



**Honorary Life Membership Award  
2014 Recipient  
Don Sornson  
SC Army National Guard**

*Proud soldier, astute marketing professional, deeply loyal colleague and friend.*

- Supervised SC Army National Guard alliance with SCBA through the Public Education Program (PEP) for ten years. Built a unique and powerful partnership that delivered significant benefit to the local broadcasters of South Carolina and to SCBA.
- National Marketing Advisory Council Chairman – the only individual to hold this position more than once
- 12 years as a Marketing NCO, longer than anyone currently in the position
- Assisted in writing the NGR 601-1, the regulatory guidance used by all Marketing NCOs
- President of the CTSSB, Course Training Site Selection Board
- Chairman of the Marketing NCO course rewrite for the development of the current MNCO curriculum at the National Guard Bureau Professional Education Center, and guest instructor
- Addressed ARNG Joint Senior Leadership Conference in Washington on the roles and responsibilities of the marketing NCO
- Consulted with National Guard reps at Pentagon on retaining those leaving active duty to serve in hometown National Guard Units
- Manager of the Freedom Salute Program for the South Carolina National Guard, recognizing the service of returning soldiers and active with other military support organizations such as Wounded Warriors, Patriot Connections and Hidden Wounds