

**U.S. NAVAL ACADEMY
ALUMNI ASSOCIATION
ATLANTA CHAPTER NEWSLETTER
NOVEMBER 2004**



**LIEUTENANT GENERAL ROBERT KELLER, USMC (RET.)
FORMER COMMANDER OF THE BLACK SHEEP SQUADRON
TO ADDRESS THE CHAPTER IN NOVEMBER**

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PRESIDENT'S CORNER

As Navy's Football record sits at a respectable 7 and 2, after a disappointing loss to Tulane, several Chapter members had the pleasure of hearing Navy Head Coach Paul Johnson address the Atlanta Touchdown Club on November 8 at Cobb Galleria. He is on a recruiting swing in the Southeastern U.S., and it is obvious from the reaction of those present that there is a great deal of respect for the job he does leading the Midshipmen. Of course he is already famous in Georgia for the record he piled up at Georgia Southern and he pointed out that he now has 11 Georgians on his rosters at the Varsity, JV, and NAPS levels. Last year Coach Johnson recruited the Defensive Player of the week from the podium at the Atlanta Touchdown Club, Greg Sudderth from Lilburn High School. Greg is now a plebe and backup Cornerback at Navy. This year Coach Johnson had his eye on a sharp looking young man who was the Lineman of the week, Matt Johnson of Starr's Mill High School, actually a Linebacker. We'll see how that works out, but I wouldn't be surprised to see him on Navy's roster next year.

The Rutgers game on Saturday, November 20, at 1:30 pm, will be carried on CSTV and can be seen at Jocks & Jills in Brookhaven. That's the only way you can see it in Atlanta, since it won't be on network TV.

The Army - Navy game on December 4 will be viewed by local West Point and Annapolis alumni

at TJ's Sports Bar in Roswell. Check the website for details on costs and sign up. You can sign up and pay on line or pay at the door. We had to change the venue from ESPN ZONE due to cost considerations. We are trying hard to keep our events affordable.

You will notice from the Events Schedule that we will have to move our Founders Day/Dark Ages event from Fernbank Museum to Cobb Galleria again due to cost considerations to keep a quality function at an affordable cost. The date is still Saturday, February 26 and the Superintendent, VAdm Rempt, is our Guest of Honor and speaker.

Other highlights of up coming events are another visit by the USNA Gospel Choir for Martin Luther King Week. They will be visiting area schools and performing at Ebenezer Baptist Church on January 15. The Atlanta Chapter will host a lunch for the choir members in the basement of the Church, and we will be honored by a famous alumnus, MGen Charles Bolden, USMC (Ret.) '68, who will speak at the concert, along with Ambassador and former Atlanta Mayor Andrew Young.

Again I remind you that your Chapter Board of Directors works hard to make these events come off with your enjoyment in mind. We request your support in making the events a success by encouraging your classmates, old shipmates, and squadron mates to join us. If you know any alumni in the area who are not participating, ask them to join us for our monthly luncheon meetings and other events found on our website. Spread the word.

Beat Army! Bill Rentz '55, Chapter President

Ms. Debbie Beck, Associate Director of Communications and Managing Editor of *Shipmate* Magazine Speaks at October Chapter Luncheon

Debbie Beck joined the U.S. Naval Academy Alumni Association in February 2004 as Associate Director, Communications, and Managing Editor of *Shipmate*. Debbie traveled to Atlanta to inform our Chapter members on her efforts to update and revamp *Shipmate* magazine.

The July-August '04 issue of *Shipmate* was the first issue to include many of the new design features and improvements that Debbie is implementing. With a couple of new issues to review before she arrived, mostly all comments about the new look were favorable!

Debbie said that Alumni were polled to help them decide how to proceed with changes. The primary results of that poll were:

- The "most read" sections of *Shipmate* are Class News and Chapter News. This came as no surprise.
- Alumni overwhelmingly want to receive their *Shipmate* as a hard copy magazine mailed to their doorsteps, as opposed to any type of online format.
- Ease of reading is very important to most.
- Most alumni want to see more, and better, feature articles.
- Alumni want to receive a minimum of 10 issues a year, no less.

One big challenge facing the *Shipmate* staff is producing ten issues per year with an eight issue per year budget! One way they are trying to do that is by reducing page count in each issue to reduce printing costs. Reducing page count without reducing content is the goal there. This means getting efficient with space and word count in all areas of the magazine. Since Chapter and Class news take up a large percentage of the total page count, *Shipmate* staff members are working with class and chapter Secretaries to eliminate the unnecessary and get word smart. In another efficiency effort, all of the in-house USNAAA products and services that used to be scattered throughout the magazine are now located in the same place near the back.

A nearly universal "suggestion" from those alumni present at the luncheon was to get more money allocated to the *Shipmate* budget! *Shipmate* is one of the most important ways for alumni to stay in contact with each other and with the Naval Academy. As such, those present said, *Shipmate* should be very high on the priority list when the budget is made.

Other changes that affect *Shipmate* indirectly are:

- The online web-based version of *Shipmate* will be undergoing some updates and changes to coordinate somewhat with the hardcopy.
- A new “History and Traditions” section is being added to the online *Shipmate* area on the USNAAA web site. This section will contain a variety of information, much of which is simply too large to be included in *Shipmate*. From time to time, there will be references included in *Shipmate* that will refer readers to specific information in this online section.
- Leadership updates from USNAAA President and CEO George Watt '73, will continue to be delivered via e-mail.

Many thanks to Debbie for taking time to visit us in Atlanta and take our input and suggestions back to Annapolis with her.

Upcoming Luncheon Speaker

Friday, November 19 – Lieutenant General Robert Keller, USMC (Ret.), an F-4U Corsair pilot, author, and former Commanding Officer of the Black Sheep Squadron.

Monthly Luncheon Details:

We hold monthly luncheons at noon on the third Friday of each month at:

Jocks & Jill's Sport Bar & Restaurant
4046 Peachtree Road NE
Atlanta, GA
Phone: (404) 816-2801

The cost is \$14. Please bring exact change if you can.

NOTE: The luncheon price INCLUDES service charges (tips). The food is always excellent; and they offer us three main dishes, plus salad, bread, and dessert.

Blue & Gold Officer's Update

The class of 2009 is well on their way with their applications to USNA. Currently, Georgia has 256 kids that are applying for the class of 2009.

If you know of a student that is interested in USNA, no matter what age, have them log onto www.USNA.edu and under “admissions” they can fill out a registration card or preliminary application. The entire USNA catalog is online at the web site as well as almost any information that a student would need with respect to applying or learning more about USNA. If a student is applying for 2009 and has not been in touch with their Blue and Gold Officer (BGO), they can email cindymiller@1990.usna.com and to get the information on their BGO. Each student that is applying gets a BGO assigned to them.

If you are interested in becoming a Blue and Gold Officer, I would love to talk to you about the program. BGOs perform counseling and interview students that are applying to USNA. A BGO performs a very important and needed service to the Academy Admissions office by providing a face-to-face interview with the candidate and evaluating the student for their true desire to attend USNA and serve in the Naval service. A BGO can be an active duty or reserve officer, retired military, a civilian who was an Academy graduate, or civilians who are parents of midshipmen or graduates. The program can be tailored to meet anyone's schedule. By working as a BGO, we ensure that the high standards of leadership, morals, athletic ability, and academics are maintained at USNA. It is a wonderful way to help young students and ensure the future of America.

E-mail Cindy Miller at cindymiller@1990.usna.com or call 770-650-8921.

