



2009 Annual Report

Brandon Salutes, a community volunteer organization, formulated in 2004 by the four (4) founding partners, CFB Shilo, City of Brandon, Rural Municipality of Cornwallis and the Brandon Chamber of Commerce; for the purpose of encouraging awareness of the different lifestyles that exist in the civilian and military communities, and through understanding of each other's viewpoints, building stronger relations between all.

Brandon Salute's mission statement is; "Brandon Salutes fosters unity of the military and civilian communities in the Brandon area based upon a mutual respect of their unique contributions toward a strong and proud partnership". Brandon Salutes continues to expand on previously developed initiatives as listed below.

COMMITTEE MEMBERSHIP

- George Haggerty completed his term as Chair of the Committee in June and Brandon resident Steve Morrison took over for a three (3) year term. A congratulatory BBQ was held on June 24 to recognize George's contributions to the committee over the past three (3) years.
- George Haggerty remained on the committee as a member at large.
- Three (3) members resigned from the committee in 2009, namely City representative Bruce Troche, RM of Cornwallis representatives Mike Cranford & Val Thoman.
- Heather Dagleish, Councillor for the RM of Cornwallis joined the committee in August.
- The Brandon Chamber of Commerce is expected to name an additional member.

MAJOR PROJECTS

The following projects were either completed or started in 2009:

- Family Appreciation Pancake Brunch – scheduled to be held January 23, 2010
- Heroes Gala Dinner – scheduled for May 22, 2010 in conjunction with the Memorial Cup
- Heroes Gala Dinner "Media Launch" - scheduled for February 11, 2010.
- Chamber of Commerce Luncheon – Awareness Campaign – scheduled for May 13, 2010

MILITARY EVENTS

- 2009 07 31 - CFB Shilo Change of Command Parade – Committee members Steve Morrison, Lori Truscott, George Haggerty & Chuck Larocque attended.
- 2009 09 12 - The committee prepared and staffed a “send off tribute” display at the Task Force 3-09 Afghanistan deployment event held at CFB Shilo.
- 2009 11 04 - RCA Museum Re-Opening of WWII Exhibit & Unveiling of Medals of Brigadier H. S. Griffin – Steve Morrison, Chuck Larocque & Lori Truscott attended.
- 2009 11 05 - 26th Field Regiment RCA/XII Manitoba Dragoons Museum – Cairn Commemoration – Steve Morrison & George Haggerty attended.
- 2009 12 04 – 26th Field Regiment RCA, St. Barbara Celebration – Steve Morrison, Major Neil Gregory & Lori Truscott attended on behalf of the committee.

COMMUNITY EVENTS

- 2009 06 18 – Military Family Resource Centre (MFRC) Annual General Meeting – Steve Morrison attended.
- 2009 07 01 - Canada Day – Public Relations & assist MFRC selling Support Our Troops Merchandise at CFB Shilo Military Display.
- 2009 12 10 – Human Rights Day Brandon – George Haggerty & Steve Morrison attended on behalf of Brandon Salutes. Major Fortoloczky from CFB Shilo made a presentation on his experiences overseas protecting Human Rights.

MEDIA/COMMITTEE RELATIONS

- Stag Deployment Ads – an advertisement was placed in the Shilo Stag in September 2009 in support of troops being deployed to Afghanistan.
- Letter to Editor re congratulating the Royal Canadian Legion involvement at the “send off” deployment of soldiers to Afghanistan
- Congratulatory letter to Brandon University & Assiniboine Community College re their participation in the national Project Hero scholarship program initiated by Retired General R. Hillier.
- Congratulatory letter to Brandon Applebee’s general manager re their Nov. 11, 2009 initiative to provide a free entree to soldiers/veterans in recognition of their efforts & sacrifices for Canada and its citizens.
- An article regarding Brandon Salutes was published in the Chamber of Commerce December 2009 newsletter intended as a re-introduction of the committee’s work to the Brandon business community.

BRANDON SALUTES STRATEGIC PLAN

- 2009 10 16 – work began on updating our Mission Statement, creating a “Vision” statement for the committee and creating a three (3) year strategic business plan which is scheduled to be completed and presented to the Military Relations Steering Committee on January 27, 2010 for their review and ratification.

BUSINESS INCENTIVE PROGRAM

- A list of local businesses that provide special offers and discounts to military personnel and their families continues to be updated, promoted and documented on our web site.
- Some work has been done to solicit new business involvement & a concerted promotional effort will be initiated in 2010.
- An advertisement was placed in the Shilo Stag in July promoting the incentive program to new soldiers and families recently assigned to CFB Shilo.

BRANDON SALUTES WEB SITE

- Brandon Salutes continues to provide up to date information to the community through its website at www.brandonsalutes.ca.
- Work will be undertaken in 2010 to update the web site content.
- Web based photo library - Photos capturing military / community events continue to be added to the website.
- Salutes events are also promoted on the City of Brandon, Chamber of Commerce and E-Brandon web sites.

COMMITTEE MEETINGS

- The committee conducted nine (9) regular and two (2) special Strategic Planning meetings in 2009.
- The Chair conducted the following stakeholder meetings:
 - Mayor D. Burgess
 - Reeve Atkinson –RM of Cornwallis
 - L Col Généreux – CFB Shilo Base Commander
 - L Col J. Schneiderbanger
 - L Col Schreiber - – 2PPCLI
 - Chamber President Chris Griffin
 - L Col R. Thompson, CWO M. MacRae & Lt H. Drader - 26th Field Regiment RCA
 - Mr. M. George – RCA Museum
 - Military Family Resource Centre – W. van Lankvelt & Staff
 - Deployment Support Group – Capt Goodfellow
 - Shilo Stag – Editor & Staff

RECOGNITION PROGRAM – “SALUTES”

- To recognize the special contributions that military and civilian members make with regards to military members, Brandon Salutes developed a formal recognition program to honour these contributions. To date six “official salutes” have been offered, with the most recent taking place in 2008. All salutes can be viewed online at www.brandonsalutes.ca.

PROMOTIONAL MATERIALS

- ➔ Brochure:
 - Brandon Salutes brochures continue to be used to increase awareness of Brandon Salutes and its goals.
- ➔ Banner:
 - A Brandon Salutes banner was developed to facilitate promotion of Brandon Salutes and the presence of the military community. This banner continues to be used at various community events.

LOOKING FORWARD

- ➔ The Committee will strive to:
 - maintain existing programs
 - implement the goals and objectives outlined in the new strategic business plan
 - involve the military, civilian and business community in our programs
 - promote our existence and purpose, and
 - continue to be actively involved in the community

Respectfully submitted by the Brandon Salutes committee, comprised of:

Chair – Steve Morrison
Chuck Larocque – CFB Shilo
Major Neil Gregory – CFB Shilo
Lori Truscott – CFB Shilo
Nathan Peto – Brandon Chamber of Commerce
Heather Dagleish – Rural Municipality of Cornwallis
Kathy Vandale – City of Brandon
George Haggerty – Member at Large