

**Florida Defense Alliance
Marketing Working Group
January 6, 2003 Teleconference**

Members Present: Larry Sassano, Vann Goodloe, Larry Dantzler, Leland Roberts

Staff/Consultants Present: Kristen Denmark, Dale Ketcham

Meeting Summary:

Ideas have been floated around for ways to educate and market the value of Florida's military installations, including a Fan-type brochure, a CD and postcards. The CD has a lot of value, but costs a little more and would require the assistance of someone's IT Dept. The postcards would be relatively inexpensive and this working group could get these rolling while we wait for the RFP to be awarded. We'll have 5, one for each month (January to May), each with a focus on one area of military impact. Suggested postcard themes include: Economic Impact to state, Volunteerism (United Way), Education and Medical. We'll also need to get 2-page summaries of each installation's economic info to Vann as soon as possible. The next meeting will be February 5th at 10 AM.

**Marketing Working Group
February 5, 2003 Teleconference**

Members Present: Russ Hauck, Vann Goodloe, Kellie Jo Kilberg, Larry Dantzler, Jana Wibberly, Bob Black

Staff/Consultants Present: Kristen Denmark, Dale Ketcham

Meeting Summary:

Kellie Jo Kilberg, Vann Goodloe and Marla Gillman testified on January 7th before the new senate committee headed up by Mike Fasano regarding the basics of the Florida Defense Alliance. Larry then had to testify on January 23rd due to "overtime". An interesting point is made: A 25% reduction of current military activity in Florida would result in the loss of 4-5 bases, 2.5 Billion in economic impact each year and 25,000 jobs. How much would the state of Florida (legislature) spend to recruit a new business of that size? Another meeting is (re)scheduled for February 18th due to the shuttle disaster. The House will be forming a similar committee headed up by Representative Allen. The Land-Use bill has been picked up by sponsors in both the Senate (Clary) and the House (Evers).

We will need to wait until the Governor announces his taskforce to figure out how all the players in the "BRAC protection" game fit together.

The first postcard has been very successful. Starting with the next postcard, FDA members, Governor's office, Secretary of State, Florida Chamber, etc will all need to start getting one. The idea for this card will be the point discussed above concerning the investment the state would make to recruit a new business of the size of 25% military reduction. We'll represent all the services on the front of each card, one at a time – Navy (Blue Angels) was on the front of the first one, the next one will have the Air Force (F-22 and F-15) and so forth.

The Joint Venture project and awardee will be introduced and discussed on the next call.

Base Commander's meeting is February 28th. We need to get the word to the commanders about the Joint Venture project and enlist their support of the Haas Center's work.

The communities are setting their calendars for visits to their legislators in Tallahassee during session.

As to the Grant funding, we should probably adjust our 10 Million ask from a 9/1 ratio to that of an 8/2 ratio due to the needs of the communities surrounding bases in preparation for, during and post-BRAC. Directly related to BRAC will be the increased efforts to protect bases, as well as diversify their economies and redevelop their areas after BRAC. Another important legislative need is to address the limited timeline put upon Community Defense Grant winners by OTTED. The statute language does not limit the spending of the funds to any timeframe (June 30th) and it has been confirmed that it was not the legislator's intent to do so. We'll need to work this issue through OTTED and the legislators to ensure the communities have at least 1 year to spend the funding on their programs.

Two upcoming important meetings: A Test and Evaluations Caucus Event in Washington DC with Congressman Miller and Congressman Hoyer (Maryland) to discuss the goals and objectives for OSD's

acquisition funding and range management for this year. Also, Orlando has formed a new Military Affairs Advisory Committee with Mayor Hood as the Chair on February 11th at UCF.

**Marketing Working Group
February 26, 2003 Teleconference**

Members Present: Vann Goodloe, Kellie Jo Kilberg, Leland Roberts,

Meeting Summary:

- The working group approved the second postcard, with Leland Roberts and Kellie Jo asking for additional postcards. 1,000 cards will be printed this time with extras provided to Group members for local mailings.
- A brief status report on the Joint Venture Project with UWF was given to the group as to the contract and it getting executed in the near future so that work can begin.
- The MWG is looking for another opportunity to present to the new Senate Committee on military matters. Discussion about a future presentation highlighting the importance of hiring a DC-based consultant with BRAC 2005 looming ahead is the focus.
- Members of the (FDA) working group will need to visit Tallahassee for the opportunity to visit with key legislators. We'll work on coordinating with each community. Several partner communities already have scheduled visits to Tallahassee during the session as it is a good time to "educate".
- The Governor is forming a BRAC Task Force as statewide effort with an upper-level perspective and will include senior business leaders and retired military.
- Retired Marine Colonel Francis Loving (former Blount Island C.O.) has been retained by the Senate Committee on Military to assist with BRAC-related efforts.
- Postcard # 3 is still in need of a theme. Development timeline is for production in mid-March.
- All members were asked to forward their correct mailing addresses and discussed updated listing now available on FDA website.
- Next Conference Call will be held on March 26 at 10 a.m. Eastern (9 Central).

**Marketing Working Group
March 28, 2003 Teleconference**

Members Present: Bob Black, Larry Sassano, Jana Wibberley, Vann Goodloe

Staff/Consultants Present: Kristen Denmark & Dale Ketcham

Meeting Summary:

- For the FY 03-04, the total infrastructure need in Florida is approximately \$70 Million, For both DIG & CDG we are only asking the legislature for \$10 Million. Discussed a possible split of \$8M for DIG and \$2 for CDG. CDG is still very important in order to diversify the economy, protect bases, and re-develop areas.
- Group was briefed on various House and Senate committee meetings in which the FDA and EFI were called to discuss the defense industry in Florida.. House seems to be more aware of BRAC needs than the Senate.
- Space industry is beginning to have more appreciation for BRAC. The constant message is starting to filter down thru the membership.
- The budget process in Tallahassee is becoming quite a challenging process. The FDA needs to make sure the defense grants receive at least \$5M in light of BRAC. Get EFI to notify the Partner members for support.
- Next Conference Call will be held on April 17th at 10:00 a.m. Eastern (9 Central)
- 5/14-5/15, Larry Sassano, Okaloosa EDC will be in DC; 5/17-5/16, Vann Goodloe, Pensacola Chamber in DC. The FG NW organization and members will be in Tallahassee on April 23rd.

**Military Spouse Career Opportunities Working Group
February 6, 2003 Teleconference**

Members Present: MG Ron Harrison, Marla Gillman, Pete Wynkoop, Mitch Collier, Mary Lou Reed, Lt. Col Susan Kadechka

Staff/Consultants Present: Kristen Denmark, Dale Ketcham

Meeting Summary

Bill Sutey from Senator Nelson's office has effectively re-energized this issue and his enthusiasm resounded in Chris Calabucci's comments at the last FDA meeting and Encroachment Summit held last Oct 31st and November 1st concerning the proposed criteria for the upcoming BRAC. Over the long term, the senator could make an inquiry on this issue. Quality of Life for families in the military services is a concern that goes all the way to the top. It is a retention issue and is now going to be part of the BRAC criteria. We'll need to explore sources for funding programs, perhaps the US Dept of Labor. An example of a program serving the military spouses was a jobs summit held in Alexandria, VA by the Army. We'll need to work with the Navy and Air Force to get their program managers involved with the issue.

In March, a conference will be held in Palm Springs with all the services concerning success/failures of various programs. This group would like to have a couple of representatives there to represent the state and educate attendees about what is already occurring in this state. Our concern is that we connect all those representing active programs for Spouses in the state to get these organizations working together and perhaps sharing their resources for a more coordinated effort and improved results. Workforce will attend. To be included will be DOD and Civilian organizations (all services have specific programs)

A Point paper will be developed detailing the status of any legislation that exists or is slated for this session concerning statutes related to unemployment of Military Spouses seeking employment. The questions to be asked are, "What are the policies and what is the potential for legislative change." Currently, those in California receive unemployment, as well as Kentucky, but in Florida it is considered voluntary resignation. We'll need to evaluate the fiscal impact of this type of program change as it would be a major concern. Some states are hesitant to provide this benefit to military spouses because it adversely affects unemployment rates. With the rates affected, then companies will be hesitant to hire the spouses of military employees as it would directly and adversely impact these businesses rates (discrimination potential). If Florida makes a change to allow for unemployment to spouses, the legislation and unemployment rates will need to be adjusted to prevent this kind of effect as it would negate the whole purpose of the program.

****Note:** Currently, spouses who had to resign from a previous job due to being relocated with the military are eligible for dislocated services, but there is no funding in the program. We could work to get funding to this program already in place.

Currently, Workforce is involved with a tentative unsolicited grant from the USDOL. They haven't heard back yet whether it has been awarded/approved or not, but there is a great deal of interest in doing this project from the DOD. It is believed that this issue with the USDOL is locating the funds necessary to provide the grant. The pilot program is in Tennessee and is very successful. Leadership training is housed on bases and the focus is on spouses dislocated to/from the base ("involuntarily separated"). Six active programs of this nature exist nationwide in places such as, Ft. Campbell, Norfolk, San Diego, Colorado and Texas. The key is demonstrating sufficient need, which they feel has been provided in this grant application. The program requires the support from local military, spouse employment programs and transition assistance, etc.

There is a new Project on the books involving private sector corporations (i.e. Marriot and Home Depot) to keep tenure, benefits, etc when employees relocate to a new area and continue employment with their corporation at the new location. The lawyers have it now, so a timeframe hasn't been established as to implementation.

"Staff Centric" is a current program to train spouses of all professions to work at home as "virtual assistants". A "train the trainer" session is coming up at Cannon AFB. One woman is participating in the program from MacDill AFB and is quite happy. She is able to take her skill set, client base, etc where-ever they are transferred. This is a great program.

A final discussion involved the challenges of finding adequate qualified nurses and teachers in the State of Florida coupled with the challenges of qualified professionals (who very often are military spouses) to get certified in their respective professions here in the State of Florida. The difference between nursing and the other types of certification is that the testing for Nursing is the same test nationwide. 18 states have joined the "National Nurse Compact" to reduce certification issues from state to state. It has been recommended that Florida join this Compact. The Staff Centric webpage details this effort and discusses the "cost of the discipline" as the reason why many state boards don't want to join as an economic one – they need the licensing fees to exist. The teacher shortage, however, will only grow worse with the passing of recent amendments. Still, too many issues exist for certified teachers trying to transfer into Florida. They are working with Lenny Larson at Workforce Florida and Ron Burton with DOE to resolve some of the problems. Flexibility needs to be incorporated into our educator's certification system. For example, if a teacher has had a required course at the Masters level, but the same course at the Bachelor's level is required, the Master's level course is considered insufficient and they have to retake it at the Bachelor's level. The recurring example is the teacher from WestPoint who doesn't qualify for certification to teach in Secondary schools in Florida. Other industries to be included in the certification issue: Healthcare, Law and Accounting. The spouses of military personnel often choose not to participate in the workforce because the certification challenges are so complex and unyielding.

At a conference in Orlando regarding workforce issues last year, no one spoke about the One-Stop Career network and it's ability to provide transition assistance or the program sites available to service those in need. Florida needs to include this program in our efforts to assist Military Spouses. We need to connect with a partner at DOD to educate the various players working this issue at the federal and state levels as to the status of this issue in Florida. The main problem at hand appears the number of programs already in place and the lack of coordination. A coordinated effort would avoid duplication in efforts and an inefficient use of funding. One idea is to work with the US Dept of Labor and Dept of Defense to put a panel together and present a concept of how it all ties together. MG Harrison would moderate in the panel geared towards information sharing.

**Florida Defense Alliance
Military Family Working Group
January 21, 2003 Teleconference**

Members Present: Colonel Nancy Rice, Maurice Cronin, LCDR Tyonia Burns, Ms. Cynthia Smith, Ms. Catherine Tarrant

Staff/Consultants Present: Kristen Denmark, Dale Ketcham

Meeting Summary:

The MCEC (Military Child Education Coalition) has a website at www.militarychild.org. This is a great website and the MCEC is a great program. A community can join this coalition, sign and MOA with the area school district's Superintendent to find low or no cost solutions for issues children face when transitioning into and out of their schools. One benefit of joining the coalition is that the schools receive computers for an official secured system that reduce transmission time for receipt of a students transcripts when enrolling in a new school. Some Districts in the State want guidance from the State as to the value and validity of this program. The endorsement would also assist in raising awareness of this program to people across Florida.

Key West has a website for their schools that is quite extensive and could be used as a model for other areas trying to better assist families transitioning into the area as well as efforts to involve their parents and communities in the education of their children. It, however, needs to be connected to the county website. MacDill Academy and Hillsborough County also have a useful website.

Volunteerism is discussed as a way to involve families in the communities and build relationships between the bases and the communities. (I.e. High school kids can come on the base to help wash the airplanes, military family high school kids can help new military kids transitioning into the area, etc.)

Florida has a problem recruiting and retaining educators due to the low wage rate and the high cost of living in some areas (around certain military installation like NAS Key West). The NAVY is working on the issue

with affordable housing, subsidized public housing and working with the local community. Then there is the "teacher's certification" challenge to make matters more difficult.

More Mentoring programs are needed and it is suggested to involve more DOD civilians and Federal Employees.

The FCAT is posing a problem for some of the military children. Parents are concerned with the emphasis that is being placed on the test such that teachers are forced to teach the test rather than the actual reading and math skills that are so very important. Resources (time included) are committed to an alarming extent. **Military children migrating into the area should be given consideration. Especially with those closer to graduation and have less time to prepare for shortfalls, additional opportunities to be prepare for the exam should be offered, as well as the chance to retake it if necessary.