



USAWOA
Past Presidents Council (PPC)
Project Title: Eagle Rising Society
Programs
Project Number: PPC-2021-05
October 27, 2020

OVERVIEW

1. Project Background and Description

Currently there are three separate USAWOA Eagle Rising programs. They are:

- The Order of the Eagle Rising Society
- Honorable Order of the Eagle Rising
- The Eagle Rising Legacy Society

A brief overview of each program is listed below.

The Order of the Eagle Rising Society – The U.S. Army Warrant Officer Career College (USAWOCC), sponsored by the Military Officers Association of America (MOAA) annually recognizes one individual who contributed significantly of his/her lifetime to the promotion of the warrant officer community in way that stand out in the eyes of the recipients seniors, subordinates, and peers.

Honorable Order of the Eagle Rising – USAWOA Award Manual 900-1. The Honorable Order of the Eagle Rising is for Any Region, Chapter or Auxiliary for the awards year. May be nominated by any National, Region Member or the Chapter Awards Committee. It is for Outstanding service to the country, USAWOA, Region, Chapter or the betterment of the Warrant Officer cohort and, Army.

Depends on the level of award-see below:

GOLD: USAWOA National or Regional Contributions. Support rendered to a Division-level or higher, the WO Corps at an Army-wide level or support to

the local civilian civic foundations. Approval is by the National President upon written endorsement by the Regional Director.

SILVER: USAWOA Regional Contributions. Support rendered to the Brigade or Battalion levels. Any support of the local civic or country areas. Approval of this level lies with the Regional Director.

BRONZE: USAWOA Chapter Contributions. Support rendered to the Battalion level and local civic foundations. Approval of this level lies with the Chapter President.

The Honorable Order of the Eagle Rising award has no timelines. It can be awarded at any time during the year. Every attempt will be made to present Gold level awards at a USAWOA function.

The Eagle Rising Legacy Society - USAWOA's Eagle Rising Legacy Society is a recognition program to thank and honor individuals today, for the support they will provide USAWOA in the future. It is a planned giving program.

These three closely named programs need to be monitored and revised to eliminate ambiguity between each program. We also need to determine if these programs need to license the USAWOA logo or other trademark information.

2. Project Scope

Review and revised all USAWOA associated "Eagle Rising" programs for applicability, overlap, programmatic support, and licensing requirements. Identify how these programs synergistically integrate into the existing USAWOA recognition, fund-raising activities, and programs. Make recommendations to the BOD regarding the future direction of these programs.

3. Project Discussion

Thank you for reviewing the programs and providing recommendations for each program.

Recommendation 1 - Honorable Order of the Eagle Rising.

Leave the program independent to the USAWOA. This is the only award with the Eagle Rising name that has specific award procedures outline in the USAWOA awards manual.

Background:

The USAWOA's Honorable Order of the Eagle Rising (HOER) is a program to recognize those members who make lasting impacts through acts of outstanding service. The individual members in good standing (dues paying members) may be nominated by any National, Regional, or Regular members for outstanding service to the country, USAWOA, Regions, or Chapters for the betterment of the Army Warrant Officers Cohort and the US Army. There are three levels of this award. The top is the Gold, which is awarded for services rendered above the Region Level and had a positive impact for Army level programs. The Silver is the next step down and is awarded for services rendered that effect the overall Region. The last is Bronze which is awarded for services rendered that had a positive impact on the member's chapter. This program is an enduring program that was introduced in 2009. Since its inception, the Association has awarded seventy-nine (79) Gold, seventy-three (73) Silver, and Three hundred and thirty three (330) Bronze level awards. There have been two distinguished members who have received two (2) Gold medallions for their service and dedication to the Association.

Discussion:

Carl Burnett's comment - This program was initiated in 2009. The name is nearly identical to the program initiated by the USAWOCC and MOAA – "The Order of the Eagle Rising Society". This program by the USAWOCC and MOAA was initiated in 2003. Therefore, USAWOCC and MOAA has priority status to the copyright of the "Eagle Rising" term. This would also provide them with priority status for trademarking any term with "Eagle Rising" in the name. Given the similarity to the USAWOA program and the inability for the USAWOA to be issued a copyright or trademark designation for these terms, some alternative branding term should be considered for this program.

Recommendation 2 - Eagle Rising Legacy Society.

Consider renaming this program to better align its purpose and vision. We suggest the new name be the "USAWOA Legacy Program". The purpose for the suggested renaming is because whenever the words Eagle Rising are mentioned, they are affiliated with some type of an award. This program does not fit into that category.

Background:

USAWOA's Eagle Rising Legacy Society is a recognition program to thank and honor individuals for the support they will provided the USAWOA in the future. This program is the brainchild of the current Executive Director. He started it two years ago for the purpose of the members wishing to contribute after their death. The premise of this program is to have the members remember the USAWOA in their will.

Discussion:

Carl Burnett's comment - Since this program is only a few years old rebranding the program with a new name should be considered.

Recommendation 3 - Order of the Eagle Rising Society.

Leave independent to the WOCC and MOAA. Continue to support he program by leaving the nomination process on the Portal.

Background:

The US Army Warrant Officer Career College (USAWOCC) is the agent in charge of administering this program in conjunction with MOAA, who is the sponsor. The Order of the Eagle Rising Society annually recognizes one individual who has contributed significantly over his/her lifetime to the promotion of the Warrant Officer Community in ways that stand out in the eyes of the recipient's seniors, subordinates, and peers. These individuals must also demonstrate the highest standards of integrity and moral character, display and outstanding degree of professional competency, and serve the Warrant Officer Community with distinction. The only support provided by the USAWOA to the WOCC and this program is to advertise the application process on our portal.

Discussion:

Carl Burnett's comment - This program was initiated in 2003 and has priority status for the use of the terms in its program name. As such, they have priority status to the copyright and trademark of the terms used in its name. The recommendation should be enacted by this council.

Recommendation 4 - Introduce a new award.

Pete and Greg are recommending a new award be created to recognize the support given to the USAWOA by individuals who are not members of the Association, from the civilian population, or other Armed Services who have demonstrated their support to our Association or have made significant contributions to the Cohort/Corps. This award can also be presented to other members of the Armed Forces who may not be a Warrant Officer. (See Medallion.)

Background:

1. Provisioning for such award. The individual recommending the award would be responsible for the costs of procurement and presentation.
2. The approving authority shall remain and the National Board of Directors level.
3. A uniquely designed certificate will accompany the medallion. See Enclosure 1 below.

A design of the proposed award is attached.



IN RECOGNITION OF FAITHFUL AND OUTSTANDING SERVICE
THE HONORABLE ORDER OF THE EAGLE RISING CIVILIAN
SERVICE AWARD IS PRESENTED TO:

MR. RALPH D. KRAMDEN

For outstanding service of the United States Army Warrant Officers Association

The "Eagle Rising" was adapted from the Great Seal of the United States of America, and with proud wings displayed, the Eagle, which is standing on two arrows, symbolizes the military arts and sciences and is enclosed within a wreath; all of which fully epitomizes Mr. Ralph Kramden who is and always will be an Eagle Rising.

For exceptionally meritorious service to the United States Army Warrant Officers Association. Throughout the course of your career you have always rendered total support your to our Association. Your personal dedication has not gone unnoticed. By and with approval of the National Board of Directors you are hereby commended for your support.

He has and will always continue to "Clear the Skies", as an "Eagle Rising"... Freedom's Guardian....

Mr. Ralph Kramden's service reflects great credit upon himself, the United States Army Warrant Officer Association and the United States Army.



*TW5 (Ret) Joachim Consiglio
President, USAWOA*

Discussion

Carl Burnett's comment - Two award categories exist in USAWOA 900-1 National Awards Program. The Honorary/Associate Membership Award and the National President's Award are awards that can be issued to non-warrant officers for outstanding support to the USAWOA. The National Presidents Award can also be issued for special circumstances as recognized by the National President. Each of these existing awards fulfill the recommendations of the new award. If a new award is needed this recommendation should be submitted IAW USAWOA 900-1 National Awards Program.

Please review this proposal and comment on the recommendations. Please distribute your comments to all PPC members by hitting "Reply to All". A vote on the recommendations will be conducted at the next scheduled PPC meeting.

4. High-Level Requirements

TBD

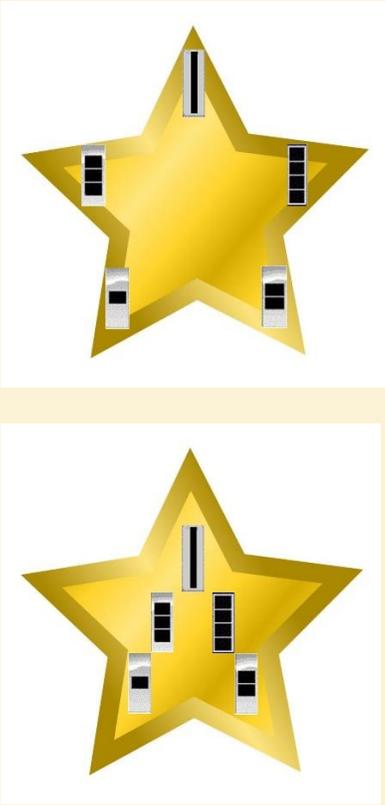
5. Deliverables

Council Recommendations:

Recommendation 1 - Honorable Order of the Eagle Rising.

Develop an alternative branding term and logo for this program. The candidate logos and names proposed by the PPC are listed below:

Logo	Name	Rationale
	USAWOA Honorable Order of the Golden Eagle	Retains the legacy eagle and rebrands the name from "Honorable Order of the Rising Eagle" to "Honorable Order of the Golden Eagle." Eliminates the confusion with the name "The Order of the Eagle Rising Society", that is owned by the U.S. Army Warrant Officer Career College (USAWOCC) and the Military

		<p>Officers Association of America (MOAA) and has a trademark priority status use date of 2003.</p> <p>“USAWOA Golden Eagle” term and logo can be trademarked to ensure only USAWOA use.</p>
	<p>USAWOA Honorable Order of the Golden Five Star</p>	<p>Eliminates the legacy Rising Eagle of the WO Corps, which is no longer used and recognized by the U.S. Army.</p> <p>Rebrands the name from “Honorable Order of the Rising Eagle” to “Honorable Order of the Golden Five Star.” Commemorates the five grades of WO that now exist.</p> <p>May be confused with the US Army Gold Star Program.</p> <p>Eliminates the confusion with the name “The Order of the Eagle Rising Society”.</p> <p>“USAWOA Golden Five Star” term and logo can be trademarked to ensure only USAWOA use.</p>



USAWOA
Honorable
Order of the
Golden Five-
Pointed Star

Eliminates the legacy
Rising Eagle of the WO
Corps, which is no longer
used and recognized by
the U.S. Army.

Rebrands the name from
“Honorable Order of the
Rising Eagle” to
“Honorable Order of the
Five-Pointed Star.”
Commemorates the five
grades of WO that now
exist.

Aligned with the Warrant
Office Historical
Foundation program that
uses a five-pointed star
for commemorative bricks
at the U.S. Army Heritage
and Education Center
paver brick program at
Carlisle Barracks.

Incorporates the historical
WO corps brown color.

Eliminates the confusion
with the name “The Order
of the Eagle Rising
Society”.

“USAWOA Golden Five-
Pointed Star” term and logo
can be trademarked to ensure
only USAWOA use.

Council submits these three recommendations to the EXCOM for selection for the reimagined Honorable Order of the Eagle Rising program.

Recommendation 2 - Eagle Rising Legacy Society.

Consider renaming this program to better align its purpose and vision. We suggest the new name be the “**USAWOA Legacy Program**”. The purpose for the suggested renaming is because whenever the words Eagle Rising are mentioned, they are affiliated with “The Order of the Eagle Rising Society”. The rebranding eliminates the confusion with the “The Order of the Eagle Rising Society”.

The new name directly relates to the goals for the program as an honorarium gift and not an award.

Recommendation 3 - Order of the Eagle Rising Society.

Leave this program independent to the WOCC and MOAA. Continue to support the program by leaving the nomination paperwork on the Portal.

6. Affected Parties

All members and administrative personnel.

7. Affected Business Processes or Systems

TBD

8. Specific Exclusions from Scope

TBD

9. Implementation Plan

TBD

