OUR MISSION

The American Logistics Association promotes, protects and enhances the military resale and quality of life benefits on behalf of our members and the military community.
Increasing revenue has not been easy. Membership dues and meeting attendance are the top two income generators and are in direct correlation with each member’s business. We have worked hard to try to make the meetings more informational in content. This is demonstrated by the attendance by several of the top Pentagon officials involved in change management at this year’s convention. Trying to have the annual convention in more desirable yet affordable locations in the coming years should also bring more people to the ALA National Conventions in the future.

Publicizing past accomplishments is probably the most important of the three objectives. The average member takes the hard work the ALA does for granted. Steve Rossetti and Pat Nixon have arranged for the ALA to have a seat at the table with the top Pentagon personnel as they study consolidation in the future. They have done a great job penetrating the many Congressional Offices and Senate staffers to keep the Resale Benefit top of mind. They continue to do a great job keeping the funding for all of the agencies in place as budgets get tighter and tighter for all government agencies every year. Russ Moffett does a great job representing each member in the halls of DeCA, and Bob Ellis does the same with the Exchanges. Tracey Durand does a great job with meetings, and Maurice does a fantastic job of keeping all of this together. It has been one of my greatest honors to work with each of these people over the past year.

These three priorities are interwoven. The membership needs to know how much the ALA staff has done for them in both the past and the present. Walking the halls of the Pentagon and Congress is not cheap, and it takes revenue to have these meetings and provide them the data they need to continuously defend this benefit. The funds for doing this comes from growing sales in the future and these three things together create the “Triangle for Success.”

The 2017-2018 Board of Directors met these challenges head on and were determined to affect these changes at every level. The process will continue with Marty Johnson taking over as your new Chairman and we will continue to make inroads in 2019 and beyond.

Jeff

Jeff White, Chairman, ALA Board of Directors
Your membership provided the fuel to expand our advocacy and outreach with:

- Congress,
- Department of Defense
- Defense leaders
- Veteran organizations
- Military patrons
- Coalition valued associates

“The system is strong, but fragile. We have so many advantages: on-base real estate, favorable tax status, and a commissary and exchange brand that patrons have identified with for years. We must build on these fundamentals to provide a platform for growth and vitality.”

-- Steve Rossetti, ALA Government Affairs Advisor

ALA is more than a membership. It is a partnership.

149 member companies

FY ending June 30, 2018

Photo l to r: Steve Rossetti, Congressman Joe Wilson
From the Treasurer

2018 Overview

- **Total Assets**: $3,098,241
- **Total Liabilities**: $1,159,313
- **Total Unrestricted Net Assets**: $1,639,950
- **Total Change in Net Assets**: -$256,723
- **Cash and Cash Equivalents Year-End**: $187,136

**2018 Income by Type**
- **Membership Dues**: 55%
- **Publications**: 14%
- **Meetings**: 15%
- **Convention**: 14%
- **Other**: 2%

**2018 Expenditures by Function**
- **Administration**: 40%
- **Publications**: 40%
- **Meetings**: 40%
- **Patron Advocacy**: 7%
- **Other**: 13%
I would like to thank the membership for the opportunity to serve on the ALA Board of Directors and act as its Treasurer for the past year.

This has been an exceptionally challenging year as the same financial pressures facing our Government and the benefit at its core, has had an inextricable impact on the ALA, its overall role, and certainly its finances. Our association has invested heavily this past year to do its utmost in the protection of “the benefit”.

As Treasurer, I see first hand and appreciate the role you, our members, play in supporting the association. Through dues, sponsorships, and meetings registration support, I cannot possibly express enough gratitude for that support.

In summary, FY 2018 saw a decline in revenues, but also a reduction in expenses. Overall, the Association performed $49K better than the planned budget. I am also happy to report yet another clean, unmodified audit opinion.

We all are aware that positive results do not just happen. They are the outcome of a well thought out plan. The financial goals we set out to realize are consistently tied to the needs of the association, and are driven off its mission to preserve and protect the benefit. We cannot achieve those objectives without your fervent support, in good times as well as the bad.

Again, I want to personally thank those of you that have so graciously sponsored our conferences and events over the past year.

Dennis

Dennis Jones
Treasurer, ALA Board of Directors

“You have my assurance that I remain committed to commissary and exchange programs.”

-- Congresswoman Madeleine Bordallo (D-Guam)
“The Caucus was a good introduction to the legislative players that are shaping our industry. From Congress to the Administration, I have a better understanding of the challenges facing us.”

-- Attendee, 2017 ALA Congressional Caucus & Public Policy Forum

ALA successfully conducted six events this year, providing attendees:

1. industry best practices

2. expert insight into rapid changes in the retail business

3. increased one on one interaction

4. deeper insight into issues affecting the management, funding and structure of military resale

688 participants gained new insights into the military resale industry.
ALA motivated Congress to establish the Military Resale Patron Benefits Advisory Commission, providing patrons with the opportunity to express their views to Congress and the Department of Defense.

ALA engaged an expert in category management to assist us in ensuring that CPI negotiations and other initiatives do not further damage sales.

ALA continues to work with Department of Defense leadership to provide our views on the path the Department should take with regard to all issues that will affect the military resale system.

ALA met the challenges of reduced funding for commissaries and exchanges and commissary and exchange privatization head-on; and we were able to blunt changes that would have devastated the system.

ALA continues to transform itself -- taking on the issues that are front and center with the membership.

ALA is working with the commissary agency to aid in their transformation with regular, frequent meetings with their leadership.

ALA is supporting the exchanges in their drive to improve offerings, including e-commerce.

“ALA is bullish on the resale system...with the addition of 45 million veterans and families to the exchange shopping ranks and more authorized for commissary benefits.”

-- ALA Member

$18.5 billion annual military resale market sales

And, let’s not forget, volume floats all boats.

This year...

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Looking forward...

- ALA will be working to keep you informed on the impact of changes in the leadership, whether in Congress or in the Administration, as well as supporting people and policies that reflects the interests of our membership.

- ALA will work to ensure that Congress or the Administration does not impede the exchange business, allowing the exchanges to enjoy the advantages of government with the business flexibility.

- ALA will continue work as a proponent to give patrons the shopping convenience they experience outside the gate.

- ALA will work to unchain the system from archaic restrictions on personnel and management, providing resale leaders and managers the tools they need to be more agile and market responsive.

ALA membership support and participation continues to be vital, and collectively the ALA membership can work to ensure a healthy and vibrant marketplace for products and services. We urge our members: Stay engaged...and Stay tuned for a very interesting year.

“Throughout the transformation, the marketplace remains vibrant. Each day more than 13 million service members and their families shop at military exchange and commissary outlets.”

-- ALA Member

13 million service members and their families shop at military exchanges and commissary outlets.
It’s hard to believe another year has come and gone. Once again, we are meeting to reflect on the rapid pace of change in military resale, and its impact on our association and how the association conducts its business. I can report that the association continues to improve on its relationships with the Administration and Congress as well as the Resale Agencies and MWR Services.

At the same time, the more familiar challenges remain: recruiting and retaining members, generating new revenue streams, creating compelling meeting experiences, and delivering learning opportunities in formats and at times that serve members best. We need to do all this while remaining acutely aware of longer-term drivers of change that will usher in a future that looks very different from the present. We have an enormous responsibility to take the ALA to another level and to leave our footprints in the sands of time. Membership engagement is critical to reaching that accomplishment.

As always, I am deeply grateful to the ALA membership for your profound commitment to the Military Resale System. Your dedicated involvement moves the ALA forward. Our mission is clear—Only the best for those that have served, those that continue to serve, and their families!

Maurice Branch, President, ALA
Chair, Jeff White, The J.M. Smucker Company
Vice Chair, Marty Johnson, E&J Gallo Winery
Secretary, Joanna Boeckl, Prime Team Services
Treasurer, Dennis Jones, Tyson Foods
Chair Emeritus, Kurt Hall, Unilever
Director, Dennis Chambers, Eurpac Strategic Partners
Director, Tommie Draper, OSC-WEBco
Director, Rick Jones, Acosta Sales & Marketing
Director, Marc Knowles, Procter & Gamble
Director, Peter Murphy, S&K Sales Co.
Director, Mike Owart, Supervalu
Director, Rick Page, Coastal Pacific Food Distributors
Director, Mike Sleighter, Advantage Military

Maurice Branch, President
Bob Ellis, Vice President,
Exchange Affairs & Member Services
Russ Moffett, Vice President,
Commissary Affairs & Member Services
Tracey Durand, Director, Meetings
Robin Sampson, Accounting Manager