

To all CAP PAOs:

Welcome to another PAO Update. Hope everyone had an enjoyable Thanksgiving weekend:

Wreaths Across America campaign – In what is now very much a holiday tradition, Civil Air Patrol is again partnering with Wreaths Across America, a nonprofit organization with a mission to remember, honor and teach about the service and sacrifices of our nation's veterans. Veteran memorials and gravesites across the nation will be adorned with remembrance wreaths on Saturday, Dec. 13. CAP units will lead almost half of the expected 350 observances this year and will participate with other color and honor guards in many additional locations. CAP cadets and officers will lay wreaths at Arlington National Cemetery that morning as well. Arlington wreath-laying ceremonies are scheduled to commence at 8:30 a.m. Dec. 13, culminating with a nationwide ceremony and moment of remembrance at noon EST. All Wreaths Across America participants nationwide will adorn veterans' graves with remembrance wreaths concurrently with the Arlington celebration at noon. Arlington observances will conclude with a wreath-laying at the Tomb of the Unknown Soldier and the CAP Memorial.

Following the Arlington National Cemetery wreath-layings, Civil Air Patrol National Commander Maj. Gen. Amy Courter will host a reception at the Women in Military Service for America Memorial for VIPs and for CAP members who laid wreaths at Arlington during the morning. The reception honors Karen and Morrill Worcester, owners of Worcester. A special wreath-laying ceremony will take place at the memorial following the reception. A news release about the Women's Memorial activities was distributed nationally earlier today. *(It is attached; just click on the blue underlined copy in the previous sentence.)* Please use locally as you see fit. We encourage you to promote the CAP women's registration on your region and wing Web sites, in your magazine/newletters and during your weekly meetings. The registration effort also will be promoted on the members page of www.gocivilairpatrol.com and new registrations of CAP women will be publicized on CAP News Online.

The national, state and local Wreaths events provide many opportunities to promote Civil Air Patrol. All PAOs should have already received a Hometown News Release template on Wreaths Across America. If not, you can access it at http://members.gocivilairpatrol.com/media/cms/wreaths_hometown_64A554D5778A2.doc. We encourage you to use it to publicize your local Wreaths Across America ceremonies. Be sure to print out your hometown news release and the NHQ/PA media kit, accessible online at http://members.gocivilairpatrol.com/news/media_center/online_media_kit/index.cfm, and disseminate it to local media. Also, we suggest you publicize your local ceremonies on your Web site and in your publications.

A final reminder ... please provide CAP NHQ/PA with links or, better yet, a copy of any publicity your squadron receives.

Eric Boe Returns to Earth – CAP's first astronaut, Air Force Col. and Space Shuttle Endeavour pilot Eric Boe, returned to earth safely on Sunday. As many of you are aware, Boe and his Endeavour crewmates participated in a 15-day mission to make improvements on the International Space Station.

Boe's flight highlights a sterling career that has included fighter and test pilot experience in the Air Force. Boe began his career with CAP, first soloing as a Georgia Wing Spaatz cadet. He is currently a senior member in CAP's Florida Wing.

Boe's space mission presents a good opportunity to communicate and promote the value and significance of Civil Air Patrol membership. If you have not already, NHQ/PA encourages PAOs to post the national release on Boe's shuttle mission on your squadron, wing and region Web sites and to publish it in your newsletters/magazines as well. It can be accessed at http://members.gocivilairpatrol.com/news/media_center/press_releases/index.cfm/civil_air_patrol_member_to_pilot_space_shuttle_endeavour_4809.

CAP's 67th Anniversary – Civil Air Patrol officially celebrated its 67th year of vigilant service to America on Monday. Visitors to the homepage of the new CAP Web site, <http://www.gocivilairpatrol.com>, found an anniversary message from CAP National Commander

Maj. Gen. Amy Courter. The message is part of NHQ/PA's efforts to promote the anniversary. Thanks to all PAOs who worked locally to promote the occasion. Please remember to provide NHQ/PA with links or a copy of any publicity your squadron receives.

Update Your Tagline – With the arrival of CAP's anniversary, now is a good time to update the Civil Air Patrol tagline on your news releases, Web sites and newsletters. The tagline is the catch-all message that should run at the end of each news release, telling everything the reader needs to know about CAP in a nutshell. It is much the same as it has been but CAP has been credited with 90 saves in fiscal year 2008, so we can start using that number in our tagline. Also, CAP now boasts "57,000 member" and "more than 22,000 cadets." And, of course, CAP is now "... more than 67 years old." Your tagline should read:

Civil Air Patrol, the official auxiliary of the U.S. Air Force, is a nonprofit organization with 57,000 members nationwide. CAP performs 90 percent of continental U.S. inland search and rescue missions as tasked by the Air Force Rescue Coordination Center and was credited by the AFRCC with saving 90 lives in fiscal year 2008. Its volunteers also perform homeland security, disaster relief and counter-drug missions at the request of federal, state and local agencies. The members play a leading role in aerospace education and serve as mentors to the more than 22,000 young people currently participating in CAP cadet programs. CAP has been performing missions for America for 67 years.

Gocivilairpatrol.com – Speaking of Web sites, we hope you are pleased with the launch of <http://www.gocivilairpatrol.com>, our exciting new "external" Web site designed to highlight the excellent work of our 57,000 members nationwide and to generate interest from prospective new members. As you may already know, the new "internal" CAP Web site for members is <http://members.gocivilairpatrol.com>. Both new sites are currently being refined and will remain online alongside www.cap.gov for at least 60 days. After Jan. 15, 2009, visitors to www.cap.gov will be redirected to www.gocivilairpatrol.com. The new www.members.gocivilairpatrol.com site was designed to mimic CAP's "external" Web site for recruiting, but with speed and easy navigation at the forefront. Check it out – and don't hesitate to let us know what you think. Just hit the "contact" button at the top of the site's page or e-mail hdunigan@capnhq.gov to chat.

Getting Published – A three-year inventory of the *Civil Air Patrol Volunteer* has been posted online to help you become more familiar with the types of stories published in the magazine. Go to http://members.gocivilairpatrol.com/media/cms/Volunteer_inventory_6B559468AA711.doc to access the list, which is up-to-date through the September-October 2008 issue. Please study this list. It will help you get a better idea of the type of stories needed for the *Volunteer*. If your story fits, we encourage you to send it. But remember that, in addition to a good story, we are also looking for high quality photos. Stories without good photos might be set aside for others with good photos.

A Call For Photos – Now that we're on the subject of photos, let me reiterate NHQ/PA's constant need for high quality photos from the field. If you have an exceptional shot from a recent squadron activity or event, we probably have a use for it. In addition to the *Volunteer*, we also need photos for CAP News Online, the Annual Report to Congress and other products published by NHQ. Send photos to capnews@capnhq.gov or scox@capnhq.gov. Please send them as jpeg attachments, as high-res as possible, and not embedded in the copy. Also, remember to include complete caption information as well as the name and rank of the photographer.

PAO Academy – Congratulations to Maryland Wing for hosting its first PAO Academy. Held Nov. 15, the successful day-long event attracted 30 members. Go to http://members.gocivilairpatrol.com/news/cap_news_online/index.cfm/md_wing_holds_1st_pao_academy_4852 for a full report. The academy was hosted and directed by Maryland Wing Capt. Brenda Reed and Bowie (Myd.) Composite Squadron PAO 1st Lt. Julie Holley, who both graduated from the national PAO Academy in Florida in August. It is nice to see them share that experience with other PAOs.

NHQ Move – The Air Force has scheduled the Civil Air Patrol National Headquarters building to undergo major renovation, beginning later this month. The project is expected to take 16-18 months and will require that most of the headquarters staff relocate to another facility on Maxwell AFB. Johnny Dean, director of plans and programs for NHQ CAP, says there will be some minor interruptions to phone service during the move. You may expect intermittent phone service to begin on Dec. 11 and continue through Dec. 15. Throughout the transition, the National Operations Center will be able to take your phone calls and forward any urgent messages to NHQ staff members as needed. Whenever possible, however, we do request that you use e-mail for this period instead of a phone call to make sure your question or issue is addressed. Thank you for your patience during this move.

That's all, for now. Contact me or NHQ PA's deputy director, Julie DeBardelaben, at jdebardelaben@capnhq.gov or 877-227-9142, ext. 250, if you have questions or comments about this update.

Regards,

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