Welcome to 2015! What goals have you set for yourself in this New Year? Have you made a list of resolutions that you are determined to keep? IMCEA has several opportunities to help you meet your career goals this year!

Add some credentials to your nametag by studying and completing our Certified Military Community Executive (CMCE) certification, the only military Morale, Welfare, and Recreation (MWR) certification program that is nationally registered by the National Certification Commission. For more information about obtaining or renewing your CMCE, contact John Walker, john@imcea.org.

Be sure to look for our annual awards and scholarship applications coming in March. Did you know that IMCEA offers two scholarships valued at $1,000 each? Are you interested in advancing your career by furthering your education? Do you have a child graduating from high school and enrolled in college? Find out more at https://imcea.org/awards/scholarship-info/. Also, don't be embarrassed to toot your own horn when it comes to award nominations. Often we are our own worst critics instead of our own best champions. Read through the award information on our website and don’t be afraid to mention it to your supervisors if you feel you qualify, or perhaps even give a leg up to a deserving peer. And leaders, don’t forget that the best acknowledge those that support them every day. Nominate those hardworking MWR employees for recognition. Step to the front of the line this year and take charge of your future!

We are also continuing with our virtual tradeshow and will update you when new content has been added. If you haven’t had a chance to check it out, please do so at your earliest convenience. Register at https://imcea.org/trade-show-online-registration/.

This year continues to bring challenges with budgets and funding; things we have unfortunately become accustomed to over the past few years. Despite these difficulties, IMCEA continues to work on your behalf. We are here to help! Stay engaged; let us know what you need and use your IMCEA network to make connections. Have a wonderful New Year!

Best Regards,

Melissa Wells,
Director, Marketing and Communications

Join the IMCEA Virtual Tradeshows - now open!
Register here to start connecting with current industry trends and training!
Air Force Implements Food Transformation Initiative at Warren AFB
Submitted by Jim Krueger, CMCE

F. E. Warren Air Force Base, WY - The completely renovated and modernized Chadwell Dining Facility held a ribbon cutting ceremony November 21, 2014, to mark the completion of its Food Transformation Initiative (FTI) renovation project. This $2.3M FTI renovation project facilitates enhanced menu offerings for more than 220 Essential Station Messing (ESM) meal card holders in addition to the entire base populace to include all military, family members, retirees, civilians and contractors. An integral part of the renovation was transforming the serving area into more of a food court type setting typically seen at colleges, universities and corporate dining operations. Destination dining is accomplished using multiple serving “stations” such as a UFOOD Grill and Mongolian Grill stations in addition to a deli, pasta bar and mainline as part of the new menus, recipes and serving standards incorporated by our business partners, Sodexo. The new menus/recipes will allow our military chef’s to promote health and wellness by providing a wider variety of healthier meal choices for our guests. Under FTI, Sodexo provides an on-site, full-time Executive Chef to assist in enhancing the culinary skills of our military chefs. Along with the renovation comes expanded operating hours providing more availability to our Airmen’s ever changing needs/lifestyles. The addition of campus dining, part of the FTI, allows our ESM customers to use their meal entitlement to eat in any NAF Food & Beverage outlet using their ESM privilege and not have to pay for their meal out of pocket.

Find us on FaceBook.
The Coast Guard recently announced its annual MWR Program of the Year award. The award is designed to recognize noteworthy MWR accomplishments of varying size units, whether afloat or ashore. The award winner in each category receives plaque recognition and $1,000 for their morale fund. The award runner-up in each category receives plaque recognition and $750 for their morale fund. The third place receives plaque recognition and $500 for their morale fund. This year, the Coast Guard Foundation provided an additional $6,000 to the award winners as a way to say, “thank you for a job well-done,” and highlight the importance of the MWR program in contributing to the readiness, retention, and resiliency of Coast Guard commands.

The MWR Program of the Year includes six categories based on various sizes of MWR programs. The six classes are Large, Medium, and Small Ashore, and Large, Medium, and Small Afloat. Each size category is judged on the same eight program elements: Programming, Customer Service, Marketing Methods, Leadership and Professional Development, Financial Management, Facilities/Equipment Improvement Initiatives, Recognition, and any other Additional Reports. By rating the MWR accomplishments in each element, a selection committee determined first, second, and third place for this annual Service-wide award recognition. In turn, the winning MWR Programs benefit by receiving additional funding and being recognized as leaders in leveraging their MWR programs to support Coast Guard families.

This year, Base Cape Cod was selected as the MWR Program of the Year in the Large Ashore Unit. Base Kodiak won the second place award and Training Center Petaluma earned third place in this category. Sector Lake Michigan was selected as the Program of the Year in the Medium Ashore Unit category. Air Station Barbiers Point won second place and Air Station Miami took third place in this category. Station Chatham was selected as the MWR Program of the Year in the Small Ashore Unit and Air Station Houston earned second place in this category. The Coast Guard Cutter Kukui was selected as MWR Program of the Year in the Large Afloat Unit category and the Coast Guard Cutter Boutwell won second place in the Large Afloat Unit category. We are proud to recognize these commands for their accomplishments!

Wreaths Across America Honors Veterans

During the holiday season, IMCEA Director John Walker and his wife Katy attended a wreath laying ceremony at Fort Sam Houston National Cemetery with Wreaths Across America. This organization strives to honor veterans by placing wreaths at veterans’ cemeteries and memorials at locations around the country and beyond. From their website: “Our mission, Remember, Honor, Teach, is carried out in part by coordinating wreath laying ceremonies on a specified Saturday in December at Arlington, as well as veterans’ cemeteries and other locations in all 50 states and beyond. We also organize a week of events including international veteran’s tributes, ceremonies at State Houses and a week-long “Veteran’s Parade” between Maine and Virginia where we stop along the way to spread our message about the importance of remembering our fallen heroes, honoring those who serve, and teaching our children about the sacrifices made by veterans and their families to preserve our freedoms.

This week of events is made possible by thousands of volunteers who organize local ceremonies, raise funds to sponsor wreaths, and participate in the events. We receive no government funding. The cost of our programs is paid by individual wreath sponsors, corporate donors and volunteer truckers. We also coordinate veteran services and recognition through a variety of programs, and provide schools with teaching aides for projects throughout the year.”

You can find more information at www.wreathsacrossamerica.org.
IMCEA Partners with Celebrity as Producer of the 2014-2015 MWR Technology Toolbox Educational Workshop Series

The International Military Community Executives Association (IMCEA), administrator for the Certified Military Community Executive (CMCE) designation, has partnered with Celebrity Systems Corporation for 2014-2015.

In previous years, the workshop series has been produced in conjunction with the Armed Forces Food & Beverage Training Workshops and similar trade events, serving military MWR communities. With increasing budget restraints for travel, and the IMCEA's decision to focus on virtual workshops programming, Celebrity has decided to take the workshops on the road. The tour will travel to different installations, presenting technology workshops for MWR managers and key personnel looking for real-world opportunities to generate increased revenues using the hottest new digital technologies.

Workshops will profile case histories of the most successful MWR installations, including Warrior Zones and Liberty Centers, focusing on the latest digital technologies from gaming to LED lighting, apps and social media to touch screen control systems, theater systems to self-contained multi-player gaming stations.

"We are delighted to once again partner with Celebrity for these great workshops," said Melissa Wells, IMCEA Chief of Marketing and Communications. "Our past collaborations have been highly successful, and we think this new concept for delivering educational programming directly to installations will go a long way toward keeping MWR professionals updated on all the latest technologies coming to market," she continued.

According to Celebrity's Mark Velligan, attendees will also get the opportunity to "touch and feel" a selection of the newest products by way of a Mobile Technology Lab that tandem with the workshops. The demonstrations are made possible by the tour's technology sponsors, including ScreenPlay Entertainment, Bosch Communications Systems, MYE Club TV Systems and EV Electrovoice, with others coming aboard as the tour launches in June.

For more information about this tour or to apply, see pages 9 – 10.

To confirm that your installation is scheduled, contact Mark Velligan at 949-742-0454 or by email at info@mwrtoolbox.com, or visit mwrtoolbox.com
The IMCEA Virtual Tradeshows has been extended!
Due to continued interest and participation, the IMCEA Virtual Tradeshows has been extended!

Don’t miss out on your chance to participate!
Register here now!

The Joint Services Prime Vendor Program offers up to date information along with Food and beverage tips, trends and insights on their Food for Thought blog. Check it out here for more information!
IMCEA is no longer issuing ID cards to new and renewing members. Please submit all membership requests or questions to John Walker at john@imcea.org.

The REVISED Certified Military Community Executive (CMCE) Study Guide is now online! IMCEA now makes getting your CMCE certification even easier! Complete the application and send it in for approval. Then use the FREE, online study guide to prepare for your exam! You will have the honor of wearing the CMCE initials after your name before you know it — and the pride in taking an important step toward career advancement! Take a look at the updated study guide at https://imcea.org/certification/cmcestudyguide/.

Program Updates

Military Community and Family Policy Weekly eNewsletter: http://www.militaryonesource.mil/mcfp/weekly

Joint Family Support Assistance Program (JFSAP) Newsletter: http://www.militaryonesource.mil/jfsap/enewsletter


IMCEA and the National Restaurant Association have partnered to provide IMCEA members with ServSafe® Food Safety and ServSafe Alcohol® online training and certification at a special discounted price.

The ServSafe food safety and ServSafe Alcohol online courses allow you to take training on your own schedule and spend less time away from the operation, at a lower overall training cost. Click here for more info.

Is your Certified Military Community Executive (CMCE) Certification up for Renewal?

One amazing benefit of your membership with IMCEA is the ability to become CMCE Certified. The only military Morale, Welfare, and Recreation (MWR) certification program that is nationally registered by the National Certification Commission. As with any certification, you have to re-certify every three years. Recertification is easy! All you have to do is fill out the form on our website https://imcea.org/wp-content/uploads/2012/04/cmcerecognition1.pdf and send it in to us. The cost for re-certification is $50.

We are in the process of sending out reminders to those members who need to re-certify. You do not want to let this prestigious certification lapse! For questions about CMCE certification, or your CMCE status, please contact John Walker at john@imcea.org.

Where Are They Now?

Looking for a past member? Trying to catch up with an old friend? Want to let everyone know what’s new with you? Post your questions, comments and contact information here!
2014-2015 Tour
MWR Toolbox Workshop and Mobile Technology Lab

No travel funding? No problem...We’re coming to you!

If you have attended any of our past interactive workshops at trade events such as MWR and GSA Expos, Armed Forces Food & Beverage Workshops, Bwol Expo, Cater Source Military Workshops, you already know the value in keeping up with the latest in proven MWR technologies. This year we are taking our workshop and technology demonstrations directly to you!

Learn | Touch | Succeed

www.MWRtoolbox.com

Who should attend the MWR Technology Toolbox Workshop?
Deployment Forces Managers • Business Operations and MWR Marketing Managers • Club Managers
Recreation, Youth and Teen Center Managers • Indoor/Outdoor Recreation Professionals • Contracting Officers
Bowling Managers • Food & Beverage and Catering Managers • Fitness Operations Managers

What will we learn at this workshop?
More than ever, mind-boggling technological breakthroughs continue to influence entertainment, fitness and other MWR rec center operational solutions. The MWR Toolbox Workshop and Mobile Technology Lab will give your MWR managers a hands-on look at the very latest innovations being used successfully in Warrior Zones, Liberty Centers and more. [Guest speakers at select workshops] Subjects and technologies include:

- Real-world opportunities to generate revenues from today’s digital technologies
- Case studies of cutting-edge sound, light, video and fitness products with specialized integrations
- Face time with guest speakers bringing in-depth technology, product and implementation knowledge
- How Apple and Android apps are changing the way we live, work and play
- Use of touch-screen control systems to better manage entertainment, meeting rooms and energy consumption
- Deployed forces compact packaging and systems for meetings and indoor/outdoor recreation
- Learn how financing options, including rental and lease-to-own programs, can stretch your operating budget
- A study of the FEEDS Principle: Flexibility / Expandability / Economy / Dependability / Simplicity

What kind of technology demonstrations will we be able to see?
You will not only be “seeing” many of these latest technologies, but our Mobile Technology Lab is designed for you to touch, feel and experience a broad range of new products such as power gaming systems, touch-screen control systems, portable systems, Apple and Android wireless integration, interior/exterior digital signage, surveillance/security systems, outdoor cinema, and fitness including the latest generation of hybrid electric bicycles! Our sponsors include some of the most sophisticated and innovative technology manufacturers serving the military marketplace worldwide.

How can we book the MWR Technology Toolbox for our base or facility?
It’s easy! Tours are now being scheduled in geographic regions across the nation. Just call us at 949-742-0454 or register your installation at MWRToolbox.com/register. We will contact you to confirm exact date(s) and review the details for your workshop.
Fax to: 949-892-1372 or register online >> MWRtoolbox.com/register

YES...Please schedule the 2014 MWR Technology Toolbox at our location!

I understand that Celebrity will contact me to discuss scheduling details including date and time of workshop, clearances, location, etc.

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Base or Installation Activity ________________________________

Business Address ________________________________________

City __________________________ State __________ Zip ______

Telephone(s) ______________________________ Fax __________

Email ____________________________

Do you have any special needs or concerns that would help us prepare your workshop? Please explain or call Mark at 949-742-0454.

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