



Military Affairs Council



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MEMBER HIGHLIGHT

Francesca Benten Moreland

Co-Owner, Managing Partner
Williams Creative Group, Inc.

Francesca joined Williams Creative Group, Inc. (WCG) in 1995, after beginning her public relations career in Chicago at professional services firm Arthur Andersen and Hill and Knowlton, Inc., an international PR agency; she is now a Managing Partner and Co-Owner at WCG. Francesca earned a B.A. degree in Journalism and Public Relations at Northeast Louisiana University in Monroe, Louisiana.

Born at Ellsworth AFB, South Dakota, Francesca is the daughter of USAF Col. William A. Benten, who moved the family to serve at BAFB beginning in 1979. She attended Haughton High School in Bossier Parish and served as a member of the school's Air Force JROTC. She currently resides in Shreveport with her husband, Jamie Moreland, and their young son, Jack.

Francesca has more than 30 years of experience providing strategic consulting and award-winning public relations and marketing services to corporate clients and non-profit organizations locally, regionally, and nationally.

In 2023, Francesca was appointed to Mayor of Shreveport Tom Arceneaux's Transition Team's Economic Development Advisory Committee. She recently served as a Barksdale Forward board member and currently serves as Vice-President of Programs and Community Engagement Chair for the Shreveport-Bossier Military Affairs Council.

In 2022, she became the fifth woman to serve as the Chair of the Board of Directors for the Greater Shreveport Chamber of Commerce since the organization's founding in 1910 and now serves on the Chamber's Senior Advisory Committee. She is also the fifth woman to serve as President of the Rotary Club of Shreveport's executive club, which was established in 1914. Francesca was the Club's President during its Centennial in 2014-15. She is currently a member of the club and a Paul Harris Fellow of Rotary International.

Francesca is a 1997 graduate of Leadership Shreveport-Bossier, a 2000 graduate of The Council for a Better Louisiana's Leadership Louisiana program, and previously a board member for BRF and Sci-Port Discovery Center, where she served on the Community Development Committee.

Scholarship Fund



The Shreveport-Bossier Military Affairs (MAC) Scholarship Fund was established in 2013, and reauthorized by the Board of Directors in March 2022. The mission of the scholarship fund is to provide financial assistance to individuals enrolled for undergraduate study.

As you are aware the MAC spent the spring raising funds for our annual scholarship program. Our goal was to raise \$20,000 for the award of twenty scholarships of \$1,000 each to twenty members of Team Barksdale.

I'm excited to share with you that we exceeded our fundraising goal! The application process was highly competitive and choosing the recipients was an exceptionally difficult task for the scholarship committee. These twenty members of Team Barksdale should take pride in their selection as it is a direct reflection of their displayed potential for academic and leadership success, and a true dedication to furthering their personal education and professional growth. Additionally, the awarding of scholarships to these amazing Airmen was made possible by your generosity – thank you!

[See More on the Scholarship Funds Program](#)

Welcome Our Newest Board Members

Three Year Term: Grant Nuckles | Charlie Coyle | Steve Roop
VP Programs: Francesca Benten Moreland

Quarterly Membership Update Luncheon

The Shreveport-Bossier Military Affairs Council hosted the Commander of Air Force Global Strike Command, General Thomas Bussiere, and the Secretary of the Louisiana Department of Veteran Affairs, Col. USAF Retired, Charlton Meginley, at the last two MAC Membership Luncheons. The perspective gained, and the shared ideas and experiences were invaluable. Please join us for the Membership Update Luncheons to fellowship with MAC members and hear updates from the Major Command, Numbered Air Force, and both Bomb Wings.

The next luncheon is 6 November at 11:30 at the Petroleum Club.

CONGRATULATIONS!

2d Bomb Wing Strikers of the Month

The monthly Striker of the Month award recognizes an individual as a stand-out among her or her peers for outstanding personal achievement and contribution to Barksdale's mission. The MAC supports this program through a modest cash award and presentation of a commemorative MAC coin.



April Striker of the Month
Senior Airman Josiah Holdford
2d Aircraft Maintenance Squadron

May Striker of the Month
Airman First Class
Jielyn Quipanes
2d Comptroller Squadron

2d Bomb Wing 2d Quarter Award Winners

The quarterly awards program recognizes individuals for exceptional duty performance, base and community involvement, superior leadership and outstanding contribution to Barksdale's mission. The MAC supports this program through a modest cash award and presentation of a commemorative MAC coin.

Airman winner, **A1C Laiken King** from Wing Staff Agencies.
NCO winner, **SSgt Nicole Mourik** from the 2d Mission Support Group.
SNCO winner, **MSgt Miriam Aileen M. Juan** from the 2d Maintenance Group.
CGO winner, **1Lt Melissa Lezama** from the 2d Maintenance Group.
CIV CAT I winner, **Julie Perisot** from the 2d Medical Group.
CIV CAT II winner, **Nicole Rondeau** from the 2d Mission Support Group.
Honor Guard Member winner, **SrA Jan Detoyato** from the 2d Mission Support Group.
Volunteer winner, **A1C Samuel Sanchez** from the 2d Operations Group.



We are ready to begin fundraising for **Operation Bright Holiday**; please consider helping us meet our fundraising goal again this year! This is our annual program partnering with the Company Grade Officers on Barksdale. The program goal is to raise money to send young first-term Airmen stationed at Barksdale Air Force Base home to spend the holidays with their families.

In November 2023, the MAC raised and donated \$10,000 to this program which sent more than 30 Airmen home to spend Thanksgiving or Christmas with their families, and we have assisted in sending Airmen as far away as Kenya, Africa.

If interested in donating, please go to our website to select the program and amount you would like to donate...every little bit helps!

<https://sbmilitaryaffairs.com/product/donation>



The MAC was a proud participant in the **Bossier Parish School Board Military Family Back-to-School Night** event 30 July at the Bossier Civic Center.

The event featured a Q&A with the Bossier Schools Superintendent, various BPSB departments were on-hand to answer questions about transportation, nutrition, and education. Several school spirit groups were present to perform. The MAC VP of Programs Francesca Benten Moreland engaged military families with information about we support military families on base and in the community. If you'd like more information on this event or ways be involved with MAC community engagement programs please email Francesca @ francesca@williamscreativegroup.com

Put It On Your Calendar

Quarterly Membership Luncheons

Wednesday, 6 November 24
11:30 AM
Petroleum Club, Shreveport

Save the Date 4 October 2024

Celebrate Barksdale

This event celebrates Barksdale's nearly 3,000 military personnel and their commitment to preserving America's freedom. SB Military Affairs Council volunteers and community partners host this event to promote fellowship and community through fellowship, great food, live music, and games. Celebrate Barksdale is a terrific way to meet other MAC members and deliver a big "Thank You" to the men, women and families serving at Barksdale. If you're interested in helping out, please contact John David Person @ jpperson@wielandbuilds.com.

Oktoberfest

Following Barksdale's wing sports day and the Celebrate Barksdale Festival, please join the team for authentic live Oktoberfest music, awesome food, and plenty of fun. Watch for updates as the date draws closer! If you're interested in helping out, please contact West Anderson @ west.anderson@boeing.com.

Display Your MAC Pride!



The online store is open for a limited time to purchase your MAC Polo shirts. "MAC Member" will be on the left-hand sleeve and the chest embroidered with the MAC logo. Your purchased item will be mailed directly to you. Deadline to purchase shirts for this year is 30 September 2024.

Purchase by clicking this link:
ShoptheMAC

Upcoming Board Meetings

Tuesday, 24 September
4:30 - 5:30 PM
2BW Commander's Conference Room
Barksdale AFB

Tuesday, 19 November
4:30 - 5:30 PM
Beard Towers Board Room
3rd Floor

Christmas Social

Planning will begin soon with an announcement coming early fall!

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