



SIGHTINGS

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Do Not Miss This Opportunity To Join With Old & New Friends

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It's not quite your last call, but it is getting close for you to make hotel reservations for the USNPAAA Reunion in Norfolk on October 7-9. As reported in the last issue of *Sightings*, the siren songs of more than 75 Norfolk mermaids are calling you to the home of the world's largest naval base.

Our "base of operations" is at the Sheraton Norfolk Waterside Hotel and the committee has secured 50 deluxe harbor rooms facing the Elizabeth River and Portsmouth.

The Nauticus museum, the battleship Wisconsin and excellent restaurants are within walking distance.

As a matter of fact, a local website provides this introduction to the new Norfolk.

"Downtown Norfolk was notorious for its sailor bars when I was growing up." The article goes on to say that, "The city has undergone a notable renaissance. And, the rowdy joints are out in suburban strip malls, replaced by a vibrant, modern downtown."

In addition to the Nauticus and the USS Wisconsin, there are several other Norfolk museum attractions close-by, including the Chrysler Museum of Art

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When you arrive in Norfolk for the Reunion you should be staying at the Sheraton Norfolk Waterside Hotel. It is the city's only waterfront hotel and it is close to many fine dining and Navy-related attractions. (Sheraton photo)

View from the Bridge

Fellow Members –

If you have not yet registered for the USNPAAA Reunion XIV in October ... you are falling behind the pack!

As you can see from the Reunion Committee's report in this issue, we have a great line-up for the Columbus Day weekend in Norfolk. Scheduled speakers include recently retired **Admiral Tim Keating** who commanded both PACOM and NORTHCOM/NORAD in addition to his time as the Fifth Fleet Commander and **Rear Admiral Dave Thomas**, COMNAVSURFLANT.

Rear Admiral Greg Smith who will talk of his combat tours in Iraq and Afghanistan ... and of course the CHINFO, **Rear Admiral Denny Moynihan**, who will update us on the current state of our esteemed community. Denny will also have a panel of his rising leaders to provide a broad view of ongoing PA operations and challenges.

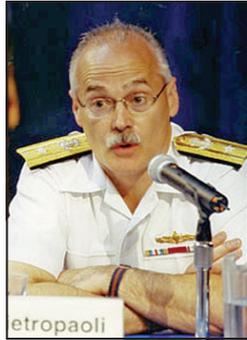
Now, before you start thinking that this will be all work and no play ... there is AMPLE free time in the schedule for recreation and reconnecting with old friends and colleagues. And when I say old, I mean "long-standing."

Registration forms and hotel info are available on our website at www.usnpaaa.org. Book NOW to ensure you get the group rate and to help our committee plan more effectively to support the events.

Our efforts to engage the active PA community continue, and we had a very successful combined luncheon at the Pentagon last month.

Twenty-five USNPAAA members joined an equal number of youngsters from the active PA force for remarks from Assistant Secretary of Defense for Public Affairs, the Honorable Doug Wilson. ASD Wilson provided his assessment of the current incredible quality of our military PA force, and outlined the challenges and opportunities they will face in the years ahead.

In order to ensure he could completely candid



with that important audience, Wilson wanted to keep the specifics on a "not for attribution" basis, so I'm afraid that's all I can share.

My thanks to the USNPAAA members who agreed to partially subsidize this lunch for the active PA force. We want to be a resource for those who sail in our wake, and will continue to seek quality speakers to bring before them. YOUR thoughts and recommendations on this are highly-valued, so don't hesitate to contact me or any Board member with suggestions.

These professional development lunches are just the kind of thing you can undertake at the LOCAL LEVEL in areas beyond Washington where significant numbers of Navy PA practitioners and USNPAAA members coexist. Norfolk and San Diego are obvious candidates for an initiative like this. Think about it.

That's all for now. I look forward to seeing many of you in Norfolk in a few months. If you haven't been downtown in Norfolk for a while I think you'll be surprised at the transformation.

*Very respectfully,
SRP*



A Summary of USNPAAA Board Meeting Minutes

During the March board meeting **Steve Pietropaoli** asked **RDML Dennis Moynihan to become Navy Liaison to the Association** and asked him how the Association could assist in supporting the Navy Public Affairs Community.

RDML Moynihan noted, "So many of you have been mentors to so many of us," and expressed his vision that he would like to have the Association as a ready resource for active duty and Civil Service personnel.

He would like to create a relationship between Association and the currently-serving force so that they can call members of the Association to get advice in a variety of areas.

He cited Association events where active duty and Civil Service personnel were included as giving them a chance to "rub elbows" with Association members.

Steve Pietropaoli expressed a desire to have the Association available to assist active duty personnel

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Army General Hugh Shelton Salutes Navy Public Affairs

Retired Chairman of the JCS, **General Hugh Shelton's** new book, "**Without Hesitation,**" is in the bookstores and may be worth reading. He was chairman under Presidents Clinton and Bush.

In his book he has a section entitled, "Feed the Gorilla" about handling the news media during his Army career and four years as chairman. This provides a good insight into how media training and good PAOs have educated the flag and general officers about handling the media.

He saluted joint staff Navy PAOs **RDML Steve Pietropaoli, Mr. Denny Klauer and RDML T. McCreary.** He wrote, "There are none better at coming up with the optimum plan for handling issues related to the media than Steve and Denny and later T. McCreary."

He also noted that PAOs helped change his opinion on how to deal with the media. "Many of us who grew up in the Vietnam era harbored a deep distrust, bordering on distain of the media." He said, "My opinion first started to change as I attended a joint officer course at Maxwell Air Force Base shortly after being promoted to brigadier general."

General Shelton says that news correspondents David Martin (CBS) and Pete Williams (NBC) were guest speakers at the course. And, he says, "Their explanation of the media's crucial function in a free society, plus their admitted obligation to report the news with a sense of truth and responsibility, really drilled home how important it is for us to work together in the interest of timely and honest reporting."

He concludes that, "In today's society we have many names for the organized process of publicly disseminating information, but they all have to play by the same set of rules. Whether you call it public affairs, strategic communication, information operations, or a myriad of other names, the mission must be founded on truth or you're in for real trouble."

How about that view from a four star Army general, who was trained in top secret special operations and had been Commander of the Special Operations Command. Great person with great respect for PAOs!
Editor's Note – Brent Baker provided this review.

You Will Be Able to Party With These USNPAAA Members at the Norfolk 2011 Reunion

Barton and Patricia Buechner
Charles Connor
John Donaldson
Bill and Anne Gengler
Brian and Nancy Gray
Bobbie Lincoln
Jim and Lucretia McCain
Chris Miller and Bob Ancell
Bruce and Theresa Newell
Jim and Alice Noone
Jerry and Carolyn Pape
Stephen Pietropaoli
Craig and Jacalyn Quigley
Michael Schmitt
Bob and Micki Ravitz
Erv and Eve Sharp
Jill Votaw

This is a list of members signed up as of August 1. Let's see how quickly you can add your names to the list.

Another note on the Reunion gatherings comes from member Michael Schmitt who wants to sponsor and celebrate the 45th Anniversary of the COMSEVENTHFLT Det C.

He notes that having spent a year there, 67-68, his foggy memories need to be jogged. He remembers being there with Harry Padgett, Jack Garrow, Bill Stierman, Bob Hartian, Rod Moen, Byron Whitehead and others. And, he also suggests that members posted to COMNAVFORV and COMRIVFLOTONE could also help celebrate the day. He is looking at getting together either at a sidebar during the closing banquet or perhaps a Sundry morning breakfast.

All of you who are interested in getting together can contact him at msch0007@aol.com



Insightful Leadership Book *Ritch* with Excellent Advice

CAPT **Ritch K. Eich**, USNR (Ret), president of Eich Associated, a leadership and management consulting firm in Thousand Oaks, CA, recently signed a book contract with Career Press of New Jersey. Eich, armed with a Ph.D. from the University of Michigan, has titled the book *Real Leaders Don't Boss*.

According to the publisher, his work isn't another book of quick tips and quips to get employees to do what they're told, or a re-hash of corporate speak or essays of worn-out textbook thoughts and ideas of those with little in-the-trench experience. Instead, it is an insightful, concise book that delves into the usually overlooked fundamentals of true leadership, and how to apply them.

Eich has published more than 60 articles on leadership in national and regional publications. The book pulls from his experiences in the Navy, his senior administrative roles in healthcare, higher education and agriculture, his teaching in a business school and his consulting business. CAPT Eich served as CO of several public affairs units including those in Milwaukee, Detroit and Chicago.

Dave Woods Remembers CHINFO's 1966 Fly Catcher

In contrast to the caption next to the picture of the fabulous four, including CAPT Jack MacKercher, CAPT **Dave Woods** rambles on with the serious side of his memory of the earlier days at CHINFO:

Scene: CHINFO conference room on the E-ring circa summer of 1966 or 1967. It was a hot day outside and Woods felt the initial oppression of a hot and stuffy room.

Present: CHINFO Hank Miller of Doolittle Raid & nuclear power task force fame. Also present were all division directors, mostly captains. This included CAPT Gorgeous George Watkins, Director of the Navy Department Speech Bureau. He was known for having more registered aircraft carrier take-offs and landings than anyone. He often took leave just to keep in practice.

A special person and junior officer in attendance was Dave Woods, head of Program Support in NDSB. He isn't sure why he was there, but it may have had to do with a Hank Miller speech since he wrote them for him.

Action & Sound: RADM Miller was talking about something, and had been for some time. The hot room is getting hotter. There is a large fly buzzing around the ceiling lamp over the long oaken table at which everyone was seated.

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DOD Superstars of the 1970's

CAPT Jack MacKercher identifies the people in the picture in the Fall of 1973, and where they were when the picture was taken. "Next to me is ADM Tom Moorer, CJCS; Don Rumsfeld U.S. Ambassador to Nato and Ralph Cousins, CinCLant, CinCLantFlt and SACLANT. The photo was taken during a break from a NATO meeting in Norway. We were aboard a Norwegian destroyer that took us into the fjords where the Nazi U-boats got repairs, food and fuel replenishment. The sub pens were dug into mountainsides."

Suddenly George Watkins leaps to his feet, jumps onto the middle of the long table, claps his hands once, crushing a poor, fat, noisy fly. In almost the same motion he jumped back to the floor and took his seat. No one at the table batted an eye, raised an eyebrow or said anything, as Admiral Hank Miller's discourse rolled on without missing neither a word nor even a syllable.

Woods concluded his rambling with the realistic statement that, "That's how it was back in the 60's before we ever had a 1650 flag officer."

OK, Now It Is Up To You Can You Pick the Dummy?



Again, while we have published a photo of a well-known group of officials hanging with CAPT Jack MacKercher, this is a photo of two dummies hanging with the Defense Information Journalism director and CO of the Navy unit at Ft. Benjamin Harrison in 1976. Which one is your Sightings Editor? (A hint - he is the guy with the mask). PS -- This is what happens when you don't send your recent photos and articles to me.

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USNPAAA Board Meeting

in the field, not only in Washington.

Jim Noone reported on the effort to change to 501(c)(19) as a Veterans' organization, which under certain circumstances would allow tax-deductible contribution, while we would maintain our tax-exempt status. He noted that 90% of the membership must qualify as war veterans, and that according to our survey we easily qualify for the 75% criteria (94% are Veterans), and we qualified for war veteran category.

Noting that 25% of the members were non-respondents to the survey, he said, "It is hoped that the change can be implemented before the reunion, so that contributions can be exempt. **Mike Doubleday** noted that, despite our tax-exempt status, we still pay sales taxes on meals at reunions, which is under state regulations. Hotels need to understand that they cannot exempt us from state taxes.

Steve Pietropaoli said his perception is that we are relatively stagnant in membership - not vibrant and growing. He noted that **RDML Baker** has some insights on retired personnel who are low-hanging fruit. He said he wants to move toward professional brown bag sessions to build the community, and maintain a fully-functional Website.

Learn About Horatio Nelson And Shipboard Cat History

RDML Joe Callo has another interesting article too long to print in Sightings. Its title is *Young Nelson in the Boreas*. It can be found in the June 2011 issue of Naval History Magazine.

And --- sailors and cats have a special relationship that dates back thousands of years. In addition to offering sailors much needed companionship on long voyages, cats provided protection by ridding ships of vermin that would eat into the provisions, chew through ropes and spread disease.

Superstitious sailors believed cats protected them by bringing good luck. Crews also adopted cats from the foreign lands they visited. Three notable ships from the 1800's, the USS Nahant, the USS Pensacola and the USS Olympia had cats "as crew members."

More info on this intriguing subject can be obtained from **Dave Sheehan** of the Naval Institute in Annapolis.

Editor question: Who emptied the litter boxes?

Norfolk Reunion

which houses 5,000 years of Art History from around the world.

Other pieces of naval history include the Tugboat Museum and the Hampton Roads Naval Museum. These two museums chronicle years of Naval battles and events that may have changed U. S. history.

Moving from naval history, Downtown Norfolk also includes Fort Norfolk, a site that was commissioned by George Washington in 1794. It serves as a **War of 1812** historical memorial and it is located on the banks of the Elizabeth River.

And, one other site located in downtown Norfolk is St. Paul's church. Built in 1736, it is the oldest building in the area and it the only structure to survive the destruction of the city by British forces in 1776. A cannonball fired by the British fleet at that time still is lodged in the side of the building.

The MacArthur Memorial is located in Norfolk's restored 1850 City Hall. It traces the life and military career of the late **General Douglas McArthur**, who chose Norfolk as his final resting place.

Highlights include WWII artifacts, photographs, documents and memorabilia -- plus the General's trademark cap, sunglasses and corncob pipe.

Another classic visitor's point is the Armed Forces Memorial, It is located on the banks of the Elizabeth River.

And, getting away from museum, you can shop and dine at the MacArthur Center Hall. It has a host of shopping and dining options in its one million square feet of mall space.

But, if museums and mall shopping are not your thing, there is also the pleasure of being with your friends and shipmates for the entire weekend. And for some of you competing for the first hole-in-one in Reunion golf competition.

A complete schedule follows and a snailmail registration form is on the next page. See ya there!
Mr. Editor



Friday 7 October

0900 - 1630 - Check-in/Registration

1700 - 1900 - Social w/wine, beer, soda and appetizers - presentation by RADM Greg Smith

Saturday 8 October

0730 - 0830 - Continental breakfast

0845 - 1130 – USNPAAA member meeting and Navy PA presentations as follows:

0845 – 0930 – Member meeting

0945 – 1015 – The CHINFO speaks

1030 -1130 – Navy PA Panel with CFFC PAO, NAVCO Director and NPASE Director

1145 - 1300 - Lunch - guest speaker RADM Dave Thomas, COMNAVSURFLANT

1345 - 1730 - Open time - tours/golf, etc.

Note: Golf scheduled @ Sewells Point Golf Club starting at 1345 on Saturday. Cost \$25 per person with cart.. Please e-mail Troy Snead to sign up for golf - tsneadgolf@cox.net.

1800 - 2100 - Banquet – Guest Speaker Admiral Tim Keating, USN, retired, former Commander of US Pacific Command ... US Northern Command ... and Fifth Fleet

Sunday 9 October

0730 - 0900 - Breakfast on your own

1000 - Closing ceremony/wrap-up

