

Finding the True Meaning Of the Holiday Season



• NEW YORK

Partnership, gratitude and appreciation were key themes cited in remarks given by military resale leaders attending the American Logistics Association (ALA) New York chapter's holiday luncheon, held on Thursday, Dec. 10, at Manhattan's picturesque Water Club.

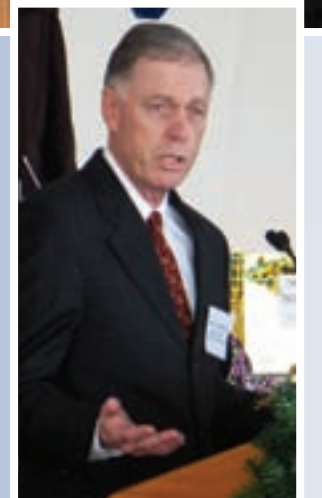
A record attendance of more than 120 military resale executives and industry members enjoyed the opportunity to meet, mingle and help raise money for scholarships for children of military servicemembers.

The luncheon program included entertaining and informative

updates from Philip E. Sakowitz Jr., director and chief executive officer (CEO) of the Defense Commissary Agency (DeCA); Marilyn Iverson, director of the Veterans Canteen Service (VCS); Capt. Edward N. Eng, USCG, commanding officer, Coast Guard Community Services Command (CGCSC); and Michael Tharrington, deputy director of business operations for the Marine Corps Personal and Family Readiness Division (PFRD), which oversees the Marine Corps Exchanges (MCX). All thanked the vendor partners in attendance for their support of commissary and exchange service patrons.

The wide-ranging array of prizes donated by manufacturers and brokers for the luncheon's silent auction and raffle generated a strong funding boost for the chapter's recently inaugurated scholarship fund. Called the Military Commanders' Scholarship Fund (MCSF), this program is for eligible college-bound children of servicemembers. The MCSF will award five scholarships this year. Jed Becker, president and chief executive officer (CEO) of EURPAC Service, Inc., helped kick off the scholarship fundraising with a very generous donation.

Pat Farley, vice president of the ALA New York chapter, noted, "In a year when so many are cutting back, the New York chapter of the ALA has pressed ahead and created a brand new scholarship fund for the sons and daughters of our military heroes. The Military Commanders' Scholarship Fund was so named to give honor to the long-standing sup-



port the chapter has received from the commanders and leaders of DeCA, Army & Air Force Exchange Service (AAFES), Navy Exchange Service Command (NEXCOM), Marines, Coast Guard, and the Department of Veterans Affairs (VA). The fund has been created to assist the children of active duty, reserve, Guard, and retired servicemembers of the U.S. Armed Forces. What better way to touch those who serve our country than to take care of their children?"

The ALA New York chapter's holiday luncheon was again ably presided over by Board Members Marvin Kenan, Joe Mugnai Jr., Patrick Farley, Denise Passarella, Linda Sharlin, Del Stella, Elizabeth Gilmore-Duddy, and Helen Scheller. —E and C NEWS



HOLIDAY LUNCHEON SPONSORS

The ALA New York chapter would like to thank everyone who supported the 2009 holiday luncheon, including the following companies which generously donated gifts for the event's auction and raffles to raise funds for the Military Commanders' Scholarship Fund (MCSF).

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Sarvis
The Singer Group
SMI
Sun Products Corp.
Unilever
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Save the Date!

The New York Chapter of the ALA extends a special invitation to YOU to come play 18 holes on the rolling hills of the beautiful West Point Golf Course, located on post at USMA West Point, N.Y., and help a worthy cause. This is a wonderful way to further support the Military Commanders' Scholarship Fund and enjoy a fantastic day of golf, food, fun and prizes.

Mark your calendar for Monday, June 21. If you have joined us in the past, we know you are coming back! If you have not yet had the opportunity, just send an email to helen@ebmpubs.com at *E and C News*, and she will make sure you get an invitation with all the event details.

Don't miss this special opportunity to play a one-of-a-kind course, and support the kids of our military heroes!