



REPLY TO
ATTENTION OF

DEPARTMENT OF THE ARMY
UNITED STATES MILITARY ACADEMY
West Point, New York 10996

MACS

1 December 2011

MEMORANDUM FOR RECORD

SUBJECT: Catering Market Primacy at West Point

1. In an effort to assist our West Point eligible clientele, the following matrix directs customers where to go to meet your catering requirements. This division of labor is based on Army Regulatory guidance regarding catering services. Revenue generated through catering supports the Army Soldiers and their Families, and Morale, Welfare, and Recreation programs as well the Cadets social, physical and morale programs at West Point.

2. Army Regulation 215-1, Army Morale, Welfare, and Recreation, dated 24 September 2010, outlines in general terms how Installation catering requirements will be met on Army Installations. Specifically, the Army Club System is the official caterer for Command sponsored events and Protocol functions of the Installation.

3. West Point is fortunate to have two catering operations.

a. The West Point Club (an Army club) serves as the official caterer for Command sponsored events and Protocol functions of the Installation as outlined by regulatory guidance. The proceeds from the West Point Club support Directorate of Family and Morale, Welfare, and Recreation (DFMWR) programs at West Point. These programs support authorized users of DFMWR (Soldiers, Families, DOD Civilians, Cadets and Retirees).

b. The Cadet Catering Office of the Directorate of Cadet Activities (DCA), under the United States Corps of Cadets (USCC), is built and organized to support Cadet related functions under which proceeds support Cadet programs.

4. Both the West Point Club and the Cadet Activities Catering Office work together to support the overall catering needs of the Installation. By an agreement between the parties, Cadet Activities can cater an otherwise West Point Club function if the function is referred to DCA through the West Point Club. Decisions on referrals are made on size of function and availability of West Point Club facilities.

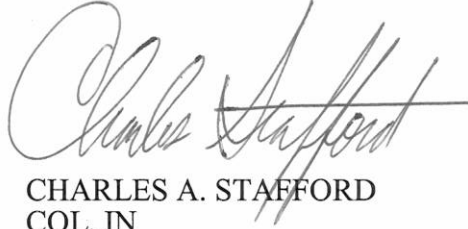
5. The enclosed matrix outlines for you, the customer, the choices one has when it comes to catering events at West Point. The customer must understand that the catering market is not an open competitive environment at West Point. DFMWR and DCA rely heavily on catering revenue to fund existing Soldier, Family and Cadet programs at West Point.

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6. Questions or clarification on the catering matrix can be referred to the Office of Nonappropriated Fund Policy at West Point, Attention: Ms. Maura DuMoulin, at (845) 938-8252.



Encl MICHAEL J. TARSA
COL, FA
Commanding



CHARLES A. STAFFORD
COL, IN
Chief of Staff

REQUEST FOR CATERING

1	2	3
West Point Club (DFMWR) 845 938-8007/5120	Cadet Catering Dept (DCA) 845 938-7732	User Option (DFMWR, DCA, Private Outside Catering, Potlucks) (2)
Command Holiday Parties	Cadet Conferences / Meetings	Functions at AOG Herbert Hall
Command Meetings / Conferences / Social Events (1)	Cadet Social Functions	Private Tailgates (South Dock)
Command Protocol Events	Cadet Sports Banquets	Private Functions at Post Facilities (3)
Community Social Events	Catering in Cadet Activities Facilities	Private Residences
Emergency Protocol Hosting Requirements (1)	Stadium Concessions	Reunion Groups
Funeral Receptions (1)	Tailgates	
Proms (1)		
Retirement Parties (Military/Civilian) (1)		
Soldier and Civilian Promotion Events (1)		
Stadium Protocol Hosting Requirements (Press Box, Loge, etc.)		
Wedding Receptions (1)		
Tailgates		
Youth Sports Camps (1)		

NOTES

1. IF the West Point Club cannot accommodate a group, they MAY refer the group to the DCA Catering Office. DCA MAY refer to the West Point Club as well.

2. Private Caterers must be registered with the Office of Commercial Solicitation, DFMWR, Building 681, Garrison Headquarters. Also, a list of approved off-post caterers is available from this office. Use of government-owned or NAF-owned facility by the off-post enterprise may result in a user fee to offset government of NAF costs.

3. Post Facilities include: 49'er Lodge, Train Station, Ski Lodge, Golf Clubhouse (seasonal), Cullum Hall, Kimsey Center.