

TREA NATIONAL FIVE-YEAR PLAN

INTRODUCTION: This plan describes how The Retired Enlisted Association (TREA) intends to improve the overall management through enhanced coordination at all levels of our organization. Founded primarily as a fraternal organization, the leadership of TREA recognized the need to become more involved in the political arena in order to save our earned benefits that had been promised to career military personnel. These hard-earned benefits are continually under attack, therefore it's imperative that TREA continue to address these areas so as to protect the Retired Enlisted, Active Duty, National Guard, and Reserve men and women of the United States Armed Forces.

PURPOSE: This Five-Year Plan's main purpose is to review TREA's existing major goals and objectives which have been neglected to a point where they have no credence remaining. Pursuant to any further rhetoric, this New Plan will address the needs for Chapter growth through recruitment of new members and their ultimate life retention in TREA. It must be iterated that this complete document is not meant to identify the short comings of any past chairmen or committee members; its sole intent is to provide a start to identifying short comings that have an overall effect on TREA as a whole. Basically, this is the genesis of a viable course of action for TREA's future. An explanation of how these and other objectives will be approached is contained below.

OBJECTIVE: The goal of this plan is to achieve a sustainable membership strength of 100,000 members by the end of year 2012. In order to succeed, TREA must launch a major membership acquisition effort that will include, but is not limited to, increased recruiting efforts by Chapters and individual members, with special emphasis on recruiting. However, due to existing restraints, little if anything has been accomplished during the past few years. Granted, this New Plan does not always contain specific requirements and costs, with starting dates and completion information; but it is a start which should be reviewed and modified as appropriate. Thus, our objective should be to maintain our resolve, which is still very strong, and press on with all aspects of this "Newly Revised" vital document.

TREA VOICE: The VOICE magazine has been TREA's main source of providing information and communicating with our ever decreasing membership; and is only promulgated bi-monthly. In addition, we also publish an E-mag on those months that it's not mailed. All TREA members that have access to a computer have the opportunity to review the E-mag edition of the VOICE. The VOICE magazine has continued to improve on its content/appearance and does reflect the added professionalism when compared to other veterans publications. Presentation and contents of the VOICE have been greatly improved upon only through the efforts of its Editor.

MEMBERSHIP RETENTION: TREA's number one goal must be RECRUITMENT of new members, and RETENTION of existing members. MAL membership is paramount if TREA is to succeed. Suggested approaches:

- A. Target active duty senior enlisted personnel by forming or initiating a “Welcome Home” committee with information packets to be handed out to combat troops returning from Iraq and Afghanistan. We are thanking them for their service and advertising TREA to the group most likely to join. (The troops are currently being brought back by platoon and company increments)

- B. Actively “recruit” MALs to become more involved by working with local or internet based groups counseling and assisting personnel who are about to retire or are retired. (Almost every base has a Retired Affairs Office of some kind. This would give MALs a chance to “participate” and feel more involved with TREA and our objectives.)

- C. Adding emphasis to the MAL situation may include:
 - 1. Adding new paragraphs addressing MALs and/or a more aggressive campaign to involve them indirectly or directly through more mail outs, asking them to join our committee efforts in this area, i.e. working for state tax “set asides” or free license plates for disabled/wounded veterans.
 - 2. Mail out programs or direct calls to MALs asking for their opinion/input, and to become delegates to TREA conventions.

- D. Currently, suggested changes to TREA Bylaw Article III – Membership, are being formulated in the areas of Regular, Associate, Courtesy and Rights and Privileges sections. The TREA Membership Chairman has worked with his committee members in order to expedite these recommendations for presentation at the upcoming TREA Convention.

CHAPTER START-UP & ASSISTANCE (CSU&A): Build a New Chapter (BANC) and Chapter Assistance Committees were combined into a single committee, now known as CSU&A. This committee has been working very hard to start and keep chapters viable. Recommended approaches to this are:

- A. Bi-Annual meeting of Membership, CSU&A and Public Relations Committees to discuss prevalent trouble areas and possible solutions. This should take place at Mid-Term and Pre-Convention meetings, and should be identified as an agenda item to either the meeting agenda or convention booklet.

- B. Acquiring a list of every RAD and RAO meeting in every state and assuring a TREA member is in attendance and profiles TREA. (It must be noted that funding restraints have hampered this effort over the past few years.)

- C. A possible solution for TREA’s ills would be to establish newly defined regions (realignment of Chapters into and from different states and into new regions). These new regions would then be responsible for electing Regional and Assistant Regional Representatives, who would then deal directly with TREA’s CSU&A chairman to effect change(s). (A meeting was held at Tinker AFB, Oklahoma last year which proved to be a great success, but has not been looked upon favorably

by TREA thus far. Recommend an ADHOC Committee be established to investigate this matter from a CSU&A and Membership retention aspect.)

CURRENT AND PROJECTED REQUIREMENTS: The 5-year committee was originally developed to outline the needs of the National Headquarters and the Washington Office. It was to forecast the needs and expenses for the replacement of equipment and personnel. Hence, the future needs and goals were added by the committee with their ideas and recommendations on how to improve and grow TREA based on estimated costs and timeframes. Therefore, the following is presented by functional areas within TREA:

A. TREA National Headquarters:

Activity	Priority	Cost	Frequency
Repair Roof/Parking Lot	1	12K	2007*
New Computer w/monitor	1A	2.5K	Annually**
Computer Software Upgrades	2	1K	Annually**
Replace Network Printer	2	2K	2008**
Upgrade memory & disk space	3	.5K	Annually**
Replace Color Printer	3	4K	2008**
Renovation of Small Acct Off	3	6K	2008
Paint Exterior/Interior of HQs	3	10K	2008**
New Telephone System	3	25K	2009
New Refrigerator	3	2K	2009

NOTES: * Required due to extensive damage caused by lingering ice and snow on Headquarters building during the winter of 2006/2007.

** A committee member has suggested that these areas should not be included in this plan, but should be included in the budget as specific line items. This is a valid suggestion. However, it would be prudent if these types of requirements were shown as budget items as well as being part of this document for no less than tracking purposes.

B. Public Relations Committee: This area could be broken down by past and future year requirements, and would identify results. Additionally, this could be used as a benchmark to show what has transpired in the past and what is contemplated for future years. Finally, all requirements for this committee should be identified as specific line items in the overall TREA budget. NOTE: Funding is vital to this critical committee.

C. TREA Legislative Affairs Office: Basically, the purpose of the Washington Office is one of advocacy and education. They are able to tell the Federal Government what Military Retirees, their families and survivors need, believe and think. We keep a regular relationship with members of Congress and their staffs, DOD, the VA, White House personnel, the Labor Department, other VSOs/MSOs and other relevant organizations in Washington, DC. We then inform our

members what is happening in Washington and who they should contact and how to contact them. In order to do all of the above, more staff and more up to date equipment is needed. In the next 5 years we recommend returning to a staff of six. We should upgrade our office machinery (mostly computers) and we should also upgrade our software and network capabilities. A best estimate of upfront costs for the TREA LAO function would be approximately \$20,000.00 for a total upgrade of existing equipment.

ANNUAL INVENTORY OF ALL TREA PROPERTY: During the First Quarter of FY2007, the annual inventory was completed by the Headquarters Staff, and is on file for review at the Headquarters. This fulfills the requirement of TREA Procedures Guide (TPG) 8, paragraph 3g.

UNITED WE STAND!

2008 Organizational Plan of The Retired Enlisted Association (TREA)

TREA was founded on February 18, 1963 by Retired M/Sgt George Skonce and Retired M/Sgt Dean Sorell in Colorado Springs, CO. Members attending the Annual National Convention elect the officers of TREA's National Board of Directors (BOD). These BOD members render reports from their specific committees to the President of TREA, where upon the board meetings are held to address all matters pertaining to the overall organization. Conformance with established Bylaws and Standing Rules are of paramount importance, and changes thereto are reviewed in detail to insure that compliances are being met with our changing times. Approval or disapproval is then recommended to the membership at the yearly National Convention. (TREA's Organizational Chart is an enclosure to this document)

TREA's elected BOD members consist of the National President; 3 Vice Presidents; 4 Directors and the Treasurer. The membership delegates authority to the BOD and Executive Committee to conduct the business of TREA and its affiliates between annual sessions of the National Convention. The President sets the goals and direction TREA will go during his/her term of office, and he/she is the voice of TREA.

TREA's Organizational structure consist of the National Headquarters Staff and the four affiliate functions thereto, which are as follows:

- A. The Headquarters Staff is under the direction of the Director of Operations, and consists of 6 other employees. (It must be noted that TREA has the smallest staff of all like organizations in existence nationally) These staff personnel are responsible for conducting the daily business of our organization. They are the focal point for the gathering of information for the membership and other agencies, and insure that the distribution of this information is made available to the President and/or other BOD members as required. Additionally, the VOICE magazine is developed from Headquarters, and promulgates information bi-monthly to its membership. They also publish an E-mag on those months it is not mailed, and any member who has access to a computer is afforded the opportunity to read the E-mag edition of the VOICE online. Additional information about TREA can be found on the existing website at www.trea.org.
- B. TREA's Legislative Office is located in Alexandria, VA. It is presently staffed by the Executive Legislative Director, 1 Legislative Director and an Executive Assistant. Their primary responsibility is to present the concerns of TREA's members to both the House and Senate congressional members. This office has the distinction of obtaining TREA's Federal Charter, and being the last organization to receive a charter from Congress. Initially, this functional area, along with other TREA members were responsible for the formulation and presentation of the documentation required by law for submission through

Congress, in order to obtain approval of the existing TriCare Program as we know it today.

- C. The Memorial Foundation is the Benevolent arm of TREA. It operates under its own Bylaws and Standing Rules. The Board of Trustees is selected once an in-depth review has been made of resume's submitted to TREA's BOD. Once selected as a member of the Foundation, the Trustees vote who is to be the Chairman. The basic responsibility of the Foundation is to solicit and obtain funds for TREA's National Scholarship Program. In addition, the Foundation also donates funds for Emergency Disaster Relief actions, which are primarily directed towards TREA members. Funding for this affiliate are received from businesses, TREA and TREA Auxiliary members.

- D. The Senior Citizens League (TSCL) is located in Alexandria, VA. It consists of an Executive Director and four employees to include a Lobbyist. The Board of Trustees is selected by submitting resumes to TREA's BOD. TSCL operates under their own Bylaws and Standing Rules, and has the distinction of electing their own Chairman and other officers. Their primary mission is to promote and assist TREA members and supporters, and to educate and alert seniors about legislation that is detrimental to their earned entitlements as military retirees. Through their efforts they have been able to recruit numerous new TREA members while presenting concerns of individuals to Congress. This has lead to TSCL objectively continuing to expand and exercise their leadership role on Capitol Hill.

- E. TREA's Auxiliary is composed of spouses and former spouses of retired military enlisted personnel. The Auxiliary BOD consists of the Auxiliary President, 1 Vice President, 3 Directors and the Treasurer. They operate under their own Bylaws and Standing Rules. The Auxiliary's objective is to assist TREA in all of its purposes and goals, both locally and nationally. The Auxiliary's Widow/Widower Emergency Fund (WEF) program was established to help those auxiliary members whose spouses are deceased and who are having severe problems obtaining healthcare. The Auxiliary has been a valued affiliate and positive part of TREA for many years, and without them, TREA would not be as successful.

2007 TREA Organizational Chart

