

USMA POLICY MEMORANDUM # 66-99

SUBJECT: DAA and DIA Invited Guests Attending Superintendent Football Game Events

- 1. PURPOSE.** To outline the procedures to be followed by the Directorate of Academy Advancement (DAA), through the Association of Graduates (AOG), and the Directorate of Intercollegiate Athletics (DIA) when inviting guests to attend various Superintendent hosted functions and activities associated with football games.
- 2. APPLICABILITY.** This policy memorandum applies to DIA and DAA. When DAA is listed in this policy memorandum it is the responsibility of DAA to conduct direct coordination with AOG staff to ensure compliance to this policy.

3. BACKGROUND.

a. The Protocol Office is the principle agency in the overall coordination and execution of activities that support invited guests of the Superintendent during home and away football games. Superintendent guests are extended an invitation to attend these activities in a variety of ways that include:

- Leader Team personal guests
- Self invited guests/senior military and/or civilian prominent persons
- Recommendation of a Major Activity Director
- AOG invited donors, prospective donors and/or friends of the academy
- DIA invited donors, prospective donors and/or friends of the academy

b. This policy is intended to clearly define the procedure of extending invitations by DAA through the Association of Graduates and DIA. A standard procedure to provide Protocol necessary information pertaining to invited guests will substantially improve cultivation efforts through personal contact and relationships. In addition to developing a more effective understanding of guests particular requirements/desires along with improving the effectiveness of invites and attendance to the scheduled event and/or activity.

4. POLICY. DAA and DIA will develop lists of individuals invited to attend Superintendent events associated with a football game. DAA and DIA will extend invitations as required, monitor acceptance or regret responses, then provide the complete list of those attending the events to Protocol.

5. RESPONSIBILITIES

a. **Protocol** will:

- (1) Be the principal agency in the overall coordination and execution of activities that support invited guests of the Superintendent during home and away football games.
- (2) Consolidate proposed guest lists from DAA and DIA, then forward to the Superintendent for approval.
- (3) Consolidate DAA, DIA and Protocol's list of guests prior to each game, and provide the information during the Superintendent's football briefings.

SUBJECT: DAA and DIA Invited Guests attending Superintendent Football Game events

(4) Assist DIA with the annual Commander in Chief (CIC) reception as required.

b. **DIA** will:

(1) Maintain current mailing address, phone number and other information for members of both 5 Star and CIC program along with other DIA donors. This information will be maintained at DIA and provided to Protocol as requested.

(2) Extend invitations and monitor RSVPs for 5 Star and CIC members to attend football game events.

(3) Provide a guest list and invitation sample thru Protocol, SGS and the Chief of Staff for the Superintendent's approval. Must be done NLT 6 weeks before the CIC reception at Q-100 and prior to any invitation being extended. Upon Superintendent approval, DIA will extend the invitations and provide a read ahead to Superintendent as required by USMA Reg 25-2 and USMA Policy Memo #45-97 (Superintendent Involvement at Invited Functions).

c. **DAA** will:

(1) Maintain current mailing address, phone number and other information for guests. This information will be maintained at DAA and provided to Protocol as requested.

(2) Extend invitations and monitor RSVPs for DAA guests scheduled to attend football game events, activities and/or social functions as required.

6. PROCEDURES

a. **DIA**.

(1) Provide Protocol with an updated by name list of the 5 Star and CIC donors NLT 15 June each year in the format at TAB A.

(2) Forward to the Protocol Office NLT Friday the week prior to a scheduled home Football Game, a complete list of names of 5 Star and CIC members and their guests attending Superintendent Football game day events. List of names will be provided both on a disk and paper copy using the format at TAB B. **Note:** Any additional requirements (i.e. additional game tickets) and payment for events will be arranged within DIA.

(3) Develop name labels and assist Protocol in the issuing of name labels at Cullum Hall for guests attending selected events on football game day. **Note:** Name labels will be developed using Self-Adhesive Labels. Coordinate with Protocol for the appropriate font and information required on the label.

(4) Provide a representative to Cullum Hall NLT 30 minutes prior to the start of the coffee call and assist with the issuing of name labels and reception of guests.

(5) Extend invitations and monitor RSVP responses of attendees to the annual CIC member appreciation reception at Q-100.

MASG-PO

SUBJECT: DAA and DIA Invited Guests attending Superintendent Football Game events

b. DAA.

(1) Provide Protocol with a weekly updated by name list of the guests scheduled to be invited to each football game. First list provided to Protocol NLT 15 June in the Format at TAB A. Updates to the list will be provided to Protocol, NLT Friday the week prior to a scheduled football game.

(2) Develop name labels and assist Protocol in the issuing of name tags at Cullum Hall for guests attending selected events on football game day, see para 6a(3) above for procedure and requirements.

(3) Extend invitations and monitor RSVPs for DAA guests visiting WP in-conjunction with a DAA football game hosted event and/or function.

(4) Provide Protocol with proposed guest list as required. Name labels for these AOG sponsored events will be provided by DAA.

(5) Provide Protocol the proposed guest list of attendees participating in events and activities associated with the annual Alumni weekend. Lists must be received by Protocol, NLT 15 June, then updates as required. A final list will be provided to Protocol NLT Friday the week prior to the Alumni weekend football game using the format noted in para 6a(2) above. Name labels for these guests will be developed IAW 6a(3) above.

7. EXPIRATION. This policy is effective until superseded or rescinded.

FOR THE SUPERINTENDENT:

/ original signed /
GRANT M. SMITH
COL, EN
Chief of Staff

DISTRIBUTION:
A-E
Electronic

TAB A

SAMPLE

RECOMMENDED GUEST LIST

FOOTBALL 1999

<u>NAME</u>	<u>TITLE</u>	<u>SPOUSE</u>	<u>ADDRESS/Phone #</u>	<u>REASON</u>
Smith, John T.	COL	Mary	456 Maple Ave Stamford, CT 12543 718-624-5555	Coordinated over 50% of reserve Soldier actions to Support USMA trng.
Drake, Anne R.	Mrs.	Widow	136 Main St. New Windsor NY 45667 914-555-1123	Directly responsible for loan of 3 micro- Computers to D/SS
White, Larry W.	Mr.	Ms Susan Johnson	3 West 56 th Apt 3-G New York, NY 50336 212-663-7890	Donor to Blake Fld

****PLEASE PUT IN ALPHABETICAL ORDER

TAB B

C	R	L	G	H	FIRST NAME	LAST NAME	CY	SPOUSE	SENT	RESPONSE	REMARKS
2	2	2	2	0	Mr John A.	Brown	52	Linda	7/21	Yes/Mrs. Hayford (Secty)	Linda last name is Johnson, Williams G/O Brown
2	2	2	2	0	Mr. Phil M. (goes by PM)	Crist		Mary		Yes 8/17	G/O of Simms will attend post dinner at Q-100
1	1	1	1	0	LTC(R) Arnold R.	Simms	N/A	N/A	7/21	Yes 8/08	W/2 guests Phil&Mary Crist has 1 tix of own/needs 2 for Game
1	1	1	1	0	Mr William (Billy)	Williams	87	N/A		Yes/Mrs. Hayford	G/O of Mr Brown (Brown paying)
1	1	0	0	1	Mr. Louis	Willoughby	65	Marg	7/21	Yes 8/15	Only cullum and review, has own tix for TG and Game, stay at Q-100

NOTES:

C - Cullum Hall
R - Parade Review
L - Superintendent's Tailgate
G - Football Game
H - Hotel room requirements
 Names need to be in alphabetical order. Use remarks to provide as much information as possible, payment, additional names, special requirements, etc