

DISPATCHES

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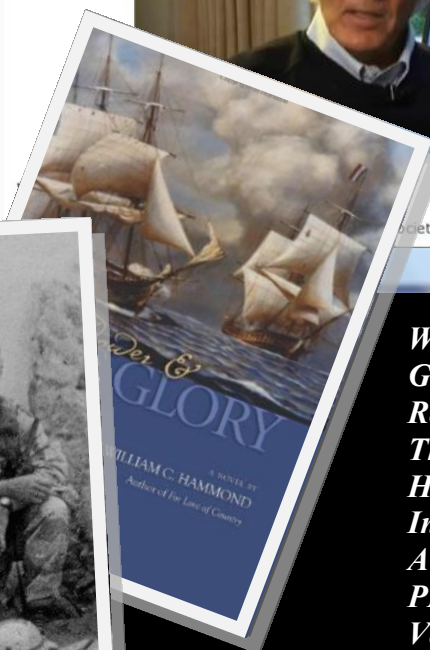
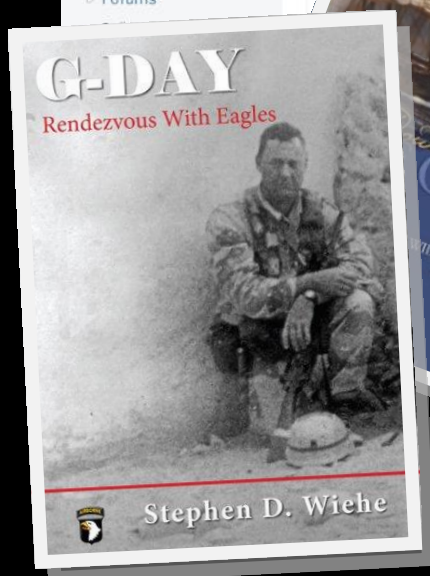


January 2012

NEW WEBSITE, NEW DISPATCHES

Jack Woodville London

MWSA 2011 Author of the Year Welcomes Visitors to MilitaryWriters.com



William C. Hammond—Author of the Month
G-Day Rendezvous with Eagles —Book of the Month
Research: The Rule of Three by Blaine Pardoe
They Called Me Barbie by Michael Benton
History of Military Mom Talk Radio by Sandra Beck
Incoming Doc! - by Ron Carmada
A Roadmap for Self-Publishing by John Nevola
PM Lessons from History: The Jeep by Paul Bruno
Veteran Family Network by Connie Beesley
Taking My Place Again by Joe Fabel
Twice Bitten, But Not Shy by Nancy Yockey Bonar
Cora: Summer Wind by Bob Stockton
In the Ranks by Charles Bailey

YOU'VE EARNED YOUR STRIPES.
NOW GET THE BADGE.

70% of Americans prefer to purchase from a veteran-owned business vs. one not owned by a veteran, so simply letting consumers know you're a military veteran can help your small business grow.

The Veteran Owned Business "Badge" tells consumers that you're part of this elite group. Join your fellow 3 million veterans who own a small business. Get registered.

Get your badge at www.BuyVeteran.com

Membership costs only \$1.99 per month. MWA member receives a 50% discount. Use promo code: MWSA

"BuyVeteran" and the "Veteran Owned Business" Badge are part of a nationwide awareness campaign run by HVCBA, the National Veteran-Owned Business Association. Survey conducted by eSifted.com for HVCBA in December 2009 of over 100 American consumers of identified buy veterans.

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BuyVeteran.com

Everybody has a story to tell
--Let me help you get it told--
I can help you "jump-start" your ideas.

E. Franklin Evans
Author of
Stand To...A Journey to Manhood

- Memoir, Combat Experience, Historical Fiction or Nonfiction, Mystery, Romance
- Want to publish it? Traditional or POD?
- Want to share it with others? Just for family or friends?

email: Journeyman47@yahoo.com or phone: 706-324-1898

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Does your literature need "Hawkeyes"?

From the Editor...

Hi everyone,

Welcome to our first issue of *Dispatches* for 2012. We have a new website — and a new way of reading and using our monthly magazine, *Dispatches Online*. This is as a result of a suggestion last year by one of our members that we create a version of our magazine that could be used by those who had submitted articles or who are featured in each volume for social networking purposes. It has taken over a year to create, but we did it and we are very proud of all of our members who have participated in this product. I hope you will be too when you read their submissions. We will continue to publish the PDF version as long as our members find them of value.

As some of you know, I will be stepping down as President of MWSA at our late September conference in Dayton. We have grown much in the few years I've been working with you all, but it's time for fresh ideas on the way to achieve our vision. To that end, we will be holding elections starting the middle of August and concluding at the conference. Voting will be on www.militarywriters.com. If you are interested in running for office, please contact me and toss your hat in the ring. Up for grabs are four officer positions and four board members. By charter, I will serve on the board for the term after my term as president to ease transitions and help maintain consistency. We will need folks to step up to the plate for other activities as well -- these include someone to be the Senior Editor for *Dispatches*, someone to plan the conferences, etc. We will be out there drafting people as well. Even if you only have a little time to offer, we surely have something that you can do that would further the organization's goals.

Website Have you logged onto our new site and are looking around? We hope this will be our center for community, education, sharing, and networking. I'm thrilled with our 2011 Author of the Year, Jack Woodville London's introduction.

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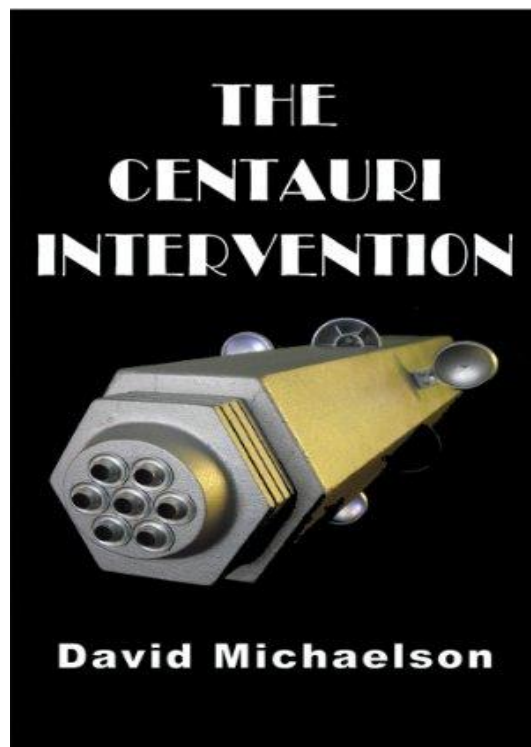
(Continued from page 2) **Faulkner, Editor**

Many thanks to Tim Bishop for helping us bring this welcoming little video to life. Also, this new site is the result of many hours of work by Dr. Chris Wyatt -- professor of writing at Robert Morris University, screenwriter, script doctor, and technology expert.

Note that I have brought over many of the postings from the old site, but I've got many of the oldest reviews yet to do. Please be patient, it's an enormous job.

For next month, if you haven't introduced yourself to the organization, please submit a short piece about yourself, your background, and your work. We love getting to know you. To do that, log on to our new site and go to "Add Content" and "Article." Select "*Dispatches*" and then write your piece. Don't forget to put your Amazon ASIN for your book into the slot we have provided for it. We love photos of you as well. Only you will be able to see it and edit it until the publication date.

Joyce Faulkner, President of MWSA
MWSAPresident@gmail.com



MWSA Robert Doerr Winter Reading List

Dispatches Staff

Joyce Faulkner — Editor
Mike Mullins — Columnist
Charles Bailey—Cartoonist
Joyce Gilmour—Columnist
Marcia Sargent—Columnist
Dwight Jon Zimmerman—Columnist
Jim Greenwald—Columnist
Bob Doerr—Columnist
Jack Woodville London—Columnist
Nancy Yockey Bonar—Copy Editor/Contributor

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Fighter Pilot Lessons For Life



Fighter Pilot Rule #8: Expect the Unexpected

The unexpected that is anticipated is a contradiction but aviators know its importance.

On a day of such crappy weather -- even the seagulls stayed grounded on the grass between the runways -- Col. Sullivan turned for takeoff from Runway 7 at MCAS El Toro. Pushing forward the throttle and kicking in the afterburner, he lifted off from the surly bonds of earth into a flock of seagulls startled by the decibels of an F-4 turbine.

Three hundred seagulls funneled into a jet engine were a problem of compressibility. Blood and feathers, guts and bones don't pack well into the relatively small space of a Phantom's engine.

With one turbine destroyed and unsure of the damage to the other, the colonel looked at the land near the base. If the jet stopped being able to fight gravity and he had to jump out, the hunk of steel and explosive jet fuel would twist and burn into homes, schools and/or stores. Not a good option.



Marcia Sargent
Award-winning
Author of "Wing Wife:
How To Be Married To
A Marine Fighter Pilot,"
Chair of MWSA Blog,
MWSAMember-

Good pilots make good decisions in the worst of circumstances. He pointed his radome south and flew the crippled bird with its many mangled birds to Yuma, Arizona, where he managed to land safely.

The CO of the squadron appreciated the decision to divert, preventing a potential public relations disaster. He also appreciated the skill of the pilot in preserving a valuable piece of machinery. Engines could be replaced. A plane crashed and burned was unrecoverable.

Yuma, the day Col. Sullivan landed, had a high of 105-degrees. Yuma registered 105-degrees the next day, too. The plane, with its multiple bird strike, FODded engine, sat on the flight line in the heat for two days.

Then the maintenance officer, Snatch, flew to the desert to inspect the extent of the damage to the engine.

The guys in Yuma working on the tarmac were happy to see him. A wide area had been cleared around the colonel's aircraft. No one wanted near the miasma of gull guts rotting in the gutted turbine blades.

Neither did the hapless maintenance officer.

Snatch got the guts. Col. Sullivan the glory.

Col. Sullivan only experienced one bird strike incident in thousands of hours of flying high performance aircraft, but he had thought about the possibility of losing an engine, talked about it, and flew the simulator many times practicing procedures if it happened. When the seagulls flew into the path of his plane, he knew how to handle it.

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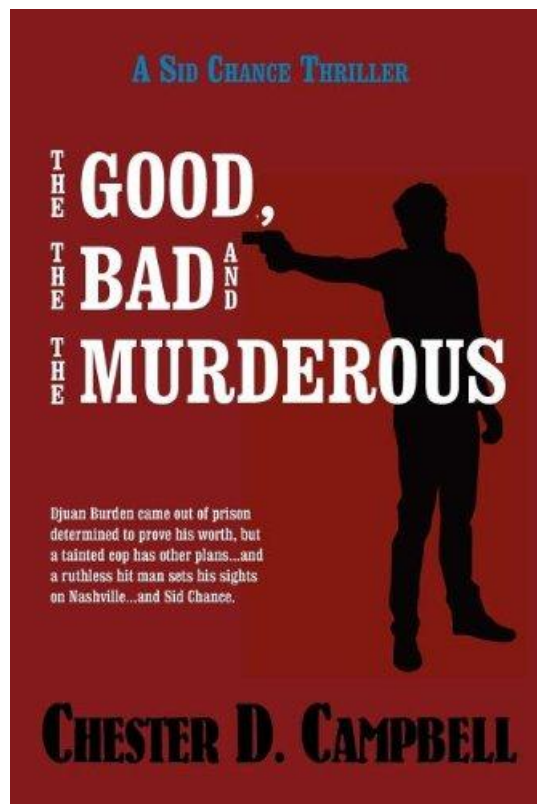
(Continued from page 4) *Sargent*



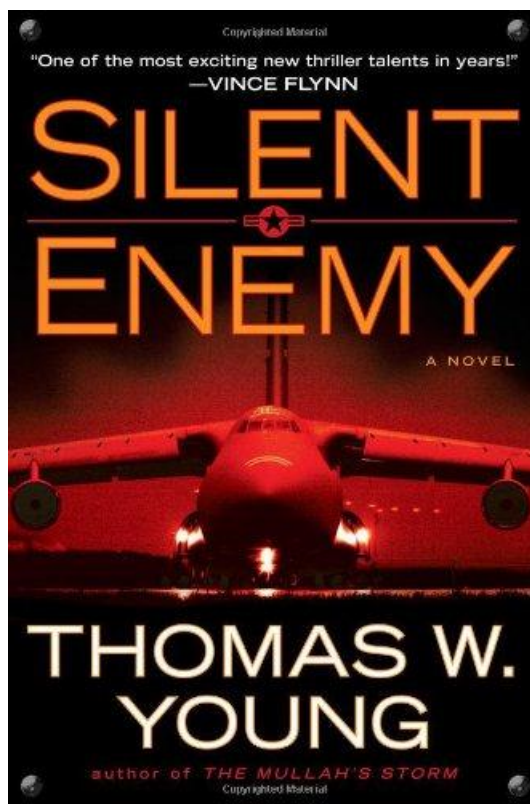
In our lives, we also take off everyday into the clouded sky of life, never knowing when the unexpected will hit and shred our turbine blades. Planning ahead, thinking about different scenarios with out spouses, our children, our homes, ourselves helps us deal with the emergencies. My experience has been that the emergencies are never those I expected, but I had trained myself to deal with small disasters with calm and friends and by acquiring information wherever I could.

How do you deal with the alternator going out on your car or the water heater leaking all over the garage? That may tell you whether you will be able to be calm and supportive if your daughters are in a car accident on the other side of the country and one has a traumatic brain injury; or your husband's father dies while on vacation with you; or you face serious illness? I wish for all of you that you never have to deal with anything worse than a backed-up toilet, but it doesn't hurt the think about the way you would deal with disasters if they come your way.

<http://www.marciaajsargent.com>



MWSA Robert Doerr Winter Reading List



MWSA Robert Doerr Winter Reading List

A Roadmap For Self-Publishing

by John E. Nevola

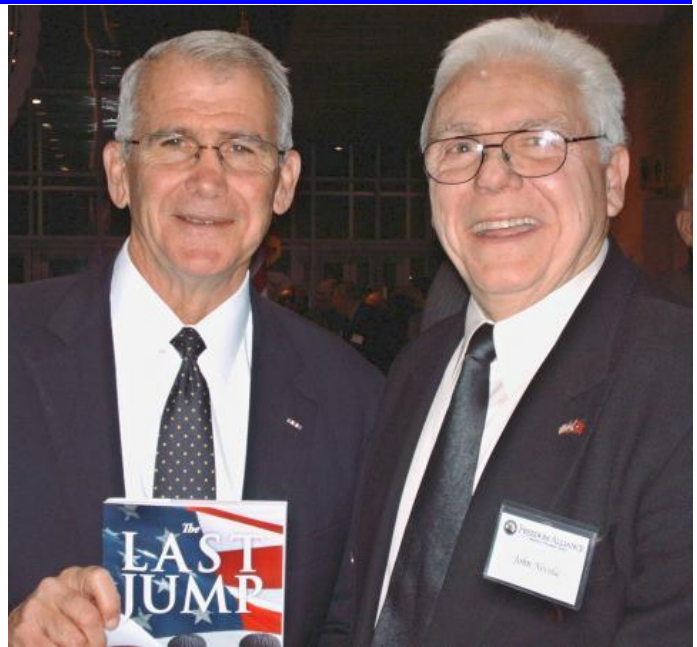
So you're done with your manuscript and perhaps even tried to get an agent or publisher to read your work to no avail. And now you've decided to self-publish and are wondering what pitfalls await you and perhaps how you might do this without having to pawn your engagement ring or your Mickey Mantle rookie card.

This roadmap will help guide you through the minefield based on my hard-learned lessons in self-publishing *The Last Jump*. It is by no means a comprehensive "cook book" for self-publishing and it's certainly not a "Self-Publishing for Dummies" -style article. It simply points out where I stepped on a mine and what I will or will not be doing the second time around. I'll provide some references at the end of the article should you choose to delve into the life of an indie author and the art of self-publishing more deeply.

Let's get started.

Bigger is not Better Mistake number one for me was assuming a bigger book would provide a greater value for my readers. The fact that it would be more expensive to produce (and thus carry a more expensive cover price) eluded me. I was compelled to reduce my manuscript by 20% to get the book into a reasonable price range. As you know (or will find out), taking words OUT of your manuscript is the hardest thing you will ever have to do as an author. In my case, it was a blessing in disguise as the reduction revisions tightened up the plot and improved the flow of the story. But it took forever. So try to keep it tight and do it right the first time.

Professional or Personal Editing If all you ever wanted out of life was to see your name on the cover of a book, then you can let Aunt Bertha edit your masterpiece. But if you have any ex-



The author with Oliver North

pectations of getting good reviews or perhaps getting mentioned in a book contest, you had better take the editing task more seriously. This problem is unique to self-published authors as traditional publishing houses provide editing services for their writers. So the final quality of your book is squarely on you.

Your worst enemy in this effort will be yourself as you become impatient to see your book published and tend to rush through this final but critical stage on getting your book out there. Professional editing can be expensive but the final product will indeed make you proud. And if you look hard enough, you may find people who discount their prices for any number of reasons (to get started in the business, a college student, a fellow member of the Military Writer's Society of America, etc.), which can save you some money when compared with "professional" book editors. And since few or none guarantee their work, it may be worth a shot to take a chance on a hungry unknown.

What did I do, you ask? I had six close relatives read and edit my book. They found hundreds of

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errors in punctuation, grammar and spelling (spell check does not flag the correct spelling of a wrong word). Then we published. Some friends who read the book flagged another seventy errors. The publisher required a hefty "reblocking" fee to make corrections after publishing. We paid that fee and republished. Then some other "friends" found another forty errors and we paid the fee once again. I think we finally have a credible book on the market although my relatives are no longer considered "editors" nor are they even close anymore.

Selecting a Publisher To avoid confusion, let's define how the term *publisher* is used here.

The *traditional publisher* dominated the field until just a few years ago. They are extremely business oriented and therefore very selective in the manuscripts they choose. They tend to favor established authors. This is because they take all the risk as well as the lion's share of the profits. Only they could afford to print ten thousand copies of a book at the same time to enjoy the economy of scale. However, Print On Demand (POD) technology has altered the landscape. An average size book can now be printed and bound along with its cover in about a minute. Large print runs are no longer necessary to produce a cost-effective book. If you're a client of one of these traditional publishing companies, you're in the wrong article.

Pure *self-publishers* do everything themselves including editing, formatting the book, cover design, printing, distribution, marketing and retail sales. This requires great skill and an "insider's knowledge" of the industry. This article is also not for you.

The third choice is the *subsidy publisher*, also known at one time as the *vanity publisher*. These companies provide all the services of a traditional publisher for a fee. They are capable of doing all of the specialized tasks required to build, print and distribute a book. There are literally dozens of these companies and they all have different business models which translate into different pros and cons for the author. The use of the term

publisher in this article refers to the *subsidy publisher*. So which one should you choose?

Books have been written on this topic and I've offer references* at the end of this article for the ones I felt most helpful to me. For now, here are the most important points to consider.

- You want to retain all the worldwide rights to your work
- The publisher should allow you reasonable options to price your own book
- Cover art for the book cover should be included
- They should be able to provide an eBook version in multiple formats

We'll talk a bit more about marketing later on, but you should know your two biggest expenses will be your up-front publishing package fee and your editing services. They all also try to hose you for as much "revenue" for marketing add-ons as they can squeeze out of you.

Pricing Your Book If you are solely publishing an eBook, skip this section. You already have total control over every element of your book from cover to format to pricing. However, if you are also publishing a traditional book, hang in here.

Before your price is printed on the book cover, some publishers will offer a choice of what's called the *retail discount*. Typically, they will let you choose some percentage between 20% and 40%. This represents the percentage the bookstore can discount the book and still make a profit. Therefore, the higher the discount, the higher the book must be priced. And you will be told bookstores will not handle any book with a *retail discount* of less than 40%. You will also be told you need to purchase a *returns guarantee* to cover the cost of unsold books.

Don't do it!

First of all, the publishing world is undergoing a huge metamorphosis driven by POD technology

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and the emergence of online eBooks. Large publishing houses are losing their clout and bookstores are going out of business left and right. What you need to do is take the lowest retail discount allowed to keep the price of your book as low as possible. You're competing with other books and you want as much price advantage as you can get. Don't be bullied into the larger retail discount just to be in bookstores. Not being in traditional bookstores won't matter. My book, *The Last Jump - A Novel of World War II*, is available online in hard and softcover versions as well as an eBook. Seventy-five percent of my sales are for the Amazon Kindle. So, focus on getting (a) the lowest price and on (b) the online buyer. You won't be sorry.

One final thought. You can still get your book in local bookstores with a 20% retail discount. Local bookstores may be interested in stocking your book, having book signings and capitalizing on the notoriety of a local author. You just need to send out email queries and/or make some personal visits or phone calls to aggressively pursue this opportunity on a one-on-one basis. Doing this I was able to place my book in the Army Heritage and Education Center bookstore in Carlisle, PA, and the Toccoa (GA) Military Museum. Exactly the kind of bookstores I want to be in.

Marketing Your Book Finally! Your book is published and available on amazon.com and barnesandnoble.com. Some of you may even have it available on Smashwords.com. If you don't, you should. Smashwords makes your eBook available in multiple formats compatible with Sony iPad, iPhone, Blackberry, Android, Palm and other e-readers. The formatting requirements are stringent but the service is FREE! But I digress.

When you are done making your title available, it's time to market your book. There is "old" marketing (magazine ads, radio ads, personal appearances, etc.) and "new" marketing (Facebook, Twitter, etc.). Some marketing approaches are expensive and some are free or cheap and the

benefits do not always accrue to the more expensive (the saying "you get what you pay for" does not apply to marketing a book).

Here are some of my expenditures that *yielded little return* along with others that I rejected out of hand.

- **Banner Ads** - in *America in World War II* magazine and in As A Mom's monthly eZine, *MinuteMom*.

- **Web ads** - in weaslezipers.com. It is very difficult to gauge the effectiveness of magazine and web ads, but I never saw that spike in sales that would justify the expense. So, never again for me unless I get a great promo deal.

- **Paid for book reviews** - Book reviews are important and you should get as many as you can, but avoid wasteful ways of accomplishing this. For example, don't mail books until you get an agreement from the other party that they will do a review. Send email queries instead until you get a response committing to a review. Even then, you won't get them all back. I also paid a small fee for a book review "service" that was supposed to hook me up with lots of reviewers. I'm still waiting.

- **Book Contests** - If you choose to enter any, contact the contest owner directly and do the work required to submit your entry. Some publishers sell this as a "package," but it is nothing more than a rip-off. They charge exorbitant prices to do the administrative work that you could easily do yourself.

- **News Releases** - Some publishers try to sell a service that would send/fax the news/media release of your book to a million contacts. (Well, maybe not a million but they exaggerate the number too). Don't bother. It's a waste of money.

- **Publicist** - Some publishers try to sell a *publicist services* but their staff is typically not full-time publicists. This is one mistake I didn't make and I hope you don't either.

- **Promotional Materials** - Some publishers try

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to sell a *package* of business cards, posters, magnets, bookmarks, T-shirts and all sorts of unnecessary junk. The business cards are the only item that makes sense and could be acquired much more inexpensively via online vendors like Vistaprint.

- **eBook Formats** - My publisher sells multiple *packages* designed to provide various eBook formats for iPad, iPhone, Blackberry, Android, etc. Smashwords provides this service for free. My publisher charges to provide a Nook book. Barnes and Nobles provides this for free through its Pubit service. My point is, do not bite on these *packages* from subsidy publishers until you adequately explore alternatives. You will almost always find a less expensive option.

Free Marketing (or at least cheap)

- **Website** - This is a must. It's home base. It's where you send everyone who shows the slightest interest in your book to get more information. It's where outsiders can contact you for comments or get information. You can link to your book's online *product page* directly from your site. You can get a website for free from WordPress.com (some upgrades may cost a little money but the basic setup is free)

- **Facebook Page** - This is also a must. A Fan Page for your book to go along with your personal page will keep your book in the public eye. Post frequent updates and expand your friend base in order to get your message "out there." Sign up to join "groups" that share your passion for your book subject (whether it be romance, mystery, history, etc., there are likely to be more than a few groups that share your interest). Post whatever updates you can to all of these group pages and your fan page as events transpire and things occur. It's free.

- **Twitter/LinkedIn** - Social networking is just beginning to shape the world of communication and marketing. Getting in on Facebook and Twitter as well as LinkedIn is essential for the new author. Joining them is free but learning how to use them efficiently will take some

time. However, the effort will result in more free exposure than you could have ever hoped for.

- **Email Signature Line** - Populate your email signature line with your book(s) names, awards, website, Facebook and Twitter addresses. Every time you send or respond to an email, you will be promoting your book. As you develop your persona as an author, along with your book title, your everyday interactions on the Internet will become a promotional vehicle for you and your book.

- **Media Coverage** - Local radio stations and local newspapers often look for local content. I was able to successfully obtain three radio interviews on a local station just by calling the station manager. In addition, I had four articles in local newspapers published shortly after my book debuted. All I had to do to get these "Local Author Makes Good" pieces published was to email the newspaper editor. However, even though I got these goodies for free, I'm still not at all sure how much of a positive impact they had on book sales.

Paid Marketing

- **Facebook Ads** - I have had some great sales months in the last year and for the most part sales have grown quarter to quarter. Since I've tried so many different things, it's impossible to determine precisely which efforts fueled my sales growth. But one thing that has remained constant throughout are my paid Facebook advertisements. So I'm staying with them. If you decide to go with this I recommend you study the guide on Facebook. Set your demographic and interest profile to reach at least 7 million people (more if possible). Also, use the daily expense cap to limit your expenses. Finally, I found paying for a thousand images more effective than paying for each click-through (to my website). And I bid well below the Facebook recommended range. (Facebook recommends one bid in the range of .42-.62 per thousand images, but I bid .10 -.15 and usually hit my \$2.00 daily cap every day). I also suggest you keep track of your impression count, and expenses alongside your sales on a

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spreadsheet. Change your ad content regularly and analyze sales within the same expense periods. This should help determine which ads work better than others.

- **Business Cards** - I found this to be a worthwhile investment. When you meet new people or discuss your book with old friends, it's always helpful to leave them a card. Make sure your website address is on the card. I always carry a few cards in my wallet. When I go to well-traveled public places (doctor's office, automotive service, restaurants, etc.) I always leave a small stack of cards.
- **Appearances** - Most of my appearances are at military-friendly functions. I attend as many reenactment events, reunions, air shows, recognition functions, etc., as I can schedule and drive to. There you can meet people who share your interests, take pictures for your social media sites, pass out business cards and develop relationships. The cost is in the travel expense, including an occasional layover at a Motel 6.
- **Organizations** - In order to stay in touch with like-minded people, you should bite the bullet and pay the dues to join organizations with people with similar interests, challenges and perhaps solutions. Being continually "wired-in" keeps you engaged and in touch with the rapidly changing trends and technologies of interest to the author. The ones I recommend are the Independent Author Network, Goodreads and, of course, The Military Writers Society of America.
- **CONCLUSION** If you were able to secure a traditional publisher, all of these worries would be on someone else's desk. But you decided to *self-publish*. The upside is you have much more control over your writing adventure. No one is telling you what to do, arranging your appearance and book-signing schedules or making decisions you might not agree with. And you've gotten your lifelong "dream book" on the market -- while you were still young enough to read it.
- The downside is you'll be hard pressed to

make great progress on that second book while you're functioning as the Marketing Executive of your own first book. It is a demanding job with many false starts, deadends and dumb mistakes. Hopefully this piece will help you prevent some of them and chart a course fraught with less danger. Now you need to delve into the particulars and do the research necessary to utilize the tools available to you.

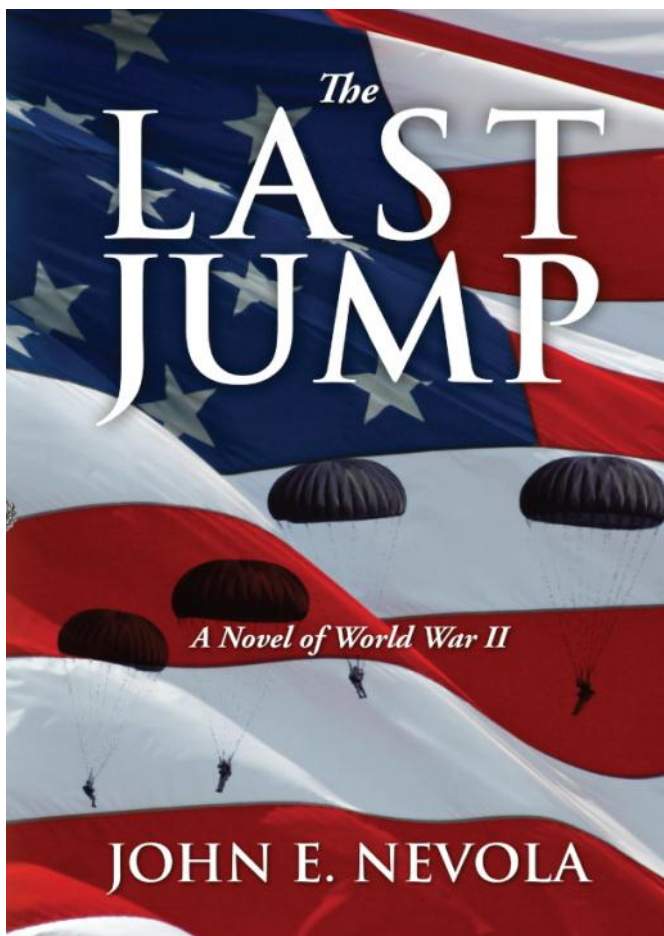
If you have anything you would like to add or discuss, just contact me at:

<http://www.thelastjump.com/>

All my best and good luck!

John E. Nevola - Author,

The Last Jump - A Novel of World War II



Incoming Doc!

By Ron Camarda

Late last night I finished the last sentence of the 39th chapter of Jack Manick's book, *Incoming*: "This was a dream, my dream; one that I hoped would never see the light of day!"

It could have happened. The same fear gripped me after I read Chapter O, which was not a dream. When I fell asleep after reflecting on this book, I dreamed. I was surprised at how I was not fearful of the chaos of my dream. I was in a foreign war and I had to let go of everything I most loved and cherished.

Jack "Doc" Manick's active duty military career in the Army spanned the years from 1968 through 1971. His Tour of Duty included in 1969 in the Central Highlands of Vietnam with the 70th Combat Engineer Battalion and the 131st Engineer Company. I was merely nine-years old when "Doc" was in Vietnam. Jack was an ordinary and innocent kid who was faced with horror and grace. I was delivering newspapers in Massachusetts when the Vietnam "Conflict" was still going on. My innocence shielded me from the horror on the front pages of the papers I labored to deliver on my bicycle. Often a local boy or girl who had died in Vietnam pierced my bubble of avoidance. My family of nine was terrified that my eldest brother would have to go to Vietnam. I made a silent vow to myself that I would never carry a gun or go to war. Only half of that vow has become a reality.

Little did I grasp that what "Doc" and countless others endured in Vietnam would profoundly help me deal with my own story of combat experience 34 years later in Fallujah, Iraq. I was 45 when I was recalled with the Marines to serve with a M.A.S.H. hospital during a most gruesome battle in 2004. In his book, *Incoming*, Doc heard from his bunker in New Jersey, "Padre down!" Without hesitation and at a cost, he came to me. I am grateful for his service both in Vietnam and especially for his time back in America, when America has not always been so kind.

Jack has written an incredible and moving account of his experience of Vietnam. He writes it colorfully and realistically. He took me back into the City of Fallujah while the battle raged. He helped me to wrestle with my inner conflicts that came home in my duffle bag.

I met Jack at the Military Writers Society of America while covering a table for book sales of fellow authors. We all were more concerned about the books we wrote than the books of others. *Incoming* won the Gold Award. The previous year my book won the Silver Award in spirituality. Writing and publishing one's first book is monumental and exciting. Selling the book is humbling and frustrating. Instead of flying back home with our books, "Doc" and the "Padre" exchanged signed books. On 10/1/11 he signed his book to me:

Ron,

"Lest we forget"

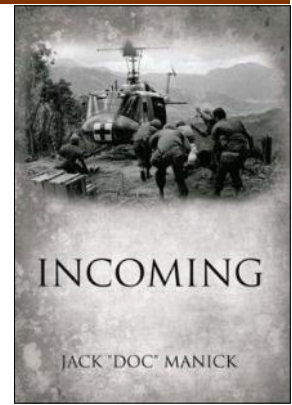
Jack "Doc" Manick

"Docs" and "Padres" hold a very special place among the troops in all branches of the service, especially in the Army and Marines. In chapter 17, Doc tells it how it is in, *"Never Mess with Doc!"* In Fallujah, I served with Marines, Soldiers and Navy Corpsmen, "Docs." When the incoming "Docs" were wounded or killed in action, our hearts were blown apart even more than we could accept.

The last line of Chapter 34, Ambush, caused me to chuckle. *For those who were non-believers, "we cheated Death for yet another day." For believers, "It wasn't yet our time."* At Bravo Surgical in Fallujah we had a motto called, *"Cheaters of Death."* This we changed to, *"Ready to Receive"* for obvious and not so obvious reasons.

War has always seemed like a big waste, except for those who profit from it. When I was en-

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INCOMING DOC!

(Continued from page 11) **Camarda**

grossed in the little and big battles of Jack in the war, I had to be aware of the “incoming” rockets, enemy troops, indifference or ignorance of our superiors, frustrations, rats, insects, boredom and the wounded needing immediate medical care or a medical evacuation.

When Jack handed me his book on that first day of October, I wasn't expecting my latest “incoming.” For those of you who dare to read Jack's story, it is more than just another Vietnam memoir, or any war story for that matter. This is the story of a young boy who matured into a fine young man and a very wise veteran who admits he is getting older and pudgier. Jack was “*coming*” to be the person he is. Through the war experience of Vietnam and the 30-plus years since coming home, we experience in this book how Jack's detonator has been lit. Jack is now “*incoming!*”

In chapter 40, Jack begins by saying: “*I was going home and I was pissed!*” He's so crafty as a writer that I was pissed that the book was ending. Jack had warned me in the beginning of the book's Notes from the Author, “*Soldiers are dreamers, they dream about going back home to wives or girlfriends or to Mom and Apple Pie. Incoming is their story...it is our story...it is my story.*”

Yes it is, Jack! Yes it is! Thank you for your service in Vietnam, and mostly for your service as a gifted writer and gracefully surviving the incoming insults from those who have hated you both abroad and here at home.

Ron “Padre” Camarda

Author, *Tear in the Desert*



IN THE RANKS...

GOOD NIGHT
CHESTY,
WHEREVER YOU
ARE.



AMEN.



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How-to Submit a "Request for Review"

On the MWSA website click on "Contact Us" Go down to Category and select "Book Review Query" Fill out the form as indicated and in the message portion place:

- a) Name of the Book
- b) Genre of the Book
- c) ISBN and/or ASIN
- d) What forms the book is available in (paperback/hardback/Kindle or Nook. etc.)
- e) Include a synopsis of the book

Twice bitten, but not shy

By Nancy Yockey Bonar

Author's note: This is about one local radio talk show host. It's not a glittering generality for all radio hosts/commentators.

Knock me over with a feather! As a lightweight history buff, I'm admitting: I hadn't been fully aware of more than the first stanza of *The National Anthem/The Star-Spangled Banner*.

I was recently enlightened about this by a radio talk show host while driving my car -- a radio guy I seldom listen to because he's an arrogant, irrespective know-it-all. Also, he's twice burned me when I called in with factual information for on-air topics.

Golly, in the aftermath of my first on-air call even a grocery clerk I've known for ages asks me in the store, "Aren't you the Nancy that (radio guy) was so rude to?" "Yes, Curtis, it was me. How didya know?" She answers, "You're the only one I've met who knows enough about both the Navy and submarines (to educate radio guy)."

I waited six more months before daring to once again put my toes – or mouth – into radio guy's waters. But before punching in the station's phone number, I'd pulled from my long-used professional communications kit (brain) the three-bullet rule, message tool. It's one of the tools I'd given to clients during communications and presentation training. Each bullet is one, or a maximum of two, short sentences/messages that emphasize a point. The tool also has short, non-bullet phrases for use in bridging back to the messages. Such phrases are especially handy for controlling an interview with, say, a gotcha-type, dog-with-a-bone journalist or with a vocally disagreeable member of an audience.

I'm ready. With three bullets jotted down, I call the station.

First bullet: "Hi, (Radio Guy), this is Nancy. I want to say what a valuable service you provide to listeners." Response: "gracious blah-blah." Second bullet: "I'm responding to a statement



you made that I think is incorrect. You said..." Whoops! I can see his back stiffening, lips pursing and armor being donned. *Readers take note:* I shouldn't have used "is incorrect" but, rather, "statement you made that needs some clarification."

Sticking to my guns – and ignoring Radio Guy's stomping on my words as he scrambles to justify the aforementioned statement -- I shoot the third bullet: "I know for certain what the facts are because..." Well, what could he say, how could he save face, make me appear even more like a buffoon? Ah ha, Radio Guy got me with, "Well, you're wrong. You've twisted my words. We're coming up on a break." Click. The phone goes dead.

Dang! I'd forgotten to bridge back to my three bullets/messages with phrases like "You've made a good point, but let me say..." or "I'd like to emphasize that..." But, then, it's unlikely these would have helped win the battle with Radio Guy, although I DID score a victory. I'm stick-

(Continued on page 14)

(Continued from page 13) **Bonar**

ing with my national radio talk show hero, the intelligent and gracious Jim Bohannon.

Back to *The National Anthem* The last time I tuned in, Radio Guy was driving a personal band wagon to make official one of the three secondary verses to our historically, publicly sung and flag-pledged *The National Anthem*. I didn't catch his preferred second verse. So, I emailed him, again using my "gracious, stroking" first bullet; then the second one: "I like your idea about having more than one official verse for our anthem. Third bullet: "When I was listening to you, the heavy road traffic distracted me from catching your choice of a second verse. Please let me know. My contact info is below. Thank you."

No email response. In fairness, Radio Guy might have given me an on-air response, but I wasn't listening. It's not because I'm shy about calling in for fear he'll again negate me. I just don't allow such verbally abusive, control freaks in my life.

Question to Ponder Which, if any, would you choose as the second, official verse of *The National Anthem/The Star-Spangled Banner*?

*'O! say can you see by the dawn's early light,
What so proudly we hailed at the twilight's last gleaming,
Whose broad stripes and bright stars through the perilous fight,
O'er the ramparts we watched, were so gallantly streaming?
And the rockets' red glare, the bombs bursting in air,
Gave proof through the night that our flag was still there;
O! say does that star-spangled banner yet wave,
O'er the land of the free and the home of the brave?*

*On the shore dimly seen through the mists of the deep,
Where the foe's haughty host in dread silence reposes,
What is that which the breeze, o'er the towering steep,
As it fitfully blows, half conceals, half discloses?
Now it catches the gleam of the morning's first beam,
In full glory reflected now shines in the stream:
'Tis the star-spangled banner, O! long may it wave
O'er the land of the free and the home of the brave.*

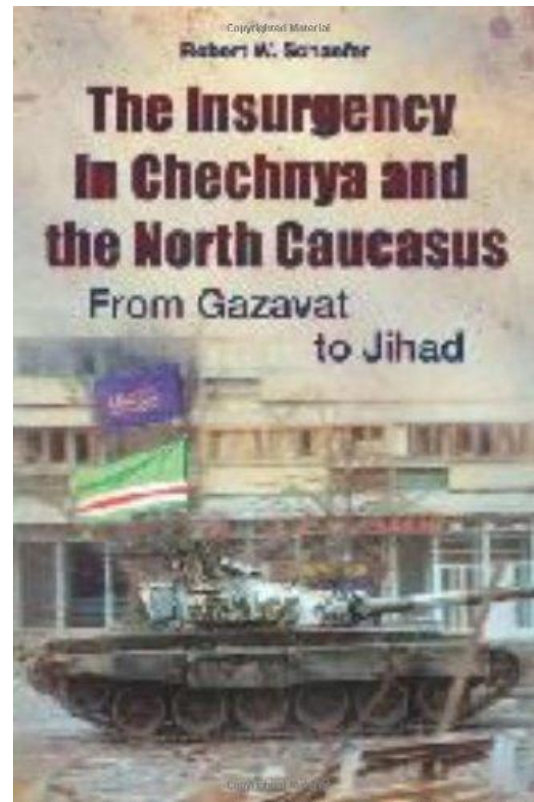
*And where is that band who so vauntingly swore
That the havoc of war and the battle's confusion,
A home and a country, should leave us no more?
Their blood has washed out their foul footsteps' pollution.
No refuge could save the hireling and slave*

*From the terror of flight, or the gloom of the grave:
And the star-spangled banner in triumph doth wave,
O'er the land of the free and the home of the brave.*

*O! thus be it ever, when freemen shall stand
Between their loved home and the war's desolation.
Blest with vict'ry and peace, may the Heav'n rescued land
Praise the Power that hath made and preserved us a nation!*

*Then conquer we must, when our cause it is just,
And this be our motto: "In God is our trust "*

*And the star-spangled banner in triumph shall wave
O'er the land of the free and the home of the brave!*



MWSA Robert Doerr Winter Reading List

They Called Me Barbie

by Michael Benton

You really can't tell someone what life is like on a submarine. It's one of those things you have to experience for yourself. I mean, you can understand the words for sure; just it misses something in the telling. Still, there are stories to share that, at the very least, should give a smile. I guess the best place to start is at the beginning.

I joined the Navy way back when Jimmy Carter was still the President. It was November 26th when I jumped on a plane heading for Great Lakes, Illinois. We arrived there around 11:00PM so my first meals in the Navy were the next day, Thanksgiving Day. It is enough to say, that meal was nothing like the one I was sure momma made back home, but they did try. Later in my career in the Navy, I would have paid real money for a meal like that but those were lessons yet to learn, on that day, the only lesson was my life had taken a drastic change.

I would not dare compare the Navy's boot camp to the downright toughness of the Marines, but as far as the Navy goes, Great Lakes was as tough as it got. Not only the nature of it was harsh, but also I am a Southern boy and Great Lakes, Illinois, is no place for the faint of heart in winter-time. I am sure some smarty out there is just itching to point out that winter does not start until the end of December. True as that is for the rest of the world, God starts it much earlier in Great Lakes! I think the Navy put in a special request chit for that so our enjoyment of the nice, cool breeze off the lake would be all the more refreshing.

Back then, most guys that joined the Navy only had a general idea of what they would be doing, for me it was a given from the start. I have always loved the field of navigation and refused to talk to them unless they let me do that, a job they called "Quartermaster." Now, no one gets a guarantee from the Navy unless they give something in return, for me, that give was to volunteer for the United States Submarine Service. Only then would I be allowed to navigate, so volunteer I



In The Wake of Enchantress

by MH Benton

did. As it turns out, that decision had a greater positive impact on my life than any other.

As others struggled in boot camp to figure out what they wanted to try for, I knew what was ahead for me. After Great Lakes, I was off to New London, Connecticut, for Basic Enlisted Submarine School or BESS as it was commonly called. Then, it was Orlando, Florida, to start Quartermaster "A" school. I toed the line well through boot camp and BESS; nothing was going to stand in the way of my getting to "A" school. That's one of the funny things about the Navy; many a young man join because they are tired of school and want to do something else before going to college. As soon as they do join, they end up in a year or two of school. And let me promise you, they know how to give you an education! On that score, the Navy does not play around. A Navy school can best be described as long, hard, and demanding. By the time I was finished, I was ready to go to sea, or so I thought.

I was assigned to the USS Birmingham (SSN-695) out of Norfolk, Virginia. It was one of the few Los Angeles Class Submarines built at that

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(Continued from page 15) **Benton**

time. It was a type of sub called a Fast Attack and I was happy. She was one of the newer boats in the fleet. When I arrived in Norfolk, I discovered the Birmingham was out at sea and would not be back for several weeks. In that time, I met the members of the crew who did not make the run, along with the other new crewmembers waiting to report.

A new guy on his first submarine is looked on as a necessary waste of food and water by the more seasoned crew. They cannot do anything and only get in the way. I soon learned this fact meeting a crewmember topside who came up to take us aboard. "Where's the nubs?" he demanded of the topside watch who just pointed at us. I would soon learn that "nubs" was short for "non useful body." He was Hap Clark, a Machinist Mate 2nd class or MM2(SS). The "SS" after his rate meant he was qualified in submarines; new guys, like us at the time, had an "SU" after our rates. A Master Chief told me "SU means stupid and useless." Who was I to argue the point.

As we followed Hap, he told us to call him Hap, he greeted all the men he passed and introduced us as "the new batch of air-breathing, food-eating nubs." We met Rat, Woody, Benny, Scooter, Cam, it seemed everyone had a nickname, most everyone that is. We'd pass a few guys and Hap would say, "That's Smith, he's no good (I made Smith up, no point in putting the finger on them now). It became obvious to us that when you got a nickname, you knew you had made it in with these guys.

I reported onboard with another new guy from West Virginia, Tim Pearce. He was a Machinist Mate too, like Hap. As it turns out, Tim and I often studied together that first year. See, everyone has to "qualify" on his submarine. When it is your first one, it takes about a year to learn all the systems and components. I mean you have to learn everything, where it gets its power, how it operates, how to turn it off (they are big on knowing how to turn things off), and you have to know it from memory. One day, Tim and I were walking aft to engineering and passed Hap along

the way. "How's it going HD, you keeping Benton straight?" he asked. Tim had a nickname! Of course, Tim had red hair and freckles, so it was only natural for him to get HD. That was short for Howdy Doody.

I had mixed emotions at this, I mean I was happy that Tim was fitting in but I began to wonder what it would take for me to get a nickname. Some of the guys had really horrible ones. You can imagine how rank a bunch of guys can get isolated at sea for a length of time. Still, things were going well for me and I was well on my way to being qualified and earning my dolphins. Dolphins are the uniform pin awarded when you qualify in submarines. Regardless of my lack in the nickname department, I was fitting in. I had learned to stand watch and at least earn my keep aboard. I might not have been an expert on submarines at that point, but I was in navigation and being the guy that knows where you are and how to get you home goes a long way aboard ship.

After about six months, I learned that Hap gave out a majority of the nicknames aboard. He had a knack for it. I asked him one day if I had one in the offing, he simply told me they come when they come. I would just have to wait. We had been out to sea a few times by this point and I was comfortable being there. I did fit in and it felt good. Still, a little part of me wanted that nickname. When it did come, it took like wild-fire!

In port one morning, about 3:00AM, Hap woke me up to go stand topside watch. He was the "belowdecks" watch and part of his job was to make sure people were up. "Barbie," he said as he shook my shoulder. "Barbie, it's time to get up for watch." I was still half-asleep as I dressed. I walked to the mess decks to grab a cup of coffee to take with me topside and saw Hap sitting there with a few others that were up. Then he hit me - "What the Sam Hill did you call me?" I demanded.

"Barbie," he replied with a smile that reminded me of a jackass eating briars, and everyone burst out laughing.

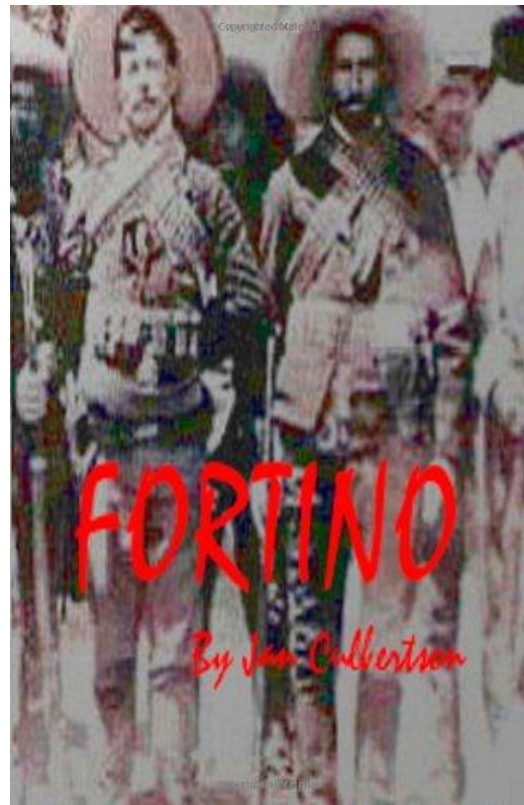
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They Called Me Barbie

(Continued from page 16) **Benton**

“Why Barbie,” I further demanded to know while shaking my head in disbelief. I knew regardless of his response, I had my nickname. It was just too good not to stick. He pointed out that one of Playboy Magazine owner Hugh Hefner’s girlfriends had been Barbie Benton. From that moment on, it did not matter, because we shared a last name, I was now stuck with her first name too, at least as a nickname.

Everyone called me “Barbie.” Guys that reported after that never even knew it was not my name. At first, it bothered me and when someone would call me that, all I could think about was that song by Johnny Cash, *A Boy Named Sue*. A visiting Admiral even told the Captain “that Petty Officer Barbie does a wonderful job.” Soon I began to accept it for what it was, a nickname given in fun. It was the crew’s way of telling me I had indeed fit in at last.



MWSA Robert Doerr Winter Reading List

**All the Pittsburgh
Positive News
Fit to Hear!
Talkcast at 7PM EST
Every Monday**



**2009 Small Business
Journalist of the Year
Joanne Quinn-Smith**



**Pittsburgh Internet
Radio & TV Network
412-628-5048**

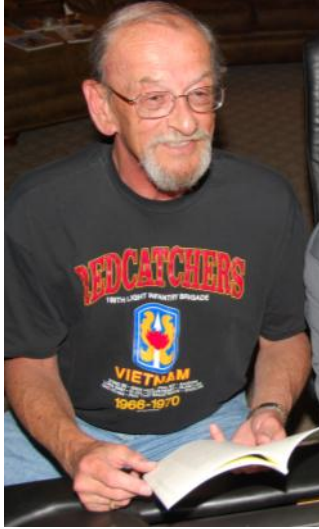
**On Line Multi Media Community Magazine at:
<http://www.positivelypittsburghlivemagazine.com>**

MOON'S MUTTERINGS

When I initially joined the MWSA I was thrilled with the support I received as well as all the well-wishes from established members/writers. I had given birth to a small book and it was well received. The encouragement enabled me to push the boundaries of my dream. Writing was not new to me; sharing was. A life filled with a variety of experiences provided fertile soil for the furrows I have plowed since. I never judged personal successes in my various endeavors, just the failures. I told those closest to me that I am not a writer until I have written two books.

Now the crop of books is three, although the second book is a team effort. I like teams, even when they have some strife. One's reach is exponentially expanded when there is someone else planting the female rows in a field of seed corn as I focus on the male rows. My harvest has been improved knowledge, improved skill, courage, and a support group unrivaled by all that I have known before away from the rice paddies of Nam. Last year forced me to declare, "I am a writer," although there are still those who would challenge that declaration. The irony of that strikes me daily, if not more often. With the declaration, and my participation in this group, I have come to love, is the added responsibility of being a writer, not to mention a part of another team with a purpose.

I am a poor marketer. My horn is muted and when I blow it only those very close to me hear it, or recognize it as me. But I can write and I love that part of the deal. Some of the folks closest to me as I wrote my book, *Out of the Mist, Memories of War*, informed me that I am now an official historian. I am not, compared to the real hard-working, talented historians in our group. I am a storyteller, nothing more. In the process I



preserve some personal history for those who served this nation with courage and distinction. I don't use the word "heroes" loosely. Most of the people I have encountered say they were doing their jobs...the heroes are dead.

A couple of months ago I met yet another man who flew in WWII. I am learning from him and it is a privilege. It is also an unexpected responsibility. Along with the smattering of notoriety from having sold a few books came a reevaluation of the image I maintain of Mike Mullins, erstwhile author and storyteller/historian. People come to me now. They want me to tell the story of someone they consider special and/or overlooked and soon to be forgotten. There is an implied credibility in that which is a bit intimidating. I have to consider the names given me and the practicality of pursuing the story. And I have to do it well after having earned some awards, an unexpected event in my life as well.

This man I met has expectations for what he has at last given me permission to do. I was pointed his direction by one of my friends and story subjects. This man has expectations of me too. My 94-year-old warrior and I have visited and spoken on the phone several times now. He has given me a task apart from all of this which I did not anticipate. My incredibly sharp new friend is more concerned about today's military members than he is about making his story available to the world. Mr. T. (I have to give him an identity, even though it is not time to reveal his name) worries every day about those in harm's way much more than he cares about telling his story. He says he has a responsibility to do something to help them and that I do too, in my role as a writer and veteran.

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Mr. T's wife wants an entire book about him and he deserves it, however he will not yield to that pressure yet. He gave me a list of questions he wants answered about his role in WWII -- some very unsettling memories he sleeps with every night -- and a writing task in support of what he is doing as well. I have begun a letter campaign to various elected officials at his request. Additionally, I am expected to push that agenda to our various veterans organizations which all pull separately when, if of one accord nationally, would be more effective. I will do it to the best of my ability, although I know leadership egos are want to share any sense of accomplishment in favor of success for the greater good.

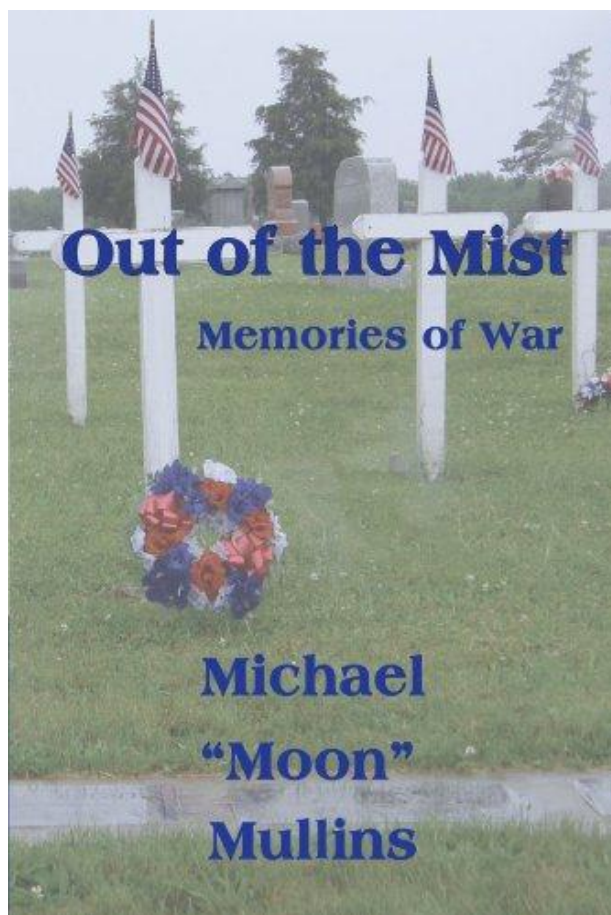
It seems that my purpose, our purpose, is greater than I had imagined. In my heart is the love of writing. Now one of my shoulders is bearing a burden Mr. T handed to me. The other is that of being a good member in MWSA. Many of us in this group do what is asked in different ways, but we have a responsibility to each other as well.

MWSA members' posts are displayed on my Facebook wall. They come to me in my email. Most make me swell with pride. I share them, comment on many, and endorse the work of those who belong to this "extended family." Like all families we have an occasional squabble. It happens. We have a responsibility to our viewer world to take the disputes to another forum. Some are perpetrated by MWSA Facebook non-members who "like" our page and join in our discussions. We are historians, storytellers, creators, people whose words circle the country and even the world. Each of us has an opinion about the world around us. Many of us have fought for the right to have one and express it.

For non-members, Facebook is a public forum where our members come to learn, get reinvigorated when needed, share ideas, promote one another. It is a place where humor appears, a place where some tears are shed. We do not endorse political views here. I have strong ones, but I realize that those debates are inappropriate here.

Occasionally some posts deserve to be chastised, even deleted. There are other forums for those disputes. We have a responsibility here to support one another, to expand worlds and reach, and to treat one another with dignity.

I am a little fish. There are some very large fish in this pond. Regardless, we owe each other the things for which this organization was founded. Bill McDonald had a dream and this is part of it. For my part I hope everyone sells a million books, grows as much as they want to grow when they are using the right fertilizer...a combination of respect, courtesy, compassion and understanding. We are all equal in that regard here. I hope each of our members writes a Best Seller. When you do, I hope you will keep me on your "Friends List."



Project Management History Lessons: The Jeep

by Paul Bruno

Editor's Note: Paul Bruno, The History Czar to many of you, wrote a series of articles for <http://www.projectsatwork.com> and this piece was originally published there. Yes, when speaking of project management, he was thinking of large IT endeavors. However, his advice works for those of us who are working together to launch web-sites, those of us planning conferences -- and those of us writing and publishing books, either alone or with partners. Enjoy.

In the summer of 1940, with Germany winning the war in Europe and Japan rising in Asia, the U.S. Army initiated a procurement of a revolutionary vehicle prototype that would help win World War II and endure for 70 years — a project which has lessons to teach us today.

Many historical events and milestones meet the definition of a project as a “temporary endeavor with a defined beginning and end that is undertaken to meet unique goals and objectives, which will typically bring about beneficial change or added value.” The goal of the Project Management Lessons from History series is to provide practical knowledge applicable to today’s projects while exploring some history along the way.

In the summer of 1940, the United States Army was rated 28th in the world, just behind Bulgaria. Traditional demobilization following World War I, coupled with deep budget cuts during the Great Depression, had left the United States woefully unprepared to meet the dual threats from Nazi Germany and Imperial Japan. During May and June 1940 Nazi Germany defeated France, employing a new form of mobile warfare named Blitzkrieg (lightning war).

The U.S. Army quickly realized it was completely outclassed by the new German tactics and, while Franklin Roosevelt campaigned for an unprecedented third term as President of the United States on a platform of keeping his country out

of the war in Europe, behind the scenes the military was beginning to modernize. A key component for the Army was to replace the mule with a lightweight, small vehicle that could quickly transport troops and small payloads.

The story of the team destined to meet this challenge begins years earlier and, as it unfolds, provides 10 lessons that can still inform the work of today’s project managers and teams.

1. Have a compelling vision

Roy S. Evans was born in 1900 in the small village of Bartow, Georgia. At a young age he developed a love for the automobile and by the age of 30 he owned a chain of dealerships that made him the largest car dealer in the southern United States. In the early 1930s he discovered the American Austin small cars being built in Butler, Pennsylvania. He quickly came to believe that the American consumer should own two cars — a larger one for long trips and materials transport, and a smaller vehicle for local driving. It was this vision that would sustain Evans in the difficult years ahead.

Projects go through both good and bad times and having a compelling vision of the project’s contribution will help sustain the effort throughout the entire endeavor.

2. Stay committed to your vision

While Evans’ vision was compelling, his timing was atrocious. The market for small cars dried up as the Great Depression deepened. By 1935 American Austin was bankrupt and for sale. The factory and ancillary equipment were worth hundreds of thousands of dollars, but there were no buyers at this nadir of the Depression. Evans decided to keep his vision alive by purchasing the entire operation for \$10,000.

While there are appropriate times to kill a project, there are other times when a project is worth a stepped up commitment. An individual should consider for themselves what type of undertaking is worth making a personal sacrifice to

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keep alive.

3. Be innovative and creative

While Evans may have made the commitment to keep his small-car vision alive it did not change the fact that American Austin's vehicles were not selling. He renamed the company the American Bantam Car Company and for the next five years, using his expertise along with that of his managers and employees, tried every conceivable idea, improvement and innovation to sell small cars, but to no avail. By the summer of 1940 the American Bantam Car Company was bankrupt.

Keeping an open mind and trying any and all appropriate ideas, no matter how seemingly outlandish, provides a good example for project work. This is especially true for difficult or unique projects, but is a mindset that project managers and teams should adopt as a matter of course. While it is true that people are usually more willing to try something new when the chips are down, those who can build an innovative mindset into their project culture are more likely to succeed in the long run.

4. Seek other related opportunities

While Evans was doing everything possible to build a civilian market for small cars he was savvy enough to scan the economic environment for other opportunities. By the late 1930s he realized the military, especially the Army, would need new vehicles for the mechanized warfare of the future. He began the process of trying to interest the Army in small vehicles (especially his small vehicles!) during the late 1930s.

While the requirements will dictate the direction and outcomes for a particular endeavor, project managers and team members should always be on the lookout for other ways to meet the project's objectives. Ancillary opportunities are unlikely to end up being a one-roll-of-the-dice chance to save the entire company like competing for the Army's new vehicle would be for Evans and the American Bantam Car Company; however, looking for new opportunities to bring

a project to a successful conclusion is good practice.

5. Understand the requirements

The suddenness and completeness of Germany's defeat of France provided the impetus for the usually conservative military establishment to seek a revolutionary new vehicle to move troops and small payloads. The procurement, begun in June 1940, produced a list of requirements for a prototype that had to be delivered in 49 days once the contract was signed. The requirements were sent to 135 companies. Only two — Willys-Overland Motors and the American Bantam Car Co. — responded because the requirements and short development time were so daunting. When Willys could not guarantee delivery of the prototype in 49 days, the contract to build the prototype went to American Bantam. While the requirements were revolutionary for the other manufacturers they were right in line with the type of vehicles Evans' company had been producing for five years. He knew his firm was uniquely positioned to produce the prototype and he thoroughly understood the specifications. They also really had nothing to lose, for if Bantam failed to deliver, Evans' company was still bankrupt. It is a testament to the desperation of the Army that they let Evans try.

By having a vision, staying in the game, being innovative and creative, seeking other opportunities and understanding the requirements, Evans had a chance to save his company. Project managers should note that practicing these qualities may not produce immediate results for their current project or projects; however, having the discipline to practice them on a day-to-day basis will most likely positively impact your projects over the long run and, who knows, maybe position you to be the one to meet a critical challenge when the stakes are high.

6. Seek the best in key positions

Evans had no employees other than the factory

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(Continued from page 21) **Bruno**

night watchman when he won the contract to build the prototype — named the truck 4 X 4 light by the Army. While he could hire skilled labor he knew he needed the best automotive designer in the business if he was to achieve the impossible. Evans went to Detroit and convinced Karl Probst (with the help of the head of General Motors) to go to Butler, unpaid, to design the vehicle and help lead the team to build the design.

It is important for a project manager to determine what are the crucial resources that are needed for a project and ensure that the very best is procured for those resources. This is a key ingredient for ensuring project success.

7. Be politically astute

Probst was able to design the vehicle in two days of intense effort toward the end of June 1940. Evans and Probst travelled to Baltimore to confer with Evans' government representative, Commander Charles Payne, to review the submission forms. When they reached the box marked "weight" Evans and Payne were alarmed that Probst had filled in the box for weight with a figure greater than the 1,200 pounds specified in the requirements. While Probst was honest, he was not politically astute, as the proposal would be immediately rejected by a bureaucrat who was merely reviewing the information provided in the boxes. Evans was able to secure a typist to come to their hotel room at 3:30 a.m. to retype the forms, and filled in the weight box with a figure of 1,180 pounds. Evans' reasoning was no one could meet that weight and once the government saw the prototype they would waive the 1,200 pound requirement. While no one would recommend outright lying, Evans could not be "sure" that the 1,200 pound requirement would not be met. He had to decide if it was worth losing the chance to build the prototype by admitting a potential inability to meet what he perceived to be an unrealistic weight requirement. The best option would have been to meet with the customer and attempt to renegotiate the item; however, that option was not open to Evans.

When faced with a similar situation a project manager has to make a judgment call based upon their own ethics and values. Until confronted with such a dilemma no one can really say what they would do. It is best to have a firm grounding of one's values before the crisis occurs, and then act according to those precepts.

8. Know what is critical

The American Bantam and the U.S. Army signed the contract on August 5, 1940. Evans had until September 23, 1940, to deliver the prototype to Camp Holabird in Maryland. While the team had many obstacles to overcome the most critical was obtaining the complex front axle from Spicer Axle of Toledo, Ohio. This item was monitored closely and when it was delivered a week before the deadline, American Bantam was ready to build the prototype around it.

The critical path may have more than one critical task so the project manager should know what is the "critical" of the "critical." Monitor those tasks very closely while keeping an eye on the rest of the project and the odds of a successful project increase dramatically.

9. Celebrate the victories

On September 21, 1940, two days before the deadline, the completed prototype was rolled out of the factory. Someone said, "Get the Kodak" and a photograph of the very first Jeep, dubbed the Bantam Reconnaissance Car (BRC), was taken.

If the American Bantam team had failed to stop and smell the roses, one of history's greatest moments would have gone unrecorded. They did not know they were creating the first Jeep; that it would help win a world war; or over the next 70 years that it would become arguably the greatest and most iconic vehicle ever created. By celebrating their victory, history in the making was recorded.

It is important to celebrate the victories.

(Continued on page 23)



(Continued from page 22) **Bruno**

10. Don't cut it too close

The Bantam team members had two days to test the prototype before delivering it to the Army. They took every moment they had to put the vehicle through its paces. The team then delivered the BRC to Camp Holabird at 4:30 PM on September 23, 1940, leaving themselves a mere half hour to spare! What would history have recorded if a flat tire had delayed them and they had missed the deadline? Fortunately for American Bantam and the world, that did not happen.

While project managers like their extra time in a task, it should be used sparingly. That may seem like common sense; however, common sense can be very uncommon. Deliver your project as soon as you possibly can.

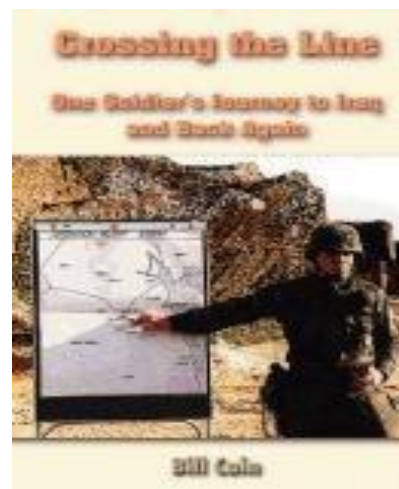
Conclusion

After delivering the vehicle, the head of the procurement for the Army's Quartermaster Corp, Major Herbert Lawes, took the new vehicle for a 15-minute preliminary assessment. Upon arriving back from his personal investigation he stated, "I believe this unit will make history."

The creation of the first Jeep was an astounding achievement by a group of ordinary people work-

ing for a bankrupt company in extraordinary circumstances. While your project may not be one to change the world (you never know), by learning and applying the lessons from the creation of the first Jeep you just might make your own history!

Paul Bruno, PgMP, PMP, is a project manager with the City of Henderson, Nevada, with 25 years experience in IT. He is the host of the History Czar Internet radio program and, with his wife and Max Freedman, has spent years working to have a feature film made about the creation of the first Jeep.



MWSA Robert Doerr Winter Reading List



In January 2009, Sandra Beck was visiting some friends at Camp Pendleton and was shocked when she saw the materials being shared between the moms about post traumatic stress syndrome (PTSD). The papers had been copied a few times and were hard to read, and the information was technical, confusing and not at all practical. These moms were trying to make sense of their households being affected by PTSD. Given the transient nature of the military and the many time zones served by military installations, Beck made the connection between Internet Radio and the Military Lifestyle.

"I knew something had to be done. Being a journalist and an internet specialist I knew that we could get information into the hands of hundreds of thousands of military personnel and their family through internet radio," Beck said. "The beauty is that if you don't hear the live broadcast, you can download it later from websites like iTunes - - and if the material is presented properly and it is timely, it can reach an enormous audience via viral marketing, word of mouth, and internet brand strategies. Taking a show on your iPod wherever you go is a blessing to the military family."

On her drive back to Los Angeles, Sandra made calls to her friends at the Pentagon, in the Armed Services, and in every philanthropic branch she could think of until she was offered airtime for a show called, Motherhood Talk Radio on Toginet.com. Before she agreed to do the radio show, she contacted John Martin, owner of To-

ginet Radio Network, who agreed there needed to be a program to provide essential, timely and accurate information to our service members and their families. With a joint effort between Motherhood Incorporated owned by Sandra Beck and Toginet Radio Network, *Military Mom Talk Radio* was formed.

"We saw a need and we agreed that we needed to do our part in serving our military service members and their families," Martin said. "We fully support Military Mom Talk Radio and are proud of our contribution to our country."

Military Mom Talk Radio provides a powerful platform for women to discuss their ideas, issues, and concerns with respect to the military lifestyle. It encourages women to share their experiences as a military wife and mother. The program has hosted more than 110 shows over three years, and has interviewed medical specialists, military brass, military charities, military contractors and providers along with military authors.

"We have had everyone who is anyone on the show," Beck said. "One of our first shows was at Wounded Warriors Battalion West. Our guest was trying to get a secure quiet location for the interview but the helicopters kept doing their maneuvers! It was noisy but realistic for our listeners."

This show educates military families on the re-

(Continued on page 25)

(Continued from page 24) **Beck**

sources that are available in both the public and private sector and shares helpful information from women around the world.

Topics range from helping a family member cope with PTSD, navigating government programs, and dealing with family issues, to the struggles of deployment along with being a working mother both in and out of the home.

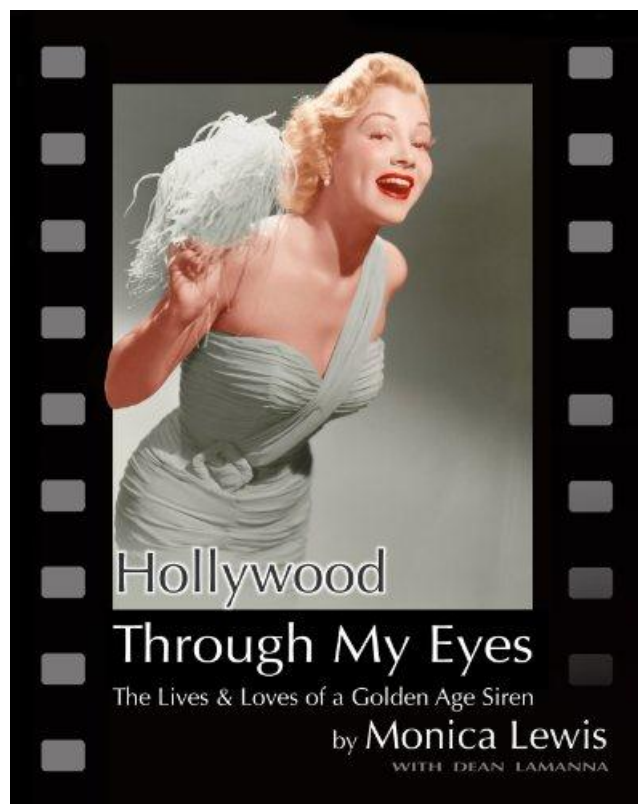
Military Mom Talk Radio is co-hosted by Sandra Beck and Robin Boyd with contributions by Doris Rivas Brekke.

“Being the wife and mother-in-law to Army and Marine veterans I understand many of the special needs and concerns of the military family,” said Robin Boyd. “The military lifestyle is unlike any other and same for the military relationships. I have talked to many military wives and girlfriends helping them realize that their relationships are different. They aren’t traditional. They are unique, and if you don’t realize and accept that, life is very hard. That’s why we need to share our experiences on Military Talk Radio to help each other find our way.”

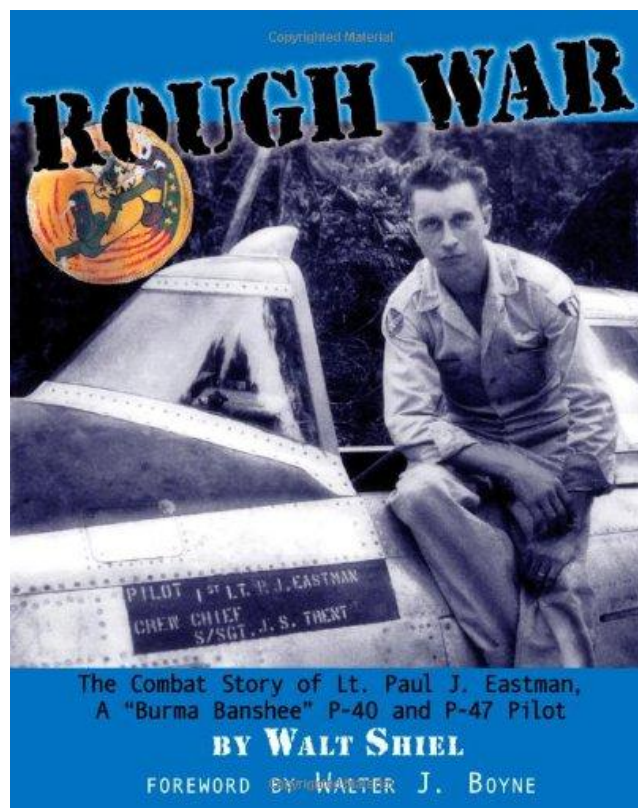
Military Mom Talk Radio brings the perspective of its three hosts – Beck as a military contractor, Boyd as a military wife of a Vietnam Vet and military mom and Brekke who served in the US Army.

“I do not have children and I am the oldest woman on the show’s panel. I served in the 1970s when it was still considered not too cool to be in the armed forces, especially for a woman,” Brekke said. “But I loved serving my country, and being a voice on this show gives me a chance to share my insights and my love of my country! This show needs to be heard by today’s military women. And I am very proud to be a part of this great team of women!”

Military Mom Talk Radio airs every Monday from 2-3 PST on www.toginet.com. The shows are also available on iTunes under *Military Mom Talk Radio*. They are rebroadcast on many other radio networks, including the Rock Star Radio Network.



MWSA Robert Doerr Winter Reading List



MWSA Robert Doerr Winter Reading List



Repetition -- A Tool or a Weapon?

By Joyce Faulkner

Repetition is a literary hammer. It can be an artful tool or sharp blow. It can build suspense or plant ideas. Mystery writers use it to leave clues and poets emphasize their points with refrains. However, it can also alienate readers who have grown up with NCIS, where the plot unfolds in forty minutes. And novices often bore their audiences with the old adage from business communications - tell them what you are going to tell them, tell them, and then tell them what you told them.

The technique can bring balance and playfulness to ponderous prose, but some writers worship at the altar of redundancy so often that "repetition" is one of the characteristics MWSA reviewers and judges evaluate in determining which books will win awards -- and which won't.

One of the most effective uses of the technique was in Joseph Heller's *Catch-22*. Over the course of the novel, Heller uses a series of flashbacks to create an effect, spiraling around a single traumatic event. Yossarian is in the back of a bomber in a sky full of flak. Suddenly, wind is screaming through a hole in the fuselage. Each sequence begins with a voice on the radio calling, "Help him, help him."

Yossarian responds, "Help who?"

"Help him, help the bombardier!"

Yossarian says, "I'm the bombardier, I'm okay."

"Then help HIM!"

Yossarian takes off his headphones and heads into the belly of the plane to see what is wrong. A member of the crew, a boy named Snowden, is hit. In the early chapters, Yossarian remembers only Snowden's moans. Later, we see

him trying to treat what he believes is a minor injury. As the plot develops, the visions become more detailed - and progresses until we witness Snowden's death. Somewhere along the line, we realize why Yossarian is haunted by this incident -- but the moment he finds the second, lethal gut-wound is still horrific. Heller builds emotional impact through this circular tease.

Sometimes books are redundant because they haven't been properly edited. I read a piece last year where the narrator began a chapter by telling me that the protagonist was old. Two lines later, the character looks into a mirror and notes her own 'old' eyes in internal monologue. Three-quarters of the way down the page, the butler comments on how old his mistress has become and in the next paragraph, her niece describes her as 'old lace.' At that point, I screamed in frustration, "Enough!" and laid the book down in favor of Top Chef Texas.

Other times, it's a proofing issue. Using the same word two and three times in a sentence is seldom necessary since Roget invented thesauruses. Lawyers and tech writers do this because they are trying to be precise. I maintain that you can be clear without repeating yourself, but then I'm a stickler.

If you choose repetition as a strategic element in your work, think about the environment you are creating and how this technique will either enhance or detract from it. Decide how you want your audience to react and how you will elicit those feelings. Determine how much information you want to deliver and how much to withhold in each cycle. Consider pacing -- too many hammer strikes can create noise.

Once you have completed your effect, let it rest

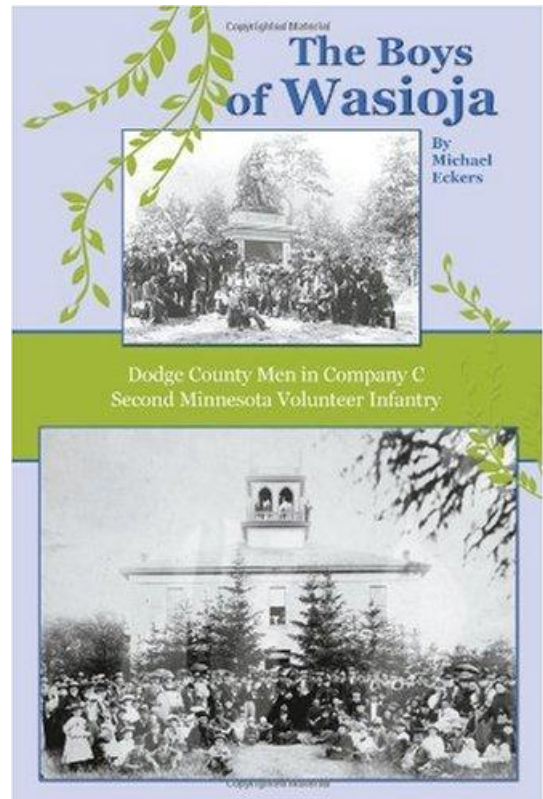
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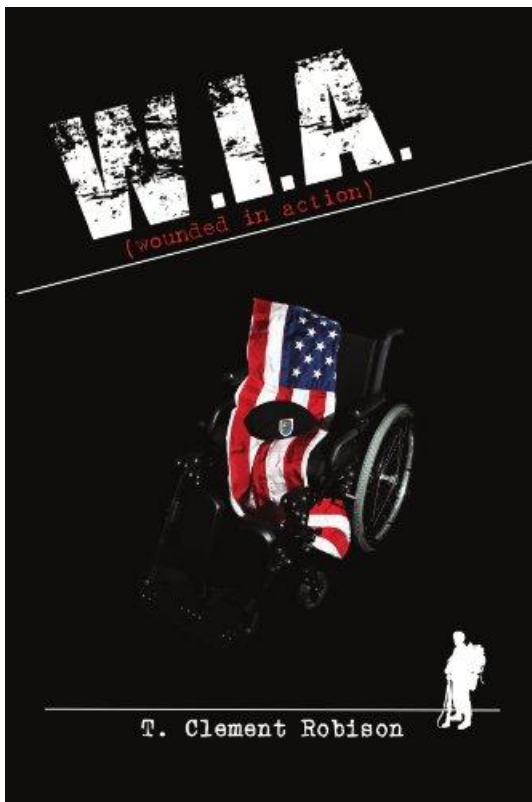
(Continued from page 26) **Faulkner**

for a few weeks before tackling it again. Reading the pertinent passages out loud and recording it will help you judge how well it works. If you are still not sure, ask others to read it. If they don't "get" what you are doing without prompting, redo it.

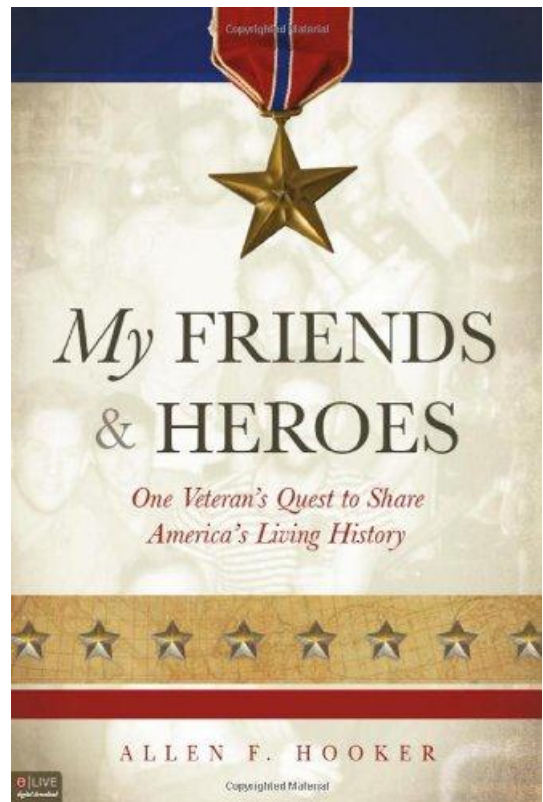
Even if your writing is linear or less-literary, readers can help you find unplanned redundancies in your work. Fresh eyes see what you really write, not what you think you have written. If friends aren't willing to help with this little chore, you can hire professional proofers or work with critique groups. If you are suspicious that you might have overworked a word or phrase, your word processing package can help you find just how many times you have repeated "phantom" or "squelch."



MWSA Robert Doerr Winter Reading List



MWSA Robert Doerr Winter Reading List



MWSA Robert Doerr Winter Reading List

MWSA Reviewer/Author Ethical Guidelines

These guidelines are to insure that MWSA reviews are standard, consistent, fair, and professional.

1. There are standard criteria for reviewing a book which have been defined and published on the MWSA web site, Twitter, Facebook, and on any marketing or other MWSA brochures, etc. Reviewers must review and score books based on these criteria ONLY.
2. Books may not be accepted for review until the author's membership has been confirmed by the Lead Reviewer.
3. All authors will receive the same consideration regardless of method of publication and all will be held to the same standards.
4. Reviewers must recuse themselves if they are assigned a book written by a friend, family member, or close associate—or if they have submitted a book in the same Genre/Sub-Category.
5. If a reviewer plans on submitting his own book for review and award, he/she cannot serve as a Judge in that Genre.
6. Officers/Board members may not serve as Judges. NOTE: Beginning October 2012, Officers and Board members may not submit books for the awards process while they are in office. Officers/Board members can submit books for review and those reviews will appear on MWSA site. However, these reviews will not include a score and the books will not be considered for awards.
7. Final scores are determined by the combination of the reviewers score and the two judge's scores. The Vice President and/or Lead Reviewer will then make a determination as to awards. Awards determinations are then provided to the President for final evaluation, confirmation and announcement.
8. If an author contacts a reviewer or judge directly during the review process, a reviewer must report the incident to the Lead Reviewer. Authors who contact reviewers or judges about their books (by message, phone, Text, Twitter, Facebook, email or any other method of communication) during the review process will be disqualified for an award.
9. Award categories can only be changed with the approval of the Board by a majority vote.
10. Officers, Board Members, Lead Reviewer and Reviewers may not offer awards to authors, publishers or any other agent or organization in exchange for joining MWSA or in exchange for money or other favors.
11. Reviewers may not negotiate with authors, publicists, or publishers about reviews or scores.
12. Authors/publishers may appeal a review one time by query to Lead Reviewer who will assign another reviewer. The second review will be published and scores will be averaged.
13. Vice President and Lead Reviewer may not notify or otherwise provide information about winners or scores to anyone other than President of MWSA who will confirm winners, make announcements and plan the award ceremony.
14. The Lead Reviewer is responsible for reviewer assignments. If a reviewer has a book eligible for award, the Lead Reviewer must ensure that the reviewer is not assigned competing books. NOTE: The Lead Reviewer is responsible for maintaining the fairness of the review and scoring process, and is subject to removal by the board if conflicts of interest in the reviewing process arise.
15. A book will go through the review/evaluation for award process once and only once, regardless of year published or format (hard cover, soft cover, ebook). Subsequent editions will not be reviewed again (though new cover art may be submitted for display on the website). NOTE: The only exception is when a book changes genre that will significantly impact the judging criteria —such as audio book or teleplay or screenplay.

2011 Update

Research – The Rule of Three

By Blaine L. Pardoe

While I write in a lot of different genres, I do most of my research in military history and true crime. I leverage a number of archives, historical societies, etc., in my work – just like many of you. In doing this I wanted to pass on a tip that I have found useful. I call it “The Rule of Three.”

I came across this when working on *Terror of the Autumn Skies*, the story of Frank Luke Jr., WWI ace. I was researching the family of his fiancé, Marie Rapson. I knew her son died flying jets for the Navy and I thought it was a very touching tie-in to the story – Marie losing two of the loves of her life to military aviation.

In doing the research I submitted a request to the National Archives in St. Louis to get his service records. What I got back was the standard, “We had a fire in the 1970s, his records may have been destroyed, we couldn’t find anything, blah, blah, blah.” Most people would have given up. I was working with a researcher at Wings Over the Rockies and her associate passed onto me that everybody gets that response. Write them again.

I sent in essentially the same request a month later. This time I got a different person asking if I could provide any additional information. I sent that back, but was told they couldn’t find his records. This brave aviator was buried in Arlington so I knew that the records had to exist. My researcher told me, “try again.”

The third time I sent in the request and I got a package with his files, a photograph, a ton of stuff.

The Rule of Three is simple: When you are working with a source, go back to them three times if you don’t get the response you need.

I have used this rule several times and have been surprised at what I have gotten over the years. It doesn’t always work, but it does work enough to

merit using it in the right situations. In large organizations/archives, you are at the mercy of the person who gets your request. In some cases, they don’t try very hard. In the case of the National Archives, they get dozens of requests a day.

Now, there are a few caveats to this rule I would suggest. First, you need to use this in situations where you know the records must exist. For example, if you are looking for a squadron history, chances are pretty good that the Air Force Historical Section has the material.

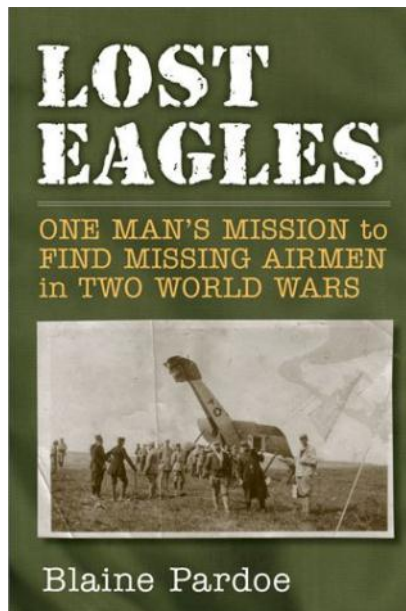
Another condition to apply, don’t use it where the same person is likely to get each of your requests. At a small town historical society you are most likely having the same person open and handle your requests. This is not a candidate for trying this approach. They will see this as you being annoying which is the opposite of what you want. As such, this is most useful for large archives, repositories, or libraries.

Another trick to this is to vary your request slightly. Provide some background – why you be-

lieve the information is in that repository, etc. If you change your request slightly you might just capture the attention of the researcher enough to motivate him or her to do the necessary digging.

Does it work? I have used this approach when working on *Lost Eagles* and my current book project, *The Bad Boy* (The story of Bert Hall). I have had at least four instances where this worked perfectly. On the Bert Hall project, I requested some information on him I was sure the researchers had. On the third request, I got a massive package back. The request was the same each time and the requests were spread out over the course of a year – but I got what I wanted and that is all that matters.

I hope you find this helpful. Feel free to follow me via my blog <http://bpardoe.blogspot.com/>, via Facebook or Twitter (bpardoe870).



Author Events - Working Together to sell books

by Joyce Faulkner

I had an important eureka this evening while chatting with one of our board members. Much of the work that we do now — especially the stories told by our veterans — will be considered "primary materials" for historians and researchers in the future. We must get these stories, perspectives, testimonies recorded in some fashion. That is one of our key goals as an organization. Another one is to encourage those who have been traumatized by war or other events to use writing to help them as they journey toward comfort and peace. A third is to help those of you who have written books find new audiences.

It's an element of this third goal that I want to talk about now. How do we work together as an organization to find new audiences for our collective work? Over time, we'll be presenting many ideas, but right now I want to discuss the lowly book signing.

When you think of such an event, you might visualize yourself standing in front of a large audience much as Truman Capote did when he read excerpts of his true crime "novel" — *In Cold Blood*. The world has come to see you and hear about your new baby — and you bask in their love. They weep. They laugh. They rise to their feet and give you a round of applause that lasts two weeks. You begin to sell and sign your book. Your fans queue up and the line spills out the door and up the parking garage ramp. Ahhhh.

Okay, so back to reality. I've had good book signings where I've sold a lot of books (for me)...and I've had events where I did a good imitation of the lonely Maytag repairman. The truth is — even though it's gratifying to dream about being swamped by fans — I do much better when working with a larger group. When it's done well, everyone benefits — maybe not equally, but certainly better as a whole.

"Wait a minute," you say. "You are suggesting that I should help the other authors sell their books — even if it means I sell less of my own? How is that fair? It's a dog eat dog world, afterall. I worked hard on this project and I spent a bundle on it. I need to make something for my trouble."

Yes, I know it's your baby and you are eager to show it off — but every else has a baby too.

"Customers will only buy so much," you say, "and if they buy from the poet sitting to the left of me, they are not as likely to buy from me. And that good-looking woman lounging to the right of me is drawing the wrong crowd. They have come to buy a Romance, not a World War II Historical Fiction!"

Actually, if you work together, customers will buy more than you think they would. How can that be? Here's how it works if you are a member of MWSA and you know the who will be appearing with you.

- Plan your event together.
- Decide if you are going to do a reading or speak to the audience or if you are just going to sell and sign books.
- Make sure that everyone has plenty of change, a way to take credit cards (if you are not in a store that handles that for you), and that everyone has several pens. Bring hand sanitizer!
- Each person is responsible for sending out a media release and for personally inviting their audiences. Go to the local sites like Craigslist and post about your event. Start weeks and/or months before the event contacting newspaper editors, radio and television hosts, bookstores, libraries, museums, military facilities, veterans organizations in the city you plan to visit.
- If you are signing as MWSA authors, contact MWSAPresident@gmail.com and request a media release for the group.
- Ask to use the MWSA banner.

(Continued on page 31)

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- Decide if you are going to bring your MWSA medals or other awards or just put seals on your books. If you have maps or photographs or other materials to show your customers, tell your colleagues so they can decide if they want to bring something like that or not.
- Buy a book from each of your fellow-authors. If you can do it ahead of time, read them. If not scan them and understand what they are about. (It doesn't matter if you don't like Romance or if you only write children's books. Learn about your author/partner...and expect them to do the same for you.)
- Get to the venue a little early to set up.
- Use this time to chat with your fellow authors and ask them a little more about their books.
- Set up your books and prepare for the event.
- During the event:
- STICK TO YOUR PLAN for the program. If you agree to speak twenty minutes, speak twenty minutes. Don't hog the microphone.
- Treat your coauthor's with respect throughout the event.
- When it's your turn to speak, be sure to mention your fellow authors in a supportive way. You should know what they are about now that you've seen and read their work.
- If you are introducing the next speaker after you, give that person an enthusiastic and informative welcome. Sometimes, how well an audience accepts and appreciates a speaker is based on how much they know about him.
- When another author is introduced, lead the applause. Show that you appreciate his or her status to the audience.
- If you are waiting for your turn, don't carry on a conversation behind the speaker or do anything to steal his or her thunder.
- During a signing, never stand in front of another author's table, blocking customer access to him or her.
- When your audience comes to meet you — or after you have spoken with a potential customer (WHETHER THAT CUSTOMER HAS PURCHASED ANYTHING FROM YOU OR NOT), introduce the authors next to you. Something like, "Let me introduce my colleague, Father Ron Camarda. Father Camarda's book is *A Tear in the Desert* about his service in Iraq during the Battle for Fallujah. Sitting next to Father Camarda is Marcia Sargent. Her book, *Wing Wife: How to be Married to a Marine Fighter Pilot*, is one of the best memoirs I've read this season. Both Marcia and Father Camarda's book have won awards at MWSA. Next to Marcia is Jack London. Jack is the MWSA 2012 Author of the Year. Jack writes historical and literary fiction. You will love his series of books about World War II called *The French Letters*." Chances are, Father Ron, Marcia, and Jack are going to be willing to do the same thing for you. If the customer buys nothing, you are no worse off that you were. If he buys from anyone it's a win. Sometimes in situations like that, someone who was interested in your children's book might want to buy Jack's book for her mother and Marcia's book for her sister and Father Ron's for her stepson. It's worth a try.
- If there is a lull in the activity, go to the front of the venue and encourage passers-by to come in and meet the authors. If this is a strategy that works and one of the other authors takes the lead, be sure to take your turn.
- After the event, clean up your area and pack up your materials quickly. Don't make everyone wait for you.
- If things don't go the way you hoped, don't complain or blame someone else. Think about what else you could have done to make it work better and then share that with MWSA as a whole and with your fellow book signers.
- Share resources, contacts, and other future opportunities with your fellow authors.

(Continued on page 32)

(Continued from page 31) **Faulkner**

These suggestions are practical and effective, but they are based on who we are trying to be at MWSA. When Bill McDonald founded Military Writers Society of America, he didn't design it as a professional writer's group only. He saw it as a place to encourage healing, a place where people with similar interests could network, where excellence could be recognized and where those who were just starting could find information and encouragement. We work hard to educate the public about history from the perspective of the military and their families.

Our core principles emphasize respect and dignity. We are proud of each other and proud of what we are trying to achieve as an organization. We don't "slam" the military and we don't "flame" each other. We want the best for our country. We may disagree from time to time -- but disagreement must be productive, not disheartening. As Carolyn Schriber posted on our Facebook group. "You don't shine by putting out someone else's light."

If we fall down on these ideals, we will use these principles as a candle to help us find our way again.



MWSA 2007 Conference book signing—Sunchon Tunnel Massacre Survivors and MWSA member Lloyd A. King and his late wife Paula.

Potential MWSA Events

We are considering a variety of smaller events around the country in the next few years in addition to our annual Conference and Awards Banquets. For example, we can have writers retreats that focus on specific needs — we can have local and regional book signing events or we can have booths at important book festivals. We can have representatives at military reunions and organizational meetings. We can work with smaller, local bookstores to feature 3 or 4 writers. We could even do a 2 or 3-day cruise with classes focusing on specific issues like research or marketing.

The trick for planning such things is to know what people want. At our annual conference, we focus more on the needs of relatively new authors — using our more experienced people to educate attendees. However, there's seldom programming that would advance the knowledge of these members.

One of the suggestions that came our way is to have a weekend writers retreat for advanced authors. It's not that you all wouldn't be welcome, but the programming would be slanted toward those folks who have several books under their belts. (If you are interested, please go to polls on the new site and vote and/or comment about your needs.) If we have at least 12 people interested in such an event, it would be easy to negotiate pricing at a B&B, for example.

MWSA will also subsidize participation in book festivals when there are enough interested. There are some events that are financially prohibitive for a single author. For example, if a booth at the LATimes/UCLA Book Festival in April of each year costs \$1200 for the weekend, five authors could share the booth for \$200 and MWSA would subsidize the other \$200.

Another poll that is open until the end of January has to do with whether or not enough people are interested in negotiating a deal with PRWeb.

We are open for your ideas. Please contact MWSAPresident@gmail.com

MWSA's Winter 2011/2012

Recommended Reading List

By Bob Doerr

As most of you know, the Military Writers Society of America (MWSA) is an organization of over one thousand writers, poets, and artists drawn together by a common bond of military service or admiration for those who've served/are serving. One purpose of our Society is to review the written works of our members. From our recent book reviews, we've selected the following as our 2011/2012 Winter Recommended Reading List:

❄ MWSA Winter Reading List ❄		
Fortino	Jan E. Culbertson	Fiction/Historical
The Centauri Invention	David Michaelson	Fiction/ Sci Fi
The Good, the Bad and the Murderous	Chester Campbell	Fiction/Mystery
Silent Enemy	Thomas W. Young	Fiction/Thriller
The Power and the Glory	William C. Hammond	Fiction/Historical
Hollywood Through My Eyes	Monica Lewis	Non-Fiction/Memoir
Rough War	Walt Shiel	Non-Fiction/History
W.I.A.	T. Clement Robison	Non-Fiction/Biography
The Boys of Wasioja	Michael Eckers	Non-Fiction/History
Crossing the Line	William "Bill" Cain	Non-Fiction/Memoir
My Friends and Heroes	Allen F. Hooker	Non-Fiction/Biography
The Battle for Hearts and Minds	Timothy S. McWilliams	Non-Fiction/History
Surviving Serendipity	Lawrence Ender	Non-Fiction/Memoir
Follow Me	Elizabeth Carroll Foster	Non-Fiction/Memoir
The Devil's Own Day	John D. Beatty	Non-Fiction/History
Insurgency in Chechnya and North Caucasus	Robert W. Schaefer	Non-Fiction/History

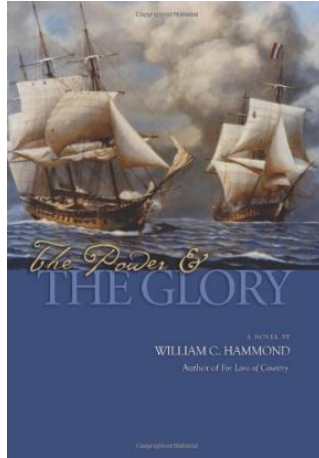
If you're tired of the cold, or if you simply can't find a good game to watch – we have the solution: grab a good book and enjoy! Looking for a good read – might we suggest one of the books mentioned above?

William C. Hammond

Author of *The Power and The Glory*

Nautical-themed historical fiction at its best... and swashbuckling good fun too! William C. Hammond's "The Power and the Glory" is the third novel in an action-packed series focusing on the nautical adventures of a fictional New England family during the late 1790s and early 1800s. The Cutler family controlled a vast array of commercial enterprises and is closely connected with the fledgling US Navy in the decade following the American Revolution—when the United Kingdom and France swapped roles as enemy/ally of the US. Well-researched and well-written, Hammond's work combines fast-paced fiction with history—masterfully weaving together real people, places and events with fictional characters to conjure up a totally immersive, detailed and believable yarn. Within the first couple of chapters, Hammond had me completely "reeled in."

As I eagerly raced through the pages, I found myself comparing Hammond's work to two other, well-known books: Patrick O'Brian's "Master and Commander" and Michael Crichton's "Pirate Latitudes." I can honestly say that Hammond's book merits the comparison... and



comes out on top in many areas.

Like many others who watched the 2003 movie "Master and Commander" starring Russell Crowe, I picked up a copy of the first in author Patrick O'Brian's 21-installment Aubrey-Maturin series of books—bearing the same title and upon which the movie was based. I must admit to being consistently challenged by the often impenetrable nautical jargon

O'Brian sprinkled throughout the novel. Hammond, on the other hand, has struck the right balance of historical and lexicographical faithfulness while employing a writing style a bit less taxing for today's reader.

At times "The Power and the Glory" is also evocative of Michael Crichton's "Pirate Latitudes;" but seemed to hold together better than Crichton's posthumously published work. Hammond's narrative was extremely well crafted, much easier to follow, and benefited from a seemingly closer entwinement with historical fact. Noteworthy in this regard was Hammond's descriptions of the behind-the-scenes political and diplomatic machinations amongst the various nations and their Navies as they struggled to control sea lanes, commerce and territory across the Atlantic and Caribbean. In this regard, the background he provides on the Haitian Independence struggle is particularly fascinating.

"The Power and the Glory" will appeal to a wide audience and is a quick and enjoyable read. My only regret is that I joined Lt. Richard Cutler (the novel's main character) a bit late—starting off with Mr. Hammond's third novel instead of his first!

Reviewed by John Cathcart



January, 2012

William C. Hammond

"The Power and the Glory"

G-Day Rendezvous with Eagles

by Stephen D. Wiehe

Too few books have been written about the first Gulf War—Desert Shield and Desert Storm—overshadowed, no doubt, by the current war in the Gulf region—Operation Iraqi Freedom and Operation Enduring Freedom. But to make sense of the latter, it is important to understand the former.

Author Stephen D. Wiehe does a great job of telling the story of that first war as he witnessed it while a forward observer with the 502nd “Strike” Brigade Infantry Regiment, a vital part of the 101st Airborne Division’s lead brigade task force in the liberation of Kuwait. These are the troops who stood in the gap of President George H.W. Bush’s “Line in the Sand.”

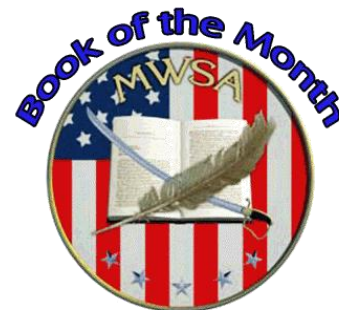
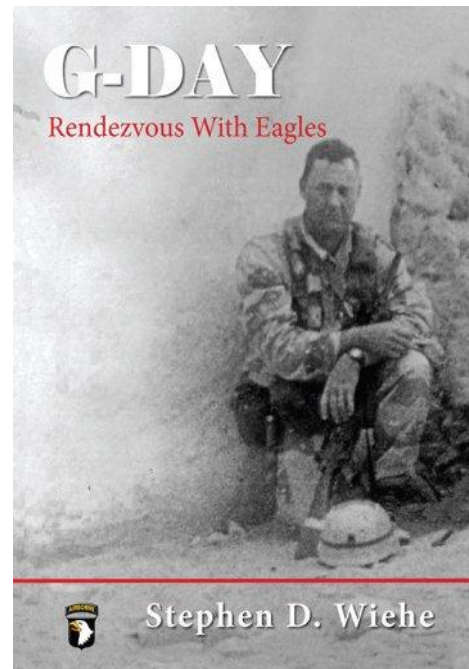
Wiehe’s motivation for writing the book was to create an accurate document of his unit’s history that could be used as reference material for future generations. He did that quite successfully with his research that included excerpts of documents and plenty of maps placed throughout the book to orient the reader unfamiliar with locations in that part of the world.

But while the book focuses on the 502nd, it is also able to tell the story of the greater war which was probably the experience of most American troops deployed there. The reader is taken on the journey from training at Fort Campbell, Kentucky, to the sandstorms and freezing temperatures of the Kuwaiti desert with gas masks always at the ready. Grueling walks carrying a hundred pound rucksack across rolling mounds of sands, avoiding enemy and hidden minefields, put the reader in the middle of what that short war was like. Hard to believe it has been 20 years.

I learned, or should I say, relearned a lot of history of that first conflict and that’s what I enjoy reading in such a book. It is easy to forget, and perhaps too easy to falsely remember, why we went to Kuwait.

G-Day: Rendezvous With Eagles is a good read. Wiehe lays out a great story with facts he has meticulously researched.

Reviewed by Gail Chatfield



January, 2012

G-Day Rendezvous with Eagles

Stephen D. Wiehe



By Connie Beesley

Veteran Family Network was created by Gulf War Veterans, Gerald Buckles and Steve Mostsinger, to help and benefit veterans and their families. The goal of VFN is to unite and support all veterans, active duty military and their families.

VFN membership offers 500,000 product and service discounts in both local and national locations, and these excellent discounts will grow as VFN grows. Also, we will be donating a portion of our net profits to veterans in need.

VFN provides information and referral services:

- VFN works with 211/First Call for Help and Military One Source to provide information and referral services. In addition, on a case by case basis, VFN will provide unmet needs support.
- VFN works with mental health and substance abuse organizations to help veterans and their families address issues like PTSD, TBI Awareness, suicide prevention, depression and combat stress management.
- For those of you affiliated with MWSA, VFN's quarterly magazine will provide another venue for telling the stories of our veterans and their families. It is so important that the stories of our nation's heroes be told over and over again so as never to be lost or forgotten. Our future generations *need* to know the real stories, the stories not told in school. Just recently I went to the movies with my 18-year-old granddaughter to see *War Horse*. She had to see the movie for credit in one of her classes. I'm afraid I'm not a "good movie viewer" in that during the film I pointed out to her some of the events that were indeed the type of things that actually did occur during war.

Years ago while watching a military movie

about the first black Navy diver, our daughter asked, "Did that really happen?" Children today don't realize that our military was segregated at one point in our history. They don't realize that war was fought with different weapons and that sometimes just getting to the battlefield was monumental. And for many, history is a boring subject you have to take in school. But our history is what has made us what we are today *and* it needs to be told. The VFN magazine will tell these stories and be a source of relevant information to veterans and our active duty military and their families.

Our January magazine will feature a story on the Tuskegee Airmen written by Pat Avery. She also tells the story of a WWII bomber crew man who felt great relief when he saw those Red Tails. Jack Meyers tells his story in his book, *Shot at and Missed*. The issue will include Joyce Faulkner's *The Sons and Daughters of Iwo Jima*. Because we all need a little humor, this magazine issue will be printing some of Lloyd King's cartoons. If you are interested in sharing or writing a story, please contact me at:

connie@vfnsales.com

You can join VFN through its website:

www.veteranfamilynetwork.com

Be sure to use the code word, MWSA, to receive a 10% discount off the VFN membership fee. By referring to MWSA, a portion of your membership fee will be given to MWSA as our way of showing thanks for its support of VFN.

Annual fees are \$25, individual; \$45, family; \$50, affiliate. As a member you will be able to shop, save, chat and help veterans and families in need all at the same time. You will be automatically redirecting funds generated from your everyday purchases – and a portion of your membership fee – to veterans served by VFN.

January Notes By jim greenwald

Author Members – If you submitted a query about submitting your book for a review, we will get to your book as soon as resources are available. Until you receive an email from the Lead Reviewer instructing you as to where to send a copy of your book, have patience! Emails requesting information as to the status of your request or review will not garner you any useful information.

On our website in Member News, I have posted a list of books either waiting to be assigned to a reviewer or assigned but not yet completed. Please check that list before contacting me for status. As a note, there is no way for me to provide you with time frames once the reviewer has received your book. Some reviewers read and review quickly, others take months. They are all volunteers with jobs, families, and other responsibilities. They are doing the best they can.

In the meantime, **you** will shortly be responsible for posting your book(s) to the Amazon store. Go to your profile (My Account) and select "Edit." Then scroll down to an entry box labeled "Amazon ASIN." Type in your ASIN number. (It is usually the 10-digit form of your ISBN but not always. You can get it in the URL of your Amazon page.) When you save your profile, this will post your book to the store.

For now you are to go to "Contact Us" on the web site and fill in the information asked for, go down to "Category" and select "Book Review Query." I will need the book title, author, genre, ISBN/AISN and the mediums the book is available in.

NOTE: Your membership is far more than just a book review. Take advantage of all the new features on the site to get to know other members, share knowledge, and learn new things. Participate in the forums. Submit work to Dispatches. Use your "blog" to post your ideas, questions, and thoughts -- or to create a work of art. Vote in

the polls. Explore. Volunteer.

As members of a large group we at times will have the opportunity to combine our efforts and do an event/book signing etc., when this occurs please keep in mind a few basics. All parties need to be promoted equally and have an equal opportunity to sell books. We are partners in this case more than ever and need to make certain to promote (pat on the back if you will) each other. The idea is to talk up all we do. If the event is being held in your home town you have the added responsibility to do all you can to promote your fellow member(s). We are a "Team" and we will succeed best when we help each other.

Review Issues:

MWSA has a code of ethics that reviewers and authors must observe. See Page 28. Notice item number eight: "If an author contacts a reviewer or judge directly during the review process, a reviewer must report the incident to the Lead Reviewer. Authors who contact reviewers or judges about their books (by message, phone, Text, Twitter, Facebook, email or any other method of communication) during the review process will be disqualified from any award."

Contact between authors and Reviewers or Judges is restricted to a discussion of the written review only. Comments posted to either or scores are not to ever be mentioned directly or indirectly. Ethics are important and each Reviewer/Judge by volunteering agrees to follow them, if in



(Continued on page 38)

(Continued from page 37) **greenwald**

doubt about something contact the Lead Reviewer or Joyce. Do not place your membership in jeopardy.

Authors – When contacted to send a book to a reviewer, make sure it arrives within a 10-day window. You are to send **ONLY** the book -- no notes or other information, which would disqualify you from the awards process. Authors and reviewers can discuss books *after* reviews are posted to the MWSA website. Do not ask to see your scores as they are considered confidential and not a topic for discussion. If you have questions, address them to the Lead Reveiwer.

Reviewers – if you are not reviewing a book, contact me for selections. A number of you have indicated a need for time off for various reasons, but as we are far behind in reviews we need all the help we can get. Reviewers who have had a book in hand for more than 60 days, please spend a touch more time reading to help speed things up and reduce the backlog.

Reviewers, you are required to inform the Lead Reviewer when you receive an assigned book or if an expected book doesn't show up. You should never allow more than 10 days to elapse before contacting the me in this regard. Books will be sent to MWSA at the reviewer's address. This applies to judges as well.

You may not discuss a book with anyone other than the Lead Reviewer or the MWSA President during the review period. Your assessment of a fellow member's work must be your responsibility alone, using the criteria defined by MWSA. We are building a Reviewer's Handbook which is available on the website. You can check it for questions about criteria, how to post a review to the site, how to score a book, and other details. If you have a question not yet covered in the handbook, contact the Lead Reviewer or MWSA President for clarification. After a review has been posted on the MWSA site, you may talk about the book in public or privately with the author. However, discussion of scores with anyone at any time is, of course, not permitted.

As for the backlog, we passed last year's total submissions in early December and still have six months to go. So, if you are among those presently reviewing a book, try to speed things up a bit. **We need more reviewers**, the more the better. So get off your feet, sit down at your computer and send me an email volunteering to be an active part of MWSA.

Scholarship Raffle, Prizes

Raffle tickets are still available at \$25.00 each which goes toward the William McDonald Scholarship Fund. If you are not familiar with our found, you can read about him on the website. Contact me through my profile on the site if you have any questions. The drawing will be July 15. The winner can choose between iPad or Xoom tablets.

Volunteers

You earn "Buckaroos" by volunteering for various activities within the organization. These include paying your dues and conference fees. You get them submitting articles and photos for *Dispatches*. If you win a medal or People's Choice Award or William E. Meyer Prize, you win a designated amount. You earn them for reviewing a book, serving as a judge, committee chairperson, speaker or panelist and more. Once Terry Gould, our membership director, gets everything loaded, you will see a growing total of Buckaroos in your profile. See a detailed explanation of our Volunteer Award Program in "About Us" on the new site.

The Poetry Corner is in need of stock, the cupboard is bare. Dust off those old poems or write a new one and send to me for future publication in *Dispatches*.

While you are at it send Mike Mullins pieces for the anthology for this year and send Joyce ones that speak to the subjects for WEM this year, be sure to enter what month you are submitting for.

How do you use dem Buckaroos?

This is MWSA's very own monetary system.

(Continued on page 39)

(Continued from page 38) **greenwald**

You can use your buckaroos as a medium of exchange among yourselves if you wish. However, most people use their buckaroos during an MWSA event, commonly referred to as "The Buckaroo Auction" during our annual conferences. When you register at the check-in desk at the hotel, you will be given an envelope with the number of buckaroos you have accrued in your account throughout the year. You can use them to bid on your favorite items in the auction or work deals with your fellow attendees.

Every auction is different and each has surprises, laughs and good-natured battles over items. The auction at this year's conference in Dayton will be right after Open Mic on Friday evening -- and should prove to be the best one yet. It works this way. Throughout the year, we encourage members, partners, sponsors, and businesses to donate items for the auction. In the past, we have had things like kindles, nooks, televisions, software, jewelry, tickets to events, cash cards, etc. We are open to anything that would interest authors. When you donate an item (if you are a member), you provide us with its value in US dollars. That value in buckaroos is credited to your account. When the item is auctioned off for buckaroos, if it sells for the same or less than your stated value, you keep your buckaroos. If it sells for more, we credit that extra amount to your account for the next year.

So please start donating your auction item *and* volunteer time to further enhance your organization. If you do not know what you can do, ask Joyce in an email. Let her know if you have any specific talents and how much time you may have to help out.

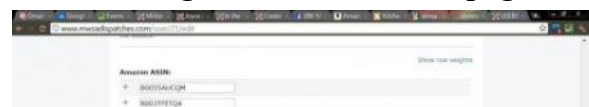
New Website Tips

Our new website offers many new tools and opportunity. How well it helps you become known to fellow members and site visitors depends on how much you participate and how well you learn to use the tools to make connections. Here are some items to remember:

- **You are in charge of your own profile.** You can access it through "My Account" at the top right of your screen. Be sure to include links to your own websites and blogs.
- **You are in charge of posting your books to the bookstore.** You can find your Amazon ASIN on your book page on Amazon in the URL. Highlight it and copy it to your clipboard. Go to your profile and look for the Amazon ASIN field. Paste the ASIN number in your clipboard into this box. If you have more than one book, click button to add another item.
- **To add your MWSA reviews to your profile, you can use the weblink functions.** Go to your review page and copy the url into your clipboard. See graphic 4 below. Then edit your profile and scroll to the weblinks section. See graphic 5 below. Type in the name of your book in the Title Box and the paste the URL into the url box.



Where to get ASIN on Amazon page.



Paste ASIN number into box in profile.



The Garden of Stone

Michael Benton

Take me to the garden of stone where my brothers rest,
I hear them call and see the path to follow.
Lay me down in the marbled rows and add my story to theirs,
my days of burden are gone, peace at last, peace.
No place else to be, no place else, no place else for me.

Take me to the garden of stone where my brothers rest,
It's time to answer the call, the path leads me home.
I'll sleep soundly now, a hallowed blanket my friends share with me,
No more do I worry, time to sleep, sleep at last, sleep.
Take me to the garden... garden of stone.

(Written at Beaufort National Cemetery while watching an old soldier visit buddies interred there.)



Taking My Place in Life Again!

Editor's Note: Sometimes as we move forward, we want to remember the giants to set in motion our journey. This poem was written by Joe Fabel, one of the first members of MWSA and a book reviewer in 2004 and 2005.

I was invited to the room,
 A place filled with people.
 That one was missing an arm;
 His companion had no left leg.
 The one near the wall wanted to
 Hear but was without both ears.
 The tall fellow grinned through
 His reconstructed jaw and teeth.
 By the door a trim, sightless gal
 Listened inquisitively to the noise.
 A therapist assisted one beginner
 In walking with an artificial leg.
 I studied each soldier closely,
 Searching for what made them try.
 A dedication, a real determination
 Was evident in the expression of each.
 Well, I wanted to be like them,
 Realistic, ready to join life again.
 “Nurse, would you push my wheelchair
 Over to those exercise bars, I want to begin.”

by Joe Fabel

© December 2005

That Thousand Yard Stare!

Editor's Note: We are posting the works of some of our original members. This poem was written by Joe Fabel, one of the first dozen MWSA members and a book reviewer in the years 2004 and 2005. Enjoy!

It is a look which doesn't find closure;
 Rather its being exists burned into the mind.
 Deeply etched in one's hurting heart
 And suffering soul are terrible images.
 Incessant bursting shells, screaming bullets,
 Unrewarding searching for saving shelter.
 During those awful moments the world went mad!
 All around me men and equipment destroyed!
 Buddies screamed loudly and beseechingly,
 Pleading for an end to the unending attack.
 Don't pry! I don't have an answer for you.
 How can I explain when I don't understand.
 Am I welcomed home with understanding,
 Or do you choose to avoid me and my stare?

by Joe Fabel

© December 2005

I Learned About War Last Night

Editor's Note: This is a poem written by Bill McDonald, Founder of Military Writers Society of America, a long time ago. We thought it would be good for newer members to see it. For more about Bill, you can go to his home page by clicking on his banner above.

I learned about war
Last night
And I killed you
You looked
Through your eyes
Last night
And you saw me
You and I
Are only
Government pawns
Upon a voyage
That could only be rehearsed
In nightmares
My breast-fed-friend
By whose design
Have we fallen prey?

By W. H. (Bill) McDonald Jr.

© December 28, 1966

Phu Loi South Vietnam

CONNECTIONS

Joyce Gilmour

HAPPY NEW YEAR to all MWSA members! Here's hoping that 2012 will bring us together to support each other in our writing endeavors. I hope that you will have a year full of learning which will take you further on your writing journey.

Before the MWSA Conference 2011, I made mention that I would be at the conference and would love to connect with folks. Well, Author Nancy Rial wins the A+ award because she is the only one who approached me about being interviewed for a CONNECTIONS article. We had an opportunity to go to the hospitality room, and Nancy shared her book, *Alan's Letters*. It was awesome to have a page-by-page tour of the book, presented by the author.



As a teacher, I was interested to hear about the inspiration for *Alan's Letters*. Nancy's high school son was assigned an American history project in which he was to interview a soldier. In not being able to find someone to interview, his grandmother shared the stack of letters that had been sent from France, from her brother,

Alan, during the time he served in WWII. Alan was one of the soldiers who gave his life serving in that war. The history teacher gave Nancy's son approval to use this source of information for his project. What really surprised Nancy was just how much interest her son's peers showed in the letters. Seeing this response from the high schoolers, Nancy was motivated to begin researching to put together a book for young people and adults.

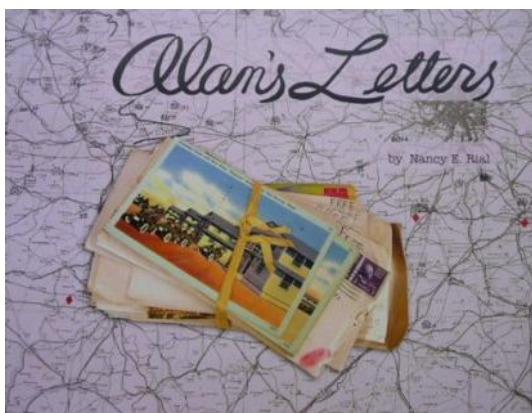
Due to personal family circumstances, the young soldier, Alan, was not a high school graduate when he enlisted. Therefore, he actually was about the age of Nancy's son and his classmates. The fact that these letters were sharing the story from a person their age, increased the interest, and made learning about WWII that much more real to them.

Nancy's endeavor to put together this book about her uncle, has been a long and intense research project that has certainly exceeded that of her son's high school project. Nancy has spent years researching for this book, both here in the States as well as in France. The letters stirred up many questions that she wanted to discover answers for, and it led her to meet a number of WWII veterans who have shared memories with her. She refers to them as "great old gents." She has spent time with members of 5th Division, E Company.

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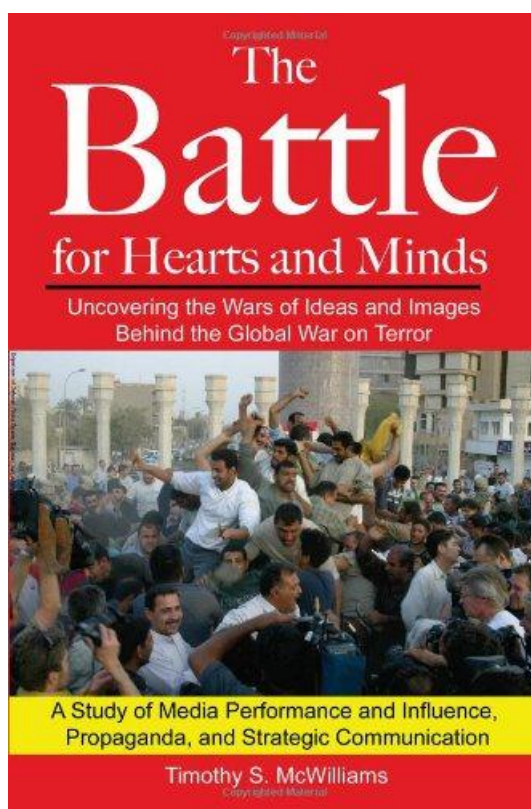
(Continued from page 44) *Gilmour*

It took her 2½ years to receive Alan's U.S. military records. She spent much time at the National Archives reading daily records from the time her uncle spent in the Army. Nancy's research is ongoing even after publication. In the summer of 2010, she walked the French farmland where Alan was KIA and she will be visiting the WWII R&R area near Bosimont, France, this February.

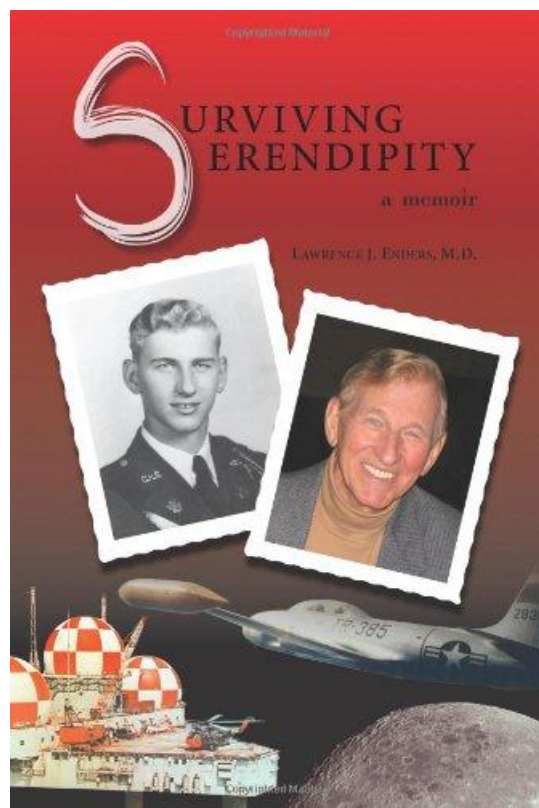


Nancy Rial is a library media specialist with the Cambridge Public Schools, with a background in the fine arts and library science. With this knowledge and background, she knew that to make the book one which students would appreciate, it should be a visual tour as well as text. She has done an outstanding job in presenting a work of history that will capture both young people and adults alike. Please take the time to go to the *Alan's Letters* website to learn more about the book. It is an excellent read for anyone interested in learning not only Alan's story, but "soldiers' stories from WWII." You won't be disappointed. (<http://www.alansletters.com>)

Book Synopsis: This is a personal chronicle of a teen soldier in WWII from basic training to his adventures across northern France on the front lines as a member of the Fifth Division, part of Patton's Third Army. Using all primary sources from the historical period, the book is attractively designed in beautiful color. The letters from Alan to his family represent all the young soldiers' voices when he expresses a yearning for a normal life again and appreciation of all that he has had as a youth growing up in America.



MWSA Robert Doerr Winter Reading List



MWSA Robert Doerr Winter Reading List

Cora: Summer Wind

By Bob Stockton

December 12th was Francis Albert Sinatra's birthday, a day that in my opinion should be declared a national holiday. I thought that it would be a nice tribute if I did a bit of YouTube research and posted my three favorite Sinatra songs to my Facebook page. I had posted the first two and while I was copying number three I began to think about...Cora.

It was the summer of 1967. The Carrier Task Group to which I was attached had been operating in the Gulf of Tonkin providing bombing interdiction over North Vietnam since early winter. The code name for our operating area was "Yankee Station," which meant that we shared bombing duties with the Air Force over North Vietnam. After nearly ninety days at sea working twelve hours a day, seven days a week the relief carrier finally arrived and our big ship tied down her aircraft, stored the bombs and their bomb carts securely in the bomb magazines, wheeled one hundred and eighty degrees and headed east across the South China Sea for the Carrier Pier at Subic Bay. The transit to Subic would require three days.

Olongapo city here we come!

It was the second day of our Philippine transit when I received word that I was wanted in the Air Operations Office to pick up a message that had arrived on the daily mail plane. Puzzled, I hustled up to Air Ops. Who would be sending me a message? Where did it originate? Was it bad news? These questions were buzzing inside my head when I entered the Air Ops shack. The duty officer handed me an envelope with only my name and rank written on the outside. No return address. No stamp. What in the name of heaven could this be about? Enough speculation. I decided to open the damn thing on the spot.

The note was from my old friend and former shipmate Gino. It simply said: "Take some leave. We're headed south to see Max." Gino and I had

been stationed together several years past and I assumed that the mysterious "Max" in the note referred to Max McNeil who was also stationed with us but had transferred out and hadn't been heard from since. I submitted and was granted a leave request for the entire in port period. Knowing Gino as I did I knew that this leave period was bound to be a memorable one.

Day three dawned and our Carrier arrived at Cubi Point, ready for some much needed rest for her crew. I had packed my civilian clothes and was one of the first men to leave the ship when liberty was announced. Standing on the pier waiting was Gino, a young Filipina woman, a Filipino man and two portable ice chests. It was good to see Gino again. He introduced me to the woman as his girl friend Minda and the man as Rogelio. Rogelio, he said was our chauffeur. The ice chests were filled with bottles of San Miguel beer and cheap vodka.

Chauffeur? Why did we need a chauffeur, I inquired? Because, came the answer, we were headed southeast through the Zambales Mountains and around Manila Bay to Cavite City where Max was living in high style in a walled villa. Oh and by the way, Gino added, we'd be taking a live baby babuy with us.

Babuy? What is a babuy? A baby pig, came the response. When we arrived at Max's place we were going to butcher and roast the thing.

I reached into an ice chest and took a long pull from the vodka bottle inside.

Rogelio was none too pleased that we'd be transporting livestock in the Navy Special Services Ford Fairlane that Gino had rented. Minda, speaking rapidly in tagalog assured him that she would fashion some diapers for the pig and that she would not only take care to see that the pig wouldn't soil the car interior but that she would also handle the delicate business of bribing the soldiers at the various checkpoints along the highway who were armed with automatic weapons and weren't afraid to use them if they per-

(Continued on page 47)

(Continued from page 46) *Stockton*

ceived to have suffered an affront to their delicate national honor. After much back and forth and the exchanging of a twenty peso note Rogelio reluctantly agreed to allow the pig to ride inside the car with us.

I took another long pull from the vodka bottle. I was going to need it if I was going to be part of this safari!

In the interest of brevity I will shorten the narrative surrounding the several hour journey to Cavite and report that the pig had a ripping good time riding in the front seat in Minda's lap, diapered to the nines with his snout sticking out the window like a dog. We managed to bribe our way through two checkpoints without getting shot by some very nervous soldiers. After several more pulls from the vodka bottle and a few San MIGUELS both Gino and I were developing an affection for the damn pig riding happily in front snorting at the passersby in the little barrios along the highway. We pled our case to Minda to spare the pig, but to no avail. The pig was to go to his reward the next day skewered and slowly rotated over a firepit.

Well at least he enjoyed the car ride.

We arrived at Max's villa in the late afternoon. Max looked exactly as I remember him, a bit portly, bald with a wide grin and an amiable affect. He ushered us inside the walls of the villa and introduced us to his "housegirl." The housegirl's job description evidently contained more than just taking care of the house - she was required to take care of Max also. Her welcome for our hardy band was less than enthusiastic. She viewed Minda as competition for Max and saw Gino and me as evil vodka swilling corrupters of Max's moral fiber.

I had news for the housegirl. Max's "moral fiber" was thinner than dental floss.

The rest of the afternoon was spent unpacking and reminiscing old times. The vodka bottles had long since emptied and the San Miguel was running dangerously low. Max sent the girl out for

more. On the way out the gate she gave Gino the evil eye and disappeared into the dusky twilight.

After a late breakfast the next morning Max announced that Minda and Evil Eye would be prepping and butchering the pig while he would show Gino and me the town of Cavite City. Max had political connections with the local elected officials as he was responsible for testing and evaluating Filipino citizens that wished to join the U.S. Navy through the seaplane base at Sangley Point. Sangley nestled up against Cavite City and like navy towns everywhere the main drag was populated with one bar after another.

The first bar that we entered was owned by a former mayor of Cavite, a fellow named Peiping Arbanas. Arbanas owned several bars and restaurants and controlled the hiring and firing of virtually every bar girl in town. He and Max had something going, something that I didn't even want to know about. The three of us sat down over a rum and coke to pass the time. Every girl in the bar gravitated to our table.

"You like the girls?" Peiping was asking Max. "No charge. Pick the one you want and no pay out to the bar. Just give the girl whatever you like."

It was a bit early in the day and I wanted to look around the rest of the town. I thanked Peiping for his generosity. Maybe later I said.

After a few rums a young boy entered the bar looking for Max. He hurried over to our table and announced that Evil Eye had paid him ten pesos to follow us around and report back to her what we were doing in the bars. Max looked the kid in the eye, reached into his pocket and handed him twenty pesos.

"What are we doing?" he asked.

"I don't see nothing," came the reply.

Smart kid.

As the day progressed into the afternoon Max, Gino and Peiping disappeared after huddling about something or another and I decided to visit another watering hole to see what was happening.

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I left the bar, crossed the street and sauntered into a ramshackle affair just up the main drag. The jukebox in the place was playing loudly. I ordered a rum and coke and walked over to the jukebox to look over the playlist.

The playlist was a rather dated affair but it did contain a new Sinatra tune that I hadn't heard. The title was 'Summer Wind.'

'The summer wind came blowing in, from across the sea,'

I felt a nudge and turned to see a lovely young girl of seventeen or so standing next to me. She had honey blonde hair, bright blue eyes, skin the color of cocoa butter and a pleasingly plumpish body that reminded me just a bit of Carroll Baker in the movie 'Baby Doll.'

'It lingered there and touched your hair and walked with me,'

"Hi sailor. I saw you sitting with Peiping at the other bar this morning." Her voice was a melody. "You're the one Max calls 'Nasty'."

"I'd rather you called me Bob. What is your name?"

"Cora." Came the reply.

'All summer long we sang a song, and then we strolled that golden sand,'

We sat at a table and I ordered a round of drinks. Cora asked for a Coke. We sipped and talked in that little run down bar all afternoon. She was the daughter of a Filipina mother and American father who had left for the States before she was born, promising to return for mother and daughter and was never heard from again. Cora didn't seem to mind. She was full of youthful optimism. She loved her world and wanted nothing more than to leave her family's nipa hut in the barrios to come to the bars and earn some pesos for herself and her family. Her effervescence and her mixed beauty captivated me.

'Two sweethearts and the summer wind.'

"Cora, can you stay here in town with me at

Max's house for a week or so?" My heart was about to jump out of my chest.

"Oh sure. Max has a beautiful house. Can I take a shower when we get there? I always have to use a coffee can and a hose when I want to bathe."

"Of course you can. We'll even go and buy you some clothes so you have something more to wear. Tonight we're roasting a pig that we brought with us from Subic."

Cora giggled. "Okay Nast.. um Bobby. Lets go. I'm going to call you Bobby because I like that better."

"Bobby it is, Baby Doll. Lets get going."

We arrived back at Max's in the early evening. Cora was loaded down with shopping bags full of clothes that she had bought with the pesos that I had promised her. The babuy was roasting slowly in the firepit. Every mongrel dog in the city was sitting outside the wall hoping for Max to throw a scrap or two over the barrier where they would fight like wolves for possession of the tasty morsel. Cora went immediately upstairs to find my room and the shower. Max, Gino and I sat at the rattan bar drinking rum and debating whether or not to listen to Armed Forces Radio.

Soon the pig was ready and we feasted on it, fire-pit baked potatoes and some baked tropical roots or something that I cannot to this day identify. We had a marvelous evening laughing, drinking and even being entertained by the women who sang a few local songs in tagalog. Evil Eye was no exception. She was as happy as I would ever see her, drinking San Miguel and flirting with Max. Max sat at the table, eating and smiling benevolently, our gracious and generous friend and host. Our enjoyment obviously pleased him. After dinner we all pitched in to clear the table and straighten up the living and dining rooms while Evil Eye and Minda took care of the dishes. Cora volunteered somewhat half heartedly to help but Max said no, she was a guest of his friend and would not have to help. We spent the remainder

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(Continued from page 48) **Stockton**

of the evening laughing and talking and partaking of a native wine made from coconut juice called tubao.

It was late when Cora looked over at me and said in a small, shy voice that she was tired and wanted to go to bed. I agreed and we said our good-night to all and headed upstairs for my room.

The night was steamy and hot. There wasn't a breath of a breeze anywhere to be felt. I turned on the fan and directed it toward the double bed at the far wall. Cora came over to me and kissed me passionately. We stumbled across the room, undressed while still in an embrace and fell into bed.

'The world was new beneath a blue umbrella sky.'

We made love passionately, hurriedly, quickly that first time, then tenderly and slowly for what seemed like forever, neither of us wanting it to end. After, Cora curled up in a little fetal-like ball and went to sleep, snoring softly. I remained awake listening to her contented sound before drifting off into a fitful sleep. I will never forget that evening.

The date was July 28th, 1967.

The next morning over Bloody Marys - Cora was having her usual Coke - we were planning to hire a Jeepney to take us out to the barrios where I was promised an authentic Filipino lunch. I was to meet her friends and just enjoy an afternoon in some little sari sari store somewhere trying to keep up with the rapid tagalog that all of the locals would be speaking. I guessed that my tagalog was as rudimentary as was their english but Cora would be along to act as both my guide and translator. Later we'd return back to Max's and relax a bit before dinner.

We were just getting ready to leave when Max came rushing into the house with an official communication in hand. Our relief Carrier, the Forrestal had suffered a fire and explosion and was listing badly to port. At the time of the communication the explosions had subsided but the fire remained out of control. All leave and liberty

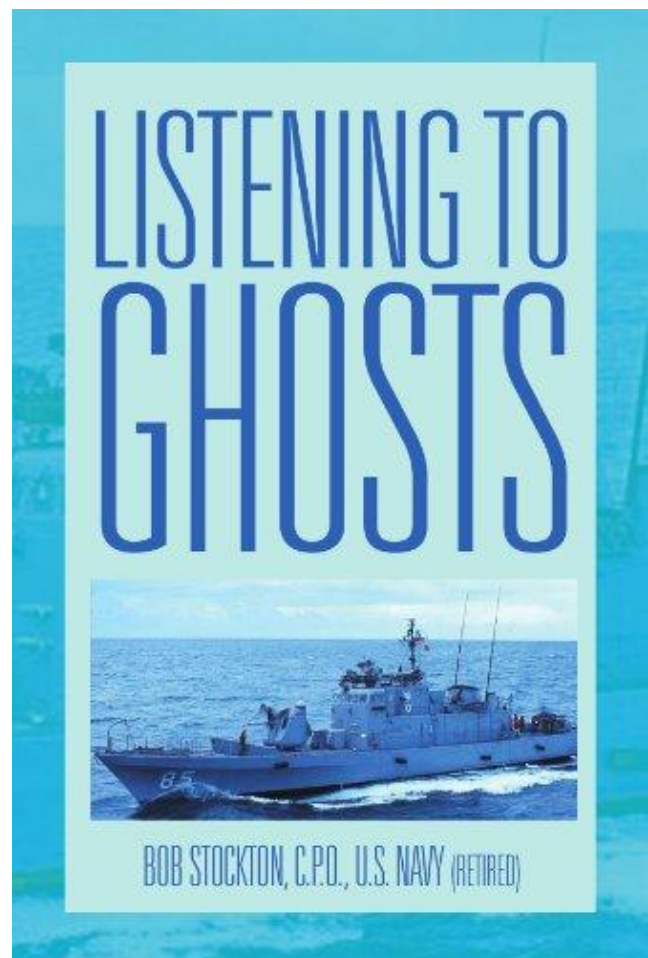
for our crew was cancelled and all hands were to return to the ship immediately. If the ship had left Cubi Point arrangements would be made for stragglers to fly back with the mail plane. Max had phoned Rogelio who was staying at Sangley Point and the car would be here within the half hour.

I was stunned, as was Gino. I looked over at my Cora and for one ever so brief moment thought about disappearing into the barrio with her.

"Good bye, Nasty. Go to your ship and come back soon." Cora came over to me and we kissed for the very last time.

'I lost you, I lost you to the summer wind.'

Note: Adapted from Bob Stockton's *Listening To Ghosts* (Xlibris Press). Unauthorized use prohibited.



POW Mike Christian's freedom flag

Contributor, Nancy Yockey Bonar

I fly flags on two separate angled poles: the standard American and Don't Tread on Me ones. The latter, with its rattlesnake illustration, is rooted in our late 1700s battles for freedom, and was the first jack or pennant on Navy ships. On September 11, 2002 (Patriots Day), all Navy vessels raised this jack – and continue to fly it – for the global war on terrorism.

It's the Mike Christians and others who've served so I didn't have to who get the credit for the flags that I freely fly. And who remind me: order a POW/MIA flag.

*Several prominent Vietnam POW survivors have spoken or written about Mike Christian. What follows is by Medal of Honor recipient, **Colonel Leo Thorness, USAF (Ret)**,*

You've probably seen the bumper sticker somewhere along the road. It depicts an American flag accompanied by the words, "These colors don't run."

I'm always glad to see this, because it reminds me of an incident from my confinement in North Vietnam at the Hao Lo Prisoner of War Camp, or the "Hanoi Hilton," as it became known.

Then a major in the U.S. Air Force, I had been captured and imprisoned from 1967-1973. Our treatment had been frequently brutal. After three years, however, the beatings and torture became less frequent. During the last year we were allowed outside most days for a couple of minutes to bathe. We showered by drawing water from a concrete tank with a homemade bucket.

One day as we all stood by the tank, a young Naval pilot named Mike Christian found the remnants of a handkerchief in a gutter that ran under the prison wall. Mike managed to sneak the grimy rag into our cell and began fashioning it into a flag.



Navy LCDR Mike Christian, Vietnam POW

Overtime, we all loaned him a little soap, and he spent days cleaning the material. We helped by scrounging and stealing bits and pieces of anything he could use.

At night, under his mosquito net, Mike worked on the flag. He made red and blue from ground-up roof tiles and tiny amounts of ink, and painted the colors onto the cloth with watery rice glue. Using thread from his own blanket and a homemade bamboo needle, he sewed on stars.

Early in the morning a few days later, when the guards were not alert, he whispered loudly from the back of our cell, "Hey gang, look here." He proudly held up his tattered piece of cloth, waving it as if in a breeze.

If you used your imagination, you could tell it was supposed to be an American flag. When he raised that smudgy fabric, we automatically stood straight and saluted, our chests puffing out, and more than a few eyes had tears.

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About once a week the guards would strip us, run us outside and go through our clothing. During one of these shakedowns, they found Mike's flag. We all knew what would happen.

That night they came for him. Night interrogations were always the worst. They opened the cell door and pulled Mike out. We could hear the beginning of the torture before they even had him in the torture cell.

About daylight they pushed what was left of him back through the cell door. He was badly broken; even his voice was gone. Within two weeks, despite the danger, Mike scrounged another piece of cloth and began another flag. The Stars and Stripes, our national symbol, was worth the sacrifice to him.

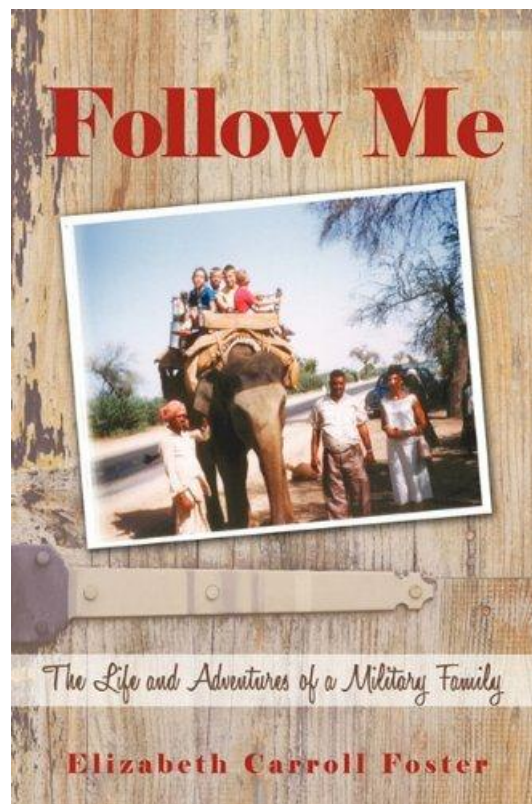
Now, whenever I see the flag, I think of Mike and the morning he first waved that tattered emblem of a nation. It was then, thousands of miles from home in a lonely prison cell that he showed us what it meant to be truly free.

Note: Mike Christian died from smoke inhalation in a Virginia Beach, VA, fire in September 1983.

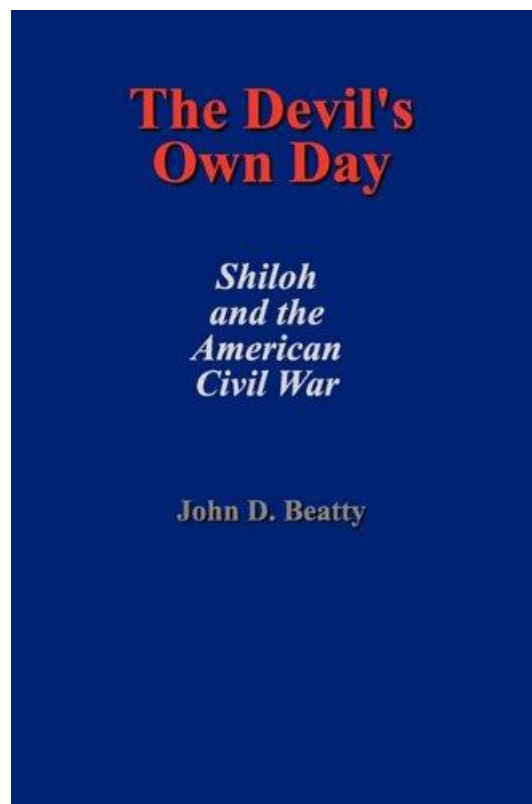
Other “Flags” – If you don’t have the 2011, 200-page MWSA anthology, *The Faded Flag* – a treasure of members’ stories, poems and illustrations – contact Jim Greenwald at leanstofar@aol.com or check Amazon or Barnes & Noble online



POW Mike Christian’s Freedom Flag



MWSA Robert Doerr Winter Reading List



MWSA Robert Doerr Winter Reading List

Dwight Zimmerman—Industry News

"Writing is easy; all you have to do is open a vein and bleed." -- columnist Red Barber

Sitting here in my office, surrounded by books, loose sheets of paper, computers, assorted detritus and (lots of) silence, I'm finally getting around to writing this industry news column. The past couple of months have been extraordinarily hectic. Getting a new boiler and hot water heater, as well as plumbing repairs to the shower and kitchen sink--all before Thanksgiving!--while necessary, were a distraction that put me behind on a lot of commitments. But, that stuff and the holidays are behind me, and I did manage to get well enough along with assignments to be able to set aside some time to write about what's been happening in the publishing industry. What follows is a cross-section of different news items that caught my eye this past few weeks.

The good news for the industry is that things are definitely improving, though no one should start celebrating. In an article about retailing titled, "Strong Finish to a Tough Year," *Publishers Weekly* contributors Judith Rosen, Claire Kirch, Marc Schultz, and Wendy Werris reported that the closing of the Borders chain has actually proved a blessing in disguise for the more savvy independent retailers. In an informal polling of a selection of independent stores nationwide, collectively the group noted an increase of 20 percent in sales over the holiday season. All noted that though they could never compete with Amazon or the ebook readers on price, they countered with service and event sponsoring and participation which included, whenever possible, the promotion of local authors. Speaking anecdotally, two years ago the independent bookstore Greenlight Bookstore opened in the Brooklyn neighborhood of Fort Greene. The first year proved so



successful that they expanded in the second year. They're active in the community, setting aside space in the store for community events, and have a long list of local author book lecture and signing events. In addition, they've partnered with the nearby Brooklyn Academy of Music to operate its kiosks.

They're also pretty savvy business people, for when I visited them to

show my latest book, *Saga of the Sioux*, with the intent of setting up a book signing, the manager I talked to, while impressed with the book's appearance, declined stating that "young adult non-fiction doesn't sell well for them." Well, yeah, I had to grant her that a book about American Indians in the West would be pretty abstract to urban kids in the heart of the largest borough of the largest city in the United States. And, truth to tell, I figured any attempt to pitch any of my other non-fiction books was an uphill fight, because before I approached the manager, I scouted out the store and noted that their--small--history section was waaaaaaay in the back tucked in a corner behind some shelves (and the number of military history titles was even smaller). You'd almost think I was looking for the store's pornography section. But I digress.

One of the better articles on the subject of independent retail bookstores surviving in today's market is *Slatemagazine* reporter Farhad Manjoo's article, "Independent Bookstores Are Not Doomed," which can be viewed at:

www.slate.com/articles/technology/

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technology/2011/12/independent_booksto... (got all that?). Basically Manjoo confronts the whole Amazon vs. Indie store situation with a clear eye and does a commendable job doing a chapter and verse assessment of today's book buying playing field and offers practical advice in how the limited resource indie store can tilt it in its favor.

As for sales themselves, *Publishers Weekly* noted that mid-December print book sales totaled 23.4 million copies. This was down 14 percent from the similar period in 2010, and the article noted that the two major reasons for the decline were the closing of the Borders chain and the increase in ebook sales. Unfortunately, I don't have ebook sales figures, though they have continued strong and one pundit predicts that they soon will account for 40 percent of revenue.

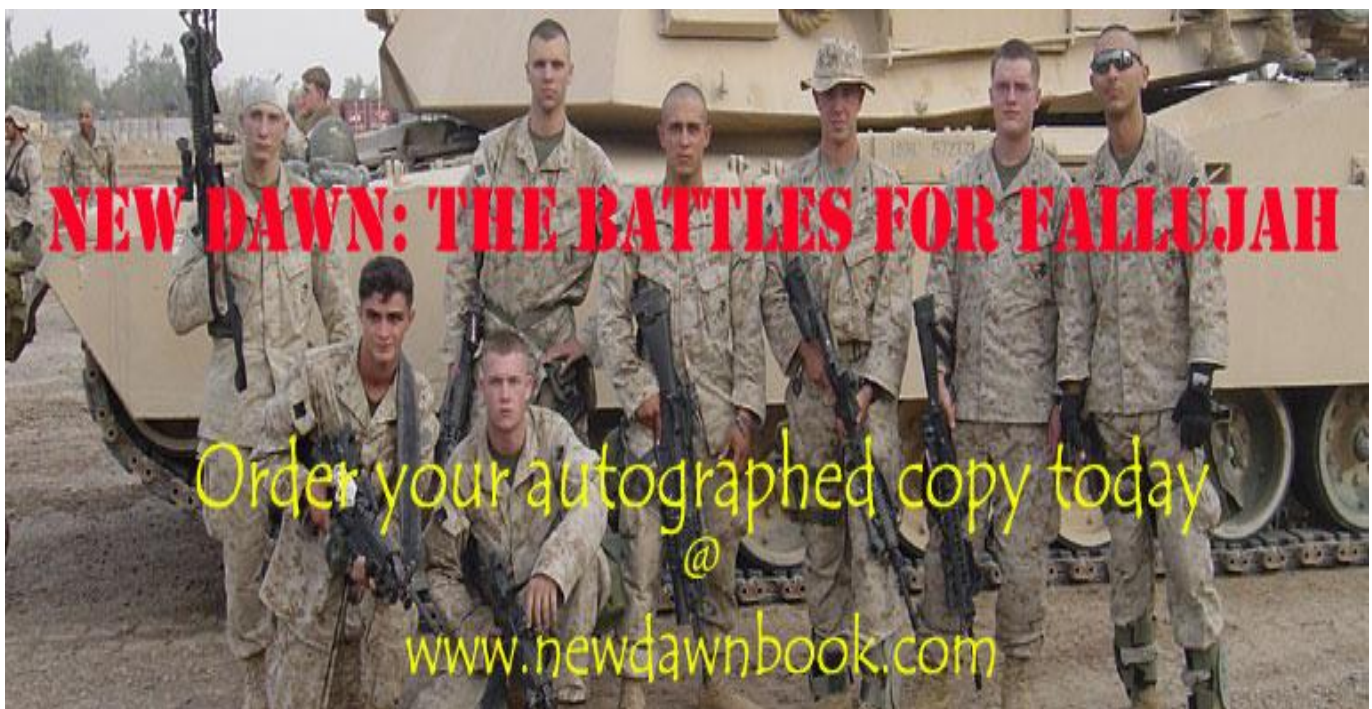
Moving over to the publishing side itself, one of the more fascinating items I ran across was an article by William Skidelsky of *The Observer* titled, "21st-Century Publishing Builds on a Healthy Radical Tradition." The article goes on to describe the different and innovative efforts of four new publishers, both here and abroad. The article can be found at the (slightly shorter) url:

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One of the publishers mentioned in the article is Unbound Books that seeks to revive the nineteenth century publishing practice of subscription publishing in England. Launched in May 2010, Unbound Books "acts as a forum for authors to pitch books directly to readers, who, if they like the sound of a project, commit money right away, before the book has even been written. Each book has a target number of pledges it must receive to be viable (generally between 500 and 1,000). Pledges have different price points, with the cheapest being an ebook and the most expensive being a signed hardcover and launch-party invitation. The pledge money is held in an escrow account, and if the book doesn't receive enough pledges to make the project worthwhile, all money is returned. The article goes into details about the program. The other publishers are taking other innovative approaches to incorporate ebook and print formats.

Well, I see on my computer clock that it's now time for me to go to the post office. Got to mail off to my publisher a CD containing the latest batch of World War II articles (July-Dec 1943) that I culled from the *New York Times* archives, and pay some bills! See you next month!



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NOTE: For issues concerning:

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- **Web site, contact Terry Gould**
- **Membership records &/or dues, contact Terry Gould**
- **Book signing schedules, contact Dwight Zimmerman**
- **Programming, contact Joyce Faulkner or Mike Mullins**
- **Anthology, contact Mike Mullins**
- **All other issues, contact Joyce Faulkner or Mike Mullins**