



NATIONAL
GUARD
EDUCATIONAL
FOUNDATION

START AT 1 PM

Commemorative Ornament

The National Guard Educational Foundation commemorates the 250th anniversary of the American Revolution with our 2024 ornament. It features the insignias of the 101st Engineer Battalion, the 181st Infantry Regiment, and the 182nd Infantry Regiment (left to right), units descended from the Massachusetts militia present at Lexington and Concord on April 19, 1775. These units are the only ones in the U.S. Army authorized to display the Lexington-Concord battle streamer.



Now Available in the NGAUS Library

Proceeds benefit the National Guard Educational Foundation, a 501(c)3 not-for-profit organization that preserves 388 years of National Guard history.



National Guard Association of the United States, Washington, D.C. | www.ngaus.org



NGAUS



Mini-Industry Day

Blaise Lemke and Bruce VanSiver



NGAUS

NGAUS and the NGAUS Corporate Advisory Panel

Bruce VanSkiver
CAP Chair



NGAUS Industry Day Mini-Workshop

9 Dec 24

1300-1800 EST

NGAUS Building, Washington, DC



NGAUS

NGAUS Industry Day Mini-Workshop

Goal: Provide NGAUS corporate members an overview of the National Guard, National Guard Association of the United States (NGAUS), National Guard Executive Directors Association (NGEDA), and the NGAUS Corporation Advisory Panel (CAP) as well as networking with organizational leadership and staff



- 1300-1330: Welcome, Introductions, National Guard, NGAUS, and CAP Overview - Col (Ret) Bruce VanSkiver
- 1330-1400: Historical Basis of the Guard: Preamble to Foxhole
- 1400-1430: What We Do - NGAUS and Congressional Overview
- 1430-1445: From Grassroots to Government - NGAUS Resolution Process
- 1445-1500: Break
- 1500-1545: NGB Programs & Requirements Primer
- 1545-1615: Small Business Administration
- 1615-1700: Maximizing Membership - Working with State Associations
- 1700-1715: Final Thoughts & Closeout
- 1715: NGEDA-sponsored reception

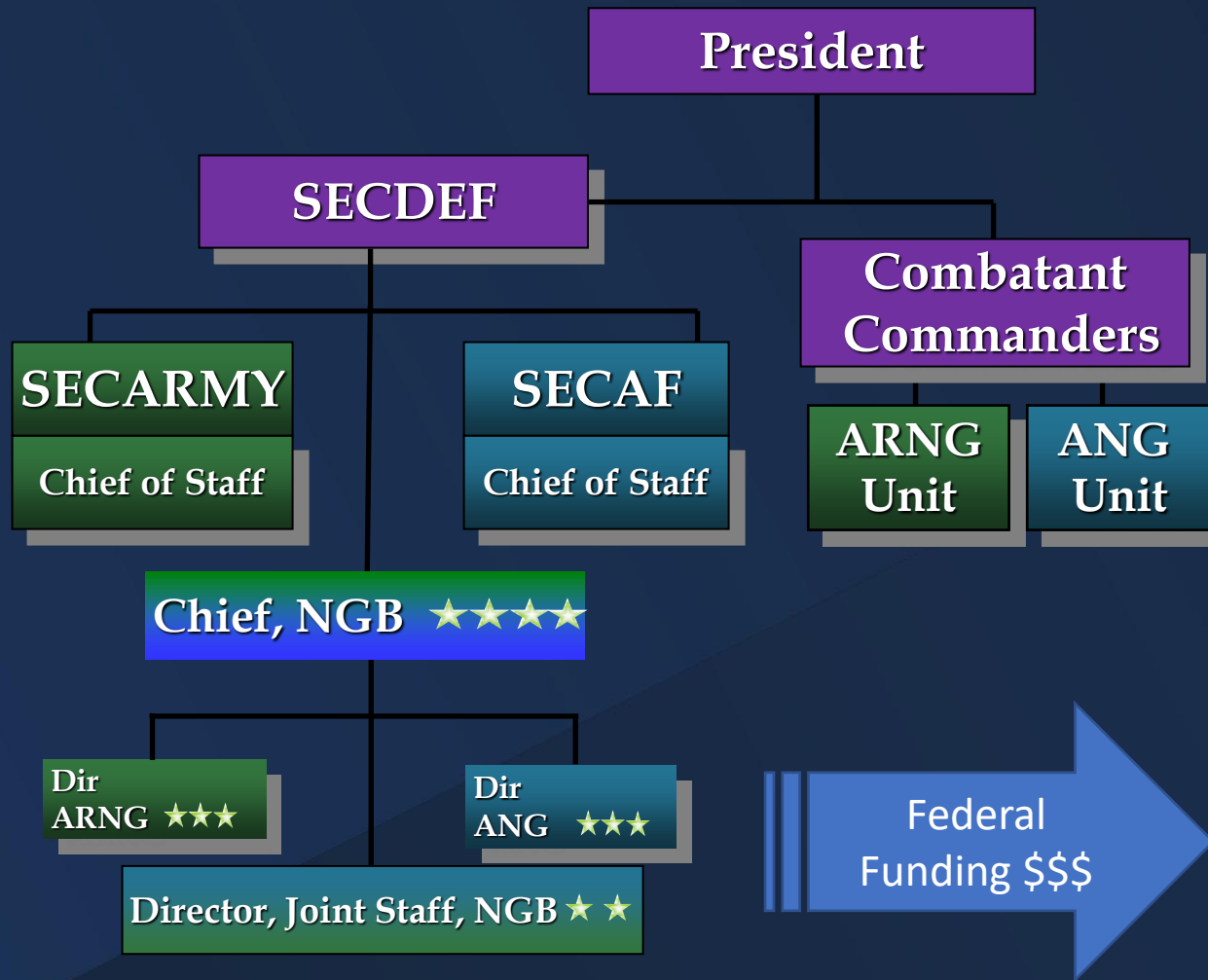
NGAUS and the NGAUS Corporate Advisory Panel

Bruce VanSkiver
CAP Chair

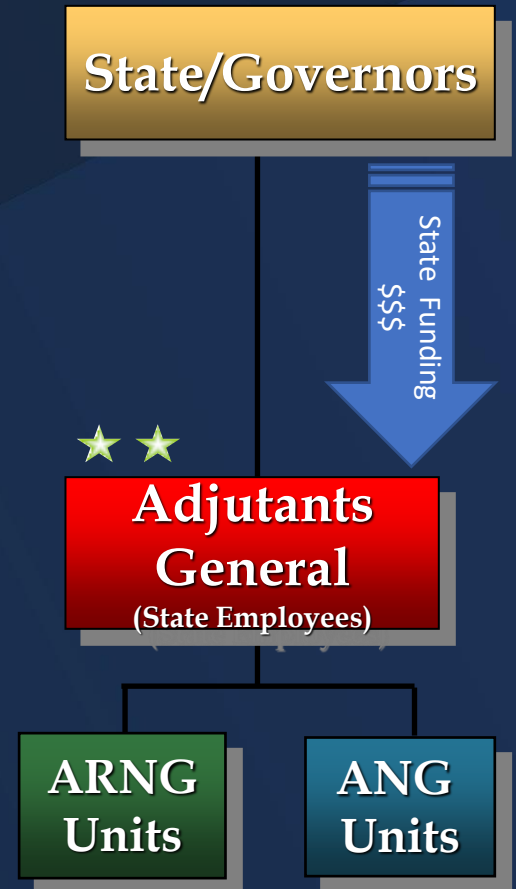
The National Guard

- The National Guard has been defending the nation for nearly 388 years
- “The 54” separate National Guard organizations in 50 States, 3 Territories + DC
- “Dual Status” organization with a Federal and State mission
 - Federal mission: operational reserve component of the Army & Air Force
 - State mission: respond to domestic and homeland security emergencies under the Command and Control of the Governor
- 2,400+ communities across the nation and a footprint on almost every Air Force Base in the United States
- Army National Guard (ARNG): 336,000 Soldiers authorized
- Air National Guard (ANG): 107,600 Airmen authorized

The National Guard's "Dual Status"



Title 10/Federal Status



Title 32/State Status or State Active Duty

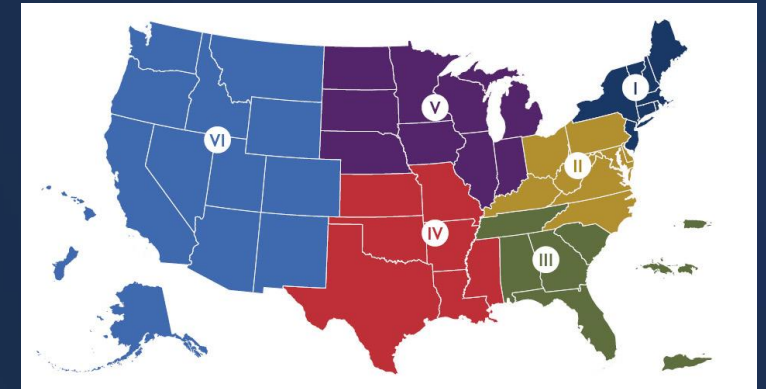
NGAUS - 146 years strong!

- Mission: A full strategic partner with state associations and Congressional delegations enabling effective communications of messages to continuously improve the National Guard relevance, readiness, modernization, and quality of life
- Vision: Serve as America's strongest advocate for promoting the highest levels of readiness, modernization, and quality of life for the National Guard family
- Promoting the rich militia heritage as the nation's first military organization

~40K active and retired members along with ~250+ corporate members

NGAUS Organizational Structure

- Chairman: MG Paul Rogers, Michigan
- Immediate Past Chairman: MG Janson “Durr” Boyles, MS
- Vice Chair - Army: MG Hal Lamberton, KY, *Kentucky*
- Vice Chair - Air: Maj Gen Ondra Berry, NV
- Secretary: Brig Gen (Ret) Bobbi Doorenbos, AR
- Treasurer: BG (Ret) Kenneth Ross, LA
- Directors representing six areas with terms expiring from 2025-2027
- Retired, Company Grade, and Warrant Officer directors
- Eight standing committees and four special committees including the CAP



Corporate Advisory Panel Overview

- NGAUS CAP: “Special Committee” chartered by the NGAUS Board of Directors serving to represent the approximately 250 corporate members
- Composed of 15 elected representatives from across the corporate membership
- Our goal: To strengthen NGAUS and corporate member relationships, thus supporting the mutual goal of enhancing and promoting modernization and readiness of the National Guard

“Add value to the NGAUS Corporate Member experience”

Duties and Responsibilities

- Serve as a standing forum for corporate panel representatives to formally address common issues and concerns to the NGAUS, AGAUS, and NGEDA leadership and staffs
- Serve as a liaison for corporate members to more fully participate in the planning and execution of the many conferences wherein the associations and corporate members interact throughout the year.
- Research, analyze, debate, formalize and recommend means by which NGAUS and corporate members can better maximize the mutual efforts of both in the legislative process.
- Mutually explore optimum NGAUS/AGAUS/NGEDA corporate member relationships concerning corporate memberships, sponsorships, and contributions and fees to ensure all revenue producing initiatives for corporate member participation in Association conferences, receptions, dinners, and other activities are reasonable and customary.
- NOTE! Ensure that the CAP as an entity, nor any individual member of the CAP, may act as an agent, representative or spokesperson for the NGAUS, the AGAUS or NGEDA, for any purpose.

Membership and Meetings

- We meet a minimum of four times per year, typically during:
 - NGEDA Annual Meeting (Jan)
 - Summer AGAUS Meeting (Jun)
 - NGAUS General Conference (Aug/Sep)
 - NGAUS Industry Day (Dec)
- The CAP may also meet at other times as called by the Chair
- In order to retain membership, the elected CAP member must:
 - Meet attendance requirements (miss no more than 3 consecutive meetings)
 - Company must retain NGAUS membership
 - CAP member must remain employed with the original company in which elected
- The CAP will hold open CAP meetings during NGEDA, AGAUS, and NGAUS

Corporate Advisor Panel for 2024



3-Year Term Expiration By Year*

2024 – Six (2 Large, 1 Medium, 3 Small)
 2025 – Four (1 Med, 3 Small)
 2026 – Five (1 Large, 3 Medium, 1 Small)

Note 1: Leadership: Chair, Vice-Chair, Secretary, and Membership Chair are elected positions

Note 2: Members elected to leadership positions within the CAP have their term extended in order to fulfill two years in elected office

Blaise Lemke
Corporate Liaison
NGAUS

Bruce VanSkiver²⁴
Collins Aerospace
Chair

Year Term
Ends

Darin Gilderoy²⁶
SBD/Vidmar/Lista
Vice Chair
Conference Chair

Victoria McDermott²⁵
Phantom Products
Secretary

Michael Ford²⁴
ABDG
Membership Chair

Marge Washburn²⁵
GSI
Education Chair

Billy Murphy²⁴
Yoste
Resolutions Chair

Eric Andersen²⁵
GTRI
Communications Chair

Russell Thompson²⁴
ADS
Conference

Greg Hall²⁴
Benchmade
Communications

Pete Franks²⁶
Blackhawk Aero
Resolutions

Steve Houten²⁶
Cocoon
Education

Greg Sumerlin²⁶
DripDrop
Membership

Red Brown²⁶
Valiant
Education

Gary Kerr²⁵
Pond
Membership

Vacant²⁴

CAP Officers

Chair – Bruce VanSkiver
 Vice Chair – Darin Gilderoy
 Secretary – Victoria McDermott
 Membership – Mike Ford

Meetings

- NGEDA Annual Conference (Jan-Feb)
- AGAUS Summer Meeting (Jun)
- NGAUS General Conference (Aug/Sep)
- At least one other meeting (Industry Day, etc.)

Conference Committee

- Chair of the Conference Committee is appointed by the CAP Chair - currently the Vice Chair Darin Gilderoy; Incoming: Mike Ford
- The committee serves as the CAP liaison to various conference committees to include the NGAUS General Conference, AGAUS meetings, NGEDA annual meeting, and the EANGUS annual meeting
- Ensures corporate members are involved in planning organizational events
- Upcoming events:

NGEDA 2025: January 27-30, 2025 in Milwaukee, WI

AGAUS Winter: Mid-February in Washington DC

147th General Conference & Exhibition
Milwaukee | Aug. 22 to 25, 2025

State Conferences

For specific dates, location, and POC information please visit:

<https://www.ngaus.org/states-territories/state-association-directory/conference>

Secretary

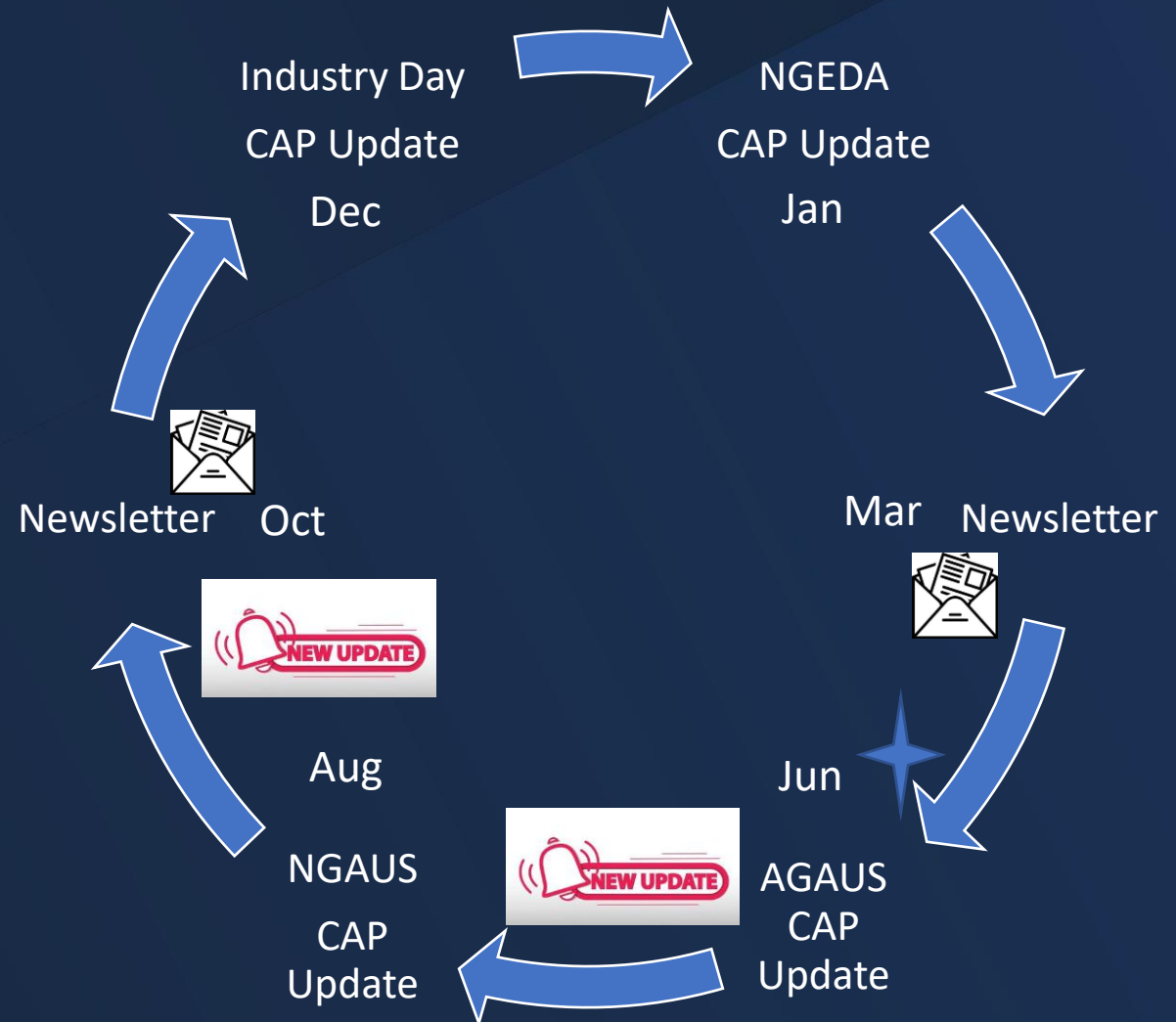
- CAP Secretary is an elected position with a two-year term, currently Victoria McDermott
- Keeps track of all CAP meeting dates, agendas, and minutes from the meeting, distributes minutes to the CAP membership and NGAUS Corporate Advisory Liaison

Communications Committee

- Erik Andersen serves as the chair

August News Letter

- 57% Open Rate (% of people that opened the email) which is down from 68% Open Rate from the April Newsletter
- 32% Click Rate (% of people that click in the email after they opened it) which is down from 33% Click Rate in April
- Most Viewed Sections
Culmination & Showtime



Membership Committee

- Membership Chair is elected from among the current CAP membership for a two-year term - currently Mike Ford, Incoming: Russell Thompson
- Manages and fosters NGAUS corporate members relationships
- Assure all CAP representation issues are handled in a fair and equitable manner
- Presides over the CAP Nominating Committee, if constituted by the Chair, to ensure an equitable process for nomination and election of new corporate member representatives for the 15 rotating seats on the CAP
- CAP elections are held annually during the NGAUS General Conference; nomination window opens on 15 Jun and concludes on 31 Jul of each year

Membership and Meetings

- New 2025 CAP Members – Congratulations!!!
 - **Small Business** - >\$25M/year in DoD Business (one opening)
 - Jonathan Ayala – InVeris Technologies
 - **Medium Business** - \$25M -- \$500M/year in DoD Business (one opening)
 - Jonathan Aide – LiteFighter
 - **Large Business** - <\$500M/year in DoD Business (two openings)
 - Tim Gowen – Rolls-Royce
 - Brandon Strait – SAIC

Corporate Advisory Panel for 2025



3-Year Term Expiration By Year*

2025 – Four (2 Large, 1 Med, 1 Small)

2026 – Seven (1 Large, 3 Medium, 1 Small)

2027 – Four (3 Large, 1 Medium)

Note 1: Leadership: Chair, Vice-Chair, Secretary, and Membership Chair are elected positions

Note 2: Members elected to leadership positions within the CAP have their term extended in order to fulfill two years in elected office

Blaise Lemke
Corporate Liaison
 NGAUS

Darin Gilderoy²⁶
SBD/Vidmar/Lista
Chair

Year Term
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Michael Ford²⁶
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Communications Chair

Steve Houten²⁶
Cocoon
Conference

Greg Sumerlin²⁶
DripDrop
Membership

CAP Officers

Chair – Darin Gilderoy

Vice Chair – Mike Ford

Secretary – Victoria McDermott

Membership – Russell Thompson

Meetings

- NGEDA Annual Conference (Jan-Feb)
- AGAUS Summer Meeting (Jun)
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- At least one other meeting (Industry Day, etc.)

Pete Franks²⁶
Blackhawk Aero
Resolutions

Red Brown²⁶
Valiant
Education

Vacant²⁷
Membership

Vacant²⁷
Education

Vacant²⁷
Membership

Vacant²⁷

<https://www.ngaus.org/about-ngaus/board-directors-committees/corporate-advisory-panel>

Resolutions Committee

- Billy Murphy serves as the chair
- The committee serves as the CAP liaison to the NGAUS Legislative team and NGAUS Task Forces regarding the resolution processes
- Assists with NGAUS Resolutions SOP and NGAUS Task Force SOP reviews
- Maintains situational awareness of the NGAUS resolutions status and supports the flow of information during CAP open and closed meetings
- Provides resolutions updates through the quarterly CAP newsletter

Education Committee

- Marge Washburn serves as the chair
- Coordinate face to face seminars, webinars, and similar events to help improve the knowledge level of NGAUS corporate members about the National Guard and National Guard mission
- Key Events:
 - Quarterly webinars ICW the NGAUS Corporate Liaison
 - NGAUS Industry Day mini-workshop
 - Assist with the annual NGAUS General Conference Industry Workshop
 - Conduct various NGAUS 101 briefs as needed to support the CAP mission

Education Committee



New Corporate Partner Panel

32 Attendees; 15 minutes of one-on-one follow-on engagements

State Partnership Panel

NGB J5 Speakers

58 attendees; 20 minutes of one-on-one engagements

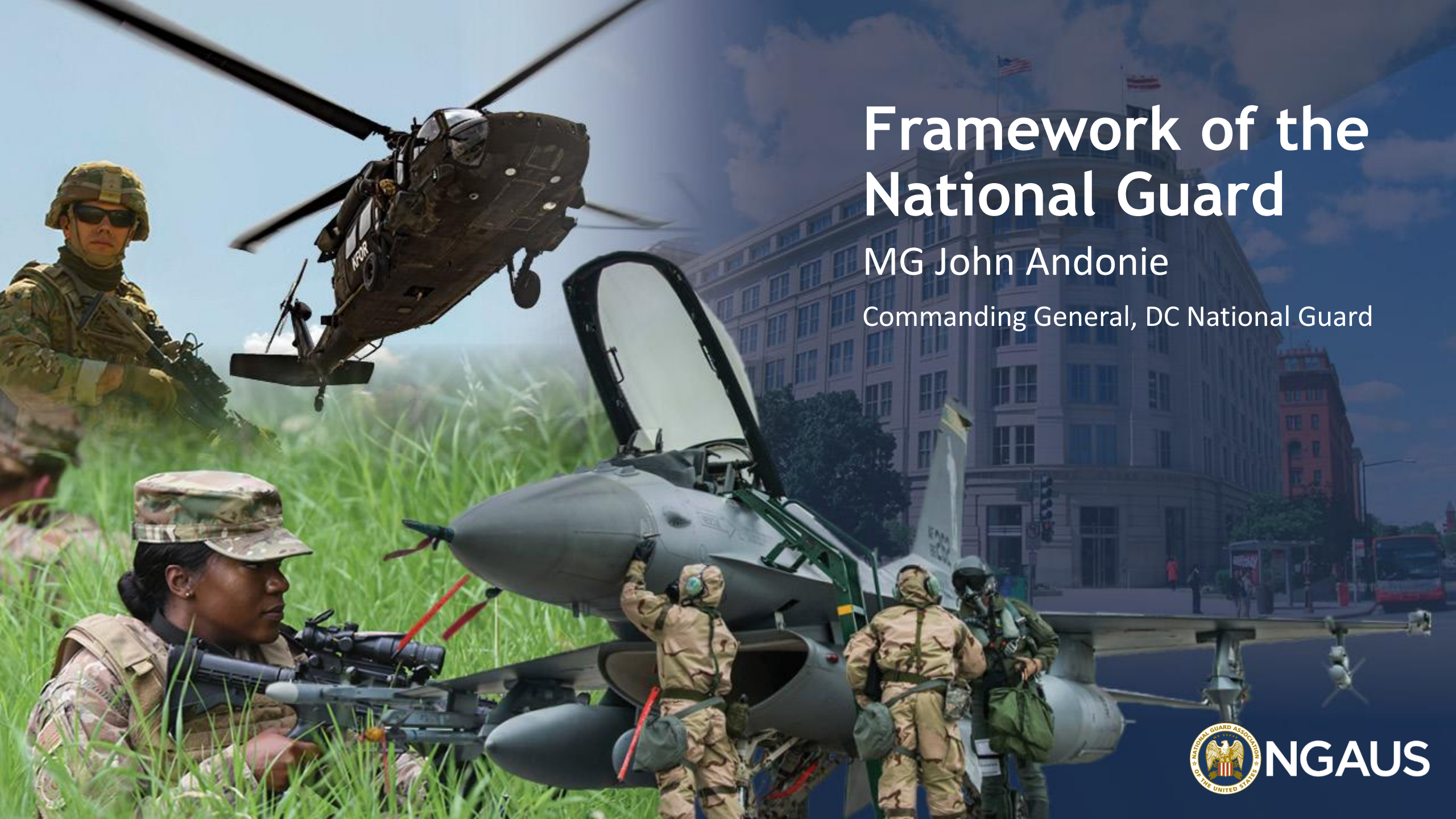


Significant CAP Achievements

- Partnered with NGAUS Industry Liaison to Align Industry Benefits
 - Corporate Benefit Structure
 - General Conference Planning & Execution
 - Resolution SOP Review
 - Educational Opportunities
- 2024 NGAUS General Conference
 - Minuteman Stage on the Exhibit Floor!
 - Dedicated New Industry Partner Seminar
 - State Partnership Seminar
- Full 2024 CAP Intents & Purposes (SOP) Review - full update

Discussion

Historical Basis of the Guard Preamble to Foxhole



Framework of the National Guard

MG John Andonie

Commanding General, DC National Guard



NGAUS

U.S. Constitution - Preamble

We the people of the United States, in order to form a more perfect union, establish justice, insure domestic tranquility, provide for the common defense, promote the general welfare, and secure the blessings of liberty to ourselves and our posterity, do ordain and establish this Constitution for the United States of America.



U.S. Constitution - Art I, Section 8

(WAR POWER)



- Congress shall have the power:
- To declare war, grant letters of marque and reprisal, and make rules concerning captures on land and water;
- To raise and support armies, but no appropriation of money to that use shall be for a longer term than two years;
- To provide and maintain a navy;
- To make rules for the government and regulation of the land and naval forces;

U.S. Constitution - Art I, Section 8

(WAR POWER)

- To provide for calling forth the militia to execute the laws of the union, suppress insurrections and repel invasions;
- To provide for organizing, arming, and disciplining the militia, and for governing such part of them as may be employed in the service of the United States, reserving to the states respectively, the appointment of the officers, and the authority of training the militia according to the discipline prescribed by Congress;



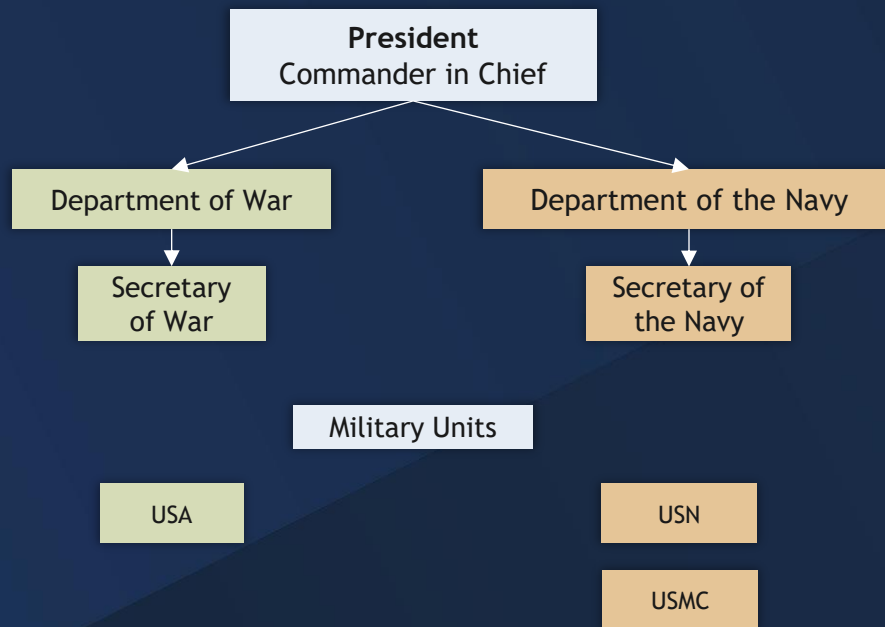
U.S. Constitution - Art II, Section 2



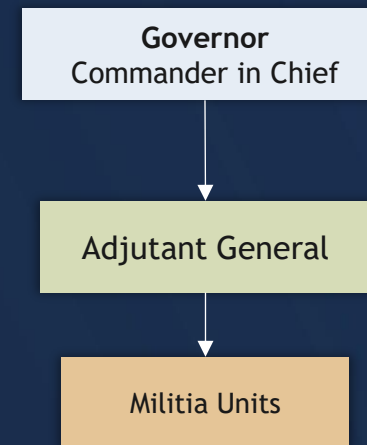
- The President shall be commander in chief of the Army and Navy of the United States, and of the militia of the several states, when called into the actual service of the United States

1792

Army & Navy



Militia



Armed Forces
Title 10 U.S.C.

President
Commander in Chief

Secretary of Defense
Department of Defense

J.C.S.

SECNAV

SECAR

SECAF

NGB

CNO

CMDT
USMC

CSA

CSAF

CNGB

Military Units

USN

USA

USAF

USNR

USAR

USAFR

USMC

ARNGUS

ANGUS

USMCR

Federal Service - T10

National Guard
Title 32 U.S.C.

Governor
Commander in Chief

Adjutant General

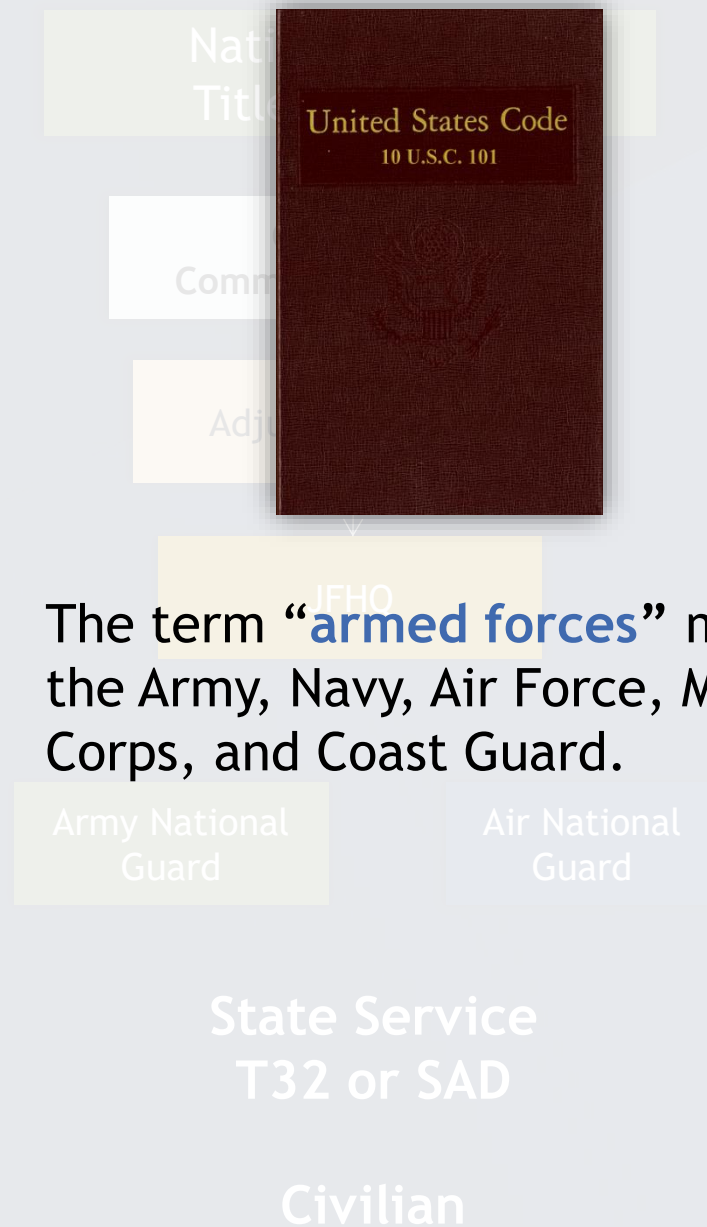
JFHQ

Army National
Guard

Air National
Guard

State Service
T32 or SAD

Civilian





- The **reserve components** of the armed forces are:
- The Army National Guard of the United States
 - The Army Reserve
 - The Navy Reserve
 - The Marine Corps Reserve
 - The Air National Guard of the United States
 - The Air Force Reserve
 - The Coast Guard Reserve

United States Code
10 U.S.C. 101

ces
S.C.

Chief

fense
efense

J.C.S.

SECNAV

SECAR

SECAF

NGB

1. The term “**National Guard**”
means the Army National Guard
and the Air National Guard.

CNGB

Military Units

USN

USA

USAF

USNR

USAR

USAFR

USMC

ARNGUS

ANGUS

USMCR

Federal Service - T10

National Guard
Title 32 U.S.C.

Governor
Commander in Chief

Adjutant General

JFHQ

Army National
Guard

Air National
Guard

State Service
T32 or SAD

Civilian

United States Code
10 U.S.C. 101

Chief

Defense
Defense

J.C.S.

2. The term “**Army National Guard**” means that part of the organized militia of the several States and Territories, Puerto Rico, and the District of Columbia, active and inactive that

- a) is a land force;
- b) **is trained, and has its officers appointed, under the sixteenth clause of section 8, article I, of the Constitution;**
- c) is organized, armed, and equipped **wholly or partly at Federal expense;** and
- d) **is federally recognized.**

National Guard
Title 32 U.S.C.

Governor
Commander in Chief

Adjutant General

JFHQ

Army National
Guard

Air National
Guard

State Service
T32 or SAD

Civilian

United States Code
10 U.S.C. 101

ces
S.C.

Chief

fense
efense

J.C.S.

SECNAV

SECAR

SECAF

NGB

3. The term “**Army National Guard of the United States**” means the reserve component of the Army all of whose members are members of the Army National Guard.

CNO

USMC

CSA

CSAF

CNGB

Military Units

USNR

USAR

USAFR

USMC

ARNGUS

ANGUS

USMCR

Federal Service - T10

National Guard
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Governor
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United States Code
10 U.S.C. 101

Chief

Defense
Defense

J.C.S.

Army National Guard of the United States: Status When Not in Federal Service

When **not on active duty**, members of the Army National Guard of the United States shall be administered, armed, equipped, and trained in their status as members of the Army National Guard.

Federal Service - T10

National Guard
Title 32 U.S.C.

Governor
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Adjutant General

JFHQ

Army National
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United States Code
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Chief

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efense

J.C.S.

Section 102 (General Policy)

In accordance with the traditional military policy of the United States, **it is essential that the strength and organization of the Army National Guard and the Air National Guard as an integral part of the first line defenses of the United States be maintained and assured at all times.**

National Guard
Title 32 U.S.C.

Governor
Commander in Chief

Adjutant General

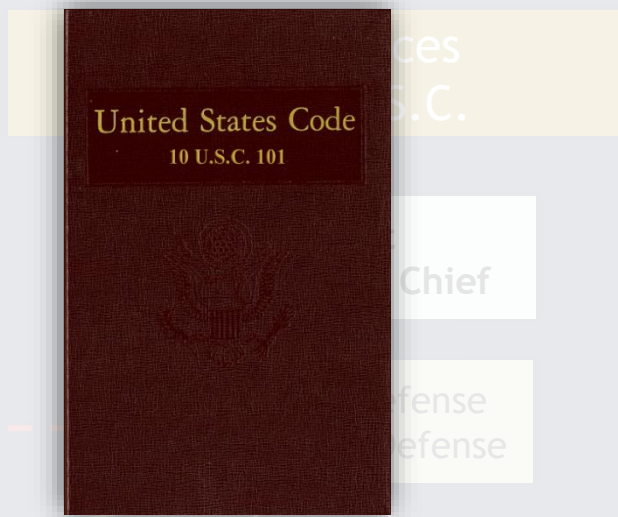
JFHQ

Army National
Guard

Air National
Guard

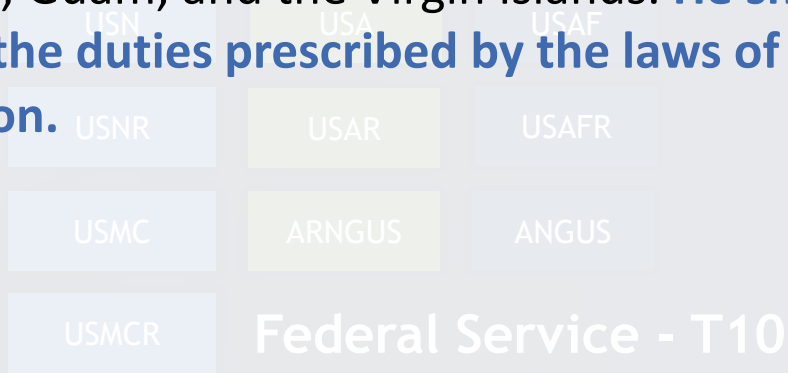
State Service
T32 or SAD

Civilian



Section 314 (Adjutant General)

- a) There shall be an adjutant general in each State, the Commonwealth of Puerto Rico, the District of Columbia, Guam, and the Virgin Islands. **He shall perform the duties prescribed by the laws of that jurisdiction.**



National Guard
Title 32 U.S.C.

Governor
Commander in Chief

Adjutant General

JFHQ

Army National
Guard

Air National
Guard

State Service
T32 or SAD

Civilian

United States Code
10 U.S.C. 101

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S.C.

Chief

fense
efense

J.C.S.

SECNAV

SECAR

SECAF

NGB

CNO

CMDT
USMC

CSA

CSAF

CNGB

Section 314 (Adjutant General cont.)

- d) The adjutant general of each State, the Commonwealth of Puerto Rico, the District of Columbia, Guam, and the Virgin Islands, and officers of the National Guard, **shall make such returns and reports as the Secretary of the Army or the Secretary of the Air Force may prescribe, and shall make those returns and reports to the Secretary concerned or to any officer designated by him.**

National Guard
Title 32 U.S.C.

Governor
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JFHQ

Army National
Guard

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State Service
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Civilian

United States Code
10 U.S.C. 101

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S.C.

Chief

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J.C.S.

SECNAV

SECAR

SECAF

NGB

CNO

CMDT
USMC

CSA

CSAF

CNGB

Section 501 (Training Generally)

- a) The discipline, including training, of the Army National Guard **shall conform to that of the Army**. The discipline, including training, of the Air National Guard shall conform to that of the Air Force.

USMC

ARNGUS

ANGUS

USMCR

Federal Service - T10

National Guard
Title 32 U.S.C.

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JFHQ

Army National
Guard

Air National
Guard

State Service
T32 or SAD

Civilian

United States Code
10 U.S.C. 101

ices
S.C.

Chief

fense
efense

J.C.S.

SECNAV

SECAR

SECAF

NGB

Section 501 (Training Generally)

- a) The training of the National Guard **shall be conducted by the several States**, the Commonwealth of Puerto Rico, the District of Columbia, Guam, and the Virgin Islands **in conformity with this title.**

USMC

ARNGUS

ANGUS

USMCR

Federal Service - T10

National Guard
Title 32 U.S.C.

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Commander in Chief

Adjutant General

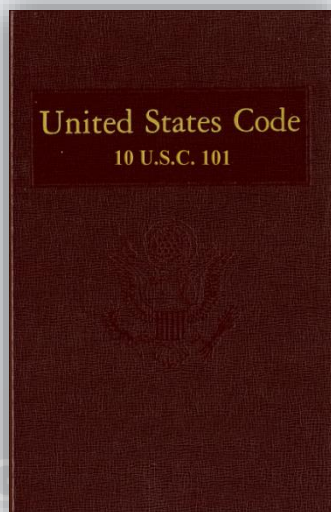
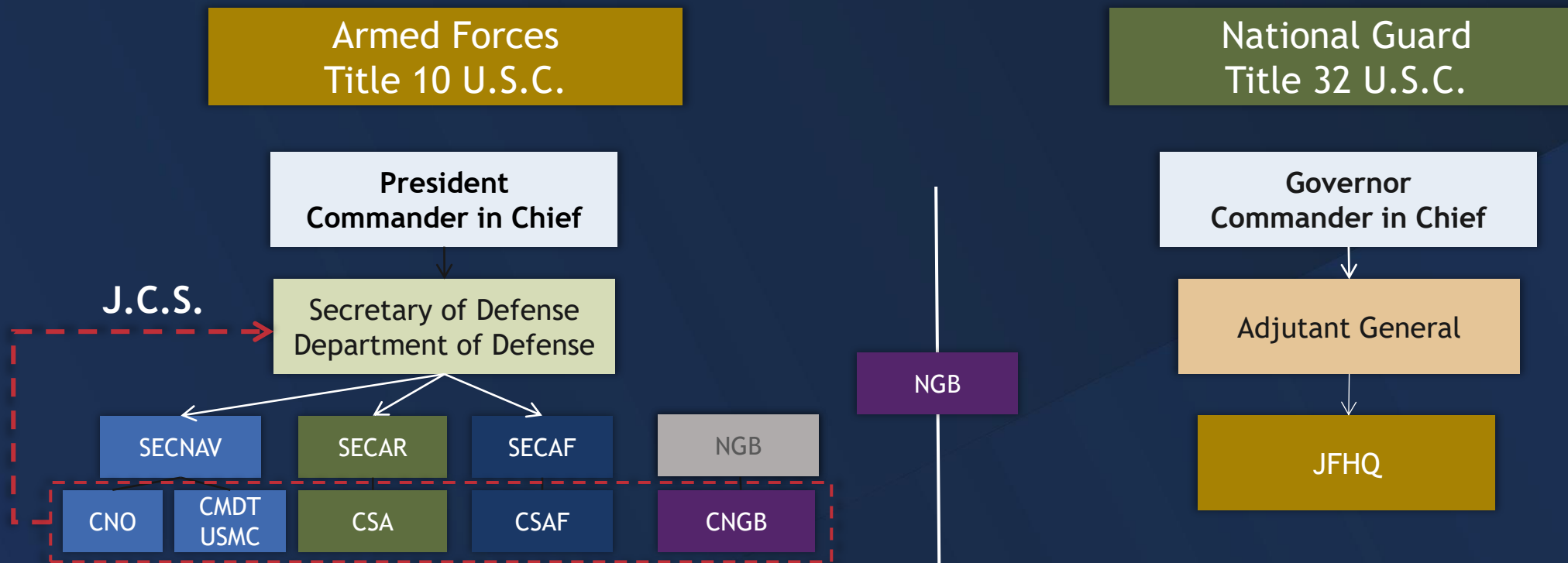
JFHQ

Army National
Guard

Air National
Guard

State Service
T32 or SAD

Civilian



Military Units

USA USAF

USAR USAF

ARNGUS

Federal Service - T10

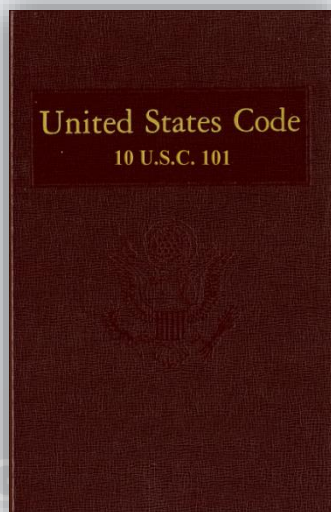
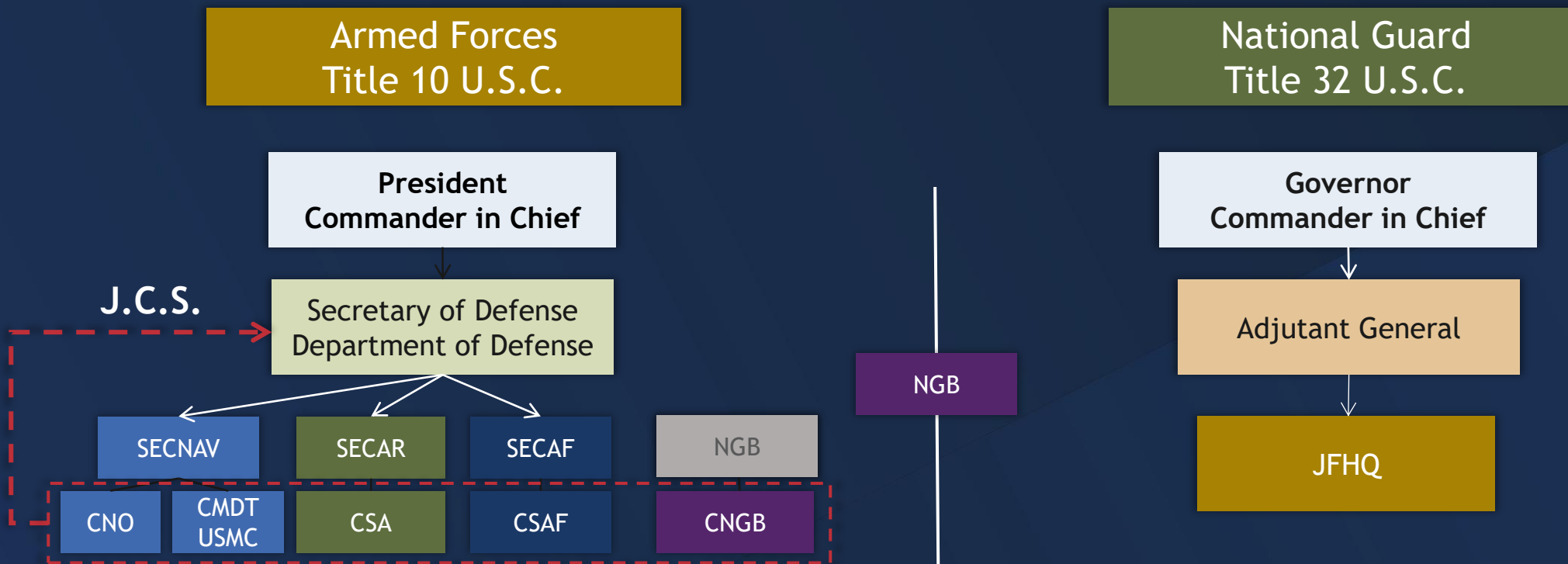
Army National Guard

Air National Guard

State Service
132 of SAD

Civilian

a) National Guard Bureau. – There is in the Department of Defense the National Guard Bureau, which is a joint activity of the Department of Defense.

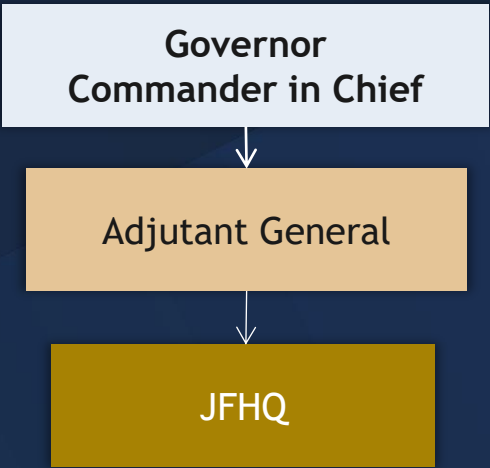
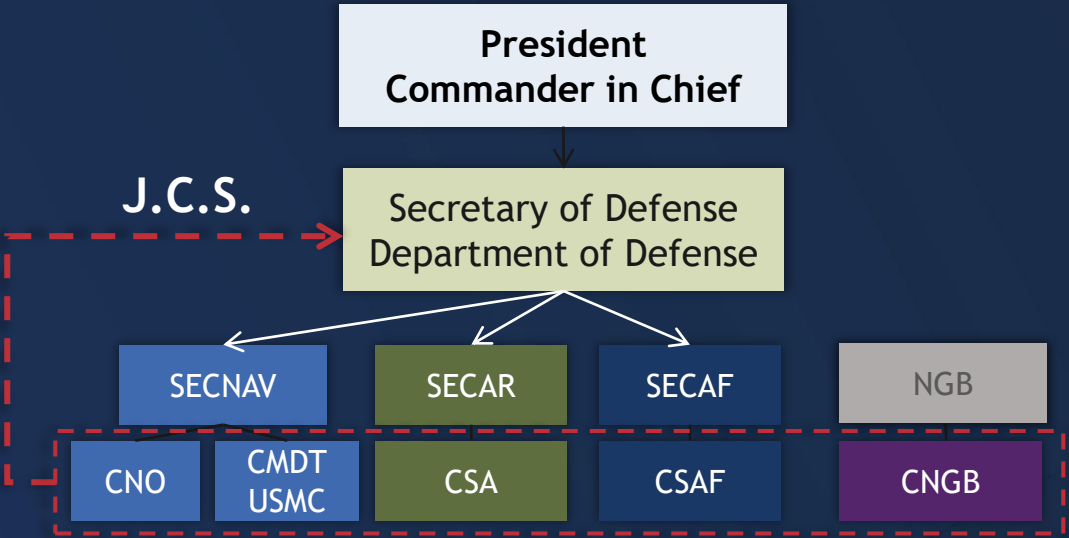


b) The National Guard Bureau is the **channel of communications on all matters pertaining to the National Guard, the Army National Guard of the United States, and the Air National Guard of the United States between**

1. The **Department of the Army** and the Department of the Air Force, and
2. the **several States.**

Armed Forces
Title 10 U.S.C.

National Guard
Title 32 U.S.C.



NGB

Military Units

USN	USA	USAF
USNR	USAR	USAFR
USMC	ARNGUS	ANGUS
USMCR		

Federal Service - T10

Army National Guard

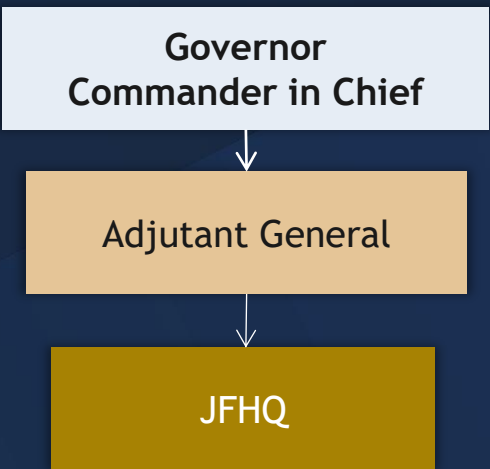
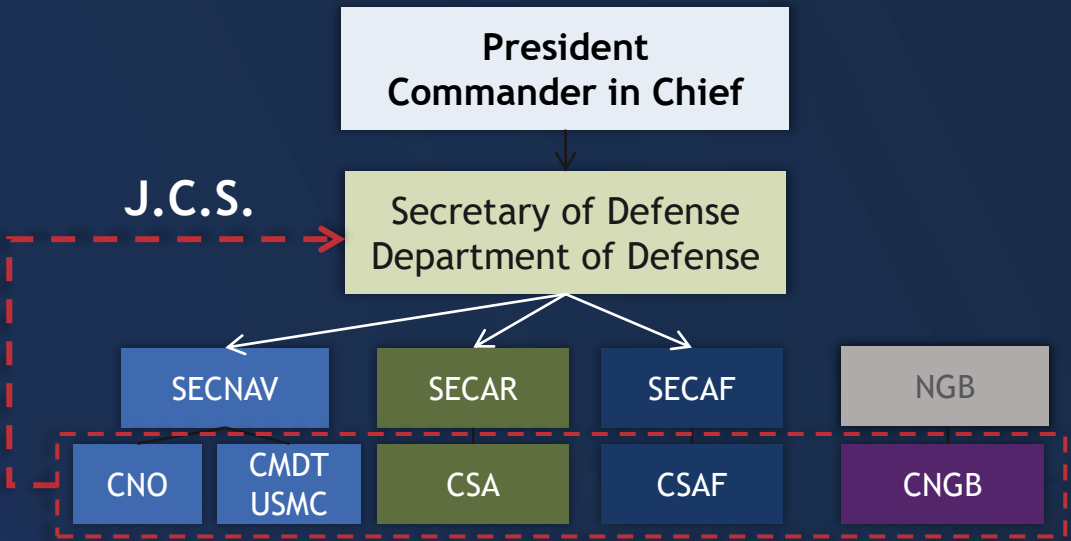
Air National Guard

State Service
T32 or SAD

Civilian

Armed Forces
Title 10 U.S.C.

National Guard
Title 32 U.S.C.



NGB

Military Units

USN	USA	USAF
USNR	USAR	USAFR
USMC	ARNGUS	ANGUS
USMCR		

Federal Service - T10

Army National Guard

Air National Guard

State Service
T32 or SAD

Civilian

Questions?

What We Do: NGAUS and Congress



Legislative Update

Mike Hadley

Vice President, Government Affairs



NGAUS

Agenda



Mission



Organizational Structure



Legislative Team



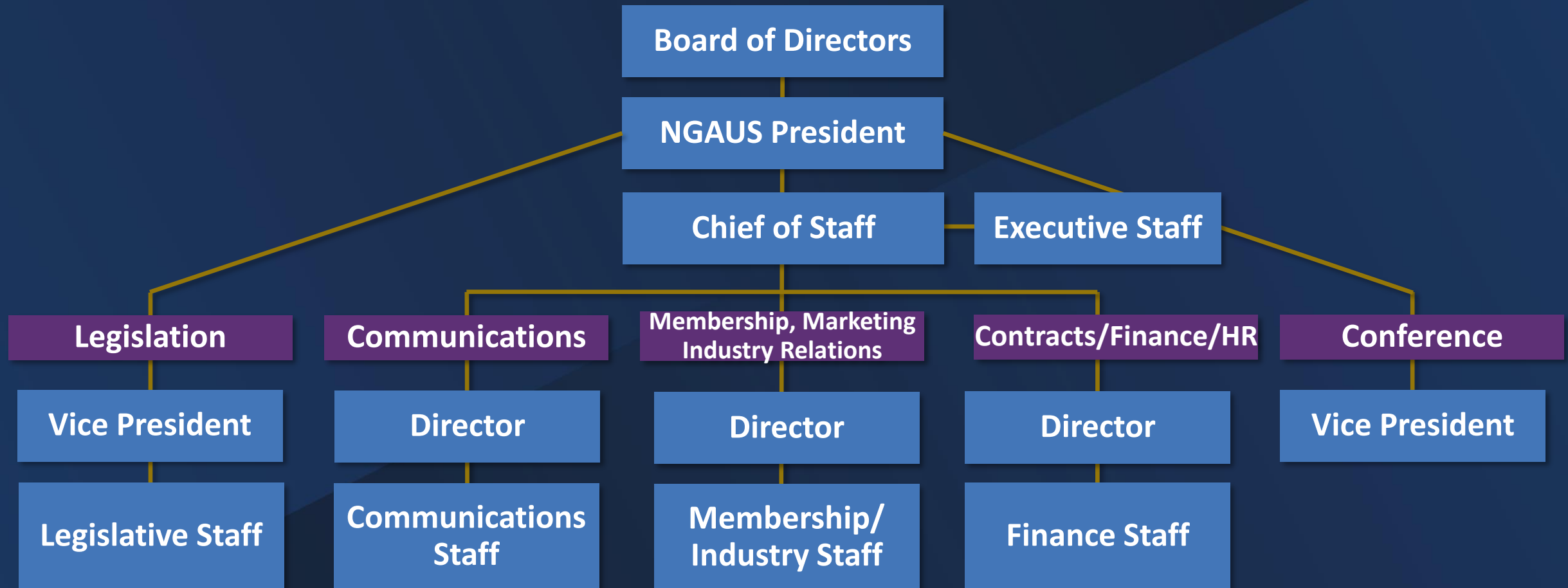
Strategic Overview

Mission



- Serve as a **strong advocate** for National Guard service members, their families, and veterans in Washington, D.C.
- Continuously improve National Guard **readiness, modernization, and quality of life** within the Total Force
- Preserve and promote the National Guard's **rich militia heritage** as the first military organization of the U.S.

Organizational Structure



Legislative Team



MG (Ret) Frank McGinn
NGAUS President



COL (Ret) Mike Hadley
Vice President, Government
Affairs



Marcy Weldin
Deputy Director, Government Affairs
Army National Guard Programs



Julian Plamann
Legislative Affairs Manager
Joint & Personnel Programs



Russel Reed
Legislative Affairs Manager
Air National Guard Programs



Mikaila Flagg
Legislative Analyst



Will Matney
Legislative Analyst



Mia Weissbluth
Legislative Assistant

Strategic Overview

- Advocacy
- Apolitical & Non-Partisan



Lobby for National Guard equipment parity and benefits equity



Collaboration with:

- DoD, NGB, VA and DHS
- Military Service Organizations, Veteran Service Organizations



Develop strong relationships with Congress and staff



Grassroots engagement

Questions?



Capitol Hill 101

Engagement Tips & Strategies



NGAUS

Agenda



Operating Environment

- The Legislative Process
- Defense Congressional Cycle
- Influencing Members of Congress
- Congressional Office Structure & Dynamics

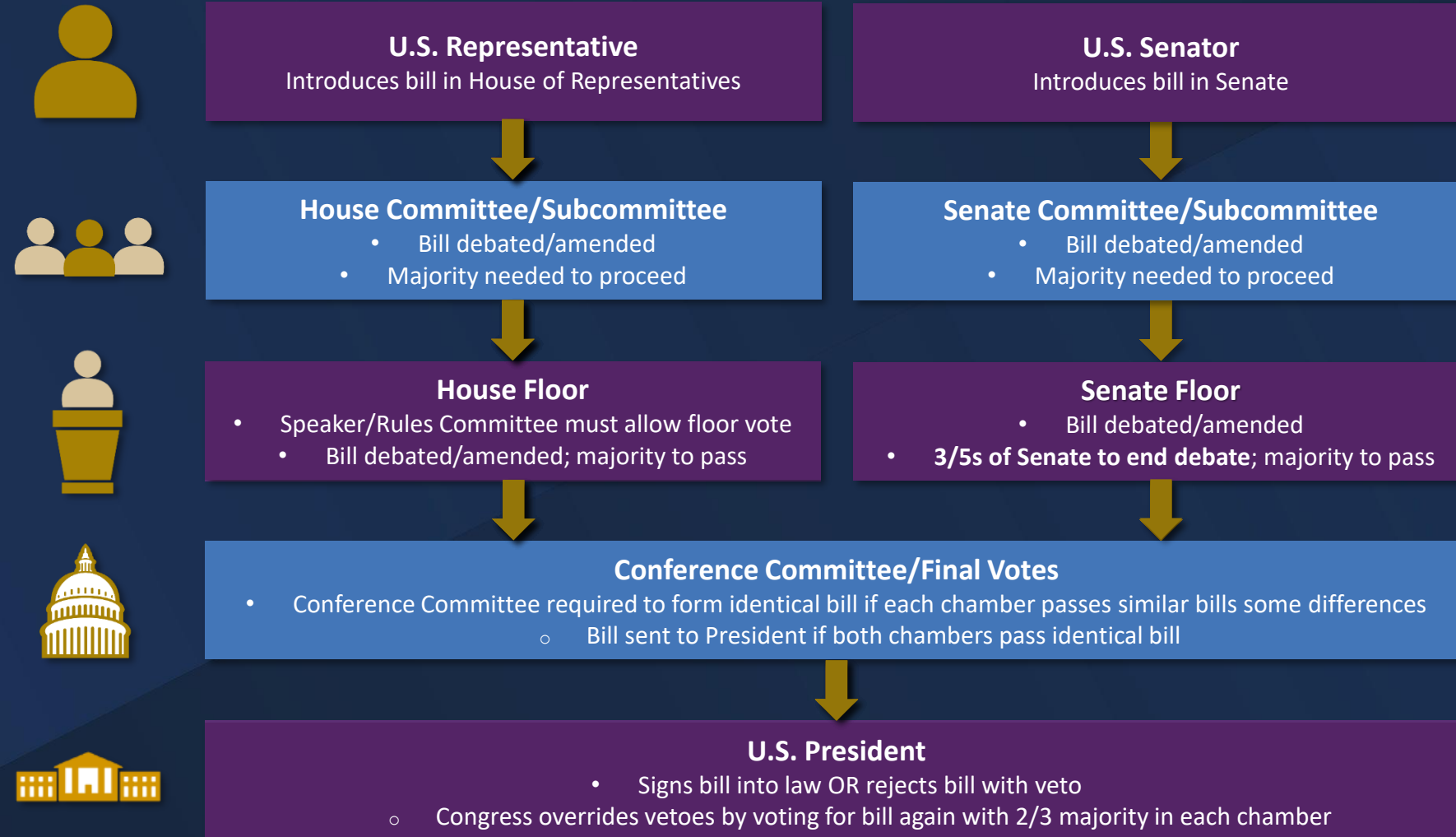


Best Practices

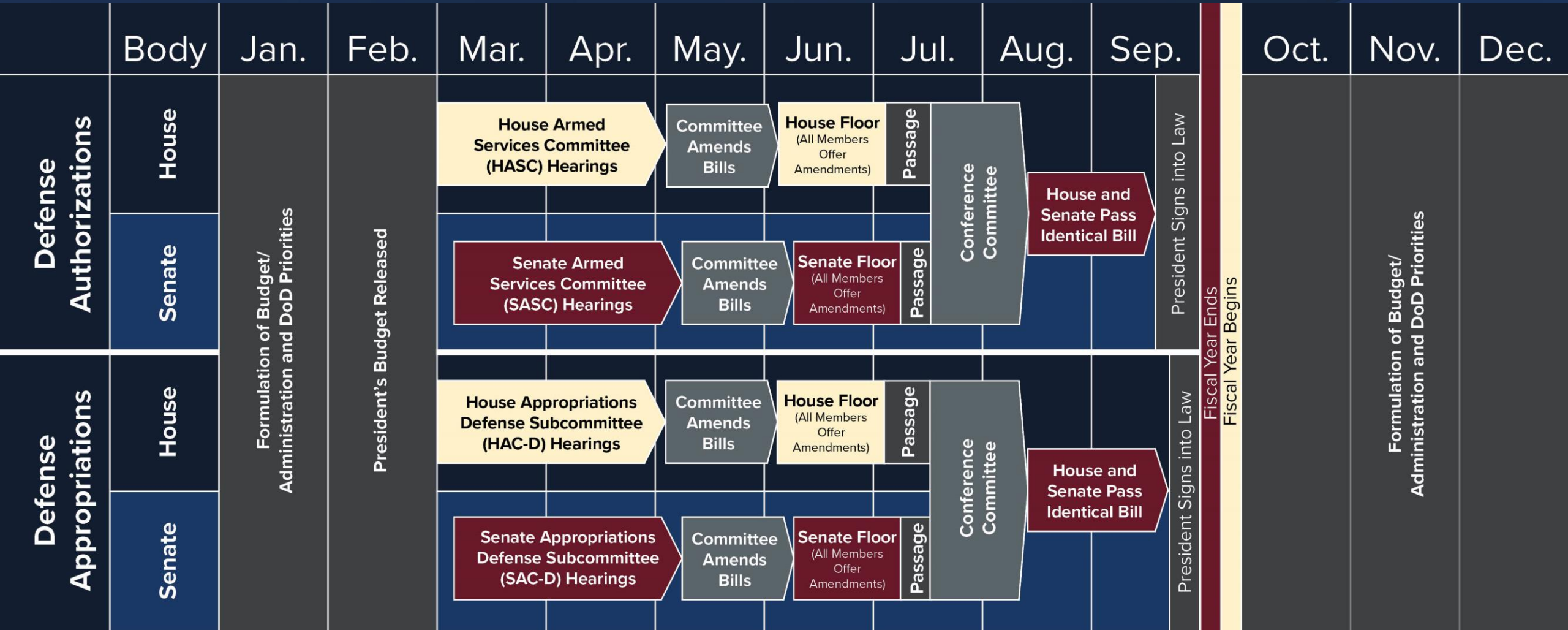
- Meeting Strategies
- Engagement Tactics
- Meeting Follow-Up

Operating Environment

The Legislative Process



Defense Congressional Cycle



Influencing Members of Congress



Members value constituent contact...

- Constituent conversations connect Members to their community
- Local meetings provide opportunities for visibility
- Re-election hinges on Member(s) ability to serve voters



...staff input and expertise...

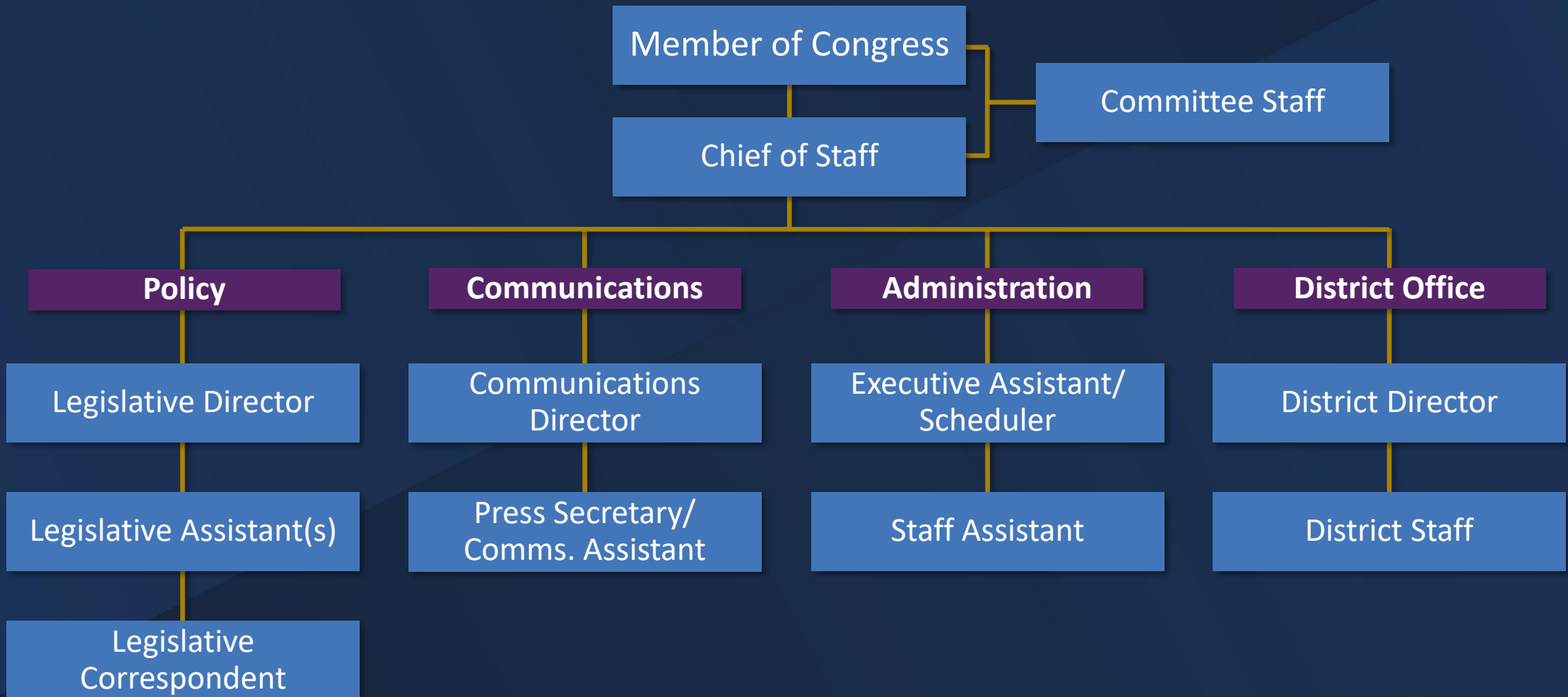
- Members trust staff to guide policymaking
- Good relationships with staff lead to:
 - ✓ Honest dialogue
 - ✓ Positive consideration on issues or vote recommendations
 - ✓ Members attending your events



...and constituents with policy knowledge are persuasive.

- Advocates should focus on their subject matter expertise when communicating with Members and staff
- Anecdotal experience is most impactful

Congressional Office Structure



Congressional Office Dynamics



Member of Congress

- Not uncommon for Members to arrive or leave during meetings



Chief of Staff

- Manages entire staff; meetings rarely scheduled with the Chief



Legislative Director (LD)/Legislative Assistant (LA)

- LD manages entire policy team
 - Often specializes in issue area of Member's Committees
 - LAs typically manage multiple issue portfolios
- Meetings most often scheduled with one or more of these staffers



Legislative Correspondent (LC)/Staff Assistant (SA)

- LCs/SAs may join meetings as junior staffer or note-taker



Civilian Position to Military Rank



- Governor in Own State
- United States Senators
- Former U.S. Senators
- United States House of Representatives
- Former Congressmen/Congresswomen
- Mayors of Major Cities (1M+ Population)
- Attorney General of State



- Lt. Governor of State
- State Senators
- Mayors of Cities (Less than 1M Population)
- Speaker of a State House
- State Representatives
- County Judges, District Court Judge (County)



- | | | |
|--------------------------|------------------------|-------------------------|
| • City Managers | • City Council Members | • Justices of the Peace |
| • U.S. Attorneys | • City Attorneys | • City Clerks |
| • District Attorneys | | • City Council Members |
| • County Sheriffs | | • County Clerks |
| • Congressional Staffers | | |

Meeting Strategies



State/District Connection

- Issue impact to district or state
- How issue would positively impact National Guardsmen and families
- If possible, develop relationships before approaching Member or staff with an “ask”



Background Connection

- Does the Member or staff have a military background?
- Is the Member a co-sponsor of relevant legislation or have publicly expressed support?



Timing Connection

- Why is this issue important **NOW**, examples include:
 - ✓ Current events
 - ✓ Moving legislation



Personal Connection

- **SHARE YOUR STORY**
- Tell Member or staff how issues have impacted you
- Cite examples



Future Contact

- Reference any upcoming outreach or engagement opportunities
- Offer invitations to attend relevant events

Engagement Tactics



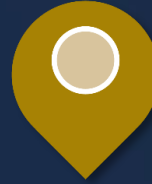
Be Professional

- Be professional and forthright
- Arrive at least 5 minutes before scheduled start
- Inform scheduler or staff POC if you will be late



Be Flexible

- Prepare to meet with either the Member or staff
 - Treat both with equal respect



Be Focused

- Straightforward conversation, with a clear “ask”
- Keep meeting focused
- Always ask how you can help the Member or staff



Be Apolitical

- **DO NOT** discuss elections, campaign support, or controversial issues



Provide Concise Handouts

- Leave behind **ONE PAGE** handouts, include:
 - ✓ Clear, concise points with images
 - ✓ Spelled-out acronyms
 - ✓ Contact information

Meeting Follow-Up



Send “Thank You” Messages

- Send brief follow-up e-mail after meeting with Members or staff, include:
 - Meeting topic
 - Meeting “do-out” reminder(s)
 - ✓ List your own
 - ✓ **POLITELY** remind them of theirs



Invite to District/ State Events

- Build relationships with local staff
- Invite the Member and staff to visit installations and special events, includes:
 - ✓ Deployment ceremonies
 - ✓ Promotions/changes of command
 - ✓ New equipment/weapons systems arrival
 - ✓ State Conferences



Maintain Contact

- **DO NOT** over-communicate with the Member or staff
- Pass along new and relevant information as it becomes available
- Always communicate respectfully, informatively, and concisely

From Grassroots to Government: The NGAUS Resolutions Process



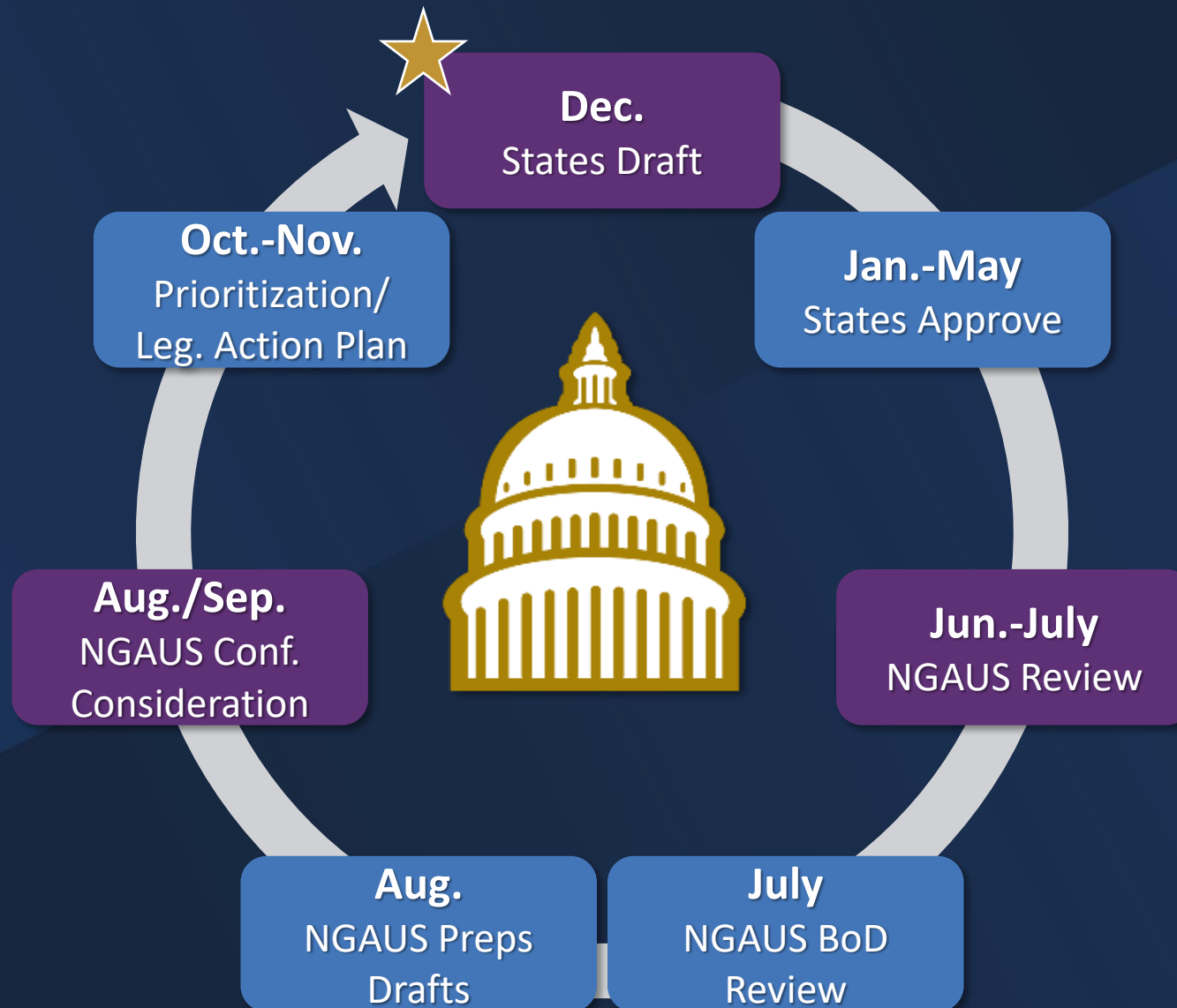
Resolution Process

From Grassroots to Government



NGAUS

Resolutions Process



**All Drafts Due to NGAUS by July 1*

Resolutions - Best Practices

- Things to keep in mind when submitting a resolution:
 - Keep the Resolution **simple and relevant** to sponsoring State that needs the equipment or other issues but highly recommend socializing capabilities with additional states for additional support
 - Discuss with the Executive Director(s) (ED) of the state association(s) prior to submitting
 - **Check for Standing Resolutions** already in the legislative agenda but if language needs to be modified that is an option
 - Provide a **white paper** attached that explains the solution and keep it one page long
 - **Stay in touch with the ED(s)** and ensure the Resolution is in the local Resolutions packet to be considered at the association Resolution committee meeting(s)
 - Request sustainment funding if necessary
- Things to avoid:
 - Resolution **cannot contain proprietary product names** in the Resolution (it will immediately fail)
 - Avoid proprietary nomenclature in the resolution when explaining it in the white paper
 - **Avoid acronyms** (service members that are reviewing are typically not experts in the technology or issue)
 - **Don't over engineer or complicate** the resolution (i.e., if a technology or issue, don't over explain with technical terms because you may lose the attention of the resolution chair or cause a misunderstanding of the intent)

Issue/Problem:

- NGAUS Resolutions are rapidly growing to a number which are unmanageable. The root cause of problem is provisions within the NGAUS By-Laws and SOP which enables “en bloc” renewal of resolutions year to year. Additionally, the existing one-year life cycle encourages renewal year after year.
- The large number of resolutions make it increasingly difficult to discern priorities and Congress does not have the appetite to take on 800+ NGAUS issues year. Large numbers dilute the importance of Resolutions.
- Current one-year life cycle makes it difficult to work through a Congressional cycle.

Resolutions – ByLaw Change

Current:

Section 8.04 – Resolutions

Resolutions shall be a statement of policy of the Association with regards to legislative priorities and positions on manpower, force structure, roles and missions, equipment and other issues consistent with the purposes and objectives of the Association as set forth in Article I.

Resolutions adopted by a General Conference are effective for one year or until the next General Conference.

Change:

Section 8.04 – Resolutions

Resolutions shall be a statement of policy of the Association with regards to legislative ~~priorities~~ objectives and positions on manpower, force structure, roles and missions, equipment and other issues consistent with the purposes and objectives of the Association as set forth in Article I.

Resolutions adopted by a General Conference are effective for ~~one year or until the next General Conference.~~ three years but may be extended for one-year increments. All extensions must be considered individually.



NATIONAL
GUARD
EDUCATIONAL
FOUNDATION

BREAK

Commemorative Ornament

The National Guard Educational Foundation commemorates the 250th anniversary of the American Revolution with our 2024 ornament. It features the insignias of the 101st Engineer Battalion, the 181st Infantry Regiment, and the 182nd Infantry Regiment (left to right), units descended from the Massachusetts militia present at Lexington and Concord on April 19, 1775. These units are the only ones in the U.S. Army authorized to display the Lexington-Concord battle streamer.



Now Available in the NGAUS Library

Proceeds benefit the National Guard Educational Foundation, a 501(c)3 not-for-profit organization that preserves 388 years of National Guard history.



National Guard Association of the United States, Washington, D.C. | www.ngaus.org

NGB Programs and Requirements Primer



Unclassified

National Guard Association of the United States Industry Day



**Brig Gen Christopher A. Jarratt
Vice Director NGB J8
Programs and Requirements**

Unclassified



Purpose & Agenda

- **Purpose:** Provide a broad overview of how the National Guard Bureau (NGB) J8 Directorate ensures the National Guard (NG) supports the priorities of the National Defense Strategy through resources and requirements.
- **Agenda:**
 - NGB Roles
 - Vision and Mission Statement
 - NGB J8 Responsibilities
 - NG Capabilities and Modernization Alignment and Timeline
 - ARNG / ANG NGRE A Overview
 - Vice Chief of the National Guard Bureau (VCNGB) Priorities
 - Current NG Capability Gaps/Shortfalls
 - NG Funding Sources



National Guard Bureau Role

Role of Chief National Guard Bureau (CNGB):

- Secretary of Defense's principal advisor on non-federalized NG forces and other matters determined by the Secretary.
- CNGB also advises the Secretary of the Army, Chief of Staff of the Army, Secretary of the Air Force, and Chief of Staff of the Air Force on the NG.
- As a member of the Joint Chiefs of Staff, CNGB addresses matters involving non-federalized NG forces in support of homeland defense and civil support missions.

National Guard Requirements Oversight Council (NGROC):

- NGROC validates and endorses NG requirements and supports the Vice Chief of the National Guard Bureau (VCNGB) in his advisory capacity to the Joint Requirements Oversight Council (JROC) on NG matters.



NGB-J8 Vision / Mission / Intent

Vision

The NGB directorate with an enduring innovative warfighter culture empowered by collaborative humans that enable the National Guard to win our Nation's future wars.

Mission

The NG J8 conducts analysis on **future requirements**, **generates capabilities** to resolve those requirements, and **advocates for resources** to fulfill requirements for NG T10, T32, and State Active Duty (SAD) overseas and domestic missions.

Intent

Integrate with OSD, Joint Force, Services, Interagency, as well as the Air/Army National Guard and the 54 States, Territories and District of Columbia to serve as the lead for ensuring National Guard (NG) **resources are placed against priorities** supporting the National Defense Strategy. The J8 will be proactive in identifying future requirements and synchronizing a program and budget to successfully resource and posture the National Guard of 2030 and beyond.



Unclassified

NGB J8 Responsibilities

Director, Programs & Requirements

MG David L. Hall

Vice

Brig Gen Christopher A. Jarratt

Joint Force Design & Joint Warfighting Concept

Planning/Programming

Support POM Development

Program Budget Review

President's Budget Submission

Innovation & Experimentation

Requirements and Capabilities

Joint Requirements Oversight Council

National Guard Requirements Oversight Council

NGREA & Modernization

Unclassified



ARNG / ANG NGREA Overview

Unclassified

- Special Defense Appropriation that complements each Reserve Component's base procurement appropriations.
- NGREA *is not programmed or budgeted* as part of the Planning, Programming, Budgeting, Execution (PPBE) process...No "POM" or President's Budget Request.
- Congress intended NGREA to supplement the Services' budget requests to provide for investments in RC equipment which do not meet the prioritization threshold for inclusion in the President Budget submission.
- Intended to procure critical shortfall and modernization items of equipment/systems that the base appropriation is not able to fund.
- Requirement validation:
 - **ARNG:** ARNG Modernization Equipping Requirements Conference validation (MERC)
 - **ANG:** validated through the annual Weapons and Tactics and Domestic Capabilities Priorities Conferences

POM: Program Objective Memoranda, the "5-year" resourcing plan
MTOE: Modified Table of Equipment
TDA: Table of Distribution and Allowances

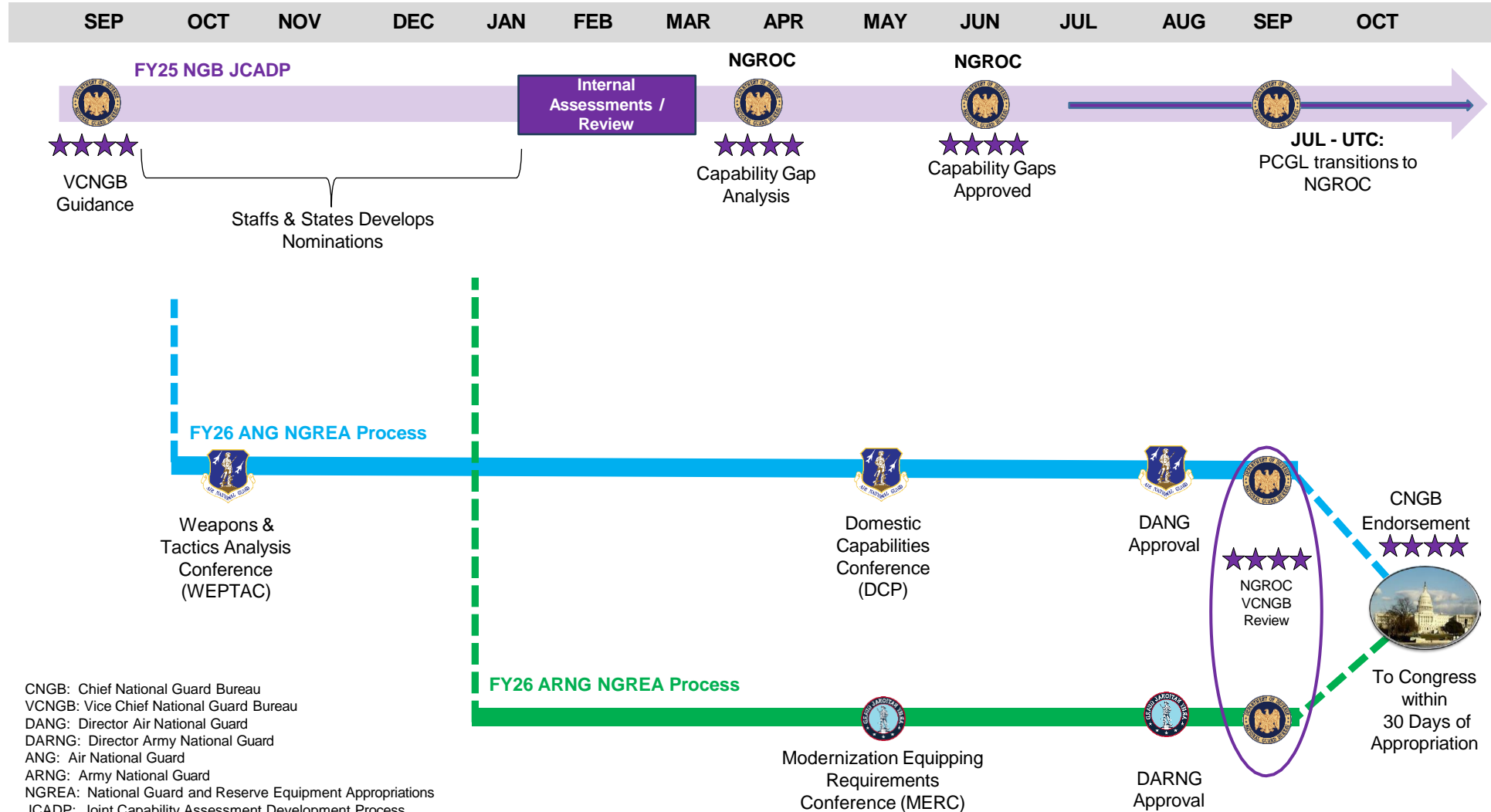
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National Guard Capabilities & Modernization

Alignment & Timeline



CNGB: Chief National Guard Bureau
VCNGB: Vice Chief National Guard Bureau
DANG: Director Air National Guard
DARNG: Director Army National Guard
ANG: Air National Guard
ARNG: Army National Guard
NGREA: National Guard and Reserve Equipment Appropriations
JCADP: Joint Capability Assessment Development Process
PCGL: Priority Capability Gap List
NGROC: National Guard Requirements Oversight Council
WEPTAC: Weapons & Tactics Analysis Conference
DCP: Domestic Capabilities Conference
MERC: Modernization Equipping Requirements Conference

Unclassified



FY24 VCNGB Priorities

Unclassified

- Peer Competition and Joint Warfighting Concept Tenants
 - Integrated and combined joint force
 - Expanded maneuver
 - Pulsed operations
 - Integrated command and agile control
 - Global fires
 - Information advantage
 - Resilient logistics
- Cyber Capabilities Readiness
- Robust Network Defense and Modernization Benchmarks for National Guard Forces
- National Guard Chemical, Biological, Radiological, Nuclear, and Explosive Enterprise Forces Readiness
- Documented National Guard Capability Gaps

Unclassified



Current NG Capability Gaps/Shortfalls

Unclassified

- Lack of Assured Communication with other Government Agencies
 - Lack of sufficient quantities of compatible comm systems
 - No common operational picture b/t different states and agencies
 - Software driven data sharing restrictions
- C-sUAS capabilities and employment
- Army National Guard Aviation inability to fully integrate flow of information with civilian aviation partners

Unclassified



National Guard Funding Sources

- **The National Guard has multiple funding sources, including:**
 - Federal appropriations (to include Congressional Ads)
 - State (e.g., state appropriations, grants)
 - Reimbursement from other government agencies (e.g., National Science Foundation, Services)
- **Allocation of funds is typically based on:**
 - Authorizing legislation (e.g., NDAA)
 - Appropriations bills
 - National Guard Bureau (NGB) guidance
 - State-specific priorities



Unclassified

Questions

Unclassified

SBA Primer

Mr. Myron Pullum, SBA Outreach Coordinator

Working with SBA



About Boots to Business



- Boots to Business (B2B) is an introduction to entrepreneurship course presented by the SBA and its partners
- This course will:
 - Give you an overview of what it takes to start a small business
 - Introduce you to SBA and partner resources that can assist you with your starting or growing your business
 - Introduce you to B2B follow-on courses

Veterans & Business Ownership

5.2%

Total percentage of businesses in the US owned by veterans

4.0 Million

Americans employed by veteran-owned businesses

\$192 Billion

Total wages paid by veteran-owned businesses

\$963 Billion

Total receipts generated by veteran-owned businesses

Distribution of Veteran Owned Businesses By Industry





U.S. Small Business
Administration

Boots to Business

*Understanding Markets & Your
Competitive Space*

Version 5.1

Market Research: *An Imperative!*

At the end of the day, research...

- Let's you get to know more about the customer, their wants, their behaviors, and their ability to pay
- Provides you with a chance to update and improve what you already do
- Allows you to have first contact with the customer, so they get to hear about you

- Provides you with more confidence and believability with other stakeholders
- Helps to reduce the overall risk in your business
- And is really the true value of the business plan

Reminder: Your business/industry type will affect your research methods

Government Contracting



What if your target customer is ME?

Government Contracting

WORLD'S
LARGEST
BUYER



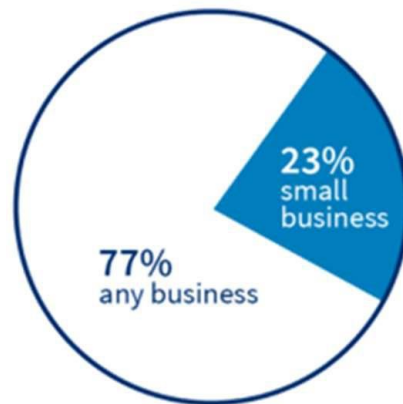
- \$600 billion/year
- 23% of federal contract dollars are intended for small businesses

Full and Open
Competition

Small Business
Set-Asides

Sole Source

Total federal contracting dollars



- 12% small disadvantaged business
- 5% women-owned small business
- 5% service-disabled veteran-owned small business
- 3% HUBZone small business

Note: Some small businesses may be eligible for awards in multiple contracting categories

Government Contracting

Research Your Market



Know what
agencies
buy your
**products and
services**



**Find your
niche,**
competition is
fierce



Understand
areas of
**government
spending**



Know your
competition
and their
contracts

Government Contracting

APEX Accelerators (formerly Procurement Technical Assistance Centers)

- Government contract assistance
- Consulting and workshops
- Information and resources



Marketing Resources

- [System for Award Management \(sam.gov\)](https://sam.gov)
- [Dynamic Small Business Search System](#)



Other Resources

- [USASpending](https://www.usaspending.gov)
- [GSA Subcontracting Directory](#)
- DoD Prime Contracting Directory





U.S. Small Business
Administration

Boots to Business

Introduction to Business Planning

Version 5.0



U.S. Small Business
Administration



ASSOCIATION OF
WOMEN'S BUSINESS CENTERS



INSTITUTE FOR
VETERANS AND
MILITARY FAMILIES



MISSISSIPPI STATE
UNIVERSITY

The Boots to Business entrepreneurship training program is provided through the coordinated efforts of the SBA and its valued partner network.
All SBA services are extended to the public on a nondiscriminatory basis. Reasonable arrangements for persons with disabilities will be made if requested at least two weeks in advance.

Agenda

- Approach to Business Planning
 - Why?
 - When?
 - Contents & Tools
 - Pitfalls to Avoid



U.S. Small Business
Administration

Boots to Business

Resources to Support Your Efforts

Version 5.0



U.S. Small Business
Administration



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No Cost Business Planning Tools & Resources



U.S. Small Business
Administration

Business Plan
Development Tools

[SBA.gov](https://www.sba.gov)



Business Plans & Startup
Assistance Resources

[SCORE.org](https://www.score.org)



ASSOCIATION OF
WOMEN'S
BUSINESS
CENTERS

Connect with your local
[Women's Business Center](#)



Connect with your
local SBDC



Connect with your
local VBOC



Business Model Canvas Resources

[Strategyzer](https://www.strategyzer.com) & [Canvanizer](https://www.canvanizer.com)

BOOTS TO BUSINESS | **REVENUE READINESS**
Business Model to Business Plan

B2B Follow on course: Boots to
Business Revenue Readiness -
Business Model to Business Plan
[Boots to Business Revenue
Readiness Course \(B2B RR\)](#) | [Boots
to Business \(msstate.edu\)](#)



Success stories

<https://www.kait8.com/2022/12/08/15m-facility-aiming-keep-kids-safe-schools/>

Questions & Discussion

Maximizing Membership: Working with State Associations



Industry Day Mini-Workshop

Maximizing Membership:
Working with State Associations

BG (Ret) Maria Kelly

NGAUS Director of Membership and Marketing
NGEDA Secretary



NGAUS

Agenda

- Mission of NGEDA
- NGEDA Membership
- NGEDA Annual Meeting
- State Associations
- Resolutions Process State Level
- Resources



Mission Statement

- To provide a forum for the exchange of timely information of common interest for the mutual benefit of members and the organizations they represent.
- To encourage and assist, when feasible, each state, commonwealth, territory, and the District of Columbia to organize and maintain a National Guard Association.
- To participate in improving the operational readiness, training, and image of the National Guard on both state and national levels.



NGEDA Membership

Why become a member of NGEDA?

- Eligible to attend NGEDA annual meeting and network with Association Leaders
- Meet Executive Directors and elected officers from each state-level association
- Receive NGEDA annual Directory and newsletters
- Become a sponsor of NGEDA
- Availability to place an advertisement in the Directory



NGEDA Annual Meeting

- January 28-30, 2025
- Hyatt Regency - Downtown Milwaukee
- Agenda
 - January 27, 2025: Welcome Reception - 5 p.m.
 - January 28, 2025: General sessions, NGAUS convention center visit, Industry Dinner
 - January 29, 2025: General sessions, CAP meetings, Awards banquet
 - January 30, 2025: General sessions, Industry Partner travel day
- Sponsorship opportunities
- For more information or to register see: www.NGEDA.org



State Associations

State association overview:

- Each state or territory to include Washington D.C. has an association that represents the men and women of the National Guard
- Each association has an Executive Director that may be full or part time
- Some state associations are combined membership and work with both NGAUS and EANGUS
- Some states have additional staff for insurance, administrative duties, government relations, and membership



State Associations

State association overview:

- Most Executive Director positions are part time
- Each association will host an annual conference to conduct elections, review and vote on resolutions and business matters for the upcoming year
- Works with state and national Legislators, through NGAUS, to improve the readiness and benefits of our National Guard



Resolutions Process at States

What happens to my resolution once I send it to states?

- Resolution is submitted to the Executive Director on the NGAUS Resolutions form
- Attach information paper for explanation of resolution (if needed)
- Once verified on correct form it is then forwarded to the state resolutions Committee



Resolutions Process at States

What happens to my resolution once I send it to states?

- Committee will review with their subject matter expert and decide if it is applicable to the state or to co-sponsor for another state
- If recommended by the Committee, it is brought before the membership for vote to support and forward to NGAUS (normally during the state association's annual conference)
- If resolution fails, the originator will be informed that the state will not support this resolution.



Resources

Where do I find more information about NGEDA and state associations?

- NGAUS Website www.ngaus.org
- NGEDA Website www.ngeda.org
- NGEDA Directory
- NGEDA President Marvin Harris email: mharris@ngat.org
- NGEDA Secretary Maria Kelly email: mariakellyllc@gmail.com
- State association website



Questions?

Final Thoughts and Closeout

Reception Sponsored By



National Guard Executive Directors Association