breakfast forum series, and priority to display at the Annual Meeting as well as at other symposia. They may designate up to 50 individuals to receive the privileges of individual membership.

ORGANIZATION AND GOVERNING

AUSA's National Headquarters is located in Arlington, Virginia. 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 four 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 about 70 paid employees on the National Headquarters staff. The legislative affairs function is 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, and supporting all levels of membership. Regional Activities manages the regional and chapter structure. It coordinates the operations of AUSA regions and chapters in the accomplishment of AUSA's missions and objectives from the national level, 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. Industry Affairs also has responsibility for AUSA's involvement in international defense trade fair activities.

Under the Vice President, Education, there are several activities that drive the educational arm of AUSA, including *ARMY* magazine and *AUSA NEWS*. 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. The Institute is operated entirely through a tax-exempt fund established to carry out a broad program involving study, research, seminars, issue conferences, symposia, television programs and a wide variety of publications 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 is responsible for the financial and administrative affairs of the Association. They include accounting and budgeting, administrative services, information systems and personnel. Also included are advertising for both *ARMY* magazine 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 also are invaluable in coordinating matters within states and various political jurisdictions that exceed the areas for the individual chapters.

The chapters — more than 130 — are the grassroots strength of AUSA. They provide the interface among 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; and
- ◆ 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, DC, in October, the Association'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 Secretary of the Army, the Army Chief of Staff and other senior Department of Defense and Army representatives.

This is the largest Land Warfare gathering in the United States, 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 sponsors many high-level industrial symposia annually; most of them offer opportunities to exhibit. 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.

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

International Defense Trade Fairs. Recently granted Trade Fair Certification by the U.S. Department of Commerce, AUSA has become involved in the organization of U.S. industry's participation in several major trade venues for the land defense industry, including Eurosatory 96 and 98 in France and Defense Asia '97 in Thailand.

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

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

AUSA NEWS, published monthly, is the newspaper designed to provide information of special interest. The *NEWS* keeps AUSA members informed of Association policies, positions and activities, and provide news coverage on legislative actions affecting the Army and its active, reserve component, civilian and retired personnel and their families. *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, issue papers and notes of special interest, 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). One recent and ongoing project is *An AUSA National Security Notebook: The Quadrennial Defense Review*. 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 research papers, known as Land Warfare Papers, are presented by authors at a professional forum during the Annual Meeting. Through its writing program, the Institute encourages submission of manuscripts for publication.

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.

The Institute of Land Warfare also produces "America's Army," a television series made available to public television and cable stations across the nation, as well as to the Army, defense and defense industry communities.

Public Affairs. Through AUSA's Public Affairs staff, close coordination is maintained with public affairs offices at Department of Defense and Department of the Army. Relationships are established with the media, and assistance is provided to them whenever possible to tell the Army story.

Government Affairs. AUSA has a small but active Government Affairs staff that monitors and reports on congressional activity impacting the Army. At the same time, the Government Affairs staff acts as the focal point for Association lobbying activities. The Government Affairs directorate conducts direct lobbying efforts and coordinates the more effective and far-reaching grassroots initiatives. Each year, AUSA representatives testify at congressional hearings or submit written testimony on topics of importance to the Association and its membership. AUSA's work on Capitol Hill! also includes educating members of Congress and their professional and personal staffs on matters of importance to the soldier and the Army. Close coordination is maintained with the Army's Office of the Chief of Legislative Liaison and the legislative staff of other military-related associations.

AUSA, THE ARMY AND THE FUTURE

AUSA maintains a close day-to-day liaison with the Department of the Army and with 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 now and 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 AUSA National Headquarters, 2425 Wilson Boulevard, Arlington, VA 22201-3385, telephone 703-841-4300 or 800-336-4570. More information about the Association and its activities is also available on the Internet (www.ausa.org).

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