



10th Mountain Division Descendants, Inc.

Fall 2026 President's Message

I have a modest request for every member...

"Sempre Avanti" - Always Forward

The Board of the 10th Mountain Division Descendants will be meeting later in October for its annual in-person meeting. We try to rotate these in-person meetings through the various regions of the country to help even out the cost of attending for the various Board members. This year it will be held on the Space Coast of Florida. We do this rotating venue thing because each individual Board member pays their own way to attend. Call it one of the 'privileges' of being a Board member.

At this meeting we will cover several topics, but in every meeting, we will have a serious discussion about "membership". The reason for this "serious" discussion is that our total membership has been hovering around the same number for a few years now. Despite our attempts to increase our membership we have not made progress in growing the organization. This past year I have asked the Chapter Directors to personally contact members who have let their membership lapse, and they have done a commendable job of reaching out. We have had some success with member retention, but it has not significantly moved the needle.

I am not a "marketeer", but being stuck at our current level of membership leads me to believe that we are not doing a good job of reaching out beyond the current membership. Despite our online presence through our website and through our Facebook page, we are not connecting to people other than those already committed to our purpose.

Now comes the ask I want to make of each of you that I hope will make a difference. I want you to take on the role of "ambassador" for the 10th Mountain Division Descendants. Specifically, I want you to ask a new person to become a member of the Descendants in the coming year. It can be a family member or can be a friend or acquaintance. It's no longer a requirement to be a lineal descendant of a 10th Mountain veteran to enjoy full membership. It can be someone who may have noticed you wearing some 10th Mountain branded gear. It can be anyone who has ever shown the least interest in the stories you have told about the exploits and impact of the 10th Mountain Division.

The important thing is that you make the effort to extend that invite to someone who might be interested. I believe that a personal invitation is the most effective way to get new

people “in the door”. Invite them to a Chapter event or to visit our website (10thMtnDivDesc.org) to see what our organization does. And, if you’re feeling particularly generous, consider paying for their first year of membership to give them a better opportunity to learn what we are about. I did that with my sister who had been happily commenting on our Facebook page about our Dad but never bothered to join. Hopefully, once they are involved in the Descendants, they will see the good that we do and continue to support our efforts.

Sempre avanti!

Ron Sawdey, President

10th Mountain Division Descendants

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