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ACTION

WASHINGTON, D.C. 20525

file

March 11, 1983

Mr. Morton Blackwell
Special Assistant to the President
The White House
Washington, DC 20500

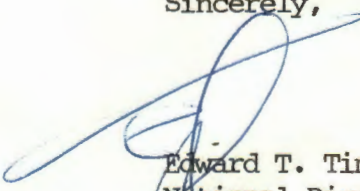
Dear Morton:

I think you will be quite pleased with the result of the Vietnam Veterans Leadership Program (WVLP) to date as presented in this report. I sincerely appreciate your support and encouragement and the help that the White House has provided this program.

Of special interest to your office perhaps would be the section on Veterans Service Organizations. As you read, the letter of the Disabled American Veterans says it all.

Looking forward to meeting with you soon. If you have any questions, don't hesitate to call.

Sincerely,


Edward T. Timperlake
National Director
Vietnam Veterans Leadership
Program

Enclosure

VVLP

Vietnam Veterans Leadership Program

The Program at Mid-Term

March 1983

FOREWORD

Part C of Title I of ACTION's enabling legislation provides the administrator of the agency with the responsibility to develop and coordinate special volunteer programs designed to meet a broad range of human needs by encouraging persons from all walks of life to perform meaningful and constructive volunteer service.

Thomas Pauken, a lawyer from Dallas, Texas, who served in Vietnam as a Lieutenant in the U.S. Army, became administrator of ACTION in 1981 and began planning for a special volunteer program that would encourage successful Vietnam veterans to help solve the problems of their fellow veterans.

The problems faced by veterans—worthwhile employment during difficult economic periods, negative reaction from the larger society upon homecoming, stress, etc.—are well-known but, seemingly, only the veterans themselves realized that most were well-adjusted, productive and, in fact, embody special characteristics needed by the larger society of America in the 80's and beyond.

Based on this realization, the Vietnam Veterans Leadership Program was implemented in September 1981 and began mobilizing volunteers. This book tells the story of what has been accomplished since then.

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INTRODUCTION

I N T R O D U C T I O N

The Vietnam Veterans Leadership Program (VLP) is a unique Federal program designed to mobilize successful Vietnam veterans as volunteers to assist their fellow veterans who still have readjustment problems. Working with minimal Federal seed money and a sunset date of October 1984, the program has created an effective partnership between the private and public sectors in support of the VLP concept.

Begun in the fall of 1981, VLP now number 41 local programs where more than 1,600 volunteers work to solve problems and demonstrate the leadership of Vietnam veterans. In the first year and a half of its existence—approximately at the mid-point of the lifetime of Federal involvement—the program has succeeded in meeting the two fundamental goals set at the beginning. It has demonstrated that successful veterans will indeed step forward once again to serve their country, and it has given evidence that this partnership can achieve significant results.

Solving the problems of fellow veterans is seen in terms of fulfilling the commitment Americans made to support each other in battle in Vietnam. Today, some veterans of the Vietnam War are still isolated, symbolically, on that distant battlefield. Fellow veterans are working to bring them back, as they did then.

Yet, the program aims to do more than facilitate veterans helping veterans. It is based on the principle that those who fought in Vietnam have much to offer the larger community as well as one another. In Legacies of Vietnam, a 1981 study prepared for the Veterans Administration, the authors state the following:

"Vietnam veterans should be a concern to policymakers not only because of their need, but because of their potential contribution to a renewed national identity. The soldiers who carried the brunt of the battle have become the veterans who, more than most of their fellow citizens, feel the urgency of finding meaning in the sacrifices of the war years. While their official tour of duty is over, these men continue to perform a valuable service to their country by working through war experience. American society ultimately gains from their efforts to derive significance from the confusion and pain still associated with that conflict.... If the country as a whole wishes to derive important lessons from its experience in Vietnam, and also be open to seeing when a given lesson may not apply, it would do well to acknowledge and encourage Vietnam veterans as among those leading the way.... No other group of United States citizens of comparable size is likely to take up the job of working through this

war with the same measure of dedication and thoroughness as the men who fought it. It is, therefore, in the national interest to see to it that Vietnam veterans have the means at their disposal to engage the task."

The Vietnam Veterans Leadership Program is an important part of this process. Building on a sense of pride in having served the nation under difficult circumstances, Vietnam veteran leaders are helping their fellow veterans find grounds for self-respect in past service and demonstrating to our society that veterans constitute an essential resource of leadership for the future.

This mid-term report presents in detail the accomplishments of the VWLP to date.

EXECUTIVE SUMMARY

EXECUTIVE SUMMARY

The Vietnam Veterans Leadership Program is a unique volunteer program administered by the ACTION agency. It was approved by the President on July 16, 1981, and has received substantial funding from ACTION and interagency agreements with the Community Services Administration, the Office of Community Services/HHS and the Department of Labor.

The innovative nature of the program lies in its mobilization of successful Vietnam veterans as unpaid volunteers dedicated to solving the lingering problems associated with the war that may be still faced by their fellow veterans. The Vietnam veteran volunteers involved in the program are typically successful men and women in all walks of life.

These volunteers work to mobilize the community at large in a coordinated, cooperative effort to help solve the problems faced by Vietnam veterans. The primary problem faced by these 2.7 million (those who served in the combat theater) Americans is under- or unemployment. At present, more Vietnam veterans than ever before are unemployed even though the peak of American involvement in the war occurred well over ten years ago. It can be inferred that underemployment is a root cause of this problem since statistics show that the rate of veterans unemployment historically has decreased below the rate of non-veterans during periods of general economic upswing. By working to solve this problem, the VWLP effort seeks to alleviate the causes of poverty in communities.

Another innovative aspect of the program is its positive approach. A guiding principle of the program is the fact that the vast majority of Vietnam veterans are now responsible, hard-working members of their communities. By building on this strength, VWLP works to convince employers of the value of Vietnam veterans as employees and also to improve the un- or underemployed veteran's sense of selfworth, thereby making him more employable.

Recognizing the differences among communities, the program encourages and assists local initiative on the part of the volunteer leaders rather than imposing a single design on all programs. This reliance on initiative and recognition of the importance of local factors is evident in this report.

An assessment of the needs of Vietnam veterans in each community is conducted prior to formal implementation of the program in the community. Volunteer advisory committees, with the assistance of ACTION, then develop a leadership plan tailored to address the needs of Vietnam veterans in the community.

The activities of the volunteers are coordinated by a paid local project director who is, typically, an able and successful Vietnam veteran with an excellent working knowledge of veterans needs and resources in the community.

The project director is responsible for planning and overseeing WLP activities in the community and serving as a catalyst for volunteer activities. Project directors are also responsible for program logistics, to assure that maximum use is made of the limited time of volunteers.

The project director's knowledge of existing veterans resources is very important since the WLP is not intended to duplicate or overlap such services. A primary goal of each WLP is to build a coordinated, community-wide system of veterans services. This is accomplished by encouraging veterans to make full use of all federal, state and community government activities that support veterans (activities such as programs of the VA, DOL, SBA and HHS). WLPs also encourage veterans to make full use of all volunteer activities that support them especially those of the veterans service organizations such as the Disabled American Veterans, the American Legion and the Veterans of Foreign Wars and local, community-based veterans organizations.

Some 1,674 volunteers are currently counted on the rolls of the 41 local WLPs. They have donated approximately 66,378 hours to their fellow veterans. Although individual program plans vary considerably with respect to employment-related goals, in the aggregate, WLP has played a key role in the placement of 1,010 veterans in jobs and, in addition, more than 1,000 other veterans have been referred to employment services or placed in jobs indirectly. Hundreds more have been counselled individually or through seminars and hundreds of job openings have been "recruited" and added to the systems already in place for assisting veterans in job placement.

Related to job development efforts are WLP community-based economic development efforts. Again, specific goals vary considerably among the various WLPs but virtually each program has devoted considerable effort to developing small business ownership opportunities for Vietnam veterans. These activities have ranged from close cooperation with the U.S. Small Business Administration in its efforts to provide legislatively mandated "special consideration" for veterans to locally initiated seminars in entrepreneurship in which successful veteran businessmen provide advice to prospective veteran businessmen, and career-oriented one-on-one counselling.

Other significant achievements include the development of "mentor" programs matching successful veterans with those experiencing problems; memorial efforts in several states and cities; briefing sessions for local health officials on health problems faced by veterans; recognition events such as parades and special observances on patriotic holidays; and networks of volunteers providing professional services on a pro-bono basis.

More important than such gross quantitative measures of evaluation are the measures provided by each program's leadership plan. Each leadership plan enumerates qualitative goals to be achieved by the local program. These goals are tailored to the needs of the local Vietnam veteran population and the community at large.

National Employment-Related Activities

Employment-related activities of the national WLP office have included liaison with other government agencies on behalf of veterans. Such liaison is done in close cooperation with the other Federal agencies primarily responsible for veterans programs, chief among them the Veterans Administration. The following letter, memo and press releases give evidence of the support of the Department of Defense and the Office of Personnel Management in this area. (See attached correspondence.)



THE SECRETARY OF DEFENSE
WASHINGTON, THE DISTRICT OF COLUMBIA

NOV 12 1982

5 NOV 1982

Mr. Thomas W. Pauken
Director
ACTION
Washington, DC 20525

Dear Mr. Pauken:

As you requested in your letter of October 25, I have issued the attached memorandum to the Service Secretaries and heads of other organizational components within the Department of Defense reemphasizing the importance of placement of the veteran--in particular the Vietnam veteran--to vacancies in the Defense workforce.

This Department's commitment to placement of the Vietnam veteran is evidenced by the number of veterans readjustment appointments to vacancies in the Military Departments and Defense Agencies. Such appointments are heavily weighted in favor of the Vietnam veteran. In the late 1970's and early 1980's they have been numbering approximately 11,000 per year.

We share your concern. Unquestionably this is an important issue which deserves strong support.

Sincerely,

A handwritten signature in cursive script, appearing to read "Frank C. Carlucci".

Frank C. Carlucci
Deputy Secretary of Defense

Attachment



THE SECRETARY OF DEFENSE
WASHINGTON, THE DISTRICT OF COLUMBIA

5 NOV 1982

MEMORANDUM FOR SECRETARIES OF THE MILITARY DEPARTMENTS
DIRECTORS OF THE DEFENSE AGENCIES
DEPUTY ASSISTANT SECRETARY OF DEFENSE
(ADMINISTRATION)

SUBJECT: Employment of the Vietnam Veteran

The efforts to place Vietnam veterans into positions in the in-house Defense civilian workforce and with companies doing business with this Department deserve our full support and active participation.

President Reagan has pledged the active participation of all Federal departments to place veterans of the Vietnam conflict. In his words, "Recognition and appreciation for all they went through is long overdue."

I know that as a Department, the installations and activities are placing into civilian vacancies some 11,000 veterans per year under the veterans readjustment appointing authority. More needs to be done. Accordingly, I urge you to give this effort your personal support to assure the full measure of assistance is made available to place the Vietnam veteran.

A handwritten signature in cursive script, appearing to read "Frank C. Carlucci".

Frank C. Carlucci
Deputy Secretary of Defense

22608



United States
Office of
Personnel
Management
1900 E St., NW
Washington, D.C. 20415
News Unit, Room 5F10
(202) 632-5491

NEWS

For immediate release:
Wednesday, November 10, 1982

Contact:
Richard Hurt

OPM DIRECTOR CALLS ON FEDERAL AGENCY HEADS TO GIVE "STRONG SUPPORT" TO HIRING DISABLED VETERANS IN GOVERNMENT

(WASHINGTON, D.C.)—The Director of the U.S. Office of Personnel Management, Donald J. Devine, has reminded the heads of Federal departments and other agencies of the availability of several special hiring programs for disabled veterans, and urged their "strong support of the use of these employment and advancement tools" in filling Federal jobs "in a time when Government hiring is necessarily limited."

Devine, as head of the government's central personnel agency, underscored the administration's support of preferential hiring programs for disabled veterans during National Disabled Veterans Week, which, by proclamation of President Reagan, began Sunday, November 7.

In his proclamation, President Reagan said, "All Americans owe a great debt of gratitude to the over two-million service-disabled veterans. The immense personal adversity suffered by these, our fellow countrymen, is incalculable in terms of diminished health, lost career opportunities, and restricted personal fulfillment." The President noted that "Few others have so fully demonstrated great courage or endured such hardships for their country and the cause of liberty."

The OPM Director stressed that the Reagan Administration "has made a strong commitment to assisting disabled veterans," and that OPM "has been honoring this commitment by stressing the use of the special hiring authority for 30 per cent or more disabled veterans, the Veterans Readjustment Appointment Program, and the Disabled Veterans Affirmative Action Program."

The Veterans Readjustment Appointment (VRA) program assists Vietnam-era veterans through a two-year program of work and training. When the veteran serves two years of satisfactory service, the appointment is changed to a

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regular civil service appointment. The VRA program has enjoyed considerable success, and under its auspices, more than 180,000 Vietnam-era veterans have been employed since the program's inception in 1970. In FY 1981, almost 20,000 Vietnam-era veterans were hired under the VRA, of which 1,602, or 8 per cent, are disabled veterans.

Government-wide hiring of 30 per cent or more disabled veterans, under all authorities, rose in FY 81 to 3119, an increase of 80 per cent over the total of 1733 for FY 80, Director Devine noted. He also pointed out that the nearly 20,000 VRA hires in FY 81 was the third highest in the history of the program, despite a decrease in total federal hires from 452,000 to 372,000 (a drop of 18 per cent).

OPM recently assumed responsibility for the government's affirmative action program for disabled veterans. The agency will review affirmative action programs for disabled veterans for all executive branch departments and independent agencies beginning with fiscal year 1983.

While noting that Federal hiring has been substantially lower in the past two years, Devine asked the department and agency heads to remember that "when opportunities present themselves, we must not forget those who have given so much in defense of freedom. And, we must not forget that once those disabled veterans have been employed, they deserve every opportunity for advancement."

(end)



United States
Office of
Personnel
Management

1900 E St., NW
Washington, D.C. 20415
News Unit, Room 5F10
(202) 632-5491

NEWS

For immediate release
Wednesday, November 10, 1982

Contact:
Ed Shell

**OPM WELCOMES VETERANS TO WASHINGTON WITH OPEN HOUSE,
SPECIAL JOB INFORMATION HOURS, AND EXTRA COUNSELORS TO EXPLAIN
VETERANS PREFERENCE IN FEDERAL HIRING**

(WASHINGTON, D.C.)—The U.S. Office of Personnel Management will hold an Open House at the agency's headquarters at 1900 E Street, NW, in Washington for the many thousands of American veterans expected to be in the Nation's Capitol later this week. OPM Director Donald J. Devine invited veterans who will be in town for the many Veterans Week activities to take advantage of special job counseling sessions regarding veterans preference in Federal hiring, special opportunities for Vietnam era veterans, and preferential hiring entitlements for disabled veterans, from 9:30 a.m. to 5:30 p.m. on Friday, November 12. He noted that the Federal Job Information Center at the headquarters building will extend its hours on that day, to allow individual and group counseling for as many visiting veterans as possible.

In extending the invitation to veterans to visit the Federal Government's central personnel agency, Devine said that the Open House represents "a special effort to make veterans aware of the special job opportunities available to them, and to encourage veterans to take advantage of preferential hiring programs benefiting those who have served the nation in uniform."

Job Information Counselors will be on hand to inform and counsel veterans on veterans preference in Federal hiring, which involves the granting of additional "points" to their "earned ratings" as Federal job applicants. Candidates for jobs are listed on civil service registers in order of the examination ratings they have earned plus these additional points (5 points for

(more)

most veterans; 10 points for disabled veterans and certain other categories). In addition, special opportunities are available for Vietnam-Era veterans through the Veterans Readjustment Act, and for 30 per cent or more disabled veterans, through a special authority for noncompetitive appointments.

Devine noted that "All of these programs have played a significant role in the hiring of veterans at a time when overall government hiring is necessarily limited, and that is not only fitting but proper. These individuals have earned their nation's gratitude, as well as special preference in Federal hiring, and we cannot place too high a value on the contributions our veterans have made in behalf of all Americans. In many cases their sacrifices have been extraordinary. It is a pleasure to be able to help them serve the nation in a civilian capacity as Federal employees."

Reports sent to the Congress this week showed that during Fiscal Year 1981, nearly 20,000 Vietnam era veterans were hired through the Veterans Readjustment Appointment (VRA) Program, with more than 11,000 of these coming during the last half of the fiscal year (April through September). They also showed a large increase in hiring of 30 per cent or more disabled veterans, with the total number of hires jumping from 1733 during FY 80 to 3119 in FY 81, an increase of more than 80 per cent.

In addition to offering job counseling, the OPM Open House will feature coffee and special lobby exhibits for veterans who stop by. OPM is centrally-located at 1900 E Street, N.W., at the corner of 19th and E streets, a few blocks from the new Vietnam Veterans Memorial.

(end)



U.S. Office of Personnel Management Welcomes Veterans To Washington

Office of Personnel Management Director Donald J. Devine cordially invites all veterans to an **OPEN HOUSE**:

Friday, November 12, 1982, 9:30 to 5:30
at 1900 E Street N.W., Washington, D.C. (See map below)

Stop by for coffee, view exhibits displayed in lobby and speak with our Job Information Counselors about:

VETERANS PREFERENCE in federal hiring
JOB OPPORTUNITIES for veterans in the Federal Government
SPECIAL OPPORTUNITIES for Vietnam Era Veterans through the Veterans Readjustment Act
PREFERENTIAL HIRING entitlements for Disabled Veterans

For more information telephone: 632-5491





United States
Office of
Personnel
Management
1900 E St., NW
Washington, D.C. 20415
News Unit, Room 5F10
(202) 632-5491

NEWS

For release:
Friday, November 12, 1982

Contact:
Richard Hurt

TRIO OF REPORTS ON HIRING VETERANS IN THE FEDERAL GOVERNMENT SHOW RESULTS OF COMMITMENT AND COMMUNICATION

(WASHINGTON, D.C.)—The U.S. Office of Personnel Management today submitted three reports to Congress on the Federal government's employment programs for veterans, and described the considerable progress which has been made under special hiring programs for veterans who are severely disabled, and those who served during the Vietnam era.

The reports include the Annual Report on Veterans Employment in the Federal Government, and the semiannual reports on Special Hiring Authority for 30 Percent or More Disabled Veterans in the Federal Government, and on Veterans Readjustment Appointments in the Federal Government. Previously, the three reports had been issued separately, but OPM Director Donald J. Devine this year ordered that they be issued simultaneously, in order to give a better overall picture of the government's efforts in this area.

In letters to Rep. Sonny Montgomery (House Veterans' Affairs Committee Chairman) and Sen. Alan Simpson (Senate Veterans' Affairs Committee Chairman), Devine declared that the special veterans employment authorities "continue to be a success." He noted that the statistics show noteworthy success in providing job opportunities for Vietnam era veterans who may have experienced difficulty in obtaining employment because of inadequate education, skills, training, and work experience. "Veterans readjustment appointments (VRAs) totaled nearly 20,000 in FY 1981, a figure which represents the third highest number of appointments made in the 12 years of the VRA Program. This occurred during a period when federal employment decreased by 38,000."

The VRA program combines education and training with work experience for disadvantaged, disabled and Vietnam-era veterans. Use of the VRA program by Federal agencies is voluntary, and there is no requirement that it be used. Thus, its success depends in large measure on efforts by OPM to encourage its use, and commitment on the part of individual agency heads and other officials to make effective use of its provisions.

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Director Devine also pointed to success in increasing Federal hires under a noncompetitive hiring authority for veterans who are 30 percent or more disabled, noting that use of this authority increased by 15 percent from FY 1980 to FY 1981. Moreover, he said, "The employment of these severely disabled veterans by all employment authorities increased 80 percent in FY 1981." OPM statistics show that more than 3,000 severely disabled veterans were hired by the Federal government during FY 81.

Director Devine attributed the success of the veterans employment program under the Reagan Administration to the high priority OPM has given it. "The Office has actively supported a renewed interest in veteran employment activities," the report notes. "OPM officials meet regularly with representatives of veteran organizations to discuss matters of mutual interest." In addition, the agency promoted veteran employment programs through its Federal Job Information Centers, directives, pamphlets, training sessions, and onsite agency evaluations.

"Veterans organizations are encouraged by the high priority OPM has placed on veteran employment," Director Devine said, "and we intend to continue to make extra efforts to see that those who have given so much in the defense of our nation receive the extra consideration they deserve in Federal hiring."

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VIETNAM VETERANS LEADERSHIP PROGRAM
Status Report
March 1983

FUNDED/OPERATIONAL

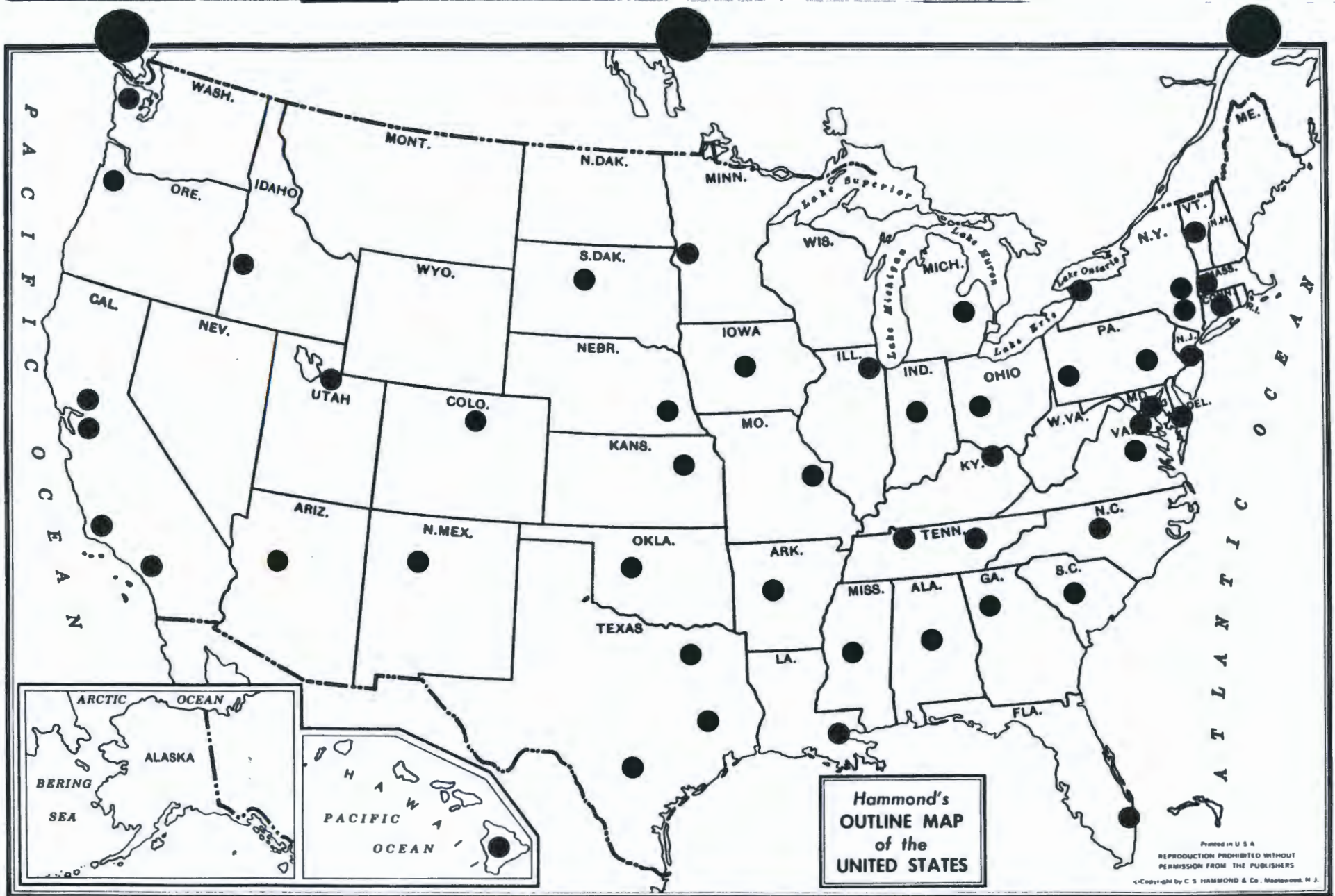
Arkansas
Birmingham, Alabama
Boston, Massachusetts
Buffalo, New York
Charleston, South Carolina
Chicago, Illinois
Columbus, Ohio
Dallas, Texas
Delaware
Florida
Georgia
Hartford, Connecticut
Hawaii
Houston, Texas
Idaho
Los Angeles, California
Louisville, Kentucky
Maryland
Minneapolis, Minnesota
Mississippi
New Mexico
New Orleans, Louisiana
New York - 2

Northern California - 2
Northwest Indiana
Philadelphia, Pennsylvania
Phoenix, Arizona
Pittsburgh, Pennsylvania
Portland, Oregon
Richmond, Virginia
St. Louis, Missouri
San Antonio, Texas
San Diego, California
Seattle, Washington
South Dakota
Tennessee - 2
Vermont
Utah

GRANTS IN PROCESS

Colorado
Kansas
Michigan
Nebraska
New Jersey

North Carolina
Oklahoma
Washington, DC
Iowa



VIETNAM VETERANS LEADERSHIP PROGRAM OFFICES
1983

VIETNAM VETERANS LEADERSHIP PROGRAM
Chairmen and Program Directors
March 1983

ALABAMA

Judge Wayne Thorn, Chairman - Served with U.S. Army in Vietnam as company commander. Won Bronze Star. J.D. from Cumberland School of Law at Stamford University. Now, District Judge, Jefferson County, Alabama.

Talmadge Foster, Program Director - A veteran of Korea and Vietnam. Was Battery Commander and won Bronze Star in Vietnam. Holds rank of Major. Graduate, Tuskegee Institute. Distinguished career in higher education including work with Alabama Center for Higher Education, a consortium representing seven colleges and universities within the State.

ALBUQUERQUE

James Reichert, Chairman - Was military advisor to a Vietnamese armored cavalry unit. Within two weeks of returning home was in law school. Is now an attorney in private practice.

John Garcia, Program Director - Four months after high school graduation was in Vietnam with the 4th Infantry Division. Ten days after his return home he was married. Successfully opened and operated a retail store that employed 20 people. Before joining the VWLP, was an account executive with an insurance firm.

ARIZONA

Jim Hartdegen, Chairman - Was a fire team leader with 25th Infantry Division. Works with the Safety Department of the Noranda Mining Company and is a representative in the Arizona State Legislature.

Pat Chorpenning, Program Director - Enlisted in Marines after graduating from college. Was infantry platoon commander in Vietnam. Lost a leg when half his company was killed in ambush. Earned Master's degree from Harvard. Was executive director of Arizona Apartment Association and coordinator of intergovernmental activities for Arizona Department of Health Services.

ARKANSAS

Leon Clements, Chairman - Drafted by Cincinnati Royals basketball team. First Team All American basketball player in 1965. Served with 1st Air Cavalry as company commander. Now, senior vice president of Simmons First National Bank, Pine Bluff, Arkansas.

Donald Grigg, Program Director - Was with 1st Battalion 12th Cavalry (Airborne). Lost leg in combat yet returned for a second tour as a hospital administrator. Earned M.A. in hospital administration, worked with hospitals and medical consulting firm. Was Director of Personnel at University of Arkansas.

ATLANTA

R. Keegan Federal, Jr., Chairman - Served with the Army Signal Corps in Vietnam. Law degree from Emory University. Now Superior Court Judge.

Ron Miller, Program Director - Served with 162nd Aviation (Assault Helicopter) Company. Received degree from Arkansas State. Charter pilot before joining WLP.

BALTIMORE

Mark Treanor, Chairman - Naval academy graduate, served with the 1st Marine Division as rifle platoon commander. Now partner with Baltimore law firm.

David DeChant, Program Director - Spent 31 months in Vietnam as a Marine scout and liaison between military and civilian leaders. Managed restaurant before joining WLP.

BOISE

H. Scott Brown, Chairman of the Board - Served as Commander, Red Horse Detachment I, USAF in Vietnam. Civil engineer with Morrison-Knudsen Co. Advises on construction methods or solutions worldwide. Won 1982 National Governors Association award for distinguished service to state government. Won Presidential Citation for his work as chairman of the Idaho Private Industry Council.

Bernard Fisher, Chairman - Served with 1st Air Commandos, USAF. Sits on Pardon and Parole Board, Idaho. Farmer and pilot. Congressional Medal of Honor Winner.

Max W. Brown, Program Director - Served with 1st Infantry Division in Vietnam. Won two Bronze Stars. Owner of home appliance service business.

BOSTON

Kevin Danehy, Chairman - Was a Marine pilot in Vietnam. Received B.A. from Boston College. Now, Business Manager with Interactive Data Corporation.

Richard Ducey, Program Director - Served with 1st and 25th Infantry Divisions. Holds Associate Degree with honors. Sits on Governors Advisory Commission on Veterans Affairs. Has testified and lectured extensively in the area of Vietnam veterans affairs. Established Boston office of the Military Order of the Purple Heart.

CHICAGO

H. G. "Skip" Smith, Chairman - Was company commander of the 299th engineering battalion. Won two Purple Hearts and a Bronze Star. Earned B.S. from Southern Illinois University. President, Smith, Cantrell and Associates, a commercial real estate firm.

Al Lynch, Program Director - Served with the First Air Cavalry in Vietnam. Won Congressional Medal of Honor. Was Chief of Ambulatory Care at the Veterans Administration Medical Center, North Chicago.

COLUMBUS, OHIO

Gene Watts, Ph.D., Chairman - Army Captain with 509th radio research group in Vietnam. Now Associate Professor of History and a Research Associate for the Study of Crime and Delinquency, Ohio State University. Holds several post-doctoral awards and is a book review editor.

David Aldstadt, Program Director - Flew reconnaissance missions as a sensor specialist with the Army in Vietnam. Has held executive positions in sales and planning analysis.

DALLAS

Pat Haggerty, Chairman - Was with the Mobile Riverine Force with the Navy in Vietnam. Holds M.B.A. from University of Dallas. Is industrial real estate broker.

Thomas Hartin, Program Director - Was a platoon leader with the 1st Air Cavalry in Vietnam. Holds Purple Heart. Earned B.S. from University of Texas. Was real estate broker and home builder.

HARTFORD, CONNECTICUT

Max Patterson, Chairman - Served in Vietnam with the 1st Infantry Division. Earned B.A. and Master's degrees at Michigan State University. Now police chief, Windsor, Connecticut.

Dennis Peaslee, Program Director - Was with 1st Marine Regiment as intelligence scout. Two tours. Founded and was president of Connecticut Advocates for Vietnam veterans. Counseled at vet center.

HOUSTON

Richard Kolb, Chairman - Was radio operator with the 101st Airborne in Vietnam. Works in the field of exploration in the petroleum industry. Free lance author-- numerous articles affirming the integrity of service.

Stan Horton, Program Director - Was Navy Seabee and worked with 5th Marines in I Corps. After Navy he enlisted in Marines, became a pilot and earned college degree in aeronautics.

INDIANA

Ron Layer, Chairman - West Point graduate. Captain, fire support coordinator, 9th infantry division. Purple Heart. Graduated Indiana Law School, now trial lawyer.

John Szczepanski, Program Director - Served in Vietnam as infantryman. Received two Purple Hearts. Earned B.A. from St. Joseph Calumet College, Dean's list throughout. Paralegal.

LOUISVILLE

Ron Ray, Chairman - Served as infantry battalion advisor with the Vietnamese Marine Corps. Graduate, magna cum laude, University of Louisville School of Law. Partner in law firm. Lecturer, University of Louisville School of Law.

Jim Lundgard, Program Director - Served in the Mekong Delta with the 9th Infantry Division. Won Purple Heart. Earned degree from University of Louisville and was sales supervisor for Allan Aluminum.

MINNEAPOLIS

James Main, Chairman - Commissioner of Veterans Affairs, State of Minnesota. Earned M.A. in public administration from the Humphrey Institute, University of Minnesota. Served in Vietnam with the U.S. Navy.

Steven Markley, Program Director - Was a Marine infantryman with the 1st Anti-Tank Battalion and the 2nd Combined Action Group. Wounded. Owner, Markley Farms. Corporate executive with Equico Lessors, a subsidiary of Equitable Life Assurance Co.

MISSISSIPPI

Rhesa Barksdale, Chairman - West Point graduate; J.D. with distinction, University of Mississippi. Served in Vietnam. Won Purple Heart. Now, partner in law firm.

Arlin Ruthven, Vice Chairman - Graduate of West Point and earned M.A. at Georgetown University. J.D. from University of Mississippi Law School. Holds Purple Heart. Corporate attorney.

NEW ORLEANS

Bill Ryan, Chairman - Was a Marine platoon commander. Received three Purple Hearts, legally blind as a result of wounds. Is a businessman and attorney. Develops commercial real estate.

Bob Odom, Program Director - Was battalion level advisor to the ARVN 25th Infantry Division in Vietnam. Won Bronze Star. Since retiring as Sgt. Major has been active in veterans affairs in counselling and job placement.

NEW YORK

William Schmick, Chairman - Joined Marines at 17 and served in Vietnam with the Combined Action Program. Decorated for valor and wounded in action. Wrote an award winning column for the Philadelphia Evening Bulletin while earning his journalism degree. Holds M.B.A. from New York University. Was Fulbright Fellow in Japan. Wrote for FORBES MAGAZINE and is now an institutional broker for Drexel, Burnham, Lambert.

Gene Gitelson, Program Director - Was support platoon leader and rifle platoon leader in Vietnam. Worked in marketing research for Joseph E. Seagrams Company. Directed drug prevention program in South Bronx. Earned M.B.A. with honors from New York University. Was second Vice President of Chase Manhattan and consultant to multi-national corporations. Is guest lecturer at N.Y.U. School of Public Administration and the American Management Association.

NIAGARA FRONTIER (BUFFALO, NY)

Joe Ryan, Chairman - Navy Lt., commanded team of professional divers. Founding partner of National Public Professional Associates, Inc. Degree in labor relations from Cornell University. Brother, Bill, is chairman of New Orleans VLP.

Terry Martin, Program Director - Drafted and served as a translator and information specialist with U.S. Military Command, Thailand. Doctoral degree in Political Sciences from State University of New York at Buffalo. Policy planning and analytical consultant.

NORTHERN CALIFORNIA

John Cummings, Co-Chairman - Served first tour with Special Forces. Was commander of A Company, 4/21st Infantry, 199th Light Infantry Brigade second tour. Wounded. Now an attorney in private practice.

Glen Kendall, Co-Chairman - Served in Vietnam with 196th Infantry Brigade as rifle company commander and battalion staff officer. Holds Master's from Dartmouth College and was White House Fellow. Was Director of Policy Planning for the Environmental Protection Agency. Now President of Terradata, Inc. and Kendall Associates, a consulting firm.

Jeff Wilcox, Program Director - West Point graduate. Was rifle platoon leader and company commander with 101st Airborne Division. Wounded in action; received Bronze Star. Worked with IBM selling computer systems to Fortune 500 corporations.

Vadon 'Mac' McIlwain, Program Director - Served with Seabee team in Vietnam. Received B.A. at California State College, Stanislaus. Early organizer of veterans support and civic action groups. Was Director of Veterans Affairs on several California college campuses assisting veterans interested in post-secondary education and worked with multi-service veterans outreach project in California.

PHILADELPHIA

Chuck O'Brien, Chairman - Was platoon leader with the 9th Infantry Division, airborne and ranger qualified. Lost part of his leg. Taught skiing to handicapped. Climbed Mt. Rainier July 1981. Is an attorney in private practice.

Doug Foster, Program Director - Enlisted in Army at 18, Retired as Major. Wounded in action. Degree in business administration.

PITTSBURGH

Don Bailey, Chairman - Was company commander with the 101st Airborne Division in Vietnam. Awarded a Silver Star and two Bronze Stars. Served two terms in the U.S. Congress and was the most highly decorated Vietnam veteran in the House of Representatives.

PORTLAND

Charles Boardman, Chairman - Earned B.A. with honors, University of California. Received J.D., Northwestern School of Law. Editor of Law News. Practicing attorney. Enlisted, U.S. Army. Re-entered service as a Marine. Two tours. Wounded.

William Briot, Program Director - Aeromedical Evacuation Unit Commander in Vietnam. Won Silver Star and Bronze Star. B.S. from University of Oregon. Was self-employed before joining VLP.

ST. LOUIS, MISSOURI

Jerry Wamser, Chairman - Was a MACV advisor to the 23rd Vietnamese Infantry Division. Worked with Red Cross to help relocate South Vietnamese refugees after the war. An attorney in private practice, involved in variety of civic affairs including a gubernatorial appointment to the Board of Elections Commission, City of St. Louis.

Pat Schommer, Program Director - Army combat medic in Middle East. Founded Veterans Service Center in St. Louis. Chairman of Special Task Force for Veterans Affairs, St. Louis. Was consultant to Department of Medicine and Surgery for VA. Coordinator for training VA's Southeast Regional Medical Education Center.

SAN ANTONIO

John D. Baines, Chairman - A Navy Seabee, founder and president of John D. Baines Properties, Inc., brokers and develops international commercial real estate.

Bill Stensland, Program Director - Naval Academy graduate, after 15 years of active Marine Corps service, Major Stensland retired due to wounds suffered in Vietnam.

SEATTLE

Lee Raaen, Board Member - Served with 2/27 Infantry. Law degree from University of Oregon. Practicing attorney.

Joel Estey, Program Director - Won Bronze Star. Served with 196th Light Infantry in Vietnam.

SOUTH CAROLINA

Bobby Kinard, Chairman - Was a Sergeant with the 3rd TAC Fighter Wing of the Air Force in Vietnam. Graduated from the Citadel and University of South Carolina Law School. Presently in private practice of law. Serves as representative to South Carolina legislature.

Johnston Dantzler, Regional Director - Served with 22nd Infantry in Vietnam. Holds B.A. from Wofford College. Sales representative.

SOUTH DAKOTA

David Volk, Chairman - Served as journalist and photographer with 101st Airborne. Returned to South Dakota and was elected State Treasurer. Has held that post ever since.

Chip Bartron, Program Director - Served in Vietnam with Signal Corps. Paramedic before joining WLP.

SOUTHERN CALIFORNIA

Leo Thorsness, Chairman - Flew 93 missions. POW six years. Ran against George McGovern for Senate seat in South Dakota. Earned Congressional Medal of Honor. Now corporate executive with Litton Industries.

Roland Cinciarelli, Program Director - Retired from Marine Corps as Brigadier General. Real estate investor before joining WLP. Commanding officer of maintenance company in Vietnam.

David Szumowski, Program Director, San Diego - Was tank platoon leader with 11th Armored Cavalry Regiment. Blinded. Graduated Denver Law School. Passed bar in Colorado and California. Was press secretary to Congressional campaign. Was veterans benefits counselor.

SOUTHERN FLORIDA

Max Cruz, Chairman - Was with U.S. Army infantry MCV advisor. Won two Bronze Stars. University of Nebraska degree. Is the Assistant Stadium Administrator, City of Miami.

David Blanchard, Program Director - Served with the 25th Infantry Division in Vietnam. Won Bronze Star. Holds Master's Degree from Hofstra College.

TENNESSEE

Sam Bartholomew, Chairman - Was with the 3rd Squadron 4th Cavalry after graduating from West Point. Was legislative assistant and campaign manager to Senator Howard Baker while earning law degree at Vanderbilt University. Is now an attorney in private practice.

Fred Tucker, Program Director - Enlisted in the Marines at 16. Served two tours of duty in Vietnam. After retiring earned Master's degree in Communications and taught college. Was general manager for Carpet Barn and managed ten stores in three states.

John Furgess, Administrative Director - Served with U.S. Army's Americal Division at Chu Lai and is member of the Tennessee Army National Guard. Holds business degree from Middle Tennessee State University and was a life insurance executive. Writes a weekly column on veterans affairs for local newspaper.

UTAH

Franklin Maughan, Chairman - Was platoon leader, 1st squadron 4th calvary, 1st Infantry Division. Former County Commissioner of Weber County, Utah, and is now in private business.

Bill Galbraith, Program Director - Served with Army Field Artillery as Lt. Col. in Vietnam. Started two vocational training schools in-country for ARVN veterans. Degree in business administration. Was business manager of hospital, purchasing and personnel director of a savings and loan company and now owns a retail business.

VERMONT

Robert E. Rummel, Chairman - Machine gunner with 101st Airborne, wounded in action. President of Robert E. Rummel Construction Company and president of Green Mountain Futures, a development company.

William Fagginger-Auer, Program Director - Served in Navy as operations officer aboard "Franklin Delano Roosevelt." Was director of Project to Advance Veterans Employment (PAVE).

VIRGINIA

Phil Hough, Chairman - Was Navy operations officer and Assistant Senior Advisor and Team Leader in Vietnam. Naval Academy graduate. Master's in public administration from University of Southern California. Consultant to U.S. and European defense industries.

Stephen Brixey, Vice Chairman - Naval Academy graduate. Marine Officer. A-6 bombardier navigator in Southeast Asia. Now executive with Texas Instruments in Northern Virginia.

Carl White, Program Director - Served as advisor to Vietnamese Marines. Retired from Marines as major. Holds degree in broadcast journalism. Was magazine editor and had own publications design and editorial consulting firm.

WILMINGTON, DELAWARE

Kip Becker, Ph.D. Chairman - Was helicopter pilot with 119th Assault Helicopter Company in Vietnam. Holds two master's degrees, a doctorate and is working on a third master's degree in computer sciences. Is Assistant Dean of Behavioral Sciences and M.B.A. coordinator, Wilmington College.

Wayne Hanby, Program Director - Served with 2nd Battalion 3rd Marines. Lost an eye and a hand in combat. Was a Justice of the Peace for the State of Delaware.

VIETNAM VETERANS LEADERSHIP PROGRAM
National Advisors

ROY ADAMS

Served with 101st Airborne as infantry platoon leader and assistant operations officer. Is now Special Assistant to U.S. Senator Jeremiah Denton (R-Ala.).

FRANCIS GUESS

Served with 1st Infantry Division. Received Master's from Vanderbilt University. Is Commissioner of the Department of General Services for the State of Tennessee. Past president of Tennessee Council of Urban Leagues.

GRACE-MARIE McALISTER

Air Force staff sergeant in Vietnam. Selected to crew aboard Air Force One and flew for three years. Holds Master's degree in business administration. Currently is Administrative Officer for National Security Affairs, Office of the Vice President and Staff Security Officer.

JAMES McCLOSKEY

Was an advisor in Vietnam assigned to 1st Marine Division. Now a major in Army Reserves. Wounded. Earned a Master's in finance. Teaches at LaSalle College and is economist with the Department of Commerce, City of Philadelphia.

JOCK NASH

Was a Marine platoon commander in Vietnam. Holds a law degree from Georgetown University and is chief counsel and staff director of the Subcommittee on Regulatory Reform, Judiciary Committee of the U.S. Senate.

LUIS SANZ, M.D.

Was medic with 29th Evacuation Hospital. Graduated college in three years and finished medical school at the top of his class. Now full-time faculty member at Georgetown University and maintains private obstetrics and gynecology practice.

GEORGE SKYPECK

Wounded several times in Vietnam after enlisting in Army. Became an officer without college degree. Later earned Master's from University of Massachusetts. Is an artist who has exhibited throughout the country.

WILLIAM VOGT

West Point graduate, M.B.A. Cornell University. Earned bronze star with Army Medical Service Corps. Defense analyst. Wrote Veterans Day editorial for WASHINGTON POST "Don't Turn Vietnam Veterans into Another Welfare Constituency."

JAMES WEBB

A Marine company commander, twice wounded in Vietnam. Earned law degree at Georgetown University and was counsel to House Veterans Affairs Committee. Taught poetry and the novel at the Naval Academy. Best selling author: FIELDS OF FIRE and A SENSE OF HONOR.

JOHN P. WHEELER III

Took leave of absence from legal practice to serve as first national director of WLP. Graduated from West Point as Distinguished Cadet, earned M.B.A. from Harvard and graduated with honors from Yale Law School. Chairman of the Board of the Vietnam Veterans Memorial Fund. Originator of THE WOUNDED GENERATION and author of numerous articles about the leadership role of the Vietnam veteran.

ACTION
VIETNAM VETERANS LEADERSHIP PROGRAM

THOMAS PAUKEN, DIRECTOR, ACTION

Enlisted in U.S. Army and served in Vietnam as a Province Intelligence Officer and Senior Analyst for Strategic Research and Analysis. Graduated from Georgetown University and received law degree from Southern Methodist University. Was an attorney in private practice in Dallas, Texas.

EDWARD TIMPERLAKE, NATIONAL DIRECTOR, VWLP

An Annapolis graduate and Marine F-4 pilot, earned his M.B.A. at Cornell University. Timperlake headed a team under contract to the Office of the Secretary of Defense analyzing the national security balance between the Soviets and the U.S. before becoming Deputy Director of the VWLP in October 1981. Now National Director, VWLP.

WILLIAM JAYNE, NATIONAL DEPUTY DIRECTOR, VWLP

Marine rifleman wounded at Khe Sanh during Tet offensive. Received B.A. with honors from University of California at Berkeley. Was Director of Information at Associated General Contractors of America before becoming National Deputy Director of VWLP.

KENNETH MOOREFIELD, NATIONAL DEPUTY DIRECTOR, VWLP

First served as advisor to a South Vietnamese infantry battalion. Second tour as a company commander with 9th Infantry Division and aide-de-camp for 25th Infantry Division commander. Returned to Vietnam as the Special Assistant to the U.S. Ambassador and managed the evacuation of refugees from Ton Son Nhut Air Base during the fall of Saigon. Served with the Foreign Service as Science and Technology Attache at American Embassy in Caracas, Venezuela. Worked in private sector as international business consultant.

JERRY E. YATES, Associate Director for Employment (on loan to VWLP from VA)

Served with Korean Military Advisory Group in Southeast Asia. Earned Master's degree from Western Michigan University. Worked for Veterans Administration in four midwestern states before coming to Washington to work in Executive Development and Training Service. Founder of first two national weekend tributes to Vietnam veterans in West Virginia.

MARCIA LANDAU, MEDIA DIRECTOR, VWLP

Fundraising and public relations consultant for a variety of clients including Playboy, William R. Hearst II, Aerospace Education Foundation and Arizona State. Co-authored book on holistic health care.

VALERIE WHEELER, ADMINISTRATIVE ASSISTANT, VLP

B.E. degree. Served with the Peace Corps in Ethiopia. Reservist for Army Civil Affairs Company in Riverdale, Maryland, for three years. Taught high school and college students in New England before coming to Washington, D.C.

DAVID HUFFMAN, PROGRAM PLANNER, VLP

Marine rifleman in Vietnam, blinded when booby trap detonated. A high school dropout before serving in Vietnam, Huffman is the first blind student to graduate from Delaware Law School. Member of Pennsylvania Bar. He is pioneering an innovative effort to train and place severely disabled veterans in worthwhile employment.

JOHN FALES, SPECIAL ASSISTANT TO THE DIRECTOR OF ACTION

Served with Marines. Blinded in combat. Was employment Director at Blinded Veterans Association. Columnist.

REPRESENTATIVE ACTIVITIES

Various WLPs around the country have accomplished the following:

- ° identified and/or placed over 1,500 jobs for veterans
- ° hosted major recognition events in which Vietnam veterans were presented in a healthy light that emphasizes their continuing contribution to our society
- ° focused on assisting Vietnam veterans in small business development
- ° staged health education seminars
- ° working to destroy the false stereotypes of the Vietnam veteran as anything from a drug-crazed killer to a guilt-ridden victim

*Baltimore WLP organized and directed on behalf of the Mayor's office a highly successful July 4 tribute to Vietnam veterans, especially the 410 citizens of Baltimore who gave their lives in the Vietnam War. Over 5,000 (some estimates range to 10,000) attended the day-long event which included a parade, ceremonial tribute, entertainment and presentations by both the Mayor of Baltimore and the Governor of Maryland. Press coverage of the event reported favorably on the focus of the salute: The city should be proud of its Vietnam veterans and lend a hand to those still experiencing problems related to their service to the nation. Events such as this--repeated or planned by almost every WLP--are designed to reach out to veterans in the places where they live and work and encourage them to build on their pride in service to work through their problems.

*San Antonio WLP has taken the lead in raising funds to support athletic events for wheelchair-bound Vietnam veterans.

*Tennessee WLP (a "double" program) has identified over 150 jobs for which Vietnam veterans will receive head-of-the-line application privileges, enlisting the support of major employers such as WSM, Inc. (the Grand Ole Opry) and Vanderbilt University. It took the lead in rededicating Nashville's Memorial Bridge in honor of local veterans of both the Korean War and the Vietnam War.

*Wilmington (Delaware) WLP has acted as a catalyst for the development of a cooperative year-long event to be called "Vet Info '82." WLP volunteers and contacts are playing a key role in the three-phase program intended to make unemployed veterans "job ready" and then place them in productive career opportunities.

*Philadelphia WLP has focused on developmental activities including securing private funding sufficient to support an expanded program.

*Phoenix WLP staged a luncheon hosted by the majority leader of the Arizona House of Representatives at which the program was presented to members of the boards of major industries in the state and their cooperation sought for projects to aid Vietnam veterans. Through the efforts of the program, a school for training refrigeration mechanics has offered a scholarship for a Vietnam veteran.

*Albuquerque WLP has initiated a "Profiles in Courage" public education campaign that highlights the contributions of New Mexico Vietnam veterans in civilian life. The project director was tapped by the Governor to manage New Mexico's participation in last November's National Salute to Vietnam Veterans.

*Chicago WLP, utilizing the expertise and talent of its volunteers, has developed a series of seminars in entrepreneurship that are being presented for Vietnam veterans at local junior and community colleges. The program, with the support of the Mayor's office, dedicated a memorial to Vietnam veterans in downtown Chicago.

*Hartford WLP has established contact with a major employer--Aetna Life and Casualty--that ensures qualified veterans will receive competitive consideration along with other applicants having special needs. Hartford WLP is building on this success to secure similar cooperation from other employers.

*Houston WLP has been successful in developing contacts with employers and has spoken to over 700 veterans, identified job opportunities for hundreds of Vietnam veterans, and directly referred 231 Vietnam veterans to job interviews. In addition, the program has provided information to veterans from other parts of the country who are considering moving to the Houston area.

*Northern California WLP (a "double" program) has begun a major public education effort consisting of presentations to business and civic groups.

*St. Louis WLP has made 236 job placements and has laid the groundwork for an emergency food distribution center to aid veterans and their families.

*Seattle WLP has taken the lead in the development of a telephone information service for veterans and has established a temporary employment service for needy veterans.

*Southern California WLP (Los Angeles and San Diego) established a network of professionals (e.g., attorneys, accountants, a dentist, etc.) who provide limited pro bono services to veterans. Program volunteers are also focusing on job identification and placement.

*Vermont WLP has taken the lead in coordinating existing veterans services, especially the many isolated community-based organizations seeking to aid veterans in Vermont. The program co-sponsored the Vermont Vietnam Veterans Memorial which was dedicated in October.

*New York WLP (a "double" program) completed an extensive survey of 60 persons working in the area of veterans services to determine the greatest needs of Metropolitan New York City veterans and to gain guidance on the best methods of addressing those needs. Program volunteers are working to enhance the outreach capability of New York area VA Vet Centers.

*Arkansas WLP has established contact with several manufacturers in the state, to facilitate the employment of Vietnam veterans.

*Columbus (Ohio) WLP is working closely with the U.S. Small Business Administration to establish a Veterans Business Resource Council in Ohio.

*New Orleans WLP coordinated participation by Louisiana veterans in the National Salute to Vietnam Veterans in November and has begun implementation of a coordinated job opportunity program for veterans. The highlight of the effort so far was the staging of a training workshop and seminar for veterans in the job market. The program is also implementing an effort to improve small business opportunities for veterans. It has also taken a leadership role in fundraising and providing support such as a Christmas party for the Volunteers of America's Nursery for Abused and Neglected Children.

*Niagara Frontier WLP (Buffalo, New York) has been very active in establishing the WLP as part of a community effort to resolve the serious unemployment problems in the area. It has obtained a grant of \$22,165 from the Buffalo and Erie Private Industry Council to help long-term unemployed veterans find jobs and formed an eight-county Advisory Board of community leaders and veterans' advocates. The program provided a majority of the volunteers needed to man phone banks and information booths as part of a live, televised Job Fair organized by the Taft Broadcasting company and coordinated participation of a delegation of 50 area veterans in the National Salute to Vietnam Veterans.

*The South Carolina WLP has established a career development program intended to track, over a long term, the progress of individual veterans in employment and psychological adjustment.

The remaining active WLPs have begun operations within the past few months and are concentrating on organizational activities and liaison with existing agencies.

FRANCHISING

FRANCHISING

On November 29, 1982, in response to a growing realization among the WLP offices throughout the country that there existed some unique opportunities in the small business field which could provide exciting opportunities for unemployed and underemployed Vietnam veterans, an economic development initiative was launched at the national WLP office with the goal of creating Veteran-owned small businesses wherever possible. It is perceived that these small businesses would serve in the short run to provide employment opportunities and in the long run to act as stable bases for management training from which additional ownership opportunities could be realized. It has been further perceived that there are three key elements to the success of this economic initiative:

- 1) Identification of sources of small businesses
- 2) Identification of sources of qualifiable veterans
- 3) Identification of sources of financing

With regard to the sources of small businesses, our attention has focused primarily upon nationally successful franchising corporations for several good reasons. First, the franchising sector of the economy is reasonably projected to expand 1983 sales by 13 percent over 1982, a noteworthy achievement during difficult times. Second, as a matter of course, franchising corporations provide their franchisees with a high degree of training in their particular system, training which is positively effected by the Veteran's own leadership capabilities. Third, all things being equal, national franchisors can generally establish their small business units with a lower cost and a higher potential for success than can the independents.

Accordingly, the WLP has been systematically surveying the national franchising corporations with a view toward identifying those who have the ability and desire to assist in establishing Veteran-owned small businesses. To date, communication has been established with over fifty such franchisors, and with few exceptions, the responses have been very favorable (see attached letter).

With regard to the sources of financing for Veteran-owned small businesses, the WLP is vigorously exploring several possible approaches. The first approach involves the use of SBA licensed Small Business Investment Companies with investment policies dedicated to Veteran-owned businesses. We know of one such company which has been formed and capitalized and awaits only SBA approval.

The second financial approach also involves the SBA and depends upon access to funds budgeted for Veterans use.

The third financial approach involves the use of corporate financing initiatives in the private sector, and the fourth approach involves the generation of individual investment capital in the private sector. All of the foregoing approaches are being developed carefully and thoroughly.

With regard to the sources of small business entrepreneurs, the national office of the WLP has been working closely with the outreach and vocational rehabilitation departments of the Veterans Administration, and a total of eighteen Vietnam veterans have been interviewed to date. All of these referrals have been Vietnam combat veterans, and most have disabilities which would not preclude them from ownership or management of most small businesses. All are unemployed or underemployed and all major branches of the service have been represented. Of these referrals, fifteen are considered to be qualified for various levels of small business management given standard or slightly higher levels of training ordinarily provided by franchisors.

It is the immediate goal of the WLP to establish in the Baltimore-Washington area a prototype small business unit owned and operated by previously unemployed and underemployed Vietnam veterans. It is the long-range goal of the WLP to expand from that prototype with the cooperation of as many franchisors as possible to the establishment of Veteran-owned businesses throughout the country where WLP operations are established. It is perceived that these small business units can serve not only as a stable source of employment for Vietnam veterans, but also as an ongoing training ground for future veteran managers and owner-operators. In view of the progress made to date, it is felt that these goals are achievable.

February , 1983

Dear :

On the eve of Veterans Day, 1981, President Ronald Reagan launched the Vietnam Veterans Leadership Program (VLP) and thereby recognized the country's Vietnam veterans as a national leadership resource.

Today, just over one year later, the VLP, with offices in cities across America, is working through veteran volunteers and project directors to meet the specialized needs of Vietnam veterans in each community.

One of the areas which all project directors and this office have recognized and ear-marked for special attention is the establishment of Vietnam veteran-owned small businesses, and I am directing that every effort be made during the coming year to accelerate that process. Already a special section of the VLP's national office has been established specifically to assist and coordinate the efforts of local offices in identifying and maximizing small business opportunities for Vietnam veterans nationwide.

As a recognized leader in your field and in the creation of small businesses, your support for this effort would be a significant factor in the success of the program. It is probable that in the near future regional and local executives in your organization will be contacted by the appropriate VLP offices with a view toward exploring areas of mutual benefit, and I would hope from the outset to be able to count on your support and its reflection throughout your organization.

Your reply in support of the Vietnam Veterans Leadership Program, as a positive means of introduction among our staffs, will go a long way toward helping veterans to help themselves.

Sincerely,

Thomas W. Pauken
Director

Enclosures (3)

1. PARADE Article
2. U.S. NEWS & WORLD REPORT Article
3. VLP Pamphlet

Companies Contacted to Date

Companies Responded to Date

1. Southland Corporation	Yes
2. McDonalds Corporation	No
3. Marriot Corporation	Yes
4. Kentucky Fried Chicken	Yes
5. Popeye's Famous Fried Chicken	Yes
6. The Program Store	Yes
7. Subway Incorporated	Yes
8. Dunkin Doughnuts	Yes
9. Big 'T' Family Restaurants	No
10. Topsy's	Yes
11. MAACO Enterprises	Yes
12. A & W Restaurants	Yes
13. Dairy Queen	No
14. Doktor Pet Counselors	No
15. Kampgrounds of America	Yes
16. Ziebart Rustproofing	No
17. Hardees	Yes
18. AAMCO Transmissions	Yes
19. Swensons Ice Cream	No
20. Burger King	Yes
21. Radio Shack	No
22. Wendy's	No
23. Manpower Inc.	No
24. Taco Time Inc.	Yes
25. Church's Fried Chicken	Yes
26. Bresslers 33 Flavors	No
27. Hickory Farms	No
28. Baskin Robbins	No
29. Krispy Kreme Doughnut	Yes
30. Pier I Imports	Yes
31. A to Z Rentals	No
32. Postal Instant Press	No
33. Roto Rooter	Yes
34. Speed Queen	No
35. Pop-Ins Maid Service	No
36. Serv Pro Industries	No
37. Lawn Doctor	No
38. Superlawns	No
39. Merry Maids Inc.	No
40. Service Master Industries	No

subway development corporation of washington

February 10, 1983

Mr. S. Patrick Gilstrap
Vietnam Veterans Leadership Program
806 Connecticut Avenue, NW Room M-600
Washington, DC 20525

Dear Pat:

It was a pleasure meeting with you last week and I must say that the Vietnam Veterans Leadership Program should be proud to have such a fine individual representing their cause.

As I told you at our meeting, I am most excited about Subway's participation with the VVLP. There are many characteristics present in the Vietnam Vets that makes a joint program exciting. The dicipline and leadership abilities exhibited by the soldiers in Vietnam will go along way in helping to develop the type of management skills that are important to the successful small business entrepreneur today.

As you are aware, we currently have 35 stores operating in the Washington area with considerable numbers of new units scheduled to open in 1983. Nationally, we are operating in 28 states with over 280 stores. We were recently voted the number one sandwich chain by Entrepreneur Magazine. However, even though we are number one, we are just about to enter our greatest growth period. That is why it is so fortunate that Subway and the VVLP will be teaming up at this time.

I currently have a number of areas open for development and would gladly commit to working side by side with you in matching members of your organization with Subway Units. In addition to new areas open for development, we also have some units available for resale. However, whether it be new or resale, I am confident that our respective organizations will be able to accommodate each others needs.

With regard to a national program, I have spoken to Fred DeLuca, the general manager of Subway, who expressed great excitement in working with your group. There are a number of different possibilities for creative financing programs within our organization, such as equipment leasing; however, these possibilities will have to be approved by Mr. DeLuca.

In short Pat, if you are looking for a company that is excited about and committed to working with your people, "you've got it."

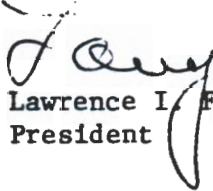
Mr. S. Patrick Gilstrap

February 10, 1983

Page 2

I am looking forward to hearing from you soon, so that we can get to work. As I suggested earlier, the Andrews Air Force Base store might be a great place to start. The business opportunities for the Vets, as well as the public relations would be exceptional.

With Warmest Regards, I remain,


Lawrence I. Feldman
President

LIF/pjm



February 15, 1983

Mr. Edward Timperlake, Director
Vietnam Veterans Leadership Program
Action
Washington, DC 20525

Dear Mr. Timperlake:

In response to your letter of December 28, 1982, to Mr. Donald R. Mucci, who is Sr. Vice President in charge of Development for this corporation, I would like to express to you this corporation's support for the Vietnam Veterans Leadership Program and the work which it has undertaken. It is my understanding that Don has already talked to a member of your organization, with respect to the financial programs presently available to existing and prospective franchisees of this corporation's Hardee's restaurant concept. These programs may or may not be of assistance to any of this country's Vietnam veterans.

However, one of my functions, as Vice President in charge of Franchise Development for this corporation, is to help combine the talents of groups of individuals to produce in the aggregate a candidate qualified to become a franchisee of this corporation. This may involve combining an individual or individuals with management talents with investors producing ownership in all participants. In that regard, I will be more than happy to receive the applications of any Vietnam veteran possessing either management talents or financial resources.

One of the individuals on my staff with whom applicants work is George Samaras, himself a veteran of the Vietnam Conflict. George, I am sure, would take a keen interest in working with any candidates that could provide us with any of the ingredients needed in forming the business combination of which I speak.

Mr. Edward R. Timperlake
February 15, 1983
Page 2

If my proposal is of interest to you, please feel free to direct to my attention any individuals who would have an interest in a program such as I have described. We will be more than happy to supply them with materials describing this corporation and its franchise program and the appropriate forms for application. Please be assured that any Vietnam veteran making application to this corporation as a franchisee will receive prompt and sincere attention. Please let us hear from you.

Sincerely,

HARDEE'S FOOD SYSTEMS, INC.



Douglas M. Kinney
Vice President
Franchise Development

DMK/jd

cc: Mr. Jack A. Laughery
Mr. Donald R. Mucci
Mr. John Merritt
Mr. George Samaras

3423/DMK/214