



Mideast Division Bulletin November 5-13

This Mideast Division Bulletin is to provide communication on administrative policy and pending events within the division. These are areas that I want the Departments and Detachments to focus on to ensure the Mideast Division complies with directives from MCL National HQ. Disseminate this information to all detachments. Departments are requested to submit any information on scheduled events within their area to the Division Adjutant, Roger Ware at rrware@yahoo.com and Division Web Sgt, Bruce Rakfeldt: mclbrucerakfeldt@triad.rr.com The Division web site is: www.mclmideastdiv.org. The Chain of Command is: Individual - Detachment - Department - Division - National.

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HAPPY BIRTHDAY MARINES
10 November 1775 - 238th USMC Birthday - 10 November 2013

Message from NVC Mideast Division - Mike McLain

Members of the Division:

As we head into the holiday season I just wanted to thank everyone for their membership and support for the League activities. The holidays are special times and I encourage each of you to take care of yourself, your loved ones and offer any assistance you can to the widows of any Marines in your area. There are several wounded warriors living in our division and I ask that you stay in contact with them and offer any encouragement or assistance they might need. There are numerous nursing homes or assisted living facilities within our division and we have some of our elderly or disabled Marines living in them. Please take time to visit those in your area as you might be their only link to the Corps and let them know the Marine motto still means that much and more. I wish each of you a safe and prosperous New Year.

Major General John A. Lejeune's Birthday Message

On November 1st, 1921, John A. Lejeune, 13th Commandant of the Marine Corps, directed that a reminder of the honorable service of the Corps be published by every command, to all Marines throughout the globe, on the birthday of the Corps. Since that day, Marines have continued to distinguish themselves on many battlefields and foreign shores, in war and peace. On this birthday of the Corps, therefore, in compliance with the will of the 13th Commandant, Article 38, United States Marine Corps Manual, Edition of 1921, is published as follows:

(1) On November 10, 1775, a Corps of Marines was created by a resolution of the Continental Congress. Since that date many thousands of men have borne that name Marine. In memory of them it is fitting that we who are Marines should commemorate the Birthday of our Corps by calling to mind the glories of its long and illustrious history.

(2) The record of our Corps is one which bear comparison with that of the most famous military organizations in the world's history. During 90 of the 146 years of its existence the Marine Corps has been in action against the Nation's foes. From the Battle of Trenton to the Argonne, Marines have won foremost honors in war and in the long eras of tranquility at home, generation after generation of Marines have grown gray in war in both hemispheres, and in every corner of the seven seas so that our country and its citizens might enjoy peace and security.

(3) In every battle and skirmish since the Birth of the Corps, Marines have acquitted themselves with the greatest distinction, winning new honors on each occasion until the term "Marine" has come to signify all that is highest in military efficiency and soldierly virtue.

(4) This high name of distinction and soldierly repute we who are Marines today have received from those who preceded us in the Corps. With it we also received from them the eternal spirit which has animated our Corps from generation and has long been the distinguishing mark of Marines in every age. So long as that spirit continues to flourish Marines will be found equal to every emergency in the future as they have been in the past, and the men of our nation will regard us as worthy successors to the long line of illustrious men who have served as "Soldiers of the Sea" since the founding of the Corps.

MCL National Commandant Jim Tuohy 238th Birthday Message

As Marine Corps League members, family and friends, come together to celebrate the 238th Birthday of our beloved Corps. Let's pause for a moment to reflect back on our history since 1775. Hundreds of thousands of Marines that came before us earned that title and wear the Eagle Globe and Anchor embedded in their heart, from the day they first earned the title of "United States Marine". Where we have been and what we have done as Marines is evident by The official Battle colors of the Marine Corps that display some fifty streamers. These streamers represent both U.S. and foreign awards as well as those periods of service, expeditions and campaigns that the Marine Corps has participated in from the Revolutionary War to the present.

As Marine Corps Leaguers, we continue to support our beloved Corps, our members, and their families. Our various programs like Marines Helping Marines reach out to our Wounded Warriors and other hospitalized veterans. Our Marine Corps League Foundation assists Marine Corps League members and their families in time of need. We remain visible in our communities with many Marines holding leadership positions in both business and community organizations. Marines are always in the forefront, that's what we do.

As we celebrate this 238th Birthday of our Corps, let's continue to remember our Marines, FMF Navy Corpsmen and our Chaplains that are still engaged in combat operations in Afghanistan in the war on terrorism. Keep them in your thoughts and prayers that they return safety to their families.

Happy 238th Birthday Marines, thanks for all that you do for our Marines and our Marine Corps League



10 November 2013

A MESSAGE FROM THE COMMANDANT OF THE MARINE CORPS

For 238 years, the United States Marine Corps has proudly served our great Nation with unfailing valor – bolstered by the enduring fortitude of our fellow Marines, our families, and our friends. This is why each year on November 10th, Marines from all generations gather together, in groups large and small, to celebrate the birthday of our Corps and to reflect on the proud legacy and warrior ethos we share. This is what unites us as Marines. From our first battle at New Providence to today in Afghanistan, Marines have always shown that they were made of tougher stuff – that when the enemy’s fire poured in from all angles, and the situation was grim, Marines unequivocally knew that their fellow Marines would stay behind their guns, fight courageously, and drive the enemy from the battlefield. We have always known hardship, fatigue, and pain ... but we have never known what it is to lose a battle!

Marines of generations past built our reputation as the most disciplined and honorable warriors to ever set foot on a battlefield, and we have triumphed in every battle because our Corps has always focused on *iron discipline* and *combat excellence*. This is who we are...this is what we do! It matters not whether you carried an M-1, an M-14, or M-16. It matters not whether you fought on a lonely island in the Pacific, assaulted a citadel in the jungle, or marched up to Baghdad. It matters not whether you are a grunt, a pilot or a loggie. What matters is that, when the chips were down and things got tough, your fellow Marines could count on you to stand and fight ... and fight you did!

This year, we celebrate the anniversary of several epic battles in our celebrated history: the 70th anniversary of the 2nd Marine Division landing on Tarawa, the 45th anniversary of the Battle of Hue City, and the 10th anniversary of the “March Up” to Baghdad. Marines who fought in these legendary battles each made their mark upon the history of our Corps. They have passed a rich and illustrious legacy on to us – a much heralded reputation. It is ours to jealously guard, and it is up to us to make our own marks and thus proudly pass it on to the generations of Marines who will follow.

Sergeant Major Micheal Barrett joins me in congratulating each of you. Because of you, your selfless service, and your many sacrifices, our Corps remains strong and ready to respond to any crisis. Throughout history, Marines have faced tough times and there will be tough times ahead, but there is no challenge we cannot overcome if we remain honorable and always faithful to our Nation, our Constitution and each other. Happy Birthday, Marines!

Semper Fidelis,

A handwritten signature in black ink, appearing to read "James F. Amos", written over a circular stamp or seal.

JAMES F. AMOS
General, U.S. Marine Corps
Commandant of the Marine Corps

Division Membership

Division unpaid as of 9/30/2013

Delaware - 47; Maryland - 195; North Carolina - 439; Virginia - 313; West Virginia - 109 Total for the Division – 1152

Department Commandants need to contact their Detachment Commandants and address what they are doing on membership retention and reducing their unpaid members.

National has mailed every Department Commandant and Department and Detachment Paymaster a copy of their Department and Detachment membership roster dated 9/30/2013. This roster lists all unpaid members and gives the expiration date for all annual dues paying members. Paymasters in using this copy can track all their members and should know the current status of each member. When a member pays their dues, the paymaster should mark on the roster as paid and thus have a complete roster of all unpaid as well. Every Detachment Commandant, Jr Vice Commandant and Paymaster should concentrate every month on all unpaid members and in recruiting new members. Let's see if we can continue to contact those unpaid members and kept them paid up. Staying in touch with all your detachment members on a timely basis ensures they are aware of detachment meetings and activities. If the detachment is active in the community it generates more media attention and helps in selling the League. This also reinforces that exposure within your community that your detachment is playing a part in community affairs.

Detachment must ensure that their administrative actions are completed each year. This includes: Nomination, Election and Installation of Officers and filing the Report of Officer Installation (ROI), filing 990 N e-file with IRS, filing of Paid Life Members (PLM) Audit using the 6/30/13 roster, keeping their detachment Locator page updated on the department web page. Membership Dues Transmittal forms should be submitted every month that members pay their dues and not kept until it is completely filled up with names, as this makes their payments late. Holding meeting and keeping Minutes, conducting annual financial audits of your detachment accounts on changes in accountability or officers, especially following elections. Ensure your detachment EIN is accurate and that you are not using another unit's EIN. If you have a hard time locating your EIN, Charter date, incorporation date, PLM Audit, then include it in your detachment membership meeting Minutes. Anytime that an administrative function is completed it should be included in your Minutes.

In reviewing the detachment information as listed on the information that National has on record, there are numerous administrative procedures not completed for some detachments in the division including no 990 N e-file, no PLM audits, ROI's not submitted. There is no date of Charter or incorporation. National is going to continue addressing these areas so all detachments need to update this information so they can look at the additional page included with their membership roster and see what information is missing.

Detachment Dues

National MCL Comptroller Paul Hastings sends out the following information to all Detachment Commandants and Detachment Paymasters.

Ref: (a) National Administrative Procedures, Section 615

At the National Convention in Grand Rapids, MI, the delegates approved a national dues increase of \$2 effective January 1, 2014. As a result of this dues increase, National Headquarters will increase their portion of annual dues from \$18 to \$20. Please continue to utilize the current dues transmittal forms until exhausted. They will be reprinted when our headquarters runs out of them.

In the meantime, your detachments will need to make a decision prior to December 1, 2013 to either increase their dues or not increase their dues. The reason our Headquarters needs to know your decision to increase dues is because the renewal notices for those members who dues expire in January 2014 will be mailed from our headquarters on or about December 1, 2013.

In order to increase your dues you will need to submit an Installation Form with the proposed dues increase that you desire per reference (a), which states that “the detachment shall fix the amount of its annual dues”.

If your dues are not increased by December 1, 2013, the data base at headquarters will be modified to reflect the increase of the national dues portion effective January 1, 2014. This in effect will decrease the amount of the Detachment portion of dues by \$2 that is reflected in the total dues on the renewal notice sent out in December 2013 for the January dues renewal notice that headquarters will send to the members.

If there are any questions either contact Paul Hastings at 717-774-5892 or the National Adjutant/Paymaster at 1-800-625-1775.

MCL Membership and Recruitment

When looking at reasons why the national membership is declining, one has to understand the new culture of potential members and make adjustments to retain older members and recruit new members. Failing to consider modern trends and offering new ideas is worthless unless those reasons are specifically addressed.

The landscape is changing as age is catching up to a huge majority of our experienced members. In previous years membership was often a priority in local communities because they lived and worked there and belonging to a military group was a good way to network and interact socially. Many of these members served on committees and boards or were leaders in civic and social organizations and this served as a positive influence in attracting potential members. Now local businessmen who once used such groups as a way to network have, gone to work for large corporations with their own projects. Nowadays, everybody works for somebody else. Years ago there was not much competition among veteran groups as there are over 200 groups now. Communities have less neighborhood interaction, commutes tend to be longer, television keeps everyone inside more, and people have numerous differences and can decide what they do with their time.

Young people most aspire to be self-employed and do not desire the leadership or personal interaction provided by membership and it’s “us versus them” attitude. Newly discharged veteran do not want to place themselves in this environment as they want to avoid confrontation, and the consequent weariness it brings. It reminds them too much of their military service and they takes steps to avoid the same situation.

Today’s society moves at a faster pace as families are moving more often with both parents working and commuting from suburbs and exurbs. Their kids themselves are so busy with booked schedules that the

parents don't have time to commit to organizations, particularly those with lots of meetings. The demand by family activities puts a further pinch on volunteerism leaving little time for other activities and many younger residents give back to their communities by coaching softball games or support other student events or activities. Some young adults are willing to help out with specific projects, but shy away from attending meetings or committee work. While people may still be involved in volunteering, they're more likely to do it one project at a time where they can get in, do it and get out. Far too often when their parents are involved in civic groups, this leads their children into an active role in civic groups as they see the military groups as not connected to their community.

Service organizations have to meet their communities' needs by being proactive and show it's the best vehicle to get those things done by renewing their emphasis on local projects, using the Internet as a [way to reach time-pressed would-be members. The MCL needs to convince younger members that they are changing with the times.](#)

Families consider their budget and the cost of participating in league activities as there are expenses and many younger couples just do not have that extra money. In smaller communities commuting to meetings or league events might be a deterrent to joining. Cities with military bases nearby have more potential for membership and rural areas might have less member base and the distance to a detachment is a factor. Members that join are older and the detachment is only sound while they live and participate.

Discharged veterans want to go with those veteran groups that can readily assist them with their VA claims. The VFW, Legion, DAV, and VVA have a huge advantage in this area as they have continuity and experience. Detachments and departments usually do not have anyone trained to offer help other than give them phone numbers and veterans want someone experienced not just someone wearing the title and untrained.

Some of the detachments are small and their members do not actively participate in any activities in the community. They are in competition with the large military organizations and civic groups and their project or event is not important. It's more about prestige and belonging to a select civic group and the league is not competitive. People are moving to find employment and therefore less potential for new members in rural environments.

There is not enough selling of the league in communities as the detachment members have to get involved in their local community activities and events. Poor visibility and lack of media focus does nothing to grow the league. Being a member should be more than just paying dues and lack of community recognition.

Since the MCL supports the USMC, the league needs to work with area recruiters and get information out to those recently discharged Marines. Working with the Marine recruiters can pay huge dividends and gives more exposure in community activities and events. League members should interact with all recruiters and spent time in their offices. The league could also have membership brochures in all USMC recruiter offices as discharged veterans usually visit their recruiters. The USMC should include MCL brochures in their TAPS program as they usually include VA information.

Young Marines upon being discharged are seeking education, VA benefits, employment and starting families. They do not see the need to join the league as their focus is on more important events. They might join once and then not renew as they do not see the league helping them with their needs. These young Marines have not developed that long term relationship from their time in the Corps, and they need more time to make that adjustment. Older more established Marines would see the benefit of becoming a member. The league might be better suited if they targeted middle age members because they are usually established in their communities and have built relationships within the community. The league must not try to be like active duty USMC recruiters as they are not going to sign up these young Marines as it's culture based. Young Marines need to re-establish themselves in society and they have no desire to join any military service group.

Many of the younger or one term enlistment Marines have completed several deployments to either Iraq or Afghanistan and need time to make that adjustment to civilian life. Being supportive and reminding them they served their country can go a long way to establishing rapport with them. Many wanted to stay in the Corps and were released due to the budget cuts and during their adjustment period they do not want to join any service organization. Talk with them, let them know things always turn out because some have no idea what they want to do with their lives. Be a good source of information for them and assist them all you can to make that adjustment. Those detachments that have their own buildings have an advantage over others especially in larger populated areas as they have more to offer.

The end of the draft has changed the way communities view service members and recently discharged veterans have to compete within their own communities for everything they receive. If there is no other service organization in their area they do not want to join as they do not see any benefit when they need to link with various employers and follow the mainstream to survive.

In summary, the MCL prospered with so many WWII and Korea Marines as members but as they age, younger Marines are not joining to keep the numbers up. The league has to modify their membership focus to those who want to join. Understand the reasons why young Marines do not sign up or renew their membership must be a focal point and not ignored. We have more opportunity in signing those Marines who have been discharged after they have established themselves back in their communities and are secure with their employment and education. We need to stay in contact with them and invite them to your activities and ask for their help with projects. Often when they see what your detachment is doing, this can generate their desire to join and continue with helping.

Membership drives could be shared by several detachments in large metro shopping malls and in those venues that attract large attendees.

Pending Events

2014 National Midwinter Staff Conference Feb 13-15, 2014 at Fairview Park Marriott, 311 Fairview Park Drive, Falls Church, VA 22042 (703) 849-9400. Room rate is \$99 per night plus room tax.

2014 Department of WV Department Convention will be May 2-4, 2014 at the Holiday Inn Express, 50 Martin Street, Elkins, WV 26241 hosted by Leland D. "Crow" Crawford Detachment 956. Room rate \$77.00 plus room tax. Phone: 304-630-2266. Reservations can be made now and mention code: MCL or Marine Corps League and give dates. Free parking and continental breakfast 6 -10 a.m. Banquet \$20.

2014 Department of MD Department Convention will be May 8-10, 2014 at the Princess Royale Oceanfront Hotel & Conference Center, 9100 Coastal Highway, Ocean City, Maryland 21842-2745. 1-800-4 ROYALE, (1-410-524-7777) \$95.00 (plus tax) Ocean-view/Pool-view. Ocean Front: \$129.00. Includes free continental breakfast

2014 Department of North Carolina Department Convention will be June 6-8, 2014 at the Ramada Inn in Burlington, NC hosted by the L/Cpl. Alan D. Lam Detachment #1209.

2014 Mideast Division Conference will be June 27-29, 2014 and is tentatively scheduled at the Holiday Inn in Martinsburg, WV hosted by Eastern Panhandle Detachment 1143.

2014 MCL National Convention will be August 3 - August 9, 2014 at Embassy Suites (\$114.00 plus 12% tax) tele: 304-347-8700 and Town Center Marriott (\$119.00 plus 12% tax) tele: 304-345-6500 in Charleston, WV. Reservations can be made now at Embassy and commencing August 26 at Marriott.

2015 MCL National Convention will be August 2015 at the Scottsdale Plaza Resort, 7200 N. Scottsdale Rd, Scottsdale, Arizona 85253. Room rate is \$94 plus room tax. Phone 480-948-5000

Semper Fi,

Mike McLain
NVC
Mideast Division