



SPACE FORCE ASSOCIATION

2024 ANNUAL REPORT

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A Message From the CEO, President and Founder

Dear Members, Sponsors, and Friends of the Space Force Association,

William A. Woolf
SFA CEO & President

As we present the Space Force Association's Annual Report for 2024, I am filled with immense pride and gratitude for the remarkable progress we have made together. This year has been one of extraordinary growth, impactful achievements, and strengthened partnerships, solidifying the SFA's position as a vital force in the space community.

2024 marked a pivotal year in our journey. We witnessed significant expansion in both our corporate and individual membership, a testament to the increasing recognition of the SFA's value and influence. Our advocacy efforts achieved a major milestone with the signing of the Legacy Guardian Recognition Act into law, a victory that honors the dedication and sacrifices of our space professionals. We launched innovative educational programs, fostering the next generation of space leaders through initiatives like the Space Professionals Society and the Space Research Fellowship. And we significantly broadened our reach and engagement through expanded communication channels, including our revitalized magazine, "Spacepower Radio," and thriving social media presence.

The success of our second annual Spacepower Conference, with record attendance and overwhelming industry support, underscores the growing importance of the SFA as a platform for collaboration, innovation, and dialogue within the space domain. This event, along with our other initiatives, reflects our unwavering commitment to supporting the U.S. Space Force and advancing the nation's interests in space.

None of these accomplishments would have been possible without the dedication and hard work of our incredible staff, the unwavering support of our sponsors, and the passion and engagement of our members. To each of you, I extend my deepest gratitude. Your contributions, both large and small, are what fuel our mission and drive our success.

Looking forward to 2025, we are committed to building on this momentum. We will continue to prioritize deepening member engagement, streamlining our operations, expanding our educational programs, and strengthening our partnerships across the space ecosystem. We will also remain steadfast in our advocacy efforts, ensuring that the needs of the Space Force and its Guardians are heard and addressed.

I am incredibly excited about the future of the SFA and the vital role we will play in shaping the future of space. Thank you for being a part of this journey with us. Together, we will continue to make a difference in the space domain and ensure America's continued leadership in this critical frontier.

Sincerely,
Bill Woolf
CEO, President & Founder
Space Force Association

EXECUTIVE SUMMARY

2024 was a year of remarkable progress and impactful achievements for the Space Force Association (SFA). This report provides a comprehensive overview of the organization's activities and accomplishments across all departments, showcasing its increasing influence and contributions to the space community. From significant growth in membership and successful legislative advocacy to the development of impactful educational programs and a highly successful Spacepower Conference, the SFA demonstrated its commitment to supporting the U.S. Space Force and advancing the nation's interests in space. Looking ahead to 2025, the SFA will build on this strong foundation, prioritizing deeper member engagement, streamlined operations, expanded educational initiatives, enhanced communication strategies, and stronger partnerships to solidify its position as a leading voice and driving force within the dynamic space domain.



Key Highlights of 2024:

The Space Force Legacy Guardian Recognition Act signed into law: With the signing of the NDAA, the Legacy Guardian Recognition Act was officially signed into law. This bill is a testament to the unity and appreciation for the contributions of our space operations community, honoring their legacy and ensuring their enduring recognition.

SFA Corporate Membership Growth: We witnessed remarkable growth in our corporate membership, expanding from 20 members to an impressive 94. This significant increase demonstrates the growing support and recognition of the SFA's vital mission within the aerospace industry.

Transition to a Professional Staff: The SFA has taken a crucial step forward by transitioning from an all-volunteer organization to employing a small but dedicated full-time staff. This professionalization will enhance our operational efficiency and allow us to better serve our members and advance our goals.



Key Highlights of 2024 (Cont.):

The Evolving SFA Spacepower Magazine: The Magazine has undergone a remarkable transformation, evolving into a professional publication with ample, engaging content. This enhanced publication has also begun generating revenue from underwriting, demonstrating its growing impact and value within the aerospace community.

Launch of the Spacepower Radio Show: SFA launched a new radio show, "Spacepower Radio," which airs on the first Friday of each month on one of the oldest streaming stations in the US. Hosted by Bruce Winters, the show has a national and international following of over 15,000 listeners out of the gate and will begin accepting sponsorships in March.

Strengthened Board of Directors: This year, the SFA added more board members with great connections and strong commitments to oversight and growth, further enhancing the organization's leadership and strategic direction.

Successful Spacepower Conference: The second annual Spacepower Conference was a resounding success, growing both in size and content. With the support of our sponsors, exhibitors, and attendees, we hosted over 1000 Guardians and 1400 attendees for this three-day event, more than doubling the number of exhibitors and sponsors.

New Space Force Holiday Ornament Tradition: This year, the SFA unveiled a new tradition: the Space Force Holiday Ornament. This limited-edition ornament will be available each year, and monies raised will support Guardian mission readiness.

Support for the Inaugural Guardianship Awards: The SFA proudly sponsored the Inaugural Guardianship Awards at the US Air Force Academy, celebrating excellence within USSF.

SFA Annual Awards: SFA sponsored Annual Awards at the Spacepower Conference to recognize the "best of the best" in military space operations, as well as leadership in innovation, government, education and industry.

Successful Launch of the Spacepower Legislative Breakfast: SFA launched the quarterly Spacepower Legislative Breakfast, providing opportunities for engagement with policymakers.

These accomplishments are a testament to the hard work, dedication, and unwavering support of our entire membership base including corporate and individual. SFA is incredibly grateful for your continued involvement and enthusiasm.



EXECUTIVE LEADERSHIP

BILL WOOLF, CEO, PRESIDENT & FOUNDER
MATT ANDERSON, CHIEF GROWTH OFFICER
RHONDA SHEYA, GENERAL MANAGER
SHAWNA BUCKLEY, FINANCE & HUMAN RESOURCES MANAGER
KAREN LAWRIE, COMMUNICATIONS MANAGER
CAT SAWYER, MEMBERSHIP, PR & MARKETING SPECIALIST
MODI RAMOS, EVENT & PR SPECIALIST
MEGAN MURRAY, EVENT SPECIALIST
SUSAN DABROWSKI, CHAPTER OPERATIONS DIRECTOR
BRUCE WINTERS, CHIEF INFORMATION OFFICER

PROGRAM & COMMITTEE LEADERSHIP

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DR. NATE DAILEY, INT'L POLICY
LOIS WARDELL, WOMEN IN SPACE DIRECTOR
MICHAEL SULLIVAN, CREATOR LEAGUE DIRECTOR
DR. MELISSA PATTON, SPACE PROFESSIONAL SOCIETY
PROGRAM MGR
SOPHIA SKIBA, SPACE PROFESSIONAL SOCIETY DIRECTOR
MARK DREILING, AWARDS COMMITTEE CHAIR
KATIE SPENCER, GOVERNMENT AFFAIRS COMMITTEE CHAIR
MICHAEL MARTINDALE, SPACE EDUCATION COMMITTEE CHAIR
DOLORES LOWE, MEMBERSHIP COMMITTEE CHAIR

BOARD OF DIRECTORS

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GENERAL TIM COFFIN, USAF (RET)
DANIELLE STORAN
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MATT DOMO
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LANG ERIC SUNDBY

REGIONAL CHAPTER VP'S

JACK SMITH
BRENT PAGE
JOE GUZMAN
SUSIE DABROWSKI

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DON KIDD
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ROBERT CURBEAM
BRIG GEN RICHARD STAPP, USAF (RET)
FRED TAYLOR
KYRIACOS TSIRCOU



PROGRAMS AND SERVICES

SFA soared to new heights, and in 2024, we 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. 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 Spacepower 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 2024.





MEMBERSHIP:

Corporate Membership: The SFA experienced substantial growth in corporate membership, increasing from 20 to 94 members. This significant expansion reflects the growing recognition within the industry of the SFA's vital role in fostering collaboration, advocating for industry needs, and providing a platform for thought leadership. This growth involved several key initiatives, including migrating the membership database to the MC Trade platform, which presented both opportunities and challenges in terms of IT support and data synchronization. Successfully onboarding approximately 70 new corporate members required a dedicated effort to ensure a smooth and positive onboarding experience. Maintaining data integrity was also a critical focus, ensuring accurate and up-to-date information for both current members and prospective partners. The membership team also played a crucial role in supporting the finance team with invoicing, payment processing, and establishing supplier platforms with large corporations. Furthermore, close collaboration with the Marketing and PR team ensured alignment between messaging and membership initiatives, leveraging membership data for targeted campaigns and actively engaging corporate members in promotional efforts.

Individual Membership: The SFA also saw significant growth in individual membership, increasing from 2,735 to 3,398 active members, a 17% rise. This growth demonstrates a strong interest in space and the SFA's role in connecting individuals with the space community. While celebrating this growth, the SFA recognizes the importance of member retention. The current retention rate of approximately 73% is a key area for improvement, and the SFA has set an ambitious yet achievable goal of 80% retention for 2025. Strategies to achieve this include clearly communicating the value and benefits of SFA membership, showcasing existing benefits and exploring new offerings, and developing enhanced engagement opportunities.

Challenges: As a relatively young organization, the SFA faced the challenge of developing and implementing membership management processes in real-time. Balancing strategic growth objectives with the operational demands of data management, accurate record-keeping, and timely invoicing required careful prioritization and resource allocation.

2025 Goals: The SFA will prioritize refining its membership processes for greater efficiency and scalability. Improved cross-departmental collaboration will be essential for streamlining operations and enhancing member services. A key focus will be deepening corporate member engagement through targeted initiatives that offer increased visibility, networking opportunities, and avenues for collaboration with the Space Force. Finally, the SFA will work closely with IT to streamline systems and ensure they can scale with continued organizational growth.



FINANCIAL AND ADMINISTRATIVE ACTIVITIES:

Financial Management: The SFA undertook several key initiatives to strengthen its financial management practices. Financial statement reconciliation processes were conducted to ensure accuracy, transparency, and compliance with accounting standards. Discrepancies were identified and resolved, significantly improving the reliability of financial reporting. Financial statement records were revamped and standardized to align with organizational policies and industry best practices, increasing efficiency and accountability. Comprehensive budgeting and cash flow analysis frameworks were developed and implemented at both the national and chapter levels, driving improved financial planning and oversight.

Human Resources & Compliance: The SFA established and enforced HR compliance protocols for staff, fostering a culture of accountability and adherence to labor regulations. This is vital for maintaining a positive and compliant work environment.

Process Improvement: The SFA initiated the development of Standard Operating Procedures (SOPs) to ensure consistent and efficient organizational processes. This important initiative will help streamline operations, improve communication, and ensure that best practices are followed across the organization.





INFORMATION TECHNOLOGY:

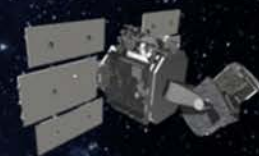
2024 Achievements: Recognizing the critical role of technology in supporting its growing organization, the SFA made significant investments in its IT infrastructure. The organization transitioned from an all-volunteer IT team to engaging paid IT organizations with specialized skillsets tailored to the SFA's needs. This ensures more reliable and comprehensive support for the geographically dispersed staff and members. A complete rebuild and modernization of the SFA website was undertaken, providing a more contemporary and functional online experience for members and the public. Finally, the SFA initiated a transition to a new, more robust membership database, a complex project that will significantly improve membership management and related functionalities.

2025 Goals: Building on the foundation laid in 2024, the SFA IT team has established ambitious goals for 2025. Regular, metrics-based assessments will be implemented to evaluate the effectiveness of the IT infrastructure in supporting staff and members. A thorough assessment of the transition to the new membership database will be conducted to identify successes, challenges, and any necessary adjustments. Finally, the SFA will actively engage Board members, volunteers, and chapter representatives to leverage their technical knowledge and experience, fostering innovative solutions and accelerating IT efficiencies.

Space Force Association

Committed to sustaining U.S. and allied dominance in space.

The Space Force Association is a way to get involved in the space community, inform policy, network with military, industry, and academic leaders, and create lasting partnerships for both individual and organizational benefit.



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LEGISLATIVE AFFAIRS

2024 Achievements: The SFA achieved a major legislative victory with the signing into law of the Legacy Guardian Recognition Act (LGRA) as part of the NDAA. This milestone honors the contributions of the space operations community and ensures their lasting recognition. The SFA also launched the successful Spacepower Breakfast Series, providing a valuable forum for engagement with policymakers. Furthermore, the SFA held its first annual "Orbit the Hill" event, engaging volunteers from across the country and partnering with SFA|DC to advocate for the LGRA and other key priorities.

2025 Goals: The SFA will continue its "Orbit the Hill" advocacy days, focusing on NDAA inputs and other key USSF priorities. The Spacepower Breakfast Series will be expanded, transitioning to a more frequent cadence. The SFA will also work to grow the Space Power Caucus, strengthen partnerships with state and local chapters and external organizations, and advocate for Guardian perspectives on quality-of-life issues and policy proposals.





PROFESSIONAL DEVELOPMENT:

Global Space University

Global Space University (GSU) is part of the 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.

SPACE EDUCATION INITIATIVES:

2024 Achievements: The SFA made significant progress in its space education initiatives. The Space Professionals Society (SPS) was established, providing student-led organizations at universities in Arizona (serving the Phoenix area) and Texas A&M with opportunities for professional development and networking. The Space Research Fellowship program was launched, connecting young space professionals, including Guardians, with mentors at FFRDCs to conduct self-initiated research on space domain topics. Three Guardian fellows showcased their research at the Spacepower Conference 2024. The partnership with the Space Force Cadet Corps (SFCC) was strengthened, with SFCC leaders joining the Education Committee. The first academic panel session was held at the Spacepower Conference, bringing together led by Dr Andy Aldrin and other space education experts to discuss critical issues related to space workforce development.

2025 Goals: The SFA will focus on expanding the reach and impact of the SPS and Space Research Fellowship programs. A formal relationship with the SFJROTC will be pursued. The Future Space Professionals Scholarship program will be revitalized. University collaboration will be enhanced through SFA chapters and the National Spacepower Center. The SFA will also seek to harmonize educational programs across GSU, SFCC, and SFJROTC, and secure funding to support these important initiatives.



EVENTS AND RECOGNITION:

Spacepower Conference 2024: The second annual Spacepower Conference was a resounding success, more than doubling in size and content compared to the previous year. With over 2,500 attendees, including more than 1,100 USSF Guardians, and 80 industry sponsors, the event demonstrated its growing importance as a premier gathering for the space community. The conference generated significant media coverage, with 2,210 mentions and a reach of 3.89 billion.

2025 Conference: Plans are already underway for the 2025 Spacepower Conference, which will be held in Orlando during the second week of December.

Other Events: The SFA introduced a new annual tradition – a limited-edition Space Force Holiday Ornament. Proceeds from the ornament sales will support Guardian mission readiness. The SFA proudly sponsored the inaugural Guardianship Awards at the US Air Force Academy and sponsored Annual Awards at the Spacepower Conference, recognizing outstanding achievements in various categories. The SFA also successfully launched the Spacepower Legislative Breakfast, a quarterly event beginning in 2025, facilitating valuable engagement with policymakers.





COMMUNICATIONS AND OUTREACH:

SFA Spacepower Magazine: The SFA Spacepower Magazine was transformed into a professional publication with expanded and engaging content. Importantly, the magazine also began generating revenue through advertising, further amplifying its reach and influence.

The Spacepower Radio Show: The SFA launched "The Spacepower Radio Show", a monthly program hosted by Bruce Winters. With an initial listenership exceeding 15,000, the show has quickly gained national and international traction and will begin accepting sponsorships and advertising in March.

The Spacepower Podcast: The SFA launched "Spacepower Podcast", a weekly program hosted by Bill Woolf to replace the Space Warfighter Talks. This podcast focuses on space professional topics. The viewership is highly targeted.

Social Media: The SFA's social media presence experienced significant growth and engagement across multiple platforms, including Facebook, Instagram, LinkedIn, Twitter, TikTok, and YouTube. The total engagement rate of 6.76% indicates strong interaction with content. The SFA's posts generated 706K impressions and reached 42K followers. There were 17K reactions & likes, 666 comments & replies, 2.1K shares, 611 link clicks, and 7.1K video views.

2025 Goals: The SFA will prioritize increasing video content on social media, expanding social sharing strategies, optimizing link clicks, and maintaining a consistent posting schedule to further enhance its online presence and engagement.





PUBLIC RELATIONS

Media Coverage Report Spacepower Conference (Nov 1 - Dec 31, 2024)

The Spacepower Conference received significant media attention across multiple platforms, resulting in a substantial reach and engagement across online, social media, and print coverage. Below is a breakdown of the key metrics and highlights from the media coverage.

- Key Metrics Total Mentions: 2,210
- Total Reach: 3.89 billion
- Breakdown by Medium:
 - Online Mentions: 1,620
 - Social Media Mentions: 556
 - Print Mentions: 18

Highlighted Coverage:

The highest reach article recorded 128M audience reach with significant social media echo.

Key coverage topics included:

- Jared Isaacman's insights on NASA leadership and the future of Polaris missions.
- ULA CEO Tory Bruno's statements on Vulcan Centaur's role in space defense.
- US Space Force developments, including the Silent Barker satellite program and new SATCOM jammers to counteract foreign interference.
- Orion Space Solutions receiving the SFA Innovation Award for contributions to national security.

Coverage Overview: Online News HighlightsMSN.com, Associated Press, and Yahoo! News were among the most prominent platforms featuring articles on:

- Space Force's growing role in global defense.
- Potential deployment of military personnel in space.
- Corporate partnerships expanding within the Space Force Association.

Social Media Performance: 12.9K+ mentions across social platforms

High engagement from industry leaders, including tweets from:

- United States Space Force (@SpaceForceDoD)
- Space Force Association (@SpaceForceAssoc)
- Industry figures like Joey Roulette and Kathy Lueders

Most engaging topics:

- Jared Isaacman's remarks on Polaris mission uncertainties.
- Spacepower Conference discussions on global partnerships.



PUBLIC RELATIONS CON'T.

Conclusion:

The Spacepower Conference achieved broad media visibility, reinforcing its influence in the space defense sector. With billions in reach and strong engagement, the event successfully positioned the Space Force Association at the center of critical discussions on future space operations and security initiatives.

Recommendations:

- Leverage the momentum by continuing high-profile engagements.
- Enhance direct communication with top media outlets for sustained coverage.
- Expand social media efforts to amplify future conference impact.



Highlighted Coverage

<p>Space Florida to discuss major new space project ... said David Bowman, a private astronaut, at the recent Space Force Association's Spacepower Conference in Orlando, Florida ...</p> <p>128M Reach • 8 Social Echo</p>	<p>USA GEO Positions Mission Centaur Rocket For US Space Force Satellite Defense Role ... a new Vulcan Centaur to guard US assets in space at the Spacepower Conference. He said, "Our vision is the ability to have a platform ..."</p> <p>128M Reach • 8 Social Echo</p>	<p>Future NADA Leader Inavovman Signals Big Changes to Keep U.S. on Top in Space Race ... and leading in the space race. Inavovman was speaking at the Spacepower Conference hosted by the Space Force Association in ...</p> <p>128M Reach • 8 Social Echo</p>	<p>Space solutions are 'absolutely inevitable', says Trump's NASA pick ... he will lead NASA into a 'bold new era' ... speaking at the Space Force Association's Spacepower 2024 conference in Orlando, Florida, Fla.</p> <p>128M Reach • 8 Social Echo</p>	<p>USA wants to upgrade Vulcan Centaur rocket into a space interceptor to defend SSMs ... Vulcan Centaur, is designed for SLS. During the recent Spacepower Conference in Orlando, Florida, USA CEO Tony Evans said that Centaur ...</p> <p>128M Reach • 8 Social Echo</p>
<p>Trump's New NASA Head Announces Plans to Send Troops to Space ... said Bowman wants to send soldiers into space. During the Space Force Association's Spacepower 2024 conference in Orlando, Florida ...</p> <p>128M Reach • 8 Social Echo</p>	<p>Orion Space Solutions recognized with Space Force Association Innovation Award for advancing spacepower and national security ... owned subsidiary of Airbus, has been honored with the Space Force Association's 65th Innovation Award. The award highlights Orion's ...</p> <p>77.2M Reach • 8 Social Echo</p>	<p>Space Force Association Announces New Corporate Partners at the Spacepower Conference Spacepower Conference (Orlando, FL, UNITED STATES, December 8, 2024) ... Space Force Association (SFA) is excited to ...</p> <p>77.2M Reach • 8 Social Echo</p>	<p>US military eyes joint technology through Japan space partnership ... to that nation," he said reporters Tuesday at the Space Force Association's Conference in Orlando, Fla. The U.S. and Japan have ...</p> <p>64.2M Reach • 7 Social Echo</p>	<p>ULA eyeing annual mode to turn rocket stage into space interceptor ... statement," he said Thursday on the sidelines of the Space Force Association's Spacepower Conference in Orlando, Fla. The company ...</p> <p>64.2M Reach • 8 Social Echo</p>





Space Force Association Celebrates Landmark Success of Spacepower Conference 2024

The Space Force Association (SFA) proudly announces the resounding success of the recent Spacepower Conference, a premier event that brought together over 2,500 attendees, including more than 1,100 U.S. Space Force (USSF) Guardians, and was generously supported by 80 industry sponsors. The conference showcased the growing collaboration and innovation within the space community, further solidifying the foundation for advancing U.S. space operations.

The Spacepower Conference served as a unique platform to foster dialogue among Guardians, industry leaders, policymakers, and academic experts, focusing on the dynamic challenges and opportunities shaping the future of spacepower. With the remarkable attendance and strong industry support, the event underscored the shared commitment to enhancing the capabilities of the Space Force and ensuring the security of space as a domain.

“The turnout at this year’s Spacepower Conference was nothing short of extraordinary,” said Bill Woolf, SFA President and CEO. “Having over 1,100 USSF Guardians in attendance demonstrates the dedication of our nation’s space professionals, while the incredible support from 85 industry sponsors highlights the private sector’s pivotal role in driving space innovation.”

The conference featured a diverse range of panels, keynote addresses, and networking opportunities, addressing critical topics such as space domain awareness, emerging technologies, strategic partnerships, and the future of space warfare. Attendees benefited from engaging discussions led by thought leaders and had the opportunity to connect with industry experts and innovators.

The SFA extends its heartfelt gratitude to the attendees, sponsors, and volunteers whose collective efforts made this year’s event a resounding success. The participation of 80 industry sponsors not only provided critical financial and logistical support but also showcased cutting-edge technologies and solutions that will drive the future of U.S. space operations.

“This conference was a true celebration of the collaboration and innovation that define the space community,” added Bill Woolf. “We are incredibly proud of the success of this event and look forward to continuing to build on the momentum generated here.”

The Space Force Association remains committed to supporting the U.S. Space Force and fostering a community that drives innovation, strengthens national security, and inspires the next generation of space professionals. Plans are already underway for next year’s Spacepower Conference, promising an even greater celebration of the achievements and potential of the space domain.

SFA ANNUAL AWARDS:

2024 Space Force Association Annual Awards, recognizing excellence and leadership across military, civilian, and industry sectors. The awards were presented at the Spacepower Conference.

Military – Active Duty Space

- Officer: Maj Ron Nguyen, HQ USSF
- Enlisted: MSgt Alfredo Frausto, STARCOM
- Civilian: Michael Cramer, STARCOM

Cyber

- Officer: Maj Nico Gigante, NRO
- Enlisted: MSgt Amber Tiamzon, S4S
- Civilian: Alec J. Buchanan, STARCOM

Intel

- Officer: Maj Chris Poje, SPACEFOREUR-AR
- Enlisted: MSgt Nichole Coffey, HQ USSF
- Civilian: Stanley Burns, NSIC



Military – Guard

Space

- Officer: Capt Wade Overton, 114th EWS
- Enlisted: SSgt Jason Capostagno, 22d Command & Control Squadron

Cyber

- Officer: 1Lt Derek Sallis, 138 EWS, 233d Space Group
- Enlisted: SSgt Alen Tabrizi, 138 EWS, 233d Space Group

Intel

- Officer: Capt My-Randa Quinata, 109 EWS, Hawaii Air National Guard
- Enlisted: SSgt Curtis Grady, 222d Command & Control Squadron



SFA ANNUAL AWARDS CON'T:

Special Recognition Categories

- Engineering and Space Technology Award:
 - Lee Rosen, ThinkOrbital
- Innovation Award:
 - Orion Space Solutions
- Advancing the Human Presence in the Space Domain:
 - Space for Humanity
- SpacePower Visionary Leadership Award:
 - General Stephen N. Whiting
- Congressional Staff SpacePower Leader Award:
 - Avery Littrell
 - Captain Mark Dreiling
- Educator of the Year Award:
 - Kevin L. Simmons
- Leadership in Industry Award:
 - SpaceX
- Literature, Media, and the Arts Award:
 - George Paige
- Volunteers of the Year Award:
 - Susie Dabrowski
- Chapter of the Year:
 - Washington, D.C. Chapter





CHAPTER OPERATIONS:

Space Force Association (SFA) Chapters have experienced significant growth and development in 2024, with a strong emphasis on expanding its chapter network, enhancing leadership, and improving operational support. This report outlines key personnel changes, newly established chapters, major achievements, and strategic initiatives for 2025.

Personnel Changes:

To enhance support for SFA's expanding chapter network, SFA established the positions of Vice President (VP) and Deputy Vice President (DVP) for Chapter Operations. These roles ensure standardized processes, assist in chapter development, and maintain compliance with SFA guidelines. Susie Dabrowski was appointed as VP for Chapter Operations, with Dave Hansen serving as DVP.

In regional leadership, Jack Smith stepped into the West Region VP role and Brent Page assigned as DVP. In the Northeast Region, a replacement for the Regiona VP has yet to be named.

Chapter Expansion:

The SFA significantly expanded its presence in 2024, establishing nine new chapters across the United States and its territories:

- Ohio
- Georgia
- Puerto Rico
- Nebraska
- Midland
- New Mexico
- Washington State
- Vandenberg
- Northern California

Additionally, several existing chapters require additional personnel and time investment to strengthen their operations. These include the Falzarano Chapter, Great Lakes Chapter, and Las Vegas Chapter.



CHAPTER OPERATIONS CON'T.

Major Chapter Highlights:

Throughout 2024, SFA chapters hosted a variety of events that strengthened engagement, fostered networking, and promoted awareness of the Space Force mission:

- The International Region hosted a Polo Match event, bringing together members and supporters for networking.
- The Washington, D.C. Chapter organized Golfing with Guardians and the U.S. Space Force Birthday Event, reinforcing SFA's mission.
- The Ohio Chapter hosted the TACDEVCON Social, a key event for Guardians and industry professionals.
- The Florida Chapter organized Guardian Arena Social events and the T-10 Miler Pasta Dinner, while also working to establish a South Florida Satellite.
- The Texas Chapter secured a grant from the State of Texas, hosted a Dove Hunting Event, and expanded its reach by establishing four satellite chapters, with more in development.

Strategic Initiatives for 2025:

Looking ahead, the SFA Chapter Operations team has identified three key initiatives to enhance chapter effectiveness and engagement in 2025:

1. **Development of a Comprehensive Chapter Handbook:** The handbook will provide updated tools and resources, including event planning guides, compliance procedures, and operational best practices.
2. **Implementation of Monthly Chapter Meetings:** Regular virtual meetings will ensure consistent communication, allow for the sharing of best practices, and provide updates on SFA programs.
3. **Launch of a Chapter Start-Up Kit:** New chapters will receive essential resources, including branding materials, event templates, and operational guidelines, to support a strong foundation for growth.

SFA made significant strides in 2024, expanding its chapter network, strengthening leadership, and increasing engagement through impactful events. With a focus on growth and community-building, SFA is well-positioned for continued success in 2025.



SFA MIDLAND CHAPTER OPERATIONS:

2024 was a year of great promise for the Space Force Association Midland, Texas chapter. For the first time in the organization's history, the city awarded a chapter a grant to aid in establishing a strong presence in the community and helping SFA Midland achieve the goals presented to the Midland Development Corporation. What is most exciting is that the grant was awarded with the intention of providing funds to SFA Midland based on a five-year timeline.

A list of 2024 accomplishments includes:

- Presentation to secure funding by Eric McManus to the Midland Development Corporation to support the Space Force Association Midland mission.
- The first social event hosted by SFA Midland was at Second Story Coworking.
- An employee was hired to assist with strategically executing the SFA Midland Promotional Agreement.
- Office space, which will serve as the SFA Texas headquarters, is secured near the Midland Air and Space Port.

Objectives and goals for 2025:

- Recruit two interns from UTPB to work out of the Midland office.
- Host planned events throughout 2025 in the Midland area, some of which will become monthly meetups or inaugural events, such as the Midland Space Luncheon. These events include industry networking events, social gatherings, speaking engagements at major Midland functions, and events that will cater to K-12 children and young adults in college.
- Build relationships with Midland residents, which will grow the volunteer base in Midland and aid in networking opportunities.
- To ensure future funding, we will continue to honor the grant awarded by MDC. These stipulations are in the process of becoming goals and objectives that will be assigned to the appropriate SFA parties involved, specifically Eric McManus and Modi Ramos.
- Develop relationships in the Midland area with sponsors, volunteers, and industry professionals interested to support the SFA Midland mission.
- Focus on recruitment and developing relationships with potential sponsors of SFA Midland.



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.



THANK YOU TO OUR SPONSORS & VOLUNTEERS!

We at the Space Force Association (SFA) want to express our deepest gratitude for your incredible support and dedication throughout a truly record-breaking year. Thanks to your collective efforts, 2024 has been a year of unprecedented growth and impactful achievements for our organization.

We've seen remarkable growth in both our corporate and individual membership, demonstrating the increasing recognition of the SFA's vital role in the space community. This growth wouldn't have been possible without your belief in our mission and your active participation in our programs and initiatives. Your engagement, whether through attending events, contributing your expertise, or simply spreading the word about the SFA, has been instrumental to our success.

Our sponsors and Corporate Members have been absolutely essential to our achievements this year. Your generous support has enabled us to expand our reach, launch new programs, and host impactful events like our highly successful Spacepower Conference. We are incredibly grateful for your partnership and your commitment to advancing the future of space power.

To our dedicated staff, your hard work, passion, and tireless efforts have been the driving force behind our achievements. From managing our growing membership to organizing impactful events and advocating for the needs of the Space Force, your dedication has been truly inspiring. Thank you for your commitment to the SFA and your unwavering support of our mission.

As we look ahead to 2025, we are excited to build on this momentum and continue our vital work in support of the U.S. Space Force and the broader space enterprise. We are confident that with your continued support, we will achieve even greater heights in the coming year.

Thank you again for being a part of the SFA family. We are deeply grateful for your contributions and look forward to continuing this journey with you.

Sincerely,
The Space Force Association



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