

Council Best Practices - 2006

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January 5, 2006

Year End Council Activities

Happy New Year to all council/area/region leaders! As we start a new year, there are a number of year-end activities that councils should complete, as appropriate:

- Elect new officers and Board members. Councils can schedule Council Officer & Board Member Training for your newly elected personnel by contacting Bill Waylett, wwaylett@navyleague.org.
- Initiate preparation of the Council Annual Report (see Membership, below).
- Review gross receipts to determine whether the council must file a tax return with the IRS. If gross receipts exceed \$25,000, an IRS Form 990 must be filed. The Council Tax Exempt Status Workshop is available to assist councils in this effort; contact Bill Waylett to schedule this workshop.
- Complete state-required reports, which vary by state, but may include filings with the Secretary of State, Attorney General and state/local tax authorities.
- Initiate annual financial audit, if conducted (we recommend it!). The Council Financial Audit Workshop is available online at http://www.navyleague.org/councils/training_workshops.php, and can be scheduled by contacting Bill Waylett.
- New council presidents should complete their turnover using the Council President Turnover Guide, available at http://www.navyleague.org/councils/council_guides.php.

Your Area and/or Region President are available to guide councils in these efforts, including conducting a ceremony for the installation of new officers.

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February 25, 2006

Ship Adoption – A Council Opportunity

Supporting the Men and Women of the Sea Services and their families...what does this mean? For many successful councils, it means adopting a ship, cutter or unit of the sea services. The Council Guide for Ship Adoption, on our website at <http://www.navyleague.org/councils/ShipAdoptionGuide.pdf> details the process for adoption.

Why should a council adopt a ship or unit of the sea services? Here are some reasons:

- Support the men and women in uniform who serve in the adopted ship or unit.
- Provide awards and financial support for the crew and their families.
- Provide opportunities for tours and ship rides to current council members and both individual and business candidates for membership.
- Gain public support and media attention for the council and the adopted ship or unit.
- Involve the community in support of the ship and support of the Navy League.

What is the adoption process? Briefly:

- Select a ship, cutter or unit to approach for adoption. Any ship or unit can be selected, regardless of location, but geographical proximity is preferable.
- Communicate with the Commanding Officer (look for a unit website to get contact information) and ask if the ship, cutter or unit would like to be adopted by your council.
- Discuss mutual support with the Commanding Officer – what will your council do for the adopted ship and what does your council request from the command.
- Prepare an adoption agreement reflecting the mutual support planned and schedule the adoption ceremony. Invite community and business leaders to participate, as well as your NLUS field leaders.
- Order an adoption certificate from the NLUS Membership Department, service@navyleague.org.

A list of adopted ships, cutters and units is maintained on the Navy league website at http://www.navyleague.org/councils/adopted_ships.php. A list of ships that have expressed an interest in adoption is maintained by Bill Waylett, wwaylett@navyleague.org. Please consider adoption and notify Bill Waylett of your council's choice. Your support of our men and women in uniform is appreciated .

April 21, 2006

Guantanamo Briefing

Thanks to Jeanne Sharkey, Pacific Central Region President, for sharing this item.

Opportunities to support the sea services and educate the public sometimes come in non-traditional format. Jeanne Sharkey, Pacific Central Region President, was asked if she

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could arrange a briefing by the Guantanamo Briefing Team. The team consisted of Rear Admiral James M. McGarrah, USN, Director, Office for the Administrative Review of the Detention of Enemy Combatants, Brigadier General Thomas L. Hemingway, USAF and Colonel Barry B. Coble, USAF. About 60 Navy Leaguers and interested members of the public attended this briefing in Oakland, CA in February 2006.

The two-hour briefing discussed all aspects of detainee procedures and revealed the following FACTS:

- Detainees have a personal copy of the Koran and a prayer rug;
- Detainees are provided meals suited to their religious or ethnic background;
- Detainees have recreational facilities, including a soccer field;
- Detainees have the right to counsel, can request interviews and other judicial procedures consistent with their individual status and background; and
- Detainees may be eligible for release AND TRANSPORTATION to their home country if their country of destination will accept them and will insure their human rights will be observed.

The media reports of shackled detainees being subject to torture do not represent the true situation, which was thoroughly investigated by RDML McGarrah's team.

Congratulations, Jeanne Sharkey, for providing the format for learning the Truth About Guantanamo Detainees. For more information, contact Jeanne at

bjsharkeyiii@yahoo.com.

June 5, 2006

Two Ideas – Council Carpooling and Evites

Council Carpooling

Thanks to Norm Daly, National Director, Palm Beach Council, for sharing this idea.

Many councils have difficulty getting their older members to attend evening events because of the member's concern about driving after dark. The Palm Beach Council has started at Car Pool Service, with willing volunteers agreeing to transport members who have indicated that they want to attend the event but don't want to drive after dark. Talk about "customer service"! Congratulations, Palm Beach Council leaders, for addressing this problem head on and to Palm Beach Council members for participating.

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Electronic Invitations – “Evites”

Thanks to **Carol Ann Hackley**, Council President and National Director, Stockton Council, for sharing this idea.

“The world is shifting to electronic communications and our councils need to keep up with technology”, states Carol Ann Hackley, Council President, in describing why Stockton Council has started using Evites to notify council members with email addresses of upcoming events. The Evite system, free at www.evite.com, offers the following features:

- Electronically inviting your members with email addresses to events;
- Rapid notification for events with short notice, such as ship visits;
- Recording responses to allow tracking of attendance;
- A variety of invitation templates, including a patriotic theme (flag);
- Evite Thank You cards also available;
- An event planning checklist and budget estimator; and
- Numerous event planning tips and ideas.

September 18, 2006

Speakers for Community Service and Public Education Events

The CNO has asked each Navy Flag Officer to make several speaking engagements in and outside his/her homeport area in venues that not are the standard Navy-friendly audiences (e.g. regular council events). Specifically:

- Each one and two-star Admiral is to visit a high school, college or university in his or her home town or alma mater once during the year
- Each Flag officer is make one speech or one public engagement outside his/her homeport area to a non-Navy audience once every six months.
- Each flag Officer is to make a speech or public engagement at a non-Navy venue in his homeport area once during the year.

The Navy Office of Community Outreach (NAVCO) can use your assistance in meeting these goals. This is an opportunity for councils to relationship-build throughout their communities with other local non-profit, civic, and educational organizations.

If you have a speaking opportunity for a Navy flag officer that meets the above criteria, contact, Ms. Charlotte Malone at NAVCO directly at (901) 874-5800 or charlotte.c.malone@navy.mil. For more information and to download a copy of the NAVCO’s speaker’s request form, visit http://www.navyleague.org/councils/speakers_program.php. Requests should be submitted at least 90-100 days before the event.

New Department of Defense Speaker program – “Why We Serve”

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The Department of Defense (DOD) has announced a speaker program to provide uniformed service members participating in the Global War on Terror (GWOT) as speakers to community groups. Councils can submit their requests directly to DOD by visiting www.WhyWeServe.dod.mil and completing the online request form.

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October 6, 2006

The Navy League History Book as a Gift

“The Navy League History Book makes an excellent gift” states Bob Ravitz, National Vice President for Public Relations, “because the History Book directly supports our mission of educating the public and our elected leaders.” Several Navy League leaders have taken advantage of the bulk discount price of \$16.95, an \$8 discount (10 or more books purchased at the same time) and most plan to use the books as gifts.

Congratulations to the following Navy League leaders for their best practice:

Jane Grover, National Capital Council
George Wardwell, President, Southern New England Area
Gary Johnson, President, Savannah Council
Richard Kenney, New York Council
Ron Testa, President, Northwest Region
Bill McLoughlin, President, North Florida Area
Bob Kistler, President, Spokane Council

Who should receive the gift of a Navy League History Book? Speakers, Members of Congress, local & state elected officials, business leaders, military commanders in your community and/or adopted sea service units, sponsored youth groups (Sea Cadets, JROTC and NROTC), libraries...any person or organization that your council wishes to educate about our organization and what we do! Please recommend this best practice to your council’s board of directors.

How to order History Books: The Navy League History Book is on sale online at the NLUS website www.navyleague.org. Members get a special discounted rate of \$19.95. The retail list price is \$24.95. A special discounted rate of \$16.95 per copy is available for orders of 10 or more. Potomac Books, Inc. www.potomacbooksinc.com is under contract to handle sales and fulfillment. You may also place your telephone order by calling Potomac Books at 1-800-775-2518. Use the special source code NLUS06 to receive your member discount rate when placing your online or telephone order.

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Council Fundraising – A Great Idea

Thanks to Alan Stein, Vice President, Broward County (FL) Council, for sharing

Can your council raise \$18000 over a 30 month period to support the men and women of the sea services? The Broward County Council has achieved this goal with only a husband-wife team doing all the work! Here’s what they did, in their own words:

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1. We contacted (a) local used book stores, (b) friends of the library at local libraries and (c) friends and neighbors to request book donations so we would have a smooth flow of incoming books (mostly popular novels).
2. We then contacted local merchants to decide which one had the best location and largest amount of customer traffic (we chose Walmart).
3. We arranged with the Walmart store for 2 weekdays each month when we could setup outside the store with (a) 2 bridge tables and folding chairs, (b) a bookcase which sat on one of the tables (for hard covered books), (c) cartons displaying hundreds of paperbacks and (d) a banner which said WE SUPPORT OUR TROOPS with the emblem for each branch of the Armed Forces.
4. As customers approached we said "Make a donation, take a book" and explained how the funds were going to be used.

The result of this continuing effort is that the Broward County Council has been able to significantly increase the number of adopted sea service units and sponsored youth groups. "Adequate funding to support these units is the key element in our decision", reports Joe Giambrone, Council President. *This idea could be adopted by any council with a few dedicated volunteers. Thank you, Alan and Rochelle Stein, for your dedication.*

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December 12, 2006

Toys for Tots

Many Navy League councils support the US Marine Corps Reserve's "Toys for Tots" program, usually by asking their members to bring an unwrapped toy to their Holiday Party. We even have an international council, Puerto Vallarta Council, which provides toys through this program to local youth in remote areas of Mexico (delivered by NLUS council members and USMC representatives). There are too many councils to list that support "Toys for Tots", but we encourage all councils to contact local Marines (reserves, recruiters or active duty commands) and help out with this worthy program. ***Thanks to all councils that are currently participating!***

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Support of Local Schools for Commissioning Ceremony

Thanks to Bobby Ferguson, Area President, Great Lakes North, for sharing this story

The USS Green Bay (LPD 20), currently under construction in Avondale Shipyards, New Orleans, LA, has strived to build ties to the local community in Green Bay, WI, and the Navy League is helping. One of the local connections is Lombardi Middle School. Under the leadership of Nancy Croy, Principal, the students have challenged the crew of

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the USS Green Bay to a “Geography Bee”, pitting the student’s knowledge of geography against the knowledge of Navy sailors! A trophy will be awarded and the Navy League is funding most of the cost of the trophy (which features an 18-inch bobble head of Vince Lombardi). The contest is scheduled for January 26, 2007; a spirited contest is anticipated! As Bobby Ferguson, Area President, Greta Lakes North stated: “I never knew Navy League could be so much fun”. Bobby plans to attend, of course. Nancy tell us the students plan to challenge the crew every year, so the trophy will honor the annual winners and will be held in the trophy case of the winner for a year.

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