



SPACE FORCE ASSOCIATION

2023 ANNUAL REPORT

www.ussfa.org





Letter From the President and Executive Director

What a tremendous year SFA has had. From the continued efforts of the Space Force Journal, our National Spacepower Center, our Inaugural Guardian Industry Nights, the standup of six chapters, the continued success of our Women in Space group to our numerous Space Warfighter Talks and Space Innovation Talks, and a formal celebration with Gen. Chance B. Saltzman, Chief of Space Operations, on December 20th to mark the third birthday of the United States Space Force, your SFA has been busy helping to get the word out about the importance of the United States Space Force (USSF) and the space domain. This is due in large part to our outstanding group of volunteers who have stepped up to assist continued development of the SFA as an organization dedicated to the men and women of the USSF. Thank you for all your support and we look forward to another successful year in 2024.



William A. Woolf
President & Founder



Lang Eric Sundby
Executive Director



EXECUTIVE SUMMARY

In 2023, the Space Force Association (SFA), the premier independent, non-profit professional military association dedicated exclusively to advancing the United States Space Force (USSF), United States Space Command, and global spacepower, marked a year of unparalleled growth and achievement. As a 501(c)(3) organization, SFA has continued its mission to research, inform, advocate for, and contribute to the development of superior spacepower by shaping a Space Force capable of providing credible deterrence, dominant combat capabilities, and exceptional support to international partners and allies in the realm of space exploration.



Key Highlights of 2023:

Expansion in Support and Service: The SFA has seen significant growth across all operational areas, enhancing its ability to support the USSF Guardians and its members through educational initiatives, networking opportunities, and other programs.

SFA Spacepower Conference: A cornerstone event that epitomized the SFA mission, fostering camaraderie and educational growth and exploring emerging technologies in space and defense. The conference also served as a pivotal gathering point for Guardians, corporations, and small businesses committed to supporting the USSF.

Government Relations: SFA assisted in facilitating the Space Force Caucus events and advocated for important legislation; members testified in congressional hearings and promoted U.S. interest in space worldwide by attending and moderating international panels on issues regarding space exploration and security.



EXECUTIVE SUMMARY

Key Highlights of 2023 (Cont.):

Growth: The volunteer base saw substantial expansion, enabling broader operational capabilities, program offerings, and event organization. This growth was complemented by increased media coverage and social media engagement, facilitating the recruitment of corporate members and the broadening of educational programs. These include the Space Force Cadet Corps, Global Space University, enhanced university relations, and professional development initiatives.

Awards and Recognition: The SFA inaugurated the Spacepower Awards at its annual Spacepower Conference, honoring military, civilian, academic, and government leaders for their contributions to the USSF and space exploration. In addition, SFA continued the tradition of honoring Excellence in Military Space Operations with the annual SFA Awards.

Organizational development has been significant, as well as developments to strengthen infrastructure, expand volunteer and staff roles, establish best practices, and develop standardized procedures. These initiatives aim to facilitate the launch of new chapters and enhance fundraising capabilities.

Leadership and Expansion: The creation of a Vice President of Chapter Operations role, now held by Susan Dabrowski, Col, USAF (Ret.), marks a strategic move to support the imminent launch of new chapters and further the SFA's reach.

SFA Magazine Relaunch: The relaunch of the SFA magazine has broadened its audience, elevating visibility among members and the broader public, thereby highlighting the SFA's value and professionalism.

The year 2023 is a testament to the Space Force Association's commitment to supporting the USSF and its Guardians, advocating for spacepower, and fostering international cooperation in space exploration. The SFA's accomplishments reflect its pivotal role in advancing spacepower and its dedication to the men and women of the U.S. Space Force, reinforcing its position as a critical supporter of national and global space efforts.



SPACE FORCE ASSOCIATION

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ERIC SUNDBY, EXECUTIVE DIRECTOR

DANIELLE STORAN, TREASURER

SUSAN DABROWSKI, CHAPTER OPERATIONS & OUTREACH

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SUSIE DABROWSKI

International Leadership

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SPACE FORCE ASSOCIATION

PROGRAMS AND SERVICES

SFA soared to new heights, and in 2023, we've unleashed an exciting wave of expansion and enhancement across our programs and events! We're elevating the SFA and Spacepower Awards to new levels in a celebration of the Guardian Spirit that defines us. The activation of the SFA Women in Space Committee marks a groundbreaking stride towards inclusivity and empowerment. Meanwhile, the Global Space University continues to evolve, opening up a universe of learning and innovation.

SFA introduced electrifying new events and podcasts that share our member's passion for space. The SFA Magazine's triumphant return has been stellar, capturing the imagination of space enthusiasts everywhere. Our commitment to shaping the future of space is demonstrated through robust legislative policy support and dynamic educational and youth partnerships.

This section of our annual report is dedicated to these programs and others SFA fostered in 2023.



SCOTT ANIBLE, COO

"SFA allows us to be more successful with our customers on a daily basis."



**A Veteran owned
Small Business**

GOVERNMENT RELATIONS



Space Force Caucus Events

SFA members assisted in the facilitation of Space Force Caucus events which seek to advocate for the importance of space priorities and the needs of our Space Force professionals, in turn maintaining superiority in space, which is essential to protecting our national security and U.S. interests around the world.

Exploring Space Force's Reserve Component

In June 2022, SFA co-hosted the Exploring Space Force's Reserve Component event. Event discussion included creation of a Space National Guard, potential changes to the active duty and reserve components of the Space Force, and how space professionals execute their missions.



GOVERNMENT RELATIONS

SFA 2022 Legislative Priorities Included:

1. Budget

1.1. DAF budget for FY 2021 was \$153.6 billion, of which the USSF requested and successfully received \$15.4 billion.

1.2. White House FY 2022 budget request for DoD is at \$715 billion, increased from FY 2021 \$703.7 billion. This document does not include any mention of USSF or national security space priorities.

1.3. NASA budget for FY 2022 has been proposed at \$24.7 billion (a \$1.5 billion increase from FY 2021).

1.4. All of this information points to a likely chance of USSF's budget being increased, but priorities on where that funding goes remains to be seen. Of particular importance is educating Congress on funding for USSF, why increasing is important, and where funding is needed most.

2. Increase general officer authorizations. For (2) four stars in USSF, 36 GO authorizations are currently needed.

3. Creation of a reserve component (reserve or guard) is paramount, establishing this in the next NDAA is a must.

4. Creation of a Working Capital Fund helps keep USSF budget on its own and give sister services a voice.





PROFESSIONAL DEVELOPMENT

Global Space University

Global Space University (GSU) is part of a new effort to help the U.S. achieve superior national space power, by shaping a Space Force that provides credible deterrence in competition, dominant capability in combat, and professional services for all partners. Under the National Spacepower Center (NSC) and its Space Education Training Center (SETC), Space Force Association has partnered with ISR University to provide online space training and certification programs. By developing innovative space training, we are raising the global standards of excellence for all space professionals.

Global Space University Awarded 125 Veterans with Free Space Professional Certification Testing in honor of Veterans Day, the Space Force Association offered free space professional certification testing to active-duty military members and veterans during the month of November under Global Space University (GSU). GSU announced that, thanks to the sponsorship of Integrity ISR, more than 125 veterans took advantage of the free space professional certification testing, which normally carries a \$450 fee, for a total value of over \$56,000.

EDUCATIONAL OUTREACH

National Spacepower Center

The National Spacepower Center (NSC) is dedicated to conduct research, provide education opportunities, and help establish space laboratories. As a priority program, the NSC has had the opportunity to examine some of the most challenging workforce development issues exist for the USSF. Because the USSF will rely on a strong partnership with the space industry, a certain understanding of the space domain needs to be baselined for effective industry support to the USSF. As such, SFA's Space Education and Training Center was established to provide education opportunities for the civil, industry, education, public and government sectors. Finally, the Space Battlelab concept was introduced to ensure university students have the chance to experience the newest technologies being developed by industry partners to demonstrate the initial skills necessary for future Space Force and industry personnel.



EDUCATIONAL OUTREACH

University Partnership Program

Part of SFA's educational outreach includes partnering with universities who are interested in either providing or developing space curriculum to offer to their students. Additionally, SFA is examining the opportunity to host multiple space battle labs to allow students to interact with technology in development to support. We have had conversations and continue to work through several partnership opportunities.

Space Professional Society

Space Professional Society was introduced in 2022, serving as a professional, honorary, service organization advocating the support of spacepower. Space Professional Society is "professional" because of the established intent of its members to become officers in the United States Space Force or space professionals supporting the space superiority mission. It strives to instill in its members an attitude of unselfish dedication to, and responsibility for, fulfillment of the missions of the Space Force and Space Professional Society.

Space Professional Society is "honorary" because of the high standards required of all cadets and students earning membership. Space Professional Society is "service" oriented because of the contributions and assistance provided to the community, the campus, officer commissioning programs, civilian leadership development and enlisted leadership development programs.

MISSION: To develop solutions to support the way we fight in space and cyberspace.

VISION: To create and grow a national competition to promote development and innovation assisting in Space Force operations.





EDUCATIONAL OUTREACH

Space Force Cadet Corps

SFA and the Space Force Cadet Corps (SFCC) have officially joined forces. The Space Force Cadet Corps is an organization focused on developing young leaders interested in the space sector.

The agreement positions the SFA as the sponsor organization for the SFCC. This partnership promises to revolutionize the development of America's youth in the space sector and pave the way for exciting advancements in the coming year. The Space Force Association brings invaluable experience and resources to this partnership. Meanwhile, the Space Force Cadet Corps, dedicated to nurturing young minds passionate about space, will benefit from the SFA's guidance and support.

The Space Force Cadet Corps (SFCC) is a cutting-edge youth development initiative to nurture future leaders in the space and cyber industries. The program instills an in-depth understanding of space systems, operations, and policies, coupled with leadership, technical, and ethical training. Targeting a broad age demographic, SFCC is committed to sparking interest in space exploration and cybersecurity, preparing cadets for relevant careers.

SFCC's mission encompasses promoting adaptability and growth amidst the fast-evolving space sector, ensuring cadets are well-equipped to navigate future challenges. The program emphasizes a personalized approach, celebrating individual achievements and fostering a culture of support and recognition.

Through strategic alliances and a comprehensive curriculum, the SFCC is poised to make significant contributions to youth development in space and cybersecurity, aligning with national interests and fostering a pool of skilled individuals ready to tackle the future demands of the space industry.





EDUCATIONAL OUTREACH

Educational Series

Space Warfighter Talks

Space Warfighter Talks is a series dedicated to hearing from leaders in the USSF who are responsible for conducting warfighter operations in support of the Space Force missions. In 2022, SFA hosted key leaders to which included:

Lt Gen Stephen Whiting, Commander, Space Operations Command

Col Casey Beard, Commander, Delta 9

Col Rockwell, Commander, DEL 6

Col Kyle Pumroy, Commander, Delta 11

Space Innovation Talks

Space Innovation Talks is a series dedicated to hearing from leaders involved in acquiring new technology, delivering capability and hosting events. These talks help let the community know what is happening in the acquisition world and how they are ensuring Guardians have the technology to accomplish their warfighting mission.





EVENTS & COMMUNITY

SFA hosted and sponsored events are foundational to the organization's ability to provide programs and support to the US Space Force. Events play an important role in the organization's branding and interaction with the Space Force, Industry, Academia and the public. They provide opportunities to bring those communities together and create connections to grow our programs and build our organization. They also serve to raise the funds that allow the SFA to offer programs and grow our organization.

SFA hosted 2 Major events, 5 large events, and more than 12 small chapter events in 2023. This number of hosted events marks a milestone for the organization and the events committee. We successfully planned and hosted the very first Spacepower Conference, bringing together more than 1,400 attendees, including 400 Guardians and 90 SFA volunteers building a strong relationship with the Space Force. The Colorado Chapter continued the Guardian Industry Nights event with more than 300 attendees to learn about the Space Force's mission efforts and critical needs. The DC chapter held several social events that brought together guardians, industry, and legislators to build networks and discuss key space policy issues. The DC Chapter also hosted the Space Force Birthday Celebration helping the Space Force celebrate and showcase their growth as a quickly maturing Service. Most of these events were a first and helped the organization learn about the needs at all levels to support SFA events.

The Events Committee grew from 4 people in 2022 to 14 in 2023 and supported National, Regions, and Chapters in hosting 17 events. While this number is still relatively small it represents significant growth from 7 in 2022. The number and size of our chapters is growing, and the number of events projected for 2024 is expected to exceed 40. The committee has developed an events handbook describing the process, tools, templates and support available to event coordinators at all levels. We have coordinated with the volunteer committee and the CFO on budget forecasting templates and alignment with reimbursement processes. These initial processes and tools will help the organization support the growing number of events and ensure consistent approaches and business practices.

The following represents the key events hosted by SFA in 2023. This does not include the 23 external events that volunteers attended representing SFA.

- Huntsville Chapter Artemis Talks Event, 6 Jun
- Colorado Springs Chapter Guardian Industry Nights (GINS), 26-28 Jul
- DC Chapter CASR Event, 1-2 Aug
- DC Chapter Golfing for Guardians Tournament, 18 Sep
- DC Chapter Social, 18 Oct
- National Space Power Conference, 9-13 Dec
- National Space Force Birthday Event, 20 Dec



EVENTS & COMMUNITY HIGHLIGHTS

SFA D.C. Chapter Hosted Birthday Celebration for the USSF

The event was held on December 20, 2022, at the Army Navy Club in Arlington VA. The festivities included a celebration honoring Space Force Guardians and their mission and included special guest General B. Chance Saltzman, Chief of Space Operations, United States Space Force, Bill Woolf (USAF Col. Ret.) founder and president of the Space Force Association and many other high-ranking military, political, and industry leaders. Approximately 150 people attended the celebration.



SFA Falzarano Chapter Space Tailgate and No. 42 USSF NASCAR

In October 2022, Guardians and Airmen in Colorado Springs had a unique opportunity to get up close with the USSF No. 42 NASCAR car at the United States Air Force Academy prior to 'Sink Navy Spirit Night'. On gameday, SFA Falzarano Chapter members hosted a space tailgate outside of Falcon Stadium, offering food, games, and great conversation around the support of the U.S. Space Force and its Guardians.



Golfing For Guardians

The Washington, D.C. Chapter of the Space Force Association held a golf tournament on October 3rd at the Ft. Belvoir Golf Club. The event, Golfing for Guardians, was the first major fundraiser held by the chapter, allowing them to give back to Guardians in the DC area.

"This is the first of what will be an annual event supporting our Guardians and helping to provide welcome packages for Guardians new to the area and the establishment of awards and scholarships for current and future (ROTC) Guardians. The D.C. Chapter is open to all who are interested in space operations and exploration," said Tim Adam, D.C. Chapter President.



In The Community

SFA sponsored the Wingman Race Pacers at the Inaugural Space Force T-Minus 10 Miler in December 2022. Wingman Race Pacers helped runners achieve and keep their pace time by running with them throughout the duration of the race.

SFA was proud to collaborate with Air Force Gaming (AFG) and Space Force Gaming (SFG) in May 2022. SFA sponsored the jerseys worn by AFG and SFG participants.





SPACEPOWER CONFERENCE

Space Force Association (SFA) held the inaugural Spacepower Conference December 12-13 at the Renaissance Orlando at SeaWorld in Orlando, Florida. The event united over 2,000 Guardians, military leaders from multiple government agencies, private sector organizations, industry innovators, domain thought leaders, and top-tier media.

The Spacepower Conference is the only stage solely dedicated to our National Spacepower. No other stage brings together Astronauts, United States Space Force Guardians, the DoD, National Security Experts, and Private & Civil Sectors to share the current challenges and upcoming innovations that will keep our Space Domain safe and secure.

The success of the conference has raised awareness and respect for SFA and had a direct impact increasing corporate membership in 2024.





MEMBERSHIP

SFA Chapters

*Asterisk notates new chapter formed in 2022.

West Coast

LA Chapter, Los Angeles, CA*

Central

Falzarano Chapter, Colorado Springs, CO

Texas Chapter, Austin, Texas*

New Mexico Chapter*

Northeast

DC Chapter, Washington, D.C.

Southeast

Rocket City Chapter, Huntsville, Alabama*

Space Coast, Florida*

International

UK Chapter*



Women In Space

Building diversity not only increases the talent pool but increases partnerships across military, civilian, and industry sectors. Women in Space (WinS) provides a platform for women in the space sector to develop programs and activities that support their professional development, including STEM outreach to students.





Southeast Region Report

The Space Force Association Southeast Region encompasses multiple chapters, each contributing to the growth and Development of Space Force initiatives and community engagement. The region currently includes two active chapters in Florida and Huntsville/Rocket City, with additional chapters in Development.

1. Florida Chapter:

Status: Now in its third year, the Florida Chapter actively engages in monthly networking events, luncheons with guest speakers, and various activities supporting Patrick and Cape Canaveral Space Force Bases (SFBs) and the local community.

Achievements: The Chapter was instrumental in the inception of the inaugural SpacePower Conference.

Leadership Changes: Due to health issues faced by former President Rob Fabian, Martin Amen has been appointed the new President.

Future Outlook: The Chapter is experiencing growth in activities and membership. There is potential for expansion with new chapters in Tampa and Miami.

2. Huntsville/Rocket City Chapter:

Current Status: After an initial attempt to rebuild last year with Scott Brodeur, the Chapter is undergoing another rebuilding phase under the leadership of Damon Feltman.

3. Chapters in Development:

Tampa Chapter

Georgia Chapter

Low Country Chapter

Western Louisiana Chapter

The Space Force Association Southeast Region is actively expanding and strengthening its presence through ongoing chapter activities, leadership changes, and new chapter developments. The region's focus on networking, education, and community support fosters a robust environment for the growth of the Space Force community and its initiatives.



CHAPTER OPERATIONS & OUTREACH

West Region Report

The Space Force Association West Region has made significant strides in its development and community engagement, highlighting the importance of the United States Space Force (USSF) and its missions. The region's programs have positively impacted the organization and the surrounding communities, fostering a deeper understanding of the USSF's crucial roles.

The West Region achieved notable milestones in 2023, including establishing chapters in Los Angeles and Arizona, with the latter gearing up for its inaugural event on March 18th, 19th, or 20th. Efforts are underway to stand up the Northern California chapter, with officer elections planned. Additionally, engagement with Space Systems Command (SSC) leaders has been prioritized to align the association's efforts with the needs of local guardians.

In terms of growth, the region has successfully launched new chapters and is projecting the establishment of chapters in Northern California and Washington in 2024. This expansion reflects the region's commitment to spreading awareness and supporting the USSF's objectives.

The West Region has implemented new processes for establishing chapters and planning events, contributing to the streamlined and effective execution of its goals. These procedures will evolve further in 2024, enhancing the region's operational efficiency.

The LA chapter hosted a highly successful social event, attracting 44 attendees and paving the way for the next event on March 7th, featuring speaker Lt Gen Garrant. These gatherings serve as vital platforms for networking, education, and promoting the USSF's mission.

Looking ahead, the West Region plans to finalize establishing chapters throughout the area, ensuring active engagement in local communities. An annual event for the Western Region is also in the works, aiming to bring together members and stakeholders in a grand, unified setting.

To enhance its operations, the region suggests updating the procedures for establishing chapters and planning events, ensuring a more efficient and impactful execution of activities.

The Space Force Association West Region is on a promising trajectory, with significant achievements in community engagement and chapter development. The region is poised for further growth and success, underpinned by its commitment to promoting the importance of the USSF and its missions.



CHAPTER OPERATIONS & OUTREACH

Northeast Region Report

The Washington DC Space Force Association Chapter had another banner year advocating on behalf of the US Space Force (USSF) and Guardians. Along with six networking socials and participation in Space Force Caucus events on Capitol Hill, the DC SFA continued our USSF support with recurring anchor events for our chapter.

In March, the DC SFA sponsored two Guardians at the annual Goddard Memorial Dinner, an exclusive black-tie event attended by who's who in Space. We are grateful to our sponsor Sigmatech, Inc for hosting two Guardian participants at their table for the second year in a row.

In May, our chapter organized a USSF Budget Breakfast with the Vice Chief of Space Operations, General DT Thompson, sponsored by Amazon Web Services (AWS). AWS hosted nearly 100 local participants for breakfast at their National Landing facility where General Thompson provided remarks on the FY24 USSF budget priorities, followed by a fireside chat with DC chapter president Tim Adam. The morning ended with questions from the audience who left informed and energized by the insight of the USSF budget priorities and FY24 objectives.

The DC Chapter also participated in the Arlington Career Center, Space Force Junior ROTC (SFJROTC) awards night and cadet change of command. During this event, the DC Chapter presented the Arlington SFJROTC detachment with a scholarship check of \$1,500 for the development of future Space/STEM leaders.

The summer brings the annual Space Ball at Nationals park for an afternoon of fellowship while taking in a professional baseball game with thousands of local Space enthusiasts from all Space sectors in the National Capital Region. Once again, the DC Chapter advertised our location and handed out SFA lanyards to raise awareness and educate the community on the USSF and SFA.

In September we hosted the 2nd annual Golfing for Guardians golf tournament at Fort Belvoir to raise funds for local scholarships, provide support to local Guardians in need, and to purchase USSF products such as USSF flags for supporting organizations on behalf of the USSF. This year's tournament was a rousing success with over 90 golfers and raising nearly \$10,000.

Northeast Region Report

The final and perhaps most spectacular event was the USSF 4th Birthday Celebration at the Army-Navy Country Club on 20 Dec. This was the second such birthday event hosted by the DC Chapter and once again General 'Salty' Saltzman provided keynote remarks. This year, we included an additional 100 Guardians to join USSF senior leaders and the many sponsors who made the event possible.

Other initiatives in the Northeast Region include working with a group of Space enthusiasts in New York to establish a 'satellite' chapter who can organize and gather using the communication infrastructure of the DC Chapter. Similarly, efforts are underway to form the Dayton-Cincinnati Chapter in Ohio, including correspondence with the Office of the President of the University of Cincinnati (UC) to determine ways to collaborate and capitalize on UC's selection by the USSF as one of two institutions under the Space Strategic Technology Institute to facilitate applied research in the areas of In-Space Operations, which includes Space Access, Mobility, and Logistics.





CHAPTER OPERATIONS & OUTREACH

Central Region Report

Texas

Executive Summary:

In 2023, the Space Federation of America (SFA) Texas chapter initiated several key events. It expanded its membership across Midland, Dallas, Houston, Austin, and San Antonio, laying a solid foundation for future growth. The state has seen unprecedented enthusiasm for the space economy, increasing private, public, and government involvement. This surge aligns with SFA's mission to support the U.S. Space Force and foster space-related dominance.

2023 Highlights:

Expansion Initiatives: SFA Texas focused on growing its presence within the Lone Star State, initiating the groundwork for expanding existing chapters and establishing new ones.

Inaugural Events: In December, the Space Force Cadet Corp. held its first signing event, marking a significant milestone. In August, SFATx highlighted the achievements of Women in Space and celebrated their contributions to the industry.

Community Engagement: Collaborations with local councils, particularly in Midland, enhanced SFA's integration into the Texas space industry, leading to a partnership with the Midland Development Corporation. This relationship aims to provide professional research, information, and advocacy, contributing significantly to the regional economy and the space sector.

2024 Strategic Plans:

"Informing Texas Space" Roadshow: This initiative aims to visit five key regions within Texas, including Midland, Dallas, Houston, Austin, and San Antonio. The focus will be on understanding and showcasing space-related activities in academia, non-profit research, government, and industry sectors.

"Voice of Texas Space" Initiative: Similar to the roadshow, this effort will identify and showcase the state's capabilities and limitations in supporting the U.S. Space Force and addressing economic gaps.

Conclusion:

SFA Texas has demonstrated significant growth and contribution to the space industry within the state. Through strategic events, partnerships, and community engagement, SFA is poised to further its mission while supporting the broader goals of the U.S. Space Force. The upcoming year looks promising with the planned roadshows and initiatives to enhance Texas's role in the national space economy.



CHAPTER OPERATIONS & OUTREACH

Central Region Report

Colorado Springs - Falzarano Chapter

The Colorado Springs chapter of the Space Force Association (SFA) is dedicated to promoting involvement within the space community, informing policy, and fostering networking among military, industry, and academic leaders to create lasting partnerships that benefit individuals and organizations.

One of The Colorado Springs chapter's key initiatives is hosting the Guardian Industry Nights (GINs) Conference. It is held annually in July at Peterson Space Force Base. This two-day event fosters unique engagement opportunities among Guardians, industry leaders, partners, and policymakers. The GINs Conference is designed to inspire productive discussions and collaborations that further reinforce the Space Force's position as the dominant spacepower leader. Last year's conference attracted over 300 attendees, including representatives from private companies, non-profits, military, and corporations, highlighting the event's significance and broad interest across various sectors involved in space operations and policy.

The event highlights the region's significance in Space Force operations and training. The GINs Conference is a critical platform for bringing together key stakeholders to inform and advocate for the United States Space Force's current and future needs.

The chapter holds regular events and activities for members and Guardians, such as Healing With Horses, networking mixers, golf tournaments, and many educational activities. The Colorado Springs Chapter is the first of many SFA chapters established immediately after the organization received its charter. It continues to grow in numbers and reputation.





INTERNATIONAL

International Region:

The US Space Force Association (SFA) annual report outlines a significant year for space strategy and global collaboration enhancement. Focused on the Diplomacy, Information, Military, and Economic (DIME) framework, the SFA's white papers examine space's crucial role in international dynamics and security.

Key points include:

- Diplomatic efforts are emphasized in "Diplomacy Among the Stars" and "Orbital Diplomacy," advocating for cooperation and peaceful conflict resolution in space exploration.
- Information domain analysis in "Information High Ground" and "Data from the Stars" highlights space's importance in information superiority and the related strategic challenges.
- Military perspective through "Military Operations in the Final Frontier" and "Space, the New Military High Ground," addressing space's impact on military strategies and the US Space Force's responses to threats.
- Economic discussions in "Economic Ascent" and "Astro-Economics" explore the space economy's integration and influence on global markets.
- Advocacy for a unified national strategy in "Whole of Nation Challenges" and "United We Orbit," promoting cross-sector collaboration to tackle space's strategic competition.
- The SFA's comprehensive approach, including digital events, webinars, social media, and expert engagements, aims to elevate its authority on space policy and foster widespread dialogue and cooperation. The campaign has bolstered thought leadership, collaboration, and policy advancement, positioning the SFA as pivotal in shaping a secure and thriving space future for the United States.



INTERNATIONAL

Europe:

SFA Europe 2023 was a significant space sector collaboration and progress year, providing a vital forum for **stakeholder engagement and partnership**.

Key achievements include:

- The User Consultation Platform facilitated vital discussions among diverse stakeholders, focusing on the EU Space Program's applications in various sectors, including agriculture and mobility. Noteworthy topics included the utilization of Galileo and EGNOS for automated vehicles and Copernicus data in agriculture.
- The launch of four Copernicus Thematic Hubs marked a critical advancement, offering tailored access to space data for health, coastal, energy, and Arctic themes. These hubs align with the EU's focus on data accessibility and its policy relevance, amplifying their impact.
- Space entrepreneurship was a focal point, with the CASSINI initiative supporting European entrepreneurs in harnessing space data for innovation. The CASSINI Award highlighted achievements using satellite data for environmental solutions, like monitoring plastic pollution.
- Security and defense themes were underscored, reflecting the sector's role in European strategic autonomy and resilience. Initiatives like the EU Space Strategy for Security and Defense and Space Traffic Management addressed key security challenges.
- SFA Europe 2023 demonstrated the EU's commitment to advancing space sector dialogue, user engagement, and innovation, emphasizing space technology's strategic and socio-economic benefits.
- SFA Europe 2023 catalyzed advancements in dialogue, collaboration, and innovation within the European space sector, setting a foundation for future growth and strategic integration in Europe's trajectory.



VOLUNTEER PROGRAM

The Volunteer Committee for the SFA saw a rebirth in 2023. Diane Ward assumed the National Director position and outreached to many SFA members who were interested in volunteering their time and talents to forward the mission. The growth in dynamic volunteers allowed for great growth in the organization and the beginning of many processes, strengthening the organization. This growth in a volunteer base was a positive game changer for our 2023 Spacepower Conference where ninety plus SFA members volunteered their time to make the event a success. For 2024, we will continue to outreach to SFA members who want to volunteer. The volunteer committee is growing with members stepping up to help out effort of recruiting and maintaining good volunteers. SFA is succeeding due to the strength of its core volunteer force.



The number of active member volunteers in 2023 was approximately 115. Many were event related but we saw an increase in members who are participating in content creation, web development, membership solicitation and support as well as administrative tasks.

Thank You
VOLUNTEERS





BRAND ROLLOUT

The Space Force Association (SFA) launched a new logo and branding, reflecting its commitment to advancing the Space Force mission and its vision for the future of space exploration and defense. The modern design embodies innovation and technological advancement, symbolizing the vast potential of space. This rebranding effort extends across all SFA communication channels and materials, reinforcing its advocacy for the U.S. Space Force, building international partnerships, and supporting space professionals. New marketing materials, including a brand guide, brochures, a PowerPoint presentation, and promotional items, are available in a "Toolbox" on the TEAMS Drive for national and local chapter use.



New Chapter Logos with Constant Look



Brochure Cover



Founded in 2019, the **Space Force Association** is a way to get involved in the space community, inform policy, network with military, academic leaders, and partnerships for both organizational benefit.



ussfa.org

Table Top Banners





PUBLIC RELATIONS

Media Coverage (data provided by Meltwater Analytics)

43 Press Releases were sent via the wire services or direct to media. The personal press contact list grew from 46 to 217 targeted journalists. 211 national newsrooms are included in all press distribution as are 10 wire service outlets (AP, Bloomberg, EIN, etc.) Local press outlet vary as to the state and city.

Potential Reach

The reach numbers represent the unique visitors of each source based on monthly activity. This helps you gauge the potential reach, typically used to indicate potential impact over time or in comparison to competition. Reach data is provided by Meltwater partner, SimilarWeb, a leading internet technology company that provides marketing data and analytics. Reach is an estimate of the actual viewers, readers or listeners and ranges between 3% - 5% of potential based on targeting quality of the media placement.

Jan 1-Nov 30, 2023

Editorial Mentions and Potential Reach had the greatest change for the Space Force Association during this period. Space Force Association was mentioned 2.9K times, up by 695%. SFA had a Potential Reach of 2.2B, up by 160%.

December 1 – 19, 2023 (Space Power Conference Impact)

The potential reach during this time was 1.34B. Up 356% from the same period in 2022 where the potential reach was 293M. SFA's top-performing article was carried in Daily Defense by author Jamie McIntyre, followed by Sandra Erwin's article in Space News.

News outlets carries by volume of Spacepower Conference: Washington Examiner, Space News, Breaking Defense, USSA News, KLFY TV, WKBN TV, WKRQ TV. News Outlets carries by potential reach: MSN.com, Associated Press Daily Mail, Forbes, Yahoo! News, Sunday Mirror.

A screenshot of a Presswire article. The top left corner features the Presswire logo. The main headline reads "New Technology to be unveiled at SFA Space Power Conference Dec 12-13th in Orlando, FL". Below the headline, it says "NEWS PROVIDED BY Rhonda Sheya, Space Force Association" and "December 11, 2023, 10:16 GMT". On the right side, there is a "SHARE THIS ARTICLE" section with icons for Facebook, Twitter, LinkedIn, and YouTube.



PUBLIC RELATIONS

Media Exposure Jan 1, 2023 – Nov. 30, 2023

Space Force Association was mentioned a total of 2.9K times, up by 695% since the previous period. EINPresswire, WHNT-TV, and KSNW-TV were the publications that mentioned SFA the most. Space Force Association was mentioned 175 times on September 16th.

SFA was mentioned the most in the United States with 2.8K Mentions, an increase of 793% since the previous period. Followed by India, Jordan, Namibia, Australia, China, United Kingdom, France, Poland, and Hong Kong (the top 10 countries that carried stories generated from press releases).

The top US states that covered SFA news are as follows: New York, Texas, Louisiana, Virginia, North Carolina, California, Ohio, Missouri, D.C., and Pennsylvania.

India Law Journal and Asian Law Journal picked up a news release featuring U.K. SFA President Dr. Manjit Pope who wrote an in-depth story regarding the India moon landing. This was our largest potential reach for an individual article (74.7 million).

Breaking Defense online articles mentioning SFA is the source with the highest social distribution with 124 shares on Twitter, 37 shares on Facebook, and 5 shares on Reddit, a total of 166 social media shares.

The Top Journalist mentioning Space Force Association was Tim McGonigal. Tim McGonigal was not a Top Journalist last period. Some of the Top Journalists include: Sandra Erwin (Space News), Theresa Hitchens (Breaking Defense), Frank Wolfe (Defense Daily), and Michael Morrow (Inside Defense).





SFA MAGAZINE

In 2023 SFA moved the magazine responsibilities under the Public Relat under the PublicThrough the support of the volunteer director SFA was able to secure an experience magazine editor and author. The quality of content, creativity and visual appeals, as well as technical advances in the search and other marketing avenues is remarkable. The magazine has taken on a professionalism that will allow SFA to show value to sponsors and accept ad sales in the future. A partial list of accomplishments and 2024 goals are listed below.

Major 2023 Accomplishments Include

Two highly successful issues we published in 2023

- Editorial guidelines, process/ workflow established
- Editorial management built in Microsoft Teams
- Standard formats (PDF and flipbook) implemented
- Editorial calendar drafted
- Spacepower Conference special edition products ideated and published

2024 Goals Include

- Increasing the number of issues to publish 4-6 (including Spacepower editions)
- New SFA Magazine webpage with archive created, published and updated
- SFA Magazine issue subpages published
- Establish ongoing team of writers and editors
- Ideate and develop OSINT lab
- Refine production and publication processes & deliver marketing plan and ad sales model for revenue generating product





Social Media Engagement

2023 saw an increase in engagement and followers for all SFA Platforms. Across the SFA social media platforms, there was an increase of 1.5k, taking the total followers to 35K, up from approximately 30K in 2022.

The total number of pages and profile impressions in 2023 was 1.9M, with 1.7M generated from LinkedIn. LinkedIn continues to be our most robust social media outlet.

Post impressions reached 2M again, with LinkedIn as the strongest performer.

Social Media grew by approximately 15% in 2023. Although this is a positive growth rate, the growth rate was slower than in 2022 if you pull the statistics before the Spacepower Conference. The event generated new followers' interest. Looking to the future, new strategies to increase growth across all major platforms, incorporating additional original content and more professional graphics, will help to increase SFA's social media performance.

*statistics provided by Hootsuite

Newsletter

The SFA Newsletter is a weekly publication providing standard organizational updates to SFA members. Topics include recent SFA national and/or chapter activities, SFA magazine or other content updates, upcoming events with links to sign up, and recent USSF news. The newsletter has the potential to become a value-add product that serves as an extension of SFA magazine. With audience segmentation, the newsletter can provide custom updates and valuable information to industry, academia, government, and USSF members. The goal is to provide a valuable content product to SFA members to drive engagement, increase event attendance, and build brand loyalty through personalized communication and member-only access to myriad industry or SFA opportunities. SFA Magazine will remain a quarterly publication for the time being, gradually building into a daily news publication. Integrating the SFA newsletter with SFA magazine will provide an avenue for consistent messaging and relationship building with our membership.

*statistics provided by Constant Contact



TECHNOLOGY OVERVIEW: EXPANSION AND INNOVATION

Throughout 2023, the Space Power Association (SPA) witnessed transformative growth and technological innovation. Our migration from essential e-mail communication to a comprehensive suite of collaboration tools marked the beginning of a new era, enabling our expansion from a small to a flourishing international organization. This strategic shift facilitated seamless collaboration among over 100 dedicated volunteers, fostering the development of five connected global regions and numerous chapters nationally and internationally.

A significant milestone was the successful execution of the inaugural Spacepower conference. Leveraging advanced tools and strategies, our skilled volunteer force of approximately 90 individuals orchestrated an event that welcomed over 1,200 attendees, a testament to the effective planning, preparation, and execution within mere months.

Our commitment to operational excellence was further demonstrated through creating and implementing a concept of operations. This framework established clear policies and governance, enhanced by robotic process automation and sophisticated technical tools, streamlining processes and improving efficiency across the board.

Furthermore, implementing a robust support desk has improved our technical support infrastructure. The team handled over 250 support requests and managed and maintained over 200 user accounts spread across over 30 internal teams, ensuring a smooth operational flow and reliable access for all members.



TECHNOLOGY OVERVIEW: EXPANSION AND INNOVATION

2024 Goals: Efficiency, Security, and Integration

In 2024, SFA is set on further enhancing our technological landscape to support our growing organization:

System Rationalization: We aim to rationalize our IT systems, reducing costs while improving efficiency and the overall experience for members, volunteers, partners, and sponsors. This initiative will streamline our operations and foster a more agile and responsive organization.

Cybersecurity Enhancement: Recognizing the importance of securing our digital frontier, we are committed to significantly enhancing cybersecurity measures across all enterprise applications. This will protect our members' data and ensure the integrity and confidentiality of our digital resources.

Enterprise Resource Planning (ERP) Integration: Implementing a seamless ERP ecosystem to consolidate tools and technologies is underway. This will enable our predominantly volunteer force to execute the SPA's operations efficiently, enhancing organizational synergy and operational effectiveness.

Regional and Chapter Digital Empowerment: We are focused on enabling our regions and chapters to better leverage digital systems. This initiative will allow them to connect more effectively with their members, partners, and sponsors, integrating them more fully into the SPA's national ecosystem.

As we move forward, the SFA Technology Department remains dedicated to leveraging technology to empower our members, encourage collaboration, and streamline processes and efficiency, which will benefit the SFA's overall functionality and success.



FINANCIAL

The US Space Force Association achieved remarkable financial success this year, with total revenue exceeding \$1 million. This impressive figure includes substantial contributions from memberships, accounting for over \$300,000. The Association managed its finances judiciously, with total expenditures amounting to \$595,000. These expenses were carefully allocated to support the organization's mission and activities.

The inaugural Spacepower Conference, held in December 2023, played a pivotal role in driving revenue growth. Attendees, sponsors, and participants contributed significantly to the Association's financial success during this event. Compared to the previous year, the Association experienced dramatic growth in both revenue and impact. The success of the Spacepower Conference underscores this positive trend.

Looking ahead, the Association is poised for continued expansion. With the upcoming second inaugural Spacepower Conference scheduled for December, we anticipate further financial gains and increased engagement within the space community.

The US Space Force Association remains committed to advancing space capabilities, fostering collaboration, and promoting excellence. We express our gratitude to our members, partners, and supporters for their invaluable contributions to our shared mission.





As we reflect on the past year, I am filled with immense gratitude for all of you who have dedicated your time, resources, and passion to the Space Force Association. Your unwavering commitment has been the cornerstone of our achievements, and it is with heartfelt thanks that I extend my most profound appreciation.

Our esteemed Board of Directors and Advisory Board Members, your strategic guidance and insightful counsel have steered us toward accomplishing our goals and beyond. Your leadership has not only inspired us but has also laid a strong foundation for our future endeavors.

Volunteers are our organization's lifeblood and deserve special recognition for their selfless service and dedication. Your countless hours of hard work and enthusiasm have been pivotal in bringing our projects to life and significantly impacting our mission and vision, helping to take the concepts to reality in many ways. Your contributions are deeply valued.

A special thank you to our generous sponsors; your support has been instrumental in advancing our cause. Your belief in our vision and willingness to invest in SFA and the future of spacepower has enabled us to reach new heights and achieve remarkable milestones. We are thankful for your partnership and trust in SFA's mission.

The dedicated and tireless efforts and a commitment to excellence by all of you have driven our success. Your passion, creativity, and hard work have propelled us forward and positively impacted our commitment to sustaining U.S. and allied dominance in space and to supporting the men and women of the United States Space Force.

I am optimistic and excited about the future. Together, we have laid a strong foundation, and I am confident that with your continued support, we will soar to even greater heights. Thank you for being an integral part of our journey and for your unwavering commitment to the Space Force Association.

Semper Supra,

A handwritten signature in black ink that reads 'William C. Woolf'. The signature is written in a cursive, flowing style with a long, sweeping tail on the final 'f'.

William C. Woolf
Founder & President



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