

**Then and Now Membership Publication  
Executive Overview for  
VFW Department of Wyoming  
09/18/2017**

- **BUSINESS MODEL**
  - All costs for the project and services described below are underwritten by PCI without regard to number of publications ordered.
- **PRIVACY**
  - Only members who agree to be included will be published.
  - PCI cannot use or re-sell your database for any purpose other than this project.
- **THEN AND NOW PUBLICATION STYLE**
  - Members will have the ability to submit up to two photos and answer custom narrative questions about their life and service. Please see the sample from Air Force Association on the back of this page. It is much more than a directory.
  - All submissions are included without regard to whether the member purchases the publication.
- **CLEANING AND VERIFYING CURRENT MEMBER DATA**
  - PCI will offer the following data cleansing services at no charge in addition to our outreach to your current members and lapsed members via postcard and email leading your constituents to call a dedicated 1-800 number for your project at our phone center located in our Corporate Office in Dallas, TX (over 85% of data updates come via inbound phone call).
    - National Change of Address
    - Telephone Verify and Append
    - Email Address Append
  - All data will be collected and returned to the Department on a weekly basis during the first 6 months of the 12 month project.
- **ROYALTIES**
  - \$10 per directory sold will be paid to the Department in the form of a royalty.
- **ADDITIONAL BENEFITS**
  - 50 complementary copies of the printed directory and 10 complementary copies of the Digital version.
  - Full color, hard bound cover
  - Full color 16 page introductory section
- **REFERENCE CONTACTS**
  - Texas VFW – Dan West, Past State Commander, 512.834.8535 x104
  - Florida VFW – Gene Perrino, Sr. State Adjutant/ Quartermaster, 540.886.8112
  - Air Force Association – Susan Rubel, Director of Member Benefits, 703.247.5842
  - National Eagle Scout Association – Ryan Larson, Associate Director, 972.580.2333

# [ Sample ]

## MEMBERS WERE ASKED



- 1) WHEN AND WHERE DID YOUR SERVICE BEGIN?
- 2) IN WHICH MILITARY CAMPAIGNS DID YOU PARTICIPATE?
- 3) LEADERSHIP ROLES
- 4) WHAT WAS YOUR MOST RECENT ASSIGNMENT AT THE TIME OF RETIREMENT/ SEPARATION?

### COL MILLARD E. MOON



**Beginning of Service** I enlisted in the Alabama Army National Guard, Support Company, 167th Infantry (mech), in Birmingham, AL on November 21, 1969

**Military Campaign Participation** Desert Fox  
**Leadership Roles**

At various times I was a Detachment Commander, Region 1 Vice-Commander, and after the attacks on September 11, 2001 I was mobilized at HQ

and served as Deputy Director of Operations.

**Final Assignment** I was a Colonel at HQ Air Force Office of Special Investigations, Andrews AFB, MD.

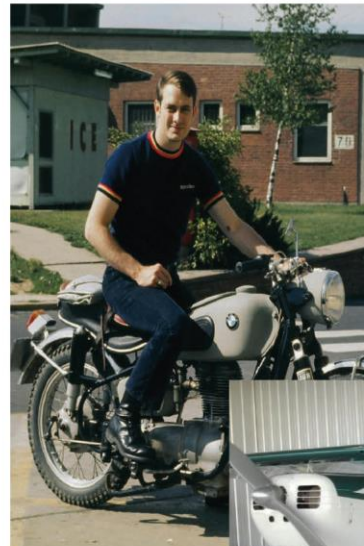
**Memories** My best memory is of serving in Saudi Arabia with the Protective Service Operations Team. We provided security for the Commander and Vice-Commander of Joint Task Force-South West Asia, and for visiting Flag Officers and VIPs. It was an amazing tour.

### CAPT MICHAEL T. MOORE, USAF (RET.)

**Beginning of Service** Air Force ROTC at the University of Notre Dame

**Final Assignment** 36th TAC Fighter Wing, Bitburg Germany and 52 TAC fighter Wing, Spangdahlem, Germany.

**Memories** Experiencing the cultures of many European countries:



1970; In front of Building 1, Bitburg housing area, with the Bitburg BX in the background



2014; With my fully restored 1947 Cessna 140