

May 20, 2009

MOAA

Attn: Council and Chapter Affairs Department
201 North Washington St.
Alexandria, VA 22314

Attached is the Cape Canaveral Chapter (FL03) submission for the 2008 "Levels of Excellence Award."

Cape Canaveral Chapter had a membership of 1531 as of December 31, 2008.

For questions concerning contents of the submission please contact either Chapter President Colonel William W. Brandon II, USAF (Ret), phone 321 255 0174, wbran0932@aol.com or Chapter First Vice President Major Joseph J. Oblack, USAF (Ret), phone 321 453 2947, oblackruth@aol.com.

William W. Brandon II
Colonel, USAF, (Ret)
President, MOAACC (FL03)

**APPLICATION
THE MILITARY OFFICERS ASSOCIATION OF AMERICA
CAPE CANAVERAL CHAPTER (MOAACC) FL03
FOR
THE MOAA CHAPTER "LEVELS OF EXCELLENCE" AWARD
2008 Year**

The following accomplishments and measurements are submitted in accordance with the criteria in the MOAA Council and Chapter Policies and Procedures Guide, Section 2 Appendices, Appendix J, MOAA Chapter Award Programs, MOAA Chapter "Levels of Excellence" Award Program.

SECTION I---"OBJECTIVE" SCORING

1. Are the elected Officers members of MOAA?

Yes, the following is a list of the serving elected officers and directors during the year 2008. They are all members of MOAA and their MOAA numbers are listed.

1626029 CWO Robert John, USAR (Ret), President
1586823 Col William W. Brandon II, USAF(Ret), 1st Vice President
1804839 Maj Joseph J. Oblack, USAF (Ret), 2ND Vice President
1475813 LTC Frank H. Dunagan, USA (Ret), Secretary
1430253 Lt Col Michael O. Patterson, USAF (Ret), Treasurer
1226264 Maj Bruce Reis-El Bara, USAF (Ret), Asst. Treasurer
1521446 MAJ Andrew G. Folley, USA (Ret), Master-At-Arms
1559307 COL Duwayne C. Lundgren, USA (Ret), Director
2343330 CPT Lee Anspacher, USA (Former), Director
1353819 MG George Kuttas, USA (Ret), Director
1724796 1st Lt Gloria Makowski, USAF (Former), Director
1299198 LCDR Werner Jessen, USN (Ret), Director
2276389 COL John Caulfield, USA (Ret), Director
1319483 LTC Les Merritt, USA (Ret), Director

2. Percent of Regular Membership who are Members of MOAA?

Ninety-nine percent (99%) of the chapter members were members of MOAA at the end of 2008. We require that all chapter members also be members of National, and process all new chapter members into National.

3. Current membership Roster Provided to Department of Councils and Chapter Affairs during the year of competition?

Yes, our Secretary, LTC Frank Dunagan, USA (Ret) provides the current membership roster to the Department of Council and Chapter Affairs electronically twice a year.

4. Did the chapter submit an updated Chapter Officer list during the year of competition?

Yes, the Chapter Secretary submits an updated Chapter Officer list to MOAA via email within two weeks of our Installation Banquet (January) each year.

5. Does the Chapter have a designated "Legislative Liaison" with an email address?

Yes, the Legislative Liaison during the year 2008 was Col John Beeson, USAF (Ret). His email address is bejobears@cfl.rr.com. He makes numerous contacts with MOAA Headquarters Legislative Affairs Staff and The Legislative Affairs Committee of the Florida Council of Chapters. He presents the information to the chapter members at the weekly Thursday Morning Breakfast Club (TMBC).

6. Does the Chapter have a designated "Chapter email Point of Contact"?

Yes, the email contact for MOAA to send Legislative

information to remains with Col John Beeson, USAF (Ret) at bejobears@cfl.rr.com.

7. Did the Chapter sponsor at least 12 programs/events during the year of competition? (Includes full membership meeting, board meeting, special meeting)

Yes, the Chapter planned, organized and executed over 120 programs/social events in 2008. We have a Program Chairman who arranges for speakers for eight of the monthly luncheons. The Student Affairs Chairman arranges one luncheon for ROTC and JROTC MOAA awards as well as a luncheon for Academy Appointees and ROTC Scholarships winners. The Scholarship Committee awards MOAACC Scholarships at one luncheon. We have an Entertainment and Social Affairs Committee headed by LTC Frank Dunagan, USA (Ret) which plans and organizes the bus trips, dinner dances and other local entertainment. Please see the Appendix for details.

8. Did the chapter publish at least six (6) newsletters during the year of competition?

Yes, 12 issues a year. "The INTERCOM," the Chapter's sixteen-page, award-winning newsletter was published and mailed to each member or electronically sent if that option was desired. In addition, the newsletter is mailed to the Florida Council of Chapters and other MOAA organizations, which includes MOAA staff, with copies going to each member of the Board of Directors. The INTERCOM is also distributed to all the Brevard public libraries and selected locations on Patrick AFB.

In addition, Col. Larry Sills, USAF (Ret) coordinates our program for members receiving The INTERCOM electronically, which reduces our postage costs.

SECTION II---"SUBJECTIVE" SCORING

1. Did the Chapter conduct a "pro-active" legislative affairs

program during the year of competition? Briefly describe the level of effort and results.

Yes, a major effort of the chapter each year is to support and promote the active participation of the members in legislative affairs. Our Legislative Affairs Committee remains under the strong leadership of Col John Beeson, USAF (Ret) who in 2008 was awarded MOAA's 2007 Communications Award for Legislative Coverage in a Print Newsletter.

- A monthly article is prepared for "The INTERCOM" highlighting key legislative issues with specific actions to be taken by the membership.
- The cards and letters in the "*Military Officer*" are emphasized at the weekly Thursday Morning Breakfast Club (TMBC). Copies are provided for those who missed or lost the ones published in the MOAA magazine.
- An oral report is given at the weekly TMBC summarizing information in the MOAA Legislative update concerning ongoing MOAA efforts in Congress for the past week. Members were encouraged to contact their local U.S. Representative Bill Posey and Senators Bill Nelson and Mel Martinez. Their phone numbers and email addresses are also provided.
- To attest how active our chapter has been on the legislative front, in September three of our members were invited to the home of Congressman David Weldon, also a member of our chapter, to discuss veteran's issues. They were also introduced to then State Senator Bill Posey now a U. S. Congressman, who is very active in veteran's affairs. He has agreed to be guest speaker at one of our monthly luncheons, an invitation extended personally by our then 1st Vice President, Col William W. Brandon II, USAF (Ret). We have many members in our Chapter who are very active politically. While not necessarily in total agreement on all of the issues, we are all unified on the issues MOAA is spearheading on the Hill and for the issues our Chapter

and the Florida Council are fighting for in the state capital in Tallahassee.

2. Was an active chapter recruiting/retention program conducted during the year of competition? (Briefly describe level of effort and results.)

Yes, Membership was of major concern to the leadership of this chapter and an extensive program was organized in 2008 by the Membership Committee Chairman, Maj Joe Oblack USAF (Ret).

- **Recruitment for our local chapter MOAACC:** Using lists provided by MOAA we mailed out copies of the newly printed tri- fold brochure, placed copies in various locations on-base, such as the Golf Course Club House, the Yacht Club, the Retired Activities Office and the Tides Collocated Club. MOAACC members were encouraged to carry an application for personal contact and a copy of the membership application was provided on the back page of *The INTERCOM*. We continued to give a two-year membership for the price of one to new active duty recruits. The result was 82 new members for our recruitment program and 31 new members from the MOAA October Cover Wrap program for a total of 113 new MOAACC members.
- **For the GIVE ME 10 PROGRAM** we used Chapter funds to do mass mailings using lists provided by MOAA for both Active Duty and Retired, Former and Auxiliary non members of MOAA. We included brochures emphasizing “STRENGTH IN NUMBERS, STORMING THE HILL AND THE BENEFITS RECEIVED FROM BEING A MEMBER OF MOAA.” This program gave MOAA 49 new members.
- Active duty, Reserve and National Guard Commanders, were invited to speak at the monthly luncheons in order to expose those groups to both MOAA National and our own Chapter.

3. Does the chapter have an established “Personal Affairs” program?

Yes, the Cape Canaveral Chapter has a very active Personal Affairs Committee and a well-organized program, documented with internally prepared publications. The Personal Affairs Handbook is available on our web site. The committee is headed by Col Susan Neugebauer, USAF (Ret), plus three staff officers and one auxiliary member. For informational purposes, the names and phone numbers of staff members are printed every month in the INTERCOM, on the Website and are posted at the PAFB office for Retired Activities. The Committee activities for 2008 are listed below.

- Several articles concerning personal issues were published in the INTERCOM. The articles are part of a continuing effort to provide information to the members and dependents.
- Reports are presented at the Thursday Morning Breakfast Club (TMBC) meetings, notifying members of any matters of interest regarding personal affairs. In addition, the Committee Chair informs the Chapter President of recently deceased or seriously ill members, who are included in the Chaplain’s Invocation at the beginning of each TMBC meeting.
- The Personal Affairs Committee members provide support and assistance for widows/widowers and next-of-kin members. Survivor assistance personnel work closely with the Patrick AFB Casualty Assistance Office to provide the best possible service. Upon completion of required documentation, computers are updated within 24 hours.
- When needed, committee members provided support and assistance to military retirees regardless of rank or service. Several times during the year, members have provided

assistance and information to spouses or next-of-kin throughout Florida and in other states...

4. Did the chapter actively engage in programs/projects that enhanced the image of the chapter and MOAA during the year of competition? Consider the following items:

- **Membership with the state Council:** Yes! The Cape Canaveral Chapter is an active member of the Florida Council and has been for many years. The Chapter President acts as Representative to all Council Meetings. We have had Chapter members serve as Officers on the Council in the past.
- **Active participation with state Council:** Yes! The 31st Annual State Convention of the Florida Council of Chapters was held at the Hilton Oceanfront Hotel, Cocoa Beach from May 2 to May 4, 2008. It was decided to make this a three day convention rather than a four in order to make it more attractive by reducing the time commitment and the cost. In preparation for the convention, the Chapter's Convention Executive Committee, chaired by Lt Bill Keeney, USN (Former officer) met with a delegation from the Florida Council of Chapters (FCOC) on September 27, 2007. COL Troy Scott, FCOC Vice President and Col Ron Bouchard, FCOC Board of Directors Convention Coordinator, traveled to Melbourne to meet with the key managers preparing for the convention.

Key staff members from MOAA participated in the convention. MOAA President VADM Norbert Ryan and his wife Judy were present with VADM Ryan giving the keynote speech at the Welcoming breakfast. He also presented awards and installed the new Florida Council officers at the military ball. The keynote speaker for the ball was Col Steve Kirkpatrick, USAF Commander of the 920th Rescue Wing at Patrick AFB. Col Lee Lange, USMC (Ret), Director of Council and Chapter Affairs and CAPT "Bud" Schneeweis, USCG (Ret), Director of Benefits Information were there to conduct symposiums.

The 2008 Florida Council of Chapters Convention was a huge success with over 200 participants and even a small profit made thanks to the Convention Committee, the many workers from the Chapter and the participants who came to support MOAA and have a good time.

Part of hosting the state convention is hosting the annual Presidents Winter Meeting. In 2008 the national MOAA organization wanted to conduct a "Leadership Workshop" in Florida, so it was decided to combine the two at the Hilton Oceanfront Hotel in Cocoa Beach on February 8. With MOAA picking up the tab for the hotel and breakfast, and our Chapter hosting lunch, 40 out of 42 Florida Presidents or their representatives attended.

- **Support of local ROTC/JROTC programs: Yes!**
MOAACC supports one ROTC unit, thirteen JROTC units, and two divisions of United States Naval Sea Cadets. The Chapter's Student Affairs Committee Chairman, LCDR Werner Jessen, USN (Ret) developed a JROTC/ROTC Directory for the units and the Sea Cadets. The directory includes School's names and addresses and instructor's names, addresses, telephone numbers, and email addresses. Email became the primary means for scheduling and implementing MOAACC support activities for JROTC/ROTC units and the Sea Cadets.
 - a) Each month during the school year a JROTC unit provided the Color Guard at the MOAACC luncheon as part of the MOAACC student leadership development program. The Cadets, as MOAACC luncheon guests, had the opportunity to visit with MOAACC members. Each unit received a thank-you letter from MOAACC's President along with a picture of the Color Guard taken at the luncheon and a copy for each member of the Color Guard.
 - b) ROTC/JROTC units selected their outstanding cadet for the national MOAA Medal for Military Merit. A MOAACC

member presented the national MOAA ROTC/JROTC medal and certificate to the outstanding cadet at his/her school's award ceremony. Additionally, each recipient was honored at MOAACC's April luncheon as MOAACC's guest, and we presented each cadet with an appropriate gift. The cadet's parents, principal, and senior instructors were invited to the luncheon with most attending. Photographs of award winners were taken and sent to each cadet along with a letter of recognition from MOAACC's president.

- c) At the May luncheon, MOAACC honored high school students from Brevard County who received military academy appointments or four-year ROTC scholarships. The principal and parents of each student were also invited as a MOAACC guests.
 - d) The JROTC Color Guard schedule for MOAACC luncheons for the next year was sent out in May.
 - e) During September and October, MOAACC's Student Affairs Committee members visited all JROTC/ROTC units to meet new staff members and to discuss how MOAACC can best support their units.
 - f) All activities honoring students were appropriately covered and published in the newsletter
- **Scholarship initiatives.** The chapter has a very aggressive college scholarship program. Scholarships are based on merit, with college juniors, seniors and graduate students being eligible. During 2008 the chapter awarded 10 scholarships of \$3500 each, for a total of \$ 35,000. The program consists of 4 phases:
 - a) The first phase is the collection of funds through donations from Chapter members and donations from other sources, such as, bequests of deceased members. The MOAACC Scholarship Corporation holds the funds until awarded.

- b) The second phase is the promotion and advertisement of the awards program. The Chapter does a direct mailing of packages which include a descriptive brochure and a letter signed by Col Robert M. Kronebusch, USAF (Ret). These packages are mailed to one hundred ten College Deans, Admission Departments, and Student Affairs Departments of the local Brevard county and most state junior colleges, community colleges and universities in Florida. Additionally, ninety brochures and letters are sent to the offices and units at Patrick AFB, Cape Canaveral Air Force Station, the Naval Ordnance Training Unit in Cape Canaveral as well as the Army and Air Force Reserve and National Guard offices located in the area. The MOAACC website has an entire section devoted to the scholarship program.
- c) The third phase entails the development of criteria and collection of applications. Students are encouraged to use the MOAACC website for electronic submission, or printing out forms and mailing as “hard copy.” After the application is received, it is evaluated for completeness and to determine if the applicant meets the eligibility requirements. We received 50 completed applications and, as stated above, made 10 awards.
- d) During the fourth phase a committee of six MOAACC Scholarship Committee members evaluates and prioritizes the applications in order of merit. The winners are determined and they are notified in June. The official award presentation takes place at the Chapter’s July luncheon. The scholarship winners, family and friends are invited to attend.
- **Support of a “Network Liaison (TOPS)” Program.**

The Chapter has an on-going program with LT Robert Ball, USN (former officer) as the program chairman. His name and phone number are in the monthly INTERCOM

newsletter. He and his committee attended numerous career transition oriented meetings both at PAFB and in the local community, and provided transitioning officers with local job opportunities and references to the MOAA career transition materials.

- **Participation in local community and Patrick AFB activities.**

- a) Donations:

- Each year Patrick AFB solicits donations from personnel and organizations on base to help young active duty enlisted members with their needs, particularly at Christmas time. The Chapter generously supported Patrick AFB and made other donations in 2008:

- Children's Christmas Party \$100.00
 - Honor America \$ 25.00
 - Vietnam Memorial War Museum \$200.00

- Patrick AFB "Operation Warm Heart" \$6,000.00

- Scholarships for college juniors,
seniors and graduate school students \$35,000.00

- b) Patrick AFB Officers Club Representative:

- Brig Gen Gordon (Bat) Masterson, USAF (Ret), represents MOAACC as a member of the Base Commander's Officers Club Advisory Council. Brig Gen Masterson acts as the liaison between MOAACC and the Patrick AFB Club. Since MOAACC is one of the Club's best customers, Brig Gen Masterson has considerable influence, which is reflected in the quality of meals and service provided at monthly luncheons.

- c) Commissary Representative:

- The Chapter was represented on the Patrick AFB Commissary Advisory Council in 2008 by Auxiliary Member Evelyn C. Tidball. At her invitation, the newly

assigned Commissary manager spoke at a TMBC meeting and explained his goals. He addressed several questions of concern.

- d) PAFB Commander's Retiree Council:
Col. Susan Neugebauer, USAF (Ret) and Col. John Caulfield, USA (Ret) represent MOAACC on the Patrick AFB Retiree Advisory Council. The council meets every month. It serves as the main interface between the 45th Space Wing Commander and this Chapter. Col Neugebauer serves as the Chairperson. More than 20 organizations are represented on this council.

- e) Brevard County Veterans Council:
Lt Col Seymour Berman, USAF (Ret.) is MOAACC's appointed representative to the Brevard County Veterans Council, which is instrumental in promoting patriotic parades, lunches, and gatherings. Currently, the Council is soliciting funds and planning for expansion of the Veterans Memorial Garden on Merritt Island. A Cobra helicopter has been acquired for display, and they have commitments for an F-86, an Abrams tank and a submarine. The Council also sponsored the building of a replica of the "Vietnam Wall" which is shipped all over the state for display by Florida veterans groups.

- f) Chamber of Commerce:
The Chapter is an active member of the Chamber of Commerce, and received much support from the Chamber when developing the promotional packages publicizing the 2008 Council Convention.

- g) Speakers Bureau:
Our Chapter has 28 members who are available for presentations to local civic and veterans organizations. This program is administered by 1st Lt Gloria Makowski, USAF (former officer). There were 48 keynote speaker presentations during 2008.

h) Brevard VA Clinic:

Capt Jody M. Jessen, USAF (former officer and flight nurse), maintains liaison with the local VA Clinic and keeps the members informed about new medicines, capabilities or facilities as they become available. For instance, she regularly informs the group when flu shots are available. She also invited the VA Clinic Director as a guest speaker at our TMBC. He reported on plans for expansion of services and the interface between the Brevard County VA Clinic and the new VA Hospital under construction in Orlando.

i) MOAACC Members Lead Saint Patrick's Day Parade:

For the past several years, MOAACC member, Col Patrick Keane, USA (Ret) who was born in Ireland, has been in charge of organizing and managing the Melbourne St. Patrick Day Parade. Chapter members Col John Caulfield, USA (Ret) and MG George Kuttas, USA (Ret) marched as members of one of the color guards and member LTC Art McDermott, USA (Ret) rode in a convertible as Grand Marshall. The 2008 parade was the largest in the city's history, with an estimated 10,000 people in attendance, and 58 marching units.

j) Retired General/Flag Officer Forum

The 2008 events were attended by almost all MOAACC General /Flag officers. These events, hosted by the 45th Strategic Wing Commander (Brig Gen) serve to keep MOAACC current on local military activities and critical events worldwide. They also have enabled MOAACC to develop a close rapport with the leadership of Patrick AFB.

k) Brevard County Civilian Military Council:

Lt Col Marlene Abbott USAF, (Ret) represents MOAACC on this 250-member organization and was recently appointed the first female spokesperson of the group. The council is made up of community CEOs, military active duty, retired and reserve personnel. The purpose

of the organization is to foster a sense of familiarity and community between the military leaders of Patrick AFB and the leaders of the civilian community in Brevard County. This council has its own scholarship program, aids spouses of members deployed overseas, and provides various other donations as needed.

l) **“Operation Warm Heart”:**

Each year, Patrick AFB solicits donations from personnel on base and other organizations, like MOAACC, to help young active duty enlisted personnel and their families make ends meet, especially those deployed to Iraq and Afghanistan. Several years ago, a group of officers at a local retirement community, all members of MOAA, met with the Commander of the 45th Strategic Wing at Patrick AFB and the Command Chief Master Sergeant. They initiated “Operation Warm Heart”, with an initial donation of \$7,000 and, with help from MOAACC, supported a fund raiser at the King Center for the Performing Arts in Melbourne, which raised an additional \$30,000. Deployments can be pretty tough on families, especially if the spouse left behind has a job and several children - - and is suddenly alone to run the household for six months or longer. These “Warm Heart” funds are available to needy individuals when no other source is available. There is no paperwork involved for gifting up to \$200, and more is available if approved by the 1st Sergeants Group. Examples include temporary assistance for a working mom with her baby sitting expenses while her husband was deployed to Iraq, a plane ticket for a young airman on emergency leave who needed plane fare to visit his gravely ill mother, and providing almost 200 Christmas Baskets from the commissary during the holidays. MOAACC has been supporting this effort from its “Good Deeds Fund” for several years. In appreciation, the Chapter received recognition from Brig Gen Susan Helms, 45th Strategic Wing Commander, in a very thoughtful “Thank You” letter, and a special article in the base newspaper.

We are very proud of our MOAACC organization, the largest in Florida and second largest in the nation. In 2008 we increased our extensive schedule of events and projects and expanded the policies and practices of past leadership. We promoted good will for MOAA and proved that there is strength in large numbers. We served our members well and strengthened our influence on Patrick AFB and in the local community.

Approved by
MOAACC Board of Directors
May 20, 2009

Col William W. Brandon II, USAF (Ret)
President, MOAACC

APPENDIX

CHAPTER PROGRAMS AND EVENTS

The Chapter conducted the following programs and events during 2008.

- The Chapter holds a scheduled luncheon meeting with a guest speaker or special program eleven times each year, with a Luncheon meeting attendance average of over 120. The meetings, led by President CWO4 Robert John, USAR (Ret) in 2008, start with the invocation given by one of our four Chaplains of the Chapter. Following the invocation a JROTC Color Guard from one of the local high schools is introduced by the school's senior military instructor and then opens the meeting with a formal posting of the Colors, and the Pledge of Allegiance is recited by the Chapter luncheon guests. Special MOAACC awards are presented to deserving chapter members in recognition of their volunteer activity, and then lunch is served. At completion of the meal the guest speaker or other program is introduced. The annual Membership meeting is held at a luncheon in the month of November. The Chapter Board of Directors meets every month for two hours before the luncheon
- The Chapter also has a weekly, very successful and popular, Thursday Morning Breakfast Club (TMBC) meeting at the Patrick AFB Golf Club House, with an attendance of about 75 members and guests. This has become so popular that one week each month this meeting is held at the Indian River Colony Club (IRCC) to accommodate those MOAACC members who live at this military retirement community. There were 50 TMBC meetings in 2008.
- On the third Thursday of the month after the TMBC held at IRCC, a Current Affairs Forum is held on various subjects of interest to the members. Capt Jody Jessen, USAF (former officer) skillfully selects speakers from outside and from within the Chapter to inform and encourage discussion on a multitude of subjects.

- The Chapter had a good representation at the Veterans Recognition Ceremony at the Vietnam Wall Memorial at Wickham Park in Melbourne in April of 2008, and placed a wreath at the Memorial honoring Vietnam veterans. Many members also attended the Veterans Ceremony at Cocoa Beach
- An installation banquet was held on January 12, 2008 and the newly elected officers were installed. This well attended formal affair had as speaker and installing officer, Lt Gen Edmund F. O'Connor, USAF (Ret) who worked in the Space Program as manager of the Saturn and Apollo launch vehicles.
- On September 12 we held a celebration dinner dance for the 50th Anniversary of the Cape Canaveral Chapter of MOAA. Over 100 members and guests attended.
- The third annual Scholarship Cruise was a 10 day trip to the South Eastern Caribbean on the MS Noordam starting on November 7, 2008. Thirty members participated earning a donation of \$3000 from the Cruise Company for the MOAACC Scholarship Fund.
- A well attended formal Christmas Dinner Dance was held on December 14, 2008.
- There were two bus tours: (1). A five day trip in April which included the Pensacola Naval Air Museum, the WWII Museum in New Orleans, a tour of New Orleans, a dinner cruise on the Mississippi River, the Pebble Hill Plantation and Bellingrath Gardens; and (2). A three day trip to the Tampa Bay Area in October which included the Gamble Mansion Plantation, Ringling Museum and Mansion, Aquarium in Tampa, the Latin Quarters of Florida in Tampa, and dinner at the famous Columbia Restaurant. On the 4th of July, many members and guests enjoyed a dinner-dance cruise with fireworks on our local 250 passenger Paddlewheel boat, the Indian River Queen.

- A monthly “On-The-Go” luncheon was held each month for members and their guests. This very informal and popular event was held at local restaurants, with average attendance of over 40 people. The time and place was announced each month in the Chapter Newsletter, The INTERCOM, and at the weekly TMBC meetings.