



# LISTEN UP!

**CENTRAL BUCKS DETACHMENT #636**

**Marine Corps League of Pennsylvania, Inc.**

**Commandant: ROBERT A. SUNDLING**

**Editor: DON H. GEE**

VOLUME XV, Number 1

JANUARY 2003



**CENTRAL BUCKS  
DETACHMENT, Inc. #636**  
P. O. Box 1372  
Doylestown, PA 18901-1372  
Meets  
7:30 p.m.,  
2d Wednesday of Month  
American Legion Post 210  
315 North Street, Doylestown, PA

**Sr. VICE COMMANDANT:**  
WILLIAM R. MILLER

**Jr. VICE COMMANDANT:**  
DONALD D. PARZANEZE Jr.

**ADJUTANT:**  
GARY SMITH

**PAYMASTER:**  
ROBERT J. CODY

**JUDGE ADVOCATE:**  
BOB MOMORELLA

**QUARTERMASTER:**  
ROBERT DUFF

**CHAPLAIN**  
BUDD PEARCE, PC

**SERGEANT-AT-ARMS:**  
DENNIS K. STANISLAW

**MESS SERGEANT:**  
WIL HAAS

**WEBMASTER:**  
JAMES E. PEARCE

**MARINE OF THE YEAR:**  
ELIIS M. "BUDD" PEARCE, PC

## HERB KROUT DIES IN NAPLES, FL

Herbert W. "Herb" Krout, a charter member and life member of the Central Bucks Detachment, and brother of **Marine Ray Krout**, died Dec. 19 in Naples Community Hospital, Naples, FL. He was 78.

Herb initiated the Detachment's award-winning parade float, maintained it at his Warrington home, and drove it during our annual parades in Chalfont and Doylestown. He donated the float to the Detachment early this year.

Born Sept. 8, 1924, in Warrington, he was a 1942 graduate of Doylestown High School. Herb served in the Marine Corps aboard the USS COLUMBUS in the Pacific during World War II. He was discharged in 1946 after which he farmed in Bucks County for 15 years. Herb owned and operated H. W. Krout, Inc., Excavating & Site Development, retiring in 1986. Following retirement, he spent winters in Naples, FL, for 16 years.

He was a member of St. Paul's Lutheran Church in Doylestown. He was also a life member of the USS Columbus Veterans Association and American Legion Post 210, Doylestown. He was also a member of Veterans of Foreign Wars Post 7721 (Golden Gate, FL); the Oddfellows; and the E. T. Brisson Detachment (Naples, FL), Marine Corps League. He was an associate member of the Shepherd of the Glades Lutheran Church in Naples.

In addition to his wife, Sarah (Wenner) Krout, he is survived by his daughters, Kathleen M. Boardman of Reading, PA; and Linda McIlhinney and Claire E. Krout, both of Warrington. Also surviving are his seven grandchildren and three great-granddaughters; his brothers, Ray of Chalfont and Clinton Krout of Warrington; and his sisters, Ruth E. Miller of Hatfield and Mary E. Krout of Conshohocken.

(See **HERB KROUT**, Page 2)

THE NEXT DETACHMENT MEETING WILL BE AT 1930 ON  
8 JANUARY 2003 AT THE AMERICAN LEGION POST,  
315 NORTH ST, DOYLESTOWN, PA.



# COMMANDANT'S COLUMN

December's meeting was very "informal." We only had eight members show up due to some anticipated nasty weather. I received a few calls from some of the missing and I appreciate it. I didn't have much news to pass on, and since we ended early it gave a couple of us a chance to visit **Marine Ray Krout** at Doylestown Hospital. Boy, is he cute in a hospital gown!

Senior Vice Commandant **Bill Miller** drove all the way from New York to make the meeting and he was even grouchier than usual.

We voted and accepted "**Gunny**" **Ma-hala** (the C.O. of our Young Marines) as a detachment member.

Peggy (my wife and exemplary clerical assistant) sent out a shipment of goodies to the deployed Marines from Willow

Grove. We received word via e-mail that it was received aboard ship (in record time) and will be shared by all as far as it will go. So, please, resume bringing whatever you can to the meetings to help make up these much appreciated packages – jerky, Slim Jims, chewing gum, hard candy – whatever you can manage. We'll let you all know when we need more books – not yet please. We'll be sending another shipment before the January meeting, but we can keep up a steady schedule with your help – the last boxes consisted mostly of some goodies, books and baked goods from our house and two neighbors. It's definitely appreciated and very much worth the trouble. Enough said!

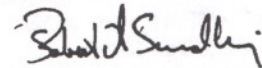
The toys we collected at our small De-

ember meeting were delivered to the base by yours truly.

I received a thank you letter from the principal of Kutz Elementary School. **Budd Pearce** arranged and set up a good presentation on the Detachment's behalf for their school assembly on Veteran's Day. I'll be sure to pass the letter along to Budd at the January meeting.

Finally, I'd like to extend best wishes for the holidays from my family to yours. Please remember our service men and women in your prayers.

Semper Fi!



## **2003 SCHEDULE OF EVENTS**

**NEW YEARS EVE  
DECEMBER 31**

**NEW YEAR'S DAY  
JANUARY 1**

**MEMORIAL SERVICE  
FOR HERB KROUT  
AT  
ST. PAUL'S LUTHERAN  
CHURCH, 301 N. MAIN ST.  
11 A.M.  
JANUARY 4**

**DETACHMENT MEETING  
JANUARY 8**

## **LISTEN UP!**

LISTEN UP! is the internal information publication of the **CENTRAL BUCKS DETACHMENT #636, Inc.** of the Marine Corps League of Pennsylvania, Inc. It is published monthly by and for the members of the Central Bucks Detachment.

## **President Signs Defense Authorization Act**

President Bush came to the Pentagon on December 2 and ceremonially signed the FY2003 Defense Authorization Act into law (Public Law 107-314).

Among other things, the Act provides active duty, Guard and Reserve personnel a 4.1% to 6.5% pay raise (depending on grade and years of service) and 8% housing allowance increase as of January 1, 2003.

It also substantially eliminates the disability offset to retired pay for certain retirees with at least 20 years of active duty and (a) any disability rating that is associated with a Purple Heart or (b) a disability rating of 60% or higher that is due to a combat-related or operations-related disability. Eligible retirees will have to apply

for this new compensation.

Because the Defense Department needs time to develop guidelines for approval as well as application forms and procedures, Congress made the effective date of the new payment 180 days after the President signed the law.

President Bush did that on December 2, so the effective date of the new special compensation will be June 1, 2003.

DoD officials have a lot of work to do to build documentation requirements, approval procedures and guidelines, application forms and more, and say these actions probably won't be completed before the end of April.

In the meantime, many retirees are asking, "Will I qualify?" Unfortunately, it will be four or five months before anyone will know what the final rules are or how or where to apply.

Disabled retirees are asked to be patient and avoid sending inquiries to the Defense Department until the rules are announced.

The responsible Pentagon officials are working to build the new program, and it's counterproductive to make them spend time processing inquiries when they haven't yet had time to figure out the answers.

## **HERB KROUT**

*(From Page 1)*

He was preceded in death by three brothers and two sisters.

A memorial service will be held at 11 a.m. on Saturday, Jan. 4, at St. Paul's Lutheran Church, 301 N. Main St., Doylestown.

In lieu of flowers, contributions may be made to St. Paul's Lutheran Church.



# Highlights

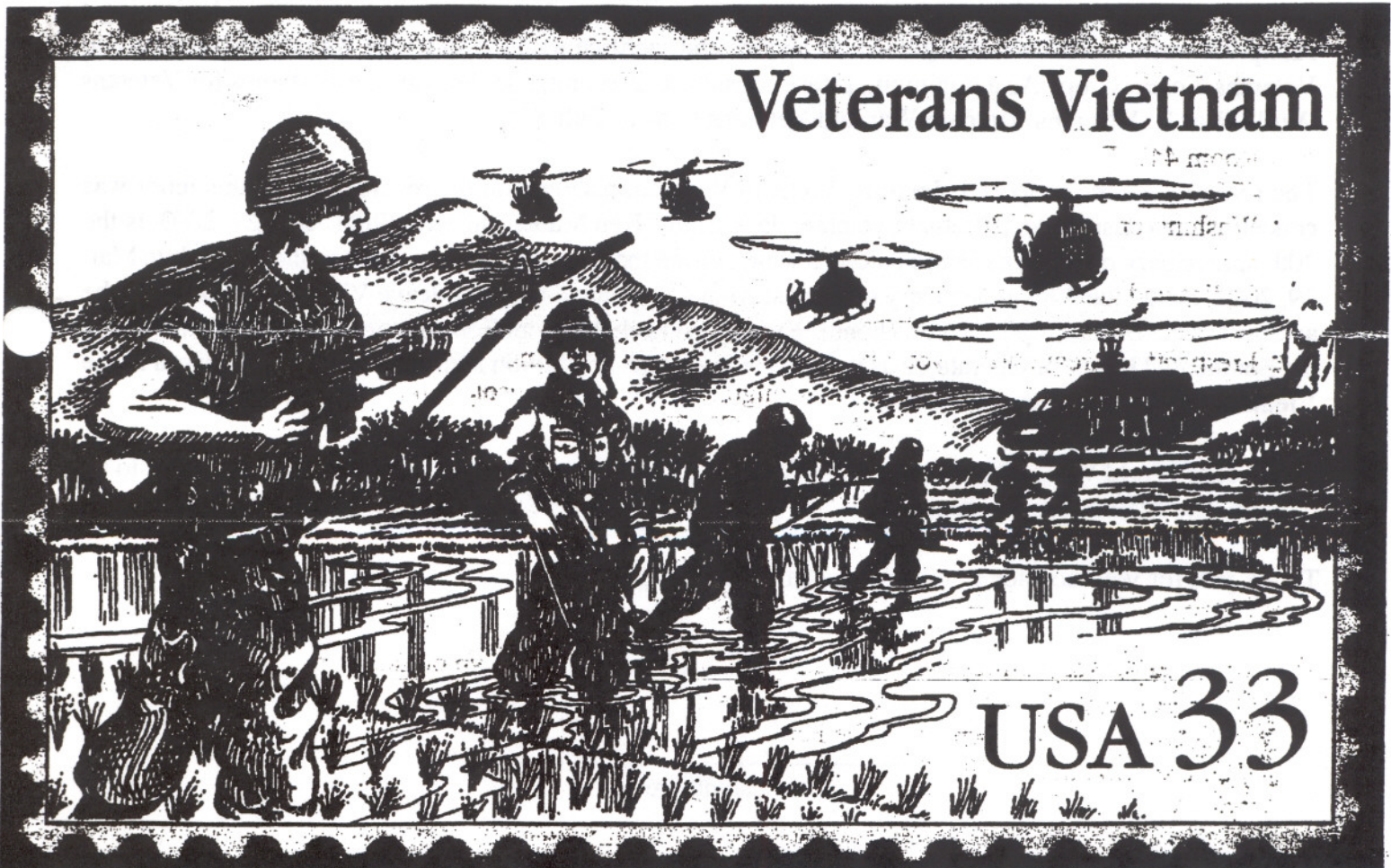
The regular meeting of the Central Bucks Detachment, Inc., of the Marine Corps League of Pennsylvania, Inc., was held December 11, 2002, at the Albert E. Atkinson American Legion Post #210, 315 North St., Doylestown, PA.

There were eight members present including **Commandant Bob Sundling, Senior Vice Commandant Bill Miller, Adjutant Gary Smith, Paymaster Bob Cody, and Chaplain Budd Pearce, PC.** Distinguished members in attendance included **Past Commandant Budd Pearce and Past Department of New Jersey Commandant Ed Hoth.**

Commandant Sundling, Senior Vice Commandant Miller and Adjutant Smith decided to visit **Marine Ray Krout** at Doylestown Hospital where he was recovering from knee surgery.

The meeting was adjourned until 7:30 p.m. on Wednesday, January 8, 2003.

## VIETNAM VETERANS U. S. Postage Stamp



Preliminary Concept and Illustration by Jack Crane ©1999.



Issued August 26<sup>th</sup>, 1985



Issued July 26<sup>th</sup>, 1985



Citizen's Stamp Advisory Committee  
U. S. Postal Service Stamp Development  
Room 4474E  
475 L'Enfant Plaza SW  
Washington, DC 20260-2437

Ladies and Gentlemen,

I respectfully request you give consideration and recommendation to the continuation of the Veteran stamp series issued in 1985. Congress has passed a resolution naming the "Person of the Century" for the 20th Century, the American GI. The resolution recognizes the importance of the service and sacrifice of the men and women of the Armed Forces. The Postal Service recognizes historic events such as wars by issuing a stamp but went beyond and recognized the service and sacrifice with the Veterans World War I stamp and Veterans Korea stamp. As a minimum, please consider and recommend the issuance of stamps for Veterans World War II, Veterans Vietnam War and Veterans Persian Gulf War.

The rendition of the proposed Veterans Vietnam War stamp, shown on the reverse side of this letter was conceived and designed by Vietnam veterans Jack Crane, Ken Mabe, and Jeff White. Jan. 27, 2003, is the 30th anniversary of the Paris Peace Accords which ended the American involvement in the War while Mar. 29, 2002, marks the 30th anniversary of the last American combat troops to leave Vietnam. This would be an appropriate next stamp to issue to honor the approximately three million veterans who actively served in the Southeast Theater of Operations as well as the more than six million men and women who served in the Vietnam Era worldwide.

A Veterans World War II stamp could be issued on the dedication day for the World War II Memorial to be built on The Mall in Washington, DC.

Thank you for your consideration and assistance in this matter.

Sincerely,

---

(Signature)

---

(Printed Name)

---

(Street Address)

---

(City, State, ZIP Code)





## THE ALL-AMERICAN BRAND: A Tribute to the U. S. Marine Corps



by Kristine Kirby Webster

The other night I was sitting and knitting, and working mentally on a presentation I am putting together.

Specifically, I was trying to encapsulate in a few points the hallmarks of a great brand. I decided that a great brand is enduring, establishes affinity, and engenders loyalty.

After mulling over these hallmarks, I found myself wondering what I would consider to be the Great American Brand. Would it be Sears, the original catalog powerhouse? All the Ma Bells, the forerunners of telecoms today?

Would it be McDonald's and their ubiquitous arches? How about Coke and their national and global reach?

No. The great American brand, in my eyes, is the United States Marine Corps.

Now, I can almost hear many of you saying, "Wait just a minute, Kristine....the Marines don't sell anything! How can it be the Great American Brand?"

I admit it. When most people think of branding, they think of it as a part of a sales plan, one designed to generate profits. But brands needn't be about sales. As the hallmarks of a great brand demonstrate, the bond and the relationship created is the most important goal of a brand. It can't be stated enough: the true promise of a brand is only realized through the customer-brand experience and the resultant relationship.

The Marines are the smallest of the U.S. military services. But if you were to gauge size merely by the number of bumper stickers on cars across

America, the Marines would win hands-down as the largest.

And the Marines aren't content to simply rest on their historic laurels. They consistently promote their brand through multi-channel marketing efforts (both externally and internally) more precisely and effectively than any other service, and many organizations. Perhaps that is why they have numbers such as the following that would make any for-profit business jump for joy:

- \* The Marines have consistently met their monthly recruiting goals for more than seven years running.

- \* For the Fiscal Year 2003 (which started October 1, 2002), there are 6,100 openings for Marines wishing to re-enlist during this year. As of October 11, 2002, more than 5,100 Marines had requested re-enlistment.

At that rate, three weeks into their fiscal

year they would meet their annual goal. (Talk about excellent retention!)

One of the main functions for success in branding is consistency. The Marines have had some form of the Eagle, Globe, and Anchor logo since their founding in 1775. The Commandant of the Marine Corps always has the license plates "1775" on his vehicle.

*Almost all Marines begin or end all conversations, correspondence, etc. with "Semper Fi," their motto ("Semper Fidelis," meaning "always faithful").*

And, of course, who can forget the Marine Corps bulldog? All of these symbols combine to reinforce the brand and serve as markers of loyalty and a sense of community.

In their book, *The 22 Immutable Laws of Branding*, Al and Laura Ries note that "if the entire company is the marketing department, then the entire company is the branding department." This is absolutely true of the Corps.

Each Marine is a walking, talking advertisement, and a persuasive one at that. The Marines understand the importance of their brand--both externally and internally--more than any other service, and more than most companies.

To the Marines, their brand is a living, breathing, historically-based but constantly evolving thing.

Every strong brand today recognizes that the brand is not a static thing; it needs to be constantly evolving to meet the needs of their customers, and it needs to be nurtured and promoted in order to endure.

The Marines understand the need to go out and find those Marines of tomorrow.

They are sponsors of such events as the X Games, NASCAR, NFL Football, and other sporting events that are attractive to their target audience. They don't just sit around waiting for candidates; they use the proactive nature of their brand and message and mission to go out and attract people who want to be Marines. They promote not only the tangible benefits of the brand--the uniform, the respect, the ability to serve your

nation, and a chance to see the world, but also the intangible--the feeling of pride, of belonging to a select group, of aspiring to be someone great. (Another Marine tag line is "The Few, The Proud, The Marines.")

They also use their proactive nature to "keep" the Marines who have served in the past. Have you ever heard the oft-said phrase, "Once A Marine, Always A Marine?" The Marines make great efforts to retain the affinity and relationship between the Corps and the Marine even after a person's active service is over.

To this end, they have a program called "Marine for Life."

The Marine for Life program's mission "is to provide sponsorship for our more than 27,000 Marines each year who honorably leave active service and return to civilian life in order to nurture and sustain the positive, mutually beneficial relationships inherent in our ethos 'Once A Marine, Always A Marine.'"

The Marines clearly understand the importance of relationships, longevity, and of loyalty. Besides being a force to be reckoned with on the battlefield (pun intended!), they are a force to be reckoned with off it. They have a large contingent of Marines--past and present--as well as their families, whom they can rely on to promote the needs and the vision of the Corps, from the halls of government to the smallest farm communities, from inner cities to Fortune 500 boardrooms. The amazing reach of their message is only superseded by their consistency of purpose and message.

What can your brand learn from the Marines?

That consistency is vital, that loyalty is a valuable asset, and that relationships created in the brand promise and delivered on by the brand fulfillment are lasting. That treated well, you can create and have customers for life. So, perhaps your brand needs to go to boot camp and learn some brand promotion and loyalty techniques from the Marines.

Is your brand up to the challenge?

\*\*\*

Kristine Kirby Webster is President of The Canterbury Group, Ltd. (TCG), a full service direct marketing agency and consultancy ([www.canterbury-group.net](http://www.canterbury-group.net)).

TCG specializes in non-profit fundraising and relationship marketing programs. She can be reached at <[Kristine@canterburygroup.net](mailto:Kristine@canterburygroup.net)>



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Signature

\*Required Information

Send the completed form to:  
eScrip, PO Box 6988, Auburn, CA 95604



For complete program information, visit  
[www.escrip.com](http://www.escrip.com)

## TRICARE Announces New Pharmacy Program

By Rudi Williams

American Forces Press Service

WASHINGTON, DC, Dec. 13--More than 400,000 military pharmacy mail order customers will be switched March 1, 2003.

Services will continue under the National Mail Order Pharmacy contract until Feb. 28, 2003, he noted. The next day, March 1, Express Scripts Inc. will provide services under the new TRICARE Mail Order Pharmacy program, Davies said.

Express Scripts Inc. of Maryland Heights, Mo., won the \$275 million, five-year contract in September to provide mail order pharmacy services for TRICARE beneficiaries.

The director of DoD pharmacy programs Army Col. William D. Davies said beneficiaries who have refills remaining on prescriptions on March 1 will be transferred to Express Scripts so they can continue ordering medications on time, with a few exceptions.

"We can't transfer narcotics or other controlled substance prescriptions. Nor can we transfer compounded prescriptions--those that are physically prepared by the pharmacy," said Davies, a registered pharmacist with more than 23 years of active duty service.

Medication that requires refrigeration is shipped through priority mail or a courier service, such as FedEx, the pharmacist said. "That's one reason we don't send medications that require refrigeration to APO and FPO addresses overseas," he noted.

In early January, current users should receive a post card announcing the new services. That will be followed by a mailing which will include a registration form, a description of benefits and a brochure covering the TRICARE program.

Those eligible to use the current mail order program or the retail benefit are eligible to use the new TRICARE mail order program. New customers have to register for the program. Information will be provided through the TRICARE service centers, military treatment facilities pharmacy as well as their marketing points of contact.

The usual delivery time for medication is five to seven days. The easiest way for patients to ensure they don't run out of their medication is to have the provider write for up to a 90-day supply with up to three refills. The beneficiary can request a refill once 75 percent of the medication has been used.

"So about Day 70 into their medication, they can request a refill," Davies said. "That provides them a cushion."

The new contract saves taxpayers' dollars because it calls for purchasing drug products at federal prices. Best federal prices are at least 24 percent below average commercial wholesale prices Davies estimated.

The TRICARE Management Activity will manage the For more information, including a complete section on the co-pay structure, visit the TRICARE Web site at [www.tricare.osd.mil](http://www.tricare.osd.mil). Reservists can check the site for details of their benefits under the program.



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Knowledge and experience acquired while serving in the Marine Corps and the Central Intelligence Agency helped Detachment member **Ron Wootters** write this fictional novel.

## HELP WANTED

The First Marine Division Association is searching for a qualified candidate to be appointed Editor-in-Charge of Publications.

Duties include editing and producing the bi-monthly **OLD BREED NEWS** and the Annual Reunion Journal for the organization.

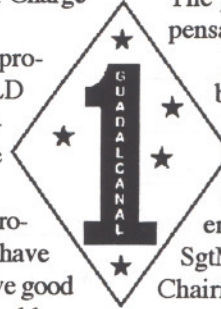
Applicants must be highly proficient in desktop publishing, have excellent journalistic skills, have good photographic skills, and be able to devote sufficient time and energy to

the position to produce publications by deadlines and in a workmanlike manner.

The position offers a modest compensation and a two-year contract.

Business expenses are reimbursed.

Applicants should submit their resumes, three business references and two personal references, and any questions to: SgtMaj. Bill Krueger, USMC (Ret); Chairman, Search Committee; 7622 Highland St.; Springfield, VA 22150-3931; Ph: (703) 451-3844.



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Brooke Allender





## Application for Membership Marine Corps League

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Name \_\_\_\_\_

Street \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Date of Birth \_\_\_\_/\_\_\_\_/\_\_\_\_ Date of Enlistment/Commissioning \_\_\_\_\_

Date of Discharge/Separation/Retirement \_\_\_\_\_ SSN \_\_\_\_\_

Type of Application -- New ( ) Renewal ( ) Associate ( ) Phone (\_\_\_\_) \_\_\_\_\_

E-mail: \_\_\_\_\_

I hereby apply for membership in the **CENTRAL BUCKS DETACHMENT**, Marine Corps League, and enclose \$30.00 for one year's membership (which includes subscription to **MARINE CORPS LEAGUE MAGAZINE**).

I hereby certify I have served as a U.S. Marine for more than 90 days, the character of my service has been honorable and, if discharged, I am in receipt of an Honorable Discharge. By signature on this application, I hereby agree to provide proof of Honorable Discharge/service upon request.

\_\_\_\_\_  
(Sponsor - where applicable)

\_\_\_\_\_  
(Applicant's Signature)

Remit this form with check or money order (made payable to **CENTRAL BUCKS DETACHMENT, MCL**)  
to: **CENTRAL BUCKS DETACHMENT, P. O. Box 1372, Doylestown, PA 18901-1372**

**CENTRAL BUCKS DETACHMENT, Inc.**  
**Marine Corps League of Pennsylvania, Inc.**  
**P. O. Box 1372**  
**Doylestown, PA 18901-1372**



**"ONCE A MARINE, ALWAYS A MARINE"**