



WISCONSIN NATIONAL GUARD ASSOCIATION, INC.

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February 25, 2008

Executive Committee Meeting – February 20, 2008 Madison, WI

Members Present: President Olson Executive Vice President Sailer
 Vice President Ebben Treasurer Leckel
 Executive Director Wagner

Excused: Secretary Dykstra

President Olson called the meeting to order at 10:02 a.m. on February 20, 2008.

NGAUS Awards – Executive Director Wagner briefed on meeting he had with Lt Col Julio Barron (JAG), COL Mark Bruns (G1), CW5 Michael Kreisler, and MAJ Tammy Gross (IG). Mr. Kreisler's office has been the focal point for the Army NGAUS nomination packets. The past few years Wisconsin has submitted eight to ten nominations for awards. In that these awards are civilian awards he feels he should not be expending government resources in preparing the nomination packets or the cover letters. Several ideas were discussed regarding handling of the nomination packets. One was to have the WINGA office be the focal point for the awards. Another was to have the WINGA Directors be responsible for nominees within their major command. For background, each award nominee has a nomination form that is completed providing basic information on the nominee and space for justifying the award. Most awards are one page nominations; however, the new Company Grade Leadership award does require supporting documentation such as performance reports and the like. Once the nomination is completed, it is submitted to the TAG for endorsement. This requires a cover letter, which is prepared for the General's signature. This is where Mr. Kreisler became involved with the packets. Once the cover letter and nomination form are complete they are submitted to the TAG for endorsement and usually given to WINGA to prepare a cover letter and send to NGAUS. General Wilkening was on the nominations committee at NGAUS, for several years, and began emphasizing the program within the state and actively solicited his leadership team to nominate legislators and corporate leaders to be recognized by NGAUS. **After discussion it was recommended by the Executive Committee that the commands submit their nominations to their respective WINGA Director. The WINGA Director would review the nomination and add a cover letter for the TAGs endorsement. The WINGA Director would then send the cover letter and nomination form to the WINGA Office where the documents would be collected for the TAGs signature.** Copies of previous endorsement letters are available electronically and are available to the directors.

Strategic Plan – Vice President Ebben briefed what is close to being the final draft of the Wisconsin National Guard Association Strategic Plan. The Executive Committee reviewed the document and made minor cosmetic changes. The plan will be presented to the Board of Directors at the March meeting in Appleton for approval. Once approved, the plan will be published and briefed at the Annual Conference in April. The Strategic Plan will be matrix by which the association and committees will be measured

with an annual brief at the conference. The plan will be reviewed every two years, by the Executive Committee, to ensure relevance.

Website – The Executive Committee reviewed the recently updated website. 1LT Sarah Cleveland has volunteered to maintain the site through her business Jady Design Studio, which specializes in small non-profit organization web design. The Executive Committee recommended the following modifications to the site:

- Update photos with Wisconsin National Guard images
- Once approved, add the WINGA Moto – Engaged Today Securing Tomorrow
- Once approved, add the Strategic Plan to the “About WINGA” page
- Change page of email addresses to a Feedback Tab
 - Feedback on the website
 - Feedback on WINGA
 - Change of address
 - Request information
- Link to NGAUS to receive NGAUS Notes and the Legislative Updates and Alerts
 - Email signup
- Add the “Write to Congress” link to website
- Add Insurance Plan Contact Information and office hours
- Post past WINGA Recognition Award winners to site
- Post upcoming meetings to site
- Add NGAUS Conference information and a link to the Baltimore Hyatt

Executive Director Wagner was directed to contact NGAUS and inquire if NGAUS would have a bank of computers that could be setup at our annual conference so members could log onto the NGAUS site and sign up for communications or contact their elected officials.

Membership – Once again Wisconsin is on the bubble of having 28 consecutive years at 100% in NGAUS. Two major units have yet to turn in their dues and with 22 officers deployed, 100% plus will not be a problem.

130th NGAUS Conference – Wisconsin delegation will be staying at one of the premier properties in Baltimore, the Hyatt. Exit the front door of the hotel and you are across the street from the inner harbor; the place to be in downtown Baltimore. Exit the rear entrance and you are at the convention center. The Hyatt does not permit food and beverage to be brought into the hotel by the states. Forty-five rooms have been reserved and one hospitality suite.

Election of Officers – With the exception of the Vice President Air, candidates have stepped forward to run for WINGA Office. The only contested race is for President.

The meeting adjourned at 11:40 a.m.



Ronald R. Wagner
Executive Director

Vision

Be the best state association in the nation, committed to advancing the Wisconsin National Guard

Mission

The Wisconsin National Guard Association consists of active and retired military professionals dedicated to promoting the relevance, readiness, and modernization of our National Guard, improving the quality of life for our members, and supporting state and national policies to advance the security of the United States

Critical Success

Factors

Organizational Management
Financial Management
Communication Management
Action Management



Wisconsin National Guard Association Strategic Plan



Engaged Today
Securing Tomorrow

WISCONSIN NATIONAL
GUARD ASSOCIATION

WWW.WINGA.ORG

wingainc@att.net

April 2008

Organizational Management	Progressively manage the association utilizing sound business practices
<u>Board of Directors</u>	<ul style="list-style-type: none"> • Maintain a sound business model undergoing perpetual process review • Continually evaluate priorities and aggressively pursue proactive action items • Ensure a strong committee structure to meet association needs
<u>Membership</u>	<ul style="list-style-type: none"> • Maintain 100% or greater membership and increase # of lifetime membership • Strive for a membership that is informed, energized, and engaged • Maintain a climate in which membership benefits are obvious
<u>Leadership</u>	<ul style="list-style-type: none"> • Encourage greater year round participation by general membership • Seek membership feedback to formulate strategies • Encourage and maintain membership on NGAUS committees
Financial Management	Ensure financial stability to support future operations
<u>Budget</u>	<ul style="list-style-type: none"> • Set budget goals that will ensure a balanced budget • Provide an annual review and publication of financial interests • Create and execute an annual budget that supports long term financial stability
<u>Investments</u>	<ul style="list-style-type: none"> • Maintain a strong investment program to sustain association operations • Manage an investment portfolio to ensure positive growth/future stability • Establish a target principle balance and timeline
<u>Insurance</u>	<ul style="list-style-type: none"> • Maintain a vibrant insurance program • Increase policy sales annually • Be responsive to member/policy holder needs
Communication Management	Effectively Communicate association interests with all stakeholders
<u>External</u>	<ul style="list-style-type: none"> • Develop a strategic communication plan • Develop a common “one voice” WINGA message • Actively engage with civic organizations and political leaders to share WINGA’s message
<u>Internal</u>	<ul style="list-style-type: none"> • Solicit feedback on association programs and initiatives • Improve the “Communicator” • Fully utilize a “WINGA 101” internal education program
<u>Technology</u>	<ul style="list-style-type: none"> • Provide email alerts to membership • Maximize WINGA Website capability • Periodically explore new technology tools and applications
Action Management	Actively engage in initiatives that support our mission
<u>Legislation</u>	<ul style="list-style-type: none"> • Promote relationships with legislative representatives • Obtain support for association, state and national initiatives • Seek opportunities to involve civic leaders in our mission
<u>Recognition</u>	<ul style="list-style-type: none"> • Sustain scholarship programs that support membership • Sustain internal & external awards, grants and gifts programs • Actively support recognition programs at the state and national level
<u>Conferences</u>	<ul style="list-style-type: none"> • Support NGAUS and WINGA Conferences • Increase major corporate sponsorship/support • Provide venues for family events and forums for professional development