

NDTA 2009 Forum workshop

Challenges

1. Chapter committees need defined goals and help on house, programs, finance, programs and other committees
2. A-35 participation
3. Volunteers for various functions are needed as a select few do the majority of the work
4. Programs and Speaker effectiveness

Solutions

1. Make NDTA relevant - consider assigning all chapter members to a committee where appropriate and ask that they get involved as a committee member. Mentoring is also a great program and can be incorporated in each chapter. Consider assigning a member to interface with other successful chapters on ideas that prove helpful.
2. Possible solutions are to first identify A-35er's with name tags and provide them with quality presentation time at each meeting. A-35 members could do at least one annual function (volunteer activity or meeting) and try to have the local colleges that are supported by NDTA scholarships become more involved. Provide NDTA membership to all scholarship recipients at the chapter level. Consider quarterly conference call with A-35 chair - Lori Leffler for support and helpful ideas.
3. Utilize signup sheets well in advance of the activity to allow for proper planning. Use this as a recruiting tool. Publicize specific chapter goals and request members sign up for at least one function and post a scorecard on a chapter or national web. Use a mentor program for teaming on needed programs.
4. Use the NDTA Forum as a scheduling tool along with the Almanac edition to ask for speakers. Set themes for each year or quarter and target speakers for those meetings. DCMA's are also a possibility as they draw possible defense contractors as attendees or possible members. The Chairman's circle contains contact information of Industry representatives and many are willing to do a chapter presentation during their travels. Conduct an annual 'State of the Chapter" meeting with just idea sharing on what the chapter wants to see.

5. Strong and effective membership chair and committee

5. The membership chair is the 2nd most important member in the chapter to the President. He/she should have time to work the roster and interface with NDTA HQ on communication updates, roster content and quality. A Co-chair should also be assigned to create teamwork on progress. This should also be a committee of at least a contractor, Military and A-35 member if possible.

6. Corporate or Sustaining membership and participation

6. There needs to be a better way of sharing sustaining members (Chairman's Circle, Plus, etc) with the chapters. It's possible that chapters can add members in their local areas under the sustaining member program where the full compliment of members are not being used. Ex: Rental car companies, hotels, commercial airlines, IT companies, etc. National has now added an A-35 member to the 20 regular memberships (good work). Regular communication between NDTA HQ and the chapters on Chairman's Circle member opportunities is needed.

7. Military support is lacking at most chapters and Industry must see relevancy to participate

7. The networking aspect can be highlighted here as the experience gained between Military and Industry is invaluable. The active Military members can be extremely helpful in explaining what it takes to do business with them and can point Industry in the right direction.

8. Where is the ROI for participation and leadership?

8. The active chapters generally have a small number of very active NDTA members that get ROI for their time but we need more. Possible recruits should be aware of the leadership possibilities within the chapter and also the benefits of having chapter officer positions on their resume. The main ROI can and should come from a solid and effective speaker program, educational opportunities and career broadening. Many members also feel that they are giving back to an organization that clearly brings key decision makers together.

9. BRAC impact
9. It is what it is and chapters have an opportunity to evaluate other Industry candidates for membership. Recruiting focus could come from outside the DoD. State and local transportation agencies are also possible members. Chapters should show why it is career enhancing to be part of this professional organization that affords members the opportunity to stay current on transportation and logistics.
10. Competition from other organizations
10. Consider joint meetings with NDIA, VFW, CSCMP, ATA, local airports have cargo organizations, American Red Cross, FEMA, colleges and other traffic clubs are all possible opportunities to conduct joint meetings.
11. Meeting location and agenda
11. Each area is unique. Meeting schedules should be set at least 3 months in advance so members and attendees can make plans. Meetings do not need to be every month. Day/Evening meetings can be alternated and site visits can also be conducted (Cargo facilities, sort facilities, etc). Other options are social functions like a day at the track, holiday dinner dance, ballgames, golf outings, etc. Social and educational meetings should be alternated. The local chamber of commerce can be notified for promoting NDTA meetings.
12. Proper meeting agenda - how many other chapter members are involved?
12. The chapter President should share the stage. Let others get involved like meeting chairpersons for the next meeting, A-35 activities, annual Forum opportunities, scholarships and other committees. Get others involved as this is the bench for the next term of officers. Post events on a chapter web page if applicable.
13. Roster maintenance and attention to deletes/emails, etc
13. Coordination between an enthusiastic membership chair and NDTA HQ is needed. Critical aspect of this responsibility is email updates as very few chapters use direct mail anymore
14. Lack of interest
14. The attendees and members generally want to see a quality program, ROI for their time and an opportunity to meet/interact with current or potential customers and professional contacts. Networking is also critical.

15. NDTA overall relevancy

15. We think there is a possible value in having monthly or quarterly dial in conference calls by region or area with HQ NDTA just to keep abreast of things that are relevant. The DTJ is an outstanding method of communication but sometimes it just takes something else. Some chapters have invited LTG Wykle to attend Installation of Officers meetings and outings. This is very motivating and could also include regional Presidents or others on the NDTA board as they are traveling around the country. A speakers web page for availability could prove helpful.

16. Chapter leadership - is the President and other officers/BOD members clearly qualified to lead?

16. It is not unusual for some chapters to be happy just to have someone in place as President. It takes the right person and they should convey this to the membership. Some chapters rotate the position every year and some do it every 2 years. Rotating leadership brings new ideas and direction. Once in the position, or possibly before, the President should be provided a list of responsibilities from which to draw other's experiences. Sort of a lessons learned library. There is more to each chapter position depending on chapter size than meets the eye. It would be interesting to conduct a marketing poll across the chapters to see who has 'Job Descriptions' for chapter committees, officers and chairs.