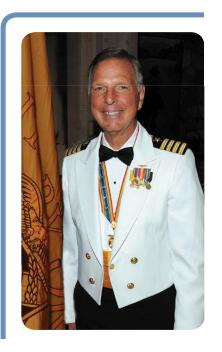


# **MOWW** CINC's Perspective

# Our Future is Bright



Visiting our Chapters this year broadened my perspective of our Order. It also increased my appreciation for those who make MOWW one of the most admired Veterans Service Organizations in our Nation. It's no secret I respect the Companions who place a priority on serving the needs of others, and who perpetuate our Preamble's timeless and eloquently expressed ideals.

I have witnessed past National Officers still actively recruiting new members. I have seen chapters enjoying widespread support in their communities by sponsoring or co-sponsoring Memorials and

Museums honoring veterans. I am proud to see how we our recruiting and mentoring new leaders. I am also pleased to see how our Order's initiatives that serve others are applauded by people and organizations nationwide. Additionally, I'm very enthusiastic about our on-going efforts to open new chapters.

This is an exciting time, and MOWW's future is incredibly bright. My pride in MOWW has never been greater, and I will never cease to be awed by the inspiration, energy and selflessness displayed by our Chapters and their member Companions, and the results they achieve. Thank you all—for all that you do.

One more thought: Please accept my personal invitation to attend the National Convention with me in San Diego, California. Whatever your role is, from newest Companion to our most senior Past CINC, the Convention promises to be an incredible experience you will not want to miss.

> Russell C. Vowinkel Captain, USN (Ret) Commander-in-Chief

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The boots, weapon, helmet and dogtags of US Army First Lieutenant Todd W. Weaver displayed during a memorial ceremony in his honor at Combat Outpost Terra Nova on the outskirts the Arghandab Valley's Jellawar village on 14 Sep 10. 1LT Weaver, of the 101st Airborne Division HHB/1-320th FAR, was killed by an improvised explosive device (IED) on 9 Sep 10. Source: http://www.militaryphotos.net/

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# **Chapter Homeland Security Program**

LTC WAYMAN J. JOHNSON, USA (RET) CHAIR, HOMELAND SECURITY COMMITTEE AUGUSTA (168) CHAPTER, GA



**Janet Napolitano** testifies during a hearing before the Senate Judiciary Committee. She is the third and current **United States Sec**retary of Homeland Security.

Source: Photo by Bill Koplitz

In Secretary of Homeland Security Secretary Janet Napolitano's open letter to members of The Military Order of the World Wars, she stated "We need veterans across our country, including members of MOWW, to be actively engaged in our states, cities, and communities to help us build a stronger, more prepared, and more resilient country."

Can your chapter have an effective Homeland Security Program to support the needs in your community without a plan of action? Disasters of all kinds, natural or man-made—both accidental or deliberate—can strike quickly and without warning. It is not always clear what the best way to help will be when a disaster is close

to home. Unfortunately, there are times when well-meaning (but unprepared) people get in the way more than they help in a disaster.

Does your chapter want to be able to make a difference if disaster strikes in your community or state? If so, then develop a plan. As with any program, strong leadership is important to gain outstanding performance.

What follows are some suggestions for chapters to incorporate into an effective Homeland Security Program. These recommendations are not intended to be all-inclusive but offer some ideas to help you develop your chapter's Homeland Security Program.

Survey your membership. What are the competencies they possess? Are they medical doctors, nurses, or managers of emergency operation centers or shelters? Are they already engaged as volunteers in emergency assistance organizations or service programs?

Members can align their skills with any number of organizations where they can make the most impact. Volunteers are the core of most emergency response organizations such as the American Red Cross, Civil Air Patrol, or local Citizen Corps. Members can join a neighborhood watch program, donate blood to a local blood bank or work with their Community Emergency Response Team (CERT). They may become a volunteer firefighter, join the Medical Reserve Corps (MRC), Volunteers In Police Program (VIPS), or other Homeland Security or emergency response organizations. Tap into your Chapter members' experiences and passions.

Even if a member lacks direct experience in homeland security, they may want to help when a disaster strikes. Research shows those born from 1925-1945 are motivated by mission,

community pride, honor, duty and dedication. The 1945-1963 generation is motivated by volunteer opportunities that meet their skill-set, team orientation, and their desire for positions of responsibility. The 1964–1981 generation prefers volunteer assignments that are fun and focus on flexibility with minimal supervision. The 1982–1999 generation is protective of their time even as they are motivated by volunteer opportunities with positive outcomes.

While you should consider these generalizations, once planning and committee assignments occur, all individuals vary in their skills, motivations and inclinations. Serving others is the glue that binds all committee members together as a team.

The first step in your plan should be a Chapter Homeland Security Committee vision. The vision should be clarified by the Chapter leadership team and defined by the skills and experiences of chapter members.

A Japanese proverb says: "Vision without action is a daydream; action without vision is a nightmare." Vision is critically important; without it, there is no central theme around which to rally the members of your chapter. With vision, you know what it is you want to do, and where it is you want to take the Chapter. "A leader with vision

is like a forward observer who can see over the next hill." You have an idea of what's coming,



Each generation contributes in their own way.

going to do to get ready. With the vision defined, examine what you want to achieve, and set your goals and objectives toward those desired outcomes. The goals are what you intend to achieve, and

objectives are the concrete

and the kind of things you're

steps by which the goals will be realized. They are specific and can be considered as a gauge on how you are doing in achieving your goals and useful for tracking your progress.

Be aware of your local government's emergency or disaster plans to help you determine the chapter's goals. Which area do you want to help support—public safety, public health or disaster preparedness/recovery? Determine the greatest value that you can provide in a disaster situation based on your membership skills and member desire to be able to help in a disaster. What framework exists to effectively partner with organizations to fill gaps in needs? Is it volunteers, money? What is your chapter's strategy when a disaster happens? Is it helping with short-term relief or long term development? Can the chapter develop a campaign to help educate community

> members regarding how to prepare for a disaster?

Register your skills. Think close to home. A disaster can happen at any time. Put your professional expertise to the best use by planning ahead. All types of volunteers will be needed. If you want to volunteer from home, for example, join a virtual online volunteering team such as Humanity Road (a non-profit organization dedicated to educating

the public with critical recovery information before, during and after a catastrophic disaster. www.humanityroad.org

# SAMPLE CHAPTER VISION

"Chapter will be actively engaged in our community to help us build a stronger, more prepared and more resilient country."



**CERT** volunteers in California practice putting out fires as part of training for a 7.8 earthquake. The fire department helped train the responders by creating fires for them to extinguish.

Source: www.fbcoem.org

Do you like assisting people on the phone or helping them find aid? Become active in your local 2-1-1 Program (your one-stop resource for finding assistance in your local community. The site keeps a database of a wide variety of service providers including, community clinics, support groups, counselors, shelters, food pantries, and programs for seniors and many more agencies). Contact agencies such as the state Emergency Management Division, FEMA, your local Red Cross or the Salvation Army to learn how they can use you as a resource and best work together when a disaster occurs.

If you have members who want to help during a disaster, help them get training. Your local Red Cross Chapter, Community Emergency Response Team (CERT) may have training opportunities. Because the disaster area is overwhelmed in the first days and weeks of the disaster and cannot easily support outside volunteers coming in, get trained so that you are prepared when your disaster area needs volunteers. Remember: volunteers will be needed for months after the initial disaster strikes.

Money will also be needed. Consider establishing an emergency relief fund. Financial contributions are the most useful form of disaster assistance for non-professionals. Chapters can engage youth such as JROTC Cadets, Boy Scouts and Girl Scouts, and hold fund raisers for their emergency

relief funds. Think outside the box. Raising funds for disaster relief is a lesson in good citizenship!

Whether the disaster is man-made or natural, the need for trained volunteers will be needed. Disasters are a certainty, though when they will strike is unpredictable. What can you do today to help during disaster tomorrow? Plan and train for it and be part of an organized response.

Many communities have experienced a flood, hurricane, tornado, earthquake, fire, or train derailment carrying toxic chemicals that caused wide-spread damage. Sooner or later, a disaster strikes every community, and having local people trained in disaster response will help with immediate recovery efforts.

Please refer to the article "Homeland Security— Everyone's Job" for additional ideas (Officer Review<sup>®</sup>, Oct 11.) And don't forget: Document your activities and submit your entry for MOWW's annual Homeland Security Award.

In closing, MOWW's Strategic Plan tells us the Order's vision is to be a preeminent veterans organization, and to increase national and local visibility of the Order. This is a natural area in which Companions can be local community leaders. Getting actively involved in support of Homeland Security is one step toward accomplishing this worthy vision. It will, however, require strong leadership and support within each Chapter to make that happen! \*



LTC Wayman J. Johnson served the Order over 30 years, is a charter member of the Augusta Chapter, and served as Chapter, Department and Region Commander. He served as Chairman of the Augusta Chapter Law and Order and Publicity Committees. He received his BS

and commission from South Carolina State University, MA from the University of Oklahoma and AAS from Grayson College (Texas). His 23 year military career involved serving on active duty and reserve components including two tours in Vietnam; one with the 4th Infantry and another with the 1st Air Cavalry Division. After 33 years of various supervisory and oversight positions at a DOE nuclear facility, he retired as a Principal Quality Engineer. He is currently a VAVS Executive Committee member at the VA Medical Center in Augusta, GA.

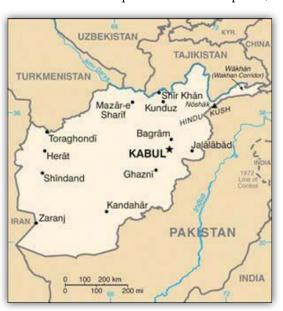


# **Companions in Combat: Mission Accomplished**

LTC DON B. MUNSON, USA (RET) DALLAS CHAPTER COMMANDER (EMERITUS)

First Lieutenant Richard (Rick) S. Wegner, USMC, and the men of the 2<sup>nd</sup> Platoon, Lima Company, 3<sup>rd</sup> Battalion, 2<sup>nd</sup> Marine Regiment, have returned home after seven months of combat in the mountains of southeast Afghanistan. Rick is the stepson of the Dallas Chapter's Senior Vice Commander, Lyle Mueller, who was, make that is, also, a US Marine ("Once a Marine, always a Marine").

During the platoon's deployment, Rick's men were responsible for the construction and manning of "Patrol Base Rogers," which is on the very edge of the Coalition Forces. Once the patrol base was completed, his men were tasked to secure the



population of a nearby village and to protect the newly built road that connected the adjacent Districts. His platoon conducted multiple dismounted patrols, each day, to build relationships with the people of the village.

Rick and his Marines frequently engaged in firefights with Taliban fighters and lived with the deadly threat of hidden improvised explosive devices (IEDs), every hour of every day. Six of his Marines received Purple Heart Medals for wounds received during combat, and three of his Marines received awards for Valor. Unfortunately, several of the injuries were serious, including

loss of limbs. For his actions during a firefight that lasted from sun up to sun down, First Lieutenant Richard Wegner received the Navy Commendation Medal with "Combat V" device.

Rick frequently expressed his deep appreciation for the support that he and the platoon received from the Companions of the Dallas Chapter, in the form of dozens of "Boxes for Troops" packed with Class VI consumables (that's personal demand items for you civilians, i.e., writing material, snack foods, beverages, cigarettes, non-military sales items). They may be hardened combat Leathernecks, but I never saw one turn down a Tootsie Roll.

Welcome Home, Marines. Job well done.★

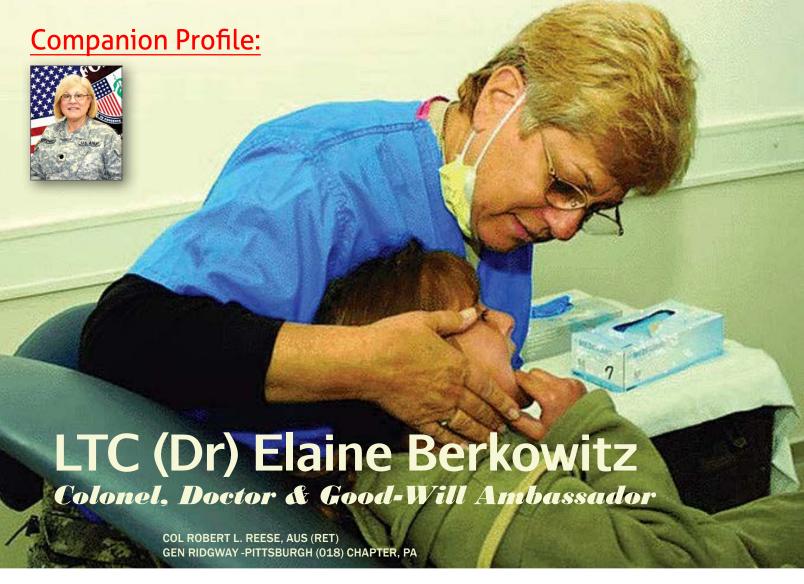








Photos courtesy of Lt Richard Wegner, USMC



**Companion LTC** (Dr) Elaine Berkowitz examines a young patient in Kosovo.

A member of the General Matthew B. Ridgway-Pittsburgh Chapter, LTC (Dr) Elaine H. Berkowitz, USAR (Active duty)has had a rewarding and compelling 37-year career in the military as a career reservist and Doctor of Dental Medicine. LTC Berkowitz has volunteered to serve her country by accepting tours of active duty in such places as Iraq, Kenya, Pakistan, Paraguay, Peru, Ecuador and Kosovo, where she not only supports US troops but has become a "Goodwill Ambassador and Humanitarian."

She began her military career as an enlisted person with the 99th US ARCOM in 1973 and at the age of 38 decided to attend dental school at the University of Pittsburgh, based on her previous employment as a dental assistant. Upon graduation, she applied for and received her commission as a 1st Lieutenant, which began her long and distinguished career as an officer with the military. Her first deployment, as a member of the 99th ARCOM, occurred in 2005 when she volunteered to serve our troops in Iraq. Once there, she also performed dental surgery on Iraqi Allied troops and the local inhabitants, which ingratiated them with our military support and served to fortify a better relationship with American and Allied troops. Her next goodwill tours found her in Kenya, Pakistan, Paraguay, Peru and Ecuador, where she provided dental services and taught basic dental hygiene after duty hours to the local inhabitants, who in some cases had never seen a dentist. Her next three deployments found her in Kosovo for a total of two years. LTC Berkowitz firmly believes that the people of Kosovo love Americans as evidenced by the fact that a statue of President Clinton and a building-sized photo of him are found in the center of the capital city, Prishtina. She reminisced that children would follow American troops chanting "We love America." Not only did she attend to our troop's dental needs, she embarked upon a program of attending civilian schools to teach students dental hygiene. She found the children to be singularly well-behaved. Among



her many noteworthy activities she conducted clothing drive for needy children. In addition, she has gone out to dental offices and taught some skills they never learned in dental school. On base, she conducts medical and dental lectures weekly, which includes her colleagues. The subject of the lecture is chosen by the attendees. Medical people in Kosovo do not make an adequate living. They supplement their income by working both at the medical and dental schools and having a private practice in the evening. The fees are very low for all procedures. Want your appendix out? The equivalent price in US dollars is \$40.

America's peace keeping mission in Kosovo together with NATO Forces has seen terrorist activity. LTC Berkowitz, together with fellow soldiers, must keep a constant vigil for possible attacks on the civilian population and military forces. She explained that keeping soldier's oral health up, as they live in less than austere conditions for weeks at a time guarding the borders, is a full time job. All American soldiers come to Kosovo in excellent oral condition, but emergencies do happen, plus they require periodical teeth cleaning. The military hospital at Camp Bondsteel, treats US military, foreign ally soldiers and civilians living on base and except for emergencies, is open 5½ days per week, excluding Sundays. Camp Bondsteel, located in the southeast region of Kosovo, is home to the Multinational Battle Group East, part of the larger NATO-led Kosovo Force. The hospital does not treat local nationals unless a dire emergency exists, which involves a lifethreatening procedure. Since 2007, LTC Berkowitz has witnessed the closing down of Camp Bondsteel



and the reduction of our military presence.

As for living conditions, the barracks are sea huts built in 1999 with communal bathrooms. They are well maintained and equipped with heating and air conditioning. The ground is all coarse gravel which makes walking difficult. The dining facility serves three meals each day and a sandwich shop is open 22 hours per day. Although the food is good, it gets monotonous eating the same meals after a while. The weather is frigid in the winter and snow does accumulate. There are foxes and huge jack rabbits everywhere as well as cats. The foxes and cats supposedly keep the snakes and rodents under control. The military provides a "Morale, Welfare & Recreation" facility, and they get groups to entertain the troops. Also located on base are a movie theater, basketball court and large fitness center.

The University of Pristhina and the people of Kosovo have honored LTC Berkowitz many times with "Awards of Appreciation" and invitations to be present and speak at many ceremonies in their country. The award she most cherishes was presented to her by the University of Pristina, Kosovo, for outstanding humanitarian work while deployed to Camp Bondsteel. She is immensely fond of the Kosovar people and hopes to return there once she retires from her civilian dental practice, where she provides homebound dentistry for the elderly and disabled. She wishes to continue volunteering to help them, especially in the area of oral health. LTC (Dr) Berkowitz has been a true Patriot and "Goodwill Ambassador" and deserves recognition for her outstanding service to our county. \*

Above left: LTC (Dr) Berkowitz travels to domestic and international locations to deliver dental services.

Above right: The University of Pristhina and the people of Kosovo have honored LTC Berkowitz many times with "Awards of Appreciation."

# Centennial Celebration

# GIRL SCOUTS OF THE DESERT SOUTHWEST

# Southern New Mexico and West Texas

CPT PAULA MITCHELL, USAR (RET) EL PASO (070) CHAPTER, TX

# THE GIRL SCOUTS OF THE USA

were founded in 1912. On 10 Mar 12, the Girl Scouts of the Desert Southwest

held their Centennial Celebration at the Farm & Ranch Heritage Museum in Las Cruces, NM.

The event included booths, performances, and activities for everyone. The final activity was the symbolic Bridging Ceremony. Traditionally, bridging takes place as a girl moves from one level of Girl Scouting to the next. To begin their second century of scouting, Alumni Girl Scouts and current Girl Scouts crossed a bridge from 1912 to 2012.

Girl Scouts from across southern New Mexico and west Texas make up the Girl Scouts of the Desert Southwest. Sr. Vice Commander, El Paso



Generations of Girl Scouts cross the bridge into the next "Century of Leadership."

Source: Author's Collection.

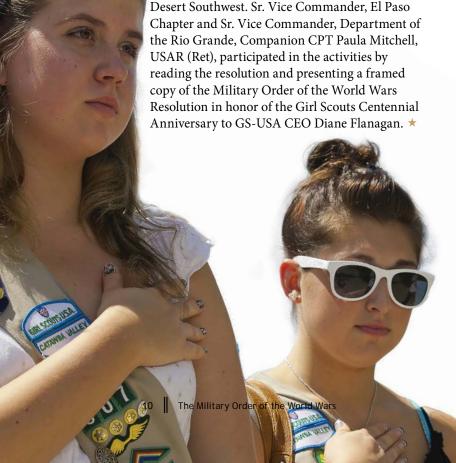


(L-R:) The CEO of the Girl Scouts of the Desert Southwest Diane Flanagan and Companion CPT Paula Mitchell, USAR (Ret), display the MOWW Resolution in support of the Girl Scouts USA.

Source: Author's Collection.

Girl Scouts of the Desert Southwest celebrated the 100th Anniversary of the Girl Scouts in March.

Source: www.gsdsw.org



# SPACE-A TRAVEL: MORE THAN JUST A RIDE

LT COL JOHN E. CAHOON, JR., USAF (RET) FORT WALTON BEACH (175) CHAPTER, FL

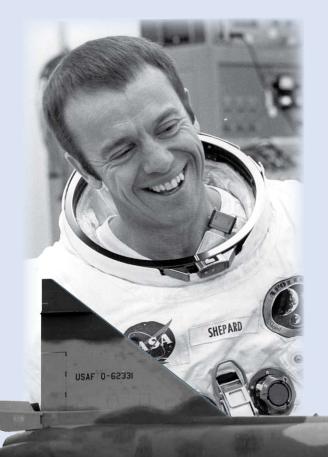


rom 1960 until mid-1964, I was stationed at the Air Force Missile Test Center (AFMTC) at Patrick AFB, FL, flying a variety of missions in support of missile testing at Cape Canaveral. During the latter part of my time at Patrick, I worked as a Base Operations Officer and came in contact with a wide variety of people transiting the area.

On one particular day that I recall quite clearly, a young Airman came into Base Ops hoping to hitch a ride on "anything going west." The young man was on leave and was trying to get to California to visit family. At the time, there was but one aircraft going his direction. It was the two-seat version of the F-102, known as the TF-102A, and was, therefore, capable of taking an additional occupant.

Knowing that the pilot was in the flight planning room preparing for his flight to Houston, I asked him if he could take a passenger. His reply was in the affirmative providing I could get the passenger suited-up, checked out on using the oxygen mask system and briefed on emergency ejection procedures. After a short trip down the hall to the Personal Equipment Section, all was soon in order and the Airman was prepared for what awaited him...almost. When I introduced him to the pilot with whom he would be flying, his face registered a reaction I will always remember and cherish.

After introductions had been made, both men proceeded to the aircraft. Pilot/Astronaut Alan Shepard led the way with the young Airman/passenger walking next to him—the Airman proudly sporting a helmet, mask, parachute and a beaming smile. At the time, I kept thinking, "There goes a fellow who will have quite a story to tell his grandkids someday."



# **MOWW** Constitution & By-Laws



# CONSTITUTIONAL AMENDMENTS REQUIRING Approval of ¾ of the Delegates Voting

12C-1: Amend Article I (Name), to read:

"The name of the organization shall be The Military Order of Patriotism. The name of the Order's magazine shall be the Officer Review<sup>®</sup>."

- Justification of Proposer: The name would better reflect the present nature of the organization and remove any suggestion of a specific linkage to World Wars I or II as a basis for membership. All subsequent references in the Constitution, Bylaws and all other documents will be changed to reflect the name "Military Order of Patriotism."
- Committee Discussion: This proposal has been repeatedly offered and rejected in various forms. Changing the name would change also the perception of the original and continuing purposes of the organization as envisioned by its founders in 1919 and subsequent generations for nearly a century.
- Committee Recommendation: Disapprove

- Those recommended for approval will be introduced by the Constitution & **Bylaws Committee**
- Those not recommended may be re-offered by their sponsors. In accordance with the provisions of the MOWW **Constitution and** Bylaws, no additional amendments not already received may be considered

**12C-2:** Amend Article II (Membership), Section 1a. Regular Membership, to read:

"Regular Membership is open to a citizen of the United States of America of good moral character and repute who has served honorably on Active Duty, to include Active Duty for Training, in the Armed Forces of the United States of America, (Active, Guard, Reserve), National Oceanographic and Atmospheric Administration (NOAA) or Public Health Service (USPHS) as a Federally-recognized Commissioned, Flight or Warrant Officer, or a Non-Commissioned Officer in the grade of E-7 or above, during the period 6 April 1917 to the present, or to such later date as may be determined by the Order during a National Convention."

- Justification of Proposer: Exclusion of senior non-commissioned officers discriminates against worthy military patriots, some of whom occupy the same current positions (such as JROTC instructors) as their officer counterparts. Their inclusion would recognize their contributions and would increase the potential membership base.
- Committee Discussion: This proposal has been repeatedly offered and rejected. This organization was formed as an association of officers, just as other groups are organized to bring together non-commissioned officers or enlisted members, without suggesting the superiority of any category. The lawful free association of those with like backgrounds has no discernible reason to be discouraged or prohibited.
- Committee Recommendation: Disapprove

# **MOWW** Constitution & By-Laws

12C-3: Amend Article II (Membership), Section 1 (Classification of Membership), (Paragraph d, Hereditary Membership, by adding subsection 6), to read, "An ancestor or adoptive ancestor of a member."

- Justification of Proposer: Having established the precedent of permitting descendants of members to join as hereditary members, despite a lack of their personal qualification for regular membership, we ought to enact a similar authorization for ancestral qualification, which would enable other worthy applicants to further the goals of our organization, and would increase the potential pool of eligibility.
- Committee Discussion: This proposal, like that of the suggestion to enroll senior noncommissioned officers, would create an association that reduces the importance of shared professional and personal experiences. And (perhaps more critically) it would almost certainly increase the percentage of the Order's members who are neither serving on active or reserve status nor are veterans of such service. This represents a great risk of violating the IRS requirement that our 501(c)(19) organization maintain a membership of at least 75% of its members in that service-related category, and requires "substantially all of the other members" to be "spouses, widows, or widowers of past or present members of the Armed Forces of the United States or ... cadets" in order to maintain our tax-exempt status.
- Committee Recommendation: Disapprove

# AMENDMENTS TO THE BYLAWS REQUIRING Approval of 3/3 of the Delegates Voting

12B-1: Amend Article I (Finances), Section 10 (Annual Tax-Exempt Reporting to the IRS and HQ MOWW), to read as follows:

"a. Each sub-unit with an EIN/TIN shall conform to the requirements for tax-exempt status under the provisions of Internal Revenue Service (IRS) Code 501(c)(19) and shall report its compliance to MOWW National Headquarters in accordance with MOWW Policy on or before 30 September of each year.

"b. The National Headquarters of the Military Order of the World Wars will remit no funds to any chapter until receipt of the chapter's annual certification. Failure to file before 30 September of each year will result in the delinquent chapter forfeiting all funds due and payable in the current fiscal year. In certain circumstances, e.g., severe medical illnesses, death or the resignation or transfer of the parties concerned (chapter commander and treasurer), an extension request submitted in writing to the Treasurer General may be granted by the Treasurer General on a case-by-case basis. However, no payment can be made after 30 June of the MOWW Fiscal Year in which the payment was due. The non-distributed funds will be deposited into the MOWW Endowment Fund."

- Justification of Proposer: All subunits of the Order with an EIN/TIN are required by the IRS to file the appropriate Form 990, not just chapters. Moving the last sentence of subsection a to the beginning of subsection b is appropriate, as it applies only to chapters, not to all subunits with an EIN/TIN.
- Committee Discussion: Concur.
- Committee Recommendation: Approve

# **MOWW** Constitution & By-Laws

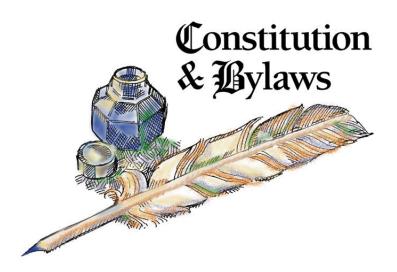
**12B-2:** Amend Article VI (Region and Department Organization) by replacing the current Section 1 with the following words:

"Section 1. The Regions organized in the United States and its Territories will be designated by Roman numerals." (The remaining sections 2 and 3 of Article VI remain unchanged.)

- Justification of Proposer: The number of Regions within the Order may vary at any time in response to the command and control needs of the Order. Their specific numbers or total numbers are administrative in nature, and should be addressed in the Order's Policy Handbook.
- Committee Discussion: Concur.
- Committee Recommendation: Approve

**12B-3:** Amend Article VII (Standing Committees and Councils), Section 1, to separate the "Information, Publicity & Magazine Committee" (subsection "j") into the "Information and Publicity Committee" and the "Magazine Committee," and to re-designate and reorder all resulting committees within this section to reflect the change. (All other references throughout the document to "subcommittees" of the Information, Publicity & Magazine Committee will be changed to reflect their new designations.)

- Justification of Proposer: This change has been in effect *de facto* for at least two years, and reflects the functioning of the different sections. The proposed amendment acknowledges the reality.
- Committee Discussion: Concur.
- Committee Recommendation: Approve



# MOWW 2012 Registration

THE MILITARY ORDER OF THE WORLD WARS®

# **MOWW® NATIONAL CONVENTION** 30 JULY-5 AUGUST 2012

Four Points Sheraton | 8110 Aero Drive | San Diego, CA 92123 | 800-992-1441

		Rank	Service
Chapter	Current Office(s) I	Held	
Phone ( )	e-Mail Address		
Home Address			
City	State	Zip	
Spouse/Guest	Special Dietar	y Needs?	
CONVENTION FEE & Delegate fee covers: Registratio	SCHEDULE: on, Delegate Book, Administrative Expenses, Welcom	e Buffet, Awards Luncheon, Ent	ertainment,
	ormal Banquet. Spouse/Guest fee covers the same ite		
<ul> <li>Delegate/Companion I</li> </ul>	Fee On or before 15 Jun: \$240/person	OR After 15 Jun: \$2	70/person = \$
<ul> <li>Spouse/Guest Fee</li> </ul>	On or before 15 Jun: \$225/person	OR After 15 Jun: \$2	55/person = \$
OPTIONAL EVENTS (	(See Tour Descriptions)		
• TOUR #1 - 30 Jul: M	ICAS Miramar Memorial Golf Course	Number	< \$50 = \$
• TOUR #2 - 31 Jul: O	old Town	Number	< \$44 = \$
• TOUR #3 - 1 Aug: U	SS Midway & Cabrillo National Park	Number	< \$59 = \$
• TOUR #4 - 1 Aug: La	a Jolla & Stephen Birch Aquarium	Number	< \$59 = \$
• TOUR #5 - 1 Aug: Sa	an Diego Zoo	Number	< \$73 = \$
• TOUR #6 - 2 Aug: Q	ueen Victoria High Tea	Number	< \$49 = \$
• TOUR #7 - 3 Aug: H	arbor Dinner Cruise	Number	< \$84 = \$
Indicate o	choice and number of entrées: Chicken	Meat Fish	Vegetarian
• TOUR #8 - 4 Aug: H	otel del Coronado & Seaport Village	Number	< \$29 = \$
• TOUR #9 - 4 Aug: La	a Jolla & Stephen Birch Aquarium	Number	< \$59 = \$
• TOUR #10-5 Aug : Vi	ejas Indian Casino & Company Stores	Number	< \$29 = \$
			Total = \$

- **Hotel Rates:** The \$109/night group rate is good from 27 July through 8 August 2012. The cut-off date for the group rate reservation is Sunday, 30 June, 5:00 PM PST.
- 2. Make Registration Check Payable To: MOWW NC 2012 (Make a copy for your records).
- 3. Mail Check & Completed Registration Form To: CAPT Dave Dahmen, 5902 Rocky View Ct., Bonita, CA 91902

Registration Questions: COL Jerry Webb @ 619-934-7614or gewebb01@att.net All Other Questions: Col Clark Kholos @ 858-361-8432 or cjkholos@msn.com

4. Hann-Buswell Chapter Dinner (Thursday, 2 Aug): Attending chapter Companions and prospective members must RSVP to: CWO4 Allan Peschek @ 253-752-4944 or allanpeschek@ comcast.net, or COL Bri Chabot @ 256-461-0612 or bchabot@knology.net

# **MOWW** 2012 National Convention

Four Points Sheraton | 8110 Aero Drive | San Diego, CA 92123 | 800-992-1441 RESERVATIONS: http://2012.sandiego-MOWW.org (or call 800-992-1441)

# **PRE-CONVENTION ACTIVITIES**

### **MONDAY, 30 JULY 2012**

TIME	EVENT	LOCATION	<u>ATTENDEES</u>
TBD-TBD	All meals at leisure	As desired	All Conferees
0800-TBD	Tour 1: MCAS Miramar Memorial Golf Course (0900 Tee-Off)	MCAS MMGC	All (OPTIONAL)

# **TUESDAY, 31 JULY 2012**

TIME	EVENT	LOCATION	<u>ATTENDEES</u>
TBD-TBD	Breakfast at leisure	As desired	All Conferees
0800-0950	PRE-CONVENTION EXCOM MEETING (END-OF-TERM REVIEW)	PALM B (HOLLOW SQUARE-30)	<b>EXCOM MBRS</b>
1000-1150	BUDGET COMMITTEE MEETING	PALM A (HOLLOW SQUARE-30)	CMTE MBRS
1200-1250	Lunch at leisure	As desired	All Conferees
1300-1350	BOARD OF TRUSTEES (BOT) 2011-2012 FISCAL YEAR REVIEW	PALM A (HOLLOW SQUARE-26)	<b>BOARD MBRS</b>
1300-1650	YOUTH ENRICHMENT FOUNDATION (YEF) BOARD MEETING	PALM B (HOLLOW SQUARE-30)	<b>BOARD MBRS</b>
1400-1550	COUNCIL OF REGION COMMANDERS (CRC) MEETING	PALM C (HOLLOW SQUARE-30)	COUNCIL MBRS
1700-TBD	Dinner at leisure	As desired	All Conferees
1700-TBD	Tour 2: Old Town, Casa Guadalajara (w/dinner)		All (OPTIONAL)

# WEDNESDAY, 1 AUGUST 2012

<u>TIME</u>	EVENT	LOCATION	<u>ATTENDEES</u>
TBD-TBD	Breakfast at leisure	As desired	All Conferees
0900-1500	Tour 3: USS Midway/Cabrillo National Monument/Phil's BBQ (lu	ınch)	All (OPTIONAL)
0900-1500	Tour 4: La Jolla/Mt Soledad/Birch Aquarium/Bali Hai (lunch)		All (OPTIONAL)
0900-1500	Tour 5: San Diego Zoo/Jasmine's Chinese Rest (Dim Sum lunch)		All (OPTIONAL)
TBD-TBD	Lunch at leisure	As desired	All Conferees
1500-1650	PATRIOTIC EDUCATION, INCORPORATED (PEI) MEETING	PALM A (HOLLOW SQUARE-30)	PEI MBRS
1900-2100	CINC'S WELCOME BUFFET (DRESS: CASUAL)	PAVILION A-B (ROUNDS-300)	ALL CONFEREES

<sup>\*</sup> WELCOME BY COUNCILMEMBER MARTI EMERALD. (INCLUDES GOLF AWARDS PRESENTATIONS)

# **CONVENTION ACTIVITIES**

# THURSDAY, 2 AUGUST 2012

TIME	EVENT	LOCATION	<b>ATTENDEES</b>
TBD-0755	Breakfast at leisure	As desired	All Conferees
0700-0850	COUNCIL OF PAST CINCS (CPC) MEETING (WORKING BREAKFAST)	PALM C (CONFERENCE-26)	CPC MBR/GUEST
0800-1050	PATRIOTIC EDUCATION COMMITTEE (PEC) PROGRAM REVIEW	PAVILION A (CLASSROOM-150)	YLC DIR & STAFF
0800-0850	SEMINAR HOMELAND SECURITY	PALM A-B (CLASSROOM-80)	ALL CONFEREES
0900-0950	POLICY-PLANNING COMMITTEE MEETING (PLANNING SESSION)	PALM C (CONFERENCE-26)	CMTE MBRS
0900-1050	SEMINAR CHAPTER OPERATIONS	PAVILION B (CLASSROOM-150)	ALL CONFEREES
1000-1050	SEMINAR LAW & ORDER	PALM A-B (CLASSROOM-80)	ALL CONFEREES
1100-1150	SEMINAR FINANCIAL DEVELOPMENT	PALM C (CONFERENCE-26)	ALL CONFEREES
1100-1150	HANN-BUSWELL MEMORIAL CHAPTER MEETING	PAVILION B (CLASSROOM-150)	CHAPTER MBRS
1200-1250	Lunch at leisure	As desired	All Conferees
1100-1500	Tour 6: Queen Victoria High Tea		Spouses/Guests
1300-1350	SEMINAR NATIONAL SECURITY	PALM B (CLASSROOM-26)	ALL CONFEREES
1300-1330	TELLER ORIENTATION	PALM A (CLASSROOM-40)	TELLERS
1300-1450	NATIONAL CANDIDATE PRESENTATIONS AND AUDIENCE Q&A	PAVILION A (CLASSROOM-150)	ALL CONFEREES
1500-1650	TELLER SUPPORT MEETING (NOMINATING COMMITTEE SUPPORT)	PALM A (CLASSROOM-26)	TELLERS

# **MOWW** 2012 National Convention

# **30 JULY-5 AUGUST 2012**

### THURSDAY, 2 AUGUST 2012

TIME	EVENT	LOCATION	<u>ATTENDEES</u>
1500-1650	NOMINATING COMMITTEE MEETING	PAVILION B (CLASSROOM-150)	NOM CMTE & DELEG
1700-TBD	Dinner at leisure	As desired	All Conferees
1800-2100	Hann-Buswell Chapter Dinner ( <u>Dress: Mess Dress/Tuxedo</u> )	Palm A-B (ROUND-100)	H-B Mbrs/Guests
	* Speaker: Dr. Richard Lederer.		

# FRIDAY, 3 AUGUST 2012

TIME	EVENT	LOCATION	<u>ATTENDEES</u>
TBD-0755	Breakfast at leisure	As desired	All Conferees
0800-0820	OPENING CEREMONY, 2012 NATIONAL CONVENTION	PALM CNF CTR (CLASS-300)	ALL CONFEREES
0830-1130	1 <sup>st</sup> National Convention Session	PALM CNF CTR (CLASS-300)	ALL CONFEREES
1200-1445	SEMINAR MOWW®AWARDS LUNCHEON & NAT SECURITY SEMINAR * SPEAKER: COL LUTHER LLOYD: "THE ISLAM YOU DO NOT UNDERSTAND	PAVILION A (ROUNDS-300)	ALL CONFEREES
		•	•
1500-1650	SEMINAR MEMBERSHIP RECRUITING & RETENTION	PALM A-C (CLASSROOM-120)	ALL CONFEREES
1700-TBD	Dinner at leisure	As desired	All Conferees
1800-TBD	Tour 7: San Diego Harbor Dinner Cruise (Dress: Casual)		All (OPTIONAL)

# SATURDAY, 4 AUGUST 2012

TIME	EVENT	LOCATION	<b>ATTENDEES</b>
TBD-0715	Breakfast at leisure	As desired	All Conferees
0730-0850	MEMORIAL SERVICE	<b>MONTGOMERY THTR</b> (102)	ALL CONFEREES
0900-1050	2 <sup>ND</sup> NATIONAL CONVENTION SESSION	PALM CNF CTR (CLASS-300)	ALL CONFEREES
1100-1150	POST-CONVENTION GENERAL STAFF MEETING	PALM CNF CTR (CLASS-300)	GEN STAFF MBRS
0900-1500	Tour 8: Hotel del Coronado/Seaport Village (lunch) La Jolla		Spouses/Guests
	Mt Soledad/Birch Aquarium/Ham's Lighthouse (lunch)		
0900-1500	Tour 9: Hotel del Coronado/Seaport Village (lunch)		Spouses/Guests
1200-1250	Lunch at leisure	As desired	All Conferees
1300-1350	SEMINAR RESERVE OFFICER TRAINING CORPS (SROTC & JROTC)	PALM A (CLASSROOOM-40)	ALL CONFEREES
1400-1450	SEMINAR BOY SCOUTS OF AMERICA & GIRL SCOUTS OF THE USA	PALM B (CLASSROOM-40)	ALL CONFEREES
1400-1550	SEMINAR CHAPTER ACTIVITIES & AWARDS	PAVILION A (CLASSROOM-150)	ALL CONFEREES
1500-1550	SEMINAR INFORMATION & PUBLICITY	PALM C (CLASSROOM-40)	ALL CONFEREES
1600-1650	NON-DENOMINATIONAL WORSHIP SERVICE (W/CHAPLAIN GENERAL)	<b>MONTGOMERY THTR</b> (102)	ALL (OPTIONAL)
1800-1850	CINC'S FORMAL RECEPTION (DRESS: MESS DRESS/TUXEDO)	PALM A-D (RECEPTION-350)	ALL CONFEREES
1900-2100	MOWW FORMAL BANQUET (DRESS: MESS DRESS/TUXEDO)	PAVILION A (ROUNDS-300)	ALL CONFEREES
	* NATIONAL OATHS OF OFFICE, DISTINGUISHED SPEAKER: DSA RECIP	PIENT, AND DSA PRESENTATION	

# **POST-CONVENTION ACTIVITIES**

### SUNDAY, 5 AUGUST 2012

TIME	EVENT	LOCATION	<b>ATTENDEES</b>
0800-0950	POST-CONVENTION EXCOM MEETING (DRESS: CASUAL)	PALM B (HOLLOW SQUARE-30)	EXCOM MBRS
0800-0950	EXCOM SPOUSE BREAKFAST	PALM A (HOLLOW SQUARE-30)	<b>EXCOM SPOUSES</b>
1100-2100	Tour 10: Viejas Indian Casino, Company Stores (lunch)	San Diego	All (OPTIONAL)
TBD	Departure as desired	As Required	All Conferees

NOTE 1: From 31 Jul - 4 Aug, Registration Desk open 0900-1700, Convention (Columbia) Room open 0900-1700, Hospitality Lounge open 0900-1600.

NOTE 2: Other meetings may be scheduled off-line by Companions as Convention events permit.

NOTE 3: Chapter Commanders and Adjutants are especially encouraged to attend all sessions indicated by **SEMINAR** boxes.

# **MOWW** 2012 Convention Tours

Make Hotel Reservations:

http://www.starwoodmeeting.com/book/2012moww (or call: 800-992-1441)

Make Convention & Tour Registration Check Payable To: MOWW NC 2012

Mail Check & Completed Registration Form To:

CAPT Dave Dahmen, 5902 Rocky View Ct., Bonita, CA 91902

# **TOUR #1: MCAS MIRAMAR MEMORIAL GOLF COURSE**

Price: \$50/Person (includes cart)



When: Mon, 30 Jul 12, 0900 Tee-Off

Activities: The Miramar golf course is one of the best military courses in San Diego. Transportation will be provided by the Four Points shuttle for those needing transportation.

★ NOTE: Cart fee included. Breakfast, lunch & beverages are self-pay. POC: Darryl Peralt @ peraltadarryl@att.net

### **TOUR #2: OLD TOWN**

Price: \$44/Person (price includes dinner at Casa de Guadalajara)



When: Tue, 31 Jul 12, 1700-2000

Activities: Dinner is at Casa Guadalajara, the site of the first San Diego Mission (1769), which captures the "spirit" of Mexico at its best. The adjacent colorful Bazaar del Mundo has authentic and eclectic folk art, fashion, gifts and more. The group will have a chance to walk through Historic Old Town and visit buildings comprising part of the California State Park System.

★ NOTE: Price includes transportation, meal, tax and tip. Dinner will include one of four choices, a beverage and dessert

# TOUR #3: USS MIDWAY & CABRILLO NATIONAL PARK

Price: \$59/Person (price includes admission to USS Midway, lunch, Cabrillo National Park)



When: Wed, 1 Aug 12, 0930-1530

Activities: The USS Midway, with more than 25 restored aircraft, holds the distinct honor of being the most visited retired naval ship museum in the world. It is handicap accessible with elevators and benches throughout. Lunch is at Phil's Barbecue, profiled on "Man vs. Food." The tour continues to the Cabrillo National Monument where, in 1542, Juan Rodriguez Cabrillo landed on what is now the west coast of the United States. There will be time to tour the lighthouse, museum, take photos of the Pacific coastline and enjoy the view of San Diego Bay.

★ NOTE: Price includes transportation, admission to sites, meal, tax and tip

# TOURS #4 & #9: LA JOLLA & STEPHEN BIRCH AQUARIUM

Price: \$59/Person (price includes La Jolla bus tour, lunch, admission to aquarium)



When: Wed, 1 Aug 12, 0900-1500 (lunch @ Bali Hai) OR Sat, 4 Aug 12, 0900-1500 (lunch @ Ham's Lighthouse)

Activities: The tour begins in La Jolla at Mount Soledad, with a panoramic view from the Veterans Memorial. It continues along the coast, to include going through downtown La Jolla to the Scripps Birch Aquarium. Lunch will be a private buffet (including dessert and beverage) at the Bali Hai (Wed) or Tom Ham's (Sat). Both overlook San Diego harbor.

★ NOTE: Price includes transportation, meal, tax and tip

# **MOWW** 2012 Convention Tours

# **TOUR #5: SAN DIEGO ZOO**

Price: \$73/Person (includes zoo admission, bus tour, sky tram gondola and lunch)



When: Wed, 1 Aug 12, 0900-1500

Activities: The San Diego Zoo is part of the Zoological Society, known for its conservation and preservation programs. The beautifully landscaped grounds are home to more than 4,000 animals, including giant pandas, polar bears and koalas. The newest exhibit is the Elephant Odyssey; the tour includes a narrated tour on a double decker. The sky tram gondola provides an expansive view of the entire park. Lunch will be Chinese dim sum at Jasmine's restaurant, with an assortment to be enjoyed—along with tea and dessert.

★ NOTE: Price includes transportation, zoo admission, meal, tax and tip

# **TOUR #6: QUEEN VICTORIA HIGH TEA**

Price: \$49/Person (high tea with extensive Queen Victoria menu)



When: Thurs, 2 Aug 12, 1100-1500

Activities: Enjoy a leisurely, full high tea-from soup to dessert, with delicacies in between, served in a relaxed and opulent atmosphere. There will be an opportunity to shop for tea-related items in the gift shop, as well as walk along the main shopping area in La Mesa. The tour is limited; sign up early to secure your place.

★ NOTE: Price includes transportation, meal, tax and tip

# **TOUR #7: HARBOR DINNER CRUISE**

Price: \$84/Person (cruise and dinner)



When: Fri, 3 Aug 12, 1800-2230

Activities: This three-hour cruise begins with a boarding glass of champagne or sparkling cider, followed by dinner. Dinner is served at your table with a choice of chicken, meat, fish or vegetarian entrées.

★ NOTE: Indicate your choice on your registration form. Price includes: transportation, meal, tax and tip

# TOUR #8: HOTEL DEL CORONADO & SEAPORT VILLAGE

Price: \$29/Person (bus ride)



When: Sat, 4 Aug 12, 0900-1500

Activities: The tour includes time to explore the "Hotel del," as it is affectionately known by locals. Built in 1888, it was the first hotel outfitted with electric lights—personally overseen by Thomas Edison. The hotel is on the national historic registry and offers glimpses into a past era, some of which is depicted in its extensive photo gallery. The adjacent beach, known as the Silver Strand, is perfect for a stroll before continuing to Seaport Village. Seaport Village offers touristy shops and numerous eateries.

★ NOTE: Price includes transportation only

# TOUR #10: VIEJAS INDIAN CASINO & COMPANY STORES

Price: \$29/Person (bus ride)



When: Sun, 5 Aug 12, 1100-2100

Activities: Viejas is the location of one of San Diego's Indian casinos and outlet malls. The casino and shops are located 30 miles southeast of the hotel in the foothills of Alpine, CA.

★ NOTE: Price includes transportation only. Meals are on your own

# **MOWW** 2012 Convention Awards

# National Awards — Prepare Now!

MAJ JOANNE BARTON, USA (RET)
CHAIR. CHAPTER ACTIVITIES & AWARDS COMMITTEE

# **NATIONAL SECURITY AWARDS**

(Ch. Nat Sec Awd: Policy Manual/Ch. 18 & App. C)
Lt Col Loyal G. Bassett "Gordon" Bassett, USAF (Ret) (Chair)
1201 Royal Links Court, Sun City Center, FL 33573
813-642-0691; gbassett@tampabay.rr.com

HOMELAND SECURITY PROGRAM AWARDS (Homeland Sec Awd: Policy Manual/Ch. 18) LTC Wayman J. Johnson, USA (Ret) (Chair) 1422 Sparkleberry Lane, Aiken, SC 29803 803-648-4378; ltcwji@bellsouth.net **LAW AND ORDER AWARDS** (Chapter L&O Pgm Awd: Policy Manual/Ch. 18 & App. D) (Nat L&O Individual Awd; Pol Man/Ch. 18 & App. D & E) Col Roy E. Gray, USMC (Ret) (Chair) 6333 La Posta Drive, El Paso, TX 79912 915-842-0737 (Res); roygr0619@aol.com CHAPTER ACTIVITY AWARDS (Ch. Activity Award: Policy Manual/Ch. 18 & App J) MAJ JoAnne Barton, USA (Ret) (Chair) 4724 G. V. Underwood Dr., El Paso, TX 79924 915-751-7076 (Res); joannelp1@aol.com



# **CHANGE**

All award submissions must be received by the applicable national committee chairs by 20 June 2012.

Please consult MOWW's National Directory for a list of national committee chairs and their contact information:

www.militaryorder.net/New%20MOWW%2DesignNational%20 Directory/ND%2022712.pdf

Unless otherwise specified, MOWW uses three categories for Chapter Awards:

- Small (20-49 living members) - Intermediate (50-99 living members) - Large (100-plus living members)

**MOWW** 2012 Convention Awards

# **ROTC AWARDS**

(Six categories based on # ROTC units supported: Policy Manual/Ch. 18 & App. I)

LTC Gary O. Engen, USA (Ret) (Chair) 1327 Winter Street, Augusta, GA 30904 706-733-7682; gengen@comcast.net

# PATRIOTIC EDUCATION PROGRAM AWARDS

(Chapter Patriotic Education Awd; Policy Manual/Ch. 18 & App. D)

COL Richard E. Minor, USA (Ret) (Chair) 8300 E. Dixileta Drive, #276, Scottsdale, AZ 85266 480-595-8089; danddminor@aol.com

### **BOY & GIRL SCOUTS AWARDS**

(National Scouting Awd & Square Knot Awd: Policy Manual/Ch. 18)

Maj Robert J. Williams, USAF (Ret) (Chair) 851 East Texas Street, Grapevine, TX 76051 817-488-5524; rbrtwill1@verizon.net

### INFORMATION & PUBLICITY AWARDS

(Info & Pub Awd: Policy Manual/App. K);

(Ch. Newsletter Awd: Policy Manual/Ch. 18 & App. L)

LTC Don B. Munson, USA (Ret) (Chair) 1000 Basilwood Place, Coppell, TX 75019 972-471-3499; Email: don.munson@tx.rr.com

# **VADM DYER** WRITING EXCELLENCE AWARDS

(Articles published in Officer Review®)

LTC Alfred H. M. Shehab, USA (Ret) (Chair) 1192 Hillcrest Road, Odenton, MD 21113 410-674-7333; hotspur38@verizon.net

### MEMBERSHIP AWARDS

(Nat Mbrshp Cit, Mbrshp Recruit Awd, Recruit Excel Awd, PM Recruit & Achieve Awd: Policy Manual/Ch. 18 & App M)

Capt John M. Hayes, USAF (Fmr) (Chair) 6907 Glenbrook Lane, Dallas, TX 75252 972-964-7007; mjmhayes@msn.com

OTHER: Patrick Henry Awards, Awards of Merit, National Citations, etc.



**COMMANDERS AND COMMITTEE CHAIRS** AT ALL LEVELS: We're only a few months away from MOWW's annual National Convention... and we should be preparing various award nominations to honor chapters, individuals, etc. While this information is not all inclusive, it's provided to assist you in that effort. Please consult the "MOWW Policy Manual" on the MOWW website for details.

# Why are Recruiting, Retaining and **Involvement so Darn Important?**

BRIG GEN ARTHUR B. MORRILL, USAF (RET) COMMANDER, BG BULTMAN (209) CHAPTER, VA

Recruiting is a fundamental activity of any organization because it does two things. First, it allows the public to know the organization exists and is growing. For our Military Order, a vibrant and growing membership also allows us to achieve the tenets embodied in our Preamble. Additionally, it provides our Military Order the wherewithal it needs to operate its many programs and initiatives. Thus, we not only meet the patriotic needs of America but we also provide fulfillment to the Companions involved.

#### Recruit | Retain | Involve

Second, recruiting is important because to accomplish our patriotic mission, our Military Order needs the right team to accomplish its goals. Recruiting is a fundamental activity because it provides an effective method for finding new and diverse talent, and for sustaining our organization and the good work of our Companions. The key to a successful recruiting program is to have a plan of attack.

Organizations naturally talk about retention and how to retain their members. In a complementary way, organizational leaders naturally develop plans and rewards to keep the organization's members engaged. Retention is the process by which the Military Order's Companions are encouraged to remain active in our organization. When we as Companions are engaged in our Military Order, increased membership, expanded involvement in MOWW programs and reduced NPDs result.

The tricky thing about retention is that organizations sometimes do not ask their members questions that lead to understanding member engagement and, in turn, retention. Retention is important for another reason. Data indicates there are about 80 million baby boomers and only 50 million Generation X'ers. While this smaller population presents challenges, especially given our nation's





All-Volunteer Armed Forces approach, we can successfully deal with these things through solid planning, an organized program of training and mentoring, and by persistent chapter efforts.

Simple things can improve retention. One is to find the right person for the organization and the particular job, and assign an understudy to them. Helping Companions understand the importance of their roles within our Military Order, and the overall goals and objectives of our chapters and MOWW, set the stage for retention. Usually, though, retention just comes down to leadership and followership...and follow-through.

If chapters seek inputs from Companions on how to improve retention or feedback on improving the organization, they should be ready to act. Nothing is more demotivating to a person than providing feedback and then seeing nothing change, i.e., seeing nothing gets better. Additionally, retention programs need to start early. Research shows a new member's initial excitement typically wears off after 90 days and engagement drops thereafter. Involvement must be nurtured over the long haul by oneon-one mentoring and leadership by example.

A key factor that may influence Companion perceptions of involvement is organizational climate. Member involvement is composed of three core variables—participation in decision making, teamwork and communications.

# Participate | Mentor | Communicate

When chapter leaders create participation opportunities for Companions they generate greater Companion involvement. Involvement breeds more involvement. More involvement breeds greater chapter success and Companion fulfillment, and MOWW thrives.

Expanding our membership, increasing our retention, and expanding individual Companion involvement helps us avoid an organization's tendency to keep going back to the same few Companions to get a majority of the work done or to dual, triple or quadruplehat those few Companions. While that may appear to get the job done in the short term, it will burn out those few Companions and reduce involvement in the long term.

Just as every Marine is a rifleman, every Companion is a recruiter, a retainer and an involver. That is why our current and past CINCs made these things MOWW priorities during their respective terms of office. We should follow their lead, and follow through. We can do no less than the Companions who came before us and made MOWW the success it is. Together, we can do anything we set our minds to doing. We have proven that every year since 1919. \*





"My goal is to find a way to continue this plan for the next two or three years and then to do a follow-up survey to evaluate its effectiveness."

— PCINC COL James Elmer, USAF (Ret), Officer Review®, April 2008

# Lessons Learned

# A Review of MOWW's Membership Scholarship Program

PAST CINC COL JAMES D. ELMER, USAF (RET) CENTRAL ARKANSAS (225) CHAPTER, AR

Membership! We all know how important this issue is to our Military Order. We all know it is vital to recruit, retain and involve new members. We know we must recruit our replacements—MOWW's next generation. Our predecessor Companions knew that, which is why they recruited each of us. All of us, every one of us, must continue this essential tradition.

In the years I was a national officer, every CINC had membership as one of his major goals. Almost without fail, two additional subgoals were included: (1) Reduce NPDs (non-payment of dues) for annual members and (2) recruit younger members. Our record of retaining annual members was atrocious.

We recruited like mad, and at the end of each year, we were only able to remain close to our current membership levels. It would be nice if every new member were a perpetual member; but many military officers will not become Perpetual Members until they check out the organization, are embraced and become involved.

Being against free memberships that bring no commitment, I pondered how we could increase the number of young officer members. I soon faced a dilemma: we don't want members who are just warm bodies. Instead, we want members with good potential who will be involved in, if not lead, chapter programs.

We also faced another issue: no one had proposed a way to recruit newly-commissioned O-1s.

Convinced we had to try something even if it was wrong, I devised a concept, a test, to be tried and then evaluated. The guidelines were:

- Select one outstanding new O-1 from every Senior ROTC (Army/Navy/Air Force) unit nationwide by asking the PMS, PNC or PAS to identify the graduating student most supportive of MOWW patriotic goals.
- Local chapters present the selected
   O-1s a free one year membership at an award or commissioning ceremony.
- The chapter provides \$20 of the annual \$40 membership fee, and they waive chapter dues for a year. (Impressively, a few chapters even paid the entire \$40 from local funds!)
- The recruiter, sponsor, mentor or chapter commander maintain contact with new
   O-1s. If realistic, a chapter closest to the new officer invites the new member to a meeting.

Unfortunately, few chapters participated—which was not surprising given the sustained follow-up effort required. Consequently, results were not encouraging. It appears this program's record was no better than the retention rate for other new annual members. Candidly, it is easier to convince local annual members to renew. This is not so for new O-1s since they PCS everywhere.

Since there was relatively little participation, chapters were then authorized to get one or two O-1 memberships per university. The free membership program increased memberships, but not retention. Early on I failed to get

renewals—for the same reasons. Although I was recruiting 9-12 students per year, I still was not adequately keeping in contact with them. A luke-warm effort generated a luke-warm result.

I stepped back and rethought the program. I decided to incorporate lessons learned and make the 2011-2012 program a better test by taking the time needed to stay in contact with every one of the new O-1s. Plus, I emphasized another option—one that already existed—new O-1s are authorized to become Perpetual Members for \$200. MOWW HQ will accept quarterly \$50 payments—perfect for a cash-strapped newly commissioned officer. I emphasized that.

I could never find effective ways to present this opportunity to a new lieutenant. Then it hit me: add an enticement! This year, I recruited nine new O-1s. I told each of them what a Perpetual Membership was, and that for them, it was only \$200 to be paid prior to the first anniversary of their commissioning. I also said they had a free one-year membership with no questions asked.

# "A luke-warm effort generated a luke-warm result."

In 2011, six of nine officers chose Perpetual Memberships and three chose annual membership. The six Perpetual Member candidates assured me they will pay the remaining \$150 (some already have) and become Perpetual members. Learning my lesson, I have remained in contact with the three annual members—and all three are planning to renew when their memberships become due.

Using that experience, I next contacted officers who had expired memberships from previous years and some are renewing or rejoining. We recruited the right people, but we didn't follow up properly, and we didn't help them become and remain involved in MOWW—regardless their location. Although it took some effort, this experience shows the



program can work. I challenge any chapter to match the 2011-2012 Central Arkansas Chapter's 100% renewal rate for new officers.

Here's the bottom line: do you really want more young members in your chapter? If so, you will have to make a commitment. You will have to be committed over the long haul and actually remain connected, and help keep them involved.

I will fund the program for one more year. In doing so, I will expand the initial program and pay \$30 toward a Perpetual Membership for the students you recruit. There are three requirements: (1) Pick a top student or two (2) stay in personal contact with the student(s) and, (3) the student may choose to be an annual member, but a proposed Perpetual Member must express a desire to become a Perpetual Member.

If you truly wish to make a contribution to the Order's future, try it. These young officers are the future leaders of our Order just as we were when we were recruited. The program works—if we each establish contact, if we remain connected and if we help them be involved. If you have any questions, please contact me at jimelmer@swbell.net or call me at 501-771-4106. Together, we can do this! ★

From 2009: LTC Michael Wilgen, USA (Ret), presented 2LT Meaghan Locke, USA, with a certificate from the Wilmington, (137) Chapter, DE, congratulating her on commissioning. LT Locke was the Cadet **Battalion Commander** for the Fightin' Blue Hen **Battalion (University of** Delaware). The MOWW pin is on her upper lapel.









# Ceremony Held at Cal Poly's War Memorial Plaza Salutes Two Alumni.

BY CDR DON MORRIS, USN (RET)



On Monday, 5 Mar 12, California Polytechnic State University (Cal Poly), honored two alumni killed in the line of duty. In a tribute to these graduates, two plaques were added to the university's Wall of Honor. The plaques memorialize CPT Larry Baldwin who was a casualty of a Vietnam helicopter crash and Lt Richard Abe who was killed in 1986 while flying his jet fighter during a mission.

MOWW's National Assistant Chaplain General, CDR William J. Houston, lead the invocation at Cal Poly's War Memorial Plaza in honor of CPT Baldwin and Lt Abe. Family members and Cal Poly ROTC staff were in the attendant audience.

(Pictured top, L-R:) Front row attendees included Dr. R. Armstrong, President of California Polytechnic State University; Companion COL Bob Detwiler, Dean of College of Education; Companion 1LT Brian Calgano; Companion Mrs Mary Houston (seated) and PCINC COL Jack Jones. At the podium, giving the invocation was CDR William J. Houston. (Photo by David Middlecamp for The Tribune, San Luis Obispo County). Inset photos, from top: the Cal Poly ROTC Honor Guard; (L-R): Companions 1LT Brian Calgano, CDR Bill Houston and PCINC COL Jones; Cal Poly ROTC Cadets.



### From Russia with Lunch...

BY CAPT B. FRANK KEPLEY, USN (RET)

Gen Monroe W. Hatch, Jr., USAF (Ret), former Vice Chief of Staff of the US Air Force, was the featured speaker at the Chapter's luncheon on 15 Mar 12. Gen Hatch related some of his experiences relative to the many challenges and changes that have occurred in the Russian hierarchy over the past forty years. His account of the various Russian leaders and the world situations they each faced was both informative and highly entertaining.





(Pictured top) Gen Monroe W. Hatch, Jr., USAF (Ret), former Vice Chief of Staff of the US Air Force, Washington, DC, addresses Companions and guests. (Pictured center) Gen Hatch, poses with three of his former classmates from the US Naval Academy, (L-R); CAPT Don Shelton, USN (Ret); Gen Hatch; Maj Robert Stuckey, USMC (Ret); LT Lee Saunders, USN with Chapter Commander Lt Col Frank Zahrobsky, USAF (Ret). (Pictured bottom) Gen Hatch accepted a Certificate of Appreciation from Chapter Commander Lt Col Frank Zahrobsky, USAF (Ret), for his outstanding presentation.



# Department of the Rio Grande Unites in El Paso, TX.

BY CPT PAULA MITCHELL, USAR (RET)

On 3 Mar 12, the first meeting of the year for the Department of the Rio Grande took place in El Paso, TX. Department Commander CPT David Thackston, USA (Former), led the meeting. Special guests, CINC CAPT Russell Vowinkel, USN (Ret), and VCINC Capt Debbie Kash, USAF (Ret), participated in a general discussion on ways to increase membership.

(L-R): VCINC Capt Debbie Kash, USAF (Ret); GSO Col Roy E. Gray, USMC (Ret); CINC CAPT Russell Vowinkel, USN (Ret); GSO MAJ JoAnne E. Barton, USA (Ret); LTC William G. Shreckengost, USA (Ret).



# In Honor of CAPT James Mims, Jr.'s 100th Birthday.

BY CDR JOHN BAUMGARTEN, USN (RET)

Companion CAPT James R. Mims Jr., CEC, USN (Ret), prepares to extinguish the candle on the birthday cake presented on the occasion of his 100th birthday. The celebration was held at the Bellwood Club in Richmond, VA, on 10 Dec 11. The Richmond Chapters of MOWW and MOAA hosted a joint gala holiday celebration to herald CAPT Mims' 100th birthday. When asked if he would accommodate our intention to host these festivities, he replied, "If I get up that morning, I'll be there." CAPT Mims remains a constant presence at chapter meetings and also serves on the chapter staff. For those who may wonder, CAPT Mims still drives himself wherever he wishes to go. (Photo by Theresa Cammarata).

(L-R): MOWW Region IV Commander CDR John Baumgarten, USN (Ret); CAPT James R. Mims Jr., CEC, USN (Ret); Companion LCDR John Thornton, USNR (Ret), and Virginia Council of Chapters MOAA President COL Sam Wilder, USA (Ret).



# **Inspiring Students to Aspire for Excellence**

BY VCINC CAPT DEBBIE KASH, USAF (RET)

The Chapter hosted CINC CAPT Russell C. Vowinkel, USN (Ret), at their January meeting showcasing the chapter's involvement with the California Military Institute (CMI), Perris, CA. CMI Principal/Commandant Tom Ashley was the guest speaker and conducted an on-site tour after the meeting.

(L-R): Chapter Commander Col Jerrold L. Wheaton, USAF (Ret); Principal Tom Ashley; CMI Cadets Phan, Pearson and Musni; CINC CAPT Russell C. Vowinkel, USN (Ret) and CMI Military Advisor CPT Gary Pearson, USA.



# **Portraying True Sacrifice**

BY COL DAVID GIBSON, USAF (RET)

College sophomore Anthony Zendejas IV's performance of his one-man play, "Honoring the Survivors of the Bataan Death March," was the highlight of the December meeting. Anthony wrote the play from four years of interviews with 35 American POWs held captive by the Japanese during WWII—twenty of whom were survivors of the Bataan Death March. For his history of extreme patriotism, Anthony was awarded the MOWW Silver Patrick Henry Medallion by CDR Alan Mandigo, USN (Ret).



# Special 2011 Holiday Gathering for Companions in Washington, DC.

BY COL STANLEY JOHN WHIDDEN, M.D., PH.D., USA (RET)

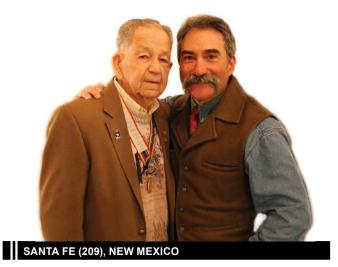
CINC CAPT Russell Vowinkel, USN (Ret), and Mrs. Beverly Vowinkel were special guests at the Chapter's holiday gala held at the Army-Navy Club, Washington, DC. The date of 8 Dec was chosen to commemorate the 70th Anniversary of Pearl Harbor Day and the US entry into WWII.



# **Eagle Scout Puts Forth Outstanding Effort**

BY LTC DAVID V. MASON, USA (RET)

Chapter Commander, 1LT Gerald "Bud" Berry, USAR (Ret), presented the MOWW Eagle Scout Certificate to Scout Andrew M. May in recognition of his attainment of Scouting's highest award. The ceremony was held on 12 Feb 12, at the Feather Sound Community Church in Clearwater, FL.



# "A Program for Our Combat Warriors"

Mr. Rick Iannucci, (Director of "Horses For Heroes-NM, Inc., "Cowboy Up!") was invited to speak to the Chapter in February. "Cowboy Up!" is a unique horsemanship, wellness and skillset restructuring program based in Santa Fe, NM. It is offered free of charge to OIF and OEF (OPERATION Iraqi Freedom and OPERATION Enduring Freedom-Afghanistan) veterans, and activeduty military. Veterans who have sustained physical injuries or combat trauma (PTSD) during their time serving our country are encouraged to attend. For more information visit their website www.horsesforheroes.org

(L-R): PCINC MG Franklin E. Miles, USA (Ret), thanked the Director of Horses For Heroes-NM, Inc., Rick lannucci for his volunteer service helping veterans.



# **Induction Ceremony for Apache Trail Chapter**

BY LT COL CAROL MCKNIGHT, USAF (RET)

An induction ceremony of new Companions to the Chapter took place in January. CINC CAPT Russell Vowinkel, USN (Ret), administered the oath to the new Companions. Their sponsor COL Billie Stephens, USA (Ret), (seated) looks on.

(L-R): Capt Minesh Patel, Air National Guard; LTC Felix Polz, USA (Ret); LCDR Jim Ellis, USN (Ret); RADM James Symonds, USN (Ret); COL Billie L. Stephens, USA (Ret), and CINC CAPT Russell Vowinkel, USN (Ret).



# 

**Nerve Gas, Insecticide Exposure Possible Cause of Gulf War Illness,** Say GHSU Researchers.



"Memory and attention problems plaguing thousands of veterans from the first Gulf War might be caused by lowlevel exposure to insecticides and nerve gas,

researchers at Georgia Health Sciences University said." The researchers have an "\$860,000, three-year grant" from the Department of Defense "to study whether the chemicals can cause nerve damage in the brains of animals, in this case mice, that could lead to memory and attention problems. Specifically, they will look to see whether the insecticide chlorpyrifos, which is commonly used on crops in the US and around the world might hamper the ability of the nerve cells to transport food and waste up and down the nerve when given in low doses." Gulf War Syndrome, characterized by memory loss, lack of concentration, neuropathic pain and depression, is a physiological illness, not a psychological one.

A UT Southwestern study, published in the journal Radiology, used a specialized MRI that specifically measured blood flow in the brain and detected marked abnormalities in the brains of those with Gulf War Syndrome. Not only have those abnormalities persisted for 20 years, but in some cases, they've worsened.

**VA Launches "Project REACH" Contest With HUD and Jon Bon Jovi Soul Foundation to Help Homeless Find Vital Services** 

Apps Will Provide Mobile Access to **Homeless Services** 



The Department of Veterans Affairs launched a new contest to help the people who help the homeless. It challenges the developer community to

create easy, mobile access to resources that provide current information about housing, health clinics and food banks and how they can get it. The first five entries to meet those requirements will receive a \$10,000 cash prize and the opportunity to test their app at the JBJ Soul Kitchen. The winner will receive a \$25,000 prize. "Putting this information in the hands of those who can help will make a tremendous difference in the life of a homeless veteran or anyone who experiences homelessness," said Jonah Czerwinski, director of the VA Innovation Initiative.

"Secretary Shinseki is very clear," added Pete Dougherty, acting executive director of VA's Homeless Veteran Initiative. "Our mission is to end veteran and chronic homelessness. Innovations that get information about services right to the point of contact in real - or near real - time using smartphones and Internet technology are going to have a big impact. They are going to help us defeat veteran homelessness by 2015."

All 152 VA medical centers are now actively represented on Facebook.



"This event marks an important milestone in the overall effort to transform how VA communicates with veterans and provide them the health care and benefits they have earned," said Secretary of Veterans Affairs Eric K. Shinseki. "Veterans and their families told us from the beginning that they want to engage and they want relevant information delivered at the local level. By leveraging Facebook, the Department continues to expand access to VA, and embrace transparency and twoway conversation."

The process that began with a single Veterans Health Administration Facebook page in 2008 has now produced over 150 Facebook pages, 64 Twitter feeds, a YouTube channel, a Flickr page, and the VAntage Point

The overarching strategy is designed to help break down long-perceived barriers between the Department and its stakeholders. VA currently has over 345,000 combined Facebook followers.

The Department plans to continue expanding its Facebook presence while also focusing on bringing Twitter to every VA medical center as well. A directory of VA Social Media sites is located at: www.va.gov/opa/ SocialMedia.asp ★

# **2012** Companion Update

# Reveille

**NEW MEMBER** (SPONSOR)

#### **APACHE TRAIL AZ**

Capt Minesh N. Patel (AF) (Stephens, B. COL) LCDR James P. Ellis (N) (Stephens, B. COL)

#### **CENTRAL AR**

2nd Lt Jamie D. Underwood (AF) (Elmer, J. Col)

#### **COLUMBIA SC**

CPT Eric W. Shumpert (A) (Adams, R. LTC)

#### **DALLAS TX**

Capt David S. Curtis (AF) (Clark, A. Capt) LTC Richard Crossley, Jr. (A) (Forest, R. Col) Harold G. Moore IV (H) \* (Parker, C. CWO) Catherine V. Moore (H) \* (Parker, C. CWO)

### **GEN GEORGE G. MEADE MD**

COL Edward C. Rothstein (A) (Rice, B. COL)

### **GEN J. P. HOLLAND CA**

COL Joe C. Butler (A) (Epstein, D. COL)

#### GEN JOSHUA CHAMBERLAIN ME Capt Thomas A. Hutchins (AF)

(Griffin, J. 1LT) Lissette G. Griffin (H) \* (Griffin, J. 1LT) MAJ James F. Brown (A) (Barton, R. COL)

### **GREATER KANSAS CITY**

LCDR Mark S. Foster (N) (Mauer, W. CAPT) LT Kelly A. Campbell (N) (Mauer, W. CAPT) CAPT Jeffrey L. Wagoner (N) (Mauer, W. CAPT)

#### MIDDLE GA

CPT Charles E. Patisaul (A) (Clark, K. COL)

#### **NORTH TEXAS**

LTC Barry L. Rhoden (A) (Bullock, E. Lt Col)

#### **PHOENIX AZ**

COL Christine M. Mahon (A) (Dahl, J.)

#### **PUERTO RICO**

MAJ Japhet C. Rivera (A) (Mas, J. LTC)

#### **SAN DIEGO CA**

Charles C. Noble (Webb, G. COL) Peter W. Dodge (Dodge, R. Col)

# laps

RANK/NAME (SERVICE)

#### **APACHE TRAIL AZ**

Col Joseph C Schabacker (MC) Mrs Phyllis Kilcullen

#### **BATON ROUGE-**LTG MIDDDLETON LA

COL Victor A. Sachse, III (A) \*

#### **BG BULTMAN VA**

LTC Donald L. Pierce (A) \* CAPT James E. M. Coleman (N) \*

#### **BRADENTON/SARASOTA FL**

Col Richard L. Hellwege (AF) \*

### CHICAGO IL

CPT Don A. Lundstrom (A) \* COL Charles J. Lucas (A) \*

### **CLEARWATER FL**

Lt Col John W. Krey (AF) \*

#### **COL GEORGE C. WOOLSEY CA**

CW4 George Batzianis (A) \* RADM Donald G Iselin (N) \*

#### **COL WOODS-OKLAHOMA CITY OK**

Maj Ray H. Thomas (AF) \*

### **DETROIT MI**

CPT Ralph Vigliotti (A) \*

#### **GEN J. P. HOLLAND CA**

CPT Joseph A. Edwards (A)

### **LOUISVILLE KY**

1LT Wayne R. Wiedman (A) \*

### **MAJ GEN WADE DC**

LTC Chester B. Thomas (A) \*

#### **MAJGEN JOSEPH H PENDLETON CA**

CPT Joseph A. Edwards (A) \*

# **MEMPHIS TN**

CAPT Edward P. Smith (N) \*

#### MG CRITZ OK

CPT Gerald N. Eason (A) \*

### MG GEORGE G MEADE MD

MAJ John A. Collard (A) \* Lt Col Marlin R. Smith, Sr. (AF) \*

### MG JOSHUA CHAMBERLAIN ME

MAJ Elvin J. Bryant (A)

#### MIAMI FI

CPT Michel A. Picard (A) \* LTC Henry C. Simmons (A) \*

### MILWAUKEE WI

LT Ralph E. Houseman (N)

# **MONTEREY BAY CA**

LTC James C. Keesling (A) \*

### **PASADENA CA**

COL Charles J. McCleery (A) \*

#### PHILADELPHIA PA

COL C. M. Hangsterfer (A) \* Maj Warren Shea (AF) \*

#### **PUERTO RICO PR**

2LT Fernando Zalduondo (A) \*

### SADDLEBACK VALLEY CA

CPT Joseph A. Edwards (A)

# **SAN DIEGO CA**

COL Peter E. Shea (A)\* CPT Joseph A. Edwards (A) \*

### SUN CITY CENTER FL

LTC Frank P. Worthen (A) \*

<sup>\*</sup>Denotes Perpetual Member



"IT IS MORE NOBLE TO SERVE THAN TO BE SERVED"

# MOWW® THE MILITARY ORDER OF THE WORLD WARS®

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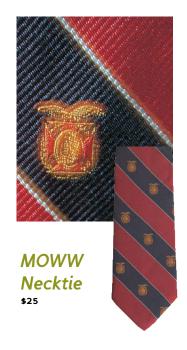
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When submitting materials please include your rank, name, service, mailing address, daytime telephone number, e-mail address and your chapter affiliation with materials submitted. No responsibility is assumed for materials submitted for publication.

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# Coin of Excellence

For use by all Companions.

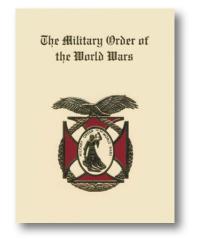
\$5



# **Appreciation Award**

Plaque may be presented by any Commander or National Officer of the Order.

\$25



# All Occasion Card

Two-inch, gold embossed MOWW Crest beneath raised gold lettering on heavy cream-colored stock. Blank, 4½" X 6" with matching envelope.

\$1.50 each



# Membership Medal

(miniature)
There is no full-size version.

\$15



# Pocket Badge

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\$15

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