

DEPOT DISPATCH



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MCRD Museum Foundation



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**LETTER FROM THE MCRD
MUSEUM FOUNDATION
BOARD PRESIDENT**

Members, Friends, and Supporters.

I hope the end of this Foundation year finds you healthy, happy, and fulfilled. For the Museum Foundation, this has been a busy and productive year. We started the year having just hired a new Executive Director – that turned out to have been a great decision. Daren Erickson (Colonel, USMC (Ret)) was able to quickly grasp the challenges the foundation faced and build staff, develop procedures, and put in place programs to implement the direction of the Board of Directors to set the conditions for breakout success in the future. While it has been a daily struggle, the trajectory of the Foundation, from a business perspective has dramatically changed. Grants, Sponsor and Donor outreach has been reinvigorated, and is bearing fruit, not only directly in the form of grants and donations, but indirectly in terms of a growing network of committed and engaged future patrons and supporters.

On the organizational front, our new Products and Services Director, Barbara Torres, supported by our spectacular Gift Shop staff, are rationalizing our gift shop merchandise, reducing inventories of unsellable items, and reorganizing the gift shop to provide a better experience for our visitors. In addition, she and our new Marketing Director, Ashley Petters, are energizing and growing our online store sales.

Our new Marketing Director is not only helping with the retail effort, but more importantly getting our story out there – with social media engagement, as well as the production of introductory video productions (see link on our web site). Daren, and his “more-than-able” Deputy, Angela Kuhn, are providing needed leadership as well as driving an already successful membership campaign and working directly with potential grantors, sponsors, and donors on programs, activities and events. Two great examples of this effort were the extremely successful Sgt. Lucas T. Pyeatt Memorial Golf Tournament, and the incredible 2024 Globe and Anchor Gala.

I have always been impressed by our volunteers. We have a few supporters who are always ready to help with event set-up and other essential tasks – we could not pull our events and activities off without them. The big group however (our own Big Dogs) are the “Corps of Docents” – what an incredible group of Marines. They are, in many ways, the pointy end of the spear for us, engaging the public, as well as our recruits, telling the story of the Corps, the Depot, and bringing our history to life. We need more of them – so everyone please recruit when you can!

While it would be naïve to suggest that we are where we need to be – on a solid business footing – we’re getting there and getting there faster than anticipated or even hoped for. We will be continuing our efforts through the next year. I believe that the improvements made in the gift shop will improve sales as well as reduce our inventory carrying costs. E-marketing, internet-based sales, will continue their upward trajectory and improved ease of access to the e-store will provide “value” to supporters outside the metro San Diego Area. Our marketing and member outreach, our newsletters, and the Depot Dispatch, will continue to grow and will include more entertaining and educational historical material – again, providing value regardless of location.

At the beginning of this Foundation year, I identified my three primary objectives for the year. They were:

FIRST: I want to ensure that we stay within the intent for the Foundation – to support The MCRD San Diego Command Museum, and Depot history programs.

SECOND: I want to encourage innovation. I think we need to relook at how we communicate with Donors, Sponsors, Volunteers, Community Supporters and our supported Museum and Commands and ensure we are meeting a legitimate need.

THIRD: Finally, I want to set the condition for future success by building staff (in a deliberate and sequenced way), buying needed equipment and licensed technologies, supporting museum infrastructure where needed and appropriate and helping create an enhanced member, supporter, donor and sponsor base that feels well informed and valued.

I think we’ve held the line on my first objective, made progress on the second, and that the staff is killing it on the third. We have, as already stated, more work to do on all three of these areas, but we are moving the needle in the right direction. For the 2024-2025 year, I would like us to continue to focus energy on membership and continuing to develop our network of potential grantor, sponsors, donors and new members. The key to engaging this group is communication, providing material, information, or access that is perceived to be of value. One project we are going to explore in this area is creating, or improving existing video productions – viewable through our web site – that give tours (with commentary) of the museum, the Depot, and possibly (if the CG is amenable) even portions of Quarters 1 and Butler Gardens.

I also want to continue to build and advance our relationship with our reason for being – the MCRD Command Museum, its Director and her staff. If we aren't contributing to their success, we aren't accomplishing our mission.

I am extremely enthusiastic regarding our upcoming year. Just as I am extremely proud of what the Foundation, Board, staff, and volunteers have accomplished this year. Thank You all for all you have done to make 2023-2024 successful, and what you will do in the future to make it even more so.

Semper Fi,

Carl (Rick) Huenefeld

President, Marine Corps Recruit Depot, San Diego, Museum Foundation





TALES OF THE DEPOT: A FLAG, A PRETTY GIRL, AND A MARINE

WRITTEN BY RICK HUENEFELD

In early summer 2015 an older gentleman walked into my office. He told me that he had been referred to me because it was known that I was interested in depot history. He asked if I knew where ‘Duff’ Rice’s tree was. I told him that I didn’t but that I would look around. To shorten the story, I found the tree that had been planted in honor of his friend, MajGen Wesley Rice (CG 1981-1984) and sent him pictures, ultimately for Gen Rice who is still living. That prompted the gentleman, Colonel (Ret) Bill Daniels to tell me another story, and ask for a little investigative help.

Col Daniels grew up in San Diego, graduating from San Diego High School in class of 45. His wife was in the same school and in 45-46 was a Cheerleader or Majorette.

With the end of the Second World War, Marine Corps Base, San Diego took on a new role as the hub for the Marine Corps West Coast demobilization effort. Ships brought hundreds of thousands of Marines back to the United States; they were met and rapidly processed off active duty before leaving San Diego for their homes across the country. By 7 March 1946, 254,687 Marines had been demobilized, many in 3-4 days after reaching port. The city of San Diego, as the return port for many of our nation’s veterans, had a role as well.

Cue, San Diego High School, the band and their Majorettes. San Diego was a patriotic city and the High School Band

and the Majorettes, referred to as Sergeantettes in this very Pro-Military city, went down to the waterfront to welcome the troop ships bringing Marines (and others) home for demobilization.

On one occasion Marines on a ship threw a group of the Sergeantettes a Japanese flag along with other souvenirs. The girl that caught and kept the flag was the future Mrs. Daniels. The flag had been signed by a large number of Marines that the Daniels had determined to have served with C 1/27. The Daniels were looking for any other information to help them understand the significance of their flag. A little amateur sleuthing yielded some interesting new information. The first was that C 1/27 had landed in the assault waves in the epic Battle of IWO JIMA. After Iwo they were reconstituted and trained for Olympic, the planned invasion of the Japanese Home Islands. When that wasn't necessary they had been some of earliest occupation troops (around Sasebo) before returning to the states (SD) on 5 January, 1946. The signatures on the flag were of C 1/27 members after Iwo Jima, leading us to suspect the flag was obtained as a souvenir during their short occupation duty.

A couple of other things of note. The company was the one that Medal of Honor Recipient 'Manila Joe' Basilone was assigned to when killed on Iwo, and secondly the Regimental Commander was then LtCol, later LtGen Thomas Wornham (CG 1956-1959) - whose family is still prominent in the city.

In a lucky break we were able to find a front-page article in the MCRD Base Paper for 6 January, 1946 that showed three pretty girls, Sergeantettes, on the pier, in front of a docked troopship, holding the souvenirs, to include the flag.

When I shared the picture with the Daniels we were all stunned to find out that the blond, holding the flag, was Mrs. Daniels, then Grace Smith.

Colonel and Mrs. Daniels' intent had been to donate the flag to the Museum of the Marine Corps, but after some discussion they decided to generously donate it to our museum where we display it in a way which emphasized the connections to the city. Make sure you check it out at the Command Museum, second deck, central passage way.



VICTORY IN THE PACIFIC

With the end of the war, Marine Corps Base, San Diego took on a new role as the hub for the Marine Corps West Coast demobilization effort. Ships brought hundreds of thousands of Marines back to the United States; they were met and rapidly processed off active duty before leaving San Diego for their homes across the country.

By 7 March 1946, 254,687 Marines had been demobilized, many in 3-4 days after reaching port. The city of San Diego, as the return port for many of our nation's veterans, had a role as well. This picture shows a group of San Diego High School Majorettes - the group's name was the Sergeantettes - meeting a returning troop ship on the piers in San Diego Harbor. The happy Marines rewarded the pretty girls on the pier with souvenirs. The young lady, second from the right is holding the Japanese flag displayed here. That pretty young woman, Virginia Hammond, married a Marine, Colonel William S. Daniels, USMC (Ret), and through their generosity the flag came to the MCRD Command Museum.

The Marines who presented the flag to Mrs. Daniels were members of C Company, 1st Battalion, 27th Marines, many of whom signed the flag. C Company landed on Iwo Jima on the first day of this epic battle and was the company in which Medal Of Honor recipient Gunnery Sergeant John Basilone was serving when he was killed in action. He received the Navy Cross for his actions. The 27th Regiment, was commanded by Colonel Thomas Wornham, who later as a Major General commanded the Marine Corps Recruit Depot, San Diego before retiring as a Lieutenant General.



TUN TAVERN TUESDAY, JULY 23, 2024

The MCRD Museum Foundation hosted its Tun Tavern Tuesday on July 23, 2024. The theme was “Summer BBQ” with chow provided by the Bayview - pulled pork sliders and Cole slaw. Coronado Brewing Company generously supported us with their popular craft beer, while C4 Energy pumped up the crowd with energy drinks.

The Marine Band San Diego performed and even sang to the crowd while families played yard games and enjoyed each other’s company.

Tun Tavern Tuesday is a recurring social event, with a Marine Corps historical or cultural theme, that connects veterans with active-duty Marines and their families to decrease isolation and increase social support. These gatherings help combat depression, PTSD, as well as reduces suicidal ideation and behavior. Tun Tavern Tuesdays are kid friendly events that include free food, live music, and family games. Hosting the event at the Command Museum facilitates a focus on shared culture and traditions, military history, and esprit de corps. Moreover, everyone has an opportunity to tour the Command Museum. The next Tun Tavern Tuesday will be in 2025!

JOIN US FOR OUR NEXT TUN TAVERN TUESDAY IN 2025



MCRD Museum Foundation Docents, Board Members, and Volunteers



Marine winning a handmade wood flag during the giveaway





ANNUAL GLOBE AND ANCHOR SALUTE GALA 2024

OUR ANNUAL FUNDRAISER'S MISSION WAS TO RAISE AWARENESS OF THE COMMAND MUSEUM AND RAISE FUNDS FOR THEIR MISSION AND PROGRAMS

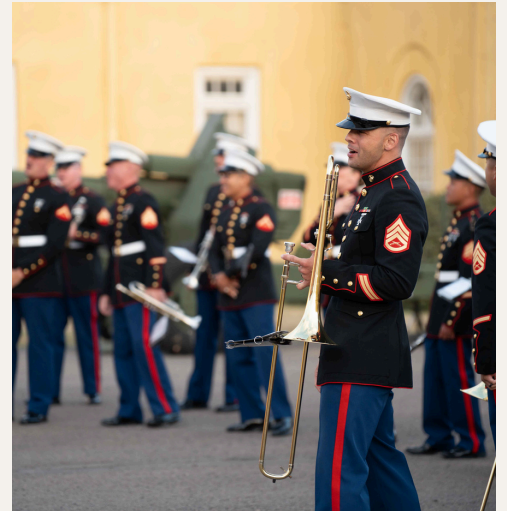
The annual Globe and Anchor Salute occurred at the MCRD San Diego Command Museum on 14 September 2024. Over 100 people participated in this fundraising event to help raise funds to support the legacy of the Marine Corps.

The theme this year was "Night at the Museum" as we were thrilled to finally raise funds for the Command Museum IN the Command Museum. MajGen Dan You, USMC (Ret) and prior Commanding General of MCRD San Diego, spoke as the Guest of Honor. His intimate view of the Command Museum put the night into perspective by emphasizing the importance of preserving the legacy of the Marine Corps.





Participants took advantage of the silent auction opportunities



Marine Band San Diego performed during the Patriotic Opener along with the Color Guard

MCRD MUSEUM FOUNDATION QUARTERLY BREAKFAST



Board President and Executive Director with the three Colonel Nate Smith Scholarship recipients

On October 15, 2024, The MCRD Museum Foundation Executive Director and Board President presented the Colonel Nate Smith Scholarship award to two recipients. Staff Sergeant Melissa Karnath, HQ Company, HQSvcBn, MCRD received \$2000, and Sergeant Eddie Sibrian, HQSvcBn, IPAC, received \$1000 to use towards their higher education. Every year, the MCRD Museum Foundation awards \$3,000 in honor of the Colonel Nate Smith Scholarship. The scholarship is open to enlisted Marines and Sailors, and their dependents, stationed on MCRD San Diego/Western Recruiting Region.

This first Quarterly Breakfast of FY25 featured an address from Dan Sullivan, Col, USMC (Ret) and also the United States Senator from Alaska,



Senator Dan Sullivan, Alaska, addressed the Foundation Quarterly Breakfast

THE MCRD MUSEUM FOUNDATION QUARTERLY BREAKFAST IS A FREE MEMBERS ONLY EVENT

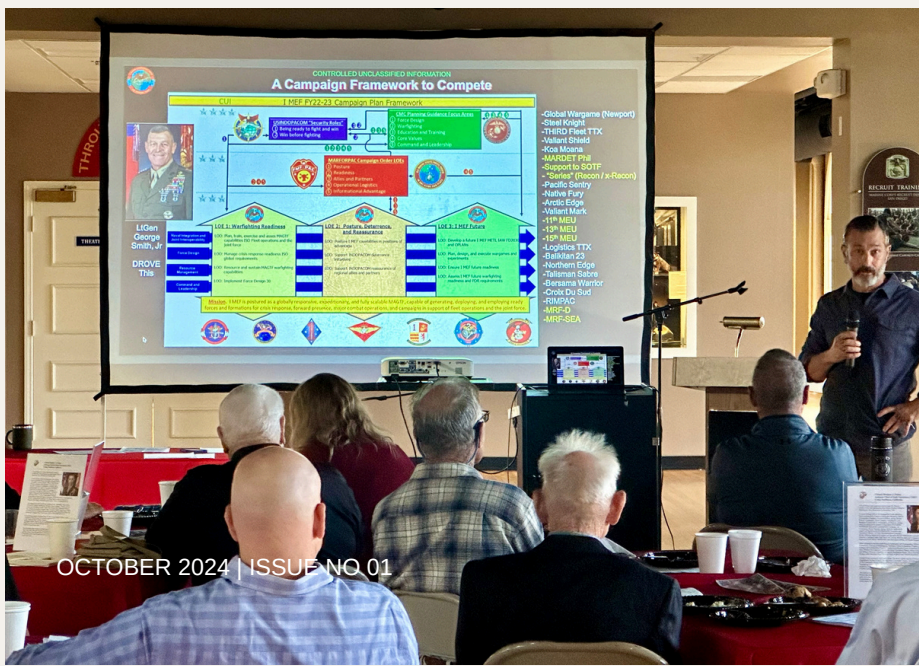


Brian Rideout, Col, USMC (Ret) briefed the Quarterly Breakfast

It continued with Part II of our “Marines in the Pacific, 2024” with former I Marine Expeditionary Force Chief of Staff, Brian Rideout, Col, USMC (Ret). Col Brian Rideout was accompanied by Matthew J. Palma, Col, USMC (Ret) and former Assistant Chief of Staff, Operations I MEF, Camp Pendleton, CA.

Colonels Rideout and Palma presented a brief on Marines in the Pacific and specifically discussed our close relationships with allies and partners such as the Philippines; Australia, Japan, and South Korea. Their brief was concluded with questions from the audience

Matthew J. Palma, Col, USMC (Ret) accompanied Col Rideout in presenting Part II of “Marine Forces in the Pacific 2024”



AROUND THE FOUNDATION



Devil Pups Scavenger Hunt at the Command Museum



BGen Michael Neil, USMC (Ret) with a patron during a book signing event in our Gift Shop Education Center



The MCRD Library had their storytime event at the Command Museum

AROUND THE FOUNDATION



Military Alliance Launch with the San Diego Gulls



SWS Gifts and C4 Energy Drinks supporting the Military Alliance Launch at the MCRD San Diego Command Museum



MCRD Museum Foundation team representing at the MCAS Miramar Air Show

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LARGEST DONOR
OF THE YEAR

MICHAEL ZAK
USMC VETERAN



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STEPHEN TOTH

RICK HUENEFELD



SUPPORT THE MCRD MUSEUM FOUNDATION


Already an MCRD Museum Foundation member? Thank you for your support! Foundation memberships are a great gift to your newly graduated recruit, favorite Marine alumni, or just because. If you are already a member, consider leveling up to a LIFETIME membership.

MEMBERSHIP PACKAGES



15% Online and In-store discount for a full year & MCRD Museum foundation Coin

Leatherneck
\$35



20% Online and In-store discount for a full year & All lower tier items

Teufel Hunden
\$75



25% Online and In-store discount for a full year & All lower tier items

Chosin Few
\$150

Visit our website for a full list of benefits at all levels and how you as a member help our Marine community


www.mcrdmuseumfoundation.org

MEMBERSHIP PACKAGES



30% Online and In-store discount for a full year & All lower tier items

Flag Raisers
\$500



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[Custom phrase, name, etc.]

Personalized Placard to go on our MCRD Museum Historical Society Sponsor and Donor wall displayed in the Command Museum

Plus 20% all year purchases in-store and online and all lower tier items

Lifetime Member
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Visit our website for a full list of benefits at all levels and how you as a member help our Marine community

www.mcrdmuseumfoundation.org

MCRD MUSEUM FOUNDATION GIFT SHOP EDUCATION CENTER

The MCRD Museum Foundation Gift Shop Education Center is your place for all things military. Show off your Marine Corps pride while supporting the Foundation!

As the official retailer of the MCRD Command Museum, we strive to provide Marines, veterans, and Marine families with the BEST in Marine Corps apparel, gear, and gifts. Our collection of high quality items are sourced exclusively from USMC licensed vendors and a handful of veteran business owners. Additionally, money spent in the MRD Museum Gift Shop goes directly back to the Museum to help fund programs that serve your Marine and all our veterans.

Thank you for shopping with us!



SHOP.MCRDMHS.ORG

- Shop 24/7
- Members receive exclusive discounts
- All proceeds support the Command Museum and its programs

VISIT US ONLINE

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Photo by Cpl Elliott Flood-Johnson, Marine Corps
Recruit Depot San Diego

