



UNITED STATES MARINE CORPS
MARINE CORPS AIR STATION
PSC BOX 8003
CHERRY POINT, NORTH CAROLINA 28533-0003

AirStaO 1700.26

FMD

17 FEB 2009

AIR STATION ORDER 1700.26

From: Commanding Officer, Marine Corps Air Station Cherry Point
To: Distribution List

Subj: WELCOME HOME BANNER APPLICATION GUIDANCE

Encl: (1) Example of a banner resource

1. Situation. To implement guidelines and establish procedures regarding the standardization of "Welcome Home ..." banner application aboard Marine Corps Air Station, Cherry Point.

2. Mission. To establish standardization guidelines that enhance morale while maintaining aesthetic appearance of the station, ensuring appropriate content, and reducing safety issues caused by the adverse effects of weather.

3. Execution

a. Commander's Intent and Concept of Operations

(1) Commander's Intent. The morale and welfare of military service members and their families' is the basis for this order. This order establishes a banner standard in order to ensure that family/friends' messages are placed in appropriate locations, identified for specific duration, consist of appropriate content, and are removed in a timely manner.

(2) Concept of Operations

(a) Types/size/content criteria. Currently, the only exclusion regarding type of material is that reflective properties should be minimized in order to reduce possible visual impairment of passers by. The size of the banner should be reasonably sized, i.e. twin-size sheet (39" x 75") or 2' x 6' standard banner (enclosure 1). Content of the message should not include reference to/condone inappropriate activities (i.e. "... Let the BEER PONG begin").

(b) The only authorized location to post "Welcome Home ..." banners is along the fence line at the Corner of Roosevelt Boulevard and 6th Avenue.

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

b. Coordinating Instructions

(1) Personnel who display banners will ensure that a date ("dd MMM" format) is placed on the bottom right hand corner of their banner.

(2) Facilities Maintenance Department (FMD) will be directed to remove all banners that are deemed unsafe, inappropriate, or do not comply with the date guidance. Specifically, banners without dates will be dated by FMD when identified. Posted dates that exceed the two week window, as identified on the bottom right hand corner of each Banner, will be removed. Scheduled removal dates will occur on or about the first and fifteenth of each month.

(3) Recommendations to the Commanding Officer (CO), MCAS Cherry Point, concerning these established standards regarding appropriate placement/subsequent removal of, or unresolved sensitive and/or problematic issues regarding "Welcome Home ..." banners aboard MCAS Cherry Point are welcomed. Submit all recommended changes concerning this Order to the Station Inspector via the appropriate chain of command.

4. Administration and Logistics

a. The contents of this Order will be disseminated to all Commanding Officers including tenant commands.

b. The Commanding General, 2d MAW, and the COs, Naval Health Clinic, FRC-East, and CLC-21 concur with the contents of this Order insofar as it pertains to members of their Commands.

5. Command and Signal

a. Command. This Order is applicable to all personnel.

b. Signal. This Order is effective the date signed.



ROBERT D. CLINTON
By direction

DISTRIBUTION: A

CUSTOM BANNERS!

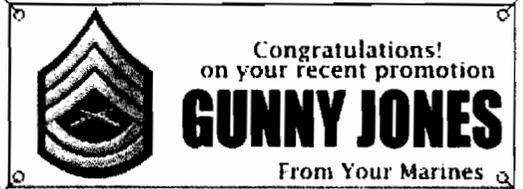
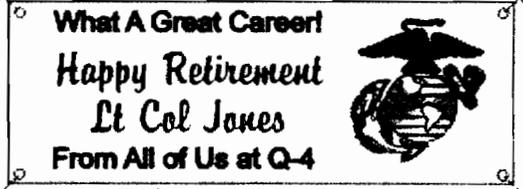
- NOW AVAILABLE THRU MCCS MARKETING -

As a unique service to our Marines, sailors and their families, the MCCS Marketing Dept now offers custom made banners for any occasion! Choose from: Welcome Home, Retirement, New Baby, Promotions, Special Events, Birthday Parties, Golf Tournaments and more. Each banner is full color, laminated, grommets and personalized with the message you designate. We can also include our in-stock artwork and unit/squadron logos along with service seals. These make great keepsakes for those special occasions and can be "signed" by loved ones and co-workers with permanent markers. Order yours today!

2ft x 6ft Full Color Banners
(laminated & grommets)

ONLY \$20⁰⁰

-EXAMPLES-

 <p>Welcome Home SSgt David Jones We Missed You! Your Loving Family</p>	 <p>Congratulations! on your recent promotion GUNNY JONES From Your Marines</p>
 <p>HAPPY 8th BIRTHDAY SARAH!</p>	 <p>What A Great Career! Happy Retirement Lt Col Jones From All of Us at Q-4</p>
 <p>Welcome To The Single Marine Program DEVIL DOG OPEN Golf Tournament</p>	