

Letter from member Dick Smith referencing his stepping down as a Chapter Director and as Publicity Chair.

Date: May 3, 2017

To: CW3 Tony Cerase - Pres. of Lanc. Chp't. MOAA

Dear Tony:

I want our membership to know what a pleasure it has been to serve as Publicity Chair for some 17 years for our Lancaster MOAA Chapter - that includes some 13 years as a Board Member. It began in 2000, when at a membership meeting held at Willow Valley, newly elected Lancaster MOAA president Al Granger asked for a volunteer to handle chapter publicity. So, I talked to Al afterwards and said, "I will do that"! It's been a great run - have served under a number of Lancaster Chapter presidents. That phase of my Lancaster MOAA involvement is complete, as I am in recovery from Cellulitus - which struck 5-13-16 and for now am unable to attend any Membership or Directors Meetings.

Over those years, the Lancaster Newspapers printed our many Press Releases and early on, Engle Printing of Mt. Joy, PA agreed, when contacted, to carry most of our releases, on a space available basis in their County Papers i.e. Pennysavers, Merchandisers, Advertisers. Later on, The Lititz Record, the Ephrata News, *50 plus LIFE (Senior News) and the Woman's Magazine agreed to carry our annual Press Releases - again on space available: "Military Officers Elect Officers and Directors for the New Year", "Military Officers Scholarship Announced" and then the "Winner of Military Officers Scholarship". Those publications were also contacted and on a number occasions, sent reporters when a particular "hot topic" was being presented at a membership meeting. Then too, WGAL TV8 and the Blue Ridge TV Channels covered some of our membership meetings speakers - and did quite frequently show up at many of our "Adopt-a-Vet/Adopt-a-Kid visits to the many local elementary schools. I was priviledged to work with Biddle Whigham, and George Resh and now John Gareis regarding publicity on those school visits.

As a Director I also attended several PACOC meetings and then two MOAA Northeast presidential Expositions, one of which was held in 2005 at the Du Pont Hotel, Wilmington, DE and the other in 2014 at the Hershey Lodge, Hershey, PA. Prior to the Wilmington Meeting, COL Paul - MOAA Chapter Affairs Director - asked me to tell of our Adopt-a-Vet/Adopt-a-Kid elementary school visits at any of the Wilmington Breakout Meetings. I checked in with Biddle on that - hoping that he could do just that, however, Biddle could not attend, I called COL Paul and he said he wanted me then, to do that. I did get to mention to the

delegates at one of the breakouts, of the many AAV/AAK benefits to our Lancaster MOAA chapter in our elementary school visits. We had a lively discussion.

Perhaps our greatest Publicity success, was when one of the MOAA contributing editors - Kris Hegle of the MOAA Magazine - MOM - offered to bring a photographer to our Adopt-a-Vet/Adopt-a-Kid visit to Bucher Elementary School - Manheim Township School District - to take photos for an upcoming MOAA Magazine - that was in c 2003. That did happen and the article and certain photos did then appear in the Chapter Affairs section of a MOAA Magazine with a MOAA Magazine cover page photo of Biddle and one of the Bucher lads, who was wearing Biddle's Naval Cap. Note, this was the first and only time that a MOAA chapter made the cover page of MOM.

FYI, Lancaster MOAA member George Resh earlier, had made Adopt-a-Vet/Adopt-a-Kid a semi-annual chapter activity for our chapter when - as an officer of the Hempfield School Board - he was able to secure board approval to have some of our Lancaster Chapter of MOAA members visit the 4th and 5th graders at the Centerville Elementary School, Centerville, PA.

In stepping down, I want to thank member Dave Shelton for saying yes, when asked recently by you to serve as a Director and also chair the Publicity Committee.

LtCol Richard Leaman Smith USAF (ret).
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