



## DEPARTMENT OF THE ARMY

HEADQUARTERS, 4<sup>th</sup> BRIGADE COMBAT TEAM, 1<sup>ST</sup> ARMOR DIVISION  
BLDG A439, BIGGS ARMY AIRFIELD  
FORT BLISS, TEXAS 79916

AFVA-4BCT-S3

5 April, 2009

### **SUBJECT:** Information Paper

1. **Purpose.** To provide an overview of Operation: Love Reunited (OPLOVE) and the Highlander Photo Shoot.
2. **Facts:**
  - a. OPLOVE is a non-profit organization of photographers who volunteer their time, expertise, and resources to provide professional portraits of deploying and redeploying Soldiers and their families.
  - b. 4/1 AD hosted Highlander Photo Shoot from 0800-1800 4-5 April, 2009, involving over 1000 Soldiers and family members, 21 photographers and over 50 volunteers.
  - c. Highlander Photo Shoot is the first brigade sized organization OPLOVE has photographed. Local photographers were augmented by additional photographers who flew or drove to El Paso from as far away as Pennsylvania, amazingly, at their own expense.
  - d. Several legal issues arose (acceptance of gifts, privacy concerns, and commercial use of photographs) and were overcome by MWR sponsorship and implementation of a client/photographer policy waiver (example attached).
  - e. The brigade supported OPLOVE by coordinating photo shoot locations, lodging, and food. Brigade volunteers assisted the photographers as needed.
  - f. Battalion Family Readiness Support Assistants made appointments for Soldiers/families in their battalion. The appointments were then sent to the OPLOVE point of contact to assign Soldiers/families a photographer and location for their photo.
  - g. Lodging, shoot locations, and lunch were funded by MWR. Local businesses donated a Saturday night dinner. Transportation was the responsibility of the photographer.
  - h. A recommendation for future planners: advertising/promoting the photo shoot should begin as soon as possible. Early identification of the number of photographers required is critical. Six months lead time for gaining commitments from volunteer photographers would not be too much time.
  - i. Overwhelming positive responses from Soldiers, families, and photographers indicate that this event was a tremendous force multiplier for unit and family morale during preparation for deployment.

*last part of this omitted by to protect personal information of the writer and the founder of OpLove*