

Guidelines for a Company Representative

There are clearly two salient responsibilities that a company representative must keep close to his heart. The first is to make an aggressive all out attempt to locate every graduate from his company not on file with the Alumni Association and the second is to routinely communicate with his fellow company mates once the contact has been made. The purpose of this paper is to provide ways and means these two efforts can be accomplished. This guide is not meant to be all-inclusive, but rather a first step in getting started. Once you have the hang of it, you will surely become more and more innovative on your own.

Locating Graduates

It appears that by far the best sources of locating elusive fellow company mates are former roommates. Although many of our inactive grads do not keep current with the Alumni Association, they do tend to keep in touch with fellow roommates. Initially it is recommended you simply contact each of the company mates for whom you have addresses, email or other, and ask them about specific individuals.

Our Class Secretary, Bill Lewis, has a contact with USAA Automobile Association who will screen a few names at a time. If your company mate kept his USAA insurance as most of us did, he could be located that way.

Another source of locating folks is through the Internet. There are a number of Web pages that will search phone directories for you. The trouble is you will be amazed at how many people have the same name and middle initial. If you have an idea of the geographical area in which he may reside, it could narrow it down for you. At the least, pick out two or three with the same last name from his original hometown (Available from the Lucky Bag) and give them a call. They may have heard of the person for whom you are looking and can provide a lead. Also, don't forget the online communities such as Facebook, LinkedIn, Twitter, etc. There may be communities where classmates frequent.

Other sources, which could possibly locate company mates for you are organizations such as the Elks, Rotary Clubs, Chambers of Commerce, etc.

Of course, our classmate has to be active in one of these activities and you would have to know about it. Again roommates would be the best source for learning if our classmate were active in any of these organizations.

Unfortunately, as many company reps have learned through experience, no matter how hard you may try, some classmates simply cannot be located. Identify them as missing and submit to Bill Lewis. Bill will update the class records and ask in one of the class columns in Shipmate if anyone within the class may know this person's whereabouts. At this point, you can feel you have done your job.

Communication

Once you have located as many of your company mates as possible, the next and continuing step is to keep contact with them. This process can take many forms depending on how creative and resourceful you may be. On the one hand you do not want to overwhelm your company mates with information, but routinely keeping them informed develops a closeness and camaraderie that is most beneficial.

Of course, in today's high tech world, email is the way to go. Create a personal distribution list on your computer so with a flick of the wrist, you can send information to all concerned. Then as information comes out from the Class officers or you wish to pass on news concerning a company mate, it takes minimal time and effort on your part to accomplish it.

It is recommended that you create a company listing that has as a minimum the following:

Name - Address

Phone - Home or Work

Email address

Wife's Name

Then, as a minimum, send the listing annually to each company mate and ask for any updates that may have occurred. This listing is of great benefit to classmates trying to keep in touch. After receiving any changes and updating the listing, send to Bill Lewis so he can update the master class files.

Depending on your time and finances, it is recommended that each year you pick up the phone and call approximately 1/3 of your company. The

chat does not have to be a long one. Find out if he is retired, his health, any planned trips, etc, and provide any pertinent information to Bill Lewis for the class column in Shipmate. This is a wonderful method to keep in touch with those who may not be as active as others are in sending in personal information and shows interest in each of your company mates. It also is an ideal vehicle for a personal touch on encouraging them to attend the next reunion.

Organizational Responsibilities

As a result of the meeting that our new president, Ed Clextan, held with other class officers and battalion representatives, a new infrastructure within the class has been established. He envisions that this infrastructure will provide a quick and efficient means of sending information both up and down within the organization. To this end your responsibility will be as follows:

- A. You will serve your company mates as their representative to the class. Should they have recommendations for class actions or participation, you will send it up the line. Should someone become severely ill or have other problems or experience the death of a wife, you will be sure keep class officers informed. If you learn of a newsworthy event, you should let the class organization know as we may have a chance to participate in honoring this classmate or participating in some ceremony. In short, you are the man your company mates should turn to in order to get out the word.

- B. The class officers on the other hand will use various ways to get the word out. Some may be directly to the class web page bulletin board for anyone to read: others via broadcast by the web page administrator; and others via batt and/or company reps to get the word down to everyone as well. Any info placed on the web page or sent via electronic broadcast will also be sent in parallel to batt reps to be passed to company reps. In regards to policy decisions, info on mini-reunions or requests for feedback on whether we should support some event financially, the word will come down from the class officers to the battalion representatives to you. You then will in turn get the word out to all your company mates. In this way we can operate smoothly and efficiently without the burden of effort being on the shoulders of just a few classmates.

There are no hard and fast rules on being a company representative, but making an effort in any way to try to keep all your company in touch and

informed will result in a wonderful feedback to you by those shipmates who truly appreciate your efforts. And you will be giving back in a small way to the class and the Academy for all the benefits we have received a result of being Academy graduates.