



HONORING SERVICE & SACRIFICE

# The Flagpole

Fall 2014

The Newsletter of the U.S. Army Women's Foundation

Volume LXV No. 2

## IN MEMORIAM

### COLONEL (RET) ARLENE GREENFIELD



COL (Ret) Arlene Greenfield speaking at the 2013 AWF Symposium and Hall of Fame Luncheon

It is with deep shock and regret that we announce the sudden passing of Colonel Arlene Greenfield, USA (Retired) on Aug. 26, 2014. She was 64 and resided in Arlington, Va.

A native of Brooklyn, NY, Arlene graduated from the Gladys W. and David H. Patton College of Education, Ohio University in 1971 with a BS in Home

Economics. She received her Master of Arts degree in personnel management and human relations from Webster University in Missouri in 1982. Arlene was commissioned in the WAC in August 1971 and graduated from WOBC in Spring, 1972. She served as an AG (Adjutant General Corps officer) in the US and Germany in positions of increasing importance, as well as TDY all over the world. Among the highlights: three successful commands; AMC (Army Materiel Command) Inspector General; Army representative for the DACOWITS (Defense Advisory Committee on Women in the Service); DOD representative to the Department of Veterans Affairs Center for Women Veterans; and deputy director/acting director for the Human Resources Directorate, ODCSPER (now G-1). Her military schools included the Armed Forces Staff College and an Army fellowship at Harvard University. She retired as a colonel in 2001 after a 30-year Army career.

Incredibly active in retirement, she traveled extensively, served on and was chair of Ohio University's Women in Philanthropy and OU Alumnae associations, a member of the Chief of Staff, Army Retiree Council, the Ft. Myer Military Community Retiree Council, the Army Women Veteran's Association of No. Virginia (aka: NV 33), and many other organizations. She was a regular volunteer at the Reagan Airport USO, a supporter and active participant at the Smithsonian Institution, a board member of the Army Women's Foundation, and a member of the WIMSA Leadership Council. She was both partner and co-founder of Qualitative Research Service Consultants, Inc.

She is survived by two brothers, Stuart and Paul of Texas and California respectively, as well as other relatives.

In lieu of flowers, the Greenfield Family and the Army Women's Foundation will be accepting gifts in her memory to support the Army Women's Foundation Legacy Scholarship Program. To make a gift in memory of Colonel Arlene Greenfield please send it to Army Women's Foundation, P.O. Box 5030, Fort Lee, VA 23801, or visit [www.AWFDN.org](http://www.AWFDN.org). ★

## PRESIDENT'S MESSAGE

Friends,

As we enter fall and prepare for winter, we find ourselves harvesting the fruits of our summer labors. And, we have been busy! Our communications team is undertaking strategic steps to increase outreach through our online presence.

Our small team is refreshing our website. We first launched the Army Women's Foundation webpage in 2007. As these seven years passed, we added more information to it as our work has grown. After a period of time, we have found that we need to improve its functionality.

You may have noticed the tremendous growth in the number of our Facebook followers. We've grown nearly eight fold over the past year! Yes, a year ago, at the start of September, we had 1,200 followers. Today, as I write this, we have more than 9,500 followers.

Not only are more people following our page, more people are engaging by commenting and sharing our Facebook stories with their friends. Each time they share one of our posts with their friends, more people learn about your achievements and the Foundation's work that you support.

We're using Facebook to celebrate achievements of our women soldiers and share news about national topics that affect our soldiers to help them stay informed.

On Throwback Thursdays, we draw attention to the rich history of women soldiers by posting some terrific photographs and highlighting the impact women had on our Army and our country. Please send us your photographs and stories to use.

We're also showcasing our Legacy Scholars on Facebook. Once a week, we run a short profile

of a scholar and encourage others to follow in their footsteps.

Besides expanding our online presence, we were busy growing in other areas.

When we launched our Legacy Scholarship program in 2008, we funded it with \$5,000. During our last awards, announced in March 2014, we distributed \$51,000 in scholarships.

This summer, our board took a bold step by voting to increase the Legacy Scholarship fund to \$75,000! Our goal is to help more students fulfill their aspirations. The application process is now open. Please help us spread the word and direct students and parents to our website or our phone number to learn more about eligibility.

We'll announce the winners in March at our annual symposium and Hall of Fame awards program in Washington, D.C. Plans for those events are taking shape now. We look forward to reporting back to you in spring on the results of the symposium.

Truly, the work of the Army Women's Foundation is only possible because of your support. On behalf of the Army Women's Foundation, I thank you.

Warmest Regards,

Dee Ann McWilliams  
MG, USA (Ret)  
President, Army Women's Foundation



AWF visits White House for the visiting President of France, Feb. 11, 2014. Pictured (left to right): Peggy Trossen, LTC (Ret) Isabelle Slifer, LTC (Ret) Vicki Merryman, COL (Ret) Arlene Greenfield, SGM (Ret) Andrea Farmer, April Booth

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# FROM THE EXECUTIVE DIRECTOR

**Volunteer:** 1) a person who freely undertakes military service; 2) a person who performs a service willingly and without pay

Some women have served in the Army for decades. They have always freely undertaken their military service; they were never compelled to serve. They stepped forward on their own — they were volunteers.

Like each woman who raised her hand to serve in the Army, as Active Duty, Guardsmen, or Reservists, the many women who support the work of the small staff of the Army Women's Foundation continue that selfless spirit. They voluntarily perform service, and for the foundation, they do it without pay. Their compensation is in knowing they are helping others. Our Board of Directors, Advisory Board, Committee members are all unpaid volunteers. They spend their time and energy and use their knowledge and creativity working for army women, through our foundation. Most of our volunteers have served in Korea, Vietnam, Bosnia, Iraq, Afghanistan and elsewhere. Some of our volunteers have not served but want to give in some way to support and honor Army women. The spirit of volunteerism permeates our organization.

Over the years, the Army Women's Foundation has had innumerable volunteers step up to the plate, saying, "I want to help move the mission forward." their

contributions are significant. Without them, as Executive Director, and our small staff of part-time employees, we could not have achieved all that has been accomplished.

Recent changes in our Board (more on that in a moment) prompt me to wonder if we thank these volunteers enough. So I want to take a moment to recognize and thank some of these special people. The list is long, so please forgive me for not including everyone!

During my term as Executive Director, we have been blessed with the service of Vickie Longnecker, Pat Jernigan, Sue Pierce, Sherry Russell, Janet Southby, Pat Sigle, Pat Foote, Arlene Greenfield and those currently serving on our Board of Directors and Advisory Board. I especially want to thank Dee McWilliams for helping to 'advance' AWF in so many ways.

We cannot do our work, move forward, find new sources of revenue and new ways to impact Army women without the vision of new volunteers, nor the tenacity and dedication of past and current volunteers.

Now the reason for this reflection on the word "volunteer." Two 'uber' volunteers are cycling off our Board... not because they no longer wish to serve, but because of the bylaws. Retired Lieutenant Colonels Vicki Merryman and Mary Coleman Spring are two of the most dedicated women to serve on the Board. No project was

too big, too time consuming or daunting for them to say NO. Their service to their country has been matched by their service in multiple capacities on our Board. I have seen their accomplishments. We have benefited from their labors, and I have seen them inspire others. Vicki, Mary, thank you! And thank you for agreeing to stay involved in other capacities.

I close this message with two requests of you, our supporters. If I have not identified a volunteer you know to have willingly contributed exceptional service to the Army Women's Foundation, let me know. And if the service of others encourages you to follow their examples, please communicate your thoughts and availability. There are enough things to be done and ways to serve Army women for you to be involved.

Hooah Volunteers!

Peggy Trossen  
Executive Director



## THE BOTTOM LINE QUESTION IS WHY GIVE?

When talk turns to charitable giving in the United States foundations and major corporations capture attention with well-publicized large gifts. However, in overall dollars of charitable giving, each year the largest amounts by far, are by concerned and dedicated individuals. These might be large gifts, small gifts, 'planned' gifts, bequests, periodic or single gifts to name a few. These gifts might be in response to direct mail, special interest or person-to-person. But these individual gifts and bequests add up to nearly 85% of charitable giving.

Corporate gifts can be significant, but these gifts are usually targeted at specific interests of the corporations. Gifts from foundations typically follow the same parameters in their charitable giving.

Who do individuals give to? First and foremost they give to religious organizations and institutions. For college grads, they give to their alma maters. But observers note a small shift in such giving since the 2008 Recession. More individuals are giving to support educational institutions generally, and not merely one's alma mater.

Other areas reported to be experiencing an increase in individual giving are environmental groups and those that support human services. Many of these organizations are small and even a slight increase can be significant.

To keep advancing our mission, we ask you to make a gift/contribution to the Army Women's Foundation. The Army Women's Foundation does not fit neatly into popular causes. So we have to prove that we are worthy recipients of individual giving and we believe we are doing that. Starting with the Foundation's website and Facebook site, we have increased the number of our supporters exponentially. We have used donor funds wisely. This is reflected in our scholarship program, for example. From two scholarships in 2007, we expanded to 29 in 2014. We hear from grateful Army women every day.

No gift is too small or insignificant. Together with others, each gift can help to make a difference in our work to do more to help our Army women and to engage our nation about the service and sacrifice of Army women.

Your gift can help to build our programs, to expand our Legacy Scholarships to Army women and their lineal descendants, support the Army Women's Museum, to assist others with programs for Army women.

If you have a special interest, contact us and we will work with you to make sure your gift meets your aspirations. If you are considering us in your Estate planning, please contact Peggy Trossen at [ptrossen@awfdn.org](mailto:ptrossen@awfdn.org).

And to all who have, and continue to support the Army Women's Foundation, we sincerely thank you. ★

## SUPPORT US BY SHOPPING AT AMAZON SMILE!

Go to [smile.amazon.com](http://smile.amazon.com). Search on "US Army Womens Foundation" and click the Select button beside our name. When you start your shopping at [smile.amazon.com](http://smile.amazon.com), Amazon will donate a portion of the purchase price to our organization for any purchases you make through this site. ★

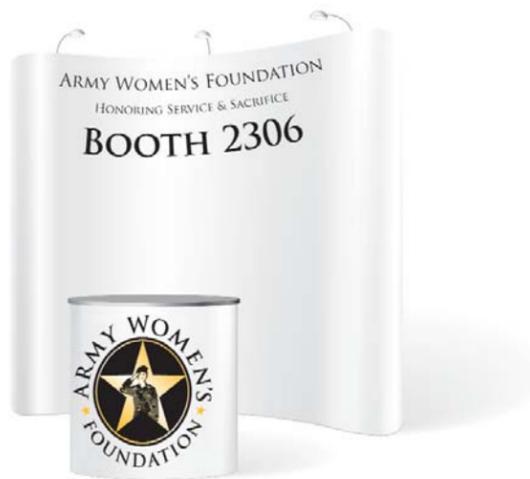


## VISIT US AT AUSA'S ANNUAL MEETING AND EXPOSITION



Be sure to visit AWF at Booth Number 2306 at AUSA's Annual Meeting and Exposition being held October 13-15 at the Washington D.C. Convention Center. We are grateful to AUSA for their continued support of AWF and look

forward to growing our partnership with them. This is a significant event for us to get out and meet our supporters and make new friends. We always look forward to it and will post photos and updates on Facebook throughout the event! For more information about the Association of the United States Army and their events, please visit their website at [www.AUSA.org](http://www.AUSA.org). ★



Are you part of the social media craze? If so, **become a fan of the Army Women's Foundation page on Facebook!** We hope to hear from you soon!

**LinkedIn**  
Connect with us

## FACES OF THE FALLEN



### PFC DANIELA ROJAS

PFC Daniela Rojas, 19, of Los Angeles, CA, died May 3, 2014 in Homburg, Germany, as a result of a non-combat related illness.

Daniela grew up in Boyle Heights and was a 2012 graduate of Theodore

Roosevelt High School in East Los Angeles. She joined the army on October 22, 2012.

PFC Rojas was assigned to the 2nd Battalion, 12th Infantry Regiment, 4th Brigade Combat Team, 4th Infantry Division, Fort Carson, CO. She was supporting Operation Enduring Freedom.

She is survived by her parents, Guillermina and Lidio Rojas, two brothers Lidio and David, and three sisters, Joana, Janet, and Bianca.

Daniela will be remembered as a brave and loyal soldier and loving daughter. ★

## BRONZE MEMORIAL PLAQUE

The Bronze Memorial Plaque Program offers the opportunity to permanently honor deceased members of the Armed Forces, their friends and family, and the fallen heroes of current conflicts by placing their name on a bronze plaque that is located at the U.S. Army Women's Museum at Fort Lee, Virginia.

Donations in any amount are welcome and will be held until the amount required for the individual minimum, \$100.00, is reached. Currently we are accepting names for Plaque XVII which will be open from January 1, 2013 through December 31, 2014. ★



## CHECK OUT OUR PSA AND DOCUMENTARY ON YOUTUBE

The Army Women's Foundation has created a Public Service Announcement to raise awareness of its mission and programs. We invite you to visit our YouTube channel (search AWFDN) or visit our website [www.AWFDN.org](http://www.AWFDN.org) to view the PSA video. While there, also check out the brief Army Women's Foundation 2014 Documentary to view highlights from the 2014 Summit and Hall of Fame Reception. Thanks to Metro Productions (offices in Alexandria, Hampton and Richmond, Virginia). ★



## HONORING STEVE ROBINSON

The Army Women's Foundation offers its heartfelt condolences to the family of Steve Robinson, a retired Army non-commissioned officer and a tireless advocate for military veterans. Steve died suddenly on June 12, 2014 at the age of 51 while at work.

Steve served 20 years in the US Army in conventional and Special Operations assignments, including: 1/75th Ranger Battalion, 24th Infantry Division, 1/10th Special Forces, 8th Infantry Division, Ranger Instructor, 6th Ranger Training Brigade, Long Range Surveillance Detachment Team Leader in Korea, ROTC Instructor, and finally in the Office of the Secretary of Defense as a briefer and analyst on health effects which arose out of the 1991 Persian Gulf war.

Steve became a veterans advocate when he retired from the Army in 2001 and held senior positions in non-profit organizations that support veterans. He was a Special Adviser on chemical and biological weapons exposures to Vietnam and Gulf War veterans, and served on the Department of Veterans Affairs Research Advisory Committee on Gulf War Illnesses.

Steve was selfless; he put soldiers' needs first. He visited the wounded, ill and injured in hospitals, and he took calls at all hours of the day and night. He invested tremendous energy advocating for systems and programs that would ensure military members and veterans received

appropriate health care — particularly mental health care — and he advocated for resiliency programs. He voiced his concerns with the Defense and Veterans Affairs departments, and with Congress. He also worked to help veterans transition successfully to civilian employment.



Since October 2010, Steve was the vice president, external Veteran Affairs, for Prudential Financial, serving as the company's face of veteran outreach in Washington, D.C. Steve engaged Prudential Financial to support the Army Women's Foundation programs, particularly the Foundation's Legacy Scholarship Program.

The Army Women's Foundation will honor Steve's memory by adding his name to the bronze memorial plaque along the walkway of the U.S. Army Women's Museum at Ft. Lee, Va.

Steve supported numerous organizations, including USO Metropolitan Washington, Tragedy Assistance Program for Survivors, and other non-profit groups dedicated to supporting our U.S. military family. ★

## LEGACY SCHOLARSHIPS — MAKING A DIFFERENCE

To help our Army women accomplish their educational goals, we have once again expanded the Legacy Scholarship Program — this year by increasing our program budget to \$75,000!

The Foundation's Legacy Scholarship Program is available to all Army women — active duty, retired, National Guard, Reserve and their lineal descendants. The Legacy Scholarship program offers financial support in four areas: Certificate programs, Community College coursework, Undergraduate Degrees, and Graduate Degrees. Scholarships are awarded only for coursework from accredited institutions and are based on merit, academic potential, community service, letters of recommendation, and need.

The Legacy Scholarships are available for tuition assistance for certification, coursework at community college level or four year academic institutions and graduate schools.

- Community College and Certificate Program Legacy Scholarships will be awarded up to \$1,000.
- College, University, and Graduate Program Legacy Scholarships will be awarded up to \$2,500.

New for 2015 — applications are completed online! Application must be submitted by January 15, 2015 and supporting required materials must be postmarked by January 15, 2015. Criteria, details, and scholarship forms are available online at [www.AWFDN.org](http://www.AWFDN.org). ★



## ARMY WOMEN'S FOUNDATION 2015 HALL OF FAME INDUCTION AND SUMMIT MARCH 17 & 18, 2015

As our nation participates in Women's History Month every March, the U.S. Army Women's Foundation's commemorates and celebrates the service, accomplishments, and sacrifices of Army women by hosting an annual Hall of Fame Induction Ceremony and Symposium. These events place the AWF at the forefront of the issues and opportunities impacting U.S. Army women around the world. Event participants interact and partner with an elite cadre of senior military leaders, corporate leaders, opinion leaders, and policy makers.

The 2015 Hall of Fame Induction Ceremony, "Honoring Service and Preserving History" recognizes Army women who have distinguished themselves on the battlefield and in service to America.

The 2015 Summit "Army Women: Entrepreneurship & Political Engagement Summit" will bring together the nation's leading researchers, policy analysts, Congressional members, corporate leaders and military leadership to focus specifically on the issues affecting the political, economic, and social empowerment of Army women.

The 2015 Summit will also feature a luncheon keynote address from an active duty Army General Officer or executive branch administrator and provides the opportunity for AWF and its partners to award \$75,000 scholarships under the auspices of the Army Women's Foundation Legacy Scholarships.

For information on sponsorship, please contact [ptrossen@awfdn.org](mailto:ptrossen@awfdn.org). ★





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## UPCOMING EVENTS

**October 10-12**, Wakefield, VA  
*Family Retreat, Mission Healthy Families*  
<http://www.wearevirginiaveterans.org/Events/MHF-2014-Flyer03.aspx>

**October 13-15**, Washington, DC  
*AUSA Annual Meeting and Exposition*  
Come visit us in Booth 2306!  
[www.ausa.org](http://www.ausa.org)

**October 13-15**, Washington, DC  
*Warriors to the Workforce @ AUSA*  
<http://americanfreedomfoundation.org>

**October 23**, Blountville, TN  
*PTSD Town Hall*  
<http://www.wearevirginiaveterans.org/Events/Upcoming-Events/PTSD-Town-Hall.aspx>

**November 6**, Boston, MA  
*Women Veteran Appreciation Day*  
[www.mass.gov/veterans/women-veterans](http://www.mass.gov/veterans/women-veterans)

**November 9**, National Harbor, MD  
*3rd Annual Women Veterans & Women in the Military Veterans Day Extravaganza*  
<http://womenveteransinteractive.org>

**November 11**, Nationwide  
*Veterans Day*

**November 11**, New York, NY  
*2014 America's Parade*  
<http://americasparade.org/>

**December 13**, Nationwide  
*Wreaths Across America Day*  
[www.wreathscrossamerica.org](http://www.wreathscrossamerica.org)

**January 15**, Nationwide  
*Deadline for AWF Legacy Scholarships!*  
<http://www.awfdn.org/programs/legacyscholarships.shtml>

**February 22-25**, Arlington, VA  
*DAV Mid-Winter Conference*  
[www.dav.org](http://www.dav.org)

**March 2015**, Washington, DC  
*2015 Hall of Fame Induction Reception —In conjunction with the 2015 Army Women's Foundation Summit*  
Stay tuned for more details!  
[www.awfdn.org](http://www.awfdn.org)

**March 31 – April 2**, Huntsville, AL  
*2015 AUSA Global Force Symposium and Exposition*  
[www.ausa.org](http://www.ausa.org)

### ARMY WOMEN'S FOUNDATION

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[www.AWFDN.org](http://www.AWFDN.org)  
While visiting our website, check out our online giftshop!

### BOARD OF DIRECTORS

**Executive Council**  
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Mary Spring, 2nd Vice President  
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Doriot Mascarich                  Vicki Merryman  
Jenelle Roberts                     Isabelle Slifer

### FOUNDATION STAFF

**Executive Director**  
Peggy Trossen ([ptrossen@awfdn.org](mailto:ptrossen@awfdn.org))  
**Chief Administrative Officer**  
April Booth ([abooth@awfdn.org](mailto:abooth@awfdn.org))  
**Administrative Associate**  
Brenda Armitage ([barmitage@awfdn.org](mailto:barmitage@awfdn.org))

## SUPPORT THE FOUNDATION!

An annual contribution of \$25 or more entitles you and/or your Friend to receive our semi-annual newsletter, notices of events and reunions, and program updates.

Name: \_\_\_\_\_ Address: \_\_\_\_\_  
Rank (if any): \_\_\_\_\_ City/State/Zip: \_\_\_\_\_  
Phone: \_\_\_\_\_ Email: \_\_\_\_\_

**Donation Amount: \$ \_\_\_\_\_, directed as follows:** (Check one, or if more than one, specify amounts for each.)  
\_\_\_\_\_ Program Support & General Operations  
\_\_\_\_\_ Bronze Plaque Memorial Fund\* (Rank and/or Name of honoree: \_\_\_\_\_ )  
\_\_\_\_\_ Museum Support

\*Bronze Plaque Memorial Fund offers the opportunity to permanently honor deceased members of the Armed Forces, their friends and family, and the fallen heroes of current conflicts by placing their name on a bronze plaque that is located at the U.S. Army Women's Museum at Fort Lee, Virginia. The plaques are cast bi-annually, and once the required minimum of \$100 for the individual is reached, all proceeds from the Bronze Memorial Plaque program will be used to further the mission of the AWF and its programs. We are currently accepting names for Plaque XVII through December 31, 2014.

#### Person to be Acknowledged: Method of Payment:

(Recipient of Friend's gift or next of kin for Memorial Fund)

Name: \_\_\_\_\_  
Rank (if any): \_\_\_\_\_  
Address: \_\_\_\_\_  
Phone: \_\_\_\_\_  
Email: \_\_\_\_\_  
Relationship to honoree: \_\_\_\_\_

Check (payable to U.S. Army Women's Foundation)  
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Credit Card #: \_\_\_\_\_  
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The U.S. Army Women's Foundation is a 501(c)(3) organization and your contributions are tax deductible. Thank you for your support!  
**Mail or fax this form to:** U. S. Army Women's Foundation / P.O. Box 5030 / Fort Lee, Virginia 23801-0300 / **FAX:** (804) 734-3077

*The Flagpole* is published by the U.S. Army Women's Foundation. Views and opinions are those of the authors and do not necessarily reflect those of the Department of the Army or Department of Defense.  
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