

## To all CAP PAOs:

It's time for another PAO Update:

**Annual Conference** – Civil Air Patrol's 2009 Annual Conference and National Board Sept. 3-5 at the San Antonio Marriott Rivercenter will spotlight two of CAP's stars – astronaut Eric Boe and "America's Got Talent" finalist Paul Salos.

Boe, who piloted the Space Shuttle Endeavour to the International Space Station in 2008, will be the keynote speaker for the conference banquet, which begins at 7 p.m. Sept. 5. Entertainment for the banquet will be provided by Salos, whose velvet voice earned him millions of fans during the 2008 season of "America's Got Talent."

Don't miss out on the excitement! Meet Boe and Salos and hundreds more of America's finest volunteers. Register before July 24 for the best rates. Visit the conference registration site at <http://guest.cvent.com/EVENTS/Info/Summary.aspx?e=1add81b2-9f7e-4fab-8030-ed98d02374e8> for details. (Contact: Julie DeBardelaben - [jdebardelaben@capnhq.gov](mailto:jdebardelaben@capnhq.gov))

**VolunteerNow** – Civil Air Patrol's Public Affairs and Creative Services teams are wrapping up preparations for "VolunteerNow," a new online initiative that will replace CAP News Online. *VolunteerNow* will be part of CAP's dynamic new national Web site, [www.gocivilairpatrol.com](http://www.gocivilairpatrol.com). It will be a daily e-version of the *Civil Air Patrol Volunteer*, CAP's printed national magazine. One of the features of the online initiative will be the "Region News Journal," which will be similar to the old "Coast to Coast" newspaper pages of the *CAP News* and the current "Region News" in the *Volunteer*. As its name implies, it will include news and photos from each of CAP's eight regions. (Contact: Steve Cox - [scox@capnhq.gov](mailto:scox@capnhq.gov))

**Quarterly Magazine** – Speaking of the *Volunteer*, beginning with the 2010 calendar year, it will be published quarterly. Members can expect to receive the magazine in January, April, July and October of 2010. The publication change is necessitated by escalating print and mail costs. As mentioned earlier this year, NHQ/PA is already altering publication of the *Volunteer* for the remainder of 2009. An August-September-October issue will be published in mid-August and a November-December issue in mid-November. (Contact: Julie DeBardelaben - [jdebardelaben@capnhq.gov](mailto:jdebardelaben@capnhq.gov))

**Extra Copies** – NHQ/PA has an ample supply of the current *Civil Air Patrol Volunteer* available for distribution at airshows, open houses, fly-ins and other events in your communities this summer. The magazines are great recruiting tools for your squadron and are available on a first-come, first-served basis. Just e-mail your request to me or call toll-free at 877-227-9142, ext. 251. Be sure to include a street mailing address (no P.O. Box addresses please) for easy FedEx delivery. Extra copies of the *2008 Annual Report to Congress* are also available upon request. (Contact: Steve Cox - [scox@capnhq.gov](mailto:scox@capnhq.gov))

**Hometown News Releases** – The hometown news release page for this summer's National Cadet Special Activities has been updated with releases for most of the 30 events. These hometown news releases are an effective and efficient PR tool available to each of Civil Air Patrol's more than 900 public affairs officers for publicizing members' involvement at the local level. The link to the releases is: [http://members.gocivilairpatrol.com/cap\\_national\\_hq/public\\_affairs/hometown\\_news\\_release\\_program/](http://members.gocivilairpatrol.com/cap_national_hq/public_affairs/hometown_news_release_program/) (Contact: Kimberly Wright – [kwright@capnhq.gov](mailto:kwright@capnhq.gov))

**Anniversary Planning Guide** – Even though Civil Air Patrol's 68<sup>th</sup> anniversary is nearly six months away (Dec. 1), now is the time to begin making your preparations. The Anniversary Planning Guide has been updated with suggestions on publicizing wing and squadron events in observance of CAP's 68<sup>th</sup> anniversary. The updated anniversary guide is available online at [http://members.gocivilairpatrol.com/media/cms/2009\\_Ann\\_guide\\_302B7B22302E1.pdf](http://members.gocivilairpatrol.com/media/cms/2009_Ann_guide_302B7B22302E1.pdf) (Contact: Julie DeBardelaben - [jdebardelaben@capnhq.gov](mailto:jdebardelaben@capnhq.gov))

**Wreaths Across America** – It is also a good time to begin planning for Wreaths Across America ceremonies, which are now very much a holiday tradition for many Civil Air Patrol units. Last year, 240 squadrons sold 15,300 wreaths and participated in nearly 400 Wreath Across America ceremonies nationwide and abroad, including Arlington National Cemetery near the nation's capital. That partnership will continue in 2009, but will require some prior planning by all involved. The wreath-laying ceremonies at Arlington are scheduled for Dec. 12. Make plans now for your squadron to be a part of this rapidly expanding movement to honor America's fallen heroes. CAP's 2009 Wreaths media toolkit and promotional poster, as well as other useful resources, are available at [http://members.gocivilairpatrol.com/news/wreaths\\_across\\_america/index.cfm](http://members.gocivilairpatrol.com/news/wreaths_across_america/index.cfm). You can also go to Wreaths Across America's newly redesigned Web site, [www.wreathscrossamerica.org](http://www.wreathscrossamerica.org), to find more information or to place an order. (Contact: Julie DeBardelaben - [jdebardelaben@capnhq.gov](mailto:jdebardelaben@capnhq.gov))

**New PA Blog** – Speaking of resources for PAOs, "PA Essentials," the NHQ/PA blog is now online. Here you will learn about the latest happenings in Public Affairs, including updates to online resources. We hope you will find it to be a valuable resource for everything Public Affairs-related. To access the blog, go to the PA page on [gocivilairpatrol.com](http://members.gocivilairpatrol.com) [http://members.gocivilairpatrol.com/cap\\_national\\_hq/public\\_affairs/](http://members.gocivilairpatrol.com/cap_national_hq/public_affairs/) and click on the PA Essentials link at the top of the page. (Contact: Kimberly Wright – [kwright@capnhq.gov](mailto:kwright@capnhq.gov))

**PAO Academies** – Talk about resources for public affairs officers, another PAO academy – this one for Georgia Wing – is planned for 8 a.m. to 4 p.m. July 25 at Dobbins Air Force Base near Atlanta. Three other PAO academies have already been held in 2009 in CAP's Northeast, Pacific and North Central regions. (Contact: Maj. Paige Joyner -- [pa@gawg.cap.gov](mailto:pa@gawg.cap.gov))

Regards,

Steve

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*If you have questions or comments about this update, please contact me or NHQ/PA's deputy director, Julie DeBardelaben, at [jdebardelaben@capnhq.gov](mailto:jdebardelaben@capnhq.gov) or 877-227-9142, ext. 250.*