

NEWSLINER (CW4(Ret) Don Hess): Report presented to AMM.
Copy of report to be published in DEC 09/JAN 10 NEWSLINER.

Highlights –

- Thank everyone for all of the Get Well cards received.
- History of the NEWSLINER since its inception.
- NEWSLINER is our Association's most visible product.
- Over 400 editions of the NEWSLINER have been produced.
- Over 7k circulation each month.
- Cost of NEWSLINER is \$4k a month – “that's a lot of money.”
- Though we're one of the smaller military associations, we still publish once a month – many others have gone every other month or quarterly. Monthly NEWSLINER is very important. We have reciprocal agreement with The Military Coalition and others.
- Goal is an all color publication – to increase advertisement revenue.
- Review of past NEWSLINER – culture has changed over the past 37 years.
- Of 43 original Warrant Officers establishing USAWOA only three resided in the Washington DC area in 1972.
- Warrant Officers often misused prior to the Association being established. The Warrant Officer Corps was transparent to the Army.
- Main Objective – develop relationships across the Corps at every level and at every opportunity.
- CW4 Mike Yates, Chief of Warrant Officer Professional Development for the Army, was the only one responsible for professional development for Warrant Officers prior to USAWOA being established.
- Largest AMM was held in Heidelberg, GE – over 900 Warrant Officers in attendance.
- USAWOA made \$7.5k from Don Stiver's “The Quiet Professional” print.
- Established Past President's Council to bring in seasoned professionals, previously having held USAWOA positions that remained relevant and willing to volunteer on behalf of USAWOA.
- Warrant Officer Education – significantly increased over the years.