In preparation for the 100th anniversary of the inception of the United States Army Warrant Officer Corps on 8 July 1918, the United States Army Warrant Officer Association and the Warrant Officer Historical Foundation have partnered to form a joint 100th Anniversary Observance Committee. It is the committee’s mission to ensure that the Department of Defense is aware of and celebrates 100 years of faithful and distinguished service that has been provided by the Army Warrant Officer to the U.S. Army.

To that end, the committee members have formulated a way to not only inform the Department of Defense, but the nation as a whole of the significant roles performed by the highly specialized, technical experts that comprise two percent of the U.S. Army.

The committee was formed with the understanding that there would be significant effort required for more than two years to achieve the desired end state by 9 July 2018.

The approach to meet the overarching goal of ensuring the American public and the Department of Defense is informed of, and recognizes the specialized service of, U.S. Army Warrant Officers will be multi-faceted. Media such as newspapers, magazines (including Army Branch publications, military/veteran service organization venues [MSO/VSOs]), Facebook, radio, YouTube, and Twitter will be utilized to garner maximum coverage in the most cost-effective manner.

Numerous events were held globally to celebrate the 98th anniversary—these included golf tournaments, bowling events, 5K runs, cake-cutting events, and virtual 5K races, incorporating committee fundraising memorabilia such as the Bronze Virtual 5K Medallion (for the 98th anniversary) and t-shirts. Silver and gold medallions will be offered for the 99th and 100th anniversaries, respectively.

Overall, sales of 100th anniversary memorabilia has been well received, with demand outstripping supply. Funds on hand as of 11 September 2016 were $25,618.77. The primary purpose of the fundraising activities is to offset the cost of the publicity campaign.

Delays in the opening of the National Museum of the U.S. Army have left placement of the Warrant Officer Memorial Stone in question. However, the 14 September 2016 groundbreaking (reported on in the October 2016 Newsliner) was encouraging news.

CW4 (Ret) Pete Hill has worked tirelessly to recruit a media-savvy Warrant Officer who can take the social media and publicity efforts to the next level. Meanwhile, the coordination efforts to designate 2018 as the “Year of the Army Warrant Officer” or, at a minimum, July 2018 as “U.S. Army Warrant Officer Month,” are a work in progress. Discussion is occurring with Association of the United States Army leadership to incorporate this as recommendation into their 2018 Resolutions.

Conclusions and Recommendations

In summary, the committee has accomplished a great deal in less than six months! The chairmanship has been transitioned from CW4 (Ret) Kenneth “Pete” Hill to CW5 Phyllis Wilson. There are number of initiatives in discussion, and this year has been successful in building a core group of committee members who have raised more than $25,000.

The top three current action items are viewed as:

1) Engage with key decision makers.

There needs to be continued discussion regarding placement of the Warrant Officer Memorial Stone, because completion of the National Museum of the U.S. Army is now projected to be after the 100th birthday of the Warrant Officer cohort, on 9 July 2018.

Booster.com was utilized to market and deliver Warrant Officer Birthday 5K t-shirts. This popular program netted more than $3,500.
ers from all three components of the Army, key leaders in targeted MSOs and VSOs, Army Reserve ambassadors, civilian aides to the Secretary of the Army (CASAs), and political leaders to garner support for recognizing 2018 as the “Year of the U.S. Army Warrant Officer.”

2) Encourage USAWOA Chapters to conduct meaningful events in 2018 for the 100th Anniversary. Encourage contact with every Governor to obtain a Proclamation naming 9 July as “Army Warrant Day” in each state of the U.S.

3) Develop a solid plan to market and showcase the catalog of memorabilia associated with the 100th Anniversary in order to raise an adequate amount of money to support the marketing and public relations efforts. Coordinate all social media and utilize two to three pages of the Newsliner magazine to showcase great ideas by the Warrant Officers in the field.

The committee will strive to meet telephonically in October, December and February. Ideally, it would also be beneficial if the committee were able to meet in person at least once a year (in April or May). We are hopeful that a portion of the funds raised could be used to support such a meeting.

Warrant Officer Candidates earned their medallions at their 10K ruck march.

Warrant Officer 100th Anniversary belt buckles have also been a tremendous seller.