



THE PURPLE HEARTBEAT
NATIONAL HEADQUARTERS' NEWSLETTER



We Wish all Patriots
And their families a
Wonderful
Thanksgiving!

From All of us at MOPH HQ



NATIONAL ADJUTANT'S CALL . . .

Life Member Rebates. Some \$200,000 in LM Rebates are now being processed for distribution during Dec 2011. All Departments will be advised when checks are posted!

National Honors and Recognition for MOPH Service Program. On Wednesday evening, 9 Nov 2011, at the Capital Hilton (Washington, DC), NSD Frank Van Hoy and ASD Jim Richards were honored by National Veterans Legal Service Program (NVLSP). The consortium of Pro-Bono Lawyers representing Veterans before the DVA and the Court of Appeals for Veteran Claims (CAVC) also were recognized for OUTSTANDING SERVICE TO ALL VETERANS. "BRAVO ZULU" to the MOPH Service Program and its hardworking RFS's, NSOs and AAs.

2011 American Veterans Conference (AVC) and Veterans Day Activities. By all reports, MOPH was again very active across the Nation in cities and towns, large and small. Thanks for all the articles and photos submitted to National HQ documenting numerous MOPH Public Observances.

At various venues throughout the AVC (3-5 Nov), MOPH Senior Vice Commander Bruce McKenty, PNC Jeff Roy, PNC Fred Taylor, MOPH PR Director John Bircher, National Service Director Frank Van Hoy, ASD Jim Richards, CFO Dave Ahee, National Judge Advocate Dan Murphy (Dept. of New York), MOPH Members Charles Eggleston (Dept. of Maryland), Greg Gadson (Dept. of Virginia) and "Chuck" Lear (Dept of Missouri) participated in and represented the Order on Wounded Warrior Panels, in other wide-ranging discussions and at the 14th Annual Awards Gala at the Renaissance Hotel in Washington DC.

MOPH National Commander Bill Hutton and LAMOPH President Barbara Cherone commenced early Veterans Day activities in Washington DC by attending the 236th Birthday of the Marine Corps "Commandant's Parade" at the Iwo Jima Memorial on 10 Nov 2011. Following the Parade, Bill and Barbara went to the Department of Veterans Affairs Street Concert (in the rain) outside of DVA Headquarters on Vermont Ave in Washington, DC.

Veterans Day, 11 Nov 2011, started very early for National Commander Hutton and LAMOPH President Cherone - they boarded US ARMY buses

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THIS NEWSLETTER IS PUBLISHED EVERY MONTH EXCEPT AUGUST, BUT ONLY IN DIGITAL FORMAT. ALL ADJUTANTS AND COMMANDERS WILL RECEIVE A DIGITAL COPY VIA EMAIL. IT ALSO CAN BE DOWNLOADED FROM THE MOPH WEBSITE AND PRINTED FOR LOCAL DISTRIBUTION.

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## ORGANIZATIONS SUPPORTING VETERANS - ONE OF A SERIES

### THE MISSION CONTINUES

**The Mission Continues** was started by former Navy Seal veteran Eric Greitens and some friends in 2007, using their combat and disability pay as start up funds. The goal of the Mission was not to provide emergency funds, social services, or family vacations, but to engage veterans in public service - as a way of helping them heal. The Mission is one of an array of nonprofit groups created by Iraq and Afghanistan veterans who help other veterans return to civilian life by engaging them in civil service.



Fellowships for post 9/11 veterans are the basic building blocks of The Mission, usually lasting 26 weeks, requiring 520 hours of service (an average of 20 hours per week), and supported by a stipend of \$6,000. The time frame is purposefully kept limited to avoid any expectations of permanent support. Fellows work at a nonprofit organization in their community, on issues ranging from education to the environment and from disaster preparedness to homelessness. Fellows are encouraged to choose a fellowship location based on their personal passion. Eligibility: Service in the US Military after September 11, 2001; no longer on active duty with an honorable discharge, minimum of 24 months of service time, unless an injury prevented serving that period of time, and a clean criminal record check.

More details on *The Mission* are available on its website, [www.missioncontinues.org](http://www.missioncontinues.org), particularly applications and deadlines for Fellowships. It can be contacted by email, [info@missioncontinues.org](mailto:info@missioncontinues.org), by phone, 314-588-8805. or by mail: The Mission Continues, 1141 South 7th Street, St. Louis MO 63104. It is a 501(c)(3) nonprofit organization, depending on tax deductible contributions from individuals and businesses.

### DEPARTMENT CONVENTION NOTIFICATION

It's that time of year again to submit the dates and location of your Department Convention so we might schedule attendance of National and Region Commanders. Until we have all your data, we cannot complete the schedule. Please do not assume attendance of any National or Region Officer until notification by the National Adjutant. And please do not call in information as it **must be in writing** – email, fax, or mail.

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Fax: Casey Nottage, MOPH HQ, 703-642-2054

Mail: MOPH HQ (Attn: Casey Nottage)  
5413-B Backlick Road  
Springfield VA 22151

**Deadline:** We MUST have your input no later than close of business on January 25, 2012 to complete planning for National Officer visits to Department Conventions before the *March-on-the-Hill* evolution which is tentatively calendared for March 2012.



“Casualties many; percentage dead unknown; combat efficiency: We are winning.” [1,009 Marines & 4,690 Japanese soldiers were killed.]

General David Shoup, 12 Nov 1943, situation report from Betio Island in Tarawa Atoll, quoted in James R. Stockman's [The Battle for Tarawa](#), 1947.

**Membership Musings...** We were recently contacted by a Chapter Commander who reported the down trend of their chapter's fundraising. They had been selling *Violas* for over a decade as their only source of fundraising. For the first time, after several days they barely collected what they normally collect in one day. Less funds mean less support to the local communities that MOPH impacts.

First and foremost, people give because they are asked—if you don't ask, the answer will always be *no*. People don't give to you because you have needs; they give to you because you *meet* needs. Donors and prospects don't want to hear about the woes of the economy or your organizational struggles—no one wants to join a sinking ship. Instead, they want to know *exactly* where their donations will go, or have gone, and what impact your work is having on their community and the issues they care about. Use the power of personal stories to demonstrate how critical and important their support is to your work. *Emphasize impact and stories in all of your communications with donors*, both in person and in your written materials. Make sure that you send timely thank you notes, reports on progress and success, and ongoing communications to build loyalty and trust with your donors. Start by sending a handwritten note to your best donor today!

We live in a world of social connections through technology that moves at the speed of light. We need to utilize the new technology to perpetuate our cause. There's an excellent article on guidestar.com, **How to Raise Money without Asking for Money**. We hope it provides a jump start to new ideas and you can tap the talents of our new young members.



A **recent report** by Campbell Rinker showed disturbing results—that nearly 7 in 10 Americans say they will give more sparingly to charities in the coming months. Here are eight ways organizations can ask supporters to raise money without writing a check:

**Shop online:** As the holiday season approaches and people get set to spend significant funds on gifts, ask them to start their shopping at **GoodShop**. GoodShop is a shopping portal that donates a percentage of almost every purchase from more than 2,500 stores (including **Gap**, **Target**, **Staples**, and **Macy's**) to your organization. In addition, GoodShop lists more than 100,000 coupons, so they save money at the same time as they are earning money for your nonprofit! You can sign up at <http://www.goodsearch.com/addcharity.aspx>.

**Recycle electronics:** Hold a gadget drive where supporters bring in their old electronics (including phones, computers, calculators, etc.) and turn them in for cash. You can read more at <http://www.gazelle.com/gazelle-for-good/faq>.

**Redeem credit card points.** Ask members or supporters to turn their unused credit card points into a charitable donation to your cause. Both **American Express** and **Citi Card** offer this program.

**Search the Internet:** **GoodSearch.com** is a Yahoo-powered search engine that donates about a penny per search to your cause. You use it exactly as you would any other search engine like Google, but each time someone does a search, a donation is made! The ASPCA has already earned over \$34,000 from its supporters' searches! You can sign up at <http://www.goodsearch.com/addcharity.aspx>.

**Meet someone for a drink:** Partner with a local bar (or restaurant or retailer) and create a campaign whereby you will send people to their establishment, and each time someone "checks in" at that location via **Four-square**, the establishment will make a donation to your cause.

**Donate airline and hotel miles:** Although airlines and hotels do not have specific programs that allow flyers to donate miles to any organization they choose, most airlines allow people to use their miles to buy tickets or office items for other people. Ask your supporters to support your organization with their miles.

**Dine Out:** **GoodDining.com**. Their slogan is You Dine We Give! Up to 6 percent of the money spent on a meal at 10,000 restaurants across the country will be donated to your cause.

**Volunteer:** There are a handful of companies that match volunteer hours with funds. For example, Microsoft will match volunteer time at \$17 an hour through its Volunteer Time Matching program. Boeing, Exxon, Intel, Chevron, and Bank of America have similar programs.

Pick,  
Membership Manager

**...Thank you for your Service and your continued service with the MOPH...  
Membership Department**

## RED TAILS - THE TUSKEGEE AIRMEN

Watch the skies! Filmmaker George Lucas is making a film titled *Red Tails* due to be released in 2012. It's the story of the first Black Americans to become military aviators in the US Armed Forces. This will be the second film on the pilots—the first was on HBO in 1995, titled *The Tuskegee Airmen*.



The Tuskegee program began officially in 1941 with training centered at the Tuskegee Army Air Field, Alabama, a replica of already existing airfields reserved for training white pilots, such as Maxwell Field, only 40 miles distant. The Army built the airfield complex in only six months. The Tuskegee Airmen initially got Curtiss P-40 Warhawk fighter bombers with some Bell P-39 Airacobras (March 1944), then Republic P-47 Thunderbolts (June –July 1944) and finally the P-51 Mustang (July 1944), the aircraft most commonly associated with the program. Four Black squadrons formed the 332nd Fighter Group of the 15th Air force and it deployed to Italy where its pilots began to escort 15th Air Force heavy strategic bombing raids into Czechoslovakia, Austria, Hungary, Poland, and Germany. The 332nd earned an impressive combat record and the Allies called the Tuskegee Airman “}Red Tails” or “}Red-Tail Angels” because they painted the spinners and tails of their Mustangs bright red.



In all, 996 pilots were trained at Tuskegee from 1941 to 1946, approximately 445 were deployed overseas and 150 airmen lost their lives in accidents or combat. The casualty toll included sixty-six pilots killed in action or accidents and thirty two fallen into captivity as prisoners of war. Among the 332nd Group's accomplishments, it destroyed 112 German aircraft in the air and another 150 on the ground and lost only 25 of the bombers being protected on hundreds of missions. Other fighter units providing escort services were often losing **more than 25 bombers in a single mission**. Awards and decorations included three Distinguished Unit Citations, an estimated 150 Distinguished Flying Crosses, 14 Bronze Stars, 740 Air Medals, and eight Purple Hearts.

The strict racial segregation of the US Army at that time led to severe discrimination against the Airmen throughout war, but that ended in 1948 when President Truman issued his Executive Order. The veteran Black Airmen then found themselves in high demand throughout the newly formed United States Air Force. On 29 March 2007, approximately 300 Tuskegee Airmen (or their widows) received the Congressional Gold Medal at a ceremony in the US Capitol Rotunda. The medal is currently on display at the Smithsonian Institution. The airfield where the airmen trained is now the Tuskegee Airmen National Historic Site.



**Edgar F. Woodward**, a retired AF Colonel died 13 Oct; he was 92. He joined the Army Air Corps in 1940 and flew B-17's over Europe. He was shot down in 1943, held at internment camp in Switzerland for more than a year before being freed in a prisoner exchange. Col Woodward went on to serve in the Korean and Vietnam wars and was a special envoy to SEATO in the early 1960's. From 1962 until his retirement in 1971, he was an intelligence officer at the Pentagon. Although not a member of MOPH, he received the Purple Heart and

a Bronze Star. [Obituary, [Washington Post](#), 28 Oct 2011]

**CIVIL WAR 150**

**SHERMAN'S MARCH TO THE SEA**

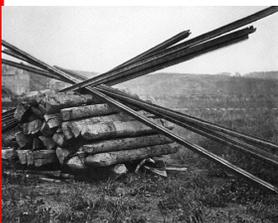


This is the name commonly given to the Savannah Campaign conducted by Union General William T. Sherman in November and December 1864 when he left the captured city of Atlanta and conducted a scorched-earth campaign until he reached and captured the port city of Savannah. He made his

march with three components - he had the Army of Tennessee on the right wing, the Army of Georgia on the left, and a cavalry division operating in support of both wings - about 62,000 men. Sherman was ordered to "forage liberally on the country during the march" in order to live off the land, eliminating the need to carry supplies and allowing his force to move rapidly. Foraging parties were extremely aggressive, stripping the civilian communities of their livestock, food stores and any other edible substances. Like locusts, the foragers grabbed grains, meat of any kind, vegetables, cornmeal, turnips, apples and other fruit, and honey. They took mules and horses to replace the jaded animals of their trains or to serve as pack mules for operations. Sherman used livestock and crop production data from the 1860 census to identify the best areas for foraging.

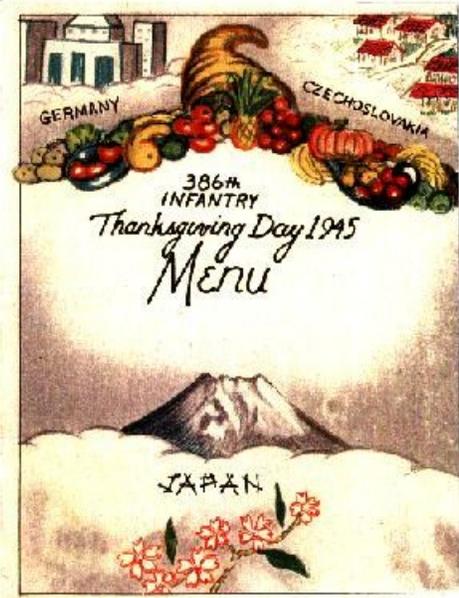


Sherman destroyed the railroads and manufacturing apparatus of Georgia as he moved south. Cotton gins and storage bins were destroyed to prevent their use in trade for military supplies. The twisted and broken railroad rails that the troops heated over fires and wrapped around tree trunks and left behind became known as *Sherman's neckties*.



Most of the civilian buildings were left intact unless a town interfered with forgoing or sheltered guerrillas or bushwalkers, then Sherman's forces completely destroyed the offending town or village.

Sherman estimated that he inflicted \$100 million of damages to Georgia and the Confederacy (about \$1.378 billion in 2010 dollars). Military historian David Eicher wrote that "Sherman had accomplished an amazing task. He had defied military principles by operating deep within enemy territory and without lines of supply or communications. He destroyed much of the South's potential and psychology to wage war."



**HONSHU JAPAN  
THANKSGIVING DINNER  
NOVEMBER 22, 1945  
MENU**

- |                                 |                             |                    |
|---------------------------------|-----------------------------|--------------------|
| <b>CELERY</b>                   | <b>FRUIT COCKTAIL</b>       | <b>OLIVES</b>      |
| <b>MARYLAND ROAST TURKEY</b>    |                             |                    |
| <b>SAGE DRESSING</b>            | <b>BROWN GIBLET GRAVY</b>   |                    |
|                                 | <b>MASHED POTATOES</b>      |                    |
|                                 | <b>BUTTERED PEAS</b>        |                    |
|                                 | <b>CREAMED CORN</b>         |                    |
| <b>CRANBERRY SAUCE</b>          | <b>PICKLES &amp; RELISH</b> |                    |
|                                 | <b>HOT ROLLS</b>            |                    |
|                                 | <b>BUTTER</b>               |                    |
|                                 | <b>JAM &amp; JELLY</b>      |                    |
|                                 | <b>PUMPKIN PIE</b>          |                    |
|                                 | <b>ORANGEADE</b>            |                    |
| <b>MIXED NUTS</b>               |                             | <b>MIXED CANDY</b> |
| <small>献立ハ一師実食ガアルケト知レマシ</small> | <b>COFFEE</b>               |                    |
|                                 | <b>CIGARETTES</b>           |                    |

# MOPH CALENDAR

## NOVEMBER 2011

24-25 ..... THANKSGIVING - HQ CLOSED

## DECEMBER 2011

01..... MAGAZINE DEADLINE FOR JAN/FEB ISSUE

07..... PEARL HARBOR DAY

25-26 ..... CHRISTMAS - HQ CLOSED

## JANUARY 2012

01..... HAPPY NEW YEAR

02..... HQ CLOSED

16..... MARTIN LUTHER KING DAY - HQ CLOSED

25..... NFC INVESTMENT COMMITTEE TELECONFERENCE

## FEBRUARY 2012

01..... MAGAZINE DEADLINE FOR MAR/APR ISSUE

12..... LINCOLN'S BIRTHDAY

14..... SCHOLARSHIP APPLICATIONS DUE

20..... PRESIDENT'S DAY - HQ CLOSED

22..... WASHINGTON'S BIRTHDAY

24..... FLAG DAY

## MARCH 2012

15-23 ..... ANNUAL NSO TRAINING, ORLANDO FL

24..... NATIONAL SCHOLARSHIP MEETING, ST LOUIS MO

31..... NFC MID-YEAR MEETING, ALEXANDRIA VA

TBD ..... MARCH ON THE HILL

TBD ..... COMMANDER'S PRESENTATION TO JOINT CONGRESSIONAL  
COMMITTEES, WASHINGTON, DC

TBD ..... LEADERSHIP EXECUTIVE MEETING, ARLINGTON, VA

## APRIL 2012

25..... NFC INVESTMENT CONFERENCE CALL

2012 NATIONAL CONVENTION, SCOTTSDALE AZ..... AUGUST 7-11, 2012

2013 NATIONAL CONVENTION, ROGERS AR..... AUGUST 6-10, 2013

2014 NATIONAL CONVENTION, DENVER CO..... AUGUST 5-9, 2014

**[Cont. from Page 1]** (under heavy security) at 0700 from Ft. Myer, VA en route to the White House for breakfast with the President of the United States and Mrs. Obama – pictures to follow when released by the White House. After breakfast, US Army buses moved the distinguished VSO Guests to Arlington Cemetery for traditional Veterans Day Observances at the Amphitheater and the Tomb of the Unknowns. MOPH was represented at the Parade of Colors by Members John Weis (Dept. of Virginia) and Charles Eggleston. National Adjutant Jack Leonard and Sgt-at-Arms Ken Swords rendered Honors and placed MOPH Wreaths at the WWII and Korean War Memorials. Afternoon Honors and Wreath Laying at the Vietnam Memorial were conducted by NSD Frank Van Hoy, Jim Hauser and Dennis Jenkins (both from Dept. of Maryland). The day concluded with Bill Hutton, Barbara Cherone, Ken Swords and Jack Leonard attending the Veterans Day Reception in Crystal City, VA hosted by the Commander, Military Order of World Wars.

Yours in Patriotism,  
Jack Leonard

## COMBAT-WOUNDED VETERANS HELPING VETERANS

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### WALTER REED ARMY MEDICAL CENTER

**1909.** Opens to ten patients as Walter Reed General Hospital with 80 beds. Named for Army Maj. Walter Reed, who proved mosquitoes carry yellow fever and developed protective measures to prevent it.

**1914-18.** Capacity grows to 2,500 beds during WWI.

**1951.** Renamed Walter Reed Army Medical Center on 100th anniversary of Reed's birth.

**1969.** Former President Eisenhower dies there.

**1977.** New main building dedicated.

**2007.** Some 14000 patients are admitted annually. \$10 million Military Amputee Training Center opens in October.

**2011.** Hospital closes after more than 100 years. Its buildings were turned over to the District of Columbia for commercial development and the State Department. Its medical staff of 5,000 will be divided between the new Walter Reed National Military Medical Center at Bethesda and the new Fort Belvoir Community Hospital in Virginia. The new complex at Bethesda will operate under a "joint" command and not fall directly under any single service. It will have 345 beds.