

# A Letter to the Executive Director

Dear Bev,

On the occasion of your retirement at the end of this year as Secretary-Treasurer and Executive Director of the Marine Corps Association, it is a real pleasure for me to cite some of your many accomplishments in those posts during the past seven years. While this is a personal letter, I ask that it be published in both the GAZETTE and LEATHERNECK magazines so that the entire membership of the Association may be reminded of your meaningful and far-reaching work.

When the Board of Governors made the decision in late 1971 to formalize the structure and organization of the Association, I was serving on the nominating committee that selected you as our first permanent Executive Director. Under your strong leadership during the intervening years, it has been most exciting to follow the dynamic growth and development of our professional Association.

Of particular significance have been your many initiatives to provide important services and benefits to Marines and our Marine Corps family of affiliated organizations.

Your installing a modern computer facility and establishing a printing plant have permitted the Association to offer valued administrative and support services to many activities. Complete administrative computer services and the editing, publishing, printing, and distribution of organizational newsletters, promotional materials, and convention programs have been very beneficial to any number of groups. The support provided through the printing service has certainly helped fill essential needs for our professional schools and non-appropriated fund activities.

In addition, the expanded support offered by the Bookservice — reflected dramatically in an operating growth of some 1,500 per cent in seven years — has been most impressive. By seeing to the library needs and requirements of individual Marines, publishing books and art prints concerning our Corps' heritage, and supporting worldwide our Marine Corps birthday anniversary celebrations, you have added a new dimension to the esprit and professional education so important to us all.

Further, the Travel Service you brought about during 1974 was a very fine innovation. Originally designed to assist our Marines and their dependents in obtaining inexpensive fares for leave travel to WESTPAC, it now offers discount tour and charter travel for vacationing Marines to numerous points around the globe.

The life and health insurance and the annuity savings plans of the Association's Group Benefit Program are other excellent examples of personal benefits for all Marines — and both attributable to you. To be sure, your perseverance and technical knowledge have gone a long way in constantly improving the financial security plans that are so valuable to the future well-being of Marines and their families. Your skillful management of that effort is, indeed, commendable.

Moreover, and in the very important area of professional development, the Awards Program sponsored by the Association has grown to a point that it now plays a most significant role in recognizing student growth and accomplishment. From a modest program that included presenting awards for only a few



Photo by Ron Lunn

## Col Bevan G. Cass, USMC (Ret.)

selected achievements, the Association now sponsors over 3,500 annual awards for academic excellence, marksmanship, writing, and many other individual achievements.

Finally, Bev, I must mention one more accomplishment of yours that will be the underpinning of all that the Association will be able to do in future years. Because of your drive, imagination, and skillful management, both the GAZETTE and the LEATHERNECK are financially stable and are playing a most positive role in communications and education. With you as the publisher of both magazines, our two professional publications have grown in both stature and image. And contributing in large measure toward those ends was the fact that you received the prestigious Valley Forge Freedoms Foundation Award for two consecutive years as editor of the GAZETTE, as well as a National Graphics Award for the memorable 1975 bicentennial issue of the GAZETTE. Certainly, you have shared singular and personal honors with our Association.

The real effect of your astute approach and selfless dedication is difficult to measure completely or recognize appropriately. As honorary President of the Marine Corps Association, however, I have established an award that I am in great hopes will remind all of us in future years of your superb journalism while with the GAZETTE and LEATHERNECK. The award is to be presented annually to a student at Command and Staff College who is judged to have written the best article for publication in the GAZETTE, and it is to be called The Colonel Bevan G. Cass Award.

Perhaps personal letters should not be this long, but the occasion and the debt of thanks all Marines owe you do not allow for brevity. We do thank you sincerely, and we extend every wish for good health and good fortune in the many productive years that surely lie ahead.

Sincerely,

LOUIS H. WILSON  
General, U.S. Marine Corps  
Commandant of the Marine Corps