

2011 Keith L. Ware Awards Competition
Community Relations, Category A: Individual Achievement

Indiana Joint Forces Headquarters
Public Affairs Office

Nominee: CPT Grace E. Brown



Primary POC: MAJ Shawn Gardner
JFHQ-IN-PAO
2002 South Holt Road
Indianapolis, IN 46241
Office: 317-247-3105
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**STATE OF INDIANA
MILITARY DEPARTMENT
OFFICE OF THE ADJUTANT GENERAL**
2002 SOUTH HOLT ROAD
INDIANAPOLIS, INDIANA 46241-4839

NGIN-AGO

January 12, 2012

MEMORANDUM FOR National Guard Bureau Public Affairs, 1411 Jefferson Davis Highway,
Arlington, VA 22202-3231

SUBJECT: Recommendation of CPT Grace E. Brown for the MG Keith L. Ware Community
Relations, Individual Achievement Award

1. I strongly recommend and endorse CPT Grace E. Brown for the MG Keith L. Ware Community Relations, Category A, Individual Achievement Award.
2. CPT Brown is the driving force behind our annual "May Activities events." With her experience spanning back to her enlisted years, these various events cannot be executed more effectively. Her passion for telling the Indiana National Guard story through personal interaction with the community is unmatched.
3. CPT Brown's dedication is evident at every turn during these activities when each event goes off with such grace that it looks as though it has been easy. Her efforts have directly impacted how the state and nation view the Indiana Guard as our message is shared throughout the state and then ripples around the world. Her hard work and dedication should be recognized.
4. POC is MAJ Shawn Gardner at 317-247-3105 or shawn.d.gardner@us.army.mil.

A handwritten signature in black ink, appearing to read "R. Martin Umbarger".

R. MARTIN UMBARGER
Major General, INARNG
The Adjutant General



INDIANA WAR MEMORIALS

431 North Meridian Street
Indianapolis, IN, 46204
317-232-7615
www.warmemorial.in.gov

National Guard Bureau/Public Affairs
ATTN: TSgt Leisa Grant
1411 Jefferson Davis Highway
Arlington, VA 22202-3231

12 January 2012

TSgt Grant

Indiana is a profoundly patriotic state with the fourth largest National Guard in the nation considering we are the sixteenth largest in population. The Indiana National Guard's relationship with its community continues to be one of trust and partnership in large, as a reflection of the great work done by Captain Grace E. Brown.

There are many events in the month of May here in Indianapolis culminating in the Indianapolis 500 Mile Race that receives local, national and international attention. For many decades the Indiana National Guard has done the heavy lifting in ensuring Memorial Day Weekend is properly remembered and the appropriate military honors are rendered. The race itself and the events surrounding it are an integral part of Indiana history so it is of the upmost importance that the people working on the events be the right person for the job. Having served as the OIC for the May Activities for many years it is my strong belief that Captain Brown is the right person for the Indiana National Guard and for the state to coordinate these critical events. She served as my primary action officer for eight years and her performance has been truly outstanding. Her commitment to partnering with the community and her attitude of only accepting the best performance of herself and her team has been invaluable to me personally and to the successful coordination of these events. I was especially impressed with her uncanny ability to coordinate not only between the various military branches in the state, but with numerous civilian volunteer groups with routine success and above expected mission accomplishments.

The numerous events surrounding the month of May in Indianapolis have routinely received national and international awards along with Four Star laudatory comments, therefore, I strongly endorse Captain Grace Brown as the foremost candidate for the prestigious MG Keith L. Ware Community Relations Individual Achievement Award based on her personal contributions in making a difference with military/civilian community events.

Sincerely,

A handwritten signature in black ink that reads "J. Stewart Goodwin". The signature is written in a cursive style.

J. Stewart Goodwin
Brig Gen, USAF (Ret)
Executive Director - Former ATAG/AIR-IN & Commander, IN ANG



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BIOGRAPHICAL SUMMARY

Name: Brown, Grace E.

Rank: Captain

Present Assignment: Deputy Public Affairs Officer

Duty Description: Serve as the Indiana National Guard's Deputy Public Affairs Officer, supervises in all areas of public affairs; command information, public information, social media, media relations, and community relations.

| | | |
|-----------------|---------------------------------|-----------|
| College: | Barstow College, CA | AA, 1995 |
| | Indiana University, IN | BA, 2000 |
| | Indiana Wesleyan University, IN | MBA, 2003 |

US Decorations/Badges:

Army Bronze Star
Army Meritorious Service Medal, 3 award
Army Commendation Medal, 2 award
Army Achievement Medal, 2 award
Army Reserve Component Achievement Medal, 2 award
National Defense Service Medal, with Bronze Service Star Device
Global War on Terrorism Service Medal
Iraq Campaign Medal with Campaign Star
Non Commissioned Officer Professional Development Ribbon, 2 award
Army Service Ribbon
Overseas Service Ribbon, 2 award
Armed Forces Reserve Medal, with Bronze Hourglass, "M" Device
Armed Forces Reserve Medal, with 10 year Device
Driver and Mechanic Badge, with Driver Wheeled Vehicle Clasp
German Army Marksmanship Badge, Silver

State Decorations/Badges:

Indiana Outside Continental United States Ribbon
Indiana Overseas Service Ribbon
State Active Duty Ribbon

Chronological list of Appointments:

| | | |
|-------------------|------|------|
| Sergeant | ARNG | 1997 |
| Staff Sergeant | ARNG | 2003 |
| Second Lieutenant | ARNG | 2005 |
| First Lieutenant | ARNG | 2007 |
| Captain | ARNG | 2010 |



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JUSTIFICATION

During the month of May the citizens of Indiana and fans around the world celebrate the world's largest, single-day sporting event in the world – the Indianapolis 500. Beyond that, the 500 Festival also embraces a very important holiday in the midst of its festivities – Memorial Day and a weekend to remember the sacrifices made by all men and women who perished while serving in the armed forces. Annual participation in the Indianapolis 500 and surrounding events is a critical part of the Indiana Guard community relations and strategic communications plan.

In 2011, the Indiana National Guard continued its long standing relationship with the Indianapolis Motor Speedway. Working with the 500 Festival Committee for 55 years, the partnership coordinated and executed multiple community events culminating in the 100th anniversary of the Indianapolis 500.

Leading up to the race on May 29, 2011 were the 500 Festival Mini-Marathon, Kids' Day, Armed Forces Weekend at the Indianapolis Motor Speedway, 500 Memorial Service, 500 Parade and the Indianapolis 500 pre-race ceremonies.

In addition, the Indiana National Guard facilitated the Annual Senator Richard Lugar Breakfast and Enlistment Ceremony at IMS, Armed Forces Day Banquet and the Crown Hill Memorial Service. The enlistment service alone is an opportunity for Indiana citizens to stand alongside new enlistees, nearly 100 this year, from all branches of service when they make the commitment to serve the nation. CPT Brown's team is instrumental in assisting Senator Lugar in personally thanking those patriots who answered the call to serve, and to honor those who gave the ultimate sacrifice at a memorial service at Crown Hill Cemetery.

The successful execution of these events would not be possible without a dedicated and professional community relations team. Specifically success requires a team member with the passion to motivate hundreds of Indiana Guard members and volunteers to work tirelessly on an event that starts the day after the previous year's event ends. For the Indiana National Guard that person is CPT Grace E. Brown.

In addition to her duties as the State Deputy Public Affairs Officer, CPT Brown personally paid meticulous attention to the successful planning through completion of each individual event. Through communications with 500 Festival Committee members, staff project officers at in-process reviews spanning six months, each event showcased to the public the inspiring story of military service.

Through her experience spanning more than a decade, it is CPT Brown's goal to make the annual event better than the last. Distinguished guests in 2011 such as U.S. Army Vice Chief of Staff General Peter W. Chiarelli and Chief of the General Staff of the Armed Forces of the Slovak Republic Gen Ľubomír Bulik speaks volumes as to CPT Brown's professional demeanor.

The public perception of the events and the race itself draws immeasurable acclaim; however, internally the moving parts of such a large scale process can be best described as controlled chaos. That environment that is so familiar to public affairs and community relations professionals seems to be where CPT Brown stands out as a driving force behind each and every mission's success.

May Activities reached out to the local and global community in its Community Relations program. Effectiveness of the program was the turn out of the events. Race day alone was attended by an estimated 400,000 spectators. Millions of audience members were also reached through broadcasting by the ABC network, Versus, The Sports Network (TSN), Réseau des sports(RDS), ESPN, Brazil's "Bandeirantes Communications Group." Band TV and Sports, AFN, IMS Radio network and more.

There are multiple opportunities throughout the year CPT Brown has effectively communicated the Indiana Guard's Public Affairs mission, to "tell our story." May Activities is one such example as she implemented a community relations event to target the global stage.



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SUPPORTING DOCUMENTS

**Appendix 1 (Tentative 2011 May Activities Timeline) to Annex C (Operations) to
 OPORD 11-031 (2011 May Activities)**

| <u>Date</u> | <u>Time</u> | <u>Description</u> | <u>Location</u> |
|--------------|-------------|--|---------------------------|
| 08 Dec 10 | 1400 | Initial May Activities Meeting | Div CG Con Room |
| 15 Dec 10 | 1400 | POC Information Due | JFHQ-IN-PA |
| 13 Dec 10 | 1700 | Publish Appendix (May Activities) | JFHQ-IN-JOC |
| 06 Jan 11 | 1400 | May Activities IPR | Auditorium |
| 08 Feb 11 | 1400 | Equipment List & POC Information Due | JFHQ-IN-PA |
| | | ISO Armed Forces Weekend | |
| 10 Feb 11 | 1400 | May Activities IPR | Auditorium |
| 10 Mar 11 | 1400 | May Activities IPR | Auditorium |
| 07 Apr 11 | 1400 | May Activities IPR | Auditorium |
| 28 Apr 11 | 1400 | May Activities IPR | Auditorium |
| 06 May 11 | 1400 | May Activities IPR | Auditorium |
| 07 May 11 | | Mini-Marathon | |
| TBD | TBD | Enlistment Ceremony Rehearsal (Everyone Involved) | Pagoda - IMS |
| 13 May 11 | 1400 | May Activities IPR | Auditorium |
| 15 May 11 | | Kids' Day | Downtown, Indianapolis |
| 19 May 11 | | Equipment Staging | Stout Field |
| 20 May 11 | 1800 | Armed Forces Banquet | IMS |
| 20 May 11 | | Equipment Set Up | IMS |
| 21-22 May 11 | | Armed Forces Day Weekend | IMS |
| 22 May 11 | | Senator Lugar's Breakfast & Enlistment Ceremony | IMS |
| 27 May 11 | | 500 Festival Memorial Service | Downtown, Indianapolis |
| 28 May 11 | | 500 Festival Parade | Downtown, Indianapolis |
| 29 May 11 | | Indianapolis 500 | IMS |
| 30 May 11 | | Crown Hill Memorial Service | Crown Hill Cemetery |

Army vice chief, Hoosiers pay homage to fallen heroes
Indiana Joint Forces Headquarters
Story and photos by Sgt. John Crosby

INDIANAPOLIS – Thousands of Hoosiers gathered at Monument Circle, the center of downtown Indianapolis, Friday, May 27, 2011 to pay homage to the nation's fallen heroes for Memorial Day.

Representatives of all military branches were present, honoring 16 new Indiana gold-star families who lost a servicemember in 2010. Special guest speaker, the Army's second-in-charge, 32nd Vice Chief of Staff of the Army, Gen. Peter W. Chiarelli, thanked the families.

"Indiana's sons and daughters have fought in every conflict dating back to the American Revolution. On behalf of the 1.1 million Soldiers in the U.S. Army and the more than 2 million servicemembers of all our branches, we thank you from the bottom of our hearts," said Chiarelli.

Since the start of the wars in Iraq and Afghanistan, more than 6,000 U.S. service members have lost their lives. More than 650 died during Chiarelli's two-year command in Iraq.

"I think about them every single day," said Chiarelli. "I would trade all the medals and ribbons on my chest and every bit of rank just to get one of them back. They were men and women, husbands, wives, brothers, sons, sisters, daughters. We are here today to ensure every individual is remembered."

Wreaths were laid on the north steps of the monument in memory of all Hoosiers in all wars and conflicts who sacrificed their lives in defense of the nation. Names of the 16 Indiana servicemembers fallen within the past year were read aloud.

"We're all familiar with the expressions 'brothers and sister-in-arms,'" said Chiarelli. "It is an accurate description. We may wear different uniforms and carry out separate, distinct missions in the Army, Navy, Marines, Air Force and the Coast Guard. But, when the bullets start flying, we are one. One team. The men and women we are honoring this Memorial Day weekend understood this better than anyone."

Other distinguished speakers included Jimmie Foster, American Legion national commander, Indianapolis Mayor Greg Ballard and Indiana Gov. Mitch Daniels.

"Our duty is to live, as we are meant to live," said Daniels. "We must live as responsible citizens to repay those who have paid the ultimate price so that we can be here today. We do for ourselves as much as we can. We must never abuse our freedom. Be careful to pass on a country of promise and opportunity to future generations, just as generations did before us."

Performing at the ceremony was the Capital City Chorus and the 38th Infantry Division Band. Special guests included Medal of Honor recipient U.S. Army Lt. Col. Bruce Crandall who waved the green flag to kick off the Indianapolis 500 the next day.

Featured guest Slovakia Chief of Defense, Gen. Lubomir Bulik, was also in attendance. Currently, five Indiana Guard Soldiers are embedded with a Slovakian military team deployed to Kandahar Province, Afghanistan.

“It doesn’t matter where we are serving, we are Soldiers and we understand each other,” said Bulik. “It doesn’t matter where we are, (or where we are from), we have to work together as one team.

“It was an honor for me to see the family members here, to see the other side; it makes me proud to wear the uniform,” he added.

The Indiana National Guard Ceremonial Unit provided a traditional caisson including a flag-draped coffin and rider-less horse adorned with a pair of cavalry boots with spurs reversed in the stirrups and an Army Saber attached to the right side of the saddle, symbolizing fallen heroes that will ride no more.

The Battle Cruiser USS Indianapolis ship’s bell was also rung in memory of the fallen. The USS Indianapolis was torpedoed and sunk by a Japanese submarine during World War II after delivering a top-secret payload of nuclear weapons materials to the Pacific Theater. Almost 900 Sailors survived the sinking, but only 317 survived the following four-and-a-half days at sea before rescue.

“I have been doing this for close to 40 years, and I can honestly say that this is the most touching ceremony I’ve been too. It’s overwhelming,” said Chiarelli. “It’s the kind of thing you would come to expect in the heartland of America.”

The ceremony concluded with a flyover, two A-10 Thunderbolts flown by the Indiana Air Guard’s 122nd Fighter Wing headquartered in Fort Wayne, Ind.

“This weekend, as we honor the memory of our fallen in the days ahead, I ask you to keep in your thoughts and prayers, the brave men and women serving in Iraq and Afghanistan and other locations across the world,” said Chiarelli. “They are doing an absolutely outstanding job, and we must continue to support them and all of their families.”

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Indiana National Guard Adjutant General, Maj. Gen. R. Martin Umbarger; Vice Chief of Staff of the U.S. Army, Gen. Peter W. Chiarelli; and Indiana Gov. Mitch Daniels observe the 500 Festival Memorial Service Friday, May 27, 2011 at Monument Circle in Indianapolis. Indiana National Guard photo by Sgt. John Crosby, Joint Forces Headquarters Public Affairs

Wreaths are laid on the north steps of Monument Circle in Indianapolis in memory of all Hoosiers in all wars and conflicts who sacrificed their lives in defense of the nation at the 500 Festival Memorial Service Friday, May 27, 2011. Names of the 16 Indiana servicemembers who died within the past year were read aloud. Indiana National Guard photo by Sgt. John Crosby, Joint Forces Headquarters Public Affairs

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Race Day is big in Indianapolis. Servicemembers participate in many pre-race and race activities. The 100th Anniversary of the Indianapolis 500 was celebrated on May 29, 2011, and saw many servicemembers honored.

The U.S. Army's second-in-charge, the 32nd Vice Chief of Staff of the Army, Gen. Peter Chiarelli, speaks at the 100th Anniversary INDY 500 Race, Sunday, May 29, 2011 at the Indianapolis Motor Speedway.