



**United States Army  
Warrant Officers Association  
462 Herndon Parkway, Suite 207  
Herndon, VA 20170-5235**



31 August 2009

**National Vice- Presidents' Annual Chapter Report**

President Nisker, Regional Directors, fellow members: Welcome to our 37<sup>th</sup> annual meeting of the members. It has been an honor for me to serve as your Vice President this past year. One of my primary mission as your VP is to attract and retain members. Using this as my charter, I have published several articles in the Newsliner addressing the following topics:

- a. Raising our membership from the current 6,000 + to 10,000 in two years. I don't know if we will achieve that or not, but it's still my goal.
- b. Reaching out to our retired community. I believe we have a great untapped resource in our retired warrant officer community that we need to bring back into chapter activities, think of the history they can bring to the table.
- c. My program "Each one Bring one Back. This is where I charged members with bring back a member who has let his or her membership expire.
- d. The importance of maintaining your membership records. In which I also talked about our lost members and methods to reach out and get them revitalized.
- e. Continuous membership and taking advantage of the program PFCU offers to your dues for you through their platinum awards card program.
- f. The history of the W01 free membership and if we as an Association should continue the program.

It is with the Newsliner that I can reach to masses, but sometimes I feel it's not giving me the desired effect when I look at the membership numbers each month.

I also had an opportunity to post an article in the summer issue of the Ordnance Magazine, explaining our Association and the benefits of membership.

Another initiative I took was emailing all of the W01's who were getting close to their membership expiring. I emailed 62 warrant officers, 4 emails were rejected due to bad addresses and 3 responded. Do the math folks, that is less than 1% who took 2 seconds of their time to even acknowledge

that I contacted them. Yet, I will continue on my quest to reach out and touch them and see what I can do to entice them to renew.

“Recruiting members is the lifeblood of any Association. In the USAWOA, such importance is placed on recruiting that it is the primary responsibility of the Vice president.

Membership Campaigns are conducted periodically by the National level and many chapters. However, experience shows that many campaigns are less successful than desired. USAWOA also makes available membership information on the Homepage, in the Newsliner, and in various handouts available for PD days and other similar activities.

Campaigns and handouts by themselves are not enough. All growth and future success of the USAWOA depends on new member recruiting and retention of current members. Each USAWOA member must be involved in this endeavor.” Those words in part were extracted from an article written by one of our past presidents, CW5(Ret) Ray Bell in 2000, but they ring just as true today.

I thank your continued support and trust the membership has placed in me. I will continue to support our Association, ever looking for ways to improve how we operate.

I hope you enjoy your week among friends and please remember to pray for our deployed brothers and sister.

Serving the Corps!

CW4(Ret) Kenneth B.N. “Pete” Hill