

Semper Fi

"THE SCUTTLEBUTT"

<http://www.mcltraecoheedet115.org/>

April 2017 Edition



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SSgt Walter F. "Trae" Cohee III
Detachment # 115
Salisbury, MD

DETACHMENT OFFICERS

2016 - 2017

Commandant: Bob Miller

Senior Vice Commandant: Ed Elder

Judge Advocate: Ed Hearthway

Paymaster: Andy Bouma

Sgt-At-Arms: Jeff Merritt

Junior Vice Commandant: Roger Martinson

Junior Past Commandant: Ed Elder

Adjutant: Richard Hyson

Chaplain: Rhuel Goslee

Web Sergeant: Don Elseroad

Original Charter Date May 10, 1970

MEETING TIME & PLACE

Meetings are always held on the second Wednesday of each month. The next regularly scheduled meeting would be held on May 10th, 2017 at 1900 (7:00 P.M.) at the American Legion Post 64, 1109 American Legion Road, Salisbury, MD 21801.

Please make every effort to attend.

Upcoming Holiday's & Events

<u>May 4</u>	<u>May 14</u>	<u>May 20</u>	<u>May 29</u>
 <p>National Day of Prayer</p>			 <p>© wondercliparts.com</p>



Save the Date

Spring OWC Packing Party!

Join Us Sunday, May 21

415 Joe Morgan Road, Sharptown, MD

(Sharptown Fireman's Carnival Grounds)

Packing Begins At 9AM

As always, lunch will be served. Feel free to bring a dessert!

Join Us for Breakfast at 7:30 AM

**American Legion Post 218 203 State St. Sharptown, MD
(Around the corner from the Fireman's Memorial Building!)**

All you can eat breakfast buffet

\$8.00/ person

THIS EVENT IS INVITATION ONLY.

Please RSVP to jemerritt314@yahoo.com

2017 Mideast Division Conference will be June 23-25, 2017 hosted by Department of North Carolina at the Double Tree Hilton Hotel Raleigh-Durham Airport at Research Triangle Park, 4810 Page Creek Lane, Durham, North Carolina, 27703. Tel: 1-919-941-6000 after May 17, 2016 for reservations. Room rate: \$99.00 plus room tax. Free breakfast and parking provided. Check out the hotel on the following link:

<http://doubletree3.hilton.com/en/hotels/north-carolina/doubletree-by-hilton-hotel-raleigh-durham-airport-at-research-triangle-park-RDUDADT/index.html> More information will be provided as it becomes available.

2017 MCL National Convention

August 13 - 18, 2017

At the Sheraton Overland Park at the Convention Center, 6100 College Boulevard, Overland Park, KS, 66211. Sheraton Web-Site: <http://www.sheratonoverlandpark.com/>

Book By Phone: 1-866-837-4214. Room rate: \$115.00 with 18% tax, free parking, free breakfast and free wifi.

<http://www.mclnational.org/Portals/11/Documents/Convention/2017%20National%20Convention%20Business%20Agenda.pdf?ver=2017-04-13-142335-347>

<http://www.mclnational.org/Portals/11/Documents/Convention/Convention%20Registration%20Form%202017.pdf?ver=2017-04-13-142335-377>

"Sick or in Distress"

MCL Members Ed ELDER, Lee HOLLOWAY, Ed HEARTHWAY, Gloria HOWARD, Walt and Jeanne COHEE are having or have recently had various health problems. Detachment member Tom CORCORAN answered the final roll call on February 4th, 2017. Please keep these folks and their families in your thoughts and prayers.

"Membership Happenings"

(Please advise the Editor of any errors or omissions)

MAY "HAPPY BIRTHDAYS"

6th Amanda MARTINSON
15th Rhuel GOSLEE
22nd Renee KELLEY

MAY ANNIVERSARIES

6th Amanda & Roger MARTINSON (7 yrs)

<u>AY MCL ANNIVERSARIES</u> None Known	<u>MEMBERSHIP RENEWALS DUE IN MAY</u> John FISHER Tina LINDSTROM
<u>WELCOME ABOARD</u> None reported to your editor	<u>MEMBERSHIP'S RENEWED</u> None reported to your editor

DON'T LET YOUR MEMBERSHIP LAPSE

Because of recent changes made by National HQ, if your name appears above to renew your dues, please contact your paymaster shown below and he will advise you of the amount you would need to send him to renew your dues. Then make your checks made payable to "MCL Det 115" and send it to our paymaster

Andy Bouma, Paymaster
32175 Bonhill Dr
Salisbury, MD 21804-1464
410-341-4616

aboumajr@gmail.com



VA's Rule Establishes a Presumption of Service Connection for Diseases Associated with Exposure to Contaminants in the Water Supply at Camp Lejeune

VA to provide disability benefits for related diseases

WASHINGTON – The Department of Veterans Affairs (VA) regulations to establish presumptions for the service connection of eight diseases associated with exposure to contaminants in the water supply at Camp Lejeune, N.C. are effective as of today.

“Establishing these presumptions is a demonstration of our commitment to care for those who have served our Nation and have been exposed to harm as a result of that service,” said Secretary of Veterans Affairs, Dr. David J. Shulkin. “The Camp Lejeune presumptions will make it easier for those Veterans to receive the care and benefits they earned.”

The presumption of service connection applies to active duty, reserve and National Guard members who served at Camp Lejeune for a minimum of 30 days (cumulative) between August 1, 1953 and December 31, 1987, and are diagnosed with any of the following conditions:

- adult leukemia
- aplastic anemia and other myelodysplastic syndromes
- bladder cancer
- kidney cancer
- liver cancer
- multiple myeloma
- non-Hodgkin's lymphoma
- Parkinson's disease

The area included in this presumption is all of Camp Lejeune and MCAS New River, including satellite camps and housing areas.

This presumption complements the health care already provided for 15 illnesses or conditions as part of the Honoring America's Veterans and Caring for Camp Lejeune Families Act of 2012. The Camp Lejeune Act requires VA to provide health care to Veterans, who served at Camp Lejeune, and to reimburse family members, or pay providers, for medical expenses for those who resided there for not fewer than 30 days between August 1, 1953 and December 31, 1987.

Marines launch new ad campaign: 'Battles Won'

The Marine Corps is launching a new recruitment ad campaign meant to draw millennials by showing Marines as not only strong warriors but good citizens.

"Battles Won" is the name of the campaign that includes TV ads and online clips of Marines unloading "Toys for Tots" boxes and real video of a Marine veteran tackling an armed robber.

The campaign has been in the works for months, but its release comes as the Marine Corps' image has taken a beating amid an investigation into nude photos of female Marines posted without their consent on a private Facebook page used by Marines.

The military's smallest branch is also considering replacing its iconic slogan, "The Few. The Proud. The Marines." (U.S. Marine Corps via AP)

The Marine Corps is in the process of trying to boost its numbers and recruit more women, and the new TV ads include clips of women in combat fatigues. But Marine Corps officials said the campaign is not aimed at a particular demographic other than those of recruiting age.

The Marine Corps shared the campaign with The Associated Press ahead of its official rollout Friday in conjunction with the first weekend of the hugely popular March Madness college basketball games.

The military's smallest branch is also considering replacing its iconic tagline, "The Few. The Proud. The Marines" -- one of the most successful ad campaigns of the 20th century.

The campaign includes clips of Marines unloading "Toys for Tots" boxes. (U.S. Marine Corps via AP)
The short, simple phrase highlighted the elite status given to Marine warfighters and drew recruits after the draft in the 1970s. It will continue for now as the Marine Corps' tagline in promotional materials or on the backs of T-shirts.

Marine Corps officials said the branch needed a recruitment ad campaign that portrayed who Marines are and why the Marine Corps exists.

"Battles Won" is designed to drive home the message that mental, moral and emotional strength are as important as physical toughness. The campaign was created around three concepts, fighting self-doubt, fighting the nation's battles and fighting for what's right, officials said.

"It focuses on what we believe is the irreducible essence of a Marine -- which is the fighting spirit," said Lt. Col. John Caldwell, assistant chief of staff, marketing and public affairs at the Marine Corps Recruiting Command. "It's the promise that we make that if there is a fight in which we engage in, we will win. We'll win that battle and also become a responsible member of our community post-service."

The campaign comes as the Marine Corps aims to dramatically increase in size and add more women among its ranks, though Marine Corps Commandant Gen. Robert Neller acknowledged the nude photo scandal may hurt female recruiting. Neller has said he wants women to make up 10 percent of the force, which currently has the lowest percentage of all the services at about 8 percent. Marine Corps officials also have said the 182,000-strong force should grow to at least 194,000.

Neller has vowed to hold Marines accountable for the Facebook scandal and acknowledged that changes have to be made in the Marine Corps culture, where some male Marines don't accept women in the ranks.

A Los Angeles marketing specialist, Isaac Swiderski, said the campaign spots fail to show women in leadership roles, which could have helped attract female recruits. But he noted the community service spots may appeal to millennials.

A Marine veteran in Los Angeles, Michael Hjelmstad, said the campaign could help balance the public's view of the Marine Corps as it works to restore its image from the Facebook page scandal.

"Recent social media stuff has given a black eye to the whole family, and I think that's something the Marine Corps needs to deal with in a way of branding. So I think it's important now that they show what we're all about," he said. "I think this campaign is trying to speak to the breadth of what the Marine Corps really is."

There have been other campaigns like "If Everybody Could Get In The Marines, It Wouldn't Be The Marines" and "We're Looking for a Few Good Men."

But none has stuck like "The Few. The Proud. The Marines." It was launched in 1977, a few years after the draft ended and the U.S. armed forces became an all-volunteer military. It is enshrined on the Advertising Walk of Fame on New York's Madison Avenue and embodied the prestige and feeling of exclusivity of serving in a branch often referred to as a "brotherhood." That stood out among ads for the other branches that highlighted steady employment and job training.

Despite its success, the Marine Corps is considering the possibility of inventing a new tagline that might resonate with today's generation.

"Whether or not a new tagline is introduced is to be determined," Caldwell said. He said he did not know when that decision would be made.

The latest ad campaign was crafted by J. Walter Thompson, the same ad agency that created "The Few. The Proud."

Retired Marine Gary Solis, a Georgetown University law professor who served 26 years in the Corps, said the "Battles Won" message is diluted by trying to show the Marine Corps as a diverse organization that plays a role in everything from providing disaster relief to helping communities to fighting on the battlefield.

"What drew me into the Corps when I was 19 years old was that I was joining America's Spartans," he said. "I have nothing against community service or good citizenship, of course, but it seems to me the primary strength of the Marine Corps is its renown as superior warfighters. But I'm not a recruiter's target anymore. Perhaps younger men and women are attracted by something different than I was. But I have my doubts."

RAO Bulletins

Each month your editor attempted to review all RAO Bulletins and put articles deemed important to veterans into our newsletters.

However, what may be important to me may not be important to you and I may very possibly overlook something you as a veteran might like to know about, so I am providing a link below that will take you to the current bulletin so that you might look it over. The below bulletin is dated April 15th, 2017 and must be viewed before May 1st, 2017 when it will go off-line.

[http://www.nhc-ul.org/Bulletin%20170415\(PDF%20Edition\).pdf](http://www.nhc-ul.org/Bulletin%20170415(PDF%20Edition).pdf)

EVERY DAY PRAYER REQUEST

"Lord, hold our troops in your loving hands. Protect them as they protect us. Bless them and their families for the selfless acts they perform for us in our time of need. Amen."

FREEDOM IS NOT FREE
Support Our Troops



I pledge allegiance to the flag of the United States of America and to the Republic for which it stands,
One Nation under God, indivisible, with liberty and justice for all.

From your editor

If you are receiving this newsletter via "Snail Mail" and have email capability, please email me at 53usmc73@bvunet.net so that I can add you to my address book and cut down on the postage.

Any comments or suggestion on what should be in our newsletter! Articles/information you need! Let me

know! The newsletter will go to press on or about the weekend following each meeting.
Don Elseroad, Editor

LINKS TO CHECK

Many of you if not all skip over these links. If you do you are missing out on some good stuff.

http://www.cem.va.gov/burial_benefits/

<https://www.youtube.com/embed/bC2XIGMI2kM>

<http://www.doyletics.com/tidbits/militaryadvice.pdf>

http://wallvthekat.tripod.com/A_Pages/AA-Videos-YOU-Tube/Clydesdales.html

-- *Once a Marine, Always a Marine* –
OOORAHHH !!!!!

GOD BLESS AMERICA

