



15 August 2026

FROM: COMMANDER IN CHIEF

TO: All Companions of MOWW

SUBJECT: Commander in Chief's Intent and Priorities OY2026

1. **SUMMARY.**

The priorities established during operating year (OY) 2021–2025 have advanced the modernization, financial stability, programs and membership growth, and strategic planning efforts necessary to position our Order for long-term success. OY2026 will build upon that foundation with a renewed emphasis on further defining impactful outreach programs and Companion personal experience and beneficial growth. Concentrated efforts will focus on optimizing unity of effort, continued holistic total organization growth and productivity. Companions remain our most valuable resource and key element in addressing and achieving current challenges and those to come. Accordingly, this year's priorities focus on improving the Companion experience through enhanced training, education, communication, sustainable growth initiatives, and the application of technology to improve mission effectiveness and efficiency.

2. **STRATEGIC PLAN.** The MOWW 2023–2028 Strategic Plan remains the Order's roadmap for achieving our mission and long-term vision. Every national committee, region, chapter, and Companion should ensure that their activities contribute directly to achieving one or more Strategic Goals, with particular emphasis on Strategic Goal 1 and the MOWW Outreach Programs.

- a. During OY2026, priority will be placed on ensuring the Order's organizational structure, governance, and resource allocation are aligned to achieve the Strategic Goals. This effort will strengthen organizational effectiveness, improve coordination at all levels of the Order, reduce unnecessary administrative complexity, and ensure resources are directed toward the initiatives that best advance our mission.

3. **STRATEGIC GROWTH.** The continued vitality of the Order depends upon program and membership growth and long-term financial sustainability. While OY2025 experienced encouraging gains in recruitment, significant opportunities remain to improve retention, chapter development, and overall Companion engagement. OY2026 will focus on understanding the factors that contribute to successful recruiting and retention efforts, identifying best practices across the Order, and implementing recommendations from the OY2025 Financial Review.

The expansion of MOWW membership eligibility to all who have honorably served presents one of the greatest opportunities in our history. Every Companion shares responsibility for welcoming, mentoring, and engaging these new members so they become active contributors to our mission. Sustained growth will be achieved not only by recruiting new Companions, but by ensuring every member has meaningful opportunities to participate, volunteer, lead, and serve.



- a. A Membership Ad Hoc Committee (MAHC) will be established to evaluate recruiting and retention performance and recommend actions to support sustainable growth throughout the organization. Emphasis will be placed on strengthening chapter performance, improving Companion participation, and ensuring that growth supports the long-term health of the Order.
4. **EDUCATION & TRAINING.** Educated, informed, and engaged membership is essential to the success of the Order. OY2026 will reestablish a structured national Education and Training Program (ETP) under the leadership of a revitalized Education and Training Committee (ETC).
 - a. The following ETP developed and delivered programs will strengthen Companion integration, improve retention, and better prepare members for leadership and service opportunities throughout the Order.
 - 1) Delivery of a standardized Welcome and Orientation Program for new Companions.
 - 2) Provide recurring refresher training designed to reinforce organizational knowledge, leadership development, and mission effectiveness.
5. **TECHNOLOGY DEVELOPMENT.** Technology must serve as a force multiplier that improves how the Order communicates, operates, trains, and serves its Companions. The MOWW Technology Ad Hoc Committee (TAHC) will be created to assess current capabilities and recommend practical improvements that enhance operational effectiveness.
 - a. The TAHC will focus on four primary areas:
 - 1) Improving internal communications and information sharing.
 - 2) Supporting education and training through modern digital delivery methods.
 - 3) Streamlining administrative and membership-management processes.
 - 4) Evaluating emerging technologies that can improve efficiency, reduce administrative workload, and strengthen organizational decision-making.

Our future will not be defined simply by the number of Companions we recruit, but by the lasting impact we make through our service to youth, our communities, our fellow veterans, and our Nation. I ask each Companion to actively contribute their talents, experience, and leadership as we continue to demonstrate that it is, indeed, *"nobler to serve than to be served."*

FOR THE GOOD OF THE ORDER



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