

2013 MG Keith L. Ware Public Affairs Competition Entry Form

ENTRY TYPE: Community Relations

CATEGORY: C- Special Event **TYPE:** Unit

ENTRY TITLE: Fort Leonard Wood Major League Baseball Postseason

PUBLICATION/AIR DATE: Oct. 27, 2013

LOCATION/URL: 2013_LeonardWood_CatC_SpecialEvent_MLB.pdf

UNIT POC: Mrs. Shatara Seymour, Public Affairs Specialist,
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COMMAND/DRU: U.S. Army Installation Management Command (IMCOM)

SUBMITTING UNIT: Fort Leonard Wood Public Affairs Office, 320 Illinois Avenue, Fort Leonard Wood, Missouri 65473, Phone: 573-563-4145, Fax: 573-563-4012

AWARD SHOULD BE ISSUED TO: Fort Leonard Wood Public Affairs Office

GENDER:

SIGNIFICANT CONTRIBUTORS: (list up to five for unit awards only):

1. Mrs. Tiffany Wood (female)
2. Mrs. Shatara Seymour (female)

UNIT/DUTY SECTION:

Fort Leonard Wood Public Affairs Office

SUPERVISOR'S SIGNATURE BLOCK AND SIGNATURE:



ROBERT JOHNSON

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Recommendation from PAO Director

DEPARTMENT OF THE ARMY
INSTALLATION MANAGEMENT COMMAND
PUBLIC AFFAIRS OFFICE
320 ILLINOIS AVENUE
FORT LEONARD WOOD, MO 65473

US Army Installation Management Command
2405 Gun Shed Road
Fort Sam Houston, TX 78234-1223

Dear Installation Management Command,

In the attached packet you will find information about the Fort Leonard Wood Public Affairs Office's submission for the community relations special event category. The Fort Leonard Wood Public Affairs Office worked with the St. Louis Cardinals to provide military support for Game 4 of the 2013 Major League Baseball World Series, held Oct. 27, 2013.

Preparation for this project began in August. In order for the Maneuver Support Center of Excellence and Fort Leonard Wood to support this event, PAO had to submit an exception to policy packet to the Assistant to the Secretary of Defense (Public Affairs) for approval. PAO received approval to support this event some six days before the game.

Participation in this game was a great opportunity for the St. Louis Cardinals to highlight our strong relationship by sharing the national stage with our military service members.

Sincerely,

A handwritten signature in black ink that reads "Tiffany D. Wood".

TIFFANY D. WOOD
Director, Public Affairs
US Army MSCoE, FLW
Phone: 573-563-5037
Fax: 573-563-4012



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Game 4, World Series



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Summary

Nominee: Fort Leonard Wood Public Affairs Office

With the advancement of the St. Louis Cardinals to the 2013 Major League Baseball World Series, Fort Leonard Wood received the opportunity to represent the Army, our installation, and Ozarks community.

The Maneuver Support Center of Excellence Joint Services Color Guard posted the colors at Game 4 of the 2013 World Series, and Sergeant Christine Permenter, Fort Leonard Wood 399th Army Band flutist, sang "God Bless America" in front of a crowd of more 45,000 spectators during the 7th Inning stretch.

In addition, Fort Leonard Wood selected nine additional service members to take part in the World Series for their outstanding accomplishments in going above and beyond the call of duty. Those service members included:

- Sergeant Andrew Lee, Maneuver Support Center of Excellence and Fort Leonard Wood Soldier of the Year
- Sergeant First Class Paul Ramos, Maneuver Support Center of Excellence and Fort Leonard Wood Noncommissioned Officer of the Year
- Private First Class Francis Rizzuti, Maneuver Support Center of Excellence Soldier of the Quarter
- Sergeant First Class Jeremy Washington, Maneuver Support Center of Excellence and Fort Leonard Wood Advanced Individual Training Platoon Sergeant of the Year
- Navy Petty Officer Brianmanuel Blas
- Sergeant Adam Thompson, General Leonard Wood Army Community Hospital Noncommissioned Officer of the Year
- Sergeant First Class John Adkerson, Sapper Leader Course
- Sergeant First Class Brian Jewett, Company A, 554th Engineer Battalion
- Staff Sergeant Stephen Quarles, 35th Engineer Battalion



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Planning

Planning for Fort Leonard Wood's participation in the 2013 Major League Baseball Postseason began in August of 2013 with the St. Louis Cardinals initially requesting the 399th Army Band, Joint Services Color Guard, and some 200 Soldiers to perform flag presentations at the National League Division Series playoffs, National League Championship Series, and the World Series.

The Community Relations section drafted and submitted tasking requests to the Maneuver Support Center of Excellence G-3 tasking section for Fort Leonard Wood to provide the initial requested support for the Major League Baseball postseason.

However, due to Major League Baseball's stipulations, the St. Louis Cardinals only required a vocalist to sing "God Bless America" during the 7th Inning stretch and our Joint Services Color Guard to post the colors at Game 4 of the 2013 World Series – St. Louis Cardinals vs. Boston Red Sox.

Along with the Cardinals and Major League Baseball's request for a vocalist and our Joint Services Color Guard, MLB extended the invitation to an additional nine Fort Leonard Wood service members to represent Fort Leonard Wood. PAO, G-3 Tasking, and our installation command sergeant major selected these individuals based on their outstanding service to the military.

PAO, working in conjunction with G-3 Tasking, coordinated van transportation Pick-up and drop off points for participating service members with the Fort Leonard Wood Logistics Readiness Center, service members' first-line supervisors, and the St. Louis Cardinals.



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Execution

Fort Leonard Wood Public Affairs Office submitted an exception to policy waiver packet to the Assistant to the Secretary of Defense (Public Affairs) for approval to support Major League Baseball and the St. Louis Cardinals' request. This approval process began in August of 2013 with the Maneuver Support Center of Excellence's chief of staff, Training and Doctrine Command's Public Affairs chief, Office of the Chief of Public Affairs, and final approval by ATSD(PA).

Simultaneously, G-3 Operations tasked the Joint Services Color Guard and the 399th Army Band to provide support for Major League Baseball's Postseason play. This was done to potentially mitigate any short notice preparations should the event be approved or not.

Sgt. Christine Permenter began rehearsals with the 399th Army Band, and the Joint Services Color Guard rehearsed as well.

The St. Louis Cardinals informed PAO of nine additional service members to attend and represent Fort Leonard Wood at the World Series. Working in coordination with the installation command sergeant major and G-3 Operations sergeant major, PAO selected nine stellar service members to take part in this event.

Approximately six days before the event, our exception to policy waiver packet was approved by ATSD(PA).

PAO coordinated with our Logistics Readiness Center and Operations for pickup and drop off locations, transportation of all participating service members to travel to and from Busch Stadium, and for their parking.

The day of the game the service members arrived about two hours to the stadium and were met by a St. Louis Cardinals representative. Sgt. Permenter performed an on field sound check, and the Joint Services Color Guard rehearsed.

Shortly before the 7:15 p.m. game started, the Maneuver Support Center of Excellence and Fort Leonard Wood Joint Services Color Guard post the colors during the national anthem.

Lastly, Sgt. Permenter took the field during the 7th Inning stretch and sang "God Bless America." All participating service members were afforded the opportunity to watch the game.



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Effectiveness

“As for my experience on the trip ... it was great! We received overwhelming support from everyone the second we arrived in St. Louis. On several occasions we were approached by people who simply wanted to say ‘Thank you for your service!’ There were even some people that wanted their picture with us. It's a good feeling when you see that much support for the Service Members. This was truly a once in a life time event for many of us.” – **Sgt. 1st Class Paul A. Ramos, 2013 Maneuver Support Center of Excellence and Fort Leonard Wood Noncommissioned Officer of the Year**

“It was a once in a lifetime experience; I'm very humbled to be given the opportunity to represent Fort Leonard Wood on national television. And I'd also like to add I cannot express deeply enough my appreciation for the MLB organization and the St. Louis Cardinals organization for allowing us to have that experience. All of the fans (Boston and St. Louis) and the natives of St. Louis are very appreciative of the military. We were reminded numerous times during the day and the game how much they do appreciate us, and we made it clear to them how much we appreciate their support. I personally have never heard ‘Thank you for what you do and protecting my family’ as many times as I heard it there. We don't know who the gentleman was but after all 9 of us were done eating at TGI Fridays we were informed by our waiter our bill was taken care of. Whoever he was, I really hope he knows how much that affected us all and how greatly we do appreciate the support. Words cannot express how we all felt after that. Just an amazing experience and I will never forget any of it!” – **Sgt. Andrew R. Lee, 2013 Maneuver Support Center of Excellence and Fort Leonard Wood Soldier of the Year**



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Overall Value to the Army

For 2013, the St. Louis Cardinals had the second highest home game attendance of the 30 teams in Major League Baseball, averaging some 42,176 fans. In the past 10 years, the Cardinals have consistently been in the top eight for most attendance. This event was nationally televised with a viewership of more than 12 million.

What a great opportunity this is for Training and Doctrine Command and Fort Leonard Wood to showcase the Army's best service members. Located in the Ozarks' communities of Waynesville and St. Robert, participation in events of this capacity truly shows the significance and worth Fort Leonard Wood is to TRADOC and the Department of the Army. It is also a chief factor of maintaining an incessant relationship with the St. Louis Cardinals and the St. Louis region.

Continued support of the city of St. Louis and the Cardinals is paramount in order for the Cardinals to have the opportunity to highlight our strong relationship by sharing the national stage through Fort Leonard Wood's participation in the playoffs and World Series. Taking part in the National League Division Series, National League Championship Series, and World Series afford Soldiers the opportunity to show just why the military is deemed one of the most professional organizations in the world.

At the same time, Americans develop a greater appreciation for the United States military, and these service members get the chance to educate and inform those they come in contact with during the Major League Baseball Postseason events about the Army profession, mission, capabilities, and their experiences.

This is just another way to show that Fort Leonard Wood is truly an "Installation of Choice," training the Army's best engineers, military police, and CBRN specialists.

Department of the Army Community Relations Awards Program of Excellence



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Photos



Sergeant Christine Permenter, vocalist with the Maneuver Support Center of Excellence and Fort Leonard Wood's 399th Army Band, sings "God Bless America" during the 7th Inning stretch at Game 4 of the 2013 Major League Baseball World Series, Oct. 27.



The Maneuver Support Center of Excellence and Fort Leonard Wood Joint Services Color Guard posts the colors at Game 4 of the 2013 Major League Baseball World Series, Oct. 27.



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Articles/Media links

Title: Sgt. Permenter sings "God Bless America"

Publication: YouTube

Date Published: 29 October 2013

Author: Major League Baseball

<http://youtu.be/eNWszVZiIN8>

Title: Louisiana Native, Former Lafayette Resident Sings at World Series

Publication: KPEL 96.5FM News Talk

Date Published: 29 October 2013

<http://kpel965.com/louisiana-native-and-former-lafayette-resident-sings-at-world-series/>

Title: Fort Leonard Wood Soldier sings at World Series

Publication: Army.mil Homepage

Date Published: 28 October 2013

[http://www.army.mil/article/114028/Fort Leonard Wood Soldier sings at World Series/](http://www.army.mil/article/114028/Fort_Leonard_Wood_Soldier_sings_at_World_Series/)

Title: Permenter sings during stretch

Publication: MLB.com

Date Published: 28 October 2013

http://wapc.mlb.com/play?content_id=31188443&topic_id=8879106



DEPARTMENT OF THE ARMY
INSTALLATION MANAGEMENT COMMAND
PUBLIC AFFAIRS OFFICE
320 ILLINOIS AVENUE
FORT LEONARD WOOD, MO 65473

REPLY TO
ATTENTION OF


IMLD-ZA

10 Jan 2014

MEMORANDUM FOR Installation Management Command

SUBJECT: Endorsement of FLW Public Affairs Entry to DA Community Relations Awards Special Event

1. I highly recommend the selection of the Fort Leonard Wood Public Affairs Office for the Department of the Army Community Relations Special Event.
2. The Fort Leonard Wood Public Affairs Office worked with the St. Louis Cardinals to support Game 4 of the 2013 Major League Baseball World Series. The Fort Leonard Wood Public Affairs team coordinated with the Assistant to the Secretary of Defense (Public Affairs), Office of the Chief of Public Affairs, G-3 Operations, and the installation command sergeant major for the Maneuver Support Center of Excellence and Fort Leonard Wood Joint Services Color Guard to post the colors and for Sgt. Christine Permenter to sing "God Bless America" during the 7th Inning stretch. The PAO team posted photos to the Fort Leonard Wood Facebook page.
3. Point of contact is COL William Pfeffer, Garrison Commander, (573) 563-4004.


WILLIAM R. PFEFFER
COL, MI
Commanding