

Wednesday, May 13, 2009

COL Lee Lange II, USMC, Ret., Director  
Council and Chapter Affairs Department, MOAA  
201 N. Washington Street  
Alexandria, VA 22314

Colonel Lange,

Enumerated below are the Mayport Chapter's responses to the rating criteria for the Level of Excellence Award for calendar year 2008.

*Section 1 - "Objective" Scoring*

1. All elected officers of the Chapter's Board of Directors were members of National MOAA
2. 95.1% of the Chapter's Regular Members were members of National MOAA.
3. A membership roster was provided to the Department of Council and Chapter Affairs electronically in December 2007 and December 2008 respectively.
4. Updated lists of Chapter Officers were submitted electronically in December 2007 and 2008, respectively.
5. The Chapter's 2008 Legislative Liaison Chair was Colonel Susan McMarlin, USA Retired; ([smcmarlin@comcast.net](mailto:smcmarlin@comcast.net)).
6. The Chapter President is the e-mail point of contact for the Chapter. The 2008 President was Colonel Robert A. Judas, USAF Retired ([rjboner@comcast.net](mailto:rjboner@comcast.net)). Additionally, all Chapter Officers, Directors, and Committee Chairs have e-mail capability.
7. The Chapter sponsored ten full membership meetings and 11 Board of Directors meetings in 2008. Two special events were held in addition: a tour of the Navy Support Activity in Jacksonville and a "floating" tour of the port area via the latest word in tugboats. A summary of the 2008 program is attached.

8. The Chapter's newsletter, "*Highlights*", was published 11 times in 2008. All issues of the award winning newsletter are available online at [www.mpmoaa.org](http://www.mpmoaa.org). In addition, copies were mailed to the following: Commanders of the Naval Station Mayport and Naval Air Station Jacksonville; sixteen ROTC/JROTC senior instructors at Jacksonville high schools; commanders of the local National Guard and U.S. Coast Guard; and to the other MOAA Chapters in the vicinity. **Highlights was selected as the MOAA Communications Award winner for 2008 in its category.** Additionally, **the Chapter's website ([www.mpmoaa.org](http://www.mpmoaa.org)) was selected in May as the top Winner Website, Category II for 2008,** in the MOAA National communications Awards Contest.

## *Section II – "Subjective" Scoring*

1. Legislative Affairs. Members were encouraged and provided information how to contact their state legislative officers and their national Senators (Nelson and Martinez) and Members of Congress (Crenshaw and Mica).

The Chapter's website ([www.mpmoaa.org](http://www.mpmoaa.org)) provides links to current National and State legislative issues affecting the military community. The information is periodically updated whenever a significant issue occurs. The website also contains links to national and state legislative offices with additional information on how to communicate with their representatives.

The Chapter g-mail or "emergency" electronic communication system was used to inform and activate members about "hot" legislative issues. Typically, chapter members were directed to access MOAA's website for additional information on how to become involved.

The monthly newsletter, *Highlights*, contains a full legislative page regarding current issues, goals and legislative accomplishments. A copy of *Highlights* is sent to both Florida Senators and our district Congressman. Press releases regarding speakers were periodically submitted to the local Jacksonville Beach, Neptune Beach and Mayport Naval Station newspapers.

In May, the Chapter President met and discussed issues with Congressman Ander Crenshaw. Congressman Crenshaw represents Florida's Fourth District in the U.S. House of Representatives, which includes most of NE Florida. Congressman Crenshaw is a member of the House Appropriations Committee. He is also an honorary member of our Mayport Chapter of MOAA. The President provided appreciation, on behalf of our chapter, of the Congressman's support of our MOAA legislative issues affecting military members and families. The Congressman co-sponsored House legislation for GI Bill upgrades and SBP benefits, and supported House rejection of TRICARE/Medicare fee increases being pursued by DoD and the Administration. Discussion continued on various efforts to reach congressional representatives and provide inputs on upcoming legislation. Specific discussion on MOAA mass produced cards and individual letters from constituents, both aimed at providing grassroots input on legislation of MOAA interest. Congressman Crenshaw is clearly aware of MOAA's purpose and focus, and is supportive of such. An article highlighting this visit to the Congressman was published in the Chapter's Newsletter.

2. Recruiting and Retention Program. The chapter was active with recruiting and retention of national and chapter membership. A key goal was for the Chapter to retain 85 percent of the current regular and auxiliary membership. Another was to recruit 20 percent more new members. Towards accomplishment of the goals were the following policies: 1. Chapter membership for the year would be free for 2008 for new members. 2. Renewal reminders were inserted in the November and December 2007 and first three newsletters of year 2008 to renew. 3. Separate personal letters and phone calls were used encouraging them to stay active. 4. A paper membership form was available at all meetings and an application form was included on the website [www.mpmoaa.org](http://www.mpmoaa.org).

The Mayport Chapter had significant results from the three separate membership recruiting actions in October through December 2008. When Director Colonel Lee Lange II came to our Chapter meeting in September 2008, MOAA National sent out 1003 invitations in August from Rear Admiral Ryan to all of the National MOAA members not in a local chapter who were in the Mayport ZIP code areas. Result was six (6) new members. The Chapter, in October, sent a Chapter invitation to join to the same 1003 member mailing list before the cover wrap program. Result was 19 new members. The cover wrap on the October *Military Officer* magazine resulted in identification of fourteen (14) new members. Thus the efforts increased our Chapter membership by 52 new members in 2008. Five Chapter members converted their annual National MOAA membership to Life and we recruited 5 new National MOAA members.

3. Personal Affairs. The Personal Affairs Chairman for the Chapter maintains an active interface with the members by providing access to up-to-date information and publications from MOAA. The Chairman also maintains a library of assistance publications such as “Taps,” “Florida Veterans Affairs” booklets, and “Interments in Department of Veterans Affairs (VA) National Cemeteries.” The primary source document for member information is the MOAA publication “Help Your Survivors—Now!” The Chairman provides members copies of the “Appendix A: Personal Affairs Workbook” from the MOAA book when requested. The Chairman stays in regular contact with both the Retired Activities Office at Naval Air Station Jacksonville, Florida, and with the Retired Services Office at Naval Station Mayport, Florida. The Chapter Secretary is one of two “On-Call” Retired Activities Officers at the Mayport Naval Station. The Retired Pay and Benefits section at the Personnel Support Detachment Mayport is an invaluable source for the Chairman and has provided assistance on numerous occasions.

The Chapter invited the Director of the newly dedicated Jacksonville National Cemetery to speak at the November Membership Dinner Meeting. The Director educated the membership on the new cemetery and the policies and procedures for burial in a national cemetery.

4. The Chapter actively engaged in programs/projects that enhanced the image of the Chapter and MOAA during the year.

- a. The Chapter is a member of the Florida Council of Chapters. The President and past President attended the Council President's meeting in February. The President, two past Presidents and two Chapter members attended the May Council Annual State Convention. One past President attended the November National MOAA Convention and fall Florida Council Board meeting in Tampa, Florida. Two members of the Chapter are on the Board of the Florida Council, one is Area Vice President and the other is the WEB Master.
- b. The Chapter maintained contact with 16 JROTC programs during the 2007-2008 school-year in the greater Jacksonville area. The MOAA Bronze medal with certificate was presented to two deserving JROTC Cadets at each of the supported high school award ceremonies in the spring. Thirty two cadets were recognized.
- c. A Naval Officer's Dress sword with knot and belt was presented by the Chapter President to the top December 2008 graduate from the Jacksonville University NROTC program during the December NROTC commissioning program.
- d. The Mayport Chapter meets at the U.S Naval Station Mayport in the Ocean Breeze Conference Center (prior Officer Club) and maintains contact with the resident military commands. Annually, the Naval Station Mayport Commander presents a report on the current status of the station and various commands stationed there.
- e. Toys were collected from the members during the Annual Christmas Dinner and Dance. The contributions are provided to local U.S. Marine organization sponsoring the "Toys for Tots" program.
- f. The Chapter's USO committee had an ongoing program of USO support in three areas. The primary effort was obtaining sponsors for a "No Dough Dinner" (NDD) program of serving twice a month free dinners at the Mayport USO Center to families of deployed sailors. The Chapter coordinated the establishment and formation of the Beaches Veterans Association (BVA) consisting of two American Legion Posts, VFW Post, and the Fleet Reserve Association 290 who continue to provide funds to support the NDD. News releases were printed in the local newspapers covering the "No Dough Dinners" program highlighting the support from the Mayport Chapter. The Chapter's Committee briefed area Fraternal, Veterans and Civic organizations on what the USO does to support our troops, aimed at raising interest and donations for the USO Programs. The Committee also coordinated collection and shipments of flavored powdered drinks (47 cases) to the USO Centers at

Bagram Air Base in Afghanistan; Balad, Iraq; and Camp Buehring, Kuwait to help troops endure the tepid water/high temperature environment.

- g. Wearing their Service uniforms, several members from the Chapter participated in Jacksonville's 2008 Veteran's Day parade. The MOAA banner was proudly displayed on the parade vehicle. A special thank you was received from the City of Jacksonville Office of Special Events Director.
  - h. The Chapter revitalized its public relations efforts by identifying a member volunteer to fill the vacant Public Relations Committee Chairman position. The Chairman contacted four local media newspaper offices, all of which published articles about the Chapter's activities. The Chapter had two feature articles, along with 36 Chapter activity reports in connection with our USO activities, published, and recruited an editor of one of the newspapers into our chapter.
  - i. The Chapter actively supports MOAA's The Officer Placement Service (TOPS). The Chapter Secretary served as the Florida State Coordinator for TOPS. Members were encouraged to pass TOPS information on to transitioning officers in the area. Additionally, the Secretary provides MOAA's "Psychology of Transition" Presentation at the Executive Transition Seminars at the Mayport Naval Station.
5. The Mayport Chapter continues to be an active and visible member of the Military community in Jacksonville supporting the mission of MOAA.

Very respectfully submitted,

Michael L. McHugh  
Captain, U.S. Navy, Ret.  
President