

UNITED STATES MARINE CORPS
MARINE CORPS INSTALLATIONS PACIFIC-MCB CAMP BUTLER
UNIT 35001
FPO AP 96373-5001

1710
MCCS/FBES
21 JUN 2024

From: Director, Marine Corps Community Services, MCB Camp Butler

Subj: LETTER OF INSTRUCTION FOR THE 2024 MARINE CORPS BIRTHDAY BALLS

Ref: (a) Memorandum Initial Assignment Order for 2024 Marine Corps Ball Season

Encl: (1) Decorating Plan
(2) Seating Chart Plan
(3) Facility Usage/Closure Plan
(4) Recipe Worksheets
(5) Photography Support Plan
(6) Entertainment Plan
(7) Ball Cake Plan
(8) Fallen Comrade and POW/MIA Table Setup
(9) Marine Corps Ball Schedule

1. Background. Marine Corps Birthday Balls will be conducted throughout the island during the months of October through December 2024. A working group has been formed with representatives from each of the major commands to manage this effort and to ensure that the actions required to conduct each of the scheduled balls are affected. The division of effort requires assignments to both Marine Corps Community Services (MCCS) and the hosting units and is set forth in reference (a).

2. Information. Enclosures (1) through (8) serve as plans of action for MCCS. This is offered only as information to those addressees external to MCCS. Additionally, enclosure (9) represents the listing of currently scheduled Marine Corps Balls, and is offered for information to all addressees.

3. Administration and Logistics. Point of contact is the Director, Food and Beverage, 645-5809.

4. Command and Signal

a. Command. This Letter of Instruction is applicable to MCCS and non-MCCS agencies that are taking part in or supporting the 2024 Marine Corps Birthday Balls.

b. Signal. This LOI is effective on the date signed.


MICHAEL S. GIESECK

Distribution:
Special Events
Marine Corps Ball Working Group

Copy to:
CG, MCIPAC
C/S, MCIPAC

2024 MARINE CORPS BIRTHDAY BALL DECORATION PLAN

1. Information

- a. All tables will be covered with tablecloths.
- b. Napkins will be of the opposite color of the tablecloth. For example, a scarlet tablecloth will be matched with gold napkins.
- c. Full dress table settings, (i.e., tableware, glassware, and silverware), will be used at each ball site and for every place setting.
- d. One commemorative flag set will be posted for every four place settings per table.
- e. One commemorative memento will be issued for each ticket sold.
- f. All VIP tables will be distinguished by the placing of an appropriate floral arrangement in the center of the table.
- g. One Marine Corps Ball Program will be located at each place setting.

2. Action

- a. Deputy Director, Business and Support. Task the Director, Food and Beverage to accomplish the following in support of the requirements:

(1) Draw, and distribute decorations/mementos, on a pro rata share, to those facility managers required to support one or more Marine Corps Birthday Balls.

(2) To the extent possible, and on a reimbursable basis, be prepared to provide decoration/memento support to those organizations conducting balls in outlying areas. (e.g., Ie Shima, Camp Fuji, and Camp Mujuk).

(3) Alert Kadena FSS Laundry of the extraordinarily high demand and quick turnaround times required for laundry services throughout the ball season. Assist facility managers in expediting laundry services, as may be required.

3. Coordinating Instructions

- a. For accounting purposes, with the exception of memento, collateral, and photography costs, all costs associated with the execution of the Marine Corps Birthday Ball will be identified and charged to the facilities individual operating cost centers.

b. Should a memento be staged at each place setting, the potential for loss or theft of a patron's memento is heightened. Should such an event occur, the affected patron need only provide their name and mailing address to the respective facility manager, and MCCS will provide a replacement in kind at the end of the ball season.

c. Hosting units may choose to add place cards, additional favors, and/ or decorations at their own discretion. Prior coordination with the hosting facility manager is advised.

2024 MARINE CORPS BIRTHDAY BALL SEATING CHART PLAN

1. Information

a. Seating charts are provided to serve as a schematic of each of the respective facilities that will host one or more of the 2024 Marine Corps Birthday Balls. Table and numbers have been identified, as well as the general floor plan of the facility and layout of the tables, stages, dance floors, and beverage operations.

b. In those cases where additional or alternative seating may be required to accommodate the size of the ball, adjustments to the seating chart will be provided upon demand. Should a hosting unit, for any reason, desire to change the floor plan from that shown herein, direct liaison with the respective Marine Corps Community Services (MCCS) Club Manager must be initiated with sufficient lead time to ensure that necessary changes to the seating charts and physical setup of the facility can be accommodated prior to the conduct of the subject ball. Failure of the hosting unit to affect such liaison will be interpreted as acceptance of the floor plans set forth herein.

2. Seating Assignments

a. Seating assignments /arrangements at VIP and/or head tables will be the sole responsibility of the hosting unit for all the scheduled balls.

b. Unit hosts that desire to assign seats for each of their respective guests may do so.

c. Units preferring open seating, i.e., no assigned seating for attending guests, are authorized to do so at their own discretion.

d. Upon request, MCCS will provide two suitably sized monitors with digital mockups, of the seating charts for display at each ball site. It is the responsibility of the hosting unit to ensure that the finalized seating rosters are available in a digital format that can be displayed on the monitors provided so that attendees may determine the location of their respective assigned seats.

e. The proposed seating charts have proven over time to be the most comfortable and appropriate layout for the conduct of Marine Corps Birthday Balls in the respective facilities. However, hosting units may prefer an alternate layout for their ball(s). Should such a change be desired, the affected facility must have in hand a schematic of the desired alternative seating plan not later than 72 hours prior to the event.

3. Action

a. Deputy Director, Business and Support. Task the Director, Food and Beverage to accomplish the following in support of the requirements:

(1) Provide two monitors with digital full-sized mockups of the seating charts to facility managers.

b. Unit Host. Utilizing the seating charts for the respective Ball site, please assign a table and seat number to each guest scheduled to attend each of the scheduled balls under your cognizance. Should the hosting unit choose to opt for open seating, said unit should still make provisions for assigned seating of designated VIPs and/or members properly assigned to a Head Table.

2024 MARINE CORPS BIRTHDAY BALL FACILITY USAGE/CLOSURE PLAN

1. Information

a. A schedule will reflect the Marine Corps Birthday Balls being conducted on Okinawa during the period 23 October-07 December 2024.

b. It is imperative that each of the scheduled balls receive the concentrated application of all Marine Corps Community Services (MCCS) resources to ensure that the cleanliness of facilities, decoration of facilities, preparation and presentation of food and beverage service, and the conduct of all support functions be carried out with the maximum of professionalism and efficiency.

c. Food and Beverage facility managers are encouraged to distribute/redistribute resources, including employees, dishware, appliances, foodstuffs, etc., both on their respective camps and between camps, as may be necessary to ensure that the highest level of support/service is provided at each of the scheduled balls.

d. In those cases where one or more MCCS facilities will be closed, or subject to reduced hours of operations to ensure the proper conduct of a Marine Corps Birthday Ball, every effort will be made to restore those facilities to full-service operations as soon as practical after the conclusion of a ball or the ball season.

2. Action

a. Deputy Director, Business and Support. Assign the Director, Food and Beverage to accomplish the following in support of the requirements:

(1) Ensure the necessary publicity is prepared and posted in all affected food facilities to advise patrons of the closure period. Said information should include dates and times of closure required to host all scheduled balls in the subject facility. Ensure two DVD copies of the Commandants Birthday Message are delivered to each facility club manager.

b. Facilities Maintenance Branch. Provide maintenance and/or janitorial support, ensure the highest state of cleanliness and repair possible within those facilities hosting a Marine Corps Birthday Ball, upon request of the Director, Food and Beverage. Priority of work should be dedicated to this effort until all the respective balls have been conducted. Contact GF to ensure that there will be no power outages in any of the facilities on the dates of the Marine Corps Birthday Balls.

2024 MARINE CORPS BIRTHDAY BALL RECIPE WORKSHEETS

1. Information

a. Food and Beverage will provide each facility with both the detailed ingredients and preparation instructions for all meals that will be served at each of the respective Marine Corps Balls. Special attention should be given to the individual ingredients and preparation instructions.

b. The purpose of the information is to assist each of the respective galley staffs in the proper preparation of the meal and to ensure consistent presentation of our food products at each of the respective balls. To offer the greatest assurance that each meal at each ball site is presented in the same fashion, it is imperative that the ingredients and instructions for their combination/preparation be followed exactly as stated. Accordingly, no deviation from either the ingredient list or preparation instructions is authorized.

2. Action

a. Deputy Director, Business and Support. Task the Director, Food and Beverage to accomplish the following in support of the requirements:

(1) In concert with the respective facility managers will schedule and conduct training for all Galley Staffs to ensure their clear understanding of the menu, ingredients and preparation.

(2) To the extent possible, Food and Beverage will oversee preparation of the Marine Corps Birthday Ball meals at each of the respective ball sites.

2024 MARINE CORPS BIRTHDAY BALL PHOTOGRAPHY SUPPORT PLAN

1. Information. The following guidance is offered to assist in planning for photography support for the scheduled Marine Corps Balls:

- a. Provide photographic services for each of the scheduled balls.
- b. Be prepared to provide a photographic opportunity for both individual, couples and group photos.
- c. Be prepared to provide photographic support one hour prior to the commencement of each ball and remain in service until released by facility manager.
- d. Ensure adequate photographic supplies are on hand, at each ball site, to support the maximum number of potential customers.
- e. Birthday Ball photography packages will be available for sale via an online source. No cash transactions will take place on site.

(1) Attendees' photographs will be uploaded to a unit specific event site, where attendees will be able to view, choose, and purchase a wide range of sizes and finishes utilizing their ball images.

(2) Facilities will display the website link and password on digital monitors outside of their Photography Area for attendees to take a picture of with their phones. This information will allow them to view/purchase their images. Attendees will be able to share their event website link and password to allow family and friends to purchase these photographs as well.

(3) Orders can be processed by each attendee via credit/debit card over a secure web site at their leisure.

(4) Photographs will be sent directly from the print company to the attendee's personal, unit, or address of their choice.

2. Action

a. Deputy Director, Business and Support. Task the Director, Food and Beverage to accomplish the following in support of the requirements:

(1) In concert with the individual facility managers, identify an appropriate area, within the respective clubs, for setting up photography services.

(2) Ensure that an adequate background scene, and props are on site at each ball as may be appropriate to support the execution of this plan.

2024 MARINE CORPS BIRTHDAY BALL ENTERTAINMENT PLAN

1. Information

a. Marine Corps Community Services (MCCS) will provide a Disc Jockey (DJ) for all Birthday Balls held at the assigned MCCS facilities at no cost to the unit. If a Birthday Ball is held outside of an assigned MCCS facility the unit will bear the DJ expense.

b. If a unit wishes to request a live band and if the type of band requested is available, the requesting unit will bear the cost of the entertainment. The request for a band must be submitted 30 days prior to the date of the Birthday Ball. To make a request, contact the Entertainment Coordinator at telephone number 645-5821 or send an email to mccsentertainment@okinawa.usmc-mccs.org.

2. Action

a. Deputy Director, Business and Support. Task the Retail Programs Director to accomplish the following in support of the requirements:

(1) Ensure Entertainment is contracted and scheduled to support each of the balls and be prepared to accommodate additional support as may be directed. (e.g., a live band vice a DJ).

(2) Ensure that adequate DJ sound equipment is available to support the entertainment requirement for each of the scheduled Marine Corps Birthday Balls.

3. Coordinating Instructions

a. A listing of the names of the DJs identified to support each of the respective balls will be published by Entertainment, under separate cover. Care will be taken to ensure that the genre of music played will be variety, so that all genres are covered during the Birthday Balls.

b. All facility managers hosting a ball should make direct liaison with the unit representatives for each scheduled ball to determine any special requirements necessary to support their ball (e.g. podium, special lighting).

c. DJs will have all their equipment in place, conducted sound checks, and be ready for operations no later than 1700 on the evenings they are scheduled to provide such services.

d. Unless otherwise directed by Entertainment, the DJ will be prepared to provide services to the end of the respective balls.

2024 MARINE CORPS BIRTHDAY BALL BALL CAKE PLAN

1. Information. The following guidance is offered to assist in planning ceremonial and dessert cake requirements for the scheduled Marine Corps Balls:

- a. A ceremonial cake will be required for each of the Birthday Balls.
- b. All ceremonial cake will be of similar design and dimension.
- c. All ceremonial cake will be composed of an appropriate facade and 3 slices of real cake using location and/or discreet icing to mark the exact location of the real cake, for purposes of identifying the cut lines for those slices of cake which will be presented to appropriate members during the cake ceremony.
- d. Marine Corps Community Services (MCCS) will provide the following components for each ceremonial cake: Ceremonial Cake, 3 slices real cake, 3 dessert plates with dessert forks and napkins, cake cart, and appropriate cake cart decoration (i.e. scarlet and gold bunting/tablecloths).
- e. The components provided by the hosting unit for each ceremonial cake will be limited to only a ceremonial sword (Officer or NCO, as appropriate) with which to cut the cake. Units hosting the respective balls are authorized to enhance the decoration of the cake cart in any fashion deemed appropriate.
- f. Pre-position the ceremonial cake with cake cart and accoutrements, at the respective ball sites, no later than 1400 on the dates on which the balls are scheduled.

2. Action.

a. Deputy Director, Business and Support. Task the Director, Food and Beverage to accomplish the following in support of the requirements:

(1) Provide one ceremonial cake, and cake cart with accouterments, to support the island-wide Uniform Pageant and Cake Cutting Ceremony.

(2) Utilize the maximum customer counts, procure, and stage at the respective ball sites enough sheet cakes to provide birthday cake to all authorized patrons at each of the scheduled balls.

(3) Coordinate with the Army and Air Force Exchange Service (AAFES) Bakery to establish a timeline for preparation and delivery of each of the ceremonial cakes. This timeline should be published in written form to avoid any confusion as to which cake(s) must be prepared for delivery on any given day.

Enclosure (7)

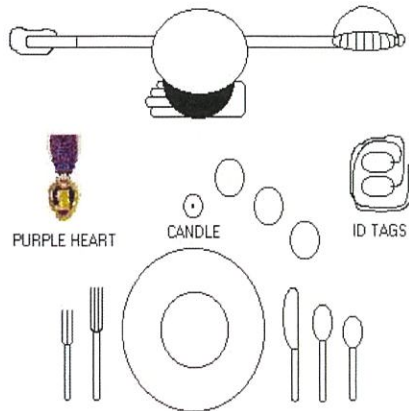
(4) Ensure that a detailed quality control check is accomplished prior to receipt of any ceremonial cake from the AAFES Bakery.

(5) Coordinate with the facility managers to ensure that he/she is aware of the exact time of delivery, and number of portions provided for each ceremonial and dessert cake.

(6) Coordinate with AAFES Okinawa to establish pricing, billing procedures.

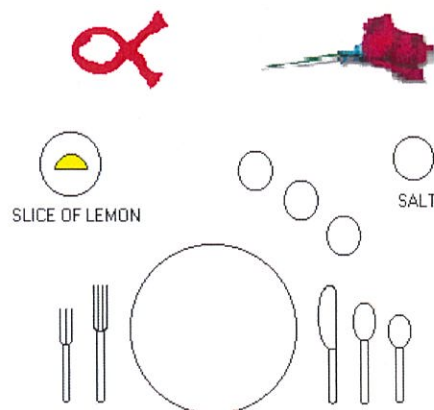
*The underlined items may or may not be
available at your ball facility*

FALLEN COMRADE TABLE



1. NCO SWORD IN SCABBARD
2. WHITE BARRACKS COVER AND WHITE GLOVES
3. PURPLE HEART MEDAL
4. ID TAGS ARE BLANK OR FROM A FALLEN COMRADE FROM YOUR UNIT
5. BLACK CANDLE WILL BE LIT THROUGHOUT THE CEREMONY TO SIGNIFY ETERNAL FLAME
6. TABLE CLOTH AND NAPKIN ARE BLACK
7. PLATES, GLASSES, AND SILVERWARE ARE UPSIDE DOWN

POW/MIA TABLE



1. RED RIBBON IS FOR THE THOUSANDS WHO DEMAND A PROPER ACCOUNTING OF OUR MISSION
2. FRESH OR SILK RED ROSE IS FOR THE LOVED ONES FAITH (vase)
3. 1 SLICE OF LEMON ON SMALL SAUCER IS FOR THEIR BITTER FATE
4. SMALL DISH OF SALT IS FOR THE FAMILIES TEARS
5. TABLE CLOTH AND NAPKIN ARE WHITE
6. PLATES, GLASSES, AND SILVERWARE ARE SET AS NORMAL

Marine Corps Ball 2024

J Butler O'Club-ppl 550 J Hansen Palms-ppl 872 J Futenma Habu Pit-ppl 200 J Kinser Surfside-ppl 350						
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
6-Oct	7-Oct	8-Oct	9-Oct	10-Oct	11-Oct	12-Oct
						BOC Palms Habu Pit Beachhead Surfside
13-Oct	14-Oct	15-Oct	16-Oct	17-Oct	18-Oct	19-Oct
						BOC Palms Habu Pit Beachhead Surfside
20-Oct	21-Oct	22-Oct	23-Oct	24-Oct	25-Oct	26-Oct
			43 J MWHS 1 25 J CLB 31	24 J H&S BN (B) 26 J CLB 4		BOC Palms Habu Pit Beachhead Surfside
27-Oct	28-Oct	29-Oct	30-Oct	Halloween 31-Oct	1-Nov	2-Nov
				34 J III MSB	4 J 3d MARDIV	BOC Palms Habu Pit Beachhead Surfside
3-Nov	4-Nov	5-Nov	6-Nov	7-Nov	8-Nov	9-Nov
		27 J CLR 3 HQ 36 J MACG HQ	41 J MCAS FUTENMA 14 J 3D INTEL BN	5 J 1st MAW 19 J 7TH COMM	1 J III MEF 31 J HQ BN 3D MAR	BOC Palms Habu Pit Beachhead Surfside
MC Birthday 10-Nov	Veterans Day 11-Nov	12-Nov	13-Nov	14-Nov	15-Nov	16-Nov
		10 J 3D MAINT BN	45 J 3D SGX	13 J 3D Bn 12th MAR 8 J 12th MAR RG	2 J MCIPAC 35 J 3D LSB	BOC Palms Habu Pit Beachhead Surfside
17-Nov	18-Nov	19-Nov	20-Nov	21-Nov	22-Nov	23-Nov
46 J VMIM 262	42 J MWCS 18	37 J MACS 4	15 J 3D MED/DEN BN	30 J CLR 37 (B) 47 J VMM 265	40 J MASS 2 33 J III MIG	BOC Palms Habu Pit Beachhead Surfside
24-Nov	25-Nov	26-Nov	27-Nov	Thanksgiving 28-Nov	29-Nov	30-Nov
						BOC Palms Habu Pit Beachhead Surfside
1-Dec	2-Dec	3-Dec	4-Dec	5-Dec	6-Dec	7-Dec
						BOC Palms Habu Pit Beachhead Surfside
				17 J 4TH MAR RG	7 J JROTC	BOC Palms Habu Pit Beachhead Surfside