

**THE MOUNTAIN MOAA NEWS  
PUBLISHED BY THE**

**WESTERN NORTH CAROLINA CHAPTER  
MILITARY OFFICERS ASSOCIATION OF AMERICA, Inc**

**Winter 2010 Edition**

**President's Message**

I would like to wish all of you a Happy New Year. I am honored to serve as President of such an accomplished group. As I mentioned at the November general meeting, we need to take a hard look at the chapter and see where we should be heading. While we have been supporting many good causes to various degrees, I feel that we can do more for our deployed and returning military and their families. Our less fortunate Veteran brothers and sisters deserve much more than they have been receiving. There are many opportunities for us to help and the board is going to address that.

After correspondence and discussions with several board members in December, I established a small planning committee. They met and I requested our newsletter editor Spence Campbell, to head a team to do a Strengths, Weaknesses, Opportunities, and Threats (SWOT) analysis of our organization. The purpose was to take a hard look at the state of the chapter and chart a course for correction of problems. I am deeply appreciative of the efforts by Spence, Paul Sutherland, and Hoot Livingston in this process.

National MOAA provides a resource, the Council and Chapter Policies and Procedure Guide, which provides a wealth of information. One area included is a list indicating that revitalization may be in order. A link (under useful links) to this book is available on our web site: WWW.WNC-MOAA.org and that list can be found on page 46. The book is available to members by calling National, but please save part of a tree and download it. These problem areas are not the result of any individual failures, just things that just happen over time if our chapter does not actively attack the problems. I believe the enclosed package is a great starting point; however it is going to require a lot of effort by more than your board of directors. Included is a survey, because member input and consensus is crucial to our success. I know many of you have been in other chapters and organizations that have done things in a manner that worked well. I would like to hear your suggestions and for us to adopt ideas and organize so as to be able to give back more.

Your new board of directors represents a great mix of new blood and ideas complimented by an enormous amount of experience and corporate memory. I am excited to be involved with such an august body. We are here to serve the organization as you see fit, but we need your input and help. Many of you will be asked to serve on committees to accomplish the necessary tasks to take us where we should be.

WNCMOAA WEBSITE: [www.wnc-moaa.org](http://www.wnc-moaa.org)

As pointed out in the document, our recruiting and retention, as well as our communication efforts have been less than effective. I believe we need to make more use of the internet, but not forget those that may not be comfortable with it or do not have high speed internet available.

This is not going to happen overnight, however it needs to begin now. There is an amazing amount of talent and experience in this group and it would be a terrible waste not to channel it to the greater good for our troops, community, and country. I am always available by e-mail or phone. My cell number is on my voice mail if I am not at home.

Again, I thank you for your confidence and support; and together let's make this a chapter to be even more proud of and make a difference for our Veterans.

**MAJ Robert A. Smith, USA-Ret.**



**GENERAL MEMBERSHIP LUNCHEON**  
**HENDERSONVILLE COUNTRY CLUB**

**SATURDAY, FEBRUARY 20**  
**11AM SOCIAL HOUR**  
**NOON LUNCH/PROGRAM**

**\$18.50 PER PERSON**

**MENU**

- Roast Loin of Pork**
- Baked Boston Scrod**
- Sweet Potato Souffle**
- Parsley Boiled Potatoes**
- Peas and Mushrooms**
- Zucchini and Tomatoes**
- Salads**
- Desserts**

**SEE RESERVATION FORM**  
**LAST PAGE**

## **WNCMOAA SWOT ANALYSIS SURVEY GUIDELINES**

Under the leadership of Bob Smith, newly elected WNCMOAA chapter president, an analysis of the Strengths, Weaknesses, Opportunities and Threats that influence the future of the chapter is underway. Phase One of the analysis was the formation of a committee of chapter members to conduct a preliminary assessment of the factors that impact current chapter operations and determine what, if any, changes are needed. Key findings of the committee are:

1. The status quo cannot support an active, visionary chapter capable of promoting MOAA or supporting our local military and veteran community.
2. The chapter has the resources and potential to revitalize itself.
3. Fundamental change and restructuring is needed to provide membership buy-in and to enhance commitment, recruitment and retention, the keys to future success.
4. Fundamental change depends on effective planning and execution designed to promote the strengths and opportunities and minimize the threats and weaknesses identified in the SWOT analysis.
5. WNCMOAA is the best organization to promote military awareness and accomplish MOAA national and NC Council state missions in Western North Carolina.
6. The 2010 priorities resulting from the SWOT analysis are:
  - a. Improve recruitment and retention.
  - b. Enhance the quality and relevance of programs at the general meetings.
  - c. Increase WNCMOAA visibility in our area of responsibility.
  - d. Serve as a vehicle to increase public awareness of veterans and their families.

Phase Two of the process is to ask WNCMOAA members their views of the state of the chapter and its future activities. Before any final decision is made, the committee will incorporate the responses of the membership into its recommendations to the board of directors. Please take the time to complete the survey and return it during the February general membership luncheon or mail it to Spence Campbell, P. O. Box 370, Hendersonville, NC 28793.

**SEE THE WNCMOAA MEMBERSHIP SURVEY ON THE REVERSE**

**Western North Carolina Chapter  
Military Officers Association of America, INC.  
Chapter General Membership Survey  
January 6, 2010**

The purpose of this survey is to give every WNCMOAA member an opportunity to express their opinion as to the future of the Chapter. At present, planning is ongoing at the direction of the Board of Directors with the goal of revitalizing the chapter and restructuring to support a new vision. Your answers to the following questions will become a part of that planning process. The results will be presented at the May 2010 general membership meeting.

1. I am satisfied with the current way the chapter is operating.  
Yes\_\_\_ No\_\_\_ Comments: \_\_\_\_\_  
\_\_\_\_\_
2. I like the quarterly luncheons and believe they should be the focus of the chapter's activities.  
Yes\_\_\_ No\_\_\_ Comments: \_\_\_\_\_  
\_\_\_\_\_
3. I have read the SWOT Analysis in the Winter chapter newsletter and agree with the recommendations.  
Yes\_\_\_ No\_\_\_ Comments: \_\_\_\_\_  
\_\_\_\_\_
4. I think the most important changes that the chapter should make are  
\_\_\_\_\_  
\_\_\_\_\_
5. I believe that the chapter should be involved with supporting the following military/veteran organizations: (1)\_\_\_\_\_ (2)\_\_\_\_\_ (3)\_\_\_\_\_  
(4)\_\_\_\_\_ (5)\_\_\_\_\_
6. I would like to volunteer to help the chapter become more active by: \_\_\_\_\_
7. I am willing to help recruit new members by calling my retiree/veteran friends: Yes\_\_\_ No\_\_\_
8. I would be interested in forming and participating in a spouse's group including Auxiliary members: Yes\_\_\_  
No\_\_\_
9. What other issues should be addressed in this planning effort (refer to draft plan)  
\_\_\_\_\_

### 2010 WNCMOAA Chapter Membership Program

Our focus in 2010 will be on recruiting new members. Working with MOAA's "Give ME 10" nationwide campaign, our Chapter plans to launch an aggressive campaign to:

1. Recruit retired and former officers and surviving spouses who have NOT been members of MOAA.
2. Recruit officers currently on active duty in Reserve and National Guard units.
3. Recruit from approximately 1000 MOAA members who live in WNC, but are NOT members of our Chapter.

We will need the assistance of all our Chapter members to increase our membership...more to come!

### February Luncheon Keynote Speaker: Dr. Bill Forstchen

Our February 20, 2010, guest speaker will be Dr. Bill Forstchen, Full Professor of History and Faculty Fellow at Montreat College, North Carolina. Additionally he's a well known author of over 40 novels and numerous short stories and papers. He last spoke to our general chapter meeting well over a year ago about his WWII historical novels. The year 2009 was particularly busy for Dr Forstchen. In March, he released his novel based in western North Carolina, "One Second After." The premise is what would happen to our country if hit by Electro-Magnetic Pulse (EMP) waves emitted from detonated weapons of mass destruction. In October, his book written in collaboration with former Speaker of the House Newt Gingrich, "To Try Men's Souls," was released. It's based on General George Washington's crossing of the Delaware River Christmas Eve 1776. So we are honored to have him come speak to us again after such a hectic year. To read Dr. Forstchen's more detailed biography, go to [www.onesecondafter.com](http://www.onesecondafter.com)

### WNC MOAA Receives Two Special Awards

The WNC MOAA Chapter President, MAJ Robert A. Smith, USA-Ret., accepted the chapter's 40th Anniversary Affiliate Award certificate from National MOAA while attending the WNC CoC Meeting in December 2009. The chapter was chartered on May 5, 1969. Additionally the chapter received a certificate from the VA Hospital for 20 years of perfect attendance at their committee meetings.

### Presentation of the VA Certificate

MAJ Robert A. Smith USA-Ret., WNC MOAA President, left, accepting the VA Certificate from LTC Len Baker, USA-Ret., VA Liaison, right.



### Board of Directors (As of 01/17/10)

#### **President**

MAJ Robert A. Smith, USA-Ret.  
828-668-7070  
robertsmith656@msn.com

#### **1<sup>st</sup> Vice President**

LTC Donald L. Jackman, USA-Ret.  
828-697-5235  
donjackman@morrisbb.com

#### **2<sup>nd</sup> Vice President**

CAPT Michael L. Covell, USN-Ret.  
828-694-1358  
mjcovell@bellsouth.net

#### **Secretary**

Col Kat Spencer, USAF-Ret.  
828-505-1400  
kms74@hotmail.com

#### **Treasurer**

COL Cecil E. Palmer, USA-Ret.  
828-694-0706  
zbpalmer@yahoo.com

#### **Immediate Past President**

LTC Larry Wilson, USA-Ret.  
828-606-4952 (cell #)

#### **USA Representative**

COL Charles M. Luce, USA-Ret.  
828-452-2746

#### **USMC Representative**

CWO3 Eric Magrath, USMC-Ret.  
828-894-2482

#### **USN Representative**

CDR J. Edward Craig, USN-Ret.  
828-859-9205

#### **USAF Representative**

Col Kenneth D. Hadeen, USAF-Ret.  
828-645-4902

#### **At Large Representative**

COL Otis W. Livingston, Jr., USA-Ret.  
828-894-0637  
hootL3@windstream.net

#### **Black Mountain Satellite Chapter**

Col Kat Spencer, USAF-Ret.  
Same above

#### **Appointed Positions**

##### **Senior Advisor**

RADM Paul E. Sutherland, USN-Ret.  
828-894-2514

##### **Chaplain**

COL Robert E. Lair, USA-Ret.  
828-894-8744

##### **Editor, "Mountain News" Newsletter**

COL Spence Campbell, USA-Ret.  
828-697-5970

##### **Legal Affairs - VACANT**

##### **Legislative Affairs**

LTC Larry Wilson, USA-Ret.  
Same above

##### **Personal Affairs**

Col Kenneth D. Hadeen, USAF-Ret.  
Same above

##### **Programs**

LTC Douglas W. Haldane, USA-Ret.  
828-253-9085

##### **VA Hospital Liaison**

LTC Leonard M. Baker, USA-Ret.  
828-669-1030

lbaker@buncombe.main.nc.us

##### **Web Master**

LTC Leonard M. Baker, USA-Ret.

## FINANCIAL REPORT

As of December 31, 2009  
LtCol Milton Thompson, USMC-Ret.

Checking count.....\$10,059  
Scholarship Fund ... ..\$1,126

### Hendersonville Country Club November 21, 2009

Income.....\$962  
Expenses (Meals, Services and Entertainment). \$825  
Profit / (Loss).....\$137

### Dues Status

#### Total Members on Our Roster 213 As of December 31, 2009

Members with Dues Paid Through 2010: 99 (46% )  
Members who have not paid dues for 2010: 114 (54%)

#### Notice

If the year on your address label is less than 2010,  
Please pay your dues prior to the Membership Meeting of  
February 21, 2010

**(See Membership Renewal Policy Article This Page)**

### Internet resources available

As mentioned before and elsewhere, our website, <http://wnc-moaa.org>, is available and under construction to expand its usefulness to our members and potential members as a recruitment tool. Your Board of Directors has committed to make it a much bigger part of our communication effort. With the efforts of our communications committee; headed up by Kat Spencer, assisted by Newsletter Editor Spence Campbell, Webmaster Len Baker, and a supporting cast we should see some big changes in how we get information out.

Our NC Council of Chapters site is linked on the left side as well as the National MOAA site. I encourage all of you to browse these sites as there is a lot of information there.

Our site and the NC Council site now have the minutes of the last board and council meetings posted. The Chapters section of the council site allows you to view the websites of other chapters and see some of their newsletters. The national site has a notification sign-up page that will get weekly updates automatically sent to you and can allow you to send pre-done letters regarding current issues to our Senators, Representative and sometimes the Executive Branch, sent via e-mail with very little effort. These e-mails do have an impact. The link is: <http://www.moaa.org>. and click legislative tab.

Our National Organization provides one of the best presentations of timely correct information available anywhere, in my opinion. I trust it many times over the urban legends that have inundated the internet about such things as the "OMB Plans." As I am sure you all are well aware, there are many issues involving health care and other areas affecting our lives and pocketbooks. This is one of best sources of info out there.

Bob Smith

### Black Mountain Satellite Chapter Update

The Black Mountain Satellite Chapter met on 21 November 2009. Dr. Bill Forstchen was the featured guest speaker. He is a noted local historical author and professor at Montreat College. There were a "record" number of 39 people in attendance. He spoke about his most recent book, done in collaboration with former U. S. Speaker of the house Newt Gingrich, "To Try Men's Souls." The book is based on General George Washington's crossing of the Delaware River on Christmas Eve in 1776 when the Revolutionary War was not going well for the Colonists. He indicated there would be a future book of the same era based on Valley Forge. Dr. Forstchen and Mr. Gingrich have collaborated on numerous historical military books to include a series based on WWII and the Civil War.

### Membership Renewal Policy

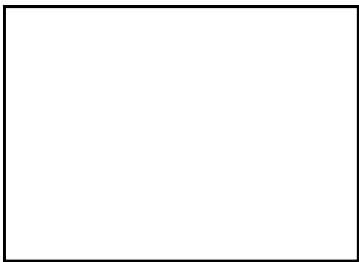
#### Annual dues for 2010 are now payable.

Dues are valid Jan 1st-Dec 31st for each year. \$20 covers member and spouse. Auxiliary dues are \$5. To stay current the Chapter Secretary must receive dues NLT March 1, 2010. Reminder notices will be sent out early March 2010. Any member still in arrears on May 1, 2010, will be reflected as lapsed and will no longer receive a chapter "Mountain News" newsletter. If unsure of your current dues status, email Kat Spencer at [kms74@hotmail.com](mailto:kms74@hotmail.com) or call 828-505-1400. Dues should be sent to the same address for Luncheon Reservations on back of Newsletter, c/o Secretary.

### **January WNCMOAA Board of Director's Meeting**



**THE WESTERN NORTH CAROLINA  
CHAPTER of the  
MILITARY OFFICERS  
ASSOCIATION  
Of  
AMERICA, Inc.**



**MOUNTAIN MOAA NEWS**  
  
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Of MOAA  
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COL Spence Campbell, USA-Ret.  
P. O. Box 370  
Hendersonville NC 28793



WNC MOAA Luncheon Registration Form  
Clip and Mail To: *(address different than previously)*

WNC MOAA  
Attn: Chapter Meeting Luncheon Reservations  
610 Turtle Creek Drive  
Asheville NC 28803  
(828-505-1400)

**DEADLINE:** *Must be received by Tuesday, February 16, 2010*

I / We plan on attending the WNC MOAA General Chapter Meeting Luncheon on February 20, 2010.

NAME: \_\_\_\_\_

Phone #: \_\_\_\_\_

Enclosed is check for \_\_\_\_\_ meal (s) at \$18.50 / person.  
(Make Checks payable to: **WNC MOAA**)

This is the 1<sup>st</sup> WNC MOAA event I've attended: Y / N

I plan on bringing a non-MOAA guest: Y / N; If Yes: Name: \_\_\_\_\_