

TEACH – COACH – MENTOR – LEAD

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Community Outreach and Giving Back

By Charlie “Hooah” Poulton

What is Community Outreach and giving back?

We are more likely to know what community outreach can be if we search the news or are active in the community you live in. Many of our communities in this great nation would not be able to function properly without people reaching out in the community to make life better for someone else or even a group of people. These people normally do not make anything public unless someone highlights what they are doing and makes it known. They are in fact silent warriors.

I would like to provide you with some examples of how I did community outreach in one community I lived in for seven years after I retired from the military and my civilian job.

I attended as many local community activities as possible in the towns of Motley and Staples, Minnesota. This provided me with the opportunity to get to know the people in those communities and find out what was important to them. I also attended the local veterans’ organizations meetings to see if I wanted to be part of the organization. I found that they were very patriotic and that there was a need to reach out to the local veterans and provide them assistance. I needed to plug in somewhere and decided to attend the Staples Veterans Park Committee. In a chance encounter, I was asked to sit on the board as a member. In addition, I was approached by one of the prominent doctors who wanted to partnership with the Veterans Administration through the local hospital.



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This doctor knew that I had a heart for veterans as well as the community and the doctor asked me to attend the state level meeting with her. What came out of all of this? We began a program in the local area and to become one of the first programs in the United States to obtain a level-4 rating with the Veterans Administration. In the end we provided assistance to hundreds of veterans.

I became the person who coordinated the fund raising for the Park Committee and we managed to raise \$20,000 each year I was involved. In addition, I became a guest speaker for events such as Memorial Day, 4th of July, and Veterans Day. It was always an honor to attend and be able to speak to the large crowds.

Another project I started was getting my dog Ranger certified as an official Therapy Dog at the local Care Center and VA facilities. Each week, Ranger and I visited at least 15 Veterans who were either in hospice care or living in care centers due to medical problems. Ranger became a local hero. Both Ranger and I were part of a special Honor Guard team. On average, we attended 25 veterans' funeral a year in our local area by coordinating with the local American Legion and DMV. My wife and I also worked at the local soup kitchen and food banks.

Last but not least was finding a local area church to call home. Through our working in the church, we met hundreds of new people and along with that, local connections we were able establish monthly outings to the Poulton property and Ranger beach. Each summer forty young people were chosen by the local community churches to come to our home. These young people would arrive at 5:00pm on a week night and we would have a shooting competitions, canoe racing, and a good old-fashion fire with a cook out. Of course, safety was a priority and the NRA identified our program as Gun Safe and even provided assistance. In addition, I provided a bible lesson each month.

Enough of what I was able to do in this community. I provided all of this to give you an idea of what I believe Community Out Reach and

Giving back can be. It is much easier to paint a picture verbally then give Webster's version.

Do you have to get involved at this level? No, you do not. But I would tell you to find time to reach out in some area that you are passionate and make the community a better place to live. That is what community outreach and giving back is all about. HOOAH!

Note: You do not have to be retired from the military. While stationed at Fort Bragg, North Carolina, my family and I were heavily involved in the local community and even became Fort Bragg Family of the Year. Not bragging, just telling you that you can be involved in your community while on active duty. Is it hard to balance your job, family, and involvement in community? Yes, but you made your community a better place to live.

Member Spotlight

Andrew J. "Andy" Perkins, CW3 (Ret)
Active Duty April 1970 – August 1980
andy@bestwa.org
www.bestwa.org

In December 1998, I flew into Monrovia, Liberia, in the midst of a brutal civil war.

For the next 6 years, until November 2004, I went to Liberia whenever I could. I eventually established a micro-loan and small business development program under the auspices of an outside organization. The brutal 14-year civil war ended August 14, 2003. In 2004, the organization I had been working with decided to end my program.

In November 2004, I started my own organization. It took until 2006 for me to get things together. I flew Liberia by myself for the whole month of February 2006. My best friend, Jurdo, and I spent days dreaming and planning of what we might do to help the people of Liberia. During a walk on streets of Buchanan I saw a four-year-old tiny little girl being sexually exploited. Instinctively, I turned and strode down the alley.

The man ran away. The little girl was very angry with me as I had just ruined her opportunity to get a handful of rice.

This experience convinced me that I could do good by opening a feeding center for people like that little girl. In May 2008, with the help of friends and a small grant, we opened our first feeding center for 150 children. We only took those children who were medically malnourished, and many of these children were stunted physically and mentally from the years of near starvation. The high number of infant and child deaths due to malnourishment led me to find a local clinic to treat those children for ten dollars each.

I found it necessary to train my staff on the use of the clinic. This is so important in a poor country such as Liberia where people do not have the money for doctors. They tend to avoid clinics until diseases or injuries are so severe that the probability of survival is low. I came up with a list of times when they were required to take the children to clinic, such as if they had a fever, if they wouldn't eat, if they stayed home from eating because they felt sick, and so forth. etc. On my next trip I had a meeting with the supervisors and cooks and security to train them. In that meeting many of our staff were very angry with me. They felt we would be wasting our money. Most of those children would not really need the clinic. How do you explain to people in the poorest country in the world with an 83% unemployment that if only one in ten children in the feeding center needed the clinic, I was willing to waste \$100 on saving one life? To them that was the crazy talk of a filthy rich person. The outcome was wonderful because we have not lost one child to malaria, typhoid, dysentery, or cholera in the last five years. Now we are feeding 1,000 children daily.

After food and health care, I realized few of our children were in school because school is not free in Liberia. If you have no money for food, school is a luxury. Liberia has the lowest elementary participation rate in the world. The literacy rate is very low, especially for girls. If we turn out healthy teenagers who can't read and write, we are

sentencing them to the same life of ceaselessly scratching for survival their parents have. We began to include education in the cost to feed a child.

In June of 2008, I had another of many life-changing events in Liberia. Our directors, Jurdo and Victoria, had a grandchild who needlessly died in their arms at birth of asphyxiation. Liberia has the world's second worst maternal mortality and the fourth worst infant mortality rates in the world. Grand Bassa, Rivercess and Sinoe, an area of around 500,000 people where I work, is the epicenter in Liberia of death during childbirth. In 2009 we purchased six acres where we are building a birthing clinic, the first in that area. I have a Memorandum of Understanding with the new Grand Bassa Community College whereby they will do the classroom teaching and we will do the clinical training of midwives. We hope to open this clinic soon because few births in Liberia are attended by a health professional. My goal is to change that. A clinic will save perhaps a few hundred women and babies a year. Trained midwives will save thousands.

Meanwhile we train trainers to distribute and train pregnant mothers in the use of birthing kits. These are very simple kits designed by World Health Organization and put together by the ladies in our church in Midlothian, Texas. The kit includes a clean ground cloth, a clean string for tying the umbilical cord, a clean new single-edge razor for cutting the cord, and other very basic supplies that fit inside a gallon zip lock. Many, if not most, rural Liberian women give birth on the ground behind their house. They do not give birth in their house because it makes a mess that is hard to clean up on a dirt floor.

We are just starting training our staff to train our children in "Sexual Exploitation and Abuse". Most of our children have suffered in some way in this area and are still in danger every day. I could not look myself in the mirror without doing something significant about this. I had to educate myself in this uncomfortable area and write a policy. We are just beginning training the trainers.

The thing that drives my life and all I do is the fact that I have been given so much grace by people and especially by God. I am just a crazy, self-educated, hyperactive man that is about to turn 70. I have a great life and worthwhile stuff to keep me busy and out of trouble most of the time, and I am asking God for 20 more good years. My 10 years on active duty taught me how to get things done with few resources but willing minds and bodies.

I cherish my experiences even though the period I was in on active duty, April 1970 to August 1980, was not the most pleasant time in that arena. We weren't respected by the public, and during the years after Vietnam resources were ridiculously scarce. But the lasting friendships and esprit de corps I enjoyed during that time are still with me and instruct the way I live my life every day.

Monthly Themes

All members are encouraged to write articles and provide content for the AMLA Times. If you'd like to submit content for a specific issue, we are ready to receive that content at any time, there is no need to wait. In order to ensure they are added to your desired issue, there are deadlines posted next to each issue, this gives us time to insert, format, review, and publish each issue on time. We encourage you to send us your content as soon as you have it completed, preferably before the 15th of the previous month

The themes for the remaining AMLA Times for FY19 are listed below:

Issue

Apr 2019 – Mentorship

May 2019 – Membership Drive

Jun 2019 – Setting Yourself Apart, Branding

Jul 2019 – Leading

Aug 2019 – Building Morale, Esprit de Corps

Sep 2019 – Back to School, Refocusing

Email all of your content to:

public_relations@amla-tcml.org

Monthly Board of Directors Meetings

Monthly Board of Directors Meetings are conducted at 7:00pm. The next scheduled meetings will be held on the following dates:

March 20, 2019

April 17, 2019

May 15, 2019

All members are encouraged to attend these meetings by calling in with phone number (515) 604-9300, with the Access Code 294964.

The monthly meeting agenda can be found on the AMLA Facebook page or on the AMLA website. If any member wishes to comment or share an idea there is time before we close the meeting to hear from you. Let us know you're on the call.

Professional Reading List

Check out the professional reading list on the AMLA website. If you have read any good books that support our AMLA mission and vision please share them. Send the link to Jonnee' Carter and we will add it to this list.

<https://www.amla-tcml.org/professional-reading-list/>

We are looking for someone to create and maintain a blog for AMLA. Amongst other relevant topics, we have several articles that we would like to share and believe a blog would be the best forum for that.

2019 Elections

AMLA's Board of Directors elections will be coming up in June. If you are interested in any of the Executive Board of Director positions please send a letter of interest and a small biography to governance@amla-tcml.org. Our job descriptions can be found on the AMLA website in the Original Bylaws (2016).

2019 Campaign Plan

(Resolution 2019-04)

We need your help. Attached to this newsletter is the 2019 Campaign Plan identifying AMLA's various objectives.

Please join one of our committees listed here to help us accomplish our goals for our organization. If you are remotely interested or have any experience kick-starting a campaign or a committee like this we need your expertise and new innovative ideas.

4th Annual Golf Tournament



AMLA will host its 4th annual golf tournament on Saturday, June 29, from 8:00 am to 12:00 pm in Charlottesville, Virginia. The course location is still to be determined, so save the date and stay tuned!

2nd Annual Alumni Dinner



AMLA will host its 2nd annual JAG Legal Administrator Alumni Dinner on Friday, June 28, from 6:00 pm to 9:00 pm in Charlottesville, Virginia.

The venue is still to be determined, so save the date and stay tuned! We hope to see you there!



ASSOCIATION OF MILITARY LEGAL ADMINISTRATORS

CAMPAIGN PLAN FY2019

AS OF JANUARY 15, 2019



Vision

Through continued fellowship, the Association seeks to preserve old friendships, uphold the values of military service, and to continue to share knowledge in an ongoing mission of teaching, coaching, mentoring and leading.

Mission

The Association is a values-based veteran's organization seeking to preserve old friendships, to support and uphold the values of military service, and to continue to share knowledge in an ongoing mission of teaching, coaching, mentoring and leading.

ENGAGEMENT LEADER: TBD

ENGAGEMENT LEADER: TBD

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Area of Emphasis 1

Public Awareness

Deliver a measurable, impactful, and broad-based Campaign that elicits public confidence as well as legitimizes and connects members and donors to the core principles of our existence.

Objective 1a: Brent Reeves

Ambassador Program.
Build awareness by reaching out to, and connecting with, past and present Legal Administrators and Legal Administrative Officers.

Action 1a1: Define the Program

Action 1a2: Develop the Program

Action 1a3: Execute the Program

Objective 1b: Rebekah Stuyvesant

Candidate Outreach Program.
Build awareness by reaching out to, and connecting with, newly accessed Legal Administrators and Legal Administrative Officers

Action 1b1: Define the Program

Action 1b2: Develop the Program

Action 1b3: Execute the Program

Objective 1c: Matt Casey

Social Purpose Marketing.
Build awareness through ongoing internal and external communications with the Public through varying media strategies.

Action 1c1: Define the Campaign (Scan, Plan, Implement, Evaluate)

Action 1c2: Develop the Campaign (Newsletters, Branding, etc.)

Action 1c3: Execute the Campaign

Objective 1d: TBD

Strategic Partners.
Build awareness through dedicated goodwill partnerships that embrace our cause and align themselves with our vision and values.

Action 1d1: Support Action that develops this Objective (abbreviated)

Action 1d2: Support Action that develops this Objective (abbreviated)

Action 1d3: Support Action that develops this Objective (abbreviated)

Objective 1e: Membership-at-Large

Community Connections.
Build awareness through individual goodwill endeavors that elicit public confidence and share the core principles of our existence.

Action 1e1: Support Action that develops this Objective (abbreviated)

Action 1e2: Support Action that develops this Objective (abbreviated)

Action 1e3: Support Action that develops this Objective (abbreviated)

Area of Emphasis 2

Education & Engagement

Promote continued development of our core principles – support through teaching, coaching, mentoring, leading – and bolster opportunities, manage expectations, develop relationships, and ignite the passion to see the future of our organization.

Objective 2a: Jonnee' Carter

Reading Program.
Promote a culture of awareness through learning opportunities and essential strategies for teaching, coaching, mentoring and leading.

Action 2a1: Define the Program

Action 2a2: Develop the Program

Action 2a3: Execute the Program

Objective 2b: TBD

Webinars.
Promote a culture of education through targeted, timely, and relevant learning.

Action 2b1: Define the Program

Action 2b2: Develop the Program

Action 2b3: Execute the Program

Objective 2c: Katrina Steddum

Scholarships.
Promote a culture of growth and continuing support by providing financial opportunities to eligible beneficiaries.

Action 2c1: Define the Program

Action 2c2: Develop the Program

Action 2c3: Execute the Program

Objective 2d: Eddie Hernandez-Gomez

Associate Membership.
Promote growth through a campaign offering greater levels of interaction within our membership Community and the Public.

Action 2d1: Support Action that develops this Objective (abbreviated)

Action 2d2: Support Action that develops this Objective (abbreviated)

Action 2d3: Support Action that develops this Objective (abbreviated)

Objective 2e: Membership-at-Large

Member Connect (Bridging the Gap).
Promote a culture of Community and continuing support through individual exchange and engagement with our Network.

Action 2e1: Support Action that develops this Objective (abbreviated)

Action 2e2: Support Action that develops this Objective (abbreviated)

Action 2e3: Support Action that develops this Objective (abbreviated)

Area of Emphasis 3

Advocacy

Exercise potent strategies that illuminate the commonality of underlying issues that face our membership-at-large and establish lasting solutions to overcome them.

Objective 3a: William Teeple

Veteran Success Program.
Inspire and empower veteran success beyond military service through a dedicated network of support and administration.

Action 3a1: Define the Program

Action 3a2: Develop the Program

Action 3a3: Execute the Program

Objective 3b: Jim Steddum

Charitable Transparency.
Communicate and promote the organization's message and purpose and instill public trust in a meaningful and impactful way.

Action 3b1: Support Action that develops this Objective (abbreviated)

Action 3b2: Support Action that develops this Objective (abbreviated)

Action 3b3: Support Action that develops this Objective (abbreviated)

Objective 3c: Jim Steddum

Veteran Service Organization Accreditation.
Establish and communicate an honest and developing culture that promotes competency and credibility recognized Nationwide.

Action 3c1: Support Action that develops this Objective (abbreviated)

Action 3c2: Support Action that develops this Objective (abbreviated)

Action 3c3: Support Action that develops this Objective (abbreviated)

Objective 3d: TBD

Systematic Support.
Align the efforts of our organization with other charities involved in similar purpose that may gift or seek funds for charitable purposes.

Action 3d1: Support Action that develops this Objective (abbreviated)

Action 3d2: Support Action that develops this Objective (abbreviated)

Action 3d3: Support Action that develops this Objective (abbreviated)

Objective 3e: Membership-at-Large

Service through Support.
Pledge to be informed, build relationships, increase visibility of, and seek responsibility in, our enduring mission of Community.

Action 3e1: Support Action that develops this Objective (abbreviated)

Action 3e2: Support Action that develops this Objective (abbreviated)

Action 3e3: Support Action that develops this Objective (abbreviated)

Area of Emphasis 4

Sustainability

Establish an environment sufficient to ensure the future of our charitable purposes that formalizes and fosters a culture promoting success through organizational functioning.

Objective 4a: William Teeple

Capital Fundraising.
Build and prioritize a diverse revenue stream to fund core and innovative programs costs.

Action 4a1: Develop a sustainable financial structure

Action 4a2: Develop a sustainable and dynamic business model

Action 4a3: Develop sustainable financial function and infrastructure

Objective 4b: William Teeple | Jim Steddum

Authentic Purpose.
Instill a constant, consistent sense of focus for the leaders, members, and followers of the organization's charitable purpose.

Action 4b1: Support Action that develops this Objective (abbreviated)

Action 4b2: Support Action that develops this Objective (abbreviated)

Action 4b3: Support Action that develops this Objective (abbreviated)

Objective 4c: TBD

Mentorship.
Develop and nurture an environment of caring, sharing, and positive influence amongst members.

Action 4c1: Support Action that develops this Objective (abbreviated)

Action 4c2: Support Action that develops this Objective (abbreviated)

Action 4c3: Support Action that develops this Objective (abbreviated)

Objective 4d: Jim Steddum

Board Recruitment.
Seek out, nominate, and/or encourage talented individuals for board membership consideration through effective governance practices.

Action 4d1: Support Action that develops this Objective (abbreviated)

Action 4d2: Support Action that develops this Objective (abbreviated)

Action 4d3: Support Action that develops this Objective (abbreviated)

Objective 4e: Membership-at-Large

Mutual Missions.
Establish an individual culture of personal enrichment through volunteer service and meaningful engagement.

Action 4e1: Support Action that develops this Objective (abbreviated)

Action 4e2: Support Action that develops this Objective (abbreviated)

Action 4e3: Support Action that develops this Objective (abbreviated)

Association of Military Legal Administrators
Annual Golf Tournament - Best Ball

Save the Date

Saturday, June 29 from 8:00 AM to 12:00 PM

TBD -
Charlottesville, VA



Save the Date

Annual JAG Legal Administrator Alumni Dinner

HOST: Association of Military Legal Administrators 571-732-2375

WHEN: Friday, June 28 from 6:00 PM to 9:00 PM

WHERE: TBD - Charlottesville, VA