

The background of the slide features a large, light gray seal of the Revolutionary War Veterans Association. The seal is circular with a double-lined border. Between the lines, the words "LIBERTY" are at the top, "HERITAGE" is on the right, "ASSOCIATION" is at the bottom, and "REVOLUTIONARY WAR" is on the left. A ring of thirteen stars separates the top and bottom text. In the center of the seal is a detailed illustration of a Revolutionary War soldier standing and facing right. He wears a tricorn hat, a long coat with a sash, breeches, and tall boots. He holds a long rifle diagonally across his body.

2012 Appleseed State Planning Indiana

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Yellowhousejake Indiana State Coordinator

2012-A brand new plan

Two thousand eleven has been a great year for Indiana as the 2011 report showed, but we can and will do better. We have all the programs launched in 2011 to continue with, plus some new things to work with as well. But first we double, always we double. While some will tell you, or you will read, that doubling is impossible. It isn't. Honestly no one knows if it can be done or not because no one has ever tried to double a not for profit National program every year.

It reminds me of a scene in the movie *Lawrence of Arabia* where Lawrence and Sheriff Ali are talking about crossing the Nefud desert to attack Aqaba. Ali claims it cannot be done, because it never has. Lawrence is undeterred and believes it can be done, because it never has. The interesting thought Lawrence puts into Ali's head is simple.

"Aqaba is over there, it's only a matter of going."

While the historical reference is totally false, they never crossed the Nefud, the idea is still valid. Doubling is like crossing the Nefud, it's only a matter of doing it.

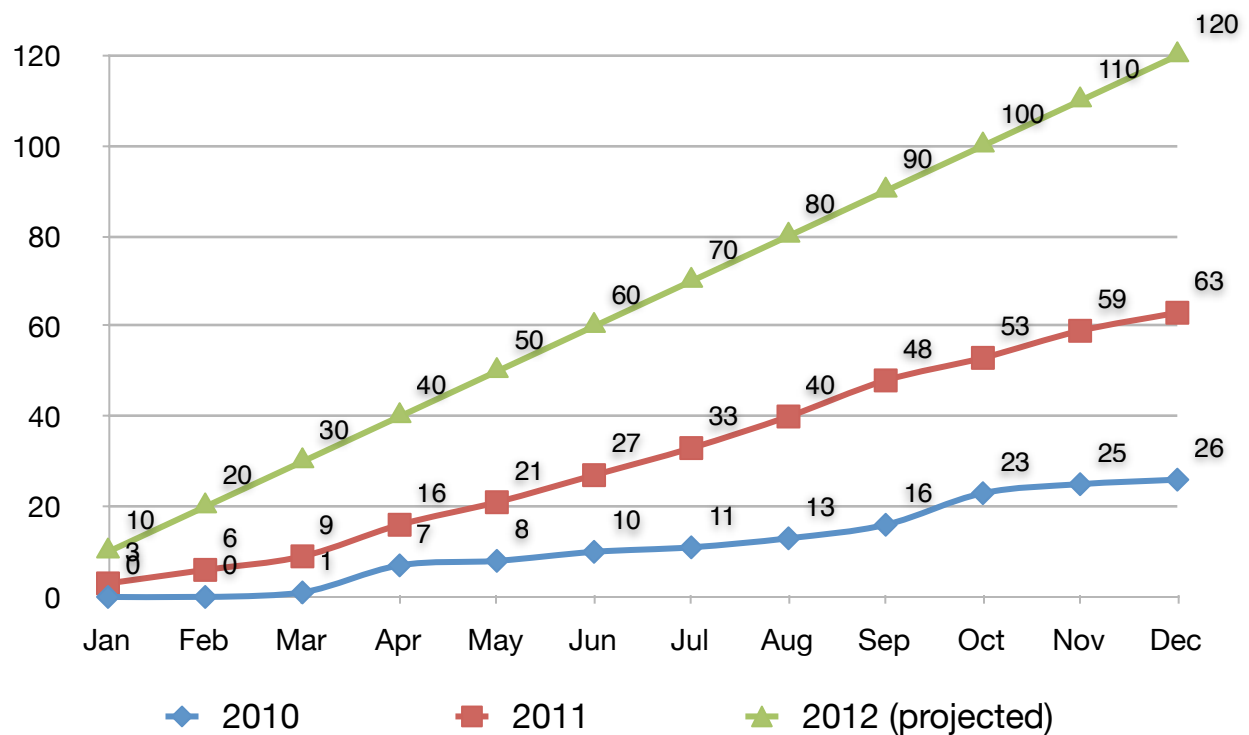
Doubling the numbers

Doubling our events in 2012 will be hard, but no harder than it was in 2011. We cannot make our numbers with the ranges we already have, we must plan to add ranges when we can. More importantly, we need to always think in terms of doubling our events. Events. Libraryseeds are events and adding Libraryseeds raises our numbers.

Is that cheating? No. We already had this discussion with Fred at the AIBC. The idea of Appleseed is to reach Americans, to deliver the message, to wake up the sleeping patriots on the couch. We can do that with Libraryseeds quite well and reach a larger audience than we might without them. Do not think I am saying Libraryseeds are a replacement for Appleseeds, I am not. But Libraryseeds will absolutely expand our audience and our opportunities to deliver the message.

So we double the number of events, we double the number of Instructors, we double the number of Shoot Bosses, we double the number of Applecore. It's only a matter of doing it.

Let's look at the numbers.



Check that graph out. Scary? That is ten events a month on average, we can do it. Notice the nice smooth increase during 2011. That was the result of good planning and thinking of our schedule as the whole year, not just the next available weekend. We also had very few conflicts by keeping the state divided up into North, Central, and South. If we continue with those ideas we can again manage a smooth schedule that doesn't rob attendees from one range to fill another, or use up our marital credits before the year is over.

One lesson learned in 2011 was piling too many events into one weekend. A triple play is doable if the ranges are geographically separated, but staffing can be a huge problem. All the more reason to make more Instructors. The more instructors we make, the easier staffing becomes. Which brings us to managing our staffing. There are some things we as Instructors need to keep in mind if we are to be successful.

First, everyone needs to be aware of the schedule. If you see a event is already well staffed, think before you sign up. We all have responsibilities outside of Appleseed and we need to be thinking of what events we sign up for. If we can only work six events a year, we do not want to expend four of those weekends on events that are already well staffed when later in the month, or year, an event may be understaffed and need you.

Second, everyone needs to keep up with the schedule. If you plan to work an event, get on the schedule. If Friday night comes and you cannot work, get yourself off the schedule. If you find yourself free Friday night and decide to work the nearest event on a whim (we'd love to have you), remember to get yourself added to the schedule first

thing when you get home. The schedule is the only tool National has to track events. Let's help to keep it accurate.

Third, Appleseed is more than the event itself. If you are a Shoot Boss you have paperwork to do, do it. If you are an IIT you should be expecting a IEF, Instructor Evaluation Form, if you do not see one in your PMs within a week, pester your SB and ask for it. Same for promotions, if you passed a PC you should get notice within a week. If it doesn't show up, rattle some cages.

Finally, balancing Appleseed, family, and reimbursements. Do not try to work every event the month you take an orange hat. When you do work, use the reimbursement program. Do I expect you to declare every gallon of gas you burn? That is up to you, I do not know what your bank account looks like. But I would certainly advise that you track your expenses for every event. If you itemize your taxes, and don't need to get reimbursed, you can still turn in your expenses as a donation and get a nice tax deduction. Absolutely talk to me if you have any questions about how reimbursements work.

Do not over extend yourself, do not lie to your family, do not call in sick to work. It has been said before, you are no good to the program if you are divorced, fired, or broke.

2011 Programs and Plans

In 2011 we instituted a multitude of new things in Indiana and 2012 will be no different. First let's look at 2011 programs and how they will change or expand.

Demo AQTs: I am convinced that this is a good thing and I would like every Shoot Boss to work it into their COF for 2012. I understand that there are times when it is not appropriate or time does not allow a demo. But with new shooters, or those who may have that deer in the headlights look, it can be a valuable tool for the Shoot Boss to calm the shooters, and the play by play description during the demo provides another chance to reinforce any POI needed.

Atterbury: We will be back with more instructor KD days, so get ready to bring your centerfire out and stretch it's legs. If you do not have one, I am certain an AR or a M1 can be rounded up to use. We will also be running several full distance Appleseeds this year. If you thought your first Appleseed at 25 meters was fun, imagine shooting five square targets at 100 yards with 4" squares. These will be centerfire events, and a lot of fun.

Instructor Re-qual: Re-qualification will be a bit different in 2012. This time you must re-qual on someone else's rifle. If you own a tricked out 10-22, borrow a stock Savage semi auto. If you own a Marlin 795, borrow a Remington 597. If you have a 15-22 with a monster scope, borrow a stock 10-22. In fact, stop shooting your rifle, bring it for the other instructors to shoot, and when you shoot an AQT, leave your rifle in the case and shoot AQTs with as many other rifles as you can through the year. Let's all find out what it is like to shoot with something different, so next time you see someone on the line

with a XYZ rifle having trouble, you can say "I know how to make this work, the XYZ likes to be held like this..." We can only be better for the exercise. Did I leave the 25 meter part off? Well yes, yes I did. In 2012 every instructor should try to get KD qualified as well. We will have ample opportunities to do so at Red Brush and Atterbury (there might be another in Rushville soon).

LibrarySeeds: Real simple, we are going to do at least 24 of them this year. Yes, twenty four Libraryseeds. That is just a two hour evening, one wednesday a month, for ATM and one other Shoot Boss. Now supposed some of the more history proficient IITs take a crack at this? Suppose myself or SPQR do eight Libraryseeds this year each. The more hands manning the buckets the easier it gets.

Applecore: We need to continue to promote Applecore. Any Shoot Boss who has worked a big event with Applecore will attest to their value. We can expand this program to accomplish more than just sign in and lunch preparation. We also need to find a new State Coordinator, someone who can travel and take the reins from Chilidog getting us to the next level.

New Programs and Plans for 2012

Shoot Boss Primer: Just like the IIT Primer and the Instructor Primer, we will be teaching new classes to prepare Red Hats to begin their SBIT. Unlike the other primers this will not be so much about marksmanship instructing, or the mechanics of running a good event. The idea of this training is to prepare a Red Hat to run a smooth event and deliver the Appleseed message well. This is a manger's course in Appleseed.

Training DVD: Has everyone been watching the videos Techres has been doing? Well, we will have a training DVD covering all the POI, by... the end of June.

Range Data Sheets: We will be sending all EIPs and Host Applications through me this year so we can retain a copy. These will be the starting point for a PDF for every Indiana range. The PDF will contain the contact info for the BOTG, map to the range, pictures of the target and firing line, and any special requirements of the range. Anyone can help to get the information, pictures, maps, etc. These will be available on the Indiana board and should prove valuable to anyone working a new range for the first time.

Front a RWVA Shooting Team: I am open to suggestions on this one. Small bore anyone? Garand Match? I think a team filled with Appleseed tee shirts and colored hats would be interesting.

Split the state North and South: In order to continue our present growth, and implement the ideas above, I need help. There is only so much I can do as State Coordinator so I propose the following. Divide the state in half and create the positions of north and south coordinators. The job of these coordinators will be to keep an eye on the schedule, work with the training liaisons to monitor IIT progress, and manage the week to week issues that come up with events and ranges. This will give me more time to work on new range development and manage the programs in place.

So how do we get there? We keep working. We need new IITs and Applecore, and it is everyone's job to find them. Think what made you want to become an instructor or Applecore, what about an Appleseed weekend makes you want to sign up on the schedule again? It's our job to be certain those things are present, at every Appleseed we work.

Remember, it's only a matter of going there.

Yellowhousejake