



SOCIETY LEADER GUIDE

2016

A guide to assist leaders of West Point Societies in the everyday administration of their organizations.

Dear Society Leader,

Thank you for your efforts to engage every heart in gray. We appreciate all your efforts on behalf of your Society and West Point Association of Graduates. This handbook is intended to serve as a guide for West Point Society Leaders and contains relevant information for all Societies no matter how big or small.

West Point Societies are not formally federated; there is no parent organization. Each Society is autonomous and structured in a way that best suits the purpose and activities of its membership. Existing Societies, however, are strongly related to each other and to the Association of Graduates in several important ways. In general, Societies and the Association of Graduates have the common purpose of furthering public understanding and support of the Military Academy. They do this by enabling graduates, former cadets, widows of graduates, and other friends of West Point to gather together in support of the Academy's aims, ideals, standards, and achievements.

WPAOG's Society Leader Guide contains basic information on WPAOG services and West Point activities as they pertain to your Society administration. More information is available online at WestPointAOG.org/Societyleadertoolkit. If you have not already done so, please register on our website so you can access information available only to graduates and Society Leaders. You can login at westpointaog.org/login. Your account will be manually verified by our Communications and Marketing Department within 48 business hours.

Whether you are leading a small, medium, or large Society in the US or abroad your efforts are appreciated!

The West Point Association of Graduates' Office of Alumni Services

Our Commitment to Our Societies

Our Mission Statement:

The Society Support team is committed to providing you the highest level of support delivered quickly and with a sense of warmth, friendliness, individual pride, and Army spirit.

We Will:

- Respond promptly, courteously, and helpfully!
- Inform you on relevant WPAOG and USMA matters
- Be your advocate
- Take all requests seriously and strive to fulfill them

How You Can Help Us:

- Provide us with updates
- Tell us about your Society's events
- Let us know if there is an aspect of our services, or of a policy that you do not understand
- Tell us what we can do to help you grow or enhance your Society programs

Contents

For More Information About.....	3
Alumni Support Overview	5
Annual Society Support Timeline.....	6
WPAOG Society Expectations & Resources.....	7
Quick Overview of Society Support.....	8
Administration.....	9
Engagement and Networking.....	12
Awards and Nominations.....	13
Policies.....	15
Prayers and Songs	16

For More Information About

50-Year Affiliation Program	WestPointAOG.org/50-Year
Affinity Programs	WestPointAOG.org/Benefits
Army Navy Football Tailgate	845.446.1573
Army Sports Tickets	GoArmySports.com 845.446.4996
Bricks and Pavers at Herbert Hall	WestPointAOG.org/BricksAndPavers
Bugle Notes	845.938.7989
Career Services	WestPointAOG.org/CareerServices
Class Notes	WestPointAOG.org/ClassNotes
Class of 1967's Leader Conference	WestPointAOG.org/WPAOG-LeadersConference
Class Rings	WestPointAOG.org/ClassRing
Class Services	WestPointAOG.org/Classes
Class Websites	WestPointAOG.org/Classes
Contacting Other Graduates	WestPointAOG.org/FindAGrad
Cullum Files	WestPointAOG.org/Cullum
Cullum Numbers	845.446.1610
Diploma Frames	845.446.1670
Diplomas	845.938.2331
Distinguished Graduate Award	WestPointAOG.org/DGA
Distinguished Society Award	WestPointAOG.org/DSACriteria
Eisenhower Hall Shows	845.938.4159
Events Calendar	WestPointAOG.org/Calendar
<i>First Call</i>	WestPointAOG.org/FirstCall
Five Star Inn and Quarters 100 (DVQ)	845.446.5943
Founders Day Planning	WestPointAOG.org/foundersdayplanning
Funeral Assistance	WestPointAOG.org/MemorialAsst
Gift Shop in Herbert Hall	WPAOGGiftShop.com
Gifts to West Point or WPAOG	WestPointAOG.org/GiveToWP
Grad March Back	USMA.edu/DAA 845.983.3700
Herbert Hall Rental	WestPointAOG.org/HerbertHall
Howitzer	845.938.7989
Keller Army Hospital (General Questions)	845.938.5169
Membership (Associate and Friend of West Point)	WestPointAOG.org/Membership
Memorial Articles	WestPointAOG.org/TAPS
Memory Books	WestPointAOG.org/Memory
Military Records	archives.gov/st-louis/military-personnel/
Nininger Award	WestPointAOG.org/niningeraward
Online Event and Membership Registration	845.446.1649
Online Registrations	WestPointAOG.org/Register
Parent Clubs	WestPointAOG.org/parentresources
Perpetual Flower Program	WestPointAOG.org/Flowers
Presidents of Societies	WestPointAOG.org/societypresidents
Privacy Policy	WestPointAOG.org/privacypolicy
Reporting a Graduate Death	DNS-Report@wpaog.org / 845.446.1617

Reunions	WestPointAOG.org/ClassEvents
Ring Melt	WestPointAOG.org/RingMelt
Sabers for Weddings	845.938.3104
Society Leader Toolkit	WestPointAOG.org/Societyleadertoolkit
Society News	WestPointAOG.org/Societies
Society Services	WestPointAOG.org/Societies
Society Website Editing	WestPointAOG.org/Societyleadertoolkit
Speaker Requests (Founders Day Only)	845.938.3700
Speaker Requests (Not Founders Day)	845.938.3614
Subscribing to News Feeds	WestPointAOG.org/News
TAPS	WestPointAOG.org/TAPS
Thayer Award	WestPointAOG.org/thayerward
Thayer Hotel	845.446.4731
Transcripts	845.938.3759
Travel Program	WestPointAOG.org/Travel
Update Contact Information	WestPointAOG.org/UpdateBio
USMA Academy Advancement	845.938.3700
USMA Admissions	845.938.5708/5724
USMA Band	usma.edu/band/SitePages/audio.aspx
USMA Chaplain	845.938.3316
USMA Memorial Affairs	845.938.2504
USMA Parent Club Liaison	845.938.5650
USMA Public Affairs	845.938.4261
Visiting West Point	WestPointAOG.org/VisitWP
Visitors Center	845.938.2638
West Point Cemetery	845.938.5078
West Point Club	845.938.5120
West Point Magazine	WestPointAOG.org/WPMag
West Point Operator	845.938.4011
West Point Societies	WestPointAOG.org/Societies
WPAOG Home Exchange	WestPointAOG.org/houseexchange
WPAOG Memberships	WestPointAOG.org/membership
WPAOG Ticket Exchange	WestPointAOG.org/TicketExchange

Alumni Support Overview

Within the WPAOG's Department of Alumni Support there are nine teams: Career Services, Class Services, Events, Special Events, Memorial Services, Brick and Paver, Travel, and Society Services. Together they provide a rapidly expanding array of services to graduates. All graduates of the United States Military Academy are automatically members of WPAOG upon graduation. As members of the Association of Graduates, each graduate is entitled to services ranging from reunion support to memorial support.



Annual Society Support Timeline

Alumni Support maintains an ongoing calendar of events and activities. Below is a list of activities in which Society Support takes part.

<p>★ JANUARY</p> <ul style="list-style-type: none"> •New Regional Society Advisors take their seats •Societies begin preparations for Away Football Tailgates •Societies <i>First Call</i> •Founders Day Coordination •Society Leader Survey Released <p>★ FEBRUARY</p> <ul style="list-style-type: none"> •Founders Day Coordination •Society Interest Survey <p>★ MARCH</p> <ul style="list-style-type: none"> •Founders Days Begin 	<p>★ APRIL</p> <ul style="list-style-type: none"> •Founders Days Usually Conclude •Share Feedback with Regional Advisors for Upcoming Meeting <p>★ MAY</p> <ul style="list-style-type: none"> •Societies <i>First Call</i> •Save the Date for the Leaders Conference •Spring Advisory Council Meeting <p>★ JUNE</p> <ul style="list-style-type: none"> •Distinguished Society Award (DSA) Applications are Due •Registrations Opens for the Leaders Conference 	<p>★ JULY</p> <ul style="list-style-type: none"> •Finalize Fall Tailgates •New Distinguished Society Award (DSA) Application Released <p>★ AUGUST</p> <ul style="list-style-type: none"> •Leaders Conference •Tailgate Email Blasts •Leaders Conference Survey Sent •Distinguished Society Award Recipients Announced <p>★ SEPTEMBER</p> <ul style="list-style-type: none"> •Society Tailgates •Tailgate Email Blasts •Societies <i>First Call</i> •Letters to Society Leaders from the Alumni Support Committee Chairman 	<p>★ OCTOBER</p> <ul style="list-style-type: none"> •Founders Day Speaker Survey Released •New Regional Society Advisor selections are due from the Regions •Society Tailgates •Tailgate Email Blasts •Share Feedback with Regional Advisors for Upcoming Meeting <p>★ NOVEMBER</p> <ul style="list-style-type: none"> •Fall Advisory Council Meeting •Society Thayer Award Nominations Due •Society Tailgates •Founders Day Speaker Requests to DAA •Tailgate Email Blasts <p>★ DECEMBER</p> <ul style="list-style-type: none"> •Old Regional Advisors Step Down •Holiday Cards Sent to Society Presidents
---	---	---	--

ONGOING

- License Plate Program
- Online Event Registrations
- Online Membership Registrations
- Distribution of Society Death Notifications
- Responses to Inquiries
- Calendar Updates
- Updates to Society Leadership in RaisersEdge
- Maintenance of Current Information Online
- Submission of Membership Applications to the Committee for Review

WPAOG Society Expectations & Resources

West Point Societies have a mission or purpose that is consistent with that of the WPAOG, to serve West Point and its graduates.

Societies are expected to:

- ★ Maintain an annual program of activities that includes Admissions candidate recruiting, supporting cadet teams and clubs as they travel to your area, social events (Founders Day, picnics, game watch events), business networking program, community outreach; strive to engage all grads and friends through a variety of events and media. Maintain an organizational document or bylaws.
- ★ Allow your leadership's names and contact information to be published on the website under the Society Presidents and on the Society's mini-website.
- ★ Identify your Society's officers to WPAOG and keep us informed of updates to your members' contact information.
- ★ Register on WestPointAOG.org and become familiar with the Society Leader Toolkit and Society Administration features.
- ★ Maintain your Society's mini-website on WestPointAOG.org.
- ★ Remain financially self-sustaining. All activities, programs, and events should be supported by your treasury.
- ★ Use West Point approved marks and images in your organization's correspondence and at events.
- ★ Cooperate in informing your membership about WPAOG services and activities.

Societies are encouraged to:

- ★ Get involved in West Point's Admissions Field Force.
 - ★ Support West Point through annual gifts.
 - ★ Compete for the annual Distinguished Society Award.
 - ★ Strive to engage all graduates in your Society area through a variety of events and media.
-

Quick Overview of Society Support

- ★ **Alumni Leaders Conference** – Looking for some new ideas or have a great idea to share? WPAOG has an annual conference where leaders can gather to share information, exchange ideas, and brainstorm for the future.
- ★ **Being Involved** – Looking for ways to impact the current corps of cadets? WPAOG provides guidance on how Societies can assist with Admissions activities including supporting diversity initiatives. WPAOG also maintains a calendar of cadet clubs and teams so local Societies can provide support when they travel.
- ★ **Communications** – Have you had an exciting event or update you want to tell the other Societies or graduates about? Send it to Society Support to be posted under Society News or for consideration in one of our other publications. Do you want to tell the other Society presidents, parent groups, or classmates in your area about an upcoming event? We can help get the word out!
- ★ **Distinguished Society Award** – Is your Society actively representing WPAOG and USMA or are you looking for new inspiration on how to lead your Society? The DSA is awarded annually to the most active Societies.
- ★ **Events** – Hosting a Society Event? Email us at society-support@wpaog.org for help with arranging speakers, ordering supplies, printing certificates, sequence of event suggestions, mailings, obtaining check lists or speaking points, West Point videos, templates, to have it posted on our online calendar, or help with registration services.
- ★ **Free Website** – Do you want a free and easy way to post your Society’s news, leadership information, and photos? Look no further - WPAOG offers each Society a free page on our website!
- ★ **Graduates** – Are you trying to reach graduates who have recently arrived in your area, to engage those who are not active, or make your membership administration more efficient? We can help you with lists of graduates in your area and new to your area, engagement surveys, maintaining your membership lists, and with helpful hints about Society engagement.
- ★ **Helpful Resources** – Do you need help executing that seemingly overwhelming project? Surveys, local graduate arrivals and departures, the Society Leader Handbook, trademark information, 501(C)3 information, and sample bylaws can all be found in the Society Leader Toolkit. If we don’t have what you are looking for available online at westpointaog.org/societyleadertoolkit, let us know and we’ll see what we can do to help you!

Administration

Society Leaders have access to the Society Administration page WestPointAOG.org/socadmin where Society area lists are updated daily. This page offers Society area lists, the recent arrivals and departures lists, zip code ranges, and email addresses. Other resources include a free Society mini-website, WPAOG maintained email distribution lists, death notifications, membership and event registration services, an online events calendar, and a liaison to the Academy.

- ★ **Academy Music, Photos, and Videos** – The Society Leader Toolkit has links to the USMA Band website, WPAOG photos of the Academy, and a link to the West Point YouTube page.
- ★ **Admissions Assistance** - West Point Societies play an important role in assisting the Directorate of Admissions (DAD) with their recruitment efforts. A Society can assist the local Field Force by recruiting West Pointers from the Society ranks to work directly with the Admissions effort. Who better to talk about the West Point and Army opportunities than a graduate, whether it's at a college fair, during a school career day, addressing the freshmen in the local high school, or speaking to local civic organizations? Any effort that puts more people directly into the initial contact with candidates, parents, or other influencers is time well spent. For more information on how your Society can help visit the Society Leader Toolkit or usma.edu/admissions.
- ★ **Address Updates** – With over 50,000 living graduates, it is often difficult to keep up with all the email, phone, and mailing address updates. If you notice one of your constituents has updated their information, please notify Address@wpaog.org with their Cullum Number and all updated information. Once a constituent's information is updated in the system, they will automatically be added to the Society their zip code falls into.
- ★ **By-Laws** - Societies are required to write their own by-laws before they are recognized by WPAOG. By-laws will establish early on the officers, direction of the Society, when meetings will be held, responsibilities, and if the Society will collect annual dues. Sample by-laws are available from Society-Support@wpaog.org.
- ★ **Calendar of Events** - WPAOG maintains an online events calendar at WestPointAOG.org/calendar. This calendar has search capabilities and the option to subscribe to weekly emails of events in your region. Societies that use WPAOG's email distribution services will automatically have their events added to this calendar. Societies that do not use the WPAOG email services can have their events added by emailing all of the details to Society-Support@wpaog.org.
- ★ **Career Services** – Along with the other Service Academies, WPAOG offers careers services for all graduates. These services include guidance, resume review, online job boards, networking, mock interviews, and career conferences. Conferences are held annually in Savannah, DC, San Diego, and San Antonio. WPAOG job postings are also shared with Society Leaders via the monthly Society Leader Updates.
- ★ **Death Notifications** - As soon as possible after receiving information about a death of a graduate, the WPAOG sends a preliminary notification message to all members of the class who have e-mail addresses on file in the Association's database, and the President of the West Point Society in whose area the deceased person resided. The WPAOG also notifies its internal staff, the Chairman, and the USMA Superintendent. These preliminary messages are often lacking certain elements of information, but they are sent nonetheless because timeliness is crucial. If you are aware of a graduate in your area passing, but you have not seen a notification please notify dns-report@wpaog.org. Be Thou at Peace and Memorial articles can be found online at WestPointAOG.org/memorials.
- ★ **Email Distribution Lists** – An email list comprised of all grads, ex-cadets, and widows/widowers residing in your Society's zip code range is maintained by WPAOG. This is a convenient way to communicate with grads in your area regarding Society events. The area list is updated nightly from the WPAOG's database. To send a

message, a List Administrator (usually the president or one designated Society administrator) simply types in the email “To” box: arealist-AA#@lyrisappmail.wpaog.org. AA# represents your Society’s constituent code. The listserv is synchronized with our database, so updates are made automatically. We are able to “opt-in” additional constituents for you if you wish. “Unsubscribe” requests also come directly to WPAOG, and are promptly processed.

Designated Society Leaders can also email through their Society webpage by logging into their Society webpage (going to the Society’s WPAOG link and logging in on the top left-hand corner), click on “Email,” “New Email,” and typing an email and hitting “Send.”

- ★ **Memberships** - WPAOG offers three types of memberships: Regular, Associate, and Friend of West Point. Societies are free to nominate Associate Members and Friends of West Point. Applications and information about memberships is available at WestPointAOG.org/Membership.
- ★ **Online Registration Services** - When planning a large event, the RSVPs can be overwhelming. WPAOG can help with tracking attendee names, registration numbers, and collecting payment. Call the Alumni Events department at 845.446.1649 for more information.
- ★ **Memorial Assistance** - Many Societies assist their members with memorial and end of life decision information. More information about Memorial Services here at WPAOG is available in the Society Leader Toolkit and WestPointAOG.org/DetteMemorialProgram.
- ★ **Officer Positions** - Different Societies require different structures that are determined by the needs of the individual Society. Societies typically have a President, Vice-President, Treasurer, Secretary, Admissions Coordinator, Webmaster, Community Liaison, Parent Club Liaison, DSA Officer, Spirit Coordinator, Events Coordinator, Career Assistance Officer, and a Young Grad Engagement Officer. They may also have a Tailgate Coordinator and a Board of Directors. Responsibilities of each position vary depending on the needs of the Society. Please notify Society-Support@wpaog.org of any changes to your leadership so that our records can be updated and your leadership will be able to receive and access all of our leader services.
- ★ **Philanthropy** – Society gifts to West Point support cadet internships and overseas experiences, athletic teams, and clubs, as well as the Academy’s world class centers and academic programs. To learn more, please visit westpointforusall.org/waystogive.
- ★ **Presidents** - You can email other presidents by looking them up at WestPointAOG.org/societypresidents.
- ★ **Printing Services** - WPAOG can assist with small printing and jobs at cost. To request a small printing or mailing services, please email Society-Support@wpaog.org.
- ★ **Publications** - WPAOG’s Marketing and Communications Department publishes many publications online and in print. Some of the publications include: *TAPS*, *West Point Magazine*, *First Call*, *the Register of Graduates*, *Cadet News*, *West Point News*, *Grad News*, and *Society News*. Information about all of these publications is available online at WestPointAOG.org/publications.
- ★ **Regions** – Societies are divided into 6 regions by WPAOG and 5 regions by the USMA Admissions Office. Regions are used by WPAOG to elect Society representatives for the Advisory Council. WPAOG's Advisory Council is comprised of 54 Advisors: 18 Advisors-at-Large, 18 Class Advisors, and 18 Society Advisors. Each year, 6 Society Advisor seats (1 from each region) are rotated for a 3-year term on the Advisory Council. The next term will start on January 1 and continue through December 31. Each Society Region (Northeast, Capital,

Southeast, North Central, South Central, and Western) is asked to provide a representative to serve in this role. Deadline to submit the region's representative is October 1, but the sooner the better in order for us to educate your representative on WPAOG programs, today's West Point, ongoing issues, and to select which advisors will be assigned to each standing committee.

- ★ **Society Administration** –Your Society Administration information is available at - WestPointAOG.org/societyleadertoolkit. This contains arrivals, departures, contact information, zip code ranges, etc. You must login to access portions. For assistance logging in please contact Society-Support@wpaog.org or 845.446.1612. Please be mindful of other graduate's privacy when sharing their contact information. WPAOG only shares full contact information with Society leaders for purposes of administration. Other graduates looking to contact fellow grads can do so by looking them up in the *Find A Grad* feature of WPAOG's website. Please see WestPointAOG.org/privacypolicy for the most recent information regarding the protection of our graduates' data.
- ★ **Society Membership Dues** - Societies are free to determine if they will be charging their members a membership fee. The WPAOG Events Department can assist with membership registration services if necessary. Call 845.446.1649 for more information.
- ★ **Souvenirs and Memorabilia** - West Point Societies enjoy certain liberties with the West Point trademarks, but use of them is strictly regulated. For this reason, we recommend you purchase your souvenirs and memorabilia from the WPAOG Gift Shop westpointgiftstore.com. West Point Societies are granted a 10% discount when they use promotion code "WPS." More information about trademarks is available in the Society Leader Toolkit or through the Academy's Licensing Director at licensing@usma.edu.
- ★ **Speaker and Cadet Requests** - Members of the USMA staff and faculty are available to Societies for both Founder's Day dinners and other events. In the fall, WPAOG sends a survey to the Society Presidents requesting their appeals for their Founders Day speakers. These requests are handled through the Directorate of Academy Advancement (DAA). For events such as Memorial Day Celebrations, dedications of monuments, gatherings of veterans and the like, The United States Military Academy has invited West Point Societies to use the West Point Speakers' Bureau, which draws its members from the men and women assigned to the Academy's staff and faculty. As members of that staff and faculty, the speakers are well versed on many West Point topics. Common themes for speakers are leadership, cadet life, the history of West Point, the Cadet Honor Code, West Point athletics, West Point academics, and general patriotic themes. To request a West Point speaker to participate in an event other than a Founder's Day dinner, please contact the Community Relations Branch of USMA Public Affairs at 845.938.3614. There is no fee for a speaker; however, the requesting organization is responsible for the speaker's travel expenses. This includes meals and lodging, when appropriate. Submitting a request does not guarantee support. Requests are approved based upon a number of factors, to include the availability of speakers.
- ★ **Surveys** - From time to time, WPAOG will send out surveys to Society Leaders. These surveys are to help WPAOG better serve their constituents. Societies can also take advantage of these survey services. For more details, email Society-Support@wpaog.org.
- ★ **Tax-Exempt Status** - Societies may wish to apply to the Internal Revenue Service for designation as an entity exempt from federal taxation under the provisions of §501 C (3) of the Internal Revenue Code. Certain advantages may accrue from an IRS determination that a Society is tax-exempt. The Society will be generally exempt from federal income tax. In most states, the Society will also be exempt from state sales tax. Members and others who make donations to the Society will be able to deduct the amount of their contributions in whole or in part from their gross income when computing their personal income tax liability. Finally, tax-exempt organizations may use a reduced bulk postage rate for large mailings. A Society should weigh the advantages of

tax-exempt status against the user fee requirement. To learn more about obtaining tax-exempt status please contact the Internal Revenue Service at 800.829.FORM or IRS.gov under “Charities & Non-profits.”

- ★ **Templates** – Certificate, succession plan, strategic plan, nametag, event program, newsletter, and survey templates are all available in the Society Leader Toolkit once a Society Leader logs into the system. They can be found at westpointaog.org/leadertemplates.
- ★ **Travel Program** - WPAOG offers travel programs for grads who want to join fellow alumni, family and friends while they see the world. These services can be utilized by individuals or Societies. More information is available online at WestPointAOG.org/travelwithgrads.
- ★ **Website** - Societies are encouraged to maintain an updated website. WPAOG offers free mini-websites that can be used as your main site or as a link to another site. All Society officers have access to edit the WPAOG mini-website and an instruction manual is available online in the Society Leader Toolkit - westpointaog.org/file/societywebinstructions.pdf.
- ★ **WPAOG Records** - WPAOG houses a large database of graduate and friends of West Point information, but our information is only as good as what is shared with us. On a regular basis, Society Leaders are encouraged to recommend their members update their WPAOG Profiles, Cullum Files, and Registry of Graduates entries at WestPointAOG.org/profile. They are also encouraged to review the rosters available under Society Administration and notify WPAOG of any members that are deceased with their dates of death. (Graduates remain active in the distribution lists until WPAOG is notified of their passing.)

Engagement and Networking

Keep Society Services updated about your events so we can post them on the online calendar, promote them to other Societies in your region, and post your Society News write-ups and photos after the event. WPAOG's Events Department offers online registration services and event planning assistance at cost. For more information, contact Alumni Events at 845.446.1649 / alumni-events@wpaog.org.

- ★ **Away Football Tailgates** - One of the most challenging, but rewarding opportunities for a Society is to sponsor an official Army Football Away Game Tailgate when Army Football comes into their area. It is a time to reconnect with alumni, parents and Army fans, to recruit future candidates for admission to USMA and to touch base with those candidates that are already in the admissions cycle, and to promote West Point in your community. And of course, it is a pre-victory celebration as Army defeats its opponent! Planning resources are available online in the Society Leader Toolkit.
- ★ **Business and Career Networking** - Societies offer great resources for their constituents to network for business or career advancement purposes. Society Leaders are encouraged to share pertinent information with their members and to avoid email bombing their mailboxes. Excessive communications diminishes your message. WPAOG Career Services helps graduates network and search for jobs. For more information about available career resources from WPAOG, visit WestPointAOG.org/careers.
- ★ **Cadet Support** - Each year, cadet teams and clubs participate in over 400 trips throughout the United States. In many cases, the teams and clubs are in need of assistance (food, lodging, transportation, funding, etc.). By providing such assistance, West Point Societies have established themselves as tremendous sources of support for the Military Academy. In turn, Societies reap the benefits of interaction with today's West Point cadets. Information about traveling cadets is available on the WPAOG event calendar WestPointAOG.org/calendar, goarmysports.com, and usma.edu/DCA. Societies should feel free to reach out to the clubs and let them know they are interested in providing assistance.

- ★ **Civic Involvement** - Societies are encouraged to become involved in their local communities. Many Societies participate in flag presentations, parades, memorials, community outreach programs, charities, and fellow graduate support.
- ★ **Engaging Different Generations** - Because of the diversity of the graduate population and the location of Societies, it is often difficult to plan events that will draw crowds. When trying to engage the population, keep in mind that graduates are at different stages in their lives and will enjoy different activities. Try to plan an array of activities such as charity events, picnics, sporting events, business meetings, dinners, and happy hours. Societies host a variety of events including galas, tailgates, holiday parties, BBQs, and monthly business meetings.
- ★ **Founders Days** - Founders Day is a celebration marking the 16 March 1802 establishment of the Corps of Engineers at West Point that would “constitute a military academy.” Each year, Societies and active military posts all over the world host events celebrating West Point’s birthday. These events range from simple brunches to black-tie affairs. More information about Founders Day resources can be found online at WestPointAOG.org/foundersdayplanning.
- ★ **Local Youth Leadership Conferences** - Many Societies host local Leadership Conferences for middle and high school students to spread a “message of honor, ethics and character” and to help the nation build an ethically stronger emerging leadership and workforce. Some of the conferences also have a diversity aspect designed to overcome cultural differences, as true leaders are naturally competitive and students became more interested in what individuals brought to the “effort” than in their background, cultural differences, socioeconomic background, values and beliefs. Planning resources are available online in the Society Leader Toolkit.
- ★ **Other Societies** - Graduates are free to join as many Societies as they like. If there are other Societies in your area, you are encouraged to work with them on activities to help improve your members’ experiences and when scheduling your Founders Days to increase the likelihood of getting your #1 speaker. Society Presidents’ emails are posted online at WestPointAOG.org/societypresidents.
- ★ **Parent Clubs** - Many West Point Societies enjoy close relationships with their local Parent Clubs. For more information about the Parent Clubs in your area please visit WestPointAOG.org/parentresources.
- ★ **West Point Alumni Leaders Conference** - The West Point Alumni Leaders Conference is hosted by the Office of Alumni Support and is held each year at the Academy during the late summer. The Conference provides a forum for the exchange of ideas among Parent Clubs, Classes, and Societies and with the staffs of both USMA and the West Point Association of Graduates. Furthermore, Presidents of Societies or their representatives are briefed first-hand on the Academy’s current plans, programs, and concerns. Information about the conference is communicated by the Events Department in late winter with registration opening in the late spring.

Awards and Nominations

Each year, the West Point Association of Graduates proudly awards the Sylvanus Thayer Award, the Distinguished Graduate Award, the Nininger Award, and the Distinguished Society Awards. Societies are encouraged to nominate individuals for the Sylvanus Thayer and Distinguished Graduate Awards, compete for the Distinguished Society Award, and award their own local awards to individuals exemplifying the Academy’s motto “Duty, Honor, Country.” Societies are also expected to participate in the selection of the Regional Society Advisors who will represent the region twice annually at the Advisory Council meetings that are typically held in May and November.

- ★ **Advisory Council Regional Representatives** - WPAOG's Advisory Council is comprised of 54 Advisors: 18 Advisors-at-Large, 18 Class Advisors, and 18 Society Advisors. Each year, 6 Society Advisor seats (1 from each region) are rotated for a 3-year term on the Advisory Council. The next term will start on January 1 and continue through December 31. Each Society Region (Northeast, Capital, Southeast, North Central, South Central, and Western) is asked to provide a representative to serve in this role. Deadline to submit the region's representative is October 1, but the sooner the better in order for us to educate your representative on WPAOG programs, today's West Point, ongoing issues, and to select which advisors will be assigned to each standing committee. Regions will be given an opportunity to meet at the Leaders Conference and voting or nomination sites can be established on the WPAOG website by emailing all details to Society-Support@wpaog.org.
 - Each Region may select your representative by any means you choose.
 - WPAOG's expectations of members of the Advisory Council are the following:
 - Committee Member - help conduct our Association's business in areas such as ethics, finance, award programs, membership review, investments, fundraising, Class and Society support, integrating technology and strategy, and so forth. Committees meet face-to-face, in conference calls, and via other electronic means, depending upon the nature of their tasks.
 - Communicator and Representative - develop opportunities to educate and update your region on WPAOG programs, the Academy, and ongoing issues. Be an advocate for WPAOG's programs and services. Provide feedback on possible initiatives or solutions and perspectives of your classmates, former teammates, or other West Point associates to committee actions and other processes.
 - Philanthropic Leader - financially support West Point during their 3-year term, making an annual gift to a fund or funds of your choice at a level consistent with your capabilities.
 - Attendee - do your best to attend the two annual Advisory Council meetings at West Point this year.

- ★ **Distinguished Graduate Award** - The Award is to be given to graduates of the United States Military Academy whose character, distinguished service, and stature are in keeping with West Point's motto "Duty, Honor, Country." In order to reaffirm to the public and the Corps of Cadets the broad national significance of West Point as one of America's cherished institutions, candidates for the Distinguished Graduate Award will be graduates of the United States Military Academy who have demonstrated a strong interest in supporting West Point throughout their lifetimes. In July of each year, the West Point Association of Graduates will send to each Society nomination forms for the Distinguished Graduate Award. The suspense for nominations is normally mid-November. More information about the award is available online at WestPointAOG.org/DGA. Administration for this award is handled by the WPAOG President's office.

- ★ **Distinguished Society Award** - West Point Societies, in existence since 1926, have long advanced the interests of the United States Military Academy. In view of that fact, during the May 1994 meeting of the Board of Trustees of the West Point Association of Graduates, the West Point Societies Committee proposed the establishment of a Distinguished Society Award. Presented at the annual Leaders' Conference, the award recognizes those Societies whose service, as characterized by the effectiveness of their activities and programs, has made a significant contribution to the support of the United States Military Academy and its graduates, and whose activities and programs serve to enhance the image of the Military Academy in their local communities. More information about the award is available online in the Society Leader Toolkit. Administration for this award is handled by the Society Services Department – Society-Support@wpaog.org.

- ★ **Local Leadership Awards** - A successful program that several Societies now run annually one that works nicely with admissions efforts, is an award, sponsored by the Society, to the junior in each local high school who epitomizes what West Point represents. This type of award can be based on the same characteristics that we look for: leadership, character, scholarship, and athletics. The students should be selected by the faculty and

nominated for the award based on criteria established by the Society. Administration for this award is handled by the individual Society.

- ★ **Nininger Award** - The Award is given to an exemplar of heroic action in battle. In addition to recognizing the recipient for his or her bravery as an individual, the Association regards the recipient as a given year's representative of all West Point-commissioned officers who have heroically led Soldiers in combat. Each year, a joint USMA-WPAOG task force reviews information on graduates who have received awards for valor. Practice has been to recommend a representative, decorated West Point graduate who is (1) a relatively recent graduate, (2) on active duty, and (3) available to travel to West Point in September to receive the award. When possible, the awardee participates in branch week activities, junior leaders' panels, etc. The awardee is approved by the Superintendent and the West Point Association of Graduates' Board of Directors.
- ★ **Thayer Award** - Established in 1958, The West Point Sylvanus Thayer Award is presented yearly to a citizen of the United States, other than a West Point graduate, whose outstanding character, accomplishments, and stature in the civilian community embody characteristics in consonance with West Point's motto "Duty, Honor, Country." In July of each year, the Association of Graduates will send to each Society nomination forms for the Thayer Award. The deadline for nominations is normally mid-November. More information about the award is available online at WestPointAOG.org/thayeraward. Administration for this award is handled by the WPAOG President's office.

Policies

WPAOG maintains many internal policies. Below are some policies that Societies are expected to acknowledge and adhere.

- ★ **Privacy Policy** - Graduate contact information is available for purposes of Society administration. The information provided by WPAOG is the property of West Point Association of Graduates. Use of this listing for any other purpose, including, but not limited to, reproducing and storing in a retrieval system by any means, electronic or mechanical, photocopying or using the addresses (electronic or otherwise) or other information contained in this listing for any private, commercial, political or religious mailing, or other form of communication, is strictly prohibited and is in direct violation of copyright and constitutes misappropriation of corporate property. Such unauthorized use may also violate the rights of privacy and/or publicity of individuals listed herein and result in significant legal action.
- ★ **Establishment of New Societies** - A graduate, former cadet, widow or widower of a graduate, or anyone else who wishes to belong to a West Point Society should first determine if there is a Society in his or her area. If so, and if that Society's rules permit that individual's membership, it is best to join the existing Society. West Point Societies are listed online at WestPointAOG.org/Societies. If no West Point Society exists within convenient traveling distance, any group of graduates may form a new Society and are encouraged to do so. More information is available online in the Society Leader Toolkit.
- ★ **Trademarks** - Only officially licensed vendors may produce goods or offer services that bear USMA-licensed indicia. For more information about specific guidance on the use of the licensed indicia please visit usma.edu/dsi/SitePages/trademarks. A letter to the Societies from the Licensing Director is also available in the Society Leader Toolkit.
- ★ **Dissemination of Information** - Occasionally, WPAOG receives requests to broadcast information to graduates or their families. If the information is in line with WPAOG's mission to serve West Point and its graduates it may be included in a once-a-month email to Society Presidents, who will determine if the information should be shared with their constituents. If the information pertains to graduates in the specific locations, classes, or shared interest groups, WPAOG, in its sole discretion, will selectively share the information with the appropriate constituent group leaders.

- Society leadership is encouraged to share Society event information with Alumni Services for posting on the online events calendar.
- Graduates seeking to broadcast to their West Point graduates are also encouraged to utilize WPAOG's open source social media platforms such as Facebook and LinkedIn.
- Graduates or employers desiring to find or post jobs are encouraged to use SACCentralOnline.com.
- For business-to-business networking, Graduates are encouraged to network using WPAOG's career services and social medias.

★ **WPAOG Fundraising Policy For Outside Organizations** - WPAOG's purpose is to further the ideals West Point, promote the welfare of the Military Academy, and to support and serve its graduates. Normally, use and employment of WPAOG's assets, resources, and information and communications services is restricted to missions directly supporting WPAOG's purpose. Furthermore, WPAOG fundraising authority is limited to needs specified by the Superintendent, USMA, or the Board of Directors, WPAOG. Requests for exception to this directive must be sent to the Chief Operating Officer, West Point Association of Graduates. Societies are normally considered independent organizations; however, they do have operating agreements with WPAOG, which authorize their employment of WPAOG information and communications systems within their constituent groups. Societies may use their discretion to determine whether or not to use WPAOG systems to advertise or disseminate information on worthy causes other than USMA or WPAOG. However, normally, the support of these causes should support the purpose of the Association of Graduates by projecting the brand of USMA or WPAOG in a positive light within the group's constituents.

Prayers and Songs

Music from the West Point Band is available online at usma.edu/band/SitePages/audio.aspx. The Society Leader Toolkit has links to WPAOG photos of the Academy and the West Point YouTube page.

OFFICIAL WEST POINT MARCH

West Point, at the call,
 Thy sons arise in honor to thee,
 May thy light shine ever bright,
 Guide thy sons aright,
 In far-off lands or distant seas.
 Thy name first above all,
 Through all the years thy motto we will bear;
 We, thy sons as we fight,
 May we strike for the right,
 Alma Mater, ever for thee.

ALMA MATER

Hail, Alma Mater, dear!
 To us be ever near,
 Help us thy motto bear,
 thru' all the years.
 Let Duty be well performed,
 Honor be e'er untarn'd,
 Country be ever armed,
 West Point, by thee!

Guide us, thine own, aright,
 Teach us by day, by night,
 To keep thine honor bright,
 For thee to fight.

When we depart from thee,
Serving on land or sea,
May we still loyal be,
West Point, to thee!

And when our work is done,
Our course on earth is run,
May it be said, "Well done.
Be thou at peace."
E'er may that line of gray
Increase from day to day;
Live, serve, and die, we pray,
West Point, for thee!

CADET PRAYER

O God, our Father, Thou Searcher of human hearts,
help us to draw near to Thee in sincerity and truth. May
our religion be filled with gladness and may our worship
of Thee be natural.

Strengthen and increase our admiration for honest
dealing and clean thinking, and suffer not our hatred of
hypocrisy and pretense ever to diminish. Encourage us in
our endeavor to live above the common level of life.

Make us to choose the harder right instead of the
easier wrong and never to be content with a half truth
when the whole can be won.

Endow us with courage that is born of loyalty to all that
is noble and worthy, that scorns to compromise with vice
and injustice and knows no fear when truth and right are
in jeopardy.

Guard us against flippancy and irreverence in the
sacred things of life. Grant us new ties of friendship and
new opportunities of service. Kindle our hearts in
fellowship with those of a cheerful countenance, and
soften our hearts with sympathy for those who sorrow
and suffer.

Help us to maintain the honor of the Corps untarnished
and unsullied and to show forth in our lives the ideals of
West Point in doing our duty to Thee and to our Country.
All of which we ask in the name of the Great Friend and
Master of All. Amen.

BENNY HAVENS, OH!

Come fill your glasses, fellows, and stand up in a row.
To singing sentimentally we're going for to go;
In the Army there's sobriety, promotion's very slow.
So we'll sing our reminiscences of Benny Havens, Oh!

Chorus

Oh! Benny Havens, Oh! Oh! Benny Havens, Oh!
We'll sing our reminiscences of Benny Havens, Oh!
To our kind old Alma Mater, our rockbound highland home,

We'll cast back many a fond regret as o'er life's sea we roam;
Until on our last battlefield the light of heaven shall glow.
We'll never fail to drink to her and Benny Havens, Oh!

Chorus

Oh! Benny Havens, Oh! Oh! Benny Havens, Oh!
We'll sing our reminiscences of Benny Havens, Oh!
May the army be augmented, promotion be less slow.
May our country in the hour of need be ready for the foe;
May we find a soldier's resting place beneath a soldier's blow,
With room enough beside our graves for Benny Havens, Oh!

Chorus

Oh! Benny Havens, Oh! Oh! Benny Havens, Oh!
We'll sing our reminiscences of Benny Havens, Oh!

ARMY BLUE

We've not much longer to stay,
For in a month or two,
We'll bid farewell to "Kaydet Gray,"
And don the "Army Blue."

Chorus

Army Blue, Army Blue,
Hurrah for the Army Blue,
We'll bid farewell to "Kaydet Gray,"
And don the "Army Blue."
With pipe and song we'll jog along,
Till this short time is through,
And all among our jovial throng,
Have donned the Army blue.

Chorus

To the ladies who come up in June,
We'll bid a fond adieu,
Here's hoping they be married soon,
And join the Army too.

Chorus

Here's to the man who wins the cup,
May he be kind and true,
And may he bring "our godson" up,
To don the Army Blue.

Chorus

'Twas the song we sang in old plebe camp,
When first our Gray was new.
The song we sang on summer nights,
That song of Army Blue.

Chorus

Now fellows, we must say good-bye,
We've stuck our four years thru,
Our future is a cloudless sky,
We'll don the Army Blue.

Chorus

THE CORPS

Herbert Shipman (with text amendments of June 2008)

The Corps! The Corps! The Corps!
The Corps! Bareheaded salute it, with eyes up thanking our God
That we of the Corps are treading where they of the Corps have trod.
They are here in ghostly assemblage, the ranks of the Corps long dead.
And our hearts are standing attention, while we wait for their passing tread.

The Corps of today, we salute you, the Corps of an earlier day.
We follow close order behind you where you have pointed the way.
The long gray line of us stretches through the years of a cent'ry told.
And the last one feels to the marrow the grip of your far-off hold.

Grip hands with us now tho' we see not.
Grip hands with us strengthen our hearts.
As the long line stiffens and straightens with the thrill that your presence imparts.
Grip hands, tho' it be from the shadows while we swear as you did of yore,
Or living or dying to honor The Corps! and the Corps! and the Corps!



Society Support Department

West Point Association of Graduates

698 Mills Road

West Point, New York 10996

Society-Support@wpaog.org / 845.446.1612