

# SIGHTINGS

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JANUARY 2009



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## Getting the Message Out Is Board Meeting Focus

At the December meeting, a leadoff discussion on the make-up of the USNPAAA board was followed by a discourse on encouraging new membership. President Brett Baker stressed the need to make personal contact with prospective members, and to key the message to the particular needs of individuals and groups. Both Baker and in-coming President Jim Noone stressed the need to “institutionalize” the system by establishing a well-thought out and workable plan.

The importance of networking to draw new members was stressed and it was pointed out that one advantage to joining while on active duty was that a lifetime membership was only \$50, compared to \$200 for a lifetime membership after retirement.

President Baker gave an update on the preservation of historical documents. He said that the Director of Naval History was very happy to accept public affairs community archives and that the Naval Historical Center will provide storage materials at no cost to the Association.

As mentioned elsewhere in *Sightings*, the first five boxes have been indexed and boxed by Baker and will be provided to the Center in February.

Jeff Zakem gave the Treasurer’s report. He said the Association’s total net assets are \$98,863, compared to \$120,589 at the last report. The change in assets was due primarily to a brokerage loss of

\$12,500 because of the market decline. He also reported a net loss of \$7,955 for the 2008 Reunion and expenditures of \$2,200 for the Membership Directory, the Connelly Award and *Sightings*.

Zakem said that some of the Reunion losses were due to the high cost of the venue, extra expenses for the Thompson dinner /program, and the number of non-member active duty professionals hosted at the luncheon. Zakem also pointed out that the \$100,000 goal for the Association endowment has not been met. While about \$92,000 has been pledged, only about \$86,000 has been collected.

As he reports in his first *Sightings* “From the Bridge”, incoming President Noone listed his priorities for 2009. They include an increase in membership and revenue, and making sure the Association offers continued contact, social experiences and interaction among members and with the active duty community.

The Board also discussed the next Reunion location. There was definite interest in going back to Florida at Ponte Vedra Country Club. Most agreed it was an excellent reunion and that the site was ideal. Other possibilities mentioned were Monterey, San Diego, Chicago, and New Orleans. Both Baker and Noone stressed the need to choose a location where there was local Navy support and there were

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## View from the Bridge

Dear Association members, families and friends, it's an honor to come aboard as president of our Association. I look forward to being in touch with many of you in the months ahead, and to working with the new slate of Association officers and Board members shown on the front page.



As my first order of business, I'd like to thank Brent Baker for his outstanding and enthusiastic service as our president over the past two years. Also, my thanks to Jim Finkelstein for his very fine leadership as president, and for providing adult supervision to our usually unruly Board in the three years before that.

I feel privileged to follow them, and to begin my tenure I want to share with you the three main goals I believe we must pursue during the coming years.

### Association Social Aspects

One goal is to maintain and improve where possible the important social function of the Association. As reported in the October *Sightings*, we had a great Reunion XII in September in the DC area. As always with such events, it was wonderful renewing friendships and getting caught up with colleagues of years gone by.

In keeping with recent practice, we're planning to have Reunion XIII in another 18 months or so, which will put in the early spring of 2010. Although it seems like a long time away, we'll need to decide on location within the next couple of months so we can lock in favorable rates and set in motion other aspects of the planning.

If you have any suggestions, please send them to me or other Board members. We received a number of good ideas at the September reunion. We're mindful of the desirability of rotating locations around the country so that, over time, travel costs are more or less equalized for all members. As you will recall, the last four reunions have been in DC, Florida, Newport, and San Diego, in that order.

### Increasing Membership Rolls

A second important goal is to increase membership within the Association. To remain effective – with new ideas and enthusiasm – any organization needs to increase its membership rolls. It also doesn't hurt to beef up revenues. The end of 2008 saw our Association operating assets drop from \$120,600 to about \$99,000. This was due mainly to

the negative impact of the overall market decline on our brokerage account, along with higher than anticipated expenses from Reunion XII.

Along with increasing membership numbers, we should reach out to communities that seem to be under-represented in our membership rolls: civilian PAOs, our reserve colleagues, senior enlisted members (both active and reserve), and active duty personnel, particularly those about to retire. We need to institutionalize a program for reaching such folks on an ongoing basis.

### Great PAO Tradition

A third and very important goal is to ensure that the history of Navy public affairs is properly documented and archived. If we don't do this, no one else will. Brent Baker, as our new Historian, and George Kolbenschlager before him, have ensured that the historical collection and documentation started by Ed Castillo was gathered in one place.

As reported elsewhere in these pages, Brent and I met in mid-December with Rear Admiral Jay DeLoach, USN (Ret.), the Director of Naval History. He has enthusiastically agreed that the Navy Public Affairs Archive should be maintained at the Naval Historical Center at the Washington Navy Yard (or, as it was recently renamed, the Navy History and Heritage Command).

Brent is doing an excellent job of indexing and expanding on the historical materials passed down to him. But historical documentation is an ongoing job and should involve many of us. More on that in a future *Sightings*.

So, going forward, I hope we can grow the Association, diversify our membership, properly document our history, and have some fun and good fellowship. I welcome your involvement in any or all of the above.

—Jim Noone

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### *Continued from Page 1*

people willing to coordinate event activities. There also was general agreement that the location should be varied geographically to increase the opportunity for members to attend.

In closing, Baker commended the board for their support during his tenure, and then turned the presidency over to Jim Noone. President Noone thanked Baker for his outstanding service to the organization. (Secretary George Kolbenschlager provided material for this article.)

## About Jim Noone, Our New Prez

Captain Jim Noone retired from the Navy Reserve in 2001, after 39 years of active and reserve service. He served on active duty as an enlisted journalist 1967-70, with assignments at Naval Base Guantanamo Bay as a radio/TV broadcaster (JO3) and Naval Mobile Construction Battalion 58 as battalion journalist (JO2). The battalion deployed to Vietnam, in 1969.

After receiving a direct commission as a Navy Reserve PAO in 1971, he went on to serve as Commanding Officer of five NR public affairs units in Washington and Norfolk. He also served as PAO for the Reserve First Naval Construction Brigade, the Seventh Fleet flagship USS BLUE RIDGE (LCC 19), the USS ENTERPRISE (CVN 65) and on board USS INCHON (LPH 12).

Noone was recalled to active duty in 1990 during the Gulf war, when he served as Deputy Assistant Chief of Information for Media Operations. At that time, he was also Executive Officer of OI Det. 206.

His last assignment was as Special Assistant for Public Affairs, Commander, Naval Reserve Force.

During his civilian career, he was a reporter and copy editor for *The Scranton Tribune*. He was also a copy editor at *The Washington Post* and a reporter for the *National Journal*. Noone served with the U.S. Information Agency in Washington, and as a Foreign Service press officer in Brazil.

He also was a public affairs executive in the D. C. office of ITT Corporation, before becoming a principal in the law/government relations firm of Karalekas & Noone. He is now with the government relations firm, The Washington Group/Clark & Weinstock.

Noone has a Bachelor Degree from the University of Scranton, a Masters Degree from the School of International Service at American University. He also has a Law Degree from American University. He serves on the boards of the Naval Historical Foundation and International Midway Memorial Foundation.

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## USNPAAA History Archive Has Home

President Jim Noone and Historian Brent Baker met with RADM Jay A. DeLoach at the Naval History & Heritage Command at the Washington Navy Yard in December. After the meeting, Admiral DeLoach ordered his staff to plan to accept USNPAAA Archive materials beginning in February. The initial collection of CAPT Ed Castillo's will take up about 40 square feet of space.

One item is a listing of the first 40 Special Duty PIO's selected in 1946. In those documents you discover that the first 1650 to make flag rank was RADM Bill Chambliss, USN (Ret). He was one of the original 40 PIOs selected in 1946, and the first 1650 to serve as Deputy CHINFO (1958 – 1959). He retired as a Captain in November 1959 and was given a "tomb stone" promotion to Rear Admiral because he had a WWI decoration.

Before there was a Journalist rating, there were Enlisted Naval Correspondents (ENCs). They were under a special "X" enlisted rating code used from 1942 – 1948, when the Journalist rating became effective. The collection contains information on Richard F. Newcomb, a newsman in 1944, when he joined the Navy and was designated as an Enlisted Naval Correspondent (1944-1945) and sent to CINCPACFLT, later assigned to shipboard duty.

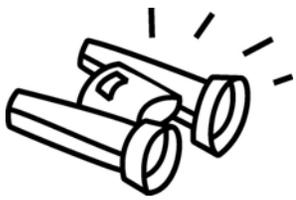
He had with him a message from Fleet Admiral

Nimitz that read, "This man is on special assignment for me, the job he has is very important, and I would appreciate any cooperation you can give him." He would go on board a ship and write a story in such a way that the names could be inserted. If he was on a ship with 700 men aboard, he would send out 700 copies of the story with a roster a distribution center that would then send them to hometown newspapers.

A 1948 Armed Forces Information School pamphlet contains information about an Ensign named William Thompson. He later wrote in his memoir, "I was by far the most junior officer in the class, but not when measured by experience. Up to that time, I thought that journalism was the basis for the business of mass communications and retained that premise throughout my career. However, I learned that other disciplines were equally important such as public speaking, radio broadcasting along with television, community relations and problem solving." Not a bad start for our esteemed RADM Bill Thompson.

There are also history files containing Journalist "A" School Class lists and photos for the majority of classes from 2-49 to 2-54.

There is still time for you to add your voice and your personal experiences to the archive. Just contact Brent Baker bakercom@comcast.net or telephone 508-650-3559, and he will work with you and explain what we are looking for.



## Recently Sighted

### Welcome New Members

USNPAAA bids a warm welcome to our newest members:

**CAPT Dale E. Smith**, USNR (Ret.), Knoxville, TN. Email: [dalesmith99@hotmail.com](mailto:dalesmith99@hotmail.com). CAPT Smith is the CEO, Public Building Authority of Knoxville and Knox County, TN

**CAPT Anthony Cooper**, Accokeek, MD; spouse: Brenda. Email: [navy1650@yahoo.com](mailto:navy1650@yahoo.com). He is the Director of Corporate Communications, NAVSEA.

**CAPT David J. Wray**, Front Royal, VA; spouse: Terri. Email: [david.j.wray@navy.mil](mailto:david.j.wray@navy.mil).

**CAPT Cate Mueller**, Burke, VA; spouse: Dan. Email: [cate.mueller@navy.mil](mailto:cate.mueller@navy.mil). She's the new PAO for Fleet Forces Command.

**LCDR Scott McIlnay**, Crofton, MD; spouse: Sharon. Email: [smcilnay@hotmail.com](mailto:smcilnay@hotmail.com). Scott is an instructor at the Defense Information School.

### Membership Directory Updates

**CDR Sandra Irwin's** new address is 1 Leighton Street, Unit 2109 Cambridge, MA 02141-1873.

**CAPT S. Steven Karalekas'** correct zip code is 20008-1628 and office phone number 202-789-1882.

**CAPT Jim Noone's** office has moved; his new email address is [jnoone@cwdc.com](mailto:jnoone@cwdc.com), work phone 202-261-4028, Fax 202-261-4001.

**Ms. Cathy Partusch's** address is 16442 Ball Point Road, Piney Point MD 20674-3201.

**CAPT Sterling Nichols'** home phone is 703-799-1661 and his email address is [snicholsjr93@yahoo.com](mailto:snicholsjr93@yahoo.com).

**RADM Jim Finkelstein** actually made good on his threat to retire yet again. Therefore, the business number (202-463-6768) and email address ([jfinkelstein@ameribev.org](mailto:jfinkelstein@ameribev.org)) in the USNPAAA Directory are no longer operative.

### CAPT Connor Heads Lung Association

The American Lung Association in December appointed retired CAPT Chuck Connor as its President and Chief Executive Officer. Connor had

served for nearly a year as the Lung Association's Chief Operating Officer, where he managed day-to-day operations of the national headquarters, and also led the strategic planning and positioning of the more than 100-year-old voluntary public health organization.

Prior to joining the Lung Association, Connor served five years as Senior Vice President for Communication and Marketing with the American National Red Cross. He also was the first director of Public Affairs for the Federal Judiciary in Washington, D.C.

Connor graduated from Loyola University of Chicago Law School, and is a member of the bar of both Illinois and the District of Columbia.

He worked 25 years in variety of jobs as a Navy public affairs officer and then retired in Falls Church, VA, where he began his high-paced civilian career.

### Bullock Returns to the Pyramids

Seventies era Navy PAO Jim Bullock, started his third public affairs career in January by shipping out to the pyramids. After seven years as a Navy PAO and 28 years as a Foreign Service PAO, he is retiring and heading for Egypt. Bullock is currently the minister counselor for public affairs at the U.S. Embassy in Paris. Formerly, he served as counselor for public affairs at U.S. embassies in Cairo, Baghdad and Riyadh.



American University of Cairo has hired him as Vice President for Institutional Development (Communication, Alumni Relations and Development).

In a sense, he is returning home. As some of his former Navy colleagues may recall, that is almost here he started in the business. He was on TDY as a Navy PAO, working for Gene Wentz and George Kolbensschlag, during Operation Nimbus Star/Nimbus Moon – the clearance of the Suez Canal in 1974.

He says he is always happy to hear from his USNPAAA friends, even if he hasn't made it to many reunions lately. And, if you turn up along the Nile, he invites you to hold a mini-reunion with him there.

## Bakers Sailed Across Atlantic



Florida residents, CDR Milt Baker and his wife Judy have been licensed boat captains for more than two decades. They have about 100,000 miles on their log sheets. So, they decided to cross the Atlantic with a small rally of companion boats that the Bakers organized.

Their favorite part of the crossing was the sense of shared accomplishment that came with participating in the rally. Baker likened it to duty in Vietnam where shipmates became friends with whom the experience created a bond that would never be forgotten.

After arriving in Spain, they spent the summer visiting the French Riviera, Corsica, Sardinia, Italy, Sicily, Montenegro, and Croatia. Then they sailed northward from Dubrovnik along the beautiful Dalmation coast. Running out of time, they pulled into Palma, Mallorca, in the middle of October 2007

to meet the ship that returned their boat, Bluewater, to Fort Lauderdale.

Baker observed that Mediterranean cruising was wonderful, but the euro/dollar exchange rate, and cost of living in Europe combined to make the cost of cruising close to twice of that in the United States. It was time to come home, and “let our bank accounts recuperate!”

More information at

<http://www.powerandmotoryacht.com/passagemaking/med-bound-2007/>



*The Bakers' motoryacht "Bluewater," shown here several weeks before her transoceanic voyage.*

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## Hanna Trained for a Year

He wasn't one of the top finishers in the 2008 Marine Corps Marathon, but USNPAAA member Colin Hanna was a member of Team Travis. The team was named for Travis Manion, a 2004 USNA graduate who was killed on his final patrol day in Iraq in 2007. Giving up golf, the 61-year young Hanna trained for a year to help Team Travis raise thousands of dollars for the Travis Manion Memorial Foundation. After the race, Hanna reports that he submerged himself in an “ice bath” in the Alexandria home of fellow USNPAAA member Skip Calvert.



## Storck Rides for a Cause

Pictured here is Life member CDR Ted Storck. The photo was taken on a 2,000 mile ride with the American Legion Riders from Indianapolis to Phoenix. The purpose was to raise scholarship money for sons and daughters of those killed in the war on terror. About 250 bikers took the trip, riding in rain, heat, wind and all. Each year the riders go from Indianapolis to the National Legion Convention, which was in Phoenix this year. Ted Storck also is a life member of the Legion Post in his hometown of Morris, MN.



# Message to Future Generations

Sculpture by Jim Nemer



CDR Jim Nemer was a student in an advanced sculpture class at the University of Virginia when his sculpture, "In Our Hands", was selected for the Echoes of Nature Sculpture Park surrounding Baker-Butler Elementary School in Albermarle County Virginia.

He designed it as a model for preserving nature in all of its forms for future generations. Handprints of adults on three sides of the obelisk symbolize the passing of responsibility for preserving nature from one generation to another. It also has 116 handprints of children from the elementary school to symbolize the passage into their hands of the future of our planet and their responsibility for its preservation.

Nemer chose the obelisk form for the sculpture because in ancient Egypt the word meant "protection" or "defense." The obelisk is almost 10 feet tall and capped with a gold leafed bronze pyramid, and an 18-inch world globe with cast bronze continents. It was dedicated in December.

# OCS Classbook Editors

**Sightings Editor Note:** I have been waiting for 50 years to bring this intentional error to the attention of the Editor-in-Chief Kolbenschlag of the OCS Class of 43 *Seachest* [and current USNPAAA Secretary]. We may have had trouble capitalizing the name *Seachest*, but the Copy Editor got his own name wrong. Obviously, it should have been ENS W. GENGLER (W. is for William).

the  
seachest  
staff



ENS G. R. KOLBENSCHLAG  
Editor-in-Chief



ENS C. GENGLER  
Copy Editor



ENS B. PRICE  
Business Manager

## Wanted: Old Copies of *Direction*

Brent Baker has completed indexing an archive collection of seven boxes of Navy public affairs memorabilia from Ed Castillo's history collection. One box contains issues of *Direction* Magazine from 1972 - 1985, but several issues are missing.

Please check the list below, and if you have any of the missing issues, he asks that you send them to him at 19 Whitridge Road, Natick, MA 01760.

He is looking for copies of Direction Magazine that are listed in this article. To start with he wants to find all monthly issues from 1965 to 1970, and those from January thru July of 1972. He also is searching for May, June, and September of 1973, and January thru September of 1974. For 1975, he needs February, August and December, and for 1976 he is looking for the December issue. He just needs Sept/Oct and Nov/Dec in 1977, and is searching for the Jan/Feb and May/June issues of 1978. For 1979, he needs the Nov/Dec, and he doesn't have the 1980 Mar/April edition. Finally for 1984, he needs all issues.

## Current Navy News Available

We have received a helpful correction regarding last issue's article on Rhumb Lines. The URL to go directly to the CHINFO PA website is: <http://www.chinfo.navy.mil>. SIGHTINGS reported a different link to get you to Rhumb Lines.

CHINFO website creator, Media Analysis Specialist Suzette Kettenhofen, reports that this site is the Public Affairs Resource Page. She says that on the right side, you will find various important links for the PA members. On the left side you will find subscription buttons for a number of fine CHINFO products.

She also informs us that you can be a registered member of the Navy Public Affairs, and with that membership you will not only receive all TEAM PA email messages from Admiral Thorp, but also items from the Navy News Service and CHINFO Clips.

USNPAAA members can choose either of the two options found on the PA directory page at [www.chinfo.navy.mil/navpalib/chinfo/paodir1](http://www.chinfo.navy.mil/navpalib/chinfo/paodir1). If you go on the site to register she suggests you use the 'alt text version' if they want 100% proof that your entry is received. If you are retired, please state that in the COMMENTS section of the form

## Saluting during the National Anthem

WASHINGTON -- Veterans and active-duty military not in uniform can now render the military-style hand salute during the playing of the national anthem, thanks to changes in federal law that took effect in August.

"The military salute is a unique gesture of respect that marks those who have served in our nation's armed forces," said Secretary of Veterans Affairs Dr. James B. Peake. "This provision allows the application of that honor in all events involving our nation's flag."

The new provision improves upon a little known change in federal law last year that authorized veterans to render the military-style hand salute during the raising, lowering or passing of the flag, but it did not address salutes during the national anthem. Last year's provision also applied to members of the armed forces while not in uniform.

Traditionally, members of the nation's veteran service organizations have rendered the hand-salute during the national anthem and at events involving the national flag while wearing their organization's official headgear.

For the latest VA information, visit the Internet at <http://www.va.gov/opa>.

## Thompson-Ravitz PA Award

The Thompson Public Affairs Award for outstanding work in the active duty and civilian PA community, and the Ravitz Public Affairs Award for Reserve professionals have been joined into one award reflecting the Navy's effort to improve Active-Reserve integration.

As we know, RADM William Thompson and RADM Robert Ravitz had distinguished naval careers, and retired as designated public affairs officers. RADM Thompson served as CHINFO from 1971-1975, and RADM Ravitz was the first Director of the Naval Reserve Public Affairs Program from 1986-1989.

According to the current CHINFO, RADM Frank Thorpe, the Thompson-Ravitz Award is the premier way to spotlight the work of a host of Navy public affairs professionals who produce outstanding PA programs. He says, "Team PA did an exemplary job of telling the Navy story in 2008, and our people deserve recognition for their accomplishments."

Rear Admirals Thompson and Ravitz have been invited to present the awards at the Navy Public Affairs Training Symposium 7-10 June.

This year, junior officers and civilians (GS-11 and below) will be recognized, as well as the Enlisted PAO of the Year. The deadline for award entries is March 27. A NAVADMIN is also forthcoming to announce the revised program. The Awards POC is Jeff Elliott, who can be reached at (703) 692-4754 or [jeff.elliott@navy.mil](mailto:jeff.elliott@navy.mil).

For more award details, the Thompson-Ravitz Excellence in Navy Public Affairs Awards Program instruction (OPNAVINST 5305.7B) is now available on the Navy Directives web site and on pa-Net in the Awards Program folder.