



UNITED STATES MARINE CORPS

MARINE FORCES RESERVE
4400 DAUPHINE STREET
NEW ORLEANS, LOUISIANA 70146-5400

IN REPLY TO
5758
CMD

MAY 29 2007

FORCE POLICY LETTER 03-07

From: Commander, Marine Forces Reserve
To: Distribution List

Subj: ANNUAL MARINE FORCES RESERVE MARINE CORPS BIRTHDAY BALL

Ref: (a) Marine Corps Manual
(b) MCO P5060.20

Encl: (1) Marine Forces Reserve Marine Corps Birthday Ball Staff
(2) Marine Forces Reserve Initial Marine Corps Ball Committees
(3) Birthday Ball Ceremony Assignments
(4) Marine Corps Order No.47

1. Situation. Reference (a) calls for Marine Corps commands to provide a suitable observance of the Marine Corps Birthday. The Marine Forces Reserve (MARFORRES) and the MARFORRES Major Subordinate Commands (MSC's) joint, annual Marine Corps Birthday Ball in New Orleans, Louisiana involves months of pre-planning, coordination, and fundraising. One portion of the Birthday Ball is the Birthday Ball Ceremony. The MARFORRES Birthday Ball Ceremony is an official Marine Corps function that involves the color guard, the Marine Corps band, a historical pageant, the reading of the Commandant's and General Lejeune's messages, and remarks by the Guest of Honor (GoH). The other portion of the Birthday Ball is social in nature, including dinner and dancing. Per references (a) and (b) this Policy is published to provide guidance, instruction, and to assign responsibilities for the preparation and execution of the annual MARFORRES Birthday Ball.

2. Mission. This Policy Letter establishes a permanent MARFORRES Birthday Ball Committee to provide consistent and continuous advice, support, guidance, and instruction to the Commander, MARFORRES (CMFR) regarding the planning and coordination of the annual Birthday Ball.

3. Execution

a. Commander's Intent. My intent is to establish a permanent Birthday Ball Staff, change existing policy, delegate authority, and assign responsibilities within MARFORRES and the MSC's for annual planning, preparation, and execution of the traditional Birthday Ball.

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b. Concept of Operation

(1) The MARFORRES Marine Corps Birthday Ball Staff (MMCBBS) will consist of representatives from each of the MSC's, MARFORRES Headquarters Battalion (HQBN) and the Staff Sections within Headquarters, MARFORRES.

(2) The organization of the MNCBBS will be comprised of personnel from selected MSC, HQBN, and MARFORRES staff sections. Selected MSC, HQBN and, MARFORRES staff sections are responsible for staffing these billets on an annual basis. Submissions of staff assignments are due to the Chief of Staff, MARFORRES no later than December 15 of each year. For purposes of planning, a Birthday Ball year will run from December through the following November of each calendar year.

c. Tasks

(1) MMCBBS

(a) President. This billet will be held by the senior Colonel/Department Head from within the MARFORRES Public Affairs Office (PAO) or the MARFORRES Command Inspector General's Office. The President of the Birthday Ball, is a direct representative of the CMFR and will assume the overall administrative supervision and operational coordination of the Birthday Ball. In addition, the President shall:

1. Consult with the MARFORRES Commercial Sponsorship Coordinator (CSC) to begin the process of selecting the annual Birthday Ball's site, commercial co-sponsors, and fundraising events.

2. Prepare weekly (or when necessary) update briefs for the Chief of Staff, MARFORRES on the preparation and progress of the Birthday Ball.

3. Conduct weekly (or when necessary) Birthday Ball meetings with all MNCBBS members.

4. Develop, coordinate, and distribute subsequent Letters of Instruction (LOIs) in order to ensure proper staff functioning, command approval, and conduct of the scheduled events.

5. Be responsible for planning, resourcing, arranging, rehearsing, and conducting the ceremonial and social portions of the Birthday Ball.

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6. Provide a list of possible GoH, to be reviewed and approved by the CMFR.

7. Provide After Action Report and Lessons Learned comments, and distribute them throughout the chain of command within 2 months of the conclusion of the Birthday Ball.

(b) Vice President. This billet will be held by the junior Colonel/Department Head from within the MARFORRES PAO or the MARFORRES Command Inspector General's Office. The Vice President is responsible for the following:

1. Assuming all duties and responsibilities in the absences of the President.

2. Collecting the names of the participants and organizing the Honor Guard, Cake Escorts, and Color Guard.

3. Coordinating the briefing of escorts and ushers as required.

4. Identifying and providing appropriate information to the Birthday Ball President on the oldest and youngest Marine attending the Birthday Ball.

5. Conducting a site survey plan of the selected Birthday Ball site, to include setup/takedown of tables, bandstands, dance floors and photography area.

6. Preparing a menu plan, to include options for red meat, poultry, and vegetarian entrees.

(c) CSC. This position will be staffed by the MARFORRES Marine Corps Community Services Director and is responsible for the following:

1. Selecting and arranging for the annual Birthday Ball site in coordination with the MMCBB President, MMCBB Vice-President, and Regional Contracting Office (RCO) and reviewed by Counsel. Decision on site choice is solely the decision of the Commander.

2. Soliciting and entering into agreements with commercial co-sponsors.

3. The CSC will not be involved in fund collection until MARFORRES becomes an official Non-Appropriated Funds Instrumentality (NAFI). However, until that time, if the funds are "in-kind," then it is appropriate for the CSC to provide fund collection oversight in coordination with the Finance Officer.

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4. Establishing child care arrangements for the night of the Birthday Ball.

5. Working with RCO and the Birthday Ball Finance Officer, to establish requirements for contracting with the site, caterers, vendors, bands, disc jockey etc.

6. Developing, coordinating commercial sponsorships in relation to fundraising events.

(d) Protocol Officer. The MARFORRES Protocol Officer, will assume the responsibility for all Protocol related issues to include the following tasks:

1. Developing a Very Important Person (VIP) list and sending invitations for the pre-Birthday Ball receptions.

2. Identifying, inviting, billeting, and transporting the GoH, to include procuring and presenting the GoH with a commemorative memento, if desired.

3. Table selection, seating and transportation requirements for all VIP guests as requested.

4. Assigning and training of all VIP's and GoH escorts as needed.

(e) Finance Officer. This billet will be staffed from within the MARFORRES Comptroller Office. The Finance Officer is responsible for all financial matters concerning the Birthday Ball. The Finance Officer will conduct the following tasks:

1. Establish liaison with the MARFORRES CSC.

2. Prepare the fund administration plan, to include receipt, accounting, and disbursement of all Appropriated Fund (APF) and Non-appropriated Fund (NAF) revenues generated for the Birthday Ball and preparing any post-Birthday Ball financial statements.

3. Account for all proceeds obtained through authorized fund raising events.

4. Ensure all ticket sales are properly documented and bank checks are properly recorded.

5. Review, and document all purchase requests.

6. In conjunction with the CSC, manage and budget APF and NAF for sound, lights, and video requirements.

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7. Coordinate with the CSC to ensure the following expenses are properly paid via APF or NAF:

- a. Entertainment
- b. Birthday Ball mementos
- c. Decoration costs
- d. All other overhead costs

(f) Counsel. This position will be staffed from the MARFORRES Counsel's Office and will advise the MMCBBS on all legal, contractual, fiscal, and ethics issues. Counsel will also assist in arranging for the annual Birthday Ball site in coordination with RCO and the CSC.

(g) Senior Enlisted Coordinator. The billet of the Senior Enlisted Coordinator will be held by a MSgt/GySgt and will be staffed from within HQBN. The HQBN, Sergeant Major is responsible for staffing this billet. The Senior Enlisted Coordinator will assume responsibility for the following:

1. Contact and compile a list of Birthday Ball Representatives from within each MSC, HQBN and Staff Section.

2. Conduct Birthday Ball meetings with all Birthday Ball Representatives as required.

3. In conjunction with the President, Vice President, the CSC, and Counsel help develop, coordinate, and execute all fund raising events.

4. After coordinating with the President, Vice President and CSC, develop an appropriate entertainment plan to support the Birthday Ball, to include scheduling Band and Disc Jockey services to be offered at the Birthday Ball. Ensure all contracts are approved by the RCO prior to any commitments.

5. Prepare table design plan, to include place settings, table decorations, mementos, table coverings and general seating charts.

6. Develop the seating chart assignments and provision of place cards, if desired.

7. Prepare the Birthday Ball cake plan, to include sizing, sourcing, design/decoration/logo requirements, quality control, pickup and delivery to the Birthday Ball site.

8. Develop decoration plan, to include procurement, installation, and cleanup/storage.

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9. Develop smoking plan, to include design, location, and advertising (signage) of smoking/no smoking areas.

(h) Facilities. The Assistant Chief of Staff, Facilities is responsible for obtaining a permanent storage space for all Birthday Ball equipment.

(i) RCO. The Director, RCO will assume responsibility for the following tasks:

1. Review, approve, and execute all contracts associated with the Birthday Ball that may be paid with appropriated funds.

2. Coordinate with the Comptrollers' office and the CSC on all NAF and APF requirements and ensure funding and contracting are proper.

3. Assist in the coordination and contracting of the the annual Birthday Ball site with CSC and Counsel.

(j) PAO. The Director, PAO will assume responsibility for the following tasks:

1. Preparing CMFR's Birthday Ball message.

2. Distributing the Commandant of the Marine Corps Birthday Ball video.

3. Disseminating GoH photographs and biography.

4. After coordinating with the CSC, developing a publicity plan, to include all available advertising media and USMC resources.

5. After coordinating with the CSC, developing, designing, publishing, and distributing the official Birthday Ball program pamphlets, wine labels, seating charts and all printing requirements in support of the Birthday Ball.

6. Ensuring that the MARFORRES Band attends all scheduled rehearsals and provides appropriate music for the Birthday Ball.

(k) MARFORRES HQBN. The Commanding Officer, HQBN will assume responsibility for assignment and delegation of the following tasks:

1. Providing the required number of Sam Browne belts, swords, and white frogs to support the Birthday Ball.

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2. Developing an appropriate transportation plan, to include transportation requirements to support delivery of goods, services, supplies, as well as the participants to each of the scheduled Birthday Ball rehearsals.

3. Working in conjunction with the CSC and ATRP to identifying a parking plan, to include VIP parking; subsequently, coordinating this plan with the Hotel Parking (as applicable) and Security Liaisons for any traffic and security requirements.

(1) Participants. The positions of Adjutant, Chaplain, Reader, Narrator, Color Guard, Cake Escort(s), Music Director, Photographer and Protocol Officer will be assigned in accordance with enclosure (4) of this Policy Letter.

(m) Birthday Ball Representatives/Committee Members

1. Each MSC and MARFORRES Special Staff Section will identify and appoint one officer and one Staff Non-Commissioned Officer (SNCO) member, and appoint one officer and one SNCO as alternates to serve as Birthday Ball Representatives/Committee Members. Members are required to serve one full year, from appointment on or before 1 March to 28 Feb. Following the Birthday Ball event, members will participate and contribute to the review of this Force Policy Letter. All appointments must be forwarded to the Birthday Ball President no later than 1 March of each calendar year.

2. The Birthday Ball Representative will be the direct representative and point of contact for each MSC and Staff Section. Members must be qualified to provide guidance for the functional area performed by the special staff sections from which they are assigned.

3. Duties/Responsibilities

a. Act as a direct representative and MSC/Section point of contact for all Birthday Ball related issues.

b. Assist with the planning and preparation of the Birthday Ball.

c. Assist with all scheduled fund raising events.

d. Ensure all representatives (primary or alternate) attend all scheduled MMCBBS meetings.

e. Participate in designated planning and execution Ball Committees.

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f. Assist in Ballroom preparation pre and post Marine Corps Ball.

4. All sections must identify participants for the official Birthday Ball and forward the names to the Birthday Ball President and Vice President no later than 4 weeks prior to the November Birthday Ball. Sections must ensure all participants are available to conduct rehearsals as scheduled.

5. Administration and Logistics. All MSCs, HQBN and Staff sections identified above are responsible for appointment and submission of by name representatives to accomplish previously assigned tasking, and will be on call to provide additional personnel as may be required by the MARFORRES Chief of Staff to support this function.

6. Command and Signal. All addressees are required to adhere to the provisions of this policy. This order is effective the date signed.



R. E. BRAITHWAITE
Executive Director

DISTRIBUTION: A

DISTRIBUTION STATEMENT A: Approved for public release;
distribution is unlimited.

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MARFORRES Marine Corps Birthday Ball Staff (MMCBBS)

President: Overall Responsibility for the Birthday Ball

Vice President: Responsibilities designated by President

Finance Officer: Tracks all incoming and outgoing funds. Others may organize and execute events, but the Finance Officer is responsible for the collection of funds at these events. Does not have other responsibilities with Birthday Ball.

Commercial Sponsorship Coordinator (CSC): Responsible in relation to commercial sponsorship opportunities of fundraising and initial site selection proposals.

Counsel: Advises the MMCBBS and CMFR on all fundraising activities, contracts, fiscal, and ethics issues.

PAO: PAO is responsible for the following duties;

Audio/Visual: (includes Programs/Printing): CVIC SNCOIC handles all audio/visual from the sound and lighting contract to the printing of tickets.

Band: The Band representative will accompany the PAO to all MMCBBS meetings and will be involved in all planning, since the Band is a key part of the Birthday Ball.

Protocol Officer: Responsible for VIP handling, invitations, etc. ensuring escorts are organized and coordinated.

Senior Enlisted Coordinator: Responsible for the following;

Entertainment: Arrange for a civilian band and disc jockey.

Working Party Coordinator: Responsible for working party/personnel support for projects as they pertain to the Birthday Ball. Works with G3 AT/FP in arranging security for the night of the Birthday Ball.

MARFORRES HQBN: Responsible for;

Transportation/Parking

Working Party assignments

Security: Coordinate with MARFORRES G-3 AT/FP to conduct a Threat Assessment of the Birthday Ball area.

Enclosure (1)

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MARFORRES Initial Marine Corps Ball Committees

Favors/Souvenirs

Fund Raising

Menu Selection

Music/Bands/Disc Jockeys

Seating

Site Selection

Table

Ticket Sales

Enclosure (2)

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CEREMONY BIRTHDAY BALL ASSIGNMENTS

BILLET	RANK	NAME	SECTION
ADJUTANT* CHAPLAIN	Capt CAPT		MARFORRES G-1 MARFORRES CHAPLAIN

BILLET	RANK	NAME	SECTION
READER			

BILLET	RANK	NAME	SECTION
NARRATOR			MARFORRES PAO

BILLET	RANK	NAME	SECTION
COLOR GUARD			MARFORRES

BILLET	RANK	NAME	SECTION
CAKE ESCORT			MARFORRES
CAKE ESCORT			4th MARDIV
CAKE ESCORT			4th MAW
CAKE ESCORT			4th MLG
CAKE ESCORT (ALT)			HQBN

BILLET	RANK	NAME	SECTION
ESCORT	COL		MARFORRES
ESCORT	COL		MARFORRES
ESCORT (ALT)	COL		4th MAW
ESCORT	LTCOL		4th DIV
ESCORT	LTCOL		4th MLG
ESCORT (ALT)	LTCOL		MARFORNORTH
ESCORT	MAJ		HQBN
ESCORT	MAJ		4th MARDIV
ESCORT (ALT)	MAJ		MARFORRES
ESCORT	CAPT		4th MAW
ESCORT	CAPT		4th MLG
ESCORT (ALT)	CAPT		HQBN
ESCORT	LT		4th MAW
ESCORT	LT		MARFORRES
ESCORT (ALT)	LT		4th MARDIV
ESCORT	CWO		4th MLG
ESCORT	CWO		HQBN
ESCORT (ALT)	CWO		4th MLG
ESCORT	MGYSGT		MARFORRES
ESCORT	MGYSGT		4th MARDIV

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CEREMONY BIRTHDAY BALL ASSIGNMENTS Cont'd

BILLET	RANK	NAME	SECTION
ESCORT	MGYSGT		4th MAW
ESCORT	MSGT		4th MLG
ESCORT	MSGT		MARFORNORTH
ESCORT (ALT)	MSGT		HQBN
ESCORT	GYSGT		MARFORRES
ESCORT	GYSGT		4th MARDIV
ESCORT (ALT)	GYSGT		4th MAW
ESCORT	SSGT		4th MLG
ESCORT	SSGT		HQBN
ESCORT (ALT)	SSGT		4th MARDIV
ESCORT	SGT		4th MAW
ESCORT	SGT		4th MLG
ESCORT (ALT)	SGT		MARFORRES
ESCORT	CPL		4th MARDIV
ESCORT	CPL		4th MAW
ESCORT (ALT)	CPL		4th MLG

BILLET	RANK	NAME	SECTION
OLDEST MARINE			
YOUNGEST MARINE			

BILLET	RANK	NAME	SECTION
MUSIC DIRECTOR	CWO		PAO BAND

BILLET	RANK	NAME	SECTION
PHOTO	Sgt		PAO
PROTOCOL			MARFORRES CMD

*Adjutant will read the contents of enclosure (4)

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Marine Corps Order No. 47

MARINE CORPS ORDERS
No. 47 (Series 1921)

HEADQUARTERS U.S. MARINE
CORPS
Washington, November 1, 1921

759. The following will be read to the command on the 10th of November, 1921, and hereafter on the 10th of November of every year. Should the order not be received by the 10th of November, 1921, it will be read upon receipt.

(1) On November 10, 1775, a Corps of Marines was created by a resolution of Continental Congress. Since that date many thousand men have borne the name "Marine". In memory of them it is fitting that we who are Marines should commemorate the birthday of our corps by calling to mind the glories of its long and illustrious history.

(2) The record of our corps is one which will bear comparison with that of the most famous military organizations in the world's history. During 90 of the 146 years of its existence the Marine Corps has been in action against the Nation's foes. From the Battle of Trenton to the Argonne, Marines have won foremost honors in war, and in the long eras of tranquility at home, generation after generation of Marines have grown gray in war in both hemispheres and in every corner of the seven seas, that our country and its citizens might enjoy peace and security.

(3) In every battle and skirmish since the birth of our corps, Marines have acquitted themselves with the greatest distinction, winning new honors on each occasion until the term "Marine" has come to signify all that is highest in military efficiency and soldierly virtue.

(4) This high name of distinction and soldierly repute we who are Marines today have received from those who preceded us in the corps. With it we have also received from them the eternal spirit which has animated our corps from generation to generation and has been the distinguishing mark of the Marines in every age. So long as that spirit continues to flourish Marines will be found equal to every emergency in the future as they have been in the past, and the men of our Nation will regard us as worthy successors to the long line of illustrious men who have served as "Soldiers of the Sea" since the founding of the Corps.

JOHN A. LEJEUNE,
Major General Commandant

75705-21

Enclosure (4)