

1 September 2011

Family and Morale, Welfare, and Recreation

Norman H. Marcus Award

*This regulation supersedes AE Regulation 215-100, 3 December 2009.

For the Director:

DONALD A. BIRD
Chief of Staff

Official:



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Chief, Army in Europe
Document Management

Summary. This regulation provides nomination procedures for the Norman H. Marcus Award for unprecedented contributions to Family and morale, welfare, and recreation programs.

Summary of Change. This revision updates procedures for submitting nominations for the Norman H. Marcus Award (para 7).

Applicability. This regulation applies to all elements of IMCOM-Europe.

Supplementation. Organizations will not supplement this regulation without IMCOM-Europe (IMEU-MWR) approval.

Suggested Improvements. The proponent of this regulation is IMCOM-Europe (IMEU-MWR, DSN 379-7885). Users may suggest improvements to this regulation by sending DA Form 2028 to IMCOM-Europe (IMEU-MWR), Unit 29351, APO AE 09014-9351.

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1. PURPOSE

This regulation prescribes eligibility criteria, award criteria, nominating procedures, and the approval process for the Norman H. Marcus Award.

2. REFERENCES

- a. AR 215-3, Nonappropriated Funds Personnel Policy.
- b. AR 672-20 and AE Supplement 1, Incentive Awards.
- c. DA Pamphlet 672-20, Incentive Awards Handbook.

3. EXPLANATION OF ABBREVIATIONS

FMWR	Family and morale, welfare, and recreation
HQ IMCOM	Headquarters, United States Army Installation Management Command
IMCOM-Europe	United States Army Installation Management Command, Europe Region
MWR	morale, welfare, and recreation

4. NORMAN H. MARCUS AWARD

The Norman H. Marcus Award is presented in memory of Norman H. Marcus (app A), who made unprecedented and lasting contributions to Family and morale, welfare, and recreation (FMWR) programs in Europe. Award recipients will receive an engraved plaque and citation documenting the magnitude of their contributions to FMWR programs.

5. ELIGIBILITY

All FMWR program professionals in the European theater are eligible for this award.

6. CRITERIA

Nominees for the award must have made unprecedented contributions leading to significant and lasting enhancements in FMWR programs. Exceptional performance alone is not sufficient to merit this award. The award is to recognize professionals who improved an FMWR program by their positive effect on multiple garrisons or throughout IMCOM-Europe.

7. NOMINATION PROCEDURES

IMCOM-Europe will announce deadlines within the fourth quarter of the fiscal year for submitting nominations for the Norman H. Marcus Award. Nominations will be submitted to IMCOM-Europe (IMEU-MWR), Unit 29353, APO AE 09014-9353, and must include the following:

- a. An information sheet that lists the nominee's name, current position title, time in current position, previous duty assignments, and honorary awards received.
- b. A narrative that describes how the nominee meets the award criteria in paragraph 6. The narrative must not exceed three pages.
- c. An endorsement signed by the garrison commander if the nominee is assigned to a garrison, or an endorsement signed by the division chief of the IMCOM-Europe staff office if the nominee is on the IMCOM-Europe staff.

8. APPROVAL

The Chief, FMWR Division, will convene a board of garrison FMWR directors and IMCOM-Europe FMWR professionals to rank the nominations. The Director, IMCOM-Europe, will select the recipient from the three top-ranked nominees.

9. PRESENTATION

The award will be presented each year at a meeting of garrison FMWR directors or at a time determined by the Director, IMCOM-Europe.

APPENDIX A
NORMAN H. MARCUS

Norman H. Marcus
(1938-2007)

Mr. Marcus began his distinguished career in 1968 as a Department of Defense civilian employee serving with the United States Navy at Subic Bay, Philippines. Throughout his career, Mr. Marcus held a wide variety of positions, primarily with the Army in Germany, including—

- Director, Morale, Welfare, and Recreation (MWR), in several communities.
- Deputy Director, United States Army Community and Family Support Agency, Europe.
- General Manager, Armed Forces Recreation Center, in Berchtesgaden.
- Deputy Commander, 22d Area Support Group.
- Commander, Augsburg Military Community.

Mr. Marcus was deployed to the Balkans, where he oversaw MWR operations in Bosnia and Herzegovina, Bulgaria, Hungary, Kosovo, and Macedonia. He was a liaison officer for the 1st Armored Division and later the division's transformation officer. Throughout his career, Mr. Marcus devoted himself to Soldiers and their Families. He served with great dedication and constant innovation that brought lasting changes in Family and MWR programs.