



**G/A OMAR BRADLEY – COL THAXTON HANSON
(LOS ANGELES COUNTY) CHAPTER (186)**

2019 CENTENNIAL CELEBRATION AND CONVENTION

OPERATIONS PLAN (OPLAN)

NOVEMBER 1, 2018



2019 CENTENNIAL CELEBRATION AND CONVENTION OPERATIONS PLAN



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“By your exemplary conduct a standard has been established and maintained never before attained by an army. With mind and body as clean and strong as the decisive blows you delivered against the foes, you are soon to return to the pursuits of peace. In leaving the scenes of your victories, may I ask that you carry home your high ideals and continue to live as you have served – an honor to the principles for which you have fought and to the fallen comrades you leave behind.”

-- Personal Letter To All AEF Members From General Of The Armies John “Blackjack” Pershing, Written At The End of WWI

“Welcome to the Military Order’s 100th year! We are here today because of the work of the Companions who came before us. To give meaning to their legacy, we need to strengthen our Order and support future Companions – most of whom are not yet born.”

-- LTC John H. Hollywood, USA (Ret), Commander-In-Chief, MOWW

Concept of Operations (CONOPS):

The year 2019 marks the 100th anniversary of the *Military Order of the World Wars*. The G/A Omar Bradley – COL Thaxton Hanson Chapter (186) (Bradley-Hanson) has been selected to host the *2019 Centennial National Convention* in Simi Valley, California, from August 5th through the 10th: the Convention will be held at the *Grand Vista Hotel*, 999 Enchanted Way, Simi Valley, CA (93065), (805-583-4000) (www.grandvistasimi.com). The vision of the *Bradley-Hanson Chapter* is three-fold:

1) Conduct a convention that not only embraces the format of the Order’s required annual convention, but additionally integrates *Special Events* celebrating 100 years of the Order. At the Convention, and available for pre-order beforehand, will be the sales of celebration-related merchandise to include a *Centennial Coin* and *Centennial-Themed Shirts*. Sponsorships will be available to offset a number of projected costs for the Convention thus keeping registration costs at the lowest possible levels while ensuring all aspects of the proposed Convention itinerary are executed. A *Convention Welcoming Packet* will be distributed to all attendees and *Welcome Kits* will be distributed to all Companion-attendees. Registration fee for Companions will be **\$295**: registration fees for non-companions and guests will be on an “a-la-cart” basis (**actual a-la-cart prices will be delineated on *Registration Form***);

2) Complete nationwide Chapter involvement with the Convention to include maximum Companion attendance and the gathering of historical data relevant to each Chapter’s history. Historical data that is gathered will be compiled for viewing at the Convention and dissemination



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as part of a “Post-Convention” *Celebration Book* that will be available for purchase: the book will also include a convention summary and convention photographs; and

3) Promote a national public-relations campaign emphasizing the “MOWW Brand” around the Order’s *2019 Centennial Celebration*, a campaign serving as a platform for all Chapters to “get the word out” about “who we are and what we do”. With maximum Chapter involvement, the celebration will serve as an additional springboard to increase overall companion membership. The official “target date” to kick-off the campaign is **November 11, 2018**, which marks the 100th anniversary of the signing of the armistice ending World War One.

This OPLAN will outline supporting actions and timelines for the aforementioned vision.

Convention *Special Events*:

Five *Special Events* are the central activities highlighting 100-years of the Order. Additionally, a variety of tour options for attendees have been planned to not only make the Convention itself extra special, but to accommodate all Companions and guests alike with choices that allow the greatest possible flexibility while enhancing their vacation experience in Southern California. Tour options will be outlined on the registration form and posted on the *2019 Centennial National Convention* website: **Available tours will be announced after the Chief of Staff formally approves and posts (on the MOWW Website) the Convention agenda/sequence of events.**

Important Note: Two very special activities planned for the CINC and the Headquarters Staff as well as PCINCs to include full publicity, will be scheduled around the *Convention Agenda* once the Convention’s agenda framework is approved by the Chief of Staff (COS). These “additional activities” will be finalized and presented when the CINC, oversight VCINC, and the COS conduct their *Convention Site Survey* projected to take place during the first quarter of CY2019.

Special Event # 1: CINC’s Welcome Buffet (Tuesday, August 6th). A renowned pianist will provide music. Local community leaders will provide welcoming remarks and presentations to the CINC. All this is in addition to the standard sequence-of-events as in past conventions to include golf tournament recognition and a CINC-driven agenda.

Special Event # 2: Tour of the Ronald Reagan Presidential Library and Museum (Thursday, August 8th): This is a no-fee tour for all conferees that takes place in the afternoon after a series of workshops conducted during the morning session. Buses will be provided to shuttle attendees to and from the Library which is five miles from the hotel. A special Library tour has been arranged for the CINC and other MOWW dignitaries.



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Special Event # 3: MOWW Awards Luncheon (Friday, August 9th). This is a perfect opportunity for the CINC to present awards and afford special recognition to community leaders. Also, additional presentations to the CINC in recognition of the Order's *Centennial Celebration* are planned. Extra time scheduled for the luncheon will be included.

Special Event # 4: Centennial Convention Celebration (Friday Evening, August 9th). This is the first of two capstone events for the celebration, yet because it will be held in the evening is optional for all attendees. The free two-hour event is planned at the hotel embracing the history of MOWW; there will be appearances by re-enactors, special video presentations, appearances by Boy Scouts, Girl Scouts, ROTC/JROTC cadets, and Pershing Rifle cadets, and recognition by other Veterans organizations honoring MOWW. Medal of Honor recipients and WWII veterans are just a few of the additional attendees that will appear. This listing is only a sample of what is planned by the *Centennial Convention Planning Committee*.

Special Event # 5: CINC'S Banquet at the Ronald Reagan Presidential Library and Museum (Saturday, August 10th). This is the second of two capstone events designed to conclude the Convention after the day's business agenda. Convention attendees will be shuttled mid-afternoon from the hotel to the library. There will be a separate reception area to honor the DSA recipient and other invited dignitaries, and of course there is the banquet itself. Extra time has been afforded to accommodate special presentations during an expanded dinner itinerary. There will be a special all-services Color Guard, and extra time is also afforded to allow CINC recognition of additional dignitaries he wishes to invite in addition to the DSA recipient. Upon the banquet's conclusion attendees will be brought back to the hotel.

Convention Website:

The "kick-off" date for access to the *2019 Centennial National Convention Website* is **January 20, 2019**. Included on the website will be:

- 1) Finalized Convention agenda/sequence of events;
- 2) Registration information to include the ability to access registration forms as well as the option to conduct "on-line" registration;
- 3) Tour information and tour registration forms as well as the option to register for tours "on-line". **Available tours will be announced after the Chief of Staff formally approves and posts (on the MOWW Website) the Convention agenda/sequence of events.**
- 4) Hotel room reservation information. **Note:** Discounted room rates will be available for a limited number of days before and after the Convention;



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- 5) Transportation information for Convention arrival and departure of attendees;
- 6) Information about all aspects of the Convention itself;
- 7) Information about activities, events, and attractions in and around the Southern California area to include key informational links;
- 8) A Convention promotion video produced by the *Bradley-Hanson* Chapter;
- 9) Ability to pre-order Convention merchandise items;
- 10) Pre/Post-Convention surveys;
- 11) Sponsorship Forms;
- 12) Forms for *Chapter History Profiles* to include an online submission capability;
- 13) Email links; and
- 14) An electronic copy of this OPLAN.

Hotel Room Information:

Rooms are **immediately available** for reservation during the Convention. Room rates at the *Grand Vista Hotel* for Convention attendees are \$92 per night plus taxes (Approximately \$104 per night) for either a *Deluxe King* or *Deluxe Double* Room. Suites will not be available as they have been reserved by the *Bradley-Hanson Chapter* for Convention use. The special room rates for the Convention will be also be available for days shortly before and after the Convention (final pricing will be quoted upon actual Room Registration). There are two ways to register:

- Call the hotel directly (805) 583-4000 and request the special rate for the *Military Order of the World Wars*; or
- Register online (www.grandvistasimi.com) and enter **Group Code: 2229 (not Promo Code)** to receive the special room rate.

Attendees who do not wish to stay at the *Grand Vista Hotel* may stay at other nearby hotels (check a hotel's specific website for location); however, **we do not** have special room rates at these hotels as we are encouraging all attendees to stay at the *Grand Vista Hotel*.



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Hospitality Suite:

A robust *Hospitality Suite* will be available to Convention attendees:

- The *Hospitality Suite* will be available most hours from early morning through late evening; however, hours will revolve around “quiet hours” as to not disturb hotel guests;
- Extensive manning of the *Hospitality Suite* has been arranged by *Bradley-Hanson Chapter* companions;
- Food and beverages (alcoholic and non-alcoholic) will be available at no charge to attendees. **This does not include pre-paid Lunch options that the *Hospitality Suite* will offer on select days throughout the Convention;**
- Many items offered for consumption will be sponsored by community and business donors;
- Donations in the suite will be accepted (though not required) to assist in offsetting costs;
- Pre-paid Lunch options on select days during the convention will be made available via the *Hospitality Suite* (announced throughout the Convention). This is designed to alleviate the bottleneck of attendees trying to eat during short periods of scheduled time;
- The *Registration Table* will be located in the *Hospitality Suite* to better accommodate Companions. A streamlined-plan has been established to facilitate the registration process to only three minutes per person.

Sponsorships:

As previously stated, sponsorships will be available to offset a number of projected costs for the Convention thus keeping registration costs at the lowest possible levels while ensuring all aspects of the proposed Convention itinerary are executed. In the spirit of full disclosure and transparency, any financial shortfalls for the Convention (not covered by registration fees) ARE ALREADY ACCOUNTED FOR AND BUDGETED with currently-held *Bradley-Hanson Chapter* Funds; however, the intent is not to utilize those funds as that would impact the *Bradley-Hanson Chapter*'s long-term operational capability. Sponsorships help the *Bradley-Hanson Chapter* realize a positive fundraising effort that will make the Convention financially self-sufficient. In other words, the *Bradley-Hanson Chapter* would prefer not to “dip into”



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currently held funds to assist in the financing of the Convention. Sponsorship forms will be posted online and included with *Publicity Packages*.

There are three-levels of sponsorships that are available:

1) There are 30 (thirty) \$500 sponsorships currently available to National Chapters and Companions: remaining sponsorships will be made available to the general public (individuals, businesses, and organizations) after March 1st 2019. Sponsors will receive recognition in the *Convention Welcoming Packet*, recognition at the *Centennial Convention Celebration* (Friday Evening, August 9th) to include presentation of a certificate and numbered *Centennial Coin*, and table recognition at the *Awards Luncheon* and/or *CINC's Banquet*;

2) The three Departments located in California (Department of Northern California, Department of Central California and Nevada, and the Department of Southern California) will have the opportunity to sponsor various aspects of the Convention (i.e., events, transportation, portions of Convention days, etc.). These options will be reviewed with Department Commanders by the *Bradley-Hanson Chapter Commander* on a one-on-one basis. Sponsors will receive recognition in the *Convention Welcoming Packet*, recognition at the *Centennial Convention Celebration* (Friday Evening, August 9th) to include presentation of a certificate and numbered *Centennial Coin*, and table recognition at the *Awards Luncheon* and/or *CINC's Banquet*; and

3) Sponsorship from businesses and organizations for items included in *Welcome Kits* for all Companion attendees as well as food and beverage items that will be available in the *Hospitality Suite*. Level of recognition for these sponsors will be on a case-by-case basis.

Chapter Publicity Packages:

Each Chapter throughout the Order will be mailed and/or emailed a *Chapter Publicity Package* **November 7, 2018**. Included in the packages will be:

- 1) This OPLAN in electronic format;
- 2) Business-Card sized reminder cards with key information about the Convention. These are the same cards that were handed-out at this year's convention held in Columbus (Georgia) and 25 cards will be mailed to each Chapter; if a Chapter desires more than the 25 cards planned, additional cards will be sent;
- 3) *Convention Sponsorship Forms* will be mailed and electronically provided. Forms will include information as to what publicity sponsors will receive to include: Recognition in the



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Convention Welcoming Packet, recognition at *Centennial Convention Celebration* (Friday Evening, August 9th) with presentation of a certificate and numbered *Centennial Coin*, and table recognition at the *Awards Luncheon* and/or *CINC's Banquet*. Sponsors can be individuals, Chapters, Departments, Regions, or non-MOWW organizations. All sponsorship proceeds will go directly to the *Bradley-Hanson Chapter*, and will be either financial, sponsored items for inclusion in *Welcome Kits* for all Companion-attendees, or sponsored items for food and beverages that will be in available in the *Hospitality Suite*;

4) Hotel room reservation information. **Hotel rooms are now available for reservation at a discounted rate.** **Note:** Discounted room rates will also be available for a limited number of days before and after the Convention;

5) Format instructions for one-page *Chapter History Profiles* will be mailed and electronically provided encompassing the information provided below. *Chapter History Profiles* will be available for viewing at the Convention and included in the “post-Convention” *Celebration Book*; and

6) Draft Convention sequence of events and agenda; finalized sequence of events and agenda will be posted on the Convention and National websites.

Chapter History:

All Chapters are **encouraged (not mandatory)** to pull together their 100-years of history. This initiative serves two purposes:

1) To serve as one aspect of the *Centennial Celebration* promoting Chapter Companion involvement and serve as a means for each Chapter to actually be a part of this year’s celebration/convention; and

2) To not only give companions a perspective of what their Chapter has accomplished throughout its history, but also serve as a baseline for prospective members showing all that a Chapter has accomplished as it relates to Veterans Support and Community Outreach.

Compilation of historical information should be accomplished in two-parts:

1) A comprehensive compilation (guidelines below) to be part of each Chapter’s historical records and to be shared and publicized locally, as well as forwarded to the *MOWW Historian General* for inclusion in national MOWW records; and

2) A short one-page aforementioned *Chapter History Profile*.



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The following guidelines are provided to assist in your Chapter's overall historical compilations:

- Include your Chapters' roles in Region and National Conventions.
- Not all details, correspondence, or planning meeting minutes are of historical interest. Historical information can be extracted from MOWW-related DVD's, CD's, scrapbooks, social media, pictures, programs, awards, speaker biographies, written highlights.
- Ask yourself: what would be appropriate and of historical interest to future generations?
- Your history should start as a short document and then revised.
- Conduct conversations with one or more of your Chapter companions which can yield key highlights.
- Who in your Chapter has achieved local and/or national prominence?
- Who in your Chapter were Region/Department/State Commanders, VCINCS, or CINCS for the Order?
- Your newsletters are excellent existing sources of historical items for your short chapter histories.
- List all of your previous Chapter Commanders.
- Identify Companions who received *National Citations*.
- What national awards has your Chapter received such as in recognition of articles for *Officer Review*, Scouting, or ROTC accomplishments?
- What major activities or programs do you sponsor annually?
- Who in your Chapter has received Gold or Silver *Patrick Henry Medallions*?
- Who in your chapter has served as a National or Region officer?
- What YLCs/YESs do you sponsor or participate in?
- Identify published material relating to any hostilities since April 6, 1917 (date the United States declared war on Germany).



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- Include personal histories of companions from membership application forms or as otherwise written by any companion.
- Identify military works published by members of the Order.

Overall Publicity and Marketing:

Maximum and effective publicity/marketing of the Convention and the *Centennial Celebration* is key: a comprehensive Chapter-by-Chapter approach is required for the overall effort. If this does not occur, then the Convention and *Centennial Celebration* becomes a missed opportunity especially as it relates to marketing the MOWW-brand and recruiting new members.

Integrating the celebration into a Chapter's overall battle-rhythm for FY 2018-2019 will establish the proper mindset amongst Chapter Companions. Chapter officers set the tone for the Chapter and need to embrace a "Centennial Celebration Theme" throughout this year's Chapter activities and endeavors. The following suggestions (not intended to be all inclusive) are provided:

- What is your Chapter's vision for the next 100 years and how do you plan to effectively communicate that?
- Integrate celebration and convention activities into your *Chapter Action Plan* and *Chapter Recruiting Plan*;
- Establish a website and social media avenues (*Twitter, Instagram, Facebook*, etc.). Today's generation expects this and will utilize social media to learn about your Chapter and MOWW;
- Assess the needs of your community and consequently establish new avenues of community outreach;
- Use the *Centennial Celebration* and history of the Order to educate the public as well as train Companions on explaining what MOWW is, who we are, and what we do;
- Establish joint goals and alliances between the Chapter and the community organizations/programs you support;



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- Celebrate your Chapter's history through the planning of special events: these events should be theme-based around the Order's *Centennial Celebration*. The celebration gives Chapters an additional outlet for community involvement and outreach;
- Conduct "joint events" with other organizations such as *MOAA*, the *American Legion*, *National Sojourners*, *DAR*, etc. This allows the ability to "divide-and-conquer" your planning for major events and helps establish alliances with other organizations: even if MOWW is not the primary sponsor, including the MOWW name can occur thus promoting your Chapter's involvement;
- Conduct a media campaign to include: the business community, churches, schools, local historical societies and museums, other local service organizations, local government entities, and other local Veterans organizations;
- In addition to social media, conduct a media campaign to include newspapers, radio, television, and local military base media outlets;
- Engage in Veteran job fairs, VA hospital activities, and other Veteran-related local events;
- Produce a banner to be displayed at your Chapter meetings and local events emphasizing the *Centennial Celebration*;
- Include in each and every newsletter information relating to the *Centennial Celebration*. If your Chapter does not have a newsletter, this is a perfect time to start one;
- Use the celebration to engage inactive members and create opportunities for their involvement: they just might re-engage with the Chapter;
- How many ROTC/JROTC units do you support and how many medals/scholarships did you present this year?
- How many Boy Scout *Eagle Scouts* and Girl Scout *Gold Award* recipients did you recognize this year?
- How many *Law and Order* award recipients did you recognize this year?
- How many *Bronze Patrick Henry Medallions and Plaques* did you present this year?
- How many *Massing of the Colors* events do you normally sponsor/participate in?



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- Which *Veterans Day* and *Memorial Day* events do you normally participate in?
- How do you support and/or do you sponsor *Youth Leadership Conferences* and *Youth Education Seminars*?
- In addition to always having *Membership Applications* on hand, create additional brochures, flyers, handouts, and pamphlets not only promoting your Chapter and the Order, but emphasizing the *Centennial Celebration* theme;
- Conduct an *Open House*: this is a more “low-keyed” low cost method of publicity than a regular Chapter lunch/dinner meeting. Invite the public and Veterans alike;
- Conduct a specifically designated *Centennial Celebration Lunch/Dinner* recognizing the founding of the Order (Incorporated by an act of Congress) on January 27, 1919;
- Use the *Preamble To The Constitution of the Military Order of the World Wars* as a basis for a systematic approach to your publicity plan;
- Conduct a ceremony at a cemetery, memorial, or monument emphasizing the *Centennial Celebration* theme;
- Have local civic leaders present Certificates of Recognition to your Chapter honoring the *Centennial Celebration*;
- Contact your local US Congressman and/or state US Senator to have a flag flown over the US Capital in honor/recognition of the Chapter’s *Centennial Celebration*. A formal presentation of the flag to the Chapter should be arranged and highly publicized; and
- Utilize the *MOWW News Release Guide, Parts I and II*, included as an attachment at the end of this OPLAN, for additional direction and guidance.

Press Release Summary:

The following is provided for use as a *Press Release Summary* (in whole or in part) addressing 100 years of the *Military Order of the World Wars* and emphasizing the role of General of the Armies John “Blackjack” Pershing:

“The Military Order of the World Wars (MOWW) is proudly celebrating 100 years of service. After World War One, the Order was organized in 1919 promoting the values that the



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United States had just fought a war for, hence, the Order's name. MOWW is a 501(c)19 Veteran services organization: in his address to our Order's 1926 convention, General of the Armies John "Blackjack" Pershing, who led the American effort in World War One, inspired delegates to "... dedicate yourselves to protecting the freedom you have so valiantly won on the battlefield". His interest and support afforded the *Military Order of the World Wars* "National Status", and instilled a commitment from which we have never wavered from to this day.

The Order was incorporated by an act of Congress on January 27, 1919 as *American Officers of the Great War*. The first National Convention was held in Detroit on September 7-9, 1920: at the Convention a constitution and a set of bylaws were adopted with the name of the organization changed for the first time to the *Military Order of the World War* (singular); with the United States' involvement in a Second World War, the Order's name was changed on October 28, 1942 for a second time to the *Military Order of the World Wars* (plural).

Today the Order consists of 95 Chapters nationwide: officers from any of the US federal uniformed services may join MOWW to promote national security, patriotism, good citizenship and service to country. The *Military Order of the World Wars* is not only composed of federally recognized commissioned officers and warrant officers from all branches of our armed forces, but also includes descendants and spouses of these officers. National Headquarters' *Chapter-At-Large Members* have also included Presidents Hoover, Truman, Eisenhower, Kennedy, Nixon, Ford, and Reagan; former prominent flag officers of the military services including Generals Pershing, Marshall, MacArthur, and Doolittle; the list also includes numerous former/current members of Congress, the Judiciary, Governors, State Legislators, and local officials from all walks of life.

As emphasized in the *Preamble* to our Order's Constitution, *the Military Order of the World Wars* not only promotes and encourages good citizenship, patriotic education, military and public service, and national security, but proudly supports many youth programs such as ROTC, Junior ROTC, plus the Boy Scouts and Girl Scouts of America. Additionally, more than 15,000 high school students annually attend single-day or multi-day MOWW Youth Leadership Conferences and Youth Education Seminars at various locations throughout the country, addressing topics concerning responsible and informed citizenship: subjects include the *Declaration of Independence*, the *United States Constitution*, the *Bill of Rights*, Law and Order, the American Flag, our Free Enterprise System, and a heavy dose of Youth Leadership.

As the Order moves into the next 100 years, the *Military Order of the World Wars* will continue to "lead the way" as THE "Association For ALL Military Officers", promoting *Americanism*, *Citizenship*, and the ideals that shape our Nation for which our brethren have fought and died for. General Pershing would have been proud if he saw what the *Military Order of the World Wars* has accomplished during the first 100 years of the Order and what the vision of the Order is for years to come.

All-In-All, this is who we are and this is what we do, underlying our order's motto: '*It Is Nobler To Serve Than To Be Served*'."



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OPLAN POINT OF CONTACT:

Point-of-Contact (POC) for this OPLAN is the *Bradley-Hanson* Chapter Commander and Designated Host for the *2019 Centennial National Convention*:

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ATTACHMENTS: MOWW News Release Guide, PARTS I AND II:

The *MOWW News Release Guide, Parts I and II*, found on the MOWW website, are provided for you on the following pages. Templates (Part II) in a “word, .doc” format can be found on the “Companions Only” section under “Tips and Guides”:

THE MILITARY ORDER
OF THE WORLD WARS



NEWS RELEASE GUIDE

PART I – GUIDANCE
PART II – EXAMPLES

(PART II PUBLISHED SEPARATELY AS MS WORD DOCUMENTS)

21 JUNE 2014

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Part I —Guidance

(Contained in this publication)

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2	Tips for Writing a Good News Release
3	News Release Format
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3	Submitting a News Release
5	Sample Release

Part II —News Release Examples

(Published separately as Microsoft Word documents)

NEWS RELEASE EXAMPLES (EDITABLE)

1. New CINC or Commander
2. Chapter Meeting
3. Massing of the Colors
4. Chapter Honoring YLC Selectees
5. Phoenician or Scholarship Award
6. Silver PH Awards
7. Bronze PH Youth Awards
8. Bronze PH Organizational Award
9. Memorial Day Event
10. Veterans Day Event
11. Conducting a YLC
12. Recognition of Eagle Scout or Gold Star Scout
13. Dedication of a Memorial
14. Homeland Security Activity
15. Law & Order Activity
16. National Security Activity

Why News Releases are Important

Public relations is an essential part of any activity whose success is determined by public interaction. Strategic Goal (SG) 3, "Raise MOWW's local and national visibility," is an inherent part of the achievability of each of our Strategic Goals.

To implement the very heart of the Order's Preamble, our outreach programs, is dependent upon the public's perception of our organization and their confidence in the principles we represent and promote.

Providing the community and nation information about The Military Order of the World Wars and our work is a positive force for the Order and our chapters. Good public relations is a key component to successful achievement of every one of the Order's Strategic Goals. It will help us maintain a viable chapter structure and expand our community outreach, which is critical to our long-term success.

Pre - or Post-Activity News Releases Should be used for the following activities

- Change in Chapter Leadership
- Monthly Meeting & Program
- Honoring YLC Students
- Announcing Phoenician Award or Scholarship Winner
- Conducting a Youth Leadership Conference
- Recognition of ROTC / JROTC Awardees
- Recognition of Eagle Scout / Gold Star Awardees
- Homeland Security Activities
- National Security Activities
- Law and Order Activity
- Massing of the Colors
- Memorial Day Activities
- MOWW Veteran Day Event
- Dedication of a Memorial
- Recognition of a Companion (OS, PH, Award of Merit)
- Recognition of Group with Bronze PH Organizational Award
- Recognition of Individual with Bronze PH Youth Award

Tips for Writing a Good News Release

If your chapter has procedures in place to get publicity for your events and activities that are working for your chapter, continue to use them. If you need to kick start your publicity efforts, use the toolkit templates to get started. Then, then refine your public relations program by applying lessons learned from your own experiences.

- Your goal is to reach out to as many people as possible.
- Keep it simple.
- Make your headline clear, factual and have it summarize your entire release.
- Clearly explain the point of the release in the first paragraph.
- Add media such as photos or include a quote from your Commander or some other individual in your release to increase interest.

- Provide your name, phone number, email address, and release place, date, etc
- Keep it short, generally no more than 1 page.
- Provide a local angle to get local area News coverage.
- Reread your News release and proof it for errors. Make sure your headline and the first paragraph, in particular, communicate that your content is newsworthy.

News Release Format

- Use 8 1/2-inch x 11-inch paper.
- Use a minimum of one-inch margins on each side of the page.
- Use a bold typeface for the headlines to draw attention.
- Capitalize the first letter of all words in the headline (with the exception of: "a," "an," "the," or prepositions such as "of," "to," or "from"). The combination of upper and lower case makes it easier to read.
- Complete the paragraph on one page instead of carrying it over to next page.
- Use only one side of each sheet of paper.
- Use the word "more" between two dashes and center it at the bottom of the page to let reporters know that another page follows: - more -
- Include a city and state of origin in the dateline of the News release.

Format Layout Guide

Follow this outline to create a News release (see sample on page). See Part II of the News Release Guide for specific event examples you can tailor to your specific needs.

- Headline [Announce the Event, Subject, etc. that will be covered by this release]
- City, State, date of release [Basic details of what's covered by this release]
- Additional details [Expanding on the first paragraph]
- Photo & caption or quote from pertinent individual
- Organization Information [Use boilerplate]
- Contact Information: [Organization / Individual] [Contact info]

Submitting a News Release

- Places & Who to Submit News Releases
 - Send your release to your local media outlets. Target newspapers, online newspapers or other media outlets in geographic areas where you want to expand your coverage.
 - Daily newspaper in your community: Contact the City Editor or the editor in charge of the Feature Section that relates to your content.
 - Weekly newspaper: Editor
 - Magazine: Editor or Managing Editor
 - Radio stations: News Director or Public Service Announcements Director (if sending a public service announcement)
 - TV stations: News Director

- Timing
 - Your release may need to coincide with an event. Otherwise, submit the release early in the week and early in the day.
 - Send announcements of events in advance of the event and send event News release immediately after the event.

- Use Locally Requested Guidelines
 - Research and follow each outlet's submission guidelines.
 - Try to find out to which individual you should send your release. Get the person's title right.
 - Send your News release to one publication at a time or blind carbon copy (BCC) the recipients to make the news release submission seem more personal.
 - Generally, outlets will prefer to receive news releases by fax, mail or e-mail. Send your release the way that the publication wants it sent.
 - Type or paste your content directly into the body of an e-mailed News release if they want information by email.
 - Some outlets may prefer that you upload the News release directly to their website.

IMMEDIATE RELEASE

SAMPLE

FIRST WOMAN TO HEAD VETERAN SERVICE ORGANIZATION

Delegates to the annual national convention of the Military Order of the World Wars (MOWW) elected Captain Deborah A. Kash, USAF (Ret), as its 83rd and first woman Commander-in-Chief (CINC) in the Military Order's history. The Military Order, founded in 1919, is the second oldest Veteran Service Organization (VSO) in the nation that is recognized by the United States Department of Veteran Affairs. Capt Kash served on the Executive Committee of the Military Order for four years, led the redesign of membership and awards programs, and co-authored the Military Order's current Strategic Plan. Capt Kash represents the best of the new generation of veteran leaders.



Capt Kash is a graduate of the Texas Christian University's Harris College of Nursing and the AFROTC program there. She served at March AFB (CA) as the Infection Control Officer, and at the 609th Contingency Hospital, Zweibrücken (Germany) during Operation DESERT STORM.

Within the Military Order, Capt Kash previously served as a Chapter Commander, the Commander of the Department of Southern California, a General Staff Officer, and as a Vice Commander-in-Chief. She also served as the Chair, MOWW Chapter Activities & Awards Committee, and as the Chair, MOWW Membership Committee. She currently serves on the San Diego YLC Board of Directors, among her other duties.

Capt Kash resides in San Marcos, CA, with her husband Daniel.

★★★

The Military Order of the World Wars' (MOWW) founding resulted from General of the Armies John J. Pershing's request that his officers continue serving America after their active military service ended following World War I. Since MOWW was established in 1919, MOWW members ("Companions") have lived by the Military Order's motto, "It is nobler to serve than to be served."

MOWW serves America's youth by hosting Youth Leadership Conference (YLC) programs throughout the United States—at no cost to high school students attending. These students receive education on many topics, e.g., the free enterprise system, principles of democracy, the Constitution and Bill of Rights, and civic responsibilities. Students also develop speaking, writing and leadership skills, which help them, be better citizens and future leaders. MOWW's YLC curriculum is annually accredited by the National Association of Secondary School Principals (NASSP).

MOWW also sponsors awards programs for Reserve Officer Training Corps (ROTC) and Junior ROTC cadets (JROTC), the Boy Scouts of America (BSA) and the Girl Scouts of the USA (GS-USA). Additionally, MOWW formally honors those who excel in the national security, homeland security, and law and order arenas. Finally, MOWW hosts "Massing of Colors" ceremonies in conjunction with Flag Day, the Fourth of July, Memorial Day and Veterans Day.

★★★

Contact Information:

Brig Gen Arthur B. Morrill III, USAF (Retired)
The Military Order of the World Wars (MOWW) | 435 North Lee Street, Alexandria, VA 22314-2301
Phone: 703-683-4911, Fax: 703-683-4501, Email: chiefofstaff@moww.org,
Website: <http://www.moww.org>

THE MILITARY ORDER
OF THE WORLD WARS



NEWS RELEASE GUIDE

PART I – GUIDANCE

PART II – EXAMPLES

(PART II PUBLISHED SEPARATELY AS MS WORD DOCUMENTS)

21 JUNE 2014



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Part I – Guidance (Contained in this publication)

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2	Type of Activities to Publicize
2	Tips for Writing a Good News Release
3	News Release Format
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3	Submitting a News Release
5	Sample Release

Part II – News Release Examples (Published separately as Microsoft Word documents)

NEWS RELEASE EXAMPLES (EDITABLE)

1. New CINC or Commander
2. Chapter Meeting
3. Massing of the Colors
4. Chapter Honoring YLC Selectees
5. Phoenician or Scholarship Award
6. Silver PH Awards
7. Bronze PH Youth Awards
8. Bronze PH Organizational Award
9. Memorial Day Event
10. Veterans Day Event
11. Conducting a YLC
12. Recognition of Eagle Scout or Gold Star Scout
13. Dedication of a Memorial
14. Homeland Security Activity
15. Law & Order Activity



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16. National Security Activity



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The Military Order of the World Wars
Announces the Election of
Captain Deborah A. Kash, USAF (Retired), as its Commander-in-Chief

News Release

Alexandria, VA / August 27, 2013 / The Military Order of the World Wars in national convention in Dallas, Texas, August 13 -17, 2013, elected Deborah A. "Debbie" Kash, Captain (Retired), US Air Force as its 83rd and first female Commander-in-Chief. Capt Kash served on the Executive Committee of the Order for four years and has lead in the redesign of membership and awards programs and the strategic plan. Capt Kash has served as the Senior Vice Commander-in-Chief, Vice Commander-in-Chief, General Staff Officer, and chaired the Chapter Activities & Awards, Membership, Awards Process, and Budget Committees at the national level for the Order. She has been the San Diego Chapter Commander and the Department of Southern California Commander. She also serves on the San Diego Youth Leadership Conference Board of Directors and chairs the curriculum committee. Capt Kash resides in San Marcos, California with her husband Daniel. Photo of Captain Kash attached.

About The Military Order of the World Wars

MOWW is a patriotic Veterans Service Organization (VSO) centered on the idea embodied in its motto, "It is nobler to serve than to be served." The Military Order's founding in 1919 resulted from General of the Armies John J. "Blackjack" Pershing's request that his officers continue serving America after their active military service ended. Consequently, MOWW promotes and encourages good citizenship, patriotic education, and military and public service.

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Additional Information

Contact: The Military Order of the World Wars (MOWW), Brig Gen Arthur B. Morrill III, USAF (Ret); Chief of Staff; 703-683-4911, chiefstaff@moww.org



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More information is available on MOWW's web site www.moww.org, which is not a part of this press release.



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The Military Order of the World Wars Announces
MG Rita Aragon Will Address MOWW's GEN Critz Chapter Meeting

News Release

Lawton, OK / February 1, 2014 / On Thursday, 20 February 2014, the General Critz Chapter of the Military Order of the World Wars (MOWW) will have their monthly meeting in the Prairie building at the county fairgrounds. The meeting will begin at 11:30 AM with lunch at noon with MG Aragon's presentation at 12:20PM. Of interest will be our guest speaker, MG Rita Aragon (ret) Oklahoma Secretary of Military Affairs. She is the liaison to the Governor for all Oklahoma military and veterans' issues. She also wears several other "hats" as shown on her attached resume. Her comments will be especially pertinent in light of the current political currents towards the active duty military, retirees and reservists. MG Aragon's resume with detailed information about her current duties and interests is attached along with information sheet on GEN Critz Chapter.

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The Military Order of the World Wars Announces
MOWW's GEN Westmoreland Chapter Will Host a Massing of the Colors

News Release

Charleston, SC / February 15, 2014 / The General Westmoreland Chapter of the Military Order of the World Wars (MOWW) will conduct its fourteenth annual Massing of the Colors ceremony at the Summerall Chapel on The Citadel Campus at 3:00 PM on Sunday 2 March 2014. The public is invited to attend. Guests are requested to arrive in time to be seated in the chapel prior to 2:45 PM. Parking is available on The Citadel campus. Colonel Jeffrey DeVore, USAF will be the principal speaker. Colonel DeVore is the Commander, 628th Air Base Wing, Joint Base Charleston, provides installation support to over 86,000 Airmen, Sailors, Soldiers, Marines, Coast Guardsmen, civilians, dependents and retirees across both Charleston AFB and Naval Weapons Station Charleston.

Last year, 30 color guards participated in this inspiring patriotic and religious service honoring the Flag of the United States of America and the Colors of participating units. The ceremony is dedicated to the memory of Military Service members who have given their lives to preserve liberty in this Country. It also honors those who have served, and those who are serving to ensure continued freedom and to preserve military heritage.

About The Military Order of the World Wars

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The Massing of the Colors is a patriotic ceremony to rededicate our faith in the colors of the United States and to pledge our support to those Colors and of the Servicemen and women those Colors represent. It combines the colors and color guards of Active and Reserve Component military units, veterans' organizations, civic and patriotic organizations. The Massing originated with The Society of the Massing of the Colors, which was organized on Armistice Day, 1922, by distinguished military officers, veterans and civic leaders. The Military Order of the World Wars (MOWW) took over the promotion of this inspiring ceremony in 1927 when the Society of the Massing of the Colors faded away. MOWW sponsors these ceremonies nationwide.

Additional Information



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The Military Order of the World Wars Announces
MOWW's LTG Middleton Chapter to Honor Youth Leadership Award Winners

News Release

Baton Rouge, LA / October 2, 2013 / The Baton Rouge - LTG Troy H. Middleton Chapter, Military Order of the World Wars (MOWW) honored its 2013 Youth Leadership Award winners at its monthly dinner, October 1, at the Baton Rouge City Club. Each student received an expense paid trip to attend the MOWW Youth Leadership and Patriotic Education Conference aboard the USS Yorktown in Charleston, South Carolina, June 25 - 28, 2013. Those honored were Patrick Riley (Parkview Baptist), Jessie Mayeau (St Michael the Archangel), and Garrett Gardner (Silman Academy). All are seniors at their respective schools this year. Patrick Riley was selected by the Charleston YLC staff as their essay award winner; he will compete for the \$2000 national MOWW Phoenician Essay Award. The local LTG Middleton MOWW Chapter annually selects several area high school juniors based on academic performance and community service activities as youth leadership award winners and sponsors their attendance at the conference. In the photo, left to right: COL Ulysses S. Hargrove, Jr., Chapter Commander presents Awards to Patrick Riley, Parkview Baptist, Jessie Mayeau, St Michael the Archangel, and Garrett Gardner, Silman Academy.

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The Military Order of the World Wars Announces
The Annual Phoenician Award Winners

News Release

Alexandria, VA, March 17, 2010 / The Military Order of the World Wars announced that Michael Madrid, Hometown, Maryland, won its annual Phoenician Award Essay competition and a \$2000 scholarship. Michael, who was home-schooled, attended the Northwest Youth Leadership Conference (NWYLC) in Tacoma, Washington October 22 - 25, 2009. The NWYLC staff selected Michael's essay written during the conference as the best, which made him eligible for the national competition. After completion of his senior year, he enrolled in the U.S. Naval Academy, in Annapolis, Maryland where he would like to combine a career in flying with engineering and leadership in the Navy.

The Phoenician Award, MOWW's national YLC essay award, was created to provide national recognition to a Youth Leadership Conference (YLC) student who is judged to have written the most effective essay in competition during a multi-day YLC. The recipient is selected from among candidates nominated for the award by each director of each multi-day YLC. The award, given annually, for the best essay of all the Outstanding Student nominations received is \$2000, the First Runner Up receives \$1000, and the Second Runner Up receives \$500.

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The Military Order of the World Wars Announces
MOWW's COL Woolsey MOWW Chapter to Honor Patriots

News Release

Santa Barbara, CA / December 15, 2013 / The Colonel Woolsey Chapter of the Military Order of the World Wars recognized three individuals at its gathering for their service to the community and the Military Order. Lt Bernard Drury, USN (Fmr), a 13-year member of MOWW received the "Outstanding Service Award" for his exceptional work as Chapter Surgeon for ten years and Chapter Staff Officer for more than five years. Dr. Frank Cox was recognized with a Certificate of Appreciation for his dedication to documenting the men and women who have served our country in a series of more than 70 stories he did for the Santa Barbara News Press over the last three years. The former SBCC professor in psychology & sociology and author, Cox said, "It is the most rewarding thing I've ever done." The Silver Patrick Henry Medallion and miniature medal was presented to Dr. Kirsten Olson, PhD who Chairs the USCB Veterans Resource Team for her significant contribution to the cause of Patriotism in our community. As a clinical psychologist, at UCSB, she made a significant difference in the care of our student veterans. Dr. Olson has distinguished herself by developing assistance and training programs such as "Boots to Books," "Troops to College," and "Understanding Trauma and PTSD." In presenting the award, Gen Lopez said, "We sincerely appreciate her dedication and service on behalf of our student veterans and is in keeping with goals and precepts of The Military Order of the World Wars. Dr. Olson has truly made a difference."

About The Military Order of the World Wars

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The Military Order of the World Wars Announces
MOWW's COL Woolsey Chapter to Present Bronze Patrick Henry Youth Award

News Release

Santa Barbara, CA / March 15, 2014 / The Col George C. Woolsey Chapter of The Military Order of the World Wars (MOWW) presented the Bronze Patrick Henry Medallion and Miniature Medal to Mr. Joseph Stevenson, a junior at Bishop Diego High School, at the recent Awards and Induction Dinner. The Bronze Patrick Henry Medallion is presented by MOWW to a youth, eighteen years and younger, for outstanding patriotic activities in their community. Mr. Stevenson, a First Class Petty Officer in the local Sea Cadet squadron, was cited for love of country, respect for the military services, commended for community service and as the Color Guard Commander was instrumental in the squadron receiving high praise for its performance during the annual flagship competitions. Each year, the local George C. Woolsey Chapter donates more than \$10,000 to local youth organizations in order to support patriotic education.

Photo (left to right): BGen Frederick R. Lopez, Chapter Commander presents Bronze PH Youth Award to Mr. Joseph Stevenson, Bishop Diego High School.

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The Military Order of the World Wars Announces
MOWW's LTG Middleton Chapter to Present its Bronze Patrick Henry Award

News Release

Baton Rouge, LA / March 19, 2014 / The LTG Troy H. Middleton Chapter honored the DOW Louisiana Operations employees and retirees with a Bronze Patrick Henry Organization Award for their support of the Wreaths Across America project at the Port Hudson National Cemetery in Zachary, Louisiana. DOW employees and retirees have been the lead contributors during the five years that LTC Phil Collins, past LTG Middleton Chapter Commander, has been in charge of raising funds and placement of the wreaths for Port Hudson. The DOW retirees have provided a wreath placement team every year to help prepare the cemetery for the Wreath Across America ceremonies along with the chapter team. VCINC COL Clay Le Grande presented the Bronze Patrick Henry at a DOW retiree quarterly meeting and commended them for their commitment to the community and honoring veterans that have served our nation. DOW Louisiana Operations Site Manager Eduardo Do Val accepted the award on behalf of the DOW employees and retirees. Mr. Do Val stated that support of the WAA project was one of their most important commitments to the community. As a foreign-born naturalized American, he understood the importance of honoring those that have established and defended the freedoms we possess. Photo: - Left to Right - VCINC COL Clay Le Grande presents Bronze Patrick Henry Organizational Award to Mr. Eduardo Do Val, DOW Chemical.

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The Military Order of the World Wars Announces
MOWW's Augusta Chapter Will Host a Memorial Day Ceremony

News Release

Augusta, GA / May 1, 2014 / The Military Order of the World Wars (MOWW) Augusta Chapter invites the public and all Service Members and Veterans of the Central Savannah River Area (CSRA) to the 2014 Augusta-CSRA Memorial Day Observance to be held May 26, 2014 at the All Wars Monument at Fourth and Broad Street, Augusta, from 11:00 a.m. to 12:30 p.m. This year's ceremony will include patriotic music provided by the U.S. Army Signal Corps Band, presentation of colors, a traditional 21-gun salute, the playing of taps, and presentation of memorial wreaths to honor our fallen heroes. Presiding Chaplain is the Most Reverend Dr. Gregory A. Francisco, Archbishop for the United States Armed Forces. This year's special music talent is Mrs. Cindy Wilkinson, Director of Worship Arts, Mosaic Church, Evans, Georgia, who will sing our National Anthem and Amazing Grace. MOWW (Augusta Chapter) Senior Vice Commander James Brady, who is both a 24-year U.S. Army and U.S. Marine Corps veteran, will serve as Master of Ceremonies and Event Coordinator.

Richard E. Herdegen, MOWW Augusta Chapter Commander, quoting author William Harvard said, "The greatest glory of a free-born people is to transmit that freedom to their children." While inviting the public to participate in honoring our fallen heroes Herdegen said, "Our children, families, and nation are free today because countless American heroes made the ultimate sacrifice and because our Service Men and Women in uniform remain ready and committed to making that same sacrifice when called upon."

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Principals (NASSP) accredits MOWW's Youth Leadership Conferences. MOWW also sponsors awards programs for Senior and Junior ROTC cadets, the Boy Scouts of America, and the Girl Scouts of the USA.

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The Military Order of the World Wars Announces
MOWW's Sun City Center Chapter Will Host Veterans Day Military Ball

News Release

Sun City Center, FL / November 12, 2011 / The Sun City Center (SCC) Veterans Day Military Ball was held at the SCC Community Center, on November 11, 2011. All military and non-military residents were invited to the sold-out event, which was greatly enjoyed by all who attended. The event began with the presentation of the Colors followed by toasts made to the Colors, the President of the United States, all the military services, and our POW/MIAs comrades. All Purple Heart recipients were recognized and awards were given to CDR Ed Barnes, Ann Marie LeBlanc and COL. Luke Lloyd. The Marine Corps Leathernecks, a Sun City Center Association of former Marines also celebrated the 236th birthday of the Marine Corps with a cake cutting ceremony. According to tradition, the oldest Marine, Jim Weller, cuts the cake and offers the first piece to the youngest Marine who then offers the second piece to the oldest Marine. (See attached photo) A delicious meal along with music and dancing followed. The event was considered a huge success and consequently serious consideration is currently being focused on establishing the ball as an annual event. The event was organized by Lt Col Gordon Bassett, USAF, (Ret) and his wife Jan. Photo: Left to right: Major Robert Fowler, USAF (Ret) receiving Citation from LT. COL. Gordon Bassett, USAF (Ret), MOWW Region IV Commander.

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The Military Order of the World Wars Announces
MOWW's Sun City Chapter to Sponsor a Youth Leadership Conference

News Release

Sun City Center, FL, May 20, 2013 / The Sun City Center Chapter of the Military Order of the World Wars (MOWW) recently escorted 40 Florida high school students to Tallahassee, FL to attend its annual Youth Leadership Conference (YLC). The conference took place 15-18 May and during their stay, the students resided in a Florida State University dormitory. The curriculum of the conference included Leadership; Patriotic Education on the Founding of the Nation and its founding ideals; and the Free Enterprise System. The participants also toured the Florida State Capitol. Interspersed among the classes were various team building exercises and classroom presentations by the students. The conference was one of 29 held throughout the country. Chapter funding for this conference was aided by generous grants from the "Community Foundation of Greater Sun City Center;" "The Interfaith Council of Sun City Center," which operates the Nearly New Shop and the "Retired Officer Corporation."

Photo: Left to Right. Ashley Wronka (Lennard H.S.) and Cameron Clark (Bloomingdale H.S.); Ashley was the top student at the YLC in 2011 and Cameron was the top student in 2012. Both went this year as "Red Shirts" the name given to associate instructors at the conference.

About The Military Order of the World Wars

MOWW is a patriotic Veterans Service Organization (VSO) centered on the idea embodied in its motto that "It is nobler to serve than to be served." The Military Order's founding in 1919 resulted from General of the Armies John J. "Blackjack" Pershing's request that his officers continue serving America after their active military service ended. Consequently, MOWW promotes and encourages good citizenship, patriotic education, and military and public service. MOWW serves America's youth by hosting multi-day Youth Leadership Conferences (YLC) throughout the United States--at no cost to high school students attending. The students receive instruction on leadership in a free society, free enterprise concepts, principles of democracy, the Constitution and Bill of Rights, and civic responsibilities associated with preserving American rights and freedoms. Students develop leadership, public speaking and writing skills that help them be better citizens and future leaders. The National Association of Secondary School Principals (NASSP) accredits MOWW's Youth Leadership Conferences. MOWW also sponsors awards programs for Senior and Junior ROTC cadets, the Boy Scouts of America, and the Girl Scouts of the USA.

Additional Information



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AND CONVENTION OPERATIONS PLAN***



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The Military Order of the World Wars Announces
MOWW's New Jersey Chapter to Honor Eagle Scouts

News Release

Summit, NJ / March 10, 2009 / The MOWW New Jersey State Commander, LTC Herman Marmon, and LT Bill Baldwin, from the New Jersey Chapter, presented the MOWW's Certificate of Recognition and Coin of Excellence to 5 new Eagle Scouts at their Court of Honor on March 1, 2009. The new Eagles from Troop 150 in Bernardsville, NJ are Corey Milanaick, Jack Robinson, Will Stone, Mike Poling and Dallas Harvey. LT Baldwin pointed out to the audience that the Scout Oath, "On my honor, I will do my best, to do my duty to God and my country" covers the same values that are in a US Armed Forces commissioned officer oath.

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The Military Order of the World Wars Announces
MOWW's GEN Vandenberg Chapter to Dedicate a Veterans Memorial

News Release

Atascadero, CA, / July 2, 2013 / The Vandenberg Chapter of the Military Order of the World Wars (MOWW) announced the dedication of a new memorial under its sponsorship in Arascadero Colony Square, Atascadero, CA, to be held July 2, 2013. The monument was financed via private donations. Ownership of the monument will remain with the Vandenberg Chapter. The purpose of the monument is to foster an awareness and appreciation of our nation's founding fathers and their efforts to create the two most important documents that laid the foundation of our young nation , i.e., the Declaration of Independence and The U.S. Constitution. It also honors our veterans from the 1700-s to the present. The monument will consist of a 40-foot flagpole supported by a six foot tapered concrete base with a bronze plaque placed on each of the four sides. The American Flag will be illuminated from dusk to dawn. The Declaration of Independence, which issued on July 4, 1776, will be re-created in easy to read block lettering on the first plaque. The second plaque is a sculpture of two Revolutionary war soldiers carrying a wounded comrade from the battlefield. Engraved above the plaque is, "A Constitution of Government once changed from freedom, can never be restored. Liberty, once lost, is lost forever." John Adams, 1775. The third plaque will contain the full text of the Preamble to the U.S. Constitution, followed by select Articles of the actual Constitution. The Constitution was finally ratified by 11 of the 13 States on September 17, 1787. The first 10 amendments (Bill of Rights) were enacted in 1791. The last bronze will be a Dedication Plaque and will include writings from our Nation's founding fathers.

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The Military Order of the World Wars Announces
MOWW's LTG Middleton Chapter to Honor First Responders

News Release

Baton Rouge, LA / November 6, 2013 / - The LTG Troy H. Middleton Chapter of the Military Order of the World Wars (MOWW) conducted its monthly meeting at the Baton Rouge City Club on November 5, 2013. The speaker for the meeting was Baton Rouge Fire Chief Ed Smith whose presentation highlighted the importance of fire safety in the community and the role of the fire service professionals in protecting the community through their focus on prevention. Chief Smith also discussed the role of the Fire Departments investigative team in their support of the department's overall mission. Chief Smith, who nominated Fire Investigator Marshall D. Jenkins for the MOWW chapter First Responder Merit Award, discussed Marshall Jenkins' outstanding service to the community for his investigative work that lead to the arrest of a criminal arsonist. Marshall Jenkins was named the Baton Rouge Fire Department Outstanding Employee of the Year in April 2013. Marshall Jenkins was presented the First Responder Merit Award by LTG Middleton Chapter Commander, COL Ulysses "Shelby" Hargrove. Photo - COL Ulysses "Shelby" Hargrove, Chapter Commander, presents LTG Middleton Chapter First Responder Merit Award to Fire Investigator Marshall D. Jenkins.

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MOWW encourages chapters to assist communities in being prepared, providing first aid and emergency skills training, and supporting local emergency responders, disaster relief and community safety activities. MOWW is committed to supporting efforts to encourage emergency preparedness. Chapter Homeland Security Committees work with local authorities in preparing for emergencies and with media to educate the public on homeland security issues. MOWW chapters honor and recognize first responders, e.g., Sky Marshals, Customs & Border Security personnel, and US Coast Guard personnel. Chapters are involved in citizen preparedness and



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citizen emergency response team activities, education on terrorist threats, damage control, preparedness and emergency management, and volunteering in Emergency Shelters, neighborhood watch, and other activities.

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The Military Order of the World Wars Announces
Sun City Center MOWW Chapter Presents Law Enforcement Award

News Release

Sun City Center, FL / May 20, 2012 / - The Military Order of the World Wars presented detective Ronald Corr with the 2012 MOWW Law and Order Award. The award was presented on Saturday, May 19, at the Sun City Center Plaza Club during the MOWW Region VI Annual convention dinner.

The award states in part "As a detective in 2012 you were a cofounder of the Copper Theft Intelligence Unit, a multi-jurisdictional group that tracts both metal theft and prevention and detection. You also concluded a money laundering investigation that resulted in the arrest of twelve suspects, seizure of several vehicles and money forfeiture. The forfeiture resulted in the HCSO and IRS being jointly awarded \$3,500,000." In addition, "you are recognized statewide for your keen grasp of theft rings." Detective Corr is clearly a major asset to the Hillsborough County Sheriff's Office and the local communities he serves.

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Since its inception, MOWW has focused on contributing to a suitable national law and order policy, and honoring those who serve in that arena. Thus, MOWW focuses on all public safety functions that ensure the safety and security of American citizens by supporting and participating in related programs. MOWW's Law and Order Program also seeks ways for MOWW chapters to enhance maintenance of first responder capabilities within their communities in partnership with local authorities. Thus, chapters gather information on innovations and refinements in law and order, criminal justice operations and first responder activities, and promotes such things in local communities.

Additionally, MOWW formally honors public servants who excel in law and order arenas in the United States (including Puerto Rico, Guam, the several territories and the District of Columbia). These public servants include all first responder, criminal justice and other comparable officials.



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The Military Order of the World Wars Announces
GEN Monroe Hatch Addresses Sun City Center MOWW Chapter

News Release

Sun City Center, FL / March 1, 2012 / - General Monroe W. Hatch Jr. vice chief of staff of the U.S. Air Force, Washington, D.C. will be the featured speaker at the Military Order of the World Wars (MOWW) luncheon on Thursday, March 15, 2012 at the Freedom Plaza Club in Sun City Center. The luncheon fee is \$13 and reservations should be made by March 5 by calling 633-6513. GEN Hatch will speak on the major technological initiatives to maintain US Air Force relevance in the 21st century.

GEN Hatch is a 1951 graduate of the U.S. Naval Academy. He earned a Master's degree in aerospace engineering from the University of Oklahoma in 1969 and completed the National War College in 1974. He served as Chief of Staff and Vice Commander-in-Chief of the Strategic Air Command and Inspector General of the Air Force prior to his present assignment. General Hatch is a command pilot with more than 6,000 flying hours. He retired on June 1, 1990

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MOWW's National Security Program promotes the maintenance of a suitable policy of national security for the nation. This includes interest in the six core mission areas of the US Armed Forces, i.e., Homeland Defense and Civil Support (HD/CS), Deterrence Operations, Major Combat Operations (MCOs), Irregular Warfare, Military Support to Stabilization, Security, Transition and Reconstruction Operations, and Military Contribution to Cooperative Security.

The Chapter National Security Program includes such activities as hosting guest speakers at MOWW meetings, sponsoring outreach programs, establishing speaker bureaus, and authoring articles for publication. Additionally, MOWW chapters co-sponsor civic events, help in community projects and host guest speaker forums involving MOWW chapters, other organizations and the local community.

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