



## ORDER 25-01 OPERATION CONQUISTADOR (U)

**References:** FM 2020--REUNION PLANNING SOP REV 2025

**Time Zone Used Throughout the OPORD:** Romeo

**Task Organization:** No change

1. **Situation:** All 37<sup>th</sup> Armored Regiment Alumni are alerted to begin planning and preparation for maximum participation in OPERATION CONQUISTADOR, the 30th annual Reunion of regimental alumni. Reconnaissance confirms that the vicinity Saint Augustine, Florida provides an exceptional location for reunion activities.
  - A. **Weather:** Historical weather trends in Saint Augustine in mid-October find highs in the mid-80s and lows in the mid-60s. You can expect an average of 7-8 hours of sunshine per day. There are typically around 8 to 14 days with some rainfall, and the average monthly precipitation is around 91 mm.
  - B. **Terrain:** St. Augustine, Florida, features a low-lying coastal terrain dominated by sandy soils, flatlands, and extensive wetlands like salt marshes, tidal creeks, and estuaries, with slightly elevated areas (dunes/ridges) supporting maritime forests of oaks and cedars, all shaped by its location on the Intracoastal Waterway near the Atlantic. The land is generally flat to gently sloping (0-5%), with elevations close to sea level, making it susceptible to flooding.
  - C. **Reunion Planning Team:** Your reunion planning team for 2026 includes
    - 1) Eric Brown, A Company 1-37 Armor 78-81, Planning Team Leader
    - 2) Kevin Seidl, B Company & HHC 1-37 AR 87-95, S-3
    - 3) Adriana Seidl, - Operations
    - 4) Rick Brittle, HHC 1-37 AR '87-90, Purchasing Coordinator
    - 5) Karlene Brittle, Purchasing

- 6) Jeff Madden, A Company 1-37 Armor 1993-1995, CFO
- 7) Steve Higgins C Company 1-37 AR '77-80, Operations
- 8) Kirsten Higgins, Operations
- 9) Matt Kelley, A/HHC, 1-37 AR '98-00, CTO

D. **Assigned Forces:** All 37<sup>th</sup> Armored Regiment Alumni are invited to the reunion. 37th Armor Veterans who are not Alumni members will contact Kevin Seidl, [kevinseidl@momentumfleetservices.com](mailto:kevinseidl@momentumfleetservices.com), to be added before registering.

2. **Mission:** 37<sup>th</sup> Armored Regiment Alumni conduct reunion activities, 15–18 October 2026 in Saint Agustine, FL to foster camaraderie, honor alumni and glorify our Regiment.

3. **Execution:**

- A. **Honorary Colonel's Intent.** The purpose of our annual reunion is to foster camaraderie, honor alumni, and glorify our Regiment. There are three key tasks. First, we must all safely travel to and from Saint Augustine. Second, we must have an enjoyable and memorable time learning about the history of Saint Augustine and fellowshipping with brothers and sisters in attendance. Finally, the Wisemen must meet to transact business required to sustain the Alumni organization. At end state, Alumni connections will be refreshed and reinvigorated as we prepare to reassemble in Fort Riley, Kansas in 2027.
- B. **Concept of Operations:** Planning is ongoing, but this operation will be conducted in three phases.
  - 1) **Phase 1: Pre-Deployment Activities:** Alumni will register for the reunion, make travel arrangements, and register for lodging. Registration via the 37th Armor Alumni Association homepage ([37th Armor Alumni Association](#)) will open on 15 JAN 2026, and close on 15 SEP 2026.
  - 2) **Phase 2: Deployment and execution:** Reunion advanced party will deploy to Saint Augustine Florida ~ 13 October 2026 to establish AA Abrams. Planned events schedule:
    - a. **Thursday, 15 October 2026:**
      1. 0001-1800: Alumni individually deploy to AA Abrams Crowne Plaza Hotel & Conference Center
      2. 1300-1800: Onsite reunion check-in
      3. 1700-2100: AA Procedures... Abrams Awakening. Alumni Commitment for the 37<sup>th</sup> Armor Monument. Recognition of 5,000<sup>th</sup> Alumni Member.
    - b. **Friday, 16 October 2026:**
      1. Breakfast at Hotel Provided.
      2. 0830: Depart Hotel; History of the 37<sup>th</sup> Armor DVD
      3. 1000-1530: Saint Augustine Tour Operations
      4. 1700-1800: Dinner Social
      5. 1800: Silent Auction closes
      6. 1800-2130: Regimental Dinner and award banquet.
      7. 2130-UTC: Alumni socialize
    - c. **Saturday, 17 October 2026:**
      1. Breakfast Provided.
      2. 08:00-0930: Wiseman Meeting
      3. Local Area Excursions (Optional)
        - a) Jacksonville Air Show

- b) Kennedy Space Center
- c) Libations II, More Saint Augustine
- 4. 1700-2100: Mission Complete Social, case colors, close reunion
- d. **Sunday, 18 October 2026:** Redeploy

**C. Coordinating Instructions:**

- 1) OPORD published and Registration opens 15 JAN 2026, [37th Armor Alumni Association](#).
- 2) Registration closes on 15 SEP 2026. To Register for the event including optional excursions and all payments, use the following link: <https://www.courageconquers.com/2026-reunion-st-augustine-florida>
- 3) Uniform: Appropriate attire for cooler temperatures and inclement weather. Events will occur regardless of weather. Alumni will be provided a Reunion shirt during registration which must be worn for group photo 16 October 2026. Uniform for the banquet is business casual. Order of Saint George or Saint Joan of Arc recipients are encouraged to wear their medals.
- 4) Refunds are not authorized for this event. This applies to registration fees, which include mandatory and optional excursions.
- 5) Recommended Reading for participants: [Talk'n Ain't Fight'n](#) The leadership of CSM Joe T Hill (our Honorary Sergeant Major) and the history of [Saint Augustine](#) - The History and Antiquities of the City of St. Augustine, Florida
- 6) Updates will be provided via FRAGOs as needed.

**4. Sustainment:**

**A. Assembly Area:** Crowne Plaza Hotel at Jacksonville Airport: 14670 Duval Rd. Jax FL. Group Room Rate \$126.00.

Use the link below to register and receive this reduced rate

- 1) Parking is complimentary. Attendees must obtain parking code upon check -in.
- 2) Hotel reservations and payment are an individual responsibility at the hotel provided link.
- 3) Once the event has commenced, changes in hotel schedule must be carefully made before 11AM of the day you want to check out in order to avoid paying an additional \$126.00 plus 13.5% tax.

**B. Hotel Registration:** Registration for the hotel can be made at the hotel registration link: [Select your room](#)  
or QR Code:



- C. **Transportation:** Transportation to and from the reunion is a personal responsibility. Transportation during the reunion for excursions will be provided.
- D. Breakfast is provided to all who stay in the Crowne Plaza Hotel. Lunch and Banquet provided on the 16<sup>th</sup>. Lunch and dinner on the 17<sup>th</sup> are the individual's responsibility.

#### 5. **Command and Signal:**

- A. Planning Team POCs:
  - 1) Eric Brown, [ericbrown@33801@yahoo.com](mailto:ericbrown@33801@yahoo.com)
  - 2) Kevin Seidl, [kevinseidl@msn.com](mailto:kevinseidl@msn.com)
  - 3) Rick Bittle, [rickbrittle@yahoo.com](mailto:rickbrittle@yahoo.com)
  - 4) Steve Higgins, [rockysloperanch@gmail.com](mailto:rockysloperanch@gmail.com)
  - 5) Matt Kelley, [kellmat@yahoo.com](mailto:kellmat@yahoo.com)
  - 6) Jeff Madden, [jeffreymadden@harding-madden.com](mailto:jeffreymadden@harding-madden.com)
- B. Smartphone / cell phone will be the primary means of communication used throughout reunion activities. Use of a group communication platform is likely and will be communicated via FRAGO. Alternative means are text messaging, email, and posting to the Alumni Facebook page.

#### **ACKNOWLEDGE:**

**BROWN  
26 TEAM LEADER**

#### **OFFICIAL:**

**SEIDL  
Reunion R3**