



To: Chairman of the Board, Marine Corps Association
From President & CEO, Marine Corps Association
Subject: 2025 MCA BoG & BoD Winter Board Meeting CEO Report

Chairman,

Please accept this submission as fulfilling my requirement for a written report during our Winter Meeting 2025. As briefed, the Marine Corps Association is, in my opinion and as indicated by several criteria used to assess progress (value and growth to include a few), continuing to operate fully aligned with all objectives, both long and short term, as well as lines of efforts described in the 2025 Strategic Plan.

In every sense of the word, it is shaping up to be another extraordinary period in the history of the association, filled with a tremendous amount of accomplishment and a deep sense of professional satisfaction shared by all members of our team. We have been on a journey to increase value to our membership, Marine Corps Leadership, and the Marines and their families that we serve, and 2025 will be no different. We continue to operate our association in the most efficient manner possible, ensuring that we are recognized for using every donated and raised dollar for the sustainment of our core mission.

Financial Performance: As we closed out 2024 and entered the first quarter of 2025, the Marine Corps Association (MCA) remains in a strong financial position. Our end-of-year financials for 2024 demonstrated steady compliance with our approved 2024 Budget. Several areas outperformed our expectations. Retail, and professional events showed increased levels of revenue performance--remaining strong throughout the year and setting us up well for 2025. The first quarter of 2025 has begun positively, with revenue goals aligning with projections and expenditures focused on mission-driven initiatives.

Events and Programs: The Association had a very busy 2024 as we added new awards programs and events to our schedule, including a luncheon for the Deputy Commandant for Programs & Resources, while integrating support for several Spouse Summits and Professional Leadership Conferences in support of Marine Expeditionary Forces as well as a Mental Health Symposium at Marine Corps Base Quantico.

In total, MCA hosted 11 additional annual awards dinners and luncheons along with six other dinners stretching from Okinawa, Japan to Stuttgart, Germany with most events occurring in the National Capital Region. Guest speakers included the Commandant of the Marine Corps, the Assistant Commandant of the Marine Corps and a variety of Deputy Commandants, MEF Commanders and other Commanding Generals. Notably, MCA provided over 100 premier awards at our dinners for the first time in its history.

In 2025, MCA is projected to provide over 123 premier awards, including recognition of Marine Spouses of the Year as well as new Marine Corps Training and Education Command and Marine Corps Manpower & Reserve Affairs awards.

Thus far in 2025, MCA has successfully executed several key events in support of Marines and their families:

- **Professional Dinners:** MCA has hosted dinners/events in Hawaii, Camp Pendleton, and Albany, Georgia. These events provided opportunities for professional development, camaraderie, and networking. More importantly, we continue to bring value to our membership, MC leadership, and increase our brand recognition.
- **Behind the Camouflage Programs:** We have executed three spouse events at the request of senior leadership, focused on supporting Marine spouses. These events and the program itself, is focused on providing spouses with resources to navigate military, professional networking opportunities, and building resilient community networks.
- **Professional Leadership Conferences:** Held in Hawaii and Camp Pendleton, these conferences enhanced leadership development and professional growth for Marines.
- **Mental Health Symposium:** Held on MCBQ for leadership and providers supporting ongoing efforts to address issues facing MC leadership and to provide them with the tools to address these challenges.

Below is our current schedule of events for 2025:

Date	2025 MCA Event	Location
22-Jan	Behind the Camouflage Spouses Summit	KBAY Klipper Ballroom
23-Jan	Hawaii Professional Dinner	Hale Koa, Honolulu, HI
28-Jan	I MEF Leadership Conference (Marines Only)	Hilton Garden Inn, Carlsbad (CA)
29-Jan	I MEF Spouses Summit (Spouses Only)	Pacific Views, Camp Pendleton
30-Jan	West Coast Dinner - for I MEF	Cape Rey Carlsbad Resort
13-Feb	MCBQ Mental Health Symposium	The Clubs at Quantico
19-Feb	Albany Spouses' Summit	Merry Acres, Albany, GA
20-Feb	Albany Professional Dinner	Hilton Garden Inn, Albany
20-Feb	LOGCOM Industry Day	MCLB-Albany
6-Mar	Programs & Resources Awards Dinner	Army Navy Country Club
17-Mar	Parris Island Spouse Summit	Traditions - Parris Island
18-Mar	Parris Island Leadership Workshop for Spouses	Traditions - Parris Island
27-Mar	Installations & Logistics Awards Dinner (I&L)	Hyatt Regency Crystal City
29 Apr - 1 May	MDM (Not Sold by MCA but we are the co-hosts)	
2-May	Wounded Warrior Leadership Awards	Potomac Winery
8-May	Tampa Professional Dinner	Hilton Tampa Downtown
21-May	Ground Awards Dinner	Crystal Gateway Marriott
29-May	Information Awards Dinner (DCI)	Hilton Mark Center
24-Jul	Acquisition Awards Dinner	The Clubs at Quantico
25-Jun	Ammo Tech Awards Dinner	The Clubs at Quantico
10-Jul	M&RA Awards Dinner	Hilton Mark Center
7-Aug	Training & Education Awards Dinner	Hilton Mark Center
21-Aug	Combat Development Dinner (CD&I)	TCAQ
9-Sep	III MEF Spouses Summit	TBA
10-Sep	III MEF Leadership Conference (Marines Only)	Camp Butler Officers Club
11-Sep	Okinawa Professional Dinner for III MEF	Camp Butler Officers Club
13-Sep	Iwakuni Professional Dinner	Club Iwakuni
7-Oct	II MEF Leadership Conference (Marines Only)	Marston Pavilion, Camp Lejeune, NC
8-Oct	II MEF Spouses Summit (Spouses Only)	Tun Alley, Camp Lejeune, NC
9-Oct	Camp Lejeune Professional Dinner	Marston Pavilion
TBA - Oct	Golf for the Marines Tournament	Creighton Farms, Aldie, VA
23-Oct	Stuttgart Professional Dinner	Swabian Events Center, Patch Barracks
4-Dec	MCA Annual Meeting & Luncheon	Army Navy Country Club

These events are part of the 33 engagements MCA has planned for 2025, underscoring our commitment to supporting Marines and their families.

Membership: The Marine Corps Association continues to expand our membership base under our new membership model. As of 1 February 2025, we have **52,570 Premium Members** and **328,157 Associate Members**, reflecting the sustained value and relevance of our contribution to the Marine Corps community.

Total memberships	Jan 2025
Total members	328,157
Total TF	16,504
Total member print magazines	14,240

Our premium or paid membership provides the same benefits offered by the previously Honorably Served and Friends of the Corps memberships, The Associate category opened membership to a much wider audience at no cost but limited benefits. This change grew our membership ranks exponentially from 37,000 at the end of 2023 to 291,961 total memberships at the end of 2024. Included in this number are 16,500 Marines who became members through our total force membership program, offering Marine Corps Association Foundation-funded complimentary Premium membership to all active-duty and reserve Marines.

This program has greatly expanded our reach and has exposed more Marines to the benefits MCA provides at every level, primarily within the entry-level training pipeline. The refinement of our direct mail, email marketing and print advertising campaigns, as well as our engagements with Marines through our events, The MARINE Shop and Modern Day Marine, has contributed to an increase in membership activation. Additionally, the hard work of our area representatives, who act as MCA's forward element on both coasts, helped generate the preponderance of new members this year.

Finally, appealing to veterans and retaining our dedicated members remains a primary focus of our membership team, propelling initiatives aimed at increasing their satisfaction, engagement, and improving the overall value our Association provides.

Retail Operations: Our retail business, The MARINE Shop, has made significant progress in improving business operations through the hard work and dedication of its workforce. This includes the establishment of a marketing plan, the implementation of new procedures, and the development of clear policies to enhance overall efficiency. Customer service standards and employee training protocols have been set to ensure a solid foundation for all team members.

While ongoing supply chain disruptions continue to have impacts across the retail sectors, The MARINE Shop is identifying alternative manufacturers to mitigate these challenges. The specialized expertise of The MARINE Shop enables it to meet niche uniform requirements for the Marine Corps, including the new female evening dress trousers and unique uniform items for the United States Marine Band.

The MARINE Shop's e-commerce operations have been a key focus area, with ongoing efforts to enhance customer experience and strengthen our digital presence. We've made great strides in improving SEO and boosting our Google rankings, which has helped increase visibility and drive more traffic to the website. This work includes refining product descriptions, incorporating targeted keywords, and ensuring the site runs faster and more smoothly, especially on mobile devices.

We've also expanded our digital marketing efforts, with targeted email campaigns and increased engagement on social media. These initiatives help us reach a broader audience while staying connected with the Marine Corps community we've always served. All these efforts, along with continuous website improvements, are laying the foundation for sustained growth and an even better experience for our customers.

Modern Day Marine: *"Ready Today, First to Fight Tomorrow"* CMC approved MDM 2025 Theme. We are fast approaching execution of MDM 2025. We anticipate holding our final planning conference on 6 March 2025. Registration is open for all those who are planning on attending.

Tentative schedule of event for this year as follows:

Day 1: Tuesday, April 29, 2025

- **7:00 AM – 4:00 PM:** Registration Open (Salons G & H)
- **8:30 AM – 4:00 PM:** Expo Hall Open (Halls A & B)
- **9:00 AM – 9:20 AM:** Opening Ceremony (Main Briefing Center Stage)
- **9:30 AM – 3:30 PM:** Presentations, Acquisitions Briefings, Warfighting Pavilion & Marine Zone Sessions (Various Stages)
- **9:30 AM – 4:00 PM:** OBJ 1 Wargaming Convention (Hall B)
- **11:30 AM – 1:00 PM:** Allies & Partners Luncheon (Tun Tavern)
- **3:00 PM – 4:00 PM:** Warfighting Reception (Warfighting Pavilion)

Day 2: Wednesday, April 30, 2025

- **7:45 AM – 4:00 PM:** Registration Open (Salons G & H)
- **8:00 AM – 9:30 AM:** Congressional Breakfast (Tun Tavern)
- **9:00 AM – 4:00 PM:** Expo Hall Open (Halls A & B)
- **9:30 AM – 3:30 PM:** Presentations, Acquisitions Briefings, Warfighting Pavilion & Marine Zone Sessions (Various Stages)
- **9:30 AM – 4:00 PM:** OBJ 1 Wargaming Convention (Hall B)
- **12:30 PM – 3:30 PM:** Marine Corps Small Business Symposium (Tun Tavern)
- **6:30 PM – 7:30 PM:** Grand Gala & Awards Ceremony Reception (Marriott Marquis)
- **7:30 PM – 9:30 PM:** Grand Gala & Awards Ceremony (Marriott Marquis)

Day 3: Thursday, May 1, 2025

- **8:00 AM – 2:30 PM:** Registration Open (Salons G & H)
- **9:00 AM – 12:00 PM:** Military Spouse Summit & Brunch (Tun Tavern)
- **9:00 AM – 2:30 PM:** Expo Hall Open (Halls A & B)
- **9:00 AM – 2:30 PM:** Education & Employment Fair (Lobby Outside Tun Tavern)
- **9:30 AM – 2:00 PM:** Presentations, Acquisitions Briefings, Warfighting Pavilion & Marine Zone Sessions (Various Stages)
- **9:30 AM – 2:00 PM:** OBJ 1 Wargaming Convention (Hall B)
- **2:00 PM – 2:30 PM:** Semper Fidelis Reception & Closing Ceremony (Heritage Display in Hall A)

Foundation Status: The MCA Foundation remains focused on supporting professional development initiatives, leadership programs, and educational opportunities for Marines. Our fundraising efforts continue to be strong, allowing us to expand scholarships, awards, and recognition programs that directly benefit the Marine Corps community.

Conclusion: This year has demonstrated the Marine Corps Association's unwavering commitment to supporting Marines, their families, and the broader community. With strong financial performance, successful events, membership growth, and a robust foundation, MCA is well-positioned to continue its mission throughout 2025 and beyond. We look forward to executing the remaining planned events and further enhancing our support for the Marine Corps.

Signed: 

LtGen Charles G. Chiarotti, USMC (Ret)

Date: 20 FEB 2025