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OF OLD CROWS



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SHAPE THE FUTURE





Advocacy and Outreach Update

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- **June 6, 2024**



Advocacy and Outreach Update

FTCN podcast continues to grow

- Surpassed 100 episodes in April 2024
- Members-Only/Subscriber Episodes Update

FTCN Live from AOC Europe 2024

CTO Series with L3/Harris

- Viper Shield™ AN/ALQ-254(V)1 All-digital Electronic Warfare Suite

Plans for the 61st AOC International Convention and Symposium

- Daily Episodes
- FTCN Live from Exhibit Floor
- FTCN Live from the Main Stage

FTCN Metrics

May Monthly Downloads

- 2023: 4252
- 2024: 4893

May Unique Listeners

- 2023: 1901
- 2024: 3017

All-time Downloads: 152,974!

Advocacy and Outreach Update

- **Congressional Outreach Update**
 - **EWWG Congressional Education Program**
 - **Session 1, March 15: “Chinese Thinking on the Establishment of Information Dominance” with Dean Cheng**
 - **Session 2, April 9: “Update on the War in Ukraine” with Col. Jeff Fischer**
 - **FY 2025 Defense Budget Update**
 - **HASC NDAA Mark-up on May 22; Floor consideration during week of June 10**
 - **SASC NDAA Mark-up beginning June 12**
 - **HAC-D Subcommittee Mark-up of Defense Appropriations on June 5**

Advocacy and Outreach

- **FY 25 NDAA Highlights**
 - **Chief Talent Management Office (CTMO) – Sec. 901**
 - **Funded Compass Call program at PB levels**
 - **Establishment of Army EW COE**
 - **Executive Agent for Countering Threats by Small UAS**
 - **USAF Technical Training COE**
 - **Annual Assessment of Budget for EMSO**
 - **Allied Live Training Program Interoperability**
 - **Feasibility of Establishing a Consortium on the Modernization of Professional Military Education**

AOC Legislative Priorities and Focus Areas



- **EMSO-related trends to monitor**

- EMSO Workforce Readiness – DoD simply does not have enough talent to meet the workforce requirements for EMS Superiority. Need for core curriculum education and STEM to attract talent.
 - Strategic divestment in platforms and systems that are costly to modernize or face obsolescence and shift to electronics and other EMSO/C4I technologies
 - There is a changing DoD mindset on EMS. DOD is beginning to see EMS more as a contiguous maneuver space.
 - Investment in Space Control capabilities. There is growing awareness about the imperative of Space control, but apparent lack of alignment with funding (due in part to classified programs).
 - Joint Service strategy for development and fielding of UAS systems and related capabilities. DOD and Congress support for Replicator Initiative is important, but apparent lack of coordination underneath.
 - Investment in Next-Generation Micro-electronics in support of Ai, including development of neuromorphic chips and other game-changing technologies that have broad implications for SWAP considerations on systems, especially UAS.
 - Implementation of Sec. 1683 (FY 24 NDAA) to consolidate and update EW provisions and oversight of EMSSS Implementation Plan.
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Advocacy and Outreach

- **Issue Briefs and Special Projects**
 - **13 Issue Articles completed**
 - **8 Conferences/Visits completed**
 - **AOC Conferences**
 - **AFCEA Alamo Ace**
 - **350th SWW Wing**
 - **Davis Monthan Compass Call**
 - **DEPS**
 - **Hosted the San Antonio EW Workshop (CRADA)**
 - **Planning CRADA-related roundtable at NSWC Crane (June)**



PAC Update

- **Ad Hoc PAC Committee met May 30**
- **Committee Members**

- **Madison Arcangeli**
- **Tony Lisuzzo**
- **Kilo Parks**
- **Myles Murphey**
- **Greg Patschke**
- **Erik Bamford**
- **Haruko Kawahigashi**
- **Rick Lu**
- **Adam Goodwin**
- **Scott Oliver**
- **Amanda Brockemeyer**

- **Agenda/Action Items**

- **Discussion Draft of Bylaws**
- **PAC Administration Consultant**
- **PAC Education**
- **Inaugural PAC Board**

PAC Update

- **PAC Bylaws – Discussion Draft by August 30**
 - **Provide a level of structure and accountability**
 - **Identify Governance Specifics (officers, PAC board size/tenure, reporting requirements, oversight)**
 - **Identify membership/PAC eligibility parameters**
 - **Provide procedures for amending bylaws**
 - **Provide dissolution parameters and process**
- **Selection Process for PAC Administration Consultant**

PAC Update

- **AOC Member Education Initiative**
 - **Chapter Presidents Webinar (1) - August**
 - **Town Hall Meeting (2) - September and October**
 - **Resources**
 - **FAQ (August)**
 - **Member letter from AOC President (September)**
 - **Issue briefs (October)**
- **December BoD Meeting: Vote on PAC Administration Package**
- **January 2025 - Begin formal establishment of PAC**

Why Does AOC Need a PAC?

- **A PAC Delivers 3 Main Values**
 - **Helps grow the AOC because it will make us more relevant in our market.**
 - **Provides value to our Industry Partners because it provides a collective voice to Congress.**
 - **Benefits individual AOC members because it provides them a voice to Congress. A successful PAC can deliver opportunities to engage Congress locally through our chapters in the US.**
- **A PAC Strengthens AOC Advocacy**
 - **Our mission is in higher demand and receiving greater attention**
 - **Education and Awareness on Capitol Hill, by nature, can never stop. PACs provide direct access to the Member to provide continuity to outreach efforts..**
 - **Perspective on our need for a PAC: Forza DC**

Recap from December 2023

- **AOC needs to establish a PAC to deliver value to stakeholders. A PAC makes us more *relevant*, provides a *collective voice* to Congress for our industry partners and individual members, and *strengthens our advocacy* because our mission is in higher demand and receiving greater attention.**
- **The AOC Board voted in December 2023 to approve initiation of the process to establish a PAC and the formation of an ad hoc committee to carry out responsibilities and report progress.**
- **Our Goal: A fully-approved (by AOC Board) and officially registered (by the FEC) PAC by January 2025 to allow for contribution solicitation in the NEXT election cycle.**



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- [DDC Public Affairs](#): a large firm with comprehensive services. They can provide a PAC website, messaging, admin/management but it comes at a cost of \$80-100K per year plus a sizable startup fee of \$18,000. Their baseline licensing fee is \$56,000 a year.
 - Campaign Finance Solutions: Dirk Smith came highly recommended. They're a staff of six and have a range of PACs from big to small that have an array of needs. They are flexible and willing to offer a range of services depending on what AOC's requirements are. The fee scale is based on how much money the PAC annually raises. Under \$50K annually he charges \$1500 monthly with no startup fee. The next tier is \$2K monthly for over \$50k a year.
 - [Koch and Hoos](#): they also come highly recommended. They provide the same services as the other firms, including PAC registration and set-up, software selection, PAC compliance training, check writing, reporting, PAC accountability/compliance reviews and audits, etc. They bill either hourly or on a monthly fixed fee retainer.