



# NGAUS Corporate Advisory Panel Newsletter

**October 2018, Issue 24**

## Fall

### ***A Note from the CAP Chair***

It has been an honor to serve as the CAP Chair for the last two years. As my term winds down, I reflect that as CAP members, we have been privileged to serve the industry members' interests, and also work with a terrific group on the Panel that have become friends. We make a difference. But the NGAUS team are the ones who have enabled our power to improve. My thanks to Roy Robinson and his team at NGAUS for their tremendous support and cooperation. They truly think about us, include us, value us, and want us to be successful.

My thanks to the following folks who will be rotating off with me: Jim Lenoir (ABDG), Victoria McDermott (Phantom Products Inc.), and Pete Robichaux (Bell Helicopter). I would also like to announce the new CAP members that will be coming on as some of us rotate off in December. Congratulations and welcome to the following new members: Keith Klemmer (BAE), Bruce VanSkiver (Rockwell Collins), Andrei Mitran (Northrop Grumman), Frank Lever (ABDG), and Brunk Conley (ESS). Thanks to all of the nominees and industry voters for participating.

Also, we look forward to the NGAUS Industry Day coming up on December 10-11 and seeing all of you there. It will be informative as we learn what's coming for the National Guard in 2019, and it also provides good networking opportunities.

As always, please contact any of our CAP members if you have an industry concern. Please stay involved attending the open CAP meetings. The next one will be held during NGEDA, 22-24 January 2019 in Denver Colorado. See you there!

Cathy Anthony  
National Guard Association of the United States Corporate Advisory Panel Chair  
The Boeing Company

## NGAUS 2018 Conference Recap

***Merci bien à la Nouvelle Orléans!***



The 2018 annual NGAUS conference was held in August in New Orleans, LA. If you didn't attend, you missed a spectacular conference and a great opportunity to network with Guard members and their leaders. The days

were filled with sessions, meetings and exhibit hall time, while the evenings gave us many fun opportunities to network and socialize.

The opening ceremonies were definitely New Orleans worthy! We were graced with the presence of both the Mayor of New Orleans, The Honorable LaToya Cantrell, and the Lt Governor of Louisiana, The Honorable Billy Nungesser leading us into the exhibit hall with a full marching band, street entertainers and Zydeco musicians, dancing and playing the New Orleans anthem, "When the Saints Go Marching In." What a unique and memorable way to kick off a great conference!

Just when we all thought things couldn't get any better, The Honorable James Mattis, Secretary of Defense took the stage to address the crowd. His speech was received with enthusiasm that rivaled the opening ceremonies. Distinguished speakers were in abundance at the NGAUS conference as we also heard from General Mark Milley, Army Chief of Staff; General David Goldfein, Air Force Chief of Staff; General Joseph Lengyel, Chief of the National Guard Bureau; Lt General L. Scott Rice, Director of the Air National Guard; Lt General Tim Kadavy, Director of the Army National Guard; and many others. The days were quite busy with speakers, business sessions, break-outs, and much NGAUS and National Guard business being conducted.

The evening events brought more than a few opportunities to network. Beginning with the White Linen TAG reception at Generations Hall, followed by the Company Grade Mixer at the Hard Rock Café, continuing with the Governor's Reception at Mardi Gras World, and of course Hospitality Nights at various locations in the City, there was ample opportunity to soak in the local flavor with old and new friends. Everything culminated with a Mardi Gras themed States Dinner on the last night. The local music, delicious food, great company, and inspiring fireworks display over the river made for a wonderful weekend full of fun and opportunities to network.

Exhibitors were in abundance in the exhibit hall this year showing the great technology and items available to keep our National Guard full equipped, safe, and ready to go. Attendance in the hall was unfortunately lighter this year, but the CAP is already working the issue for the next NGAUS conference in Denver. Louisiana and NGAUS did a great job of mixing business with pleasure so not only was a lot of business tended to, but a good time was had by all!

**Thank you to the Louisiana Guard and NGAUS for your hard work and hospitality!**

## **National Guard State Conferences-Why You Should Go**

Do you have goods or services that you believe are of benefit to the National Guard? Are you interested in providing support to the great women and men of the National Guard? If the answer is yes, you may want to attend one or more state Guard conferences. Generally, each state and territory annually hosts a conference where industry and other supporters get the opportunity to meet and establish relationships with key members of each of the 54 National Guard state associations. The Adjutant Generals staff, and key unit leaders, attend these conferences and you gain valuable access to these key decision makers.

Given that many companies are small, and the conferences are often held on the same weekends, how do you decide which one(s) to attend? If you have goods or services that could be considered niche offerings, perhaps applicable to only a few units in the Guard, you will want to target those states that have like units. If your company has goods or services that have broad appeal, you may be interested in seeking support for a National Guard Association of the United States (NGAUS) resolution that requires the support of multiple states.

A great place to start is the state in which your business is headquartered. This provides a natural connection between your company and the association, and also due to proximity, can provide additional contact opportunities throughout the year. The Guard is a big family. If you've established a great relationship with your home state association, they can help you make connections with other states that have a similar need.

Where can you find information on your state association? Certainly, you can do an Internet search, or, you can go to the NGAUS [website](#). The NGAUS website provides an interactive [map](#) that you can use to locate your state association. The site provides key contact information for the State Headquarters, the Association, the Executive Director, President, Membership POC and lists the Major Commands.

Planning for attendance should be an ongoing process. There are costs associated with attending, and vary by state. You can expect a range from \$500 for a 6' by 10' booth display up to \$10,000 for a major sponsorship. The conferences generally occur February through September, with the majority falling during March and April. A number of these conferences overlap, so you will need to prioritize which ones you plan to attend. A full [list](#) can be found on the NGAUS website.

An additional opportunity to meet key state personnel takes place at the National Guard Executive Directors Association (NGEDA) Conference in mid-January, in the same city as the NGAUS Conference later that year. The next conference will be 22-24 January 2019, in Denver, CO. The Executive Directors (EDs) for each state association meet to discuss the upcoming NGAUS conference choose hotels and cover other business matters. This is a great opportunity to meet with the EDs of states whose conference you may be considering attending, and can help you solidify your plans for the rest of the year. You can find additional information on the NGEDA [website](#).

There are many ways to spend your time and money; however, if you are seeking to do business with the National Guard, few will provide the ROI that you will get from attending state conferences.

## NGEDA and its Mission

The National Guard Executive Directors Association is an Association of State National Guard Associations (NGEDA) that has organizational memberships from nearly all 54 states and territories. The individual members are comprised of Active, Alumni and Corporate members.

Active members are currently serving Executive Directors, Association Officers (usually Presidents), Insurance Administrators and Association Staffs representing their individual State Associations. Alumni members are former Active members who have a passion for The NGEDA mission, and continue to support and serve the

Association. They provide an invaluable historical perspective, and their knowledge and service is an important aspect in the continued success of NGEDA.

Corporate members provide valuable information and expertise on the latest goods and services available for our National Guard Soldiers, Airmen and families. In some cases, individual corporate members are almost like Alumni members. Several have represented their respective Corporations for the entire history of NGEDA (since 1966) and they too provide an important historical perspective.

**NGEDA mission:**

- \* 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.

*How can Industry Partners support NGEDA in that mission?*

The common thread binding State Associations as members of NGEDA is: State Association must be eligible to be a member of the National Guard Association of the United States (NGAUS). They therefore have a mutual interest in the core mission and success of NGAUS and most--if not all NGEDA Corporate Members--are also NGAUS Corporate Members.

*How can NGEDA (&/or Executive Directors (EDs) in various states assist Industry Partners build relationships?*

Industry Partners can start by becoming involved with NGEDA—so that the EDs know you and know your Brand. Become a Corporate Member and plan to attend the NGEDA Annual Meeting.

- Advertise in the NGEDA Directory
- Become a NGEDA sponsor
- Attend Annual Meeting 22-24 January 2019 in Denver, CO to network with state Executive Directors and Association Presidents

Then do the same thing with your key target states. Each state has a Corporate Partner or Sponsor program.

- Become a Corporate Partner/Sponsor in your target states
- The ED can facilitate introductions with key leaders—so plan to attend state conferences!
- Stay in communication with ED on any state initiative or visits with leadership.

NGEDA supports NGAUS and the states in several key areas including:

- \* Membership
- \* Conference
- \* Legislative Action/Resolutions

NGAUS emphasizes to their Corporate Members that the Guard is uniquely different from the Army or the Air Force in that everything is about the states. The Associations are the same. In that vein, NGAUS is a strong supporter of individual state associations and any NGAUS resolution must be initiated at the state level.

NGEDA works closely with the NGAUS Legislative Team and the NGAUS Corporate Advisory Panel (CAP)--starting with the NGAUS Industry Day 11 December--to provide training and information for all involved in the NGAUS Resolutions process. NGEDA will repeat this training at the upcoming Annual Meeting 22-24 January 2019 in Denver, CO.

The NGEDA Annual Meeting is also attended by the NGAUS leadership team and the CAP has both open and closed meeting on the agenda. This is the perfect opportunity for Corporate members to get involved in the resolution process and meet the relevant players at the individual state level.

One last thought for CAP Members/Industry Partners...

The NGEDA Conference 22-24 January 2019 in Denver, CO is a great opportunity to interact with all State Association and NGAUS leaders at a single manageable level venue of only 250 attendees. There is no other time--other than in the NGAUS Conference--where EDs all come together. During NGAUS, there are competing interests of hundreds of corporate attendees among thousands of NGAUS members--making the NGEDA Conference a much smaller, target rich environment and a great networking opportunity.

## **National Guard Reserve and Equipment Account (NGREA) Update**

A new and improved NGREA process for the Army National Guard was unveiled at the June 2018 Adjutants General Association of the United States (AGAUS). There are two new vehicles that provide the 54 States and Territories additional opportunities to voice their priorities for new equipment and capabilities for soldiers. First, the States and Territories provide a survey in the spring outlining their priorities. Additionally, the ARNG leadership has directed that the States and Territories be represented at the Council of Colonels during the adjudication process in the summer. Those results will then be briefed to the Adjutants General and to the ARNG leadership for approval.

In addition to these two new procedures, the ARNG will conduct a requirements symposium similar to the process and symposiums processes the Air National Guard uses.

The result is a more bottom up and transparent process. The current plan is to conduct the initial ARNG requirements symposium in the Spring of 2019. The ARNG will provide the approved NGREA buy list to the States and Territories. This will replace the previously known "top twenty-five list". This new ARNG NGREA process now provides more input and greater transparency to the entire process, and ensures ARNG Soldiers receive what they need in a timely manner.

## **Fiscal Year 2019 Defense**

For the first time in 10 years, the US Department of Defense will enter a new fiscal year without the need for a Continuing Resolution (CR). The FY 2019 Mini-Omnibus (minibus) provides funding for FY19 for DoD, Labor, Health & Human Services and Education, and contains a CR for those departments not funded until 7 December 2018. The defense appropriations bill totals \$674.4B (\$606.5 Base & \$67.9B OCO), which is \$19.8B higher than the FY18 Defense Spending Bill.

Beyond procurement funding included in the Services' budgets, Congress added \$1.3B into the National Guard & Reserve Equipment Account (NGREA). Once again the National Guard received the lion's share of this funding, with \$421M each for the Army and Air National Guard. Briefings at the upcoming NGAUS Industry Day by

National Guard officials will detail the process they use to determine their funding priorities and requirements for the upcoming year. \$217M was appropriated for the National Guard's Counter-Drug activities.

Other Highlights of the bill:

- \* The bill provides \$95.1 billion for research and development programs. This is an increase of \$4 billion compared to the 2019 budget request, \$6.8 billion compared to 2018 levels, and 32 percent compared to 2017.
- \* Advanced military technologies -- The bill increases investments in hypersonic research (+\$928 million), next-generation microelectronics (+\$457 million), directed energy (+\$317 million), and artificial intelligence/machine learning (+\$297 million)
- \* The bill provides \$135.2 billion for procurement to modernize our military capabilities. This is an increase of \$4.6 billion compared to the 2019 budget request, \$1.3 billion compared to 2018 levels, and 25 percent compared to 2017.
- \* Aircraft – The bill provides for 89 F-35 Lightning II aircraft, 36 Apache and 64 Black Hawk helicopters for the Army, five E-2D Advanced Hawkeyes for the Navy, and ten V-22 Ospreys for the Marine Corps. The bill also fully funds the requested numbers of F/A-18 aircraft, C-130 transport aircraft, and KC-46 tankers.
- \* Shipbuilding -- The bill provides \$24 billion for shipbuilding, which includes two Littoral Combat Ships and one Expeditionary Fast Transport.
- \* Ground Vehicles -- The bill provides \$2 billion for M-1 tanks and supports the Army plan to accelerate the pure-fleet Stryker double V hull.
- \* The bill provides \$1.8 billion for medical research, an increase of 5 percent compared to the 2018 Senate Defense Bill.

## Corporate Membership – Benefits and Values

The Corporate Membership program is designed to sustain and develop partnerships between the state associations, corporate members and the Army and Air National Guard. This helps industry better serve the Guard while assisting NGAUS in defining and executing its legislative priorities. It also aids the association's grassroots efforts to obtain congressional adds for urgently needed equipment.

While corporate members are non-voting NGAUS members, there are opportunities for corporations to advise NGAUS on initiatives involving industry players through the Corporate Advisory Panel, direct communication with NGAUS leaders at conferences and events, and through NGAUS staff liaisons.

### Eligibility

Any company, organization or consultant can become a NGAUS corporate member upon approval of an application and payment of an annual fee. Luke D. Guthrie, Director, Industry Relations & Development,

indicated that there are nearly 300 corporate members of NGAUS, ranging in size from very large companies to mid-size organizations to small businesses and sole proprietors.

Some of the benefits most often utilized by corporate members include:

1. NGAUS offers 4 levels of membership – all offer a \$200 discount on booth space at the annual NGAUS Conference & Exhibition.
2. Platinum membership (\$2,500/yr) offer 2 complimentary registrations to Industry Day and invitations to the National Guard Birthday Celebration on Capitol Hill. Approximately 25% of all corporate members join at this level.
3. All corporate partners receive discounted registration to Industry Day (Dec. 11, 2018) at the National Guard Memorial in Washington, D.C.
- a. Industry Day is a MUST attend event as attendees hear about Guard priorities from the highest-echelon of Guard leadership, Members of Congress and key staff, and have the opportunity for a myriad of B-2-B opportunities with their colleagues and peers.

The benefits matrix (below) shows the full range of business development and discounts offered at each of the 4 membership levels.

Benefits	Platinum \$2,500/YR	Gold \$1,500/YR	Silver \$1,000/YR	Bronze \$500/YR
Company name inscribed on platinum plaque displayed on the wall at the National Guard Memorial	✓			
Dinner "one on one" with NGAUS chairman of the board or president	✓			
Two invitations to NGAUS hosted congressional and Guard receptions	✓			
"One on one" business strategy meetings with NGAUS staff	THREE	ONE		
5% discount to advertise in NATIONAL GUARD magazine	✓	✓	✓	✓
\$200 discount per 10' x 10' booth when exhibiting at the NGAUS annual conference (Category A, B & C only)	✓	✓	✓	✓
Company name and product/service description in June issue of National Guard Magazine	✓	✓	✓	✓
Complimentary registration at Industry Day	TWO	ONE	\$100 Discount	\$100 Discount
Company and logo displayed on NGAUS website with direct link to your website	✓	✓	✓	✓
Preferred booth space at annual conference	✓	✓	✓	✓
Invitation to NGAUS sponsored Business Development Sessions: Industry Day, annual conference or at the National Guard Memorial	✓	✓	✓	✓
Participate in state industry partnership program	✓	✓	✓	✓
Distinctive membership plaque, card and lapel pin	✓	✓	✓	✓
Complimentary magazine subscription	7 Copies	5 Copies	3 Copies	1 Copy
Access to Members Only section of the NGAUS website	✓	✓	✓	✓
Licensed to use the NGAUS Corporation logo on company publications	✓	✓	✓	✓
Subscription to Washington Report, the NGAUS weekly e-newsletter	✓	✓	✓	✓
Complimentary office and parking at the National Guard Memorial	✓	✓	✓	✓

To learn more about Corporate Membership, visit the NGAUS website <https://www.ngaus.org/membership/corporate-membership> or contact one of Corporate Advisory Panel members or NGAUS staff.

All of us on the Corporate Advisory Panel encourage you to invite your industry peers and colleagues to join NGAUS as corporate members...the more voices we have, the more effective and engagement and support of the National Guard will be!

## Dates to Remember

### **NGAUS Industry Day Workshop**

*National Guard Memorial, Washington DC - 10 December 2018*

### **NGAUS Industry Day**

*National Guard Memorial, Washington DC - 11 December 2018*

### **NGEDA**

*Denver, CO - 22-24 January 2019*

### **AGAUS**

*Whitefish, MT - 2-6 June*

### **141<sup>st</sup> NGAUS General Conference 2019**

*Denver, CO - 30 August 30- 2 September*

### **142<sup>nd</sup> NGAUS General Conference 2020**

*Boston, MA - 28-31 August*

## CAP Mission

The CAP shall consist nominally of no more than fifteen (15) elected representatives from industry. To qualify as a CAP representative, the company/service agency being represented must have been a corporate member of NGAUS for at least one year prior to their representative's nomination, and continue NGAUS membership throughout their CAP representative's incumbency.

Beginning with the September 2015 elections, the elected CAP representatives shall serve a three (3) year term. The nominations/election process will be designed so that, nominally, no more than 60% of the terms shall expire in any given year - See more information [here](#).

The CAP consists of business categories (note that the medium and small business designations changed in 2015) noted here:

- Large Business (>\$500 mil/yr DoD Business)
- Medium Business (<\$500 mil/yr but >\$25 mil/yr DoD Business)
- Small Business (<\$25 mil/yr DoD Business)

## CAP Membership

**CHAIR:** Cathy Anthony, *The Boeing Company*, [catherine.i.anthony@boeing.com](mailto:catherine.i.anthony@boeing.com)

**VICE CHAIR:** Cindy Ramirez, *R-n-R Promotions*, [cindy@rnrpromotions.net](mailto:cindy@rnrpromotions.net)

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