

What I am going to be speaking about is essentially the current “State of our Chapter” as well as what, where and how we are going into the next year.

We have approximately 335 Perpetual and about 70 Regular **living** companions, for just slightly more than 400 Companions. Since our Charter we have had about 645 companions.

Please remember that 400 number.

That said, “What has the staff done for you in the last 3 months?”

We lost our oldest Companion, LTC James “Maggie” Megellas, but we sent a Happy Birthday greeting to Capt James Patterson, at 99 years, now our oldest companion, on August 26th.

We have not missed a monthly Chapter or Staff meeting, no small task given the challenges, and we didn’t use Zoom to do it.

We have recognized 5 Dallas Police Department top achievers, for the months of July through November. We are just waiting permission to present the awards face-to-face, but that will happen this Sept 15<sup>th</sup>.

We have presented a Silver Patrick Henry Award.

We have published all our monthly newsletters, thanks to Don Munson, with help from our National Security Coordinator, our Chaplain, our Marshalls, and several others

We sent at least 6 Email Blast to inform our membership about how we are adapting to COVID.

We published 3 Commander’s Corner articles

We have approved a Budget

We have solidified our Strategic Goals and Chapter Action Plan

We have completed our Staff Leadership and Treasurer Training

We ARE developing our future MOWW leaders and we have started discussion for Succession Planning for some of our long serving Program Coordinators

We have appointed Program Coordinators for Veterans Affairs, National Security, Homeland Security, Patriotic Education, Scouting, ROTC and Law and Order (First Responder) Outreach Programs. We will be providing quarterly Outreach reports to the chapter going forward

We have the funds to send 60 students to YLC , and we have a goal to raise funds to send 20 more.

We have had speakers that have addressed Human Trafficking and Child Abuse, as well as the North Texas multi-county Veterans Court system

We have joined, as a participating member, the Collin County Veteran's Coalition. While started in Collin County, the CCVC actually serves veterans in 5 North Texas counties.

We are now a member of the United States Veteran Administration's "Veterans Advisory Council" for North Texas

We have co-sponsored a Symposium on "China, Marathon or Sprint", with 5 other local Veteran Service Organizations, including AFA, that had over 150 participants.

We have published 2 articles on National Security, and will be consolidating those for a article in "Officer Review", our National magazine.

We are in the process of establishing a permanent Memorial for Congressman Johnson at the Collin County Courthouse

We have taken initial steps to bring our chapter into the Computer Age, purchasing a Laptop that will contain copies of all Chapter artifacts, going forward. This laptop will be passed from Commander to Commander every year. This will greatly decrease the learning curve for future commanders, at least two of them, maybe more, sitting in this room tonight.

Our Adjutant records are now recorded digitally, with continuous backup, thanks to the youthful knowledge and skill of our Adjutant, Brandon Hern.

We have published biographical information on our staff members and new inductees, so that all companions stay informed about who is on the staff, as well as getting to know new companions.

We have inducted, including tonight, Steven Suiter as a Hereditary Perpetual, Robert Ganson as a Regular, upgraded Terry Thorson from Regular to Perpetual, and Col Sam Johnson as a Perpetual Memorial companion.

Next month we are upgrading CWO4 Monifa Rucker from Regular to Perpetual as well as inducting new Perpetual William Howard Greenlee.

Doc Greenlee was a regular member until around 2014. He called me up a couple weeks ago, said he wanted to renew his membership as well as upgrade it to Perpetual, and he said that as soon as he was inducted he wanted me to “put him to work”. Now that should be an inspiration to us all!

I want us to do more, and we will, but considering we are still generally locked down,

I think that list is not too shabby for 3 months effort!

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What does the Dallas Chapter of MOWW want to accomplish in the next 9 months, and beyond?

I am going to talk most about our highest priority and Goal. Without it being number 1, all our other Goals and Outreach programs will die on the vine.

Our number one priority has got to be Recruiting.

Nothing living in this world can survive without constant nourishment, and this order is no exception.

Our National and Regional Commanders, as well as I, want us to increase Membership by 18 Companions, or over 4%, during this term.

But that will barely cover our projected membership losses.

As our chapter ages, so does our need to increase our recruiting. The best way to recruit membership is for us to be seen in action, and that requires participation. If we are going to grow, instead of dying on the vine, it will require more companions participating.

Action generates interest; interest generates membership, which generates more action.

While I will welcome any qualified individual, what I want to strive for is that 50% of our future recruited members be 50 years old, or less. To do that, we have to get in front of the younger veterans.

We are creating an Ad Hoc committee, which is likely to become permanent, called Recruiting and Promotions Committee. Karey saw the need for this very early on, in my time in MOWW.

You might as well know now, I am looking for Companions to serve on this committee, so if you have any promotional or marketing experience, consider yourself asked. Please contact me if you can help.

We will ask the committee to:

- Host promotional events, such as Skeet and other Shooting events and perhaps Whiskey Tastings, plus more promotional events as we go forward
- We will be sponsoring and asking local journalist to attend our banquets and events
- We will be asking previous YLC students to attend our events, and ask them to speak about their experience. We may do evening events, so YLC students don't have to miss school.
- We will be starting Community Service events with local corporations, particularly those that have large veteran hiring practices. This puts us in front of them, and their employees in front of us.
- We will be expanding our On-line and Social Media Exposure
- As we get younger members that are still employed, we may have some meetings in the evening.
- We may record our meetings, so they can be viewed by members unable to attend

There will be more things as well, and you will be asked to participate.

I have asked myself: "Why isn't Recruiting on the same level of priority as our Outreach Programs? We recognize Police, Scouts, ROTC and others for achievements. Isn't a membership in MOWW an achievement for all Veterans who join, as well as a benefit to the entire Community, just like our other Programs? Maybe MOWW needs to elevate Recruiting to its rightful level of priority.

A point about recruiting and MOWW, it happens at the Chapter Level.

You heard me say that we have over 400 living companions in the Dallas Chapter.

I am going to read you a list of names. If you hear your name, please stand and remain standing.

Allen Clark	Ron Forest	Cliff Way	Wes Gross
Paul Brown	Don Munson	Don Donelius	Joe Cordina
John Hayes	Lyle Mueller	King Moss	Chuck Chamberlin
Ken Boatman	Bill Coleman	John Wagner	

The 15 names I just read, not in any particular order, are less than 4% of our 400 companions, but those 15 companions are responsible for recruiting over 50% of this chapter's living membership.

One of the names on that list has recruited 10% of this chapter's living membership or, from another perspective 6.25% of this Chapters total membership of 645 since we started in 1949.

By the way, 2 of those names are on your staff, and 12 of those 15 names are former Chapter Commanders. You don't have to be on staff, or the Commander, to recruit!

Let's give them a round of applause.

Recruiting cannot be something that just a handful of Companions do. It has to be something that is foremost in every Companions action to support MOWW.

I recognize it is not an easy thing to do; it isn't easy to bring up someone's past history when you talk to them, but that is what is necessary to find qualified candidates for membership.

I have a prime example to tell you about, and just so you know, I am telling this story on myself.

Jim Curlin, our good friend and neighbor is here tonight. Karey and I have known Jim for many years now. Jim and I have been known to do

some of that Whiskey tasting I referred to earlier, but only on days that end in “Y”. Of course, we use the Whiskey to verify our ability to taste and smell.

Jim had told me about his service in the Air Force before, but I had never asked him a lot about it. So guess what I found out just a couple weeks ago. I thought Jim had done around 4 years in the Air Force. Imagine my surprise when I discovered that he had really done around 14 years, and that he had been commissioned as an officer in the middle of his career.

A loyal, smart, dedicated veteran, who loves this country; that is a candidate for membership in this organization, literally living right across the street; someone that I talk to at least weekly.

After talking about this some more, I discovered that another neighbor is also a veteran officer.

My point is, candidates are all around us, you just have to be willing to bring up the subject, and it can't just be 15 of us, it has to be all companions!

Now, in addition to recruiting, what are our other goals? What are we going to be able to do, as a Veteran Service Organization in the next 9 months, and beyond?

Before I start that, let me state for you a few things that I believe, so you have an idea how I view these goals.

First, IF YOU KNOW YOU CAN DO IT, IT ISN'T A GOAL. There has to be a challenge, or it is not worth doing.

Second, being retired is not a reason to stop participating. We decide when we stop WORKING, GOD DECIDES WHEN WE RETIRE. If God hasn't retired you yet, you are alive for a reason, and you still have the

opportunity to serve, this chapter, this community, this state and nation.

Third, every chapter in MOWW is going to have to deal with COVID restriction, hopefully for not much longer; so that is not a good enough reason not to achieve our goals. We are this country's leaders, and we are smarter than that virus.

Our difficult activities are going to be those that require very large groups, or involve school age students. For instance, "Massing the Colors", with all the JROTC units participating will not occur until we can put the distancing restrictions behind us. But we need to be ready when the time comes, and Outreach may need to be conducted with other groups.

Also, we have just learned that because of COVID implications the Greater Dallas Veterans Day Parade will not occur this year, so some Outreach Opportunities will need to be re-planned.

Okay, Strategic Goal #1 is recruiting and involving Companions. I have already addressed that, so on to

Strategic Goal #2 – Provide Companion Leadership Training. This is not easy, but it certainly isn't that difficult. It just involves dedication to conducting training, participating in Regional Meetings and Conferences, attending National Conventions and continuing to pursue Outreach Opportunities. We are going to actively work our Outreach programs, and we are going to status them quarterly. Our biggest challenge will be working within, or around, our COVID restrictions.

Strategic Goal #3 – Mentor and Develop Companions. What this really is about is Mentoring and Developing Leaders.

By definition our Membership requirements prove that we have all been in positions of Leadership before. Most of us in the Military, almost all of us as civilians.

What is the funny thing about Mentoring and Developing Leaders? Almost no one wants to be one! Many leaders step forward because no one else does! Most people will shy away from being in charge.

The first “Sin” of trying to get leaders to volunteer is expecting an announcement to get you some. When asked why they didn’t volunteer, the most common answer is “You didn’t ask me”.

With 400 Companions, no one knows everyone; I certainly don’t, but EVERYONE can take a leadership role in MOWW, after all, we all took an oath to do that.

So let me stress this, CONSIDER YOURSELVES ASKED! Step up and ask what you can do.

I’ll ask you what you are good at, but I might ask you to do something entirely new as well.

Strategic Goal #4 – Conduct Chapter Advertising and Publishing.

Karey can tell you that I have always said, MOWW is one of the oldest and most steadfast Veteran Service Organization in the United States, “that NOBODY has ever heard of”.

We have Companions that have been Presidents, Congressmen, Legislators, Industry leaders, Sports figures, Celebrities, but most people have never heard of us.

Why, because we have failed at advertising our existence. What is the key to achieving this goal?

I said it before, Action generates interest; interest generates membership, which generates more action.

We will be looking for new and innovative ways to put our name into the public domain. That is why the Recruiting committee also has Promotions in its name.

Strategic Goal #5 – Expand and Improve Chapter Outreach Programs. In addition to maintaining and growing our current Outreach activities, we have already developed new ways to accomplish this goal.

We have joined the Collin County Veterans Coalition, joined the VA Veterans Advisory Council, as well as participating with other VSO's in joint activities to name just a few.

Our next major thrust will be to expand our recognition programs throughout the Community.

Strategic Goal #6 – Recognize Companion Excellence.

Paul Brown was very good at this during his tenure. I think he presented a record number of Outreach Medals, and I don't remember how many Outstanding Service awards. You can only be presented these awards every other year. In fact he was so good at it, that the only way we are going to be able to recognize and reward more Companions is to increase companion participation, so we have more recognition opportunities.

Have you detected a common theme, through just about everything I have said tonight?

That common theme is Action and Participation.

We must ask ourselves, "Are we a Veteran Service Organization that has monthly luncheons, or are we a Lunch Club that does some Veteran Service?"

Our actions needs to prove we are the first, but to Recruit, Lead, Develop, Publicize, Outreach and Achieve Excellence requires Action and Participation from all, not just some.

I look forward to leading the Dallas Chapter forward in the next year, but I do not want to do it out in front of you.

I want to do it in Lock-Step, marching side by side, with each and every one of you.

Thank you.