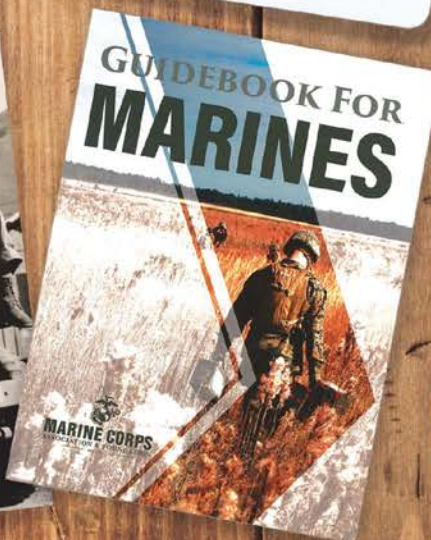
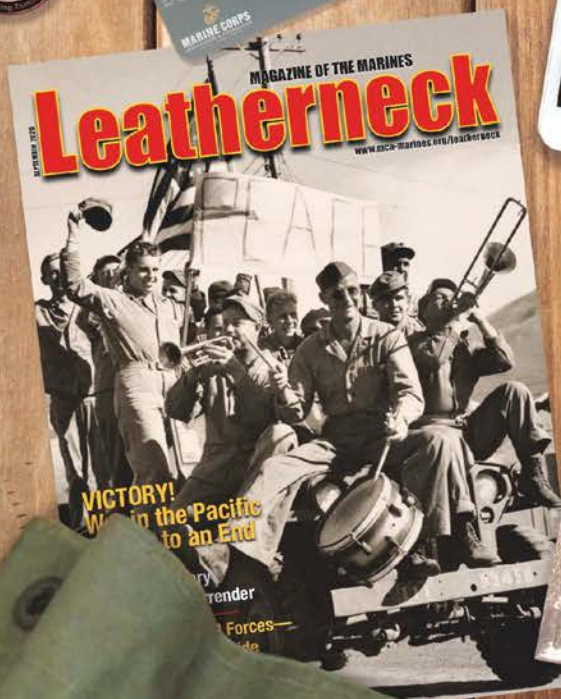
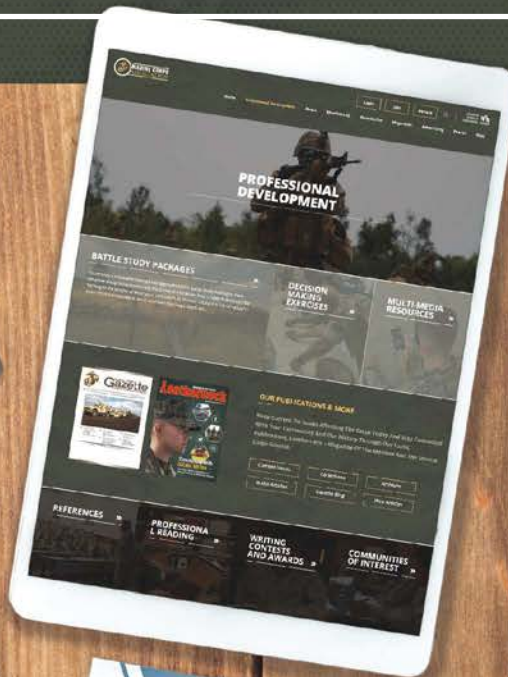


# MARINE CORPS ASSOCIATION

ADAPTING TO MEET THE NEEDS OF MARINES

By MCA Staff







Just like the Marine Corps, the Marine Corps Association & Foundation (MCA&F) has evolved throughout its history to meet the needs of an ever-changing Marine Corps and individual Marines. Our latest change is a return to our original name: the Marine Corps Association (MCA). Known as the Marine Corps Association & Foundation since 2009 when we established our charitable arm, the Marine Corps Association Foundation (MCAF), the decision to simplify the official name of the professional association of the Marine Corps was made in part to reduce confusion both internally—MCA&F versus MCAF—and to differentiate the MCA from numerous other Marine Corps affiliated organizations that have Marine Corps and foundation in their names (Marine Corps Scholarship Foundation and the Marine Corps Heritage Foundation to name a few). The name change also aligns us more closely with the organizations of our sister services, the Association of the U.S. Army and the Air Force Association, and will assist us as we work toward a formal designation as a National Military Association. As importantly, returning the official name to the Marine Corps Association honors our history as an organization. An executive committee, which included then-Lieutenant Colonel John A. Lejeune, formed the professional association of the Corps in 1913 and chose the name Marine Corps Association. In some ways, we're simply returning to our illustrious roots.

#### Strategy 2025

The evolution of the MCA doesn't stop with the name change. With a dedicated, comprehensive focus on all aspects of the Association—our iconic magazines, our retail arm, The Marine Shop, professional and awards events and, of course, membership—we have updated our strategy to assist in focusing our efforts over the next several years.

The MCA's Strategy 2025 details our mission, vision and values and includes a series of goals and objectives (see page 13) which details our way ahead and plan of action to support Today's Marines in garrison and in the operating forces. Specific actions include embarking on a dedicated membership campaign, assisting in enhancing the Marine Military Exposition series, and increasing programs and products to support the professional development of Marines of all grades and military occupational specialties. Of course, the strategy also addresses the resources required to fund the professional association in order to continue the broad spectrum of support we provide.

#### New Benefits

While many of *Leatherneck's* tens of thousands of readers join the MCA in order to receive the Magazine of the Marines, membership in the Corps' professional association offers much more for both our active-duty members and those who have joined the ranks of veteran and retired Marines. In the earlier days of the MCA, we had a number of commercial benefits which provided discounted insurance and reduced prices on everything from rental cars to jewelry. While we still provide exceptional insurance options ([insuremcaf.com](http://insuremcaf.com)), our current benefits relate directly to military history and professional development. Our newly established Professional Development Resources page on the MCA's website, [www.mca-marines.org/professional-development](http://www.mca-marines.org/professional-development), provides a variety of resources in numerous formats designed to enhance the education of today's Marines. Veteran Marines will also find the resources interesting and entertaining. The following is a brief description of the professional development resources—we encourage all members to check them out.

#### Battle Study Packages

From the first day at recruit training and Officer Candidates School, Marines embrace their heritage and learn to appreciate the study of military history. Each year thousands of Marines are able to enhance their understanding of the history of the Corps by touring battlefields

**In keeping with LtGen Lejeune's 1913 goal in establishing the Marine Corps Association, the MCA has evolved to meet the professional development needs of Marines for more than 100 years. (USMC photo)**

WE'RE  
SIMPLY  
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TO OUR  
ILLUSTRIOUS  
ROOTS



throughout the world thanks to MCA's Commanders' Forum Program, but now all of our members can study the Corps' iconic battles from wherever they are. All that is required is access to our website.

Our battle study packages encompass a variety of conflicts ranging from the Battle of Marathon between Athenians and Persians in 490 B.C. to American soldiers in the mid-19th century Midwest to Marines in the island hopping campaign of the Pacific in World War II. The studies are organized by region in case commanders or even individuals are looking for local options within traveling distance. Each battlefield study has historical significance, and both tactical and strategic impacts are discussed. We have collected a variety of articles, maps, book reviews, videos and recommended readings on each battle and have also included study guides and testimonials of those who have visited the sites to assist those who are just beginning their studies.

## OUR MEMBERS CAN NOW STUDY THE CORPS' ICONIC BATTLES FROM WHEREVER THEY ARE

### Decision Making Exercises

The *Marine Corps Gazette* has published a treasure trove of Decision Making Exercises over the years designed to test tactical acumen and ethical problem solving. We've captured the majority of the *Gazette's* tactical decision games and ethical decision games and previously published solutions on our professional development page. In addition, electronic toolkits, decision forcing exercises, and other case studies are available for use by our members. Our hope is that users, active-duty and veteran Marines alike, will critique the solutions, highlight rel-

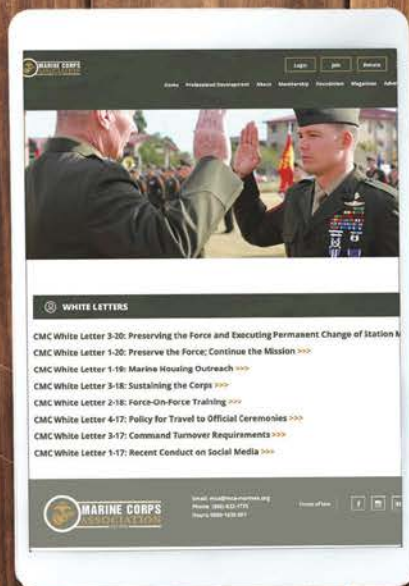
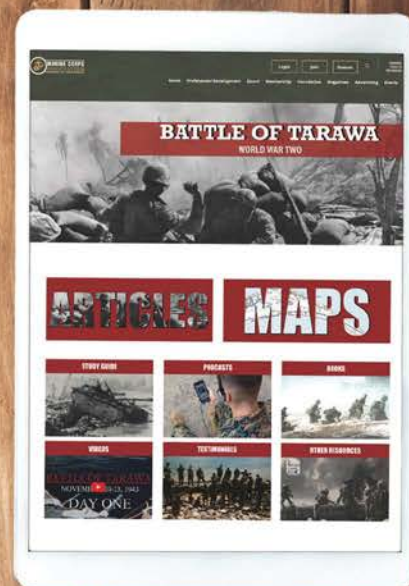
evant tactical concepts, evaluate any differences between what was acceptable then and now, and identify the effects of new weapons or technology on the course of action. Our goal is to have users develop their own solutions because, according to Field Marshall Erwin Rommel, "Normally, there is no ideal solution to military problems; every course of action has its advantages and disadvantages. One must select that which seems best from the most varied aspects and then pursue it resolutely and accept the consequences."

### Multimedia Resources

The Marine Corps Association recognizes that books, while still important, are not the only means by which Marines in the 21st century learn so we've included a variety of multimedia designed to be used in every clime and place. Our members can download podcasts, listen to audio articles or watch videos—the only limitation is access to the internet. Our "Corps Voices" podcasts are taken from oral histories of iconic Marines and include Lieutenant General Lewis B. "Chesty" Puller discussing patrolling in Nicaragua and General Alexander Vandegrift talking about the challenges he faced on Guadalcanal. Other podcasts feature the 32nd Commandant of the Marine Corps, Gen James L. Jones, describing the toughest job he ever had (no, it wasn't as CMC or National Security Advisor) and Gen Alfred M. Gray, 29th Commandant, providing his perspectives on the media. Each "Corps Voices" also includes a video component and recommended additional reading.

We also provide videos from our professional and awards events which feature speakers ranging from senior Marine leaders to other key Department of Defense decision makers. Recent speakers include the Commandant of the Marine Corps, Gen David H. Berger, discussing the future of the Marine Corps and retired Marine general and former Secretary of Defense James N. Mattis speaking on a variety of topics including his service at the senior levels of government. Interviews with authors of military history and current events are also available on our site.

**While the MCA's new Professional Development Resources page was principally designed for Today's Marines, all MCA members will find a variety of options to increase their understanding of military history, test their tactical acumen, and enhance their leadership skills.**





Our audio article library provides oral versions of articles from the pages of the *Marine Corps Gazette* and *Leatherneck*. Organized by common themes, the articles cover a variety of topics from profiles of leaders to the flag raisings on Iwo Jima to firsthand accounts of historical events. Each is easily downloadable on a variety of platforms.

## Publications

Our two iconic magazines, the *Marine Corps Gazette* and *Leatherneck Magazine* of the Marines, have captured the rich history of our Corps and the stories of individual Marines for more than 100 years. Each magazine's archives are available to members on our website, but the MCA has taken a step further to help Marines find pertinent topics to assist in their own education. We have created numerous collections of articles on topics including profiles of Commandants, maneuver warfare, days that changed the Corps and Cold War escalation.

In addition, each month the *Marine Corps Gazette* publishes articles that are only available on our website. These additional articles continue the professional debate on numerous topics beyond the hard-copy version of the magazine ensuring that the voices of Marines throughout the Corps are not limited by page count. A minimum of two articles and sometimes as many as 15 extra articles are posted each month.

The *Gazette* also maintains a blog as a venue by which the challenges facing the Corps are discussed in a professional and constructive manner. Posed as "Calls to Action," recent topics have included Race in the Marine Corps, Force Design 2030, and Operations in the Information Environment. This forum provides a means by which the free exchange of ideas is encouraged among professionals in a moderated forum.

## References

Looking for the latest promotion list or White Letter from the Commandant? Our professional development page has made the search for orders, directives and messages much easier by collating a variety of official references on one page. From national strategy documents to Joint Doctrine and releases from throughout the Department of Defense, our References page provides quick and easy access to the most up to date word from throughout the DOD. In addition, we also provide links to ALMARs and MARADMINs so Marines can stay up to date on news and



Many articles from the MCA's two iconic magazines, the *Marine Corps Gazette* and *Leatherneck*, are available in audio formats and are organized by specific topics as part of the MCA's Professional Development Resources.

information from their own senior leaders.

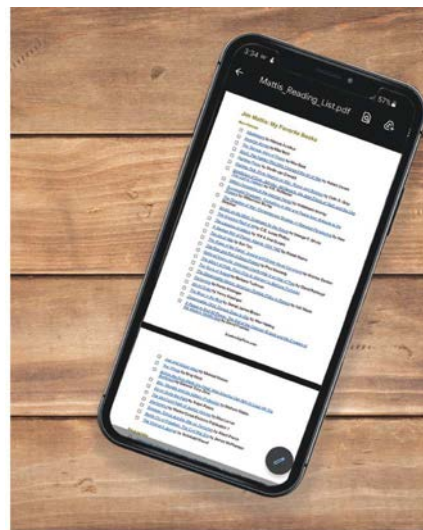
Another new resource from the MCA designed to assist Marines are our new Reference Cards. These easy to use and easy to carry cards were designed to assist Marines in the classroom, in the field, and in garrison and include cards on the Marine Corps Planning Process, the Troop Leading Steps and individual weapons.

## Professional Reading

The core of professional military education is reading. To that end, the MCA's Professional Development Resources include the complete Commandant's Professional Reading List, links to where those books can be purchased, and how commanders can request unit libraries directly from the MCA. We also have several recommended reading lists from senior Marines including Gen James N. Mattis and Major General William Mullen whose personal spreadsheet of the thousands of books he's read is organized by topic and includes a rating system. An article by Capt T.X. Hammes on how to set up a training library is also included in this section. Written in 1985, its message still resonates today. Our professional reading section also includes numerous book reviews of military classics as well as new books on more recent events.

## Communities of Interest

The MCA is also hosting new communities of interest including the TECOM Warfighting Society as part of our professional development efforts. Established in November 2018, the Society is a modern version of the "Chowder Society" and projects have included "testing hypotheses" through wargaming. With chapters throughout the Corps, the Society maintains a blog and has established a reference library for its members. Other communities include Enders Galley and the Military Learning Gallery.





**MAGAZINE OF THE MARINES**  
**Leatherneck**  
**WRITING CONTEST**  
 OPEN TO ALL ACTIVE-DUTY AND RESERVE ENLISTED MARINES

**PRIZES:**  
 1st Place: \$1,000 + an engraved plaque  
 2nd Place: \$750 + an engraved plaque  
 3rd Place: \$500 + an engraved plaque

**SUBJECTS:**  
**Leadership:** Describe an outstanding Marine Corps leader and what makes him or her so successful.  
**Current Events:** Describe a recent event and the impact it had on the Marines involved.  
**History:** Describe a little-known aspect of a battle or an individual Marine that others may not know about i.e. "the rest of the story".

**DETAILS:**  
 -Maximum 2000 words  
 -Must include contact information: grade, name, unit, SNOIC/OIC, e-mail and phone number  
 -Submit electronically to [leatherneck@mca-marines.org](mailto:leatherneck@mca-marines.org) in Microsoft Word Format

**DEADLINE: 31 March 2021**  
 Sponsored By Major Rick Stewart, USMC (RET)

**GEN ROBERT E. HOGABOOM**  
**LEADERSHIP WRITING CONTEST**

The Marine Corps Gazette is proud to announce the commencement of its annual Gen Robert E. Hogaboom Leadership Writing Contest. The contest honors the essay that is the most original in its approach to the various aspects of leadership. Authors should not simply reiterate the 11 Principles of Leadership or the 14 Leadership Traits of an NCO addressed in the *Guidebook for Marines*. Authors must be willing to take an honest, realistic look at what leadership, either positive or negative, means to them and then articulate ways and methods of being an effective leader of Marines.

**BACKGROUND**  
 The contest is named for Gen Robert E. Hogaboom, USMC(RET), who served the Corps for 34 years. Upon graduating from the Naval Academy in 1925, Gen Hogaboom saw service in Cuba, Nicaragua, and China, following action in a number of key Pacific battles in World War II. He later served first as assistant division commander, then division commander, 1st Marine Division, in Korea in 1954-55. Gen Hogaboom retired in 1959 as a lieutenant general while serving as the Chief of Staff, Headquarters, U.S. Marine Corps, and was subsequently advanced to the rank of general.

Prizes include: \$3,000 and an engraved plaque for first place; \$1,500 and an engraved plaque for second place; and \$500 for honorable mention. All entries are eligible for publication.

**INSTRUCTIONS**  
 The contest is open to all Marines on active duty and members of the Marine Corps Reserve. Electronically submitted entries are preferred. Attach the entry as a file and send to [go2leatherneck@mca-marines.org](mailto:go2leatherneck@mca-marines.org). A cover page should be included identifying the manuscript as a Gen Robert E. Hogaboom Leadership Writing Contest entry and include the title of the essay and the author's name. Repeat title on the first page, but author's name should not appear anywhere but on the cover page. Manuscripts are acceptable, but please include a disk in Microsoft Word format with the manuscript. The Gazette Editorial Advisory Panel will judge the contest during February and notify all entrants as to the outcome shortly thereafter. Multiple entries are allowed; however, only one entry per author will receive an award.

E-mail entries to: [go2leatherneck@mca-marines.org](mailto:go2leatherneck@mca-marines.org)  
 Mail entries to: Marine Corps Gazette  
 Hogaboom Writing Contest  
 Box 0775  
 Quantico, VA 22134

**DEADLINE: 31 January**



A variety of other information is available on the Professional Development Resources page including MCA event information, specific details on writing contests, and references ranging from National Strategy documents to Marine Administrative messages.

## Writing Contests

Among the MCA's many "core competencies" are its writing contests. From the *Leatherneck* Writing Contest, designed to encourage enlisted Marines to write as part of their professional development, to numerous *Gazette* contests on topics ranging from challenging conventional wisdom to proposing innovative solutions to warfighting challenges. The Professional Development Resources page lists all contests and provides specific information on each for those interested. The MCA is also eager to support commanders who would like to create their own internal writing contests; information on how to request support is also provided in this section.

## Events

Our professional and awards dinners are yet another MCA core competency; information on all scheduled events is captured on our Professional Development Resources page. Dates, speakers, locations and how to register are provided for attendees. In addition, information about how to "attend" events via live streaming is also provided.

## Additional Resources

A key element of our Professional Development Resources is linking to other sites which our members may need as part of their regular duties or their own professional development. Organized by subject, the resources include links to governmental and defense media sites, professional associations, podcasts, and educational research sites. This one stop shop is designed to quickly assist our members in finding the information they need in a clear and accessible manner.

## The Future

The vision of the 13th Commandant of the Marine Corps for the professional association of the Marine Corps was to provide a forum for professional debate and the exchange of ideas, the preservation of our heritage as Marines and to assist Marines in their own professional development. While we are proud to help bring Gen Lejeune's vision to life, the MCA continues to evolve to meet the needs of all our members and we welcome suggestions and feedback from our members to help inform our strategy and way ahead for the next hundred years. 🦖

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## MCA&F VISION STATEMENT

To be universally recognized as The Professional Association of the United States Marine Corps.

## MCA&F MISSION STATEMENT

To be the preeminent association for all Marines and Friends of the Corps dedicated to leader development, recognition of professional excellence and expanding awareness of the rich traditions, history, and spirit of the United States Marine Corps.

## GOALS FOR MCA&F 2025: A STRATEGY FOR THE FUTURE

1. *Support* the Commandant and other senior leaders across the Marine Corps by providing platforms to message key audiences, inform required future warfighting capabilities and develop Marines.
2. *Strengthen* current partnerships and relationships and establish new ones to ensure continued growth and influence.
3. *Advance* professional development programs to increase our value to today's Marines and leaders.
4. *Recognize* the superior performance of individual Marines and units who have excelled in their respective technical specialty areas and broader professional accomplishments through our awards and events.
5. *Grow* resources to ensure organizational stability and continued support of the professional development of Marines.
6. *Provide* relevant resources to all Marines and friends of the Corps to inspire continued participation in their professional association.
7. *Succeed* in establishing the Marine Military Exposition series as the Marine Corps' service-level showcase events.
8. *Implement* improvements in governance and business operations to increase organizational and employee effectiveness.
9. *Identify* other transformational initiatives to advance the MCA&F mission and support of all Marines.