



United States Navy Public Affairs Association

SIGHTINGS

Volume 20, Issue 1

March 2014

President

Chuck Connor

Vice Presidents

John Carman

Jill Votaw

Navy Liaison

RDML John

Kirby

Secretary

Cate Mueller

Treasurer

Mike

Doubleday

Historian

Brent Baker

Chaplain

Chris Baumann

Board Members

Terry Cosgove

Brian Cullin

Sam Falcona

Jim Finkelstein

Jack Garrow

Denny Moynihan

Cate Mueller

Chris Nemeth

Jim Noone

Patricia O'Connor

Stephen Pietropaoli

Alice Prucha

Craig Quigley

Mike Schmitt

Frank Thorp

John Verrico

Webmaster

Alan Goldstein

Membership Chair

Dick Thompson

Sightings Editor

Cate Mueller

From the Bridge...



With this issue of *Sightings*, we welcome our new editor and association Secretary, Cate Mueller, who recently retired as a Captain. Many thanks to Tracy Connors for his excellent stint as editor and Secretary.

It is now my distinct honor to also introduce to you our new President-elect, retired Rear Adm. Frank Thorp, who will relieve me later this year. I have previously reported to you how the

many attendees at our Reunion business meeting last November thoroughly embraced the excellent Strategic Vision for our association, put together by the task force under Frank's leadership last year. A full set of presentations from the annual meeting can be accessed here:

<https://www.dropbox.com/sh/1k5fwcpds1r8p14/TjVbW-ygoi>.

We are now a Veterans Organization as defined in Section 501 (C) (19) of the tax code (thanks to the many years of effort by past-President Jim Noone) and no longer simply a social organization. We have expanded our mission into the promotion of professional growth of our members and the community of serving public affairs professionals. Accordingly, the attending members last Fall voted to change our name so that we are now the "U. S. Navy Public Affairs Association."

Frank Thorp will lead a committee to explore concrete ways for us to provide value to our serving public affairs community through information and programs; if you would like to serve on this committee, please contact Frank. In the meantime, we will now be providing our newsletters and other occasional information to the CHINFO front office for their review and transmission to the serving community through email channels. Sadly, many currently serving folks are not aware of our organization and that must change if we are to survive.

Our new name naturally demands a new insignia. We are very fortunate to have a highly skilled design professional on our Board, Chris Nemeth. Elsewhere in this *Sightings*, you will see the proposed new modern insignia he has designed. We look forward to your comments on it.

Allow me to close with some comments about our recent Reunion. It was a social, professional and financial success, thanks to the herculean efforts of our Sheila Graham. We had a great time, saw old friends, conducted important business and finished with a terrific dinner. We also were able see Rear Adm. Bill Thompson cut the ribbon on the CHINFO conference room, now known as the Gumption Room, decorated by USNPAA in Bill Thompson's honor, an event featured elsewhere in this newsletter.

USNPAA considers new insignia to fit new name



*US Navy
Public Affairs
Association*



*US Navy
Public Affairs
Association*

By Christopher Nemeth

An expanded mission for the Association calls for a new insignia that accurately represents its identity. The proposed design for the Association's insignia incorporates elements that are drawn from the legacy of the Navy and Navy public affairs. The trident, wielded by the Greek god of the sea Poseidon, symbolizes the Navy's role in the national defense and is also in the Chief of Information's command insignia.

The four corners of the field indicate the Association's four purposes and objectives:

1. To foster and enhance cordial relations and mutual understanding among former and current

active duty personnel and civilian employees of the U.S. Navy who were, or are, engaged in performing public affairs functions.

2. To support and promote the professional growth, education, and development of individuals engaged in all aspects of U.S. Navy public affairs.

3. To stimulate and promote a broad acquaintance and a spirit of fellowship among members and others interested in an effective U.S. Navy public affairs program.

4. To engage in all lawful activities incidental to the foregoing purposes.

Blue and gold are the traditional Navy colors. Blue represents the oceans, and gold represents integrity and valor and these two versions are used in the Navy seal. The identity's primary use in the electronic media suggests that a type font should be used that has been designed for that medium. Trebuchet, the type font shown here, is designed for use in electronic media.

Please send any comments regarding the new insignia to Secretary Cate Mueller, catemueller2013@gmail.com or 5408 Duxford Pl., Burke, VA, 22015

Museum planned for future USS Zumwalt (DDG 1000)

Capt. James Kirk, the prospective commanding officer of the new class of destroyer, Zumwalt (DDG 1000), approached Rear Adm. Bill Thompson late last year to request assistance in developing a small museum for the ship. The space will be approximately 20 feet by six feet and include exhibits and artifacts that honor the ship's namesake, Adm. Elmo Russell Zumwalt Jr., who served as Chief of Naval Operations from 1970-1974.

Thompson calls Zumwalt the Patron Saint of our community

because of his crucial support for a 1650 as CHINFO. During the annual meeting, Thompson made a pitch for USNPAA to consider helping with the project, to include funding a bust of Zumwalt for the ship.

Members wishing to contribute to this effort should write a check to "NMF-USS ZUMWALT Fund" and mail to United States Navy Memorial Foundation, 701 Pennsylvania Avenue, N.W., Suite 123, Washington, DC 20004-2608.

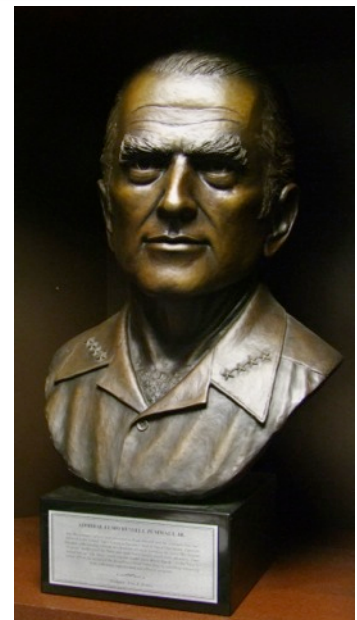


Photo Courtesy of Navy Memorial

“Gumption Room” dedicated at CHINFO, Nov. 9



Rear Adm. Thompson and wife, Dorothy, prepare to cut the ribbon while James G. Zumwalt and Rear Adm. John Kirby look on. Also in attendance were a goodly portion of the USNPAA Reunion crowd. Below, Thompson views photos from his career now on the walls of the Gumption Room. (U.S. Navy photos by Mass Communication Specialist

After the business meeting at the USNPAA Reunion, everyone who could keep up took a trip over to the Pentagon for the exciting dedication of the “Gumption Room,” formerly known as the CHINFO Conference Room. The room is dedicated to retired Rear Adm. Bill Thompson for his years of service as a naval officer and his role as the first Navy public affairs officer to hold the title of CHINFO. Hometown coverage (must be a PAO!) is here:

<http://fox11online.com/2014/02/03/green-bay-native-honored-with-room-at-pentagon/>



Reunion XV takes Association in new direction

A major aspect of any USNPAA reunion is the annual business meeting held Saturday morning. This year's meeting began with Chaplain Chris Baumann reading the list of members who had died over the last year. Sadly, the list was far longer than the reported new members over the last three years (only six). This dichotomy brought further discussion during the meatiest part of the meeting, which was the report from Frank Thorp, one of several retired Chiefs of Information in attendance.

Regular Business

Prior to the Task Force report, Jim Noone reported on the tax status of the organization. The association has been a tax exempt organization (501C6); however, we wanted to be a 501C 19 organization that would allow for contributions to be tax deductible. This requires at least 90 percent of the membership being "war veterans," and after a three-year, complex application procedure with the IRS, we have met the threshold. USNPAA will have a standard letter to provide to those making contributions to use as tax return documentation.

Next Mike Doubleday, treasurer, reported that our financial status remains solid overall. Total income, primarily from CD interest, is just over \$1000 a year, but our expenses are low and the reunion is designed to break even. Dick Thompson provided a membership brief, mostly in support of the Task Force brief. Membership at reunion time in November was 477... 380 officers, 48 enlisted, 45 civilians, four honorary members. Active duty to retired ratio is heavily to the retired side, with only about four people, or one percent, being active duty. Also of interest, 109 members do not use email and want to hear from us by U.S. postal service.

Additional presentations included Rear Adm. Thompson discussing the museum for the future USS Zumwalt (see page 2) and Gordon Hume, the Print and Digital Media director for Military Officers Association of America (MOAA), introducing retired Air Force Colonel Mike Hayden, who leads the MOAA lobbying team. Hayden described current issues for military members and retirees before Congress. Rear Adm. John Kirby, then the sitting CHINFO, provided an update on the Navy public affairs community and Navy issues confronting them. Shortly after the reunion, Rear Adm. Kirby moved down to be the press secretary for the Secretary of Defense. Currently, Capt. Dawn Cutler is serving as Acting CHINFO until such time as another flag officer is selected to hold the position.

Strategic Task Force

In late August, Frank Thorp, at the behest of President Chuck Connor, put together a virtual task force of about 25 USNPAAA (then) members to consider the future of the association. Tracy Connor and Dick Thompson, as Secretary and Membership Chair respectively, contributed the most hours of research, survey, and brief preparation to the effort. The results of the survey and what it suggested about our organization were gathered in into the brief to members, which was both sent out by email prior to the reunion and

All photos
by Alan
Goldstein:
see more
www.usnpaaa.org



Tim Taylor in his favorite pose at a computer with Dick Thompson looking on.



Pete Williams, former ASD(PA) and NBC News correspondent, poses with Micki and Bob Ravitz.



Mary Hanson and Bob Herzing enjoy reunion dinner. Mary retired in Jan. as Reserve PAO Captain.



Toby Marquez, Anthony Cooper, Lt. Richlyn Neal and Yareem Ivy at the dinner.



Cate and Dan Mueller enjoy catching up with Dawn and Stephen Pietropaoli at the dinner.



Rear Adm. Joseph F. Callo, USNR (Ret.) receives the Association's Captain Thomas Coldwell Award for Special Achievement from Mary Ann Coldwell and son Jeff.



Chief Mass Communication Specialist Gregory Currie, senior enlisted leader for the DINFOS Navy detachment, and his wife Julia display his Exemplary Service Award.



is posted in DropBox for members to review even now:
<https://www.dropbox.com/sh/1k5fwcpds1r8p14/Oon-3T003P/Future.pptx>

The task force developed four basic options for our group: stay what we are and meet periodically for social activity; turn into a professional association with emphasis on development and networking; create a sunset plan to close out the organization in a set number of years; or plan for a hybrid of the first two options based on interest of the current membership. Discussion centered on why so few are joining and the general consensus was that not much effort was being made to seek out new members. Additional discussion noted the difficulty in finding out who was retiring from both officer and enlisted ranks each year and so might be interested in maintaining contact through USNPAAA. Thorp also provided information on how our Air Force counterparts run their association, including hosting a reunion once a year and scheduling them two years out.

Thorp went on to discuss the pros and cons of each option. Staying the same is not viable because of declining membership and increasing distance from the active Navy PA team. The expanded role idea is attractive to some but based on the amount of work involved for a volunteer organization and number of people who currently step up to do anything, does not seem doable. No one seemed ready to give up on the organization altogether so the sunset option did not receive much talk. The hybrid option appeared to be the right compromise to keep the social aspect front and center while adding more professional development opportunities a bit at a time to ensure we don't outstrip the number of people committed to making it work. Thorp agreed, as the president elect, to take on a new committee to come up with the concrete methods of adding a greater portion of professional development and networking to our organization. The group then voted on removing the "Alumni" from the association name in order to emphasize the value of "USNPAA" to the active duty.

The meeting closed out with extensive discussion on whether to automatically make all active duty and civilian public affairs professionals "associate members" to ensure they receive information on the value of USNPAA. A number of concerns about our brand new tax status and the appropriateness of "opting in" to the association versus "opting out" led to tabling this discussion for more research and discussion by the board prior to rolling out a recommendation to membership. Watch your email for more news on this soon!

At left: Acting Chief of Information, Capt. Dawn Cutler, and former USNPAAA president and this year's chair of the award's committee, Jim Noone, presented the Association's Distinguished Service Award to filmmaker Lou Reda March 10. Lou's 30 year history of producing documentaries highlighting the bravery and sacrifices of the Navy and its sister services were cited in the presentation, which Lou's sons, Scott and Mark Reda, along with Reda Films and History Channel executives, were able to attend as well.

Former Navy PAO named in Top 100 List for *Savoy*



USNPAA Member, Tina Tallman, reports that a former lieutenant who worked for her at CHINFO in the early 1990s has recently been honored nationally. David J. Albritton is currently the vice president and chief communications officer for Exelis Inc. a \$506 billion global aerospace, defense and information solutions company.

Savoy Magazine has named him among 2014's Top 100 Most Influential Blacks in Corporate America. Dave spent 10 years in the Navy after graduating from the Naval Academy. In addition to his time at CHINFO, he was the deputy director at CINCUSNAVEUR Public Affairs in London and prior

to his PAO-hood, served in USS Portland (LSD 37) during Operations Desert Shield and Storm. Since leaving the Navy and before joining Exelis, he worked in corporate public relations for Raytheon, Hewlett Packard/Compaq, and Sears, among others.

Dave definitely values the time he spent as a Navy PAO. As he said on Facebook when Tina posted the item in *Savoy*, "I have so many Sea Mommas and Sea Daddies in Navy PA—all of whom made it possible for me to be doing what I'm doing today. To all of you—thank you for your friendship over these many years."

McGraw Hill Financial: Looking for a few good public affairs vets

A crucial element of the new direction for USNPAA is improving the organization's networking value to those who have been or still are part of the Navy public affairs team. Association president Chuck Connor had the opportunity to put the words into action by meeting with Rob Newell, outreach director for CHINFO, and Bill Holland, editor, *Gas Daily*, which is a publication of Platts, the energy information and pricing arm of McGraw-Hill Financial. Bill is a former naval aviator and SWO and is Platts "veterans' talent contact."

The purpose of the meeting was to discuss how USNPAA could help with the McGraw-Hill aim to find more qualified veterans to bring in to their company. Platts is looking for reporters, editors, and analysts to fill editorial positions covering the news and prices of commodities from oil and natural gas to steel and sugar. Platts has 15 bureaus worldwide and 900 employees. Major U.S. bureaus include New York City, Washington, D.C., Pittsburgh, Houston, and Denver. Internationally, their largest bureaus are in London and Singapore.

They want to hear from military journalists and PAOs. Their reporters and analysts write business news stories and related market analysis and work against weekly, daily, and real-time deadlines. They need people who are flexible and adaptable to changing conditions, and welcome candidates who are multilingual and who have worked, traveled or lived in multiple cultures (Sound like anyone USNPAA would know?)

Platts' jobs portal is:

<http://www.mhfi.com/careers/our-brands/platts>

and interested members can contact Bill Holland directly at 202-383-2286 or bill.holland@platts.com to answer questions, provide advice, and be a sea daddy. If you do submit a resume or apply for a job through the Web site, let Bill know, so your service gets the look it deserves.

Also, be aware that McGraw Hill Financial is much larger than just Platts. Across the company, they have a wide range of roles available including sales, systems/technology, and communications. Two of their biggest businesses are Standard & Poor's Ratings Services, a leading credit ratings and research organization, and J.D. Power, a global marketing information services provider. They are looking for team players who are handy with numbers, have demonstrated perseverance, and are committed to excellence. McGraw Hill Financial has a specifically designed portal that makes its openings across the entire corporation searchable based on MOS/designator/rate at <http://mhfi-veterans.jobs/>.

Take your role as a networker to the next level. Even if you aren't looking for a new position yourself, pass this information along to those who could be and specifically consider if you know any active duty who are leaving the service soon and may need some help. Make sure you mention that you heard about this through USNPAA and use the opportunity to recruit new members to our organization.

Three stalwarts retire from CHINFO

By Jim Noone, Capt., USN, ret.

The Navy public affairs community lost three long-serving and dedicated civilian shipmates at CHINFO headquarters to retirement in February: Mary Ruth, Bill Mason, and Mike Harwell.

Mary Ruth served 27 years as Administrative Officer, managing financial management and human resources matters. Before that, she had a combined 10 years of service with the Federal Aviation Administration and the Department of the Army.

In a Team Pa message of Feb. 3, Acting CHINFO Captain Dawn Cutler noted that Ms. Ruth “was instrumental in hiring all the civilians who have worked at CHINFO since she arrived,” adding: “Mary Ruth’s financial savvy helped to establish and develop our organization – one such development achieved during her tenure was the standup and expansion of the Navy Office of Community Outreach (NAVCO).”

Captain Cutler said that Ms. Ruth’s “mentoring and gentle direction helped military and civilian members alike with professional and personal growth.”

Another decades-long CHINFO stalwart joining the retired ranks was Bill Mason,

Assistant Chief of Information for Administration and Resources, who worked at headquarters for 22 years. In addition to his CHINFO duties, Mr. Mason served on active duty and in the Navy Reserve as a Supply Corps officer for 27 years.

In her message, Captain Cutler described Mr. Mason as “the quiet strength behind CHINFO’s ability to conduct the mission.”

She pointed to the following as among the highlights of his many contributions to Navy public affairs over the years: “He managed the mobilization of more than 100 [Navy Reserve] personnel for Operation Desert Storm, concurrently overseeing implementation of the DoD’s first public inquiry phone bank.

“He led continuity of operations activities following the 9/11 terrorist attack on the Pentagon, acquiring space and equipment for emergency use, recovering files and other necessary materials from the Pentagon, and ensuring smooth return to restored spaces many months later.

“He established CHINFO’s commercial purchase card program and was integral in developing and defending acquisition funding to establish the advanced visual information capability

that is now DoD’s premier VI operation.”

Also retiring was Mike Harwell, who started at CHINFO in 2007 as Media Systems and Visual Information Program Analyst. Mr. Harwell retired with a remarkable 48 years of service to the country: 20 years of active duty with the Air Force and 28 years in the civil service.

Captain Cutler noted that Mr. Harwell “guided the modernization of the aircraft carrier Digital Photo Lab into what is now the Afloat Multimedia Production Systems (AMMPS) and played a major role in expanding the program to include our amphibious ships and other platforms. It was a major accomplishment and better supports the readiness of afloat PA/VI capabilities throughout the fleet.”

Concluding, Captain Cutler stated:

“For more than 130 years combined, Mary, Bill and Mike have selflessly dedicated their lives to service to our nation. On behalf of the CHINFO team, I thank them for their service and congratulate them on their successful careers.”

