



Hunter Wins Belated Perkins Award

When a Combat Camera Marine wins our highest honor, the **William T. Perkins Combat Cameraman of the Year** award you would naturally expect to find her at a photo lab. Right? Wrong!

Some months after our 2014 Conference at Oceanside we found this year's honoree, Cpl. Katelyn Hunter, manning a machine gun with Weapons Co. Ground Combat Integrated Task Force, 2nd Marine Division at Camp Lejeune, definitely not the T/O weapon of a photographer.

This unique young Marine was, at the time, taking part in an experimental program to determine if women could be absorbed into combat units.

Katelyn's previous deployments had included stints with the 31st MEU as well as with a month-long exercise with the 3rd Recon Bn. The challenge offered by the new program was too much to dismiss.

She attended and graduated from Infantry Training Bat-

talion at Camp Geiger as well as the machine gunner course where we caught up with her.

While she felt the training she had received was great, she also found that it was not for her and, following a short leave, returned to her first love, Combat Camera.

"The command was great, the training fun and challenging and I really enjoyed pushing myself. But, in the end, I was taking time out of a job I loved."

As to the Perkins award, finally presented January 7 at Camp Lejeune, **"I am truly honored to have received the award. I would like to live up to it as much as possible."**



Capt. Jason M. Carter, combat camera officer, II MEF, reads the citation accompanying the 2014 William T. Perkins award before presenting it to Cpl. Katelyn M. Hunter (r), Camp Lejeune, N.C., Jan. 7, 2015. Hunter won this award for her imagery taken throughout 2014, while attached to the Consolidated Combat Camera Facility, Okinawa, Japan. In the photo below you can see the award in detail. (Photos by LCpl. Kelly Timney, 2nd MARDIV Combat Camera)



2015 Dues Are Due

If there is any doubt as to whether or not you paid your 2015 dues (due last Sept. 30) better check with CCHQ.

Dues paying members are reminded the dues year ends September 30 and dues must be paid by then.

Transition



Roger Combs



Roger John Combs died at age 82, on November 27, 2014 at his home in Fallbrook, CA after several years of battling cancer. He is survived by his widow, Jean and children Raymond, Patricia, Susie and Edward and 7 grandchildren and 2 great grandchildren. Rogers's military career began as a Naval Sea Bee. In the Marine Corp he rose from Private to Chief Warrant Officer 4. He served 2 tours in Vietnam. After Rogers's retirement from the Marine Corp. in 1975, he started his second career as a Journalist and Magazine Editor for Gallant Charger Publishing.



Life Member Major General Donald E.P. "Dep" Miller, USMC Retired, passed away November 14, 2012, at the age of 77. In accordance with Gen Miller's wishes, there was be no services.

Pacheco's Notes

Manny Pacheco, USMCCCA President



As I sit here writing this, (appropriately enough on this President's Day) our nation's capital is preparing to shut down (literally) as we prepare to deal with what could be a few inches of snow --- yes I said a few inches!!! Meanwhile our neighbors to the north mainly Boston, are dealing with several feet!!!

At a time like this all I can think about is moving to the sunshine state and increasing the membership of our Florida chapter. Perhaps a permanent move may be a few years out, but what is just around the corner is this years' Foundation Golf Tournament on 1 May. According to our Executive Director (ED) there are still plenty of spots left for those who would like to enjoy a camaraderie filled day at a pristine golf course. Not to mention that our Association is in dire need of the financial support that this event brings.

Speaking of support, I hope most of you have seen our beautiful annual journal. Our VP, Kate and team did an incredible job putting it together. The only thing that we were missing was a few more ads.

I know that if we put our minds to it we will do much better this coming year. As a matter of fact our ED, Jack has volunteered to do most of the heavy lifting, all we need to do is provide him a few of our contacts in industry or the corporate world and he will be more than happy to solicit an ad for our journal. Of course if you make the introductions and or open the first door it will make the process that much easier. I know times are tough and there are lots of organizations competing for those same ad dollars, but we don't have to think big we can start smaller --- four quarters are just as good as a whole page!

On the membership front we are once again conducting our recruiting challenge. As we did last year the member who can bring in the most new members and or renewals will once again get a free registration at our conference in Fredericksburg next year. The challenge will run from now until the end of December, so let's get out there and sign up those members before Keith Oliver (last year's challenge winner) gets them all again!

As I write this Jack Paxton is putting the finishing touches on our conference for New Bern this year. From what I hear you couldn't ask for a better hotel and location. We will be within walking distance of most everything in town. And did I mention that we are on the waterfront? Nothing could be finer than August in the Carolinas! Additionally, we are planning a bus trip to neighboring Camp Lejeune to spend some time with our young Marines and perhaps revisit some old stomping grounds, so block that August calendar from 16th to the 20th.

In advance of the conference and our much anticipated awards banquet, I am happy to inform you all that the leadership at the USMC Office of Communications have been very supportive of looking for ways to build on the bonds of our organization and what we represent to today's Marine Communicators. Master Sergeant Joe Espinosa has been leading the charge to make the Distinguished Performance Awards truly "our" awards program again. In the next few weeks we will be putting together a team to judge this year's CC winners. Please note that this is NOT my doing but rather our doing, and recognition by our active duty community of the importance of our heri-

(Continued on page 5)

2015 Booster Club

New Booster Club Year Has Begun

The annual Booster Club campaign normally runs from conference to conference each year.

Because the conference schedule changed due to active duty considerations, the Booster Club year will now extend from January to December each year.

Contributions may be made to the USMCCCA Foundation by going on-line at www.usmccca.org, by check to CCHQ, 110 Fox Court, Wildwood, FL 34785, or by calling CCHQ 352.748.4698.

Silver

Cochise Cash

Walt Ford

Tom Kerr

John Kloczkowski

Manny Pacheco

Jack Paxton

Sally Pritchett

Dedicated Member Campaign

The annual Dedicated Member Campaign will begin this year on April 1. There will be a separate mailing to you prior to then.

Hauptfleisch's Notes

Bill Hauptfleisch, USMCCCA Foundation President



Happy New Year! With the holiday season now in our rear view mirror we can all now focus on the next season. The next season you ask, well of course I am talking about "award Season"

Don't go thinking I am talking about the Grammy's or Academy Awards, I am talking about our award program: **The Distinguished Performance Awards** (old Merit Awards Program).

I think it is a perfect time to ask our award sponsors to continue to donate to the Foundation. If you are receiving this newsletter and reading this magnificent column and have yet to sponsor an award, seriously think about it, please.

If you don't already know at the last conference the Foundation Board voted to increase the monetary gift for each first place award winner to \$100.00 from \$75.00. To do this we also voted to increase the cost of the sponsorship from \$200 to \$250. This is our first increase in more than 10 years.

Recently there has been a TV commercial on that has tax payers receiving "billions of dollars" in rebates last year, and they expect the same amount for this year.

If you're receiving one of those rebates, which I hope most of you will, I hope you would consider supporting not only the DPA Awards but our scholarship program.

Special and continuous thanks to all of our dedicated members, award sponsors, advertising sales and boosters. I always get a good feeling seeing the same names when they go up on the website. Now if we can get a few more names to join in it would be greatly appreciated.

All donations can be made at our website, www.usmccca.org. If you have a question you can send an e-mail to the executive director Jack Paxton at usmccca@cfl.rr.com or call him at 352.748.4698.

Knight: No Fan of USPS

(Ed. Note: Don Knight proofreads the Newsletter and has had other duties over the years. Here's a recent letter:)

Six years ago on the Association's behalf, I sent out some mailings to find some old USMCCCA members and get them back in as dues paying members. That was in **2008**.

I just received a returned letter from the USPS telling me they could not find **Jay McDonald**. Did the postal service spend six years looking for this guy? I am enclosing the envelope I received from the post office post-marked 12/06/14.

Come rain, snow, tornado or hurricane the mail always gets delivered, right? In another six years they might have been able to find this guy!

2015 USMCCCA Journal

While some 2014 Journals are still in the mail it is not too soon for members to start thinking about this year's edition.

If you have a story idea, email us at usmccca@cfl.rr.com.

If you are a member and have written a book, let us know and we'll place it in our Books Reviewed corner.

Know of a member with a unique job or background, let us know. We'll take it on.

Gene Smith Wins 2014 Dickson Award

Members know the Association normally gives out three prestigious awards each year: The Brig. Gen. Robert L. Denig Sr. Memorial Distinguished Service Award; The Donald L. Dickson Memorial Award, and the William T. Perkins Combat Cameraman of the Year award.

The **Denig** honors civilian practitioners of mass communications. There was no one nominated for 2014, thus no award.

The **Perkins Award** is to an active duty Marine who has excelled in the Combat Camera field. Cpl. Katelyn Hunter was our 2014 recipient (see P-1).

The **Dickson award** is given by the Board of Directors to that person (in the Board's opinion) who have contributed most to the Association or Foundation.

All awards are normally presented at the annual conference but our 2014 Dickson winner, **Gene Smith**, is a hard fellow to catch up with and, like the Perkins Award, was presented some months after the conference.

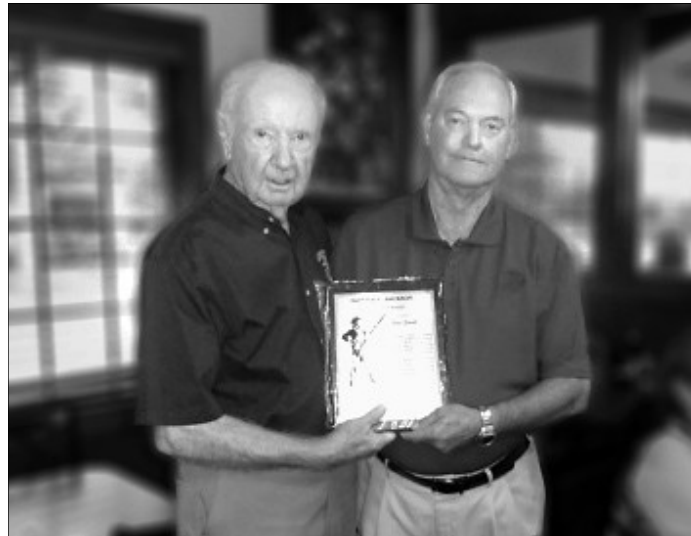
Gene is Tour Director with the PGA Champions Tour. His

schedule means he spends a great amount of time on the world's golf courses and minimal time at his home in Ocoee, FL.

When he is in town he attends Florida Chapter meetings and is occasionally able to play in the annual USMCCCA Foundation (Florida Chapter) golf tournament.

More importantly, his connections with the golf manufacturers have enabled him to furnish hundreds of dollars of equipment annually to the Florida tournament auction which, in turn, has enabled the Foundation to make sizeable contribu-

tions each year to the Injured Marines Semper Fi Fund of Oceanside, CA and to the Foundation's scholarship funds. Gene saw active duty in RVN as a combat correspondent, leaving the Corps in 1970.



Florida Chapter and USMCCCA Past President "Red" Carpenter (l) presents Gene Smith with the Dickson Award.

Deadlines to be Aware Of

Nominations: Deadline May 15— Two seats on the Association Board of Directors will become vacant for two year terms beginning in 2016. Candidates should indicate a willingness to attend annual conferences and the annual business meeting. Submit names to CCHQ by May 15, 2015.

Scholarship Funds: Deadline May 31: Two scholarships are available to members, dependents and active duty Marine members in occupational fields 43 and 46 each year. The Gladys McPartland Scholarship worth \$3,000 is awarded to those persons pursuing a general studies degree. The USMCCCA Scholarship is awarded to those pursuing a degree in communications or a communications-related field. It, too, is worth \$3,000.

Denig Memorial Award: Deadline April 30. For contributions in mass communications that preserve the traditions, status and achievements of the USMC.

Donald L. Dickson Award: Deadline: April 30. To active CC members who have contributed most to USMCCCA. No term or time element required or considered.

Newsletter Survey: Strange!

Newsletter surveys produce strange results. Our recent survey concerning the newsletter was no different. For the 20 folks who participated, we thank you.

Fifteen of you felt we needed the newsletter to maintain contact. Five felt it could be done away with.

As to frequency, the overwhelming majority (18) want to keep it quarterly. Two voted for twice yearly.

Twelve said they would read it on the website. Six said they would not. Two were silent.

One suggested using ads to hold down the cost of the newsletter.

The survey results will be reviewed and discussed at our 2015 conference in New Bern, NC.

We encourage all to keep reading and visiting our website.

Our Boards

Association

Officers

President: Manny Pacheco

VP: Kate Stark

Secretary: Chris Whiting

Treasurer: Rick Lavers

Directors

Jerry Gutierrez (2015)

Tom Kerr (2015)

Bob Long (2016)

Bob Mergle (2016)

Cal Openshaw (2016)

Foundation

Officers

President: Bill Hauptfleisch

VP: Tom Kerr

Secretary: Sally Pritchett

Treasurer: Don O'Neal

Directors

Red Carpenter

Walt Ford

Agostino vonhassel

Pat Coulter

Brian Thompson

Executive Director Jack Paxton serves both boards.

That's 30 from from CCHQ

Executive Director Jack T. Paxton



We continue to live and learn...that computers sometimes have a mind of their own. Some members last December told CCHQ that their ZIP codes were incorrect. On checking we found several dozen ending in "o" only. The correction was seemingly simple, just remove those emails with the additional four number locators on them. When we mailed the Journal in late January we started getting them back. About 100 or so carried the same zip code 94510—all in California. Obviously, this meant that 100 or so would not get Journals. So, that number went out in early February as first class mail. We have fixed the problem and this newsletter should go to all without a hitch. A costly one to this editor. Our mistake, our cost!

When you do get the Journal you will note that my page as executive director mentions how gratifying it is to see our new breed step up to the awards table. I encourage you to read the story on the following page about **Sgt. Reece Lodder** winning the MPA of the Year award—in his first try. I think many of us who met Reece two years ago when he swept the awards at our Andrews AFB Conference could have predicted big things from this Marine. We think he is typical of our CC and ComCam warriors of today.

President Manny Pacheco is working hard to make our 2016 Conference—our 75th year—a success. We're staying on the East Coast for another year so as to give everyone a chance to visit the National Museum of the Marine Corps and other DC memorials. The conference will be in Fredericksburg, close enough to Quantico and the District to avoid hi-rent hotels. Stay tuned.

At our Oceanside Conference we were for-

tunate to have several factors in our favor. The first was Don Coleman who took over the hospitality suite and the auction. The second were the items brought to the auction. The financial success of having Don and these items lessened our shortfall considerably.

A bit on finances as both Manny and Bill make reference to them in their columns.

We have watched various military-style organizations like ours offer various events on an ala carte basis. While we have resisted this—so far—we have found that it is easy to lose money. Traditionally, we try to offer registration fees that cover the meals offered.

When we offered vendor tables we could off set losses by charging for them. Now, with Marines only coming to the banquets we do not have vendors.

We also have, for the past three conferences, had to rent buses. These are expensive. While this year's registration fee might look slightly larger than previous years, think about what a bargain it really is.

Pacheco's Notes

(Continued from page 2)

tage and of strengthening our bounds as Marines and as Combat Correspondents.

I am once again honored to be at the helm of our great organization. I challenge each and every one of you to reach out to your friends and fellow CCs and I look forward to seeing you all in New Bern.

Semper Fi, Manny

Lodder Continuing to March: MPA of Year

(Ed. Note: Those of us who met then-Cpl. Reece Lodder at our Andrews Conference two years ago had an idea this young Marine would continue to excel. With a little over one year on recruiting duty he was named 2014 MPA of the Year.)

QUANTICO, VA - The commanding general of Marine Corps Recruiting Command (MCRC) honored the fiscal year 2014 Marketing and Public Affairs (MPA) Marine of the Year here, Jan. 29, for consistently going above the call of duty and displaying exceptional work ethic in all responsibilities.

Sgt. Reece E. Lodder, MPA of Recruiting Station Seattle, was recognized as the nation's MPA of the Year and was awarded the Navy and Marine Corps Commendation medal.

"I am truly honored to receive the award," said Lodder. "There was a lot of hard work, time and effort put into it, but it really is a reflection of family, friends, and all the people who have supported me throughout this time."

While dedication to service and commitment to excellence are ideals all Marines live by, Lodder's performance over the past year surpassed that of 47 of his peers.

He rose to the top through three distinct levels of competition. Each of the six recruiting districts selects the best performing Marine from the eight MPAs in its area of operation. Those nominees then compete at Eastern and Western Recruiting Regions, where one is selected to represent his or her half of the nation. A MCRC board selects the MPA of the Year.

"There's a lot of ways our efforts support recruiting," Lodder said. "Anywhere from advertising, getting our name and brand out there, marketing, getting to events where we can put our recruiters right with potential applicants, there's a ton of different programs we end up working with."

In the past year, Sgt. Lodder conducted 44 media visits, which enhanced public awareness throughout the recruiting station's area of operation,

He arranged for the placement of 124 billboards which increased brand awareness in his area, and set up 94 enhanced area canvassing events that generated 5,615 qualified recruiting leads. He also made considerable strides on social media.

"Lodder takes a holistic approach in Seattle," said Capt. David Baugh, PAO, 12th Marine Corps District. "He does not solely focus on the RS, but instead, he works for MCRC as a whole.

"His approach to social media is unparalleled.

He has helped show how vital social media is to recruiting and he is constantly exceeding expectations and coming up with new ideas and thoughts for how public affairs can sup-

port the RS. "



Lodder © with MPA of Year Award and Navy-Marine Corps Commendation Medal flanked by MCRC CG Maj. Gen. Mark Brilakis ® and SgtMaj. Sam Haward Jr. (Photo by LCpl. Logan Block)

New Board Meeting Held

Because of the tight schedule at the end of the Oceanside Conference a motion was made by **Chuck Tyler** to convene the New Board Meeting, then ask for adjournment until it could be convened electronically at a later date.

This meeting was held on December 10, 2014 at 7 p.m. by conference call with all members present with the exception of Tom Kerr. President Manny Pacheco presiding.

The first order of business was to announce that two vacancies would exist for positions as director for 2015 conference vote. This was approved and announced on the website and in this newsletter. Depending on the number of nominations received an absentee ballot may or may not be mailed.

Discussion items included conference registration fees, the frequency of the newsletter and the financial condition of the Association. No vote was taken on these items. The meeting adjourned at 8:10 p.m.

Conference Update: New Bern, Aug. 16-20

For those of you who have been requesting a return to the East Coast for your annual conference, request no more. Just join us **August 16-20 at the DoubleTree by Hilton in New Bern, NC.**

The spacious riverfront hotel will be the site of most all activities, including the annual Distinguished Performance Awards Banquet on Wednesday evening, August 19.

In making the official announcement **President Manny Pacheco** stressed that this conference would follow the schedule used at our Oceanside confab last year. "We are hoping to get as many of our officers and directors in Sunday so that we can get board meetings pretty much out of the way on Monday.

"Our Welcome Reception will be held Monday evening. On Tuesday we will lay on a bus for a trip to Camp Lejeune where we will see a demonstration, similar to that at Camp Pendleton last year. We also plan to invite as many active duty CCs and Combat Camera Marines to lunch at one of the dining halls. Time permitting we will bus tour the base."

Pacheco is working with Marine Corps Communications Division at HQMC to secure a briefing officer for Wednesday to give us an "up close and personal" on the state of the Corps as well as our occupational fields.

2016 Conference Update

Because the 75th anniversary of this organization will take place next year in 2016, your Board of Directors has voted to stage the conference in Fredericksburg, VA in order to be close to the National Museum of the Marine Corps and other facilities in the Quantico and Washington, DC areas.

The **Fredericksburg Hospitality House** hotel has been chosen as our headquarters. President Manny Pacheco recently toured the hotel and assures us it will meet all of our needs.

The conference dates are **August 22-26**. Attendees will arrive on Monday, August 22 and check out Friday prior to lunch.

"Because of the proximity to the Museum and other attractions we are tacking on an additional day to this event," Pacheco said. "Our annual DPA Banquet will be held on Thursday evening." He assured all that the week will be structured so as to permit Museum and other tours.

On Thursday morning the Annual Business Meeting will follow the breakfast buffet.

"We have set the registration fee at \$80 per person for the New Bern event," Pacheco said. "This will include all three meal events as well as the bus fare to Camp Lejeune.

"As we did last year, active duty Marine winners of this past year's competition will be our guests at the DPA Banquet. All other Marines attending will be charged \$25. As to wearing apparel, members and guests should be in appropriate civilian attire (suits, coat and tie, etc.) Marines attending will be in Service Alpha (greens).

Those attending are requested to bring with them items that can be used in the annual conference auction that traditionally takes place following the DPA Banquet in the hospitality suite.

(Ed. Note: Registration for the conference can be made on line at www.usmcca.org or by filling out the form on P-8 of this issue and sending it to CCHQ or by emailing or calling CCHQ.)

Florida Golf: May 1

The 10th Annual USMCCA Foundation (Florida Chapter) golf tournament will be held at Sanctuary Ridge Golf Club, Clermont, FL on Friday May 1.

The annual event which benefits the Injured Marines Semper Fi Fund as well as the Foundation scholarship funds, is being moved from Ridgewood Lakes this year due to a contract dispute.

Florida Chapter President—and Tournament Chair—Red Carpenter is issuing an invitation to all CCs to "C'mon down."

The tournament begins at 8 a.m. with opening ceremonies and the shotgun start is at 8:30 a.m. The fee for the tournament is \$75 which includes practice balls, prizes, golf and lunch. Additionally, Heineken will once again offer free product to golfers.

For out-of-town golfers, the Fairfield Inn, Clermont is offering a special pre- and post- rate of \$73.

Golfers interested in participating should either email or call Red Carpenter at JCar1@tampabay.rr.com or call him at 352-688-6720.

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Wildwood, FL 34785**

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2015 Annual Conference Registration: New Bern, NC Aug. 16-20

(Note: We are hiring a bus that can only seat 37 passengers for the 2015 Conference. The bus will take us to Camp Lejeune on Tuesday, August 18 for a tour and demonstration. The fee for the bus is included in your registration fee.)

It is imperative that you make your registration as soon as possible so as to secure seating on the bus. It will be a “first come, first served situation” due to the size of the bus. You need to indicate seats needed on the bus.

Now Hear This

Now Hear This is the official publication of the USMCCCA and it's Foundation.

The newsletter is published and edited by the Executive Director of the USMCCCA.

Copy may be submitted electronically to usmccca@cfl.rr.com or by mailing to 110 Fox Court, Wildwood, FL 34785.

For more topical news we invite you to visit www.usmccca.org.

Conference Registration - \$80 Per Person

Name(s): _____

Address: _____ State: _____

Zip: _____

Arrival Date: _____ Departure Date: _____

Bus Seats: _____ Amount paid: \$ _____

Credit Card Information:

V/MC: Number: _____

Expiration Date: _____

3-Digit Code (Reverse) _____

Note: The easiest way to register for the conference is to go on-line to www.usmccca.org and fill out the information. You do not have to have a PayPal account to do this. Just enter your V/MC credit card info and you are home free.

Registration deadline: August 1.