



# The Leaflet Drop

The Newsletter of the PSYOP Veterans Association  
(POVA)

[www.usapova.org](http://www.usapova.org)

*Ex Verba Victoria*

1 February 2018

Fellow Psywarriors,

Here we are again.....the start of our new year. 2018 will be a significant year for POVA and our members and for our PSYOP Regiment. Many exciting challenges and activities, and we encourage all our members to engage and help make it a successful year.

You'll begin seeing and hearing more about the Cleveland POVA Reunion. Set for 19-22 July, it will be a great time in a great venue. Under the leadership of Life Member Howard Patrick, POVA will put on a successful reunion, with excellent opportunities to reunite with friends and enjoy a great city on Lake Erie. Cleveland has much to recommend it.

Finally, if you are able to help POVA identify potential financial donors or sponsors to help support our growing charitable support program, please contact Rich Hosier ([richhosier3@gmail.com](mailto:richhosier3@gmail.com)) or Chad. As a 501c3 tax exempt charitable non-profit corporation, POVA is well positioned to provide additional financial assistance to partnering organizations working to help our fellow veterans and their families in need.

**C. V. (Chad) Spawr**  
**President**

## **POVA Welcomes its First 2018 Sponsor**

In 2017, POVA launched a program to attract financial sponsors in support of our educational and charitable philanthropic activities. We offer four distinct sponsorship levels, as follows:

**The Platinum Sponsor @ \$5,000 and above**

**The Gold Sponsor @ \$2,500**

**The Silver Sponsor @ \$1,500**

**The Bronze Sponsor @ \$500**



We are pleased and proud to introduce our first 2018 Platinum Sponsor, Galls, the largest retailer specializing in Public Safety uniforms, equipment, and service solutions. Leveraging more than 50 years of experience and a national footprint of more than 80 locations, Galls proudly serves and supports America's armed forces and public safety professionals.

POVA is very proud and appreciative of Galls sponsorship, friendship and support. Galls' website URL is: [www.galls.com](http://www.galls.com). POVA will publish additional information about Galls on our website. A copy of a current Galls ad posting is appended at the end of the newsletter.

## **So we do not forget....**

Since its founding in 1988, POVA has been graced with many truly awesome and amazing members. One of the real truths of life is that, at some point, we all pass, and it is easy in the turmoil of "now" to forget those who went before and set the stage for the future.



***COL-Ret. David W. Affleck***

One of these significant POVA members was COL-Ret. David W. Affleck. Dave joined POVA in 1990, and became a mentor and father-figure to some of us who were much younger and trying to balance our families and careers with our commitments to POVA. Dave is significant to the history of modern US Army Psychological Operations. The second officer to command the original 6<sup>th</sup> PSYOP Battalion in Viet-Nam (1966-67), he later assumed command of the 2d PSYOP Group at Ft. Bragg in 1969. At the time, the 2d Group was only the second active duty PSYOP group in the Army. It consisted of the 1<sup>st</sup>, 13<sup>th</sup> and 15<sup>th</sup> PSYOP Battalions, all at Ft. Bragg on Smoke Bomb Hill.

Upon assumption of command, COL Affleck conducted a full inspection of the Group, its battalions, and its companies. It was during this inspection that President Chad Spawr first met COL Affleck. To say that the Colonel was displeased with the extremely lax condition of virtually the entire 1<sup>st</sup> PSYOP Battalion is a complete understatement. His inspection tour was an experience most soldiers hadn't experienced since Basic Combat Training. We could literally hear him "steaming" down the corridor from the squad bays toward the NCO rooms, and the trepidation only increased.

I remember his irritated expression as he commanded "at ease," and then stared down my roommate and me. Fortunately, our room and TA-50 gear were displayed perfectly, polished floors, perfectly dusted surfaces, cleaned windows, shoes shined, beds "quarter-tight," and ready. He stepped up close in front of me and inspected my Class A (green) uniform, and then smiled and whispered to me "Welcome Home, Son. I'm glad you made it back." Could have knocked me over.

David W. Affleck was commissioned as an Infantry officer, and served in the US Army for 30 years. Following retirement, he resided in Largo, FL. A veteran of World War II, the Korean and Viet Nam wars, he also served tours in the Philippines Islands, Alaska and Germany. He commanded the original 6<sup>th</sup> PSYOP Battalion and the 2d PSYOP Group.

Dave resisted POVA elective office, preferring to work as a friend and advisor to our elected officers. He worked closely with original founders and presidents Duane Yaeger, Jack O'Neil, and Chad Spawr, and provided excellent advice as our dealings with the active duty Army PSYOP world began to slowly expand. Dave was a POVA Life Member who gave far more than he received, and we benefitted from his wisdom and experience.

Dave Affleck died on 12 December 2008 at the age of 83. He is missed to this day! RIP Dave.



***Upper right COL-Ret. David W. Affleck, 1998 POVA Reunion***

## **A Beautiful Wooden PSYOP Crest**



POVA has identified a source of beautiful American made handcrafted PSYOP crests, and is making them available to all POVA members. Measuring approximately 11"x11", these crests are made in the US by American workers, many of whom are our fellow veterans. The pieces are handcut and fitted; no computer cutters or processes are used. This is first-class craftsmanship.

You can purchase your own for \$80, including shipping. Send an email to Chad Spawr ([chad.spawr@usapova.com](mailto:chad.spawr@usapova.com)), and your crest will be ordered and shipped directly to you. All profits are donated to POVA for our charitable activities.

## **POVA's Website Continues to Grow and Develop**

Since its launch in January 2017, POVA's website has grown and expanded in both quantity and quality. We continue to add content of interest to our fellow Psywarriors. Significantly, the website gives POVA a central place to update and advertise progress toward our 2018 Cleveland Reunion. We will post updated information here first.

Major website changes within the past several months include the following:

- Posting of all POVA Newsletters since 2016.
- Addition of a "Critical Writings" tab. This section includes important articles of interest to all Psywarriors; some involve extensive academic and intellectual analysis of important issues in Psychological Operations.
- The addition of "Falling Leaves," a tab which includes updated writings and history from POVA Life Member and PSYOP Historian SGM-Ret. Herb Friedman. Herb's writings are excellent.
- Newly-posted rosters of the historical leadership of the 4<sup>th</sup> PSYOP Group and the 6<sup>th</sup> PSYOP Battalion. As other Group and unit leadership rosters are created, POVA will post them as well.

POVA's website is created by and for our members and friends, so if you'd like to offer an item for inclusion, send it to Chad Spawr ([chad.spawr@usapova.com](mailto:chad.spawr@usapova.com)). If there is a "missing" from the site that you believe should be remedied, send that along as well. We have total flexibility with our site, so we can do whatever we choose!

With your help our POVA website will continue to grow and get better.

## **ASOM Logo Story cont'd....this just gets better!**

Almost immediately after publishing the 1 January POVA newsletter, we received a note from Gen-Ret. James J. Lindsay, first Commanding General of the Army's Special Operations Command at Ft. Bragg.



**POVA Member Tony Sims**

Gen Lindsay had sought a very distinctive logo for the Airborne and Special Operations Museum Foundation (ASOM-F) in Fayetteville, NC.

Here is Gen. Lindsay's note to Tony with his recollection of the events that led to Tony's tremendous contribution to our Special Operations community:

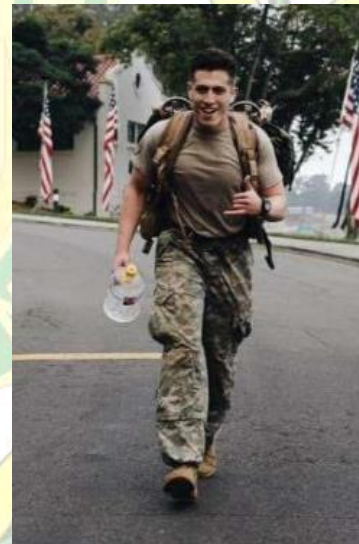
*"You should be VERY PROUD. The logo is everywhere now; at the museum, on Inter-state 295, at every entrance to Ft.*



*Bragg. Since FORSCOM moved to Ft Bragg and Army Special Ops was greatly expanded, we have a lot of generals (about 40) at Bragg. They meet quarterly to discuss various subjects. At their last meeting, I told them that as a Sp4 (I think) in 4th POG, you personally designed that logo in a matter of a couple of days. I told our former director to send you a photo of the logo on the inter-state and at the entrances to Bragg. If he failed to do that, let me know. THANKS FOR A GREAT PERFORMANCE. Jim"*

**California PSYOP Soldier Rucks up For "A Soldier's Child" Charity**  
*(excerpted from American Military News, 17 Dec 2018)*

On Dec. 20, University of California–Berkeley student Jose Gutierrez will be completing a 3-day, 120-mile ruck throughout Northern California. Gutierrez is a prior Army PSYOP specialist and will be commissioned as an Infantry Officer in May 2018. His goal is to not only challenge himself but to raise money for a charity that hits close to home. His goal is to raise \$10,000 for A Soldier's Child, an organization whose **mission** is to serve the children of military personnel who have lost their lives on active duty while defending the United States of America.



**Psywarrior Jose Gutierrez**

"I chose this charity because I grew up without a father and knowing that there are children out there that have lost a parent because of their service is more than enough reason to help them out. These children go through much more than their peers and deserve all of our attention and support," Gutierrez told American Military News.

Gutierrez will have two other individuals joining him on the journey. The ruck will be tough to complete, especially in the Northern California terrain, but he is confident that his goal will be worth the struggle. "I think the biggest challenge will be day two, when I feel sore for the first time in the march and my body starts telling me to go home. This will be the hardest day because my body will be wrecked and won't see the end in sight," Gutierrez told American Military News. "However, this won't be as hard as growing up without a parent that sacrificed everything for this great country. Because of this, I am confident that I will push through and complete the ruck." He has also started a Go Fund Me **page** to raise money to donate to A Soldier's Child. So far, he has received \$315 in donations.

## **4<sup>th</sup> PSYOP Group's HQ Locations have changed dramatically in 50 years!**

When the 4<sup>th</sup> PSYOP Group was activated in December 1967, it was located at 16 Pham Ngu Lao Street in Saigon, Viet-Nam. From a locale perspective, the only real change was a new sign placed over the entrance to the building. Located in the Cruz Compound (named after SSG Pedro Aflague Cruz, who was KIA in 1966), 4<sup>th</sup> Group was the HQ element for the four PSYOP battalions deployed around South Viet-Nam (6<sup>th</sup>, 7<sup>th</sup>, 8<sup>th</sup>, and 10<sup>th</sup> Battalions).



After its return from Viet-Nam, 4<sup>th</sup> Group took up residence on Smoke Bomb Hill at Ft. Bragg, occupying office space at the intersection of Gruber and Mosby Roads. Here is a picture of the main entrance to Group HQ which was in operation for several years.

With increased operational tempo, expansion of capability, expanded training and unit capabilities, 4<sup>th</sup> Group was badly in need of new and more secure facilities. The sleek and modern Group HQ (at right) is now a very functional and attractive home for our oldest and longest-serving Psychological Operations Group.



## **The PSYOP "Trusty Steed" in Viet-Nam**

For many field teams in the PSYOP battalions in Viet-Nam, a very substantial "tool of the trade" was the AN/MSQ-85 Mobile Audiovisual Information Collection and Dissemination System. The actual module was mounted in the bed of an M-37 ¾ ton truck, and contained a printing press, movie projector, slide projector, loudspeakers, a case of hand grenades, three cases of C-rations, a roll of toilet paper, and a generator. The trailer in the back could carry virtually anything from leaflets, magazines, and gifts of soap, to medical equipment and supplies, food, repair parts, 105mm rounds (full of leaflets). Payloads were generally limited only by imagination.



The AN/MSQ-85 was the primary system in the U.S. inventory designated for tactical point dissemination of video products in other-than-broadcast mode. Few of the AN/MSQ-85B still exist in their original configuration, and these are more museum pieces of 1970s technology than usable equipment. The AN/MSQ-85B includes an AQ-4A movie projector, AN/UIH-6 public address system, AP-9 slide projector, AN/USH two-track international standard tape recorder, BM-22A large projection screen and R-520A/UUR radio receiver.



**6<sup>th</sup> PSYOP Battalion being heli-lifted in May 1968, Viet-Nam**

The vehicle could be driven both on and off road as needed. However, given the dangers associated with roadways in Viet-Nam and the ever present threat of mines and ambushes, especially in the more "contested" areas of the country, the AN/MSQ-85 could be slung and delivered by CH-47 helicopter. On several occasions, 6<sup>th</sup> Battalion AN/MSQ-85 vehicles were sling-loaded to such remote locations near the Cambodian border as Katum, Loc Ninh, Bu Dop, and Song Be. Even other relatively more "secure" movements were problematic!

According to LT Smiser: *With the 11th ACR being so mobile with squadrons under opcon to different units throughout 3 Corps I had to move around frequently...from 1st Div in Di An to 25th Inf in Chu Chi. Those roads were not normally sufficiently secure to drive without armored escort.*

Even in these locations, the vehicles and crews were subject to increased threat of enemy indirect fire and ambush due to proximity to aggressive VC and NVA units in the immediate Cambodian border areas.

In early 1969, an AN/MSQ-85 team led by LT John Hilton and Sp4 Bruce Berglund of the 6<sup>th</sup> PSYOP Battalion was attacked in a village during an evening movie presentation. A satchel charge was thrown into the crew cab, where it exploded and destroyed the interior. The US PSYOP team was not in the vehicle at the time; they had been accompanied by troops from the 11<sup>th</sup> Armored Cavalry Regiment on this operation for security, and the team was able to

return to Battalion HQ in Bien Hoa. (NOTE: Thanks to POVA Member Ed Rouse for the pictures and descriptive information on this equipment).

### **John Cheney's Annual Predictions**

POVA Life Member John Cheney has formulated his 2018 predictions on a variety of key issues of interest to our nation. John's views of the world are always interesting, and POVA is very pleased to share them with our fellow Psywarriors, friends, and families. Any commentary in reply is appreciated and will be shared.

#### **2018 PREDICTIONS John Cheney**

- Bitcoin will reach \$19,550 in value in 2018. Volatility will get worse with greater high's and low's. Stellar will reach a high of 1.25 and Ripple will briefly reach a high of 3.75.
- Crypt currencies have spawned a much newer technology called Ledger Technology Blockchain "LTB", which has created a new standard for authenticity, transparency, and security. New applications will be developed in the military, drug distribution, healthcare, and other industries.
- A new lending market will be created and an ETF market will be created.
- Obama's signature legislation, Obama Care (The Affordable Care Act), will follow the Democratic candidates to their detriment in this election cycle.
- The United States gross domestic product will grow at a paltry 2.35%
- The Standard and Poors Index will grow 9%
- US Brent crude will rise to \$69 before falling again
- Unemployment falls to 3.9%
- The FED will hike interest rates at least twice to 2%
- Another attempt by Democrats to impeach Trump will fail further eroding the staunch supporters in the party
- The Institute of Electronic Engineers will define a 5G telecommunications standard which will temporarily disrupt the industry but benefit consumers
- Millennials and Veterans will continue to move away from "old school" technology like TV, AM and FM radio and "subscription products" such as landline phones, satellite TV, security services, pest control contracts, credit monitoring, and after market car warranties
- New home trends will include mostly one story homes, wider hallways, and larger bathrooms. The industry will see more Millennial and baby boomer purchases.
- Sales of electric vehicles will reach 5,000,000
- China's Jing-Jin-Ji will become the world's largest city upon it's completion in 2018



**POVA Life Member John Cheney**

- Puerto Rico will have the islands power restored. PR will then begin moving to a more survivable, localized grid featuring solar and wind

### **The Military Assistance Training Advisory (MATA) PSYOP Course**

During the Viet-Nam War, many officers were trained as advisors and sent to Viet-Nam to advise both American and ARVN units on matters related to Psychological Operations. POVA Life Member Dennis Smiser attended and completed the MATA course at Ft. Bragg in 1967 before deploying to "the Nam," where he was assigned to the 6<sup>th</sup> PSYOP Battalion from 1967 to 1969. Here is Dennis' recollection of the training regime at Ft. Bragg:

*The MATA Curriculum as I remember centered on Culture, Religions, Geopolitics , History, and "Casual: language training. The course lasted 6 weeks and was pretty intense. We also had to run the MATA mile every few days. The MATA mile was actually 2.8 miles over hill n' dale slippery rocks. Final test was to complete in under 20 minutes. Combat boots, no tennis shoes. (may not remember a lot about course but sure do remember the torture of the MATA Mile!*

*After graduation 16 of us continued training. Of those in my class, I was the only company grade officer. Remember giving a presentation and introducing myself as 'Hey you', since that is what you call me -"Hey you get some coffee etc." Our instructors were from UNC, NYU and other east coast universities.*

*After completion my MOS has a 1 designator added. Supposedly the Army field grades did too. Very interesting classes. Changed many of my opinions. Most classes were classified.*

POVA President Chad Spawr and Dennis served together in the 6<sup>th</sup> PSYOP Battalion in Viet-Nam. However, Chad never saw Dennis at Battalion HQ, meeting up with him instead in "strange" places. As an example, while working with the 11<sup>th</sup> Armored Cavalry Regiment north of Bien Hoa in a village seal-and-search operation, the "seal" was put in place during hours of darkness, preventing anybody either entering or leaving the village.



***1LT Dennis Smiser evacuating NVA "Hoi Chanh" defector, Viet-Nam 1969***

In the morning, when beginning the search process, and to the Americans' total surprise, LT Dennis Smiser walked out of one of the village hootches complete with rucksack and weapons. When asked how he got into the village, he simply said he'd been there all night. He then retrieved a man who turned out to be a North Viet-Nameese "Hoi Chanh" defector, who Dennis had convinced to surrender during the night.....alone, by himself, with no support except himself (see picture at left; Chad took this picture while evacuating the POW).

A picture of Dennis' MATA graduating class is appended to the newsletter. It is not a very clear picture, but it is nonetheless a good record of the officers who were being trained as advisors to our South Viet-Nameese allies.

The members of the class included:



**First (Front) Row: from left to right**  
**2LT Dennis Smiser US Army**  
**MAJ Robert H. Dent USMC**  
**2LT Jackie D. Whiteaker USMC**  
**1LT Charles R. Thornhill USMC**  
**MAJ Joseph p. Cruciani US Army**  
**LTC Robert E. Kaempfer USAF**  
**MAJ Royall T. Melville US Army**  
**MAJ Roveit G. Bates US Army**  
**LTC James R. Warren US Army**  
**CPT Ardell T. Brainerd US Army**

**Second Row: from left to right**  
**WO1 Christopher Vandiver Jr USMC**  
**2LT John C. Newsome US Army**  
**2LT Samuel G. Williams USMC**  
**2LT Billy R. Newman USM**  
**LTC Darwin D. Talafuse US Army**  
**LTC James E. Berry USAF**  
**2LT Jerry T. Kelley US Army**  
**LTC William N. Reid US Army**  
**LTC Joseph P. Beaulieu Jr USAF**  
**CPT William R. Oakes Jr US Army**  
**CPT Fred W. Schaum US Army**

**Third Row: from left to right**  
**2LT James L. Pollok US Army**  
**2LT Hugh J. Keith US Army**  
**1LT Jimmy D. McRoy USMC**  
**CPT James R. Smith US Army**  
**2LT Micheal J. Bean US Army**  
**2LT David B. Kleven US Army**  
**2LT Robert C. Duprez US Army**  
**CPT John W. Hampton US Army**  
**MAJ Norman R. Little USAF**  
**LTC Robert W. Collette USAF**

**Fourth Row; from left to right**  
**CPT Robert A. Pate US Army**  
**Mr. Robert M. Sternburg DAC**  
**2LT David S. Raub II US Army**  
**2LT Paul C. Johnson USMC**  
**MAJ Brandt F. Grubbs US Army**  
**MAJ Roland E. Dutton US Army**  
**2LT James R. Mason US Army**  
**CPT Robert L. Reinhardt US Army**  
**CPT Alan Winkenhofer US Army**  
**LTC Carl A. Bowley USAF**

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**APPENDIX I**

**Graduates of MATA Psychological Operations Course 4-67 (7 July 1967)**  
(see list of names by row on an earlier newsletter page; sorry for the dark copy)



**APPENDIX II**

**2018 POVA Reunion Calendar Update**

**Updated effective 1 Feb 2018:**

Here is the current "trending" calendar of events for our Reunion in Cleveland:

<b>Day &amp; Date</b>	<b>TENTATIVE Reunion Activity/Event(s)</b>
<b>Thursday 19 July 2018</b>	<b>1500 – 1800</b> Arrival at Reunion hotel(s), Registration, POA Info table and POVA store open. <b>1800 – 1930</b> Welcome Reception, HQ Hotel, light snacks, cash bar <b>1930 – 2000</b> POVA Officer Call/Meeting (location TBD)
<b>Friday 20 July 2018</b>	<b>0930 – 1130</b> POVA Business Meeting (members only) (location TBD) <b>1200 – 1730</b> Cleveland Attractions (TBD) <b>1830 – 2000</b> Buffet Dinner @ Buffalo Wild Wings (on same property as HQ hotel).
<b>Saturday 21 July 2018</b>	<b>0800 – 1800</b> Planning still in progress. <b>1830 – 2100</b> POVA Banquet & Remembrance Celebration (HQ Hotel banquet/conference room)
<b>Sunday 22 July 2018</b>	<b>0800 – 1200</b> Buffet breakfast and Joint POVA-POA "PSYOP Update" program, presentations ( <b>planning in progress</b> )

## APPENDIX III

### **2018 Biennial Reunion Hotel Updated Information**

Here is the current information for our HQ Hotel for the 19-22 July 2018 POVA Biennial Reunion in Cleveland, OH:

**HQ Hotel:**

**Marriott Cleveland East**

26300 Harvard Road

Warrensville Heights, OH 44122

**216) 378-9191**

**Special POVA Reunion Rate: \$112.00 USD per night + applicable taxes**

**To make your reservation at the Marriott Cleveland East ONLY**, CTRL+click **HERE**; it will take you to a special reservation page already set up with our Reunion dates and special rate. Fill in the data, enter your credit card information, and your reservation will be confirmed.

***Alternate Hotels: POVA is negotiating with two nearby "alternate" hotels for the reunion; prices and details will be available in early January, and we will publish that info in our newsletter and on the POVA Facebook and Website.***

- ***Extended Stay America – Beachwood, Orange Place NORTH***  
3625 Orange Place  
Beachwood, OH  
Reservation Phone: **844-548-5571**
- ***Extended Stay America – Beachwood, Orange Place SOUTH***  
3820 Orange Place  
Beachwood, OH  
Reservation Phone: **844-548-5571**

**APPENDIX IV**

**Welcome to Galls, POVA's first Platinum Sponsor for the 2018 Biennial Reunion**

A central graphic for Galls, featuring a laurel wreath on the sides. The background is a dark, textured surface. At the top is the Galls logo, a white shield with a stylized 'G' and the word 'GALLS' in a bold, white, sans-serif font with a registered trademark symbol. Below the logo is the text 'PROUD TO SUPPORT OUR ARMED FORCES' in large, white, bold, sans-serif capital letters. Underneath that is 'YOUR SINGLE SOURCE FOR UNIFORMS AND EQUIPMENT' in smaller white bold capital letters, followed by 'Trusted by more than 1 million professionals each year' in a smaller, white, sans-serif font. At the bottom of the graphic is the 'equip' logo, which consists of the word 'equip' in a white, lowercase, sans-serif font with a blue circular background behind the 'e', and a blue banner below it with the text 'GALLS CUSTOM ONLINE SOLUTION' in white. Below the 'equip' logo is the text 'PROUD TO SERVE AMERICA'S PUBLIC SAFETY PROFESSIONALS™' in white, bold, sans-serif capital letters. A small '©2018 GALLS' watermark is visible at the very bottom of the graphic.

**Visit Galls website at [www.galls.com](http://www.galls.com)**