



## Back to Basics With the Eastern Shore Council

At the 2005 Navy League National Convention in Norfolk, Va., Rex Kilbourn of the Eastern Shore, Md., Council presented the Public Education Committee with the following “White Paper.” The purpose of this centennial statement, which the Eastern Shore Council adopted on Jan. 14, 2004, is to make a clear and consistent platform by which the council operates. The Eastern Shore Council hopes its adopted statement will serve as a catalyst that drives other councils to remember why the Navy League was founded and how councils may uphold the original intent of the organization by adopting similar white papers in their own councils. The Eastern Shore Council welcomes any questions or comments you may have about their adopted statement.

### The Navy League 100 Years Ago

*“For the building and maintaining in the proper shape of the American Navy, we must rely upon nothing but the broad and farsighted patriotism of our people as a whole.”*

Those words from Teddy Roosevelt highlighted the fundamental mission of the Navy League. On Nov. 5, 1902, the Navy League was created with the purpose:



LYNN WRIGHT

The Oliver Hazard Perry-class frigate USS *Carr* receives a cannon salute from Old Fort Jackson as it sails up the Savannah River. The ship was later welcomed by the Navy League’s Savannah Council. See story on page 5.

“... to enlighten the people ... on naval matters and tell them what a Navy means to the country and what it ought to mean to them.” Two weeks later, a constitution was drafted and on Dec. 29, the League’s certificate of incorporation was filed in Albany, N.Y. The Navy League of the United States was born.

The first edition of the *Navy League Journal* stated that it was the League’s resolve never to formulate specific needs for ship types or force levels, but rather to educate the people on the importance of sea power: to instill the requisite broad and farsighted patriotism.

Roosevelt’s words recognized the nature of our political system then, and they are even more valid today. He understood that patriotism first required a broad understanding and acceptance of the founding principles of American patriotism: the revolutionary heritage of human dignity and republicanism, the Constitution’s role and dominance in defining liberty and providing safeguards and responsibilities for preserving that liberty for future generations, and the

resulting duties and responsibilities of those who would be truly patriotic.

He perceived that the essence of American concepts of human dignity also required a patriotism that was farsighted. His farsighted or global perspective of human dignity and freedom could be achieved only by standing tall against those who would sacrifice freedom to other political agendas and self-serving uses of sovereign power and wealth. This perspective recognized that the tyranny and terrorism still rampant throughout the world would ultimately breach the oceans and involve Americans in what was to become the bloodiest and most destructive century in history.

Thus the educational mission of the Navy League included educating the people as a whole in the farsighted patriotism needed to challenge the threats to liberty in foreign lands. It recognized that isolationism was not a viable or realistic 20th century national strategy and, in fact, would become a disastrous one. Overcoming and

[Continued on page 4]

## Contents:

Tips and Topics	2
Membership News	3
Council News	4
Sea Cadets	6

## Questions & Answers

We receive numerous questions from members, the answers for which could be helpful to councils throughout the NLUS membership. We want to share these questions and answers, and invite members to respond with their own advice or solutions, which we'll share in a future issue of the *Navy Leaguer*.

**Question: We recently made a local move and our mailing address and telephone number have changed. How can we get our Navy League membership data updated to reflect our new address and telephone number?**

**ANSWER:** You have three options to update your information in the NLUS membership database:

1.) Send an e-mail to the NLUS Membership Services Department at [services@navyleague.org](mailto:services@navyleague.org) and request that your membership data be updated. List your member ID number, your name, old address and telephone/fax numbers, and your new address and telephone numbers. Be sure to include any new e-mail address as well.

2.) Write a letter to Navy League of the United States, Attn: Membership Services Department, 2300 Wilson Blvd., Arlington, VA 22201-3308 requesting that your membership data be updated. In the letter, list your name, member ID number, old address, old telephone number, old e-mail address and your new address, telephone numbers, fax number and e-mail address.

3.) Or you can sign on to the Navy League website at [www.navyleague.org](http://www.navyleague.org). Then click on "Membership." Next, click on "Update Membership Information Form." Enter the old information and new information in the electronic form. Print out a copy for your records. Finally, click on "Submit" and your updated membership information will have been transmitted to the Membership Services Department at NLUS Headquarters.

**Question: Where can our council obtain Navy League graphics to use in our publications?**

**ANSWER:** Sign on to the Navy League website at [www.navyleague.org](http://www.navyleague.org). On the left hand side of the screen, click on "Navy League Councils." Next, click on "Council Resources." Then click on "Downloadable NLUS Graphics." This will display a selection of downloadable Navy League symbols and Community Affiliate graphics in black and white and color. Follow the instructions for downloading. This should provide an easy solution to your graphics requirements.

**Question: Our council has an opportunity to make a presentation about the Navy League at a meeting of our local Chamber of Commerce. Where can I obtain a copy of the Navy League's generic speech and a related set of Power Point graphics?**

**ANSWER:** Your council president should have the new "Talk-in-a-Box" which was produced by the NLUS Headquarters Office of Public Relations in cooperation with the National Public Relations Committee. "Talk-in-a-Box" contains a paper copy of the speech and a CD containing a Microsoft Word file that you can download and edit to meet your local needs.

The same CD contains a Power Point presentation keyed to the speech. You can download the Power Point presentation and add photographs and make changes to reflect your own council's activities. The package also contains a selection of DVDs with outstanding videos of Navy-Marine Corps operations, U.S.-flag Merchant Marine operations and the Sea Cadets. "Talk-in-a-Box" contains tools to help you make a very powerful presentation.

Please send your questions, answers and ideas to John R. Camp, Secretary, National Public Relations Committee, via e-mail at [jcamp@navyleague.org](mailto:jcamp@navyleague.org) or by mail at Office of Public Relations, Navy League of the United States, 2300 Wilson Blvd., Arlington, VA 22201-3308. ■

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Carson City, Nev., Council President Elizabeth R. Brogan shows off a copy of the council's *Sierra Wave* newsletter, after it was named winner of the 2005 Mackie Award at the Navy League 2005 National Convention in Norfolk, Va. National Director Thomas E. Jaffa from the Seattle Council presents the award.

USA NIPP

## Mackie Award Board Suggestions For Improving Council Newsletter

By Megan Tapper Check

What a great experience it was to oversee the selection of the 2005 Mackie Awards. The submissions were all outstanding.

The Mackie Awards Board comprises professionals from the public relations field. Following the selection process, the members of the board had some suggestions about how to make Navy League council newsletters more impressive.

Below is a list of recommendations from the board aimed at improving the overall appearance and newsworthiness of your newsletter.

**Content:** The mission of a newsletter is to be informative. Some newsletters had interesting articles about local commands, speakers and other newsworthy stories that pertained to their area. Councils can

increase the information in their newsletters by covering their local commands, Sea Cadets in action or other people and events.

**Masthead:** It was suggested the mastheads include volume and issue numbers, website, editor and other must-see information about the newsletter. Please try to incorporate the new Navy League logo in your newsletter. Logos can be downloaded from the Navy League website.

**Photographs:** When publishing a photograph be sure to add captions that tell who, what, where and when. Additionally, photographs of Navy Leaguers "in action" are more captivating than grip and grins (although those can be impressive when used in moderation).

**Front Page:** Eliminating unnecessary white space on the front page can be

done by adding more than one cover story. The board suggested adding some teasers about what is inside the issue. When picking a heading for your cover articles, choose something exciting and interesting.

**Content:** Be careful not to "lift" articles from other sources without permission. On this note, when borrowing stories, ask yourself, is this news, or could everyone just look at the original source of the story and read it there? Is there something more relevant to your local community that should replace the lifted article?

Overall, every council should be proud of its effort to produce newsletters. We all know how time-consuming and taxing it is to ensure content, layout, printing and distribution gets done in a timely manner. Being the editor of a newsletter is a hard job that rarely gets recognized. Members and officers should take the time to thank their council newsletter editors. They are doing a great job. ■

## Sweet Treats Serve Larger Purpose

By Beverly Crawford, McLean Times

Germaine Broussard has a full-time job as a stockbroker, a part-time job as a graphic designer and a volunteer job on the board of the McLean Citizens Association.

She is president, too, of the McLean Commons Association. But her most all-consuming avocation is that of a volunteer. Most nights, Broussard is up late baking. She bakes year-round, irrespective of special days on the calendar.

Broussard has baked literally thousands of cookies for Marines, soldiers, Air Force and Navy personnel, and mailed them to

individual soldiers she has never met.

"I'm the cookie lady, thank you," Broussard said. "I wanted to do something. They're over there protecting our butts so we can do this. Once you start something like this you can't stop."

At last count, Broussard has sent more than 16,000 cookies: chocolate chip, for the most part, but also oatmeal and peanut

and error that a quart-size plastic bag will hold 15-18 cookies. She knows each shipment has between 600 and 700 cookies by the sheer size of the boxes she fills.

All the cookies come from her oven in her 8-by-8-foot kitchen in an apartment at the Commons in McLean.

"What I'm doing is year-round," Broussard said.

*"I'm the cookie lady, thank you.  
I wanted to do something."*

butter. "I make a killer toffee almond cookie, too," she said.

Broussard admitted her count is not all that accurate. But she has found by trial

How long will she keep this up?

"Til they all come home. If there is still someone out there, they will get a box," she said. ■

## Back to Basics

[Continued from page 1]

detering foreign threats required international prominence, influence and power. A hundred years ago, that could only be achieved by a strong Navy, by sea power.

### A Hundred Years Later

We believe in the fundamental educational mission of the Navy League. That creation of a broad and farsighted patriotism is even more essential today.

Today's world is vastly different from that of 100 years ago. Sea power, which then consisted of warships that operated in the single dimension of the ocean's surface, has been replaced by multidimensional forces, weapons and technologies capable of rapidly projecting influence and power anywhere throughout the world. Sea power has been replaced by global power.

Accordingly, we believe that a viable 21st-century Navy League national organization must:

- Focus primary efforts on developing and expanding its educational mission,

especially with respect to elected federal representatives, their staffs and maturing youth.

- Publicize the technologies, global forces, funding and international coalitions deemed necessary to deter, detect and bring to justice individuals engaging in tyranny and terrorism.
- Phase out/spin off efforts that detract from its educational mission by diverting funds and efforts to other purposes and that demean the professionalism of the organization.
- Consider adopting a new name, mission statement and image appropriate to educating and enlisting the participation of all patriotic citizens in the goal to secure the blessings of liberty for ourselves, our posterity and all mankind.
- Establish a closer organizational and working relationship with the councils by amending the by-laws to provide for council presidents (or their designee) to be the national directors.

Adopted: Eastern Shore Council, Jan. 14, 2004. ■

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LYNN WRIGHT

From left to right, Savannah Council member Ray Cuthbertson, USS *Carr* Cmdr. Pete Pagano, Savannah Council President Hugh Robinson and Chatham County Commission Chairman Peter Liakakas.

## Savannah Council Welcomes USS *Carr*

The Savannah, Ga., Council welcomed the Oliver Hazard Perry-class frigate USS *Carr* for Independence Day festivities on the Savannah River.

Old Fort Jackson fired a cannon salute to honor the *Carr* and more than 200 Navy Leaguers and guests enjoyed a reception on the flight deck.

Council President Hugh Robinson greeted Cmdr. Pete Pagano and his crew and representatives from Savannah's Coast Guard, Marine Corps Reserve Center and the NROTC Unit at Savannah State University.

The Navy League was pleased that U.S. Rep. John Barrow from Georgia's 12th District, which includes Savannah, attend-

ed the festivities along with Chatham County Commission Chairman Peter Liakakas, a member of Savannah Council.

The *Carr*, based out of Norfolk, Va., stopped in Savannah during a break in its training mission in the Atlantic. It will deploy to the Mediterranean Sea this fall. ■

## Orange County Members Attend *Vincennes* Decommissioning Ceremony

By Russell E. Gray

Orange County, Calif., Council members attended the decommissioning ceremony of the guided-missile cruiser USS *Vincennes* July 29 at Naval Base San Diego. The 20-year old Aegis cruiser has been homeported in Yokosuka, Japan, for the last eight years as part of the 7th Fleet force. It will be taken under tow in a couple of weeks and stored in "mothballs" at Bremerton, Wash. USS *Vincennes* (CG-49)

will be replaced by the guided-missile destroyer USS *Lassen*, and many of the *Vincennes* crew will be assigned to the *Lassen*.

*Vincennes* was the first Ticonderoga-class cruiser based in the Pacific theater of operations in 1985. The first four ships in the class have had a premature retirement due to a missile launching system that was considered outdated. The *Vincennes* and its 400-member crew achieved inter-

national notoriety in July 1988 when it fired a missile at a perceived target that turned out to be Iranian airliner. The plane was shot down, killing all 290 passengers on board.

Several veterans of World War II, who had served on previous ships named *Vincennes*, were in attendance at the decommissioning ceremony. The heavy cruiser USS *Vincennes* (CA-44) was sunk early in the war in the battle of Savo Island. Later in the war, the name was placed on the new light cruiser, USS *Vincennes* (CL-64), which served proudly to the end of that war and beyond. ■



The “Health Colonel” puts Team Spruance Sea Cadets through their paces during a boot camp workout on Fort Lauderdale Beach, Fla.

## U.S. Naval Sea Cadet Corps Awards The ‘Health Colonel’ For Selfless Support

Team Spruance of the U.S. Naval Sea Cadet Corps recognized retired Army Reserve Lt. Col. Bob Weinstein June 5 at its annual awards banquet at the Tropical Acres Restaurant in Dania Beach, Fla.

Lt. Cmdr. Alan Starr, the division’s commanding officer, presented the support award to Weinstein for his unselfish service in training and inspiring the Sea Cadets with his military-style workouts on Fort Lauderdale Beach, Fla., on a regular basis.

Asked about why he contributes his time, Weinstein, who’s known as the “Health Colonel,” responded, “These Sea Cadets represent our future and their own. There is no price that can be put on the investment in character building through the instilling of key life values that are timelessly beneficial to mankind.”

In the course of the evening, there were many awards presented to Sea Cadets and others who contributed significantly to the success and growth of the Sea Cadets. The

Navy League is a significant sponsor of the U.S. Naval Sea Cadets.

The U.S. Naval Sea Cadet Corp’s Team Spruance is the finest youth development program for boys and girls ages 11-17 available in South Florida. The program and staff’s goal is to help teens and pre-teens develop skills, self-esteem and confidence that will help them succeed to the greatest degree possible for each individual in school and life. Team Spruance receives its primary support from the Fort Lauderdale Council of the Navy League of the United States, along with contributions from many area businesses and individuals.

Here’s how the Sea Cadet program is summed up:

- It’s about having fun – in ways and places you’ve never imagined.
- It’s about learning and growing from exciting experiences few ever have.
- It’s about friendship, teamwork and being part of the Team Spruance family.
- It’s about becoming self-disciplined and successful in everything you do.
- It’s about helping each other while you help yourself.
- It’s about caring, commitment, courage and compassion.
- It’s about honor – for country, for family, for friends and for self.



Retired Army Reserve Lt. Col. Bob Weinstein, the “Health Colonel.”

“The Sea Cadet program emphasizes the teaching of positive moral values that benefit others and help build self-respect, self-esteem and confidence,” said Lt. Jeff Leibowitz, executive officer of the Navy League program.

“Only a small percent of those who become Sea Cadets actually join the military, but the values and discipline they learn help them move on into families and businesses where they make significant contributions as responsible and honorable members of society,” he said.

Females make up about 40 percent of Team Spruance. Sea Cadets get some amazing opportunities. Recently, they visited the Combat Information Center of a Navy guided-missile cruiser and participated in firefighting training. Sea Cadets receive the same training the military receives, which can be anything from Navy SEAL to Navy Band training.

For more information about the U.S. Naval Sea Cadet Corps, go to: [www.seacadets.org](http://www.seacadets.org)

For more info on Fort Lauderdale’s Sea Cadet Corps’ Team Spruance go to: [www.flseacadets.org](http://www.flseacadets.org)

For more info on Lt. Col. Bob Weinstein go to: [www.NoMoreCryBabies.com](http://www.NoMoreCryBabies.com) ■

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- USS Ranger (CVA-61) 1956-1983, 70 min.
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- USS America (CVA-66) 1965-1968, 60 min.

## NAVY SHIPS



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