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THE WHITE HOUSE
WASHINGTON

Oct. 21, 1981

TO: Morton Blackwell
FROM: KARNA SMALLY

This item was in a stack of things Gergen asked me to check on. Greg Newell's office has this on the schedule for Nov. 10 - would you check with him about ho has the action though -- setting up the room, doing the briefing papers etc. I think it should be your event. Thanks.

ACTION

WASHINGTON, D.C. 20525

9/20

Dear Morton,

These men reflect very,
~~very~~ positively on the President.

Their blogs (enclosed) will
give you a lift!

We hope that Gregg Newell's
office can schedule a November
event to recognize the Program.

Can you put in a good word?

Jack
Whreter

254-8270

THE WHITE HOUSE
WASHINGTON

AUG 5 1981

MEMORANDUM

5 AUGUST 1981

TO: TOM PAUKEN, DIRECTOR, ACTION

FROM: GREGORY J. ~~NEWELL~~, DIRECTOR
PRESIDENTIAL APPOINTMENTS AND SCHEDULING

SUBJ: ANNOUNCEMENT OF THE PRESIDENT'S VIETNAM VETERANS LEADERSHIP PROGRAM PROJECT.

Please be advised that the Presidential Appointments and Scheduling Office has received your request from Dave Gergen, and we are penciling it in tentatively in November.

We will get back to you as the date draws nearer.

cc: David Gergen

Jack,
F.Y.I.



OFFICE OF
THE DIRECTOR

ACTION

WASHINGTON, D.C. 20525

July 30, 1981

MEMORANDUM

To: Dave Gergen, Assistant to the President for Communications

From: Tom Pauken, Director, ACTION *Tom Pauken*

Subject: Announcement of Vietnam Veterans Leadership Project

The President has approved ACTION's new Vietnam Veterans Leadership Project. See attached PDM.

The Project recruits Vietnam Veterans who successfully made the transition back to civilian life to serve as volunteers to help fellow Vietnam Veterans who have lingering problems associated with their military service. The program is starting in five cities; with fifty by the end of 1982; for about \$50,000 per city.

Rocky Bleier, Jim Webb, and Chuck O'Brien are a few of the well-known Vietnam Veterans who have agreed to help the project. Roger Staubach and Al Bumbry should be on board soon.

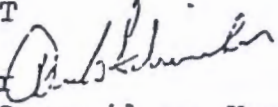
Recommendation:

President announces project in Oval Office around Veterans Day (Wednesday, November 11th) with Bleier, et al., looking on. Proclamation. Photo opportunity. Out the door.

All we need right now is OK to plan on Veterans Day announcement.

THE WHITE HOUSE
WASHINGTON

MEMORANDUM FOR THE PRESIDENT

FROM: Richard Schweiker 
for the Cabinet Council on Human Resources

SUBJECT: Decision on Proposed ACTION Program for Vietnam Veterans

At a meeting on June 9, 1981, the Human Resources Cabinet Council, with the Vice President's concurrence, approved an outreach program for Vietnam Veterans proposed by Thomas Pauken, Director of ACTION. The program would encourage able and successful Vietnam veterans to serve in their communities as volunteers to help fellow Vietnam veterans with lingering problems associated with their military service. The proposal is endorsed by the Human Resources Secretariat and the Office of Management and Budget.

The ACTION program will complement the already existing federal, local, and private veterans programs, and place particular emphasis on working closely with the Veterans Administration and the traditional veterans organizations.

The program will begin with a pilot phase in some four or five test communities which will last long enough to assure effectiveness.

Assuming a successful pilot phase, the operational phase will proceed in some 50 communities under a national project director and a local ACTION director in each community. Cost for the pilot phase is estimated at under \$200,000, now funded by ACTION. The operational phase is estimated at \$2 million per year from direct budget authority and appropriation to ACTION, and/or fund transfers from other federal agencies which have an interest in veterans.

The ACTION Program would be planned to end in late 1983 or early 1984 with the continuing flow of volunteers to be handled by existing agencies and programs.

RECOMMENDATION: The Human Resources Cabinet Council unanimously recommends that implementation of the ACTION program be given high visibility with participation by the President and senior Administration officials.

DECISION:

approve approve as amended reject no action



OFFICE OF
THE DIRECTOR

ACTION
WASHINGTON, D.C. 20525

September 18, 1981

THE VIETNAM VETERANS LEADERSHIP PROGRAM

REPRESENTATIVE BIOGRAPHIES

For Public Release on
November 11, 1981

Phone contact:
202-254-8270

The President's Vietnam Veterans Leadership Program
ACTION
Washington, D.C. 20525
Phone: 202-254-8270

J. P. RESIGNS TO HEAD VET PROJECT

Wayne R. Hanby
Wilmington, Delaware Program Director

"I wanted to be a baseball player more than anything," Wayne says. "And to coach. I wanted to coach."

A Marine with the 2nd Battalion, 3rd Marine Division in Vietnam, 1968-70, Wayne was wounded. He lost his left eye to the war, suffered shrapnel damage to the other and lost a hand.

"So, at 22 I had to take stock and reevaluate my whole life," he paused. "I had a fantasy of becoming a judge. I felt drawn to the law."

Hanby, 33, is a Justice of the Peace for the State of Delaware. He became the first Justice of the Peace to be invited to swear in that state's legislators.

And he still plans to go to law school. "I'll get there," he says and adds firmly, "I don't like to fall short."

"I am impressed with the commitment of the Leadership Program to actually doing something. I'm willing to resign the two years remaining on my current appointment to give this a go."

September 17, 1981

The President's Vietnam Veterans Leadership Program
ACTION
Washington, D.C. 20525
Phone: 202-254-8270

VET WHO CONQUERED MT. RAINIER TO HEAD PHILADELPHIA PROJECT

Chuck O'Brien
Chairman, Philadelphia Vietnam Veterans Leadership Program

In 1970 as a platoon leader with the 9th Infantry Division, Chuck O'Brien was airborne and ranger qualified. He fought in Cambodia, was wounded and lost part of his leg.

"I've emerged from the experience with a positive attitude," he said. "And I went on to teach skiing to the handicapped in New England. We put alot of emphasis on restoring confidence in physical ability."

Last July 3 Chuck was the first of a group of eight handicapped people to reach the summit of Mt. Rainier. The group returned from the mountain on Independence Day and received national recognition for their climb, including honors bestowed by President Reagan.

"I discovered I have a natural affinity for Vietnam veterans," says O'Brien, who is now an attorney with the Philadelphia law firm of Pepper, Hamilton and Sheetz. "They are more disciplined, more generous and cooperative under pressure. And I just like their company. I've worked in the state government and the private sector and I know that to succeed requires hard work and discipline. These are characteristics of the men who served in Vietnam."

"These men have labored under tremendous disadvantages,"

he points out. "They've had 2-4 years taken from them. Persons my age who were not in the service are now partners in their firms. This is a fundamental inequity and yet one that can be worked around."

He adds, "I wouldn't change a single thing that's occurred in my life. We need to reassure other veterans that the experience is one that can be built upon; that we can actually provide assistance to help regain those 2-4 years."

September 17, 1981

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THE LEADERSHIP PROGRAM IS NEEDED NOW

Luis Sanz, M.D.
Advisor

Dr. Luis Sanz, 38, was a combat medic in Vietnam in 1968 with the 29th Evacuation Hospital.

"For a long time it was a striking thing to me that men could go through what they went through over there and not get any credit for it at all when they got home," commented Dr. Sanz.

Sanz graduated from college in three years after returning from Vietnam and finished medical school at the top of his class. He now practice obstetrics and gynecology and is a full time faculty member at Georgetown University.

"It was frustrating," he says of his homecoming, "to be one day in a place where people are dying all around you and the next day in San Francisco where life is going on as usual and to have no real acknowledgement of that."

Dr. Sanz said, "The Vietnam Veterans Leadership Program is a positive thing. It's important to make the distinction that the problems of that time were political but that the soldier who served was not. He was simply doing his duty. Thousands of men returned and have done very well and been successful in their businesses and professions. The true picture of the Vietnam is not one of a loser. The Leadership Program is needed now. Much better to have it now than never at all."

September 17, 1981

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MARINE LEADER TO HEAD SAN ANTONIO VET PROGRAM

William C. Stensland
San Antonio Program Director

Bill Stensland, 43, left active Marine Corps service as a Major with 15 years of service, as a result of war wounds.

He was a company commander in Quang Tri in 1967 when he was wounded. Stensland returned to Vietnam in 1970 as an advisor in the Rungsat Special Zone -- the point of the entry for all shipping south of Saigon. He was again wounded.

Bill Stensland is one of the most respected of Vietnam's combat leaders. Several marines have said, "If I had to go back and could pick my commander I'd choose Stensland, hands down."

"I want to be involved with the Leadership Program," says Bill. "A lot of people are hurting and hurting very, very deeply. There is pain over what happened in the war but there is even a deeper pain because of what happened, or didn't happen, when we returned. That's what this work is about now."

September 17, 1981

The President's Vietnam Veterans Leadership Program
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Washington, D.C. 20525
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ACTION DIRECTOR: VETS ARE WINNERS

The Honorable Thomas Weir Pauken
Director, ACTION

Tom Pauken left his law practice in Texas to head the agency which houses Federal volunteer programs. He directs the activities of some 300,000 Americans who serve as volunteers in ACTION programs.

Pauken graduated from Georgetown University in 1965 and two years later enlisted in the U.S. Army, where he served in Vietnam. He earned his law degree from Southern Methodist University in 1973.

"The Vietnam veteran was portrayed in the late 60s and early 70s as little more than a drug crazed killer. Now we are portrayed as guilt-ridden victims...I've had enough," said Pauken recently. "More than 80% of the Vietnam veterans who came home have made the successful transition back to civilian life and are doing fine. There are those that still do need help but it does them no service to encourage them to wallow in self-pity to reinforce their doubts about their own self worth.

"I have been tremendously impressed by the calibre of men who want to participate in the Vietnam Veterans Leadership Program. We want it known that there is no

shame or stigma to being a veteran of the Vietnam War."

He continued, "We may not yet comprehend the full meaning of that common experience which Vietnam veterans shared, which somehow binds us together in spite of our disparate backgrounds and viewpoints. Yet of one thing I am certain -- there is better way to insure that those who gave their lives for our country will not be forgotten then for the returning veterans to demonstrate that we are capable of exercising the kind of leadership so badly needed in America today."

September 17, 1981

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AUTHOR VOICES SUPPORT FOR VET PROGRAM

James Webb
Advisor

My greatest concern is how a society views itself and what values this society is passing down to the next generation," says Jim Webb, best-selling author of two novels based on his Vietnam experience, "Fields of Fire," and "A Sense of Honor."

A 1968 Annapolis graduate, Webb was a Marine company commander in Vietnam, where he was twice wounded.

After a law degree at Georgetown University he became counsel to the House Veterans Affairs Committee and taught poetry and the novel at the Naval Academy.

"We are in a watershed time in this country," Webb has said. "I think people are starting to look around for new answers and when they look around for new answers they're going to be looking for new role models. I think what people are going to be looking for are individuals who have manifested a sense of country."

"Essentially there has been a misperception about the upside of the people who served in Vietnam," concluded Jim. "They are very strong people. With the Leadership Program we have an opportunity to make this element of the Vietnam veterans constituency visible to the public. This

Webb
page 2

program gives us the opportunity to apply the aspects of our successes to the needs of those who have not yet had the same good fortune in the years since service in Vietnam."

September 17, 1981

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SAN ANTONIO VET PLANS TO "SET RECORD STRAIGHT"

John D. Baines
Chairman, San Antonio Vietnam Veterans Leadership Program

As President of John D. Baines Properties, John, 35, develops commercial real estate throughout the Southwest U.S. and abroad.

From 1968-70 Baines was a Navy seabee serving in Quang Tri, Dang Ha, Khe Sanh and Hue. His primary function was building fire-bases and, he says, "building what was the longest bridge in Vietnam at the time."

When he returned home, he began working in real estate because he found it difficult to go back to college life. "I guess I was like a lot of people," he says. "When the prisoners of war were released I thought the war was over and done with."

But then, years later, his attention was caught by an article in the press and "I discovered Vietnam was a very sensitive issue with me." He called a college classmate who happened also to be a Congressmen and they talked.

"I realized that while I've worked hard for everything I've got there are guys out there who need a hand and it's up to me," John stated. "The Leadership Program can do more to reestablish patriotism in this country than anything that's come before. This nation was ripped, torn apart by the Vietnam war. It's time now to set the record straight."

September 17, 1981

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Washington, D.C. 20525
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BALTIMORE VET PROGRAM HEAD "READY TO GO"

John David DeChant
Baltimore Program Director

"I've often thought that America is like an Olympic champion who has been deeply wounded by Vietnam," says David DeChant, 34. "This great athlete has bandaged the wound but underneath it has become infected. Until the bandages are torn off and the wound is cleaned and allowed to heal, the very essence of the champion is affected."

David spent 31 months in Vietnam. For part of his tour he was a liaison with military and civilian leaders and was also a scout. "I spent 13 months in combat making life and death decisions every day," he says. "Yet when I returned home I worked filing 3x5 cards. I was upset."

Currently the manager of the Dubliner Restaurant in Washington, D.C., David plans to use his degree in Chinese language and area studies to move into international relations influencing foreign policy. "Ever since I watched the media coverage of the Russian tanks invading Hungary in 1956, I have wanted to work in the area of foreign policy," he says.

David worked as public relations volunteer with the Vietnam Veterans Memorial Fund raising monies for the Memorial. "My father was a Marine in charge of fund raising for the Iwo Jima Memorial," he paused. "I looked around and asked, 'Where's ours?'"

Ironically, he accepted his post with ACTION's Leadership Program over lunch at a Vietnamese restaurant. "I'm honored," he continued, "There's very important work to do. For years I've thought that veterans need to be taken care of by veterans. I'm ready to go!"

September 17, 1981

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EX-POW TO LEAD LEADERSHIP

John S. McCain
Phoenix Vietnam Veterans Leadership Program
Advisor

McCain, 45, was a Navy pilot when he was shot down in Vietnam. He was a prisoner of war in North Vietnam from 1967-73.

John is the Vice President of Public Relations for Hensley and Co., Anheuser Busch distributor for Phoenix, Arizona.

"Both my father and grandfather were Navy. I served as Navy liaison to the U.S. Senate." He continued, "The Leadership Program is vital and necessary. It will, hopefully, rectify a lot of neglect and errors that have taken place in the last few years concerning Vietnam veterans."

September 17, 1981

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TIME TO REMEMBER VETS SAYS BALTIMORE LAWYER

Mark C. Treanor
Chairman, Baltimore Vietnam Veterans Leadership Program

A graduate of the Naval Academy, 1968, Mark, 34, served with the 1st Marine Division as a rifle platoon commander in Vietnam in 1969-70.

After his tour of Vietnam he spent three and one-half years in the Marine Corps. "I just always thought I'd be a career Marine," he said. Treanor is now an attorney with the Baltimore law firm, Miles and Stockbridge.

"It's been a long time since anyone has done anything at a senior level to afford successful veterans the opportunity to help those who are not yet so successful. I think we all want to be involved. For too long many of us forgot about those who were there with us." He concludes, "If we weren't personally scarred there is tendency to forget. Now it's time to remember."

September 17, 1981

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BLINDED VET SETS SIGHTS ON WHITE HOUSE

David L. Huffman
Program Planner

David, 33, was a Marine rifleman in Vietnam, blinded in combat when a booby trap detonated.

"You know, I flunked kindergarten, 7th and 9th grades. After I came back from Vietnam I had to turn my life around. And I had to rely on my head."

Last May Huffman became the first blind student to graduate from Delaware Law School.

"I have a special feeling for the Vietnam veteran. He's had bad press. This program will take a different approach and it's a great idea," David comments.

Asked what he would say if he had an opportunity to speak with the President, David did not hesitate. With a soft chuckle he replied, "It won't be too long now before a Vietnam veteran has your job!"

The President's Vietnam Veterans Leadership Program
ACTION
Washington, D.C. 20525
Phone: 202-254-8270

DEPUTY DIRECTOR LOOKS TO FUTURE

William Jayne
Deputy Director

Bill Jayne, 35, came to the Leadership Program from his position as Director of Information at the Associated General Contractors of America.

He served in Vietnam as a Marine rifleman in 1967-68 and was among the men wounded in an ambush at Khe Sanh during the Tet offensive of 1968.

Jayne received his degree, with honors, from the University of California, Berkeley and came to Washington to work for a trade magazine before joining the Associated General Contractors in 1977.

A volunteer who helped launch the Vietnam Veterans Memorial Fund, he says, "The whole subject of Vietnam has been, obviously, of great personal concern to me. My work on the Memorial gave me an opportunity to do something useful with that concern. Working with the Vietnam Veterans Leadership Program is a natural progression for me."

He goes on to say, "I have two children. That has a lot of bearing on my work with the Leadership Program -- looking to the future to do what I can to make sure the legacy of Vietnam and the position of veterans in the national outlook is used to strengthen this country for those children who will be around 20 years from now."

September 17, 1981

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VET PROJECT DEPUTY SEPARATES WARRIOR FROM WAR

Edward T. Timperlake
Deputy Director

"I authored a position paper a long time ago," says Timperlake, 34, "voicing my concerns that the public was blaming the warrior for the war. They are two very separate issues."

Ed was stationed in Thailand and flew F-4s in Southeast Asia. Before taking his position as Deputy Director with the Vietnam Veterans Leadership Program he was a consultant to the Office of the Secretary of Defense, analyzing the national security balance between the Soviets and the U.S.

"The Vietnam veteran has been portrayed as a loser," he says. "I knew it's long past time to turn that one around. I came aboard the Leadership Program because I've wanted to do anything I could to change the image. It's time to get these men back in the mainstream so they can demonstrate what they really are."

September 17, 1981

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ACTION
Washington, DC 20525
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VET PROGRAM DIRECTOR DID IT FOR TOMMY

John P. Wheeler, III
National Program Director

"The men who served in Vietnam have a tremendous amount to offer this country -- because of the hardships of their service they are stronger and more mature. Hardly a day goes by when ... I don't hear from at least one Vietnam veteran who has made a good, busy life for himself and wants to know what he can do to help other veterans. What we are doing in a careful, methodical way is sending a bolt of electricity through the network of able veterans who want to help others."

Jack Wheeler was commissioned from West Point as a Distinguished Cadet in 1966, holds an M.B.A. from Harvard and graduated with honors from Yale Law School. Wheeler, 36, was a captain with the Army's general staff in Vietnam. He returned from Vietnam to Washington, D.C. working on the staff of the Secretary of Defense and the Joint Chiefs of Staff.

Although he returned confident he had left the war behind, every spring Jack found himself remembering his friend Tom Hayes, a West Point classmate. In a fire-fight in 1968, Tommy dragged first one,

Wheeler
page 2

then another of his wounded men across a rice paddy to safety. Marked as a target of choice, Tommy was killed that April day by enemy fire.

One spring day, with the memory of Tommy's life and death lingering, "it dawned on me that there was important unfinished business," says Jack.

The author of newspaper and other articles on the Vietnam war and its veterans, Wheeler was instrumental in organizing and building the Southeast Asia Memorial at West Point. In collaboration with the Washington Post he is soon to publish the book THE WOUNDED GENERATION. Co-founder of the extraordinarily successful Vietnam Veterans Memorial Fund he writes: "The battlefield, for most men, nurtured the recognition that sacrifice is a part of any strong community. The typical act of gallantry wasn't assaulting the foe; it was saving a friend's life."

September 17, 1981

Jack Wheeler

THE WHITE HOUSE
WASHINGTON

MEMORANDUM

5 AUGUST 1981

TO: TOM PAUKEN, DIRECTOR, ACTION

FROM: GREGORY J. ~~NEWELL~~, DIRECTOR
PRESIDENTIAL APPOINTMENTS AND SCHEDULING

SUBJ: ANNOUNCEMENT OF VIETNAM VETERANS LEADERSHIP PROJECT.

Please be advised that the Presidential Appointments and Scheduling Office has received your request from Dave Gergen, and we are penciling it in tentatively in November.

We will get back to you as the date draws nearer.

cc: David Gergen

Nov. 10th on Pres. schedule

Howard Rappell



OFFICE OF
THE DIRECTOR

ACTION

WASHINGTON, D.C. 20004

July 30, 1981

MEMORANDUM

To: Dave Gergen, Assistant to the President for Communications

From: Tom Pauken, Director, ACTION *Tom Pauken*

Subject: Announcement of Vietnam Veterans Leadership Project

The President has approved ACTION's new Vietnam Veterans Leadership Project. See attached PDM.

The Project recruits Vietnam Veterans who successfully made the transition back to civilian life to serve as volunteers to help fellow Vietnam Veterans who have lingering problems associated with their military service. The program is starting in five cities; with fifty by the end of 1982; for about \$50,000 per city.

Rocky Bleier, Jim Webb, and Chuck O'Brien are a few of the well-known Vietnam Veterans who have agreed to help the project. Roger Staubach and Al Bumbry should be on board soon.

Recommendation:

President announces project in Oval Office around Veterans Day (Wednesday, November 11th) with Bleier, et al., looking on. Proclamation. Photo opportunity. Out the door.

All we need right now is OK to plan on Veterans Day announcement.

7/31 Referred to Greg Newell for handling. Dave concurs w/ Tom Pauken's recommendation.

THE WHITE HOUSE
WASHINGTON

MEMORANDUM FOR THE PRESIDENT

FROM: Richard Schweiker *Richard Schweiker*
for the Cabinet Council on Human Resources

SUBJECT: Decision on Proposed ACTION Program for Vietnam Veterans

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The ACTION program will complement the already existing federal, local, and private veterans programs, and place particular emphasis on working closely with the Veterans Administration and the traditional veterans organizations.

The program will begin with a pilot phase in some four or five test communities which will last long enough to assure effectiveness.

Assuming a successful pilot phase, the operational phase will proceed in some 50 communities under a national project director and a local ACTION director in each community. Cost for the pilot phase is estimated at under \$200,000, now funded by ACTION. The operational phase is estimated at \$2 million per year from direct budget authority and appropriation to ACTION, and/or fund transfers from other federal agencies which have an interest in veterans.

The ACTION Program would be planned to end in late 1983 or early 1984 with the continuing flow of volunteers to be handled by existing agencies and programs.

RECOMMENDATION: The Human Resources Cabinet Council unanimously recommends that implementation of the ACTION program be given high visibility with participation by the President and senior Administration officials.

DECISION:

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ACTION

WASHINGTON D.C. 20525

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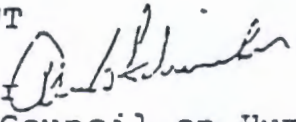
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OFFICE OF
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WASHINGTON, D.C. 20525

DRAFT

September 18, 1981

THE VIETNAM VETERANS LEADERSHIP PROGRAM

REPRESENTATIVE BIOGRAPHIES

For Public Release on
November 11, 1981

Phone contact:
202-254-8270

The President's Vietnam Veterans Leadership Program
ACTION
Washington, D.C. 20525
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"These men have labored under tremendous disadvantages,"

he points out. "They've had 2-4 years taken from them. Persons my age who were not in the service are now partners in their firms. This is a fundamental inequity and yet one that can be worked around."

He adds, "I wouldn't change a single thing that's occurred in my life. We need to reassure other veterans that the experience is one that can be built upon; that we can actually provide assistance to help regain those 2-4 years."

September 17, 1981

The President's Vietnam Veterans Leadership Program
ACTION
Washington, D.C. 20525
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THE LEADERSHIP PROGRAM IS NEEDED NOW

Luis Sanz, M.D.
Advisor

Dr. Luis Sanz, 38, was a combat medic in Vietnam in 1968 with the 29th Evacuation Hospital.

"For a long time it was a striking thing to me that men could go through what they went through over there and not get any credit for it at all when they got home," commented Dr. Sanz.

Sanz graduated from college in three years after returning from Vietnam and finished medical school at the top of his class. He now practice obstetrics and gynecology and is a full time faculty member at Georgetown University.

"It was frustrating," he says of his homecoming, "to be one day in a place where people are dying all around you and the next day in San Francisco where life is going on as usual and to have no real acknowledgement of that."

Dr. Sanz said, "The Vietnam Veterans Leadership Program is a positive thing. It's important to make the distinction that the problems of that time were political but that the soldier who served was not. He was simply doing his duty. Thousands of men returned and have done very well and been successful in their businesses and professions. The true picture of the Vietnam is not one of a loser. The Leadership Program is needed now. Much better to have it now than never at all."

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MARINE LEADER TO HEAD SAN ANTONIO VET PROGRAM

William C. Stensland
San Antonio Program Director

Bill Stensland, 43, left active Marine Corps service as a Major with 15 years of service, as a result of war wounds.

He was a company commander in Quang Tri in 1967 when he was wounded. Stensland returned to Vietnam in 1970 as an advisor in the Rungsat Special Zone -- the point of the entry for all shipping south of Saigon. He was again wounded.

Bill Stensland is one of the most respected of Vietnam's combat leaders. Several marines have said, "If I had to go back and could pick my commander I'd choose Stensland, hands down."

"I want to be involved with the Leadership Program," says Bill. "A lot of people are hurting and hurting very, very deeply. There is pain over what happened in the war but there is even a deeper pain because of what happened, or didn't happen, when we returned. That's what this work is about now."

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ACTION DIRECTOR: VETS ARE WINNERS

The Honorable Thomas Weir Pauken
Director, ACTION

Tom Pauken left his law practice in Texas to head the agency which houses Federal volunteer programs. He directs the activities of some 300,000 Americans who serve as volunteers in ACTION programs.

Pauken graduated from Georgetown University in 1965 and two years later enlisted in the U.S. Army, where he served in Vietnam. He earned his law degree from Southern Methodist University in 1973.

"The Vietnam veteran was portrayed in the late 60s and early 70s as little more than a drug crazed killer. Now we are portrayed as guilt-ridden victims...I've had enough," said Pauken recently. "More than 80% of the Vietnam veterans who came home have made the successful transition back to civilian life and are doing fine. There are those that still do need help but it does them no service to encourage them to wallow in self-pity to reinforce their doubts about their own self worth.

"I have been tremendously impressed by the calibre of men who want to participate in the Vietnam Veterans Leadership Program. We want it known that there is no

Pauken
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shame or stigma to being a veteran of the Vietnam War."

He continued, "We may not yet comprehend the full meaning of that common experience which Vietnam veterans shared, which somehow binds us together in spite of our disparate backgrounds and viewpoints. Yet of one thing I am certain -- there is no better way to insure that those who gave their lives for our country will not be forgotten than for the returning veterans to demonstrate that we are capable of exercising the kind of leadership so badly needed in America today."

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AUTHOR VOICES SUPPORT FOR VET PROGRAM

James Webb
Advisor

My greatest concern is how a society views itself and what values this society is passing down to the next generation," says Jim Webb, best-selling author of two novels based on his Vietnam experience, "Fields of Fire," and "A Sense of Honor."

A 1968 Annapolis graduate, Webb was a Marine company commander in Vietnam, where he was twice wounded.

After a law degree at Georgetown University he became counsel to the House Veterans Affairs Committee and taught poetry and the novel at the Naval Academy.

"We are in a watershed time in this country," Webb has said. "I think people are starting to look around for new answers and when they look around for new answers they're going to be looking for new role models. I think what people are going to be looking for are individuals who have manifested a sense of country."

"Essentially there has been a misperception about the upside of the people who served in Vietnam," concluded Jim. "They are very strong people. With the Leadership Program we have an opportunity to make this element of the Vietnam veterans constituency visible to the public. This

Webb
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program gives us the opportunity to apply the aspects of our successes to the needs of those who have not yet had the same good fortune in the years since service in Vietnam."

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BALTIMORE VET PROGRAM HEAD "READY TO GO"

John David DeChant
Baltimore Program Director

"I've often thought that America is like an Olympic champion who has been deeply wounded by Vietnam," says David DeChant, 34. "This great athlete has bandaged the wound but underneath it has become infected. Until the bandages are torn off and the wound is cleaned and allowed to heal, the very essence of the champion is affected."

David spent 31 months in Vietnam. For part of his tour he was a liaison with military and civilian leaders and was also a scout. "I spent 13 months in combat making life and death decisions every day," he says. "Yet when I returned home I worked filing 3x5 cards. I was upset."

Currently the manager of the Dubliner Restaurant in Washington, D.C., David plans to use his degree in Chinese language and area studies to move into international relations influencing foreign policy. "Ever since I watched the media coverage of the Russian tanks invading Hungary in 1956, I have wanted to work in the area of foreign policy," he says.

David worked as public relations volunteer with the Vietnam Veterans Memorial Fund raising monies for the Memorial. "My father was a Marine in charge of fund raising for the Iwo Jima Memorial," he paused. "I looked around and asked, 'Where's ours?'"

DeChant
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Ironically, he accepted his post with ACTION's Leadership Program over lunch at a Vietnamese restaurant. "I'm honored," he continued, "There's very important work to do. For years I've thought that veterans need to be taken care of by veterans. I'm ready to go!"

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EX-POW TO LEAD LEADERSHIP

John S. McCain
Phoenix Vietnam Veterans Leadership Program
Advisor

McCain, 45, was a Navy pilot when he was shot down in Vietnam. He was a prisoner of war in North Vietnam from 1967-73.

John is the Vice President of Public Relations for Hensley and Co., Anheuser Busch distributor for Phoenix, Arizona.

"Both my father and grandfather were Navy. I served as Navy liaison to the U.S. Senate." He continued, "The Leadership Program is vital and necessary. It will, hopefully, rectify a lot of neglect and errors that have taken place in the last few years concerning Vietnam veterans."

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TIME TO REMEMBER VETS SAYS BALTIMORE LAWYER

Mark C. Treanor
Chairman, Baltimore Vietnam Veterans Leadership Program

A graduate of the Naval Academy, 1968, Mark, 34, served with the 1st Marine Division as a rifle platoon commander in Vietnam in 1969-70.

After his tour of Vietnam he spent three and one-half years in the Marine Corps. "I just always thought I'd be a career Marine," he said. Treanor is now an attorney with the Baltimore law firm, Miles and Stockbridge.

"It's been a long time since anyone has done anything at a senior level to afford successful veterans the opportunity to help those who are not yet so successful. I think we all want to be involved. For too long many of us forgot about those who were there with us." He concludes, "If we weren't personally scarred there is tendency to forget. Now it's time to remember."

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BLINDED VET SETS SIGHTS ON WHITE HOUSE

David L. Huffman
Program Planner

David, 33, was a Marine rifleman in Vietnam, blinded in combat when a booby trap detonated.

"You know, I flunked kindergarten, 7th and 9th grades. After I came back from Vietnam I had to turn my life around. And I had to rely on my head."

Last May Huffman became the first blind student to graduate from Delaware Law School.

"I have a special feeling for the Vietnam veteran. He's had bad press. This program will take a different approach and it's a great idea," David comments.

Asked what he would say if he had an opportunity to speak with the President, David did not hesitate. With a soft chuckle he replied, "It won't be too long now before a Vietnam veteran has your job!"

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DEPUTY DIRECTOR LOOKS TO FUTURE

William Jayne
Deputy Director

Bill Jayne, 35, came to the Leadership Program from his position as Director of Information at the Associated General Contractors of America.

He served in Vietnam as a Marine rifleman in 1967-68 and was among the men wounded in an ambush at Khe Sanh during the Tet offensive of 1968.

Jayne received his degree, with honors, from the University of California, Berkeley and came to Washington to work for a trade magazine before joining the Associated General Contractors in 1977.

A volunteer who helped launch the Vietnam Veterans Memorial Fund, he says, "The whole subject of Vietnam has been, obviously, of great personal concern to me. My work on the Memorial gave me an opportunity to do something useful with that concern. Working with the Vietnam Veterans Leadership Program is a natural progression for me."

He goes on to say, "I have two children. That has a lot of bearing on my work with the Leadership Program -- looking to the future to do what I can to make sure the legacy of Vietnam and the position of veterans in the national outlook is used to strengthen this country for those children who will be around 20 years from now."

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VET PROJECT DEPUTY SEPARATES WARRIOR FROM WAR

Edward T. Timperlake
Deputy Director

"I authored a position paper a long time ago," says Timperlake, 34, "voicing my concerns that the public was blaming the warrior for the war. They are two very separate issues."

Ed was stationed in Thailand and flew F-4s in Southeast Asia. Before taking his position as Deputy Director with the Vietnam Veterans Leadership Program he was a consultant to the Office of the Secretary of Defense, analyzing the national security balance between the Soviets and the U.S.

"The Vietnam veteran has been portrayed as a loser," he says. "I knew it's long past time to turn that one around. I came aboard the Leadership Program because I've wanted to do anything I could to change the image. It's time to get these men back in the mainstream so they can demonstrate what they really are."

September 17, 1981

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VET PROGRAM DIRECTOR DID IT FOR TOMMY

Wheeler, III
Program Director

men who served in Vietnam have a tremendous amount
of this country -- because of the hardships of their
service they are stronger and more mature. Hardly a day goes
by .. I don't hear from at least one Vietnam veteran
who has made a good, busy life for himself and wants to know
how we can do to help other veterans. What we are doing in a
methodical way is sending a bolt of electricity through
the network of able veterans who want to help others."

Wheeler was commissioned from West Point as a
Distinguished Cadet in 1966, holds an M.B.A. from Harvard and
graduated with honors from Yale Law School. Wheeler, 36, was
assigned with the Army's general staff in Vietnam
and returned from Vietnam to Washington, D.C. working on the
staff of the Secretary of Defense and the Joint Chiefs of

Although he returned confident he had left
nothing behind, every spring Jack found himself
missing his friend Tom Hayes, a West Point classmate.
In the Vietnam War, during the Tet offensive in 1968, Tommy dragged first one,

Wheeler
page 2

then another of his wounded men across a rice paddy to safety. Marked as a target of choice, Tommy was killed that April day by enemy fire.

One spring day, with the memory of Tommy's life and death lingering, "it dawned on me that there was important unfinished business," says Jack.

The author of newspaper and other articles on the Vietnam war and its veterans, Wheeler was instrumental in organizing and building the Southeast Asia Memorial at West Point. In collaboration with the Washington Post he is soon to publish the book THE WOUNDED GENERATION. Co-founder of the extraordinarily successful Vietnam Veterans Memorial Fund he writes: "The battlefield, for most men, nurtured the recognition that sacrifice is a part of any strong community. The typical act of gallantry wasn't assaulting the foe; it was saving a friend's life." .

THE WHITE HOUSE
WASHINGTON

AUG 5 1981

MEMORANDUM

5 AUGUST 1981

TO: TOM PAUKEN, DIRECTOR, ACTION

FROM: GREGORY J. ~~SEWELL~~, DIRECTOR
PRESIDENTIAL APPOINTMENTS AND SCHEDULING

SUBJ: ANNOUNCEMENT OF ~~THE PRESIDENT'S~~ VIETNAM VETERANS LEADERSHIP PROGRAM PROJECT.

Please be advised that the Presidential Appointments and Scheduling Office has received your request from Dave Gergen, and we are penciling it in tentatively in November.

We will get back to you as the date draws nearer.

cc: David Gergen

Jack,
F.Y.I.: