Military Education Story Goes Airborne!

A fortuitous July lunch with Steve Mitchem (proud Fork Union Military Academy alumni) resulted in AMCSUS receiving an “offer we could not refuse”. During this meeting Steve, who is the Editor for U.S. Airways Magazine, candidly expressed his appreciation for the benefit his military education provided to his personal development and later successes. Having personally benefited from his emersion in the military education model, Steve recognized that the general public and more specifically his airline’s readership might be interested in learning about the “Military School Story”.

Fast forward two months and we are now putting the finishing touches on a 66-page editorial on military colleges and schools which will be seen by 6.5 million airline passengers in the November edition of the U.S. Airways Magazine. Despite obvious budgeting concerns, membership interest in the offer was very strong and eventually 28 schools committed to the U.S. Airways article. Even those schools who were unable to participate will benefit from the article’s visibility on military schools and the fact that their contact information is easily available by those visiting the AMCSUS website.

Thanks for supporting this unique opportunity and I am personally grateful for those schools who stretched their budgets to help us tell our collective story.

Very Respectfully,
Ray Rottman

Standing Tall
Membership Expansion Approved

Acting upon the Membership Committee’s recommendation, the Executive Committee approved the initiation of actions to offer AMCSUS membership to three Public Military Academies (PMA). This approval is a significant step toward our desired end-state of “AMCSUS membership will include a cross section of the nation’s premier Public Military Academies.” The lessons learned during the identification, prioritization and screening of the first three schools will help inform the process on further expansion.

A list of PMAs which have indicated interest in joining the Association was provided to the Executive Committee for their consideration to identify the first three candidates for membership. The schools (California Military Institute, Chicago Military Academy Bronzeville and Sarasota Military Academy) will now be asked to submit a formal request for membership, followed by a site visit from an AMCSUS team. The visiting team will include a Head of School from the candidate’s geographic area, the Association’s Executive Director, a PMA subject matter expert (initially, Oakland’s Dr Mark Ryan), and a sitting Commandant. Given a favorable recommendation by the visiting team and Executive Committee, the candidates will be nominated and voted on by the Association’s membership.

Expanding membership as we enter our Centennial year represents an exciting opportunity for the Association, and is only possible through the dedication and support of our members. Increased membership will allow AMCSUS to extend its reach, relevance and influence.

Ask and You Shall Receive!

Our Marketing Committee Chairman, Bill Hargraves (Culver), recently put out a request for assistance seeking members with experience in the creation of marketing surveys and questionnaires. His query identified some impressive “internal capabilities” within the Association and these generous individuals volunteered to assist in the Committee’s ongoing work. The idea is to create some focused questions which align with the Marketing Team’s straw-man which was approved by the Executive Committee in June 2013.

The Committee seeks to complete as much of the Phase II marketing work as possible using internal AMCSUS resources, which serves two key purposes: ensures the relevance of the information being sought and conserves the Association’s finite marketing funds for use only when the work cannot be accomplished internally.

The Marketing Committee hopes to incorporate the questions currently under development to populate two surveys, one for current cadets and another for alumni. Once the surveys are prepared, member schools would be asked to help administer them to cadets and forward them to their alumni to get that perspective as well.

And the Band Plays On!

Ed Richards (Randolph-Macon) is spearheading the 38th Military Band Festival which will culminate in a concert to kick off the 2014 Annual Conference in Virginia. This event represents the first official Centennial event for the Association and will be held at George Mason University’s Harris Theater at 2PM on Sunday 23 Feb.

Initial notification was sent to all AMCSUS member schools in September to ensure awareness and to begin planning for your participation. A more detailed registration package will be provided to schools in November. This year’s concert is a great opportunity to showcase our talented cadets and allow them to see GMU’s first-rate music program and facilities. Our goal is to fill every one of the 500 seats with Heads of School, Deans, Commandants, cadets and local area alumni.

All AMCSUS member schools and colleges are requested to forward their Band Director’s name and contact information to Ed Richards (erichards@rma.edu).
Centennial POCs and Inputs Needed!

Dr Jack Albert, Chairman of the Centennial Committee, is seeking your ideas on ways to showcase the Association’s 2014 Centennial. The year-long Centennial recognition kicks off at the 2014 Annual Conference and culminates at the 2015 Annual Conference. Each school is asked to provide the name and contact information of their Centennial POC to jalbert@sjnw.org

AMCSUS.ORG Refresh

Thanks for the great support submitting eye-catching pictures, videos and news articles! Your efforts translated to the new and fresh look that you can find at amcsus.org.

The visual enhancements to our website represent a significant step forward and will certainly entice website visitors to delve deeper into the many benefits of the military education model. The site’s long-term effectiveness will depend upon our ability to keep it updated with new stories, videos and photos of your cadets and faculty in action.

Please establish a process within your school that ensures the coverage of your important events is forwarded to amcsus@cox.net so it can be posted on the website.

AMCSUS SHOUT OUTS:

- Army & Navy Academy
  ANA’s Board recognized BG Steve Bliss’ superior stewardship by dedicating its new stadium in his honor. Richly deserved!

- St John’s Northwestern President Earns Doctorate of Ministry
  Jack Albert has complete all requirements to earn a Doctorate from Virginia Theological Seminary. Well done Dr Jack Albert!

- VWIL Change of Command
  VWIL and AMCSUS bid a fond farewell to BG Mike Bissell…a friend, leader and inspiration. BG Terry Djuric takes the reigns on 17 Oct. Best to all!

Upcoming Events

- New Heads’ Workshop: Wentworth will host 13-15 Oct
- Military Junior College Meeting: Wentworth will host 15-16 Oct
- Senior Military College Meeting: VMI will host 27-29 Oct
- AMCSUS West Meeting: Oakland Military Institute will host 3-5 Nov
- Centennial Events: Feb 2014 - Feb 2015
- Commandants’ Workshop: Norwich will host in Jun 2014

Answers to AMCSUS Quiz: 1F; 2I; 3K; 4B; 5J; 6A; 7E; 8D; 9C; 10G; 11H
### Test Your AMCSUS Knowledge

(Match AMCSUS member with factoid)

<table>
<thead>
<tr>
<th>Member</th>
<th>Factoid</th>
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<tbody>
<tr>
<td>1 Norwich</td>
<td>A Graduates include Ike Skelton and Marlin Perkins</td>
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<tr>
<td>2 Hargrave Military Academy</td>
<td>B Located near Storm King Mountain in the Hudson Highlands</td>
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<tr>
<td>3 Camden Military Academy</td>
<td>C Canada’s only Military Charter School for Boys</td>
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<tr>
<td>4 New York Military Academy</td>
<td>D Crest’s <em>Scientia Omnia Vincit</em> means Knowledge Conquers All</td>
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<tr>
<td>5 Valley Forge College</td>
<td>E VA Living Mag’s: Best Indep School in the Shenandoah Valley</td>
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<tr>
<td>6 Wentworth Military Academy</td>
<td>F Regimental Band performed in 2013 Inauguration Parade</td>
</tr>
<tr>
<td>7 Fishburne Military School</td>
<td>G Graduates include seven Medal of Honor recipients</td>
</tr>
<tr>
<td>8 Admiral Farragut Academy</td>
<td>H Oldest Episcopal-sponsored college prep school in SW</td>
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<tr>
<td>9 Robert Land Academy</td>
<td>I Established GEN Colin Powell Center for Leadership &amp; Ethics</td>
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<tr>
<td>10 Virginia Tech</td>
<td>J Only NE US college offering Early Commissioning Program</td>
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<tr>
<td>11 Texas Military Institute</td>
<td>K Col Risher served 37 years as the school’s first Headmaster</td>
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### 2013-2014 AMCSUS Executive Committee

- **PRESIDENT:** MG Jerry W. Grizzle, AUS (Ret.) PhD., New Mexico Military Institute
- **VICE PRESIDENT:** Dr. Jim Benson (Col., USMC, Ret.), Riverside Military Academy
- **SECRETARY:** BG Don Broome (USA Ret.), Hargrave Military Academy
- **TREASURER:** BG Joe Ramirez (USA Ret.), Texas A&M
- **MEMBERS:** Lt. Gen. John Rosa (USAF Ret.), The Citadel; Col. Eric Boland, PhD, Camden Mil Academy; Maj. Gen. Randy Fullhart, (USAF Ret.), Virginia Tech; LCol (Hon.) Scott Bowman (Canadian Forces Ret.) Robert Land Academy
- **PAST PRESIDENT:** BG Steve Bliss (USA Ret.), Army and Navy Academy
- **CENTENNIAL COMMITTEE CHAIR:** Dr. Jack Albert, St. John’s Northwestern Military Academy
- **STRATEGIC PLANNING COMMITTEE CHAIR:** Mr. John Buxton, Culver Military Academy
- **WEBSITE COMMITTEE CHAIR:** Mr. Jamie Dwight, Florida Air Academy
- **MARKETING COMMITTEE CHAIR:** Mr. Bill Hargraves, Culver Military Academy
- **EXECUTIVE DIRECTOR:** Col Ray Rottman (USAF, Ret.)

***Please forward questions/recommendations/concerns to the Executive Director at amcsus@cox.net or (703) 272-8406***