



*Veterans and Military Families for Progress is dedicated to ensuring that the rights and needs of veterans, military service members, and their families are understood by the American public, endorsed by our elected officials, and protected by legislation, regulation and public policy initiatives.*

**SEPTEMBER 2006**

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## **REPORT OF THE VMFP COMMUNICATIONS COMMITTEE**

**- JOHN NUSBAUM -**

- This summer the Communications Committee has produced an informational **brochure** used in introducing the organization to the public and in recruiting new members, and developed a standard **letterhead and envelopes** to be used for official correspondence.

- Our official **website** has been given a new facelift after numerous suggestions were considered. It now contains pictures along with an easier to read style with links to relevant issues. Take a look if you haven't been there for a while. Also, some of the popular features that were part of the old style back, like our **Forum** feature at <http://www.vmfp.org/board/>

- You are reading our **Electronic Newsletter**. Every month, short paragraphs from each major committee that will give all members quick monthly feedback on what is going on throughout the VMFP organization.

- Special **thanks** to the following individuals for their hard work on the National Communications Committee: John Nusbaum (Chair) Julie Tackett (Board Liaison), Jack Krueger, Pat Heineman, Van Doren, Ralph Chappell and Jim Wasser. We have also had participation by Media/PR's Maura Satchell and Tom Howe, Government Affairs's Bill Dooling and President Matt Cary. The Committee meets via conference call on the 2<sup>nd</sup> & 4<sup>th</sup> Wednesday of the month, at 8pm EST.

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## **REPORT OF THE VMFP GOVERNMENT AFFAIRS COMMITTEE**

- BILL DOOLING -

- Greetings from the Government Affairs Committee: our Committee has been relatively busy establishing a **formal procedure for evaluating Congressional candidates**, those who are veterans and those who have family members who are veterans or active serving military. To that end the Committee has developed a two step process for determining the candidates' positions on important veteran-active military issues and campaign viability.

- For the past four months the Committee has also been involved with tracking and **reaching out to the Veteran Congressional Candidates** from around the country as well as analyzing the various Congressional districts.

- Currently, the Committee **recommended for endorsement** to the VMFP Board those Congressional Candidates who the Committee believes would be supportive of the organization's mission statement. Letters of endorsement and press releases are going to the campaigns of candidates listed on our website at <http://vmfp.org/political.php>

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**REPORT OF THE VMFP ORGANIZATION & STRUCTURE  
COMMITTEE**

- JULIE TACKETT -

- National Organization & Structure Committee has defined guidelines and check lists for persons interested in **establishing state/regional/local VMFP charters**. If you are interested in creating a VMFP chapter in your area simply organize 10 VMFP members in good standing who are interested in forming a state/regional/local charter.

- Once you have 10 members, contact the National VMFP Organization & Structure Chairperson at [organization@vmfp.org](mailto:organization@vmfp.org) , declare your intention to form a chapter and provide contact information as required. **We have materials, instructions and other helpful tools** to send you that will assist your efforts.

- Minnesota, Tennessee, Washington, Wisconsin and DC/Maryland/Virginia have begun the process to formalize their State Chapters.

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**REPORT OF THE VMFP MEDIA / PUBLIC RELATIONS  
COMMITTEE**

- MAURA SATCHELL -

- Following the **May 2006 press conference**, the Media and Public Relations Committee is hard at it. We recorded some lessons learned from that event and will build upon our weaknesses and small successes. We have, with huge help from others, created a media kit, which we will prepare for more widespread distribution.

- In addition, we are trying to focus our efforts on the future in a few different ways, in order to **gain a strong presence nationally**. Toward that goal, we are working on ways to **brand the organization** and have come up with a couple of action items that we will address in the future.

First, it is our desire to have each VMFP national committee member and chair **announce their respective positions to their local media**. We feel it will spread our name, arouse interest in the organization, and provide an initial contact point for individuals wanting to know more about the organization.

Second, we wish to explore - with the assistance of other committees - the issues most pressing on the minds of Veterans, Military Families, and active duty military personnel that are not part of our organization by way of a **national survey**. If conducted well, this survey can do two things. First: it can provide us with "marching orders" on new initiatives. Second: by releasing our findings to the media, **our organization will be branded as one that listens to and advocates on behalf of veterans and military families**, whether members of our organization or not, and in time our name should become linked with that constituency. Our goal is to have the survey completed and announced for Veterans Day 2006. Are you with us?

- One last thing I'd like to say. **We are looking for members**. If you have an interest and some time, or know someone else who does, email us at [media@vmfp.org](mailto:media@vmfp.org)

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**REPORT OF THE VMFP OPERATIONS & PROJECTS  
COMMITTEE  
- MATT CARY -**

- Members of the Operations & Project committee **define, organize, plan and implement projects** at the national level. This action-oriented, hands-on committee welcomes any member who can bring their time and talent to serve on a project by project basis.

- Recent projects include **letters of introduction sent to all Senators and Congressperson** with phone call follow-up and Members contribution to our Media database.

- Reply to [operations@vmfp.org](mailto:operations@vmfp.org) if you would like to **get involved**. We have three projects in the planning stage now!

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