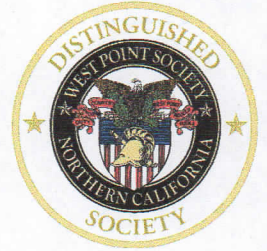




West Point Society of Northern California

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March 5, 2023

Fellow Graduates and Friends –

It's my great pleasure to report to you what's been going on with the West Point Society of Northern CA since I last wrote to you in June, 2022.

As with the last 2 letters, COVID loomed large. While it's still a factor, it is a LOT less so, now. It has changed the way a lot of us go about our days and how we do business. The same can be said for your friendly neighborhood Board of Directors We now meet, primarily, via Zoom. This actually makes things more time-efficient for us. Our Executive Committee does meet in-person, whenever possible, though. We feel that we are at enough events that we can touch each other in-person. Chief among these opportunities was our first-ever Board Retreat. We did this in August and it was hosted and facilitated by Kim Tucker of Impact Foundry, of which we are now a member. Check out the good things they do at <http://impactfoundry.org>.

We were able to micro in on just WHAT it is we do as a Society. We hope to pass this clarity on to you and give you a REASON TO JOIN US! We came out of it with a renewed focus and a renewed commitment toward becoming the type of Society of which you would want to become a Member. After lots of reflection and discussion, we feel that these are what we call our Big 3:

1. Grow Membership
2. Offer Community Programs
3. Increase Public Awareness

There you have it. Everything we do will be aimed at one of these imperatives.

You may have noticed a change in tone in our events and communications. If you haven't already, you will be receiving a hard copy and electronic letter thanking you for your Membership Dues donation, and any extra you give. This letter also includes our Tax Entity ID Number for use in filing your taxes (We're a 501(c)(19) Veterans Organization, so your contributions are tax deductible.) We are "upping our game" when it comes to our events. We're working toward becoming a bit more upscale. Our hopes are that this and the other changes will attract more of you. We had an Annual Meeting where we elected our Officers and approved our Bylaws. We did this just ahead of our largest-ever attended Army-Navy Game watch party where we watched Army beat the HELL out of Navy!! We did this in a really nice, new venue, Rock & Brews Cal Expo. Our Army-Air Force Watch Party was at a different venue (Kick n' Mule) and was well-attended. We had a VIP Luxury Box and

watched the Ricer Cats play to commemorate 9/11. We had our Family Picnic at a great venue called Drake's the Barn – right on the river.

We are just about to pull the trigger on what we consider our crowning event... The Leadership, Ethics, and Diversity in STEM (LEADS) Conference. Larry Smith '62 and Charlie Bonner '73 head this effort for us. This is a reboot of the program we had planned for 2020, just before COVID caused us to cancel. This one will be even better! LEADS is a day-long conference that introduces participants to the values of Leadership, Ethics and Diversity combined with a STEM (Science, Technology, Engineering, and Math) component in pursuit of the furtherance of their educational and career goals. The program is designed to assist students from underrepresented communities in recognizing the value of pursuing STEM throughout school while also engendering the concepts of Leadership, Ethics and Diversity in all of their interactions. Middle school and high school students attending the workshop will participate in practical exercises, demonstrations, and competitions designed to enhance their understanding of ethical leadership in a STEM-dependent environment. 20 Cadets and 10 Staff and Faculty from West Point will be there to run the workshops. Sac County Sheriff Jim Cooper, and UC Davis Chancellor Gary May will be the Guest Speakers. Close to 200 high school and middle school students from districts in the area are slated to attend.

We're working with a really nicely done Strategic Plan and are holding each other accountable. Our Founders Day will be at the Hyatt Regency Sacramento this year. Our hope is that these sorts of things will make it worth your putting these events on your schedule and coming to "Grip Hands."

I always put a blurb in these letters asking for input on things you, our membership and constituency, would like to do that would compel you to engage, but our engagement still lags. A small fraction of all alumni in our boundaries are paid members. An even smaller portion of that group come to events and engage. We want to change that, so we're moving forward to turn that around. To that end, we sent out a Survey last month to ascertain your feedback and what other things we can do to get you all more engaged. While the response wasn't what we had hoped, there were some clear trends. Half wanted charity events – helping the community. 45% wanted events with other Service Academies, 45% wanted picnics, and 45% wanted Happy Hours. Also notable were Admissions Support (32%), and helping to volunteer for the Society. These are things we ALREADY DO. While it would be easy to say that we are "doing things right." We can't be satisfied with that. We'll send out another survey later this year.

Our Board of Directors composition has changed since the last letter. Our Board (recently elected to 3-year terms):

President: Tony Gates '81

Vice President: Lucie Kroettinger '91

Vice President, Strategic Plans and Engagement: Garland "Charlie" Bonner '73

Secretary: Soo Lee Davis '93

Treasurer: John DePiazza '78

Admissions/LEADS: Larry Smith '62 (President Emeritus)

John Schoeppach '88

Pete Hall '63
Stuart Wright '96
Anthony Wilcox '97

If you have an idea for an activity you'd like to see (or even help put on), give me a call, shoot me a text, send me a tweet, or put a PM up on the Facebook page. We're willing to have more and different events that will attract you to participate.

Enclosed in this newsletter is the 2023 Membership Application. Members who pay their dues are considered Members in Good Standing. Please support your Society by moving from Constituent (grads in our geographic area) to Member (dues paid). Our Strategic Plan is ambitious and we will really need your support to get it done. Remember, we're a 501(c)(19) Veterans Organization, so your contribution is tax-deductible. Also enclosed is an invitation to our 2023 Founders Day Event. Please join us. You can also register by going to this link: <https://sallyport.westpointaog.org/networks/events/109602>

Speaking of engagement, please engage us by following us on Twitter for the latest in what's going on. It's at <http://twitter.com/WPSNorthernCA>. Our Facebook Page, West Point Society of Northern California, is at <http://facebook.com/WPSNorthernCA>. Please 'Like' it and interact. Our Facebook Group, - West Pointers of Northern California is at <https://www.facebook.com/groups/wpsnorthernca/>. We have an Instagram account: <http://instagram.com/wpsnorthernca>, and are working on a LinkedIn and You Tube accounts.

Sallyport's a thing! If you're not there, please go and claim your profile and join us. The AOG wants to transition to using that platform for all alumni communications and information. Please join us! We're at <https://sallyport.westpointaog.org/topics/10874/home>

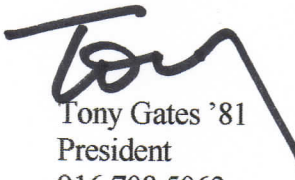
We are also building our own, standalone website!!! Stay tuned for the launch of that!!

If you know of a Grad who's not engaged or participating, grab him or her and bring him or her to an event!

In closing, I want to share that I am THRILLED to have been elected to the Board of Directors of the West Point Association of Graduates! I've already gotten to work on a number of things that will bear fruit. Please text or call me with any comments, information, or feedback as I serve in that capacity as well.

I really hope to see you soon!

BEAT NAVY!



Tony Gates '81
President
916 708 5063
WPSNorthernCA@gmail.com

West Point Society of Northern California Strategic Plan Update

2022 was an exciting and very productive year for the WPSONC. As a society, we developed and began implementation of a strategic plan that encompassed a vision to “become the most highly connected and engaged alumni body in the world”.

Throughout the year, the Board of Directors were focused on increasing and actively engaging our membership. Many initiatives were undertaken in order to achieve this, including:

1. Developed strategic plan with three key elements:
 - a. increase membership & engagement
 - b. offer community programs (community relations & outreach)
 - c. increase public awareness
2. Promoted alumni engagement at a very successful Founders Day event
3. The Board held its first-ever Retreat and focused on:
 - a. Reaffirm commitment to strategic plan
 - b. Committed to excellence; strive to become the gold standard for WP Societies
 - c. Developed budget to support strategic plan
 - d. Renewed commitment to USMA and AOG and agreed to also engage in community service/focus as we move on
4. We collaborated with sister academies in several activities:
 - a. 9/11 event at Sacramento Rivercats game
 - b. Army-Air Force watch party
 - c. All academie picnic
 - d. Army-Navy watch party
5. We conducted our first WPSONC annual meeting, where we approved updated By-Laws, approved the budget and elected members to the Board of Directors

During this period, our Society doubled the active membership from 24 to 47, exceeding our goal for 2022. We expect to increase membership to 80 active members by the end of 2023. This increase in membership and engagement will be achieved by demonstrating the value we bring to each member and to our communities. We will upgrade the venues and programs for all of our planned activities; we will conduct the inaugural

LEADS (Leadership, Ethics and Diversity in STEM) event, a day long conference for high school students. This will include 20 Cadets coming from West Point to lead the conference. We will also continue to reach out to all of our fellow graduates and invite each of you to join us in making our Society the Gold Standard for all societies within the AOG.

Finally, as we move forward into 2023, we will be engaging with various business entities in our communities as a source of support to help fund our initiatives, especially those that benefit our communities at large. To this end, we have been in contact with a number of organizations, including SMUD, U.S. Bank, JP Morgan Chase, Safe Credit Union, Raley's and several others. We have already secured sponsorship for the LEADS conference from Kahn, Soares & Conway, LLP.

It is truly an exiting time for our chapter and we invite every USMA graduate to join us as we move forward into another eventful and very productive year.

WPSONC to host the 2023 LEADS Conference

We are very excited to announce that the West Point Society of Northern California will be hosting its inaugural Leadership, Ethics and Diversity in STEM (LEADS) conference March 24, 2023. LEADS conferences have been conducted over a number of years by West Point Societies in various locations and have had significant impact to participating middle and high school students. We had previously planned for this conference in 2020, however it was cancelled due to COVID.

The objective of these conferences is to enhance students' abilities to make ethical decisions, understand the importance of values and to help them to recognize key leadership principles and traits that can help them to become effective leaders.

We will be hosting approximately 210 students, many of whom will be from underrepresented/underserved communities, from the Elk Grove, Natomas and Folsom-Cordova Unified School Districts. We are hosting the conference at no cost to the students or the school districts. USMA Chief Diversity Officer, Lisa Benitez will support the conference and will bring 20 Cadets to help facilitate the different sessions scheduled.

We are currently in discussion with candidates for keynote speaker with business entities in our communities for financial support. This conference will be a significant expense to our budget and we welcome any financial support from our membership.

We anticipate a very successful conference and are delighted at the opportunity to provide a positive and compelling service to the youth of our communities.

Anyone who would like to make a donation or volunteer to help with this conference please contact Larry Smith '62 (larry.Smith@west-point.org) or Charlie Bonner '73 (garlandcb@gmail.com).



THE WEST POINT SOCIETY of NORTHERN CALIFORNIA

Cordially invites you and your guests to attend the

UNITED STATES MILITARY ACADEMY Founders Day Celebration

On Friday Evening, March 24, 2023 at the

Hyatt Regency Sacramento

Capitol View Room

1209 L Street, Sacramento CA 95815

Guest Speaker:

Colonel Michael Todd Kelly '94

Deputy Commandant, USCC

Attire - Military: Army Green Service Uniform/Class A

Civilian: Business/Cocktail attire

Benny Havens Hour (Cocktails): 6:00 - 7:00 pm

Dinner: 7:00 pm

Last Minute Questions:

Call Soo Lee Davis '93 at 512 799 1825 or e-mail to sldavis70@gmail.com

Cut along this line

Return this portion with your check

Reservations and Advance Payment required by Thursday evening March 16, 2023

Price per attendee - \$120

Names of all persons attending: _____

(Add Class Year, if appropriate): _____

Number Desired: Seared All-Natural Chicken: ____ ; Spice-Crusted Manhattan Steak: ____ ;

Cranberry-Orange Mustard Glazed Salmon ____ ; or Mushroom and Spinach Pasta with Coconut Alfredo and White Truffle Oil (Vegetarian, Gluten-Free): _____

Meal(s) Amount:(at \$120 per person) _____

Donation "For the Good of our West Point Society": _____ (Tax Deductible)

Total Amount Enclosed: \$ _____

Please make check payable to "WPSONC," and send to: West Point Society of Northern California, c/o John DePiazza '78, Treasurer, 2540 Old Country Lane, Carmichael, CA 95608. You can also Venmo payment to @wpsnorthernca