

Chapter 1 – IMCEA

What is IMCEA?

Renowned in the industry as a trusted source of Morale, Welfare, Recreation (MWR)/Services information, IMCEA — the International Military Community Executives' Association — educates MWR/Services professionals worldwide about the strategies, technologies, products, and services required to successfully operate their facilities. IMCEA supports the continued growth and success of the industry by offering: a membership program; world-class educational opportunities and events; respected publications and research; certification, awards, and scholarships; and a comprehensive online resource.

This chapter will help you to understand who IMCEA is, what we offer our members, and where the Association is headed in the future.

Brief History of IMCEA

Established in 1972 as an association for military club managers, the objective then was to advance and improve the operation of military clubs worldwide. The newly formed organization planned to improve the image of and promote the professionalism of military club personnel. IMCEA intended to direct its efforts toward proper recognition of club personnel for their accomplishments.

These objectives still stand today with one major exception: IMCEA now encompasses **ALL** aspects of military MWR/Services.

Today, IMCEA is the only international organization targeted specifically to all managers in military MWR/Services. And the military market is unique in many ways. When IMCEA formed, there was a definite need for a professional organization just for military club managers. The organizational strengths and structure developed over the past 40 years continues to serve military club managers well. As with any organization, IMCEA has evolved over the years and now that same structure and those same strengths are available to all MWR/Services managers throughout the military communities. IMCEA provides a vehicle for military community executives to exchange viewpoints and ideas and share information. We pride ourselves on giving our members the specific information and solutions they need to manage the challenging and ever-changing demands of their programs and facilities.

MWR/Services business is BIG business! Billions of dollars in appropriated and non-appropriated funds are spent each year to provide viable recreation, family and leisure programs. IMCEA is active in developing and presenting management and leadership programs to augment the training provided by the Department of Defense (DoD) and Department of Homeland Security (DHS), protecting interests of MWR/Services professionals, and protecting and ensuring the long-term viability of the DoD and DHA efforts to improve the quality of life of uniformed service personnel and their families and their mission readiness, retention, and resiliency.

IMCEA's mission is to assist the individual MWR program and activity managers in developing techniques and management skills necessary to assure an outstanding military MWR/Services

system.

IMCEA also offers a certification program, the Certified Military Community Executive (CMCE) designation, for MWR/Services professionals who achieve the highest levels of professional experience, job knowledge, and professionalism. (By reading this CMCE Study Guide, you are preparing yourself to join this elite group of MWR/Services professionals.)

IMCEA is a private, non-profit member-based organization, chartered in Texas as a 501(c) (6) nonprofit corporation. Our membership is comprised of MWR/Services professionals from the US Army, Air Force, Navy, Marine Corps, and Coast Guard who manage military MWR/Services programs. Our members can be found at virtually every military base and installation throughout the world.

The IMCEA Constitution and Bylaws is available on our web site for any member to review at www.imcea.org.

IMCEA Membership

IMCEA membership is structured to offer several different options for both professionals within the military services and those in the industry who support military MWR.

(a) A Regular Member is any person, military or civilian, actively engaged in the management or supervision of military MWR programs and activities and filling a position of Director, Advisor, Manager or Assistant Manager. A Regular Member may also be any person who is assigned to various levels in the DoD, DHA, or the Military Service Headquarters and who has a close working relationship with the military MWR system. A Regular Member also includes those individuals filling Position Memberships. Due to the variance in titles utilized in the various branches of the Services, eligibility for membership according to the above named positions shall be determined by the position held by the applicant in the MWR management structure.

(b) An Affiliate Member is any person who is classified as an instructor in an educational institution, military or civilian, which educates personnel for positions in military MWR/Services activities and other organizations that are related to the MWR/Services industry through the work they do and services they provide, but do not qualify as Regular, Position or Associate Members of IMCEA.

(c) An Associate Member is any person engaged in an industry which supplies materials or services to the Military MWR program. The number of Associate Members from any one company may not be limited.

(d) A Retired Member is any person who has held a position which entitled him/her to membership as a Regular or Associate Member, but due to retirement, is no longer eligible for membership in any of these categories.

(e) An Honorary Member is any person who is so designated by the Board of Directors for outstanding contribution to the profession or to the military MWR system.

(f) A Professional/Complimentary Member is any person who is designated by the Board of Directors as a partner and affiliate of IMCEA who contributes significantly to enhancing the

goals or objectives of this Association as well as those other organizations that share the vision of this Association.

(g) A Lifetime Member is any person who is qualified in categories (a), (b), or (d) above and desires to pay a one-time fee, to be determined by the Board of Directors, to become a lifetime member.

IMCEA Chapters

IMCEA Chapters have played a major part in IMCEA's history. IMCEA Chapters encourage local and regional training and networking amongst peers. A viable, dynamic chapter creates a sense of community within a given geographic area. Chapters offer a forum to discuss concerns, interests, ideas and solutions to common problems.

For more information about Chapters, visit <https://imcea.org/chapters/imcea-chapters-information/>.

Certified Military Community Executive (CMCE) Certification Program

The Certified Military Community Executive (CMCE) Program is a mark of distinction and achievement. Those who have earned the CMCE designation are recognized as achieving the highest levels of job knowledge and leadership. The IMCEA CMCE Program enjoys the distinction of being the only military Morale, Welfare, and Recreation (MWR) certification program that is nationally registered by the National Certification Commission. To attain the CMCE designation, petitioners must accumulate an established number of job experience, education and additional points, as well as achieve a minimum passing score on a rigorous written examination.

The purpose and objectives of the CMCE are to raise the professional standards of the MWR/Services management profession by awarding special recognition to those individuals who, by fulfilling prescribed standards, have demonstrated a high level of technical competence, knowledge and ethical fitness for holding management positions in the industry.

The goals are to make available to MWR/Services professionals a procedure for recognition of personal and professional achievement in the MWR/Services profession. To identify persons with exceptional knowledge of the management principles and technical expertise required in the military MWR/Services management profession. To encourage managers in the profession to participate in a continuing program of professional development, and to make the public more conscious of qualified, ethical and professional managers in the military MWR/Services system.

Those who earn their CMCE receive recognition of professional experience, education, and leadership in military MWR/Services management. They get formal acknowledgement of CMCE status by IMCEA through presentation of the CMCE distinctive lapel pin and Certificate of CMCE Award and they earn the right to use CMCE initials after their name. Recertification is required every three years.

For more information on the CMCE program, to petition to be recognized as a CMCE designee, or to recertify visit <https://imcea.org/certification/cmcedesignation/>.

IMCEA Publications and Communication

Since 1972, IMCEA has been the preeminent source providing MWR/Services professionals with the tools they need to succeed in the ever-changing world of military MWR/Services.

Through a partnership with EBM Publications, IMCEA members receive a personal copy of any of the following magazines:

Military Club and Hospitality

Government Food Service

Government Fitness and Recreation

In addition, IMCEA publishes a monthly e-newsletter, *Connections*, which is a rich resource of news and information for members.

IMCEA Resource Guide and Associate Member Directory

The IMCEA Resource Guide and Associate Member Directory is a central listing of vendors specific to the needs of MWR/Services operations. Formerly an annual printed directory, the guide is now on-line as part of the IMCEA website, which allows for real-time information.

<https://imcea.org/resource/welcome.php>

The IMCEA website <https://imcea.org/> is an easy way to access information about all things IMCEA. Whether it is news about staff, local chapters, hot new products, or our online resource guide, this easily navigated site has everything you need. You will also find links to connect with us on Facebook, Twitter, and LinkedIn; great resources for real-time information. Having a website also offers multiple options for expansion, member participation, and additional services such as virtual tradeshow, training modules, and forums. It is a must for communicating information to our members.

IMCEA Tradeshow, Conferences and Exhibits

IMCEA Tradeshow and Conferences, whether virtual or on location, provide an ideal way to connect directly with a highly targeted group of MWR/Services professionals looking to share knowledge and learn about what is shaping the future of the industry.

IMCEA also partners with organizations such as the National Restaurant Association, Catersource, and the National Recreation and Parks Association to provide further opportunities for members.

For additional information and future updates on virtual events, attending or exhibiting at any of these conferences visit the IMCEA website at www.imcea.org.

IMCEA Awards

The IMCEA Awards Program is designed to recognize outstanding achievement and exceptional contributions to the military MWR/Services profession. Each year, IMCEA offers five awards to professionals who distinguish themselves among their peers through demonstrated leadership and excellence in the conduct of military MWR/Services operations. One award is also given to

an IMCEA Associate member in recognition of their strong support of the Association and military MWR/Services programs. The IMCEA Awards Program is peer-based. Nominations are solicited from and submitted by IMCEA members. Selection of award recipients is made by the IMCEA Board of Directors and Executive Committee. The awards are described below:

IMCEA Hall of Fame

Induction into the IMCEA Hall of Fame is the highest honor bestowed on an IMCEA member. Each year, IMCEA selects one IMCEA member for induction. The general membership submits nominations for induction. Inductees achieve major success within the military MWR profession through consistent exemplary leadership, innovation and creativity, dedication, caring and resourcefulness. They possess and actively practice the highest state of values and serve as examples for others to follow. They are proven leaders in their field. Their contributions to uniformed service personnel and their families worldwide and to IMCEA are unmatched by their peers.

MWR Leadership Award

The MWR Leadership Award was established by the IMCEA Board of Directors in 1992 to formally recognize senior officials (Service level or higher) who consistently demonstrate exceptional leadership skills and who make particularly significant contributions to the betterment of military Morale, Welfare, and Recreation programs. Award recipients must display courage of conviction, teamwork, innovation, creativity, and genuine caring for the programs designed to improve the quality of life for uniformed service personnel and their families worldwide.

The IMCEA and Paul Reece Founders Award

The IMCEA and Paul Reece Founders Award was established in January 2006 after the death of one of IMCEA's Founders, Paul Reece. The recipients of this award are those who are instrumental in establishing and developing active chapters, those that are responsible for membership recruitment in large numbers that help to keep our organization strong, and other such achievements that directly relate to the growth and sustainment of IMCEA.

Roy C. Olson Memorial Award

Prompted by the death of Roy Olson in 1988, the IMCEA Board of Directors developed the Roy C. Olson Memorial Award to recognize the MWR/Services professional who best exemplifies the high quality of standards of leadership and skill in MWR/Services management set by Roy Olson while serving in the Marine Corps and as a Navy Club Manager. Awardees are chosen for their outstanding contributions to military MWR, as evidenced by demonstrated leadership, professionalism, dedication, innovative skill, and caring.

IMCEA Associate Council Achievement Award

Established in 1980, the IMCEA Associate Council Achievement Award recognizes IMCEA Associate Members for exceptionally outstanding support of the Association and military MWR/Services programs. Awardees must display consistently outstanding support of IMCEA activities and programs while providing unparalleled support of military MWR/Services

programs through initiatives such as information sharing, sponsorship, and innovation within their respective industry.

Irving Rubenstein Memorial Award

Formerly known as the "MWR Rookie of the Year Award," the Irving Rubenstein Memorial Award recognizes one MWR/Services professional from each of the five branches of the Armed Forces who has been in an MWR/Services management position for less than two years. It was established to memorialize the outstanding example set by its namesake, Irv Rubenstein, CMCE, who passed away in 1996. Irv Rubenstein was the epitome of teaching, coaching, and mentoring young MWR/Services professionals. The award provides an incentive for young managers to aspire to great achievement in military MWR/Services early in their careers. Winners of the Irving Rubenstein Memorial Award display exceptional management skill and leadership, achieve particularly outstanding performance results in their respective programs, and possess great potential for continued success in military MWR/Services.

Scholarships

The International Military Community Executives Association Scholarship Fund was established to assist young men and women to further their education beyond the high school level. Each year IMCEA awards one of each of the following:

Roy C. and Dorothy Jean Olson Memorial Scholarship

Upon the death of IMCEA member Roy C. Olson, the International Military Community Executives Association, aided by donations from its membership, established the Roy C. and Dorothy Jean Olson Memorial Scholarship. Applicant must be a son or daughter of a current Regular or Position IMCEA member. The applicant must be graduating from high school in the school year of application submission or be currently enrolled in a college or university.

The Robert W. Brunsman Memorial Scholarship

Upon the death of IMCEA Hall of Fame member Robert W. Brunsman, CCM, CMCE, the International Military Community Executives Association, aided by donations from its membership, established the Robert W. Brunsman Memorial Scholarship. In keeping with Brunsman's philosophy of encouraging professional development, IMCEA awards the scholarship annually to an MWR/Services professional continuing their education.

Leadership

The IMCEA Board of Directors is the volunteer, policy-making body of the Association elected by the members. The entire Board is composed of individuals representing the broad membership of the Association, industry advisory representatives, and the IMCEA Chapter Presidents. Of these, four are Officers of the Board: President, President-elect, Vice President, and Secretary-Treasurer. All Board members have pledged their time and energy to maintain IMCEA as an organization of service and support for MWR professionals worldwide. IMCEA's Board and Officers bring strong leadership skills both within the industry and the association. The Board provides strategic direction for the association by prioritizing the programs and services to be offered to members. For information about the current Board of Directors, visit

<https://imcea.org/about-us/leadership>.

IMCEA: Looking Toward the Future

IMCEA is the only association that serves both the MWR/Services professional and the industry that supports MWR/Services. We get through the gates and onto the desks and computers of MWR/Services Professionals. IMCEA aims to be wherever our members need us.

“In unity there is strength applied to management in a greater sense than in any other field of endeavor,” said IMCEA Hall of Fame member (1977) T. E. White. (Club Executive Magazine ad for the newly forming IMCEA, December 1970)

Those words are the essence of IMCEA — an organization is only as strong as the foundation on which it is built. IMCEA is only as strong as its membership. IMCEA is your Association. It is here to support you, provide you knowledge and information, and to aid you in any way it can. IMCEA members have taken IMCEA to new heights over the years and continue to do so each and every day.

Going forward, IMCEA has several goals. We will continue to expand our membership base to encompass all facets of MWR/Services and the industry that supports military MWR. IMCEA will continue to provide programs and services that provide members information and knowledge to effectively and efficiently operate their facilities and businesses. IMCEA will also continue to further improve the value of IMCEA training opportunities, be a catalyst and leader in training and education about subjects that enhance sales, customer services and general business practices, while providing members the opportunities to network and learn from their peers.

MWR professionals unite in IMCEA to learn how to be the best in the business. IMCEA teaches you management skills and keeps you informed about new products and trends in customer preferences. IMCEA is the only association that serves the special needs of the MWR/Services professional. If you’re involved in managing a club, bowling center, restaurant, catering service, golf course, library, fitness center, community activities center, or any other service that improves the quality of life for military personnel, you need IMCEA.

If you supply products and services to the military MWR arena, want more exposure, or simply want to show your support, you need IMCEA.

Summary Chapter 1

IMCEA, the International Military Community Executives’ Association, established in 1972, is the only international organization targeted specifically to all managers in military MWR/Services.

