



# The Leaflet Drop

The Newsletter of the PSYOP Veterans Association  
(POVA)

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

*Ex Verba Victoria*

1 March 2018

Fellow Psywarriors,

Last month's newsletter contained an article about the different headquarters of the 4<sup>th</sup> PSYOP Group from its activation in Viet-Nam to its new modern facility at Ft. Bragg. Life Member Hammond Salley wrote with his own reminiscence that the article.....

*.....also reminded me that the Cruise Compound was not the only the first headquarters of the 4th PSYOP Group, it was at least the 3rd Headquarters of the 6th PSYOP Bn. Kindo Theater in Saigon until it was blown up and then in an old warehouse when I joined it. The printing plant was in an old French ammo storage area at that time. Old munitions would pop out of the ground when trucks ran over them.*

Great memory, Ham! I'm pretty sure somebody in POVA has pictures of the Kindo Theater both before and after it was blown up by the Viet-Cong. If they are out there, please send them in and we'll add them to an upcoming newsletter.

Please note the updated information on Reunion banquet meal selections and the "Alternate Hotel" location for our Cleveland reunion in July. Good rates, but you must move quickly as they'll book quickly.

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

## **POVA Life Member Stanley Michelsen is a Great Song Writer**

Stan Michelsen has been a POVA Life Member for nearly 20 years. Stan served as an HB team leader with the 7th PSYOP Battalion in Viet-Nam. In addition to his many talents, Stan is a fine song writer, and has shared dozens of his original works with friends and family over the years. His most recent song, "In Someone's Eyes," is a beautiful ballad-style song performed by his production partner Tony Blin-Stoyle. Tony converts Stan's musical concept and lyrics into beautiful music. This first song of 2018 is one of the best your editor has heard. Here is a link to this new song:



In Someone's  
Eyes.m4a

*Take a few minutes and enjoy.*

*In 2000, Stan published his first CD entitled "The Millenium....Enter at Your Own Risk." It was very well done, and the music combined elements of several musical genres. It is unique and great listening.*



**Stan Michelsen, HB Team Leader,  
7<sup>th</sup> PSYOP Bn, Viet-Nam**

## **New Life Members for POVA**

POVA welcomes new members James J. Lindsay of Vass, NC, Joseph Picone of Vienna, VA, and Rod Fritz of Milton, MA during the month of February. Rod Fritz is one only two original POVA Charter Members at the Association's founding in 1988. POVA's Life Member roster now totals 134.

## **Are you a Member of the PSYOP Association (POA)?**



**POA Org Crest**

Our partner organization, the Psychological Operations Association (POA), is encouraging its current members to renew their dues for 2018. As POA and POVA have partnered over the past several years (decades?), all POVA members are encouraged to become POA members. POA offers some great benefits to members. Our relationship has been excellent.



*Ex Verba Victoria*

**POVA Logo**

Among the benefits are the following: two excellent publications, Frontpost, and Perspectives. These two publications offer readers excellent information from many sources, and are valuable assets for staying current in the field of PSYOP and related fields that affect our profession. An additional benefit is an excellent selection of books offered by sale; however, by paying your dues plus \$5, you can select from a list of excellent books. Your editor has enjoyed several books as a benefit of POA membership. For the price of membership plus \$5, it is a great benefit.

POA member dues are \$20 per year, \$160 for Life Membership. Several POVA Life Members are also Life Members of POA (and vice-versa), and it is simply a worthwhile benefit for each such member and our respective organizations. To join POA, send a check for 2018 dues in the amount of \$20.00 to the following POA address:

**The PSYOP ASSOCIATION  
c/o Treasurer Joseph Meissner  
2234 West Boulevard  
Cleveland, Ohio 44102  
[josephmeissner@yahoo.com](mailto:josephmeissner@yahoo.com)**

In the alternative, you can send your check for \$25 and select from a list of books offered by POA. Email Joe and he'll send you the list.

Membership in both POVA and POA is a good deal for all Psywarriors.

## **Vietnam-era PSYOP veteran counterfeited, legally, to make life hard for enemy**

*By Lou Michel | Published Buffalo News, February 19, 2017 | Updated February 20, 2017*

This article was submitted by POVA member Doug Elwell. This veteran was a member of 15<sup>th</sup> POB, never stepped foot in Viet-Nam, but apparently had a big effect. Yes....we are in touch with Charlie and are recruiting him to join POVA and attend the Reunion!



Charles J. Zoerb, 73  
Hometown: Bowmansville  
Residence: Alden  
Branch: Army  
Rank: Specialist E-5  
War zone: Vietnam era, Okinawa  
Years of service: Drafted, February 1965 - March 1967  
Most prominent honors: Unit Commendation Award,  
Good Conduct Medal  
Specialty: Printer



**Charles Zoerb, 15th PSYOP  
Battalion**

Charles J. Zoerb never set foot in Vietnam, but from his printing presses on Okinawa he helped create weapons to expose North Vietnamese infiltrators and help demoralize the enemy. So, in his case, you could say the pen was mightier than the sword.

And Zoerb was well prepared for his role in the Army's 15th Psychological Operations printing branch. Before he was drafted, he had worked as a printer at Arcata Graphics in Cheektowaga. Twenty-two years old at the time, Zoerb had never imagined he would be able to utilize his civilian trade. He was certain that when he was drafted he was destined to serve in the Army infantry in Vietnam. "We were told to look at the person next to you because he was going to Vietnam, and the person next to you was looking at you. But right after I completed boot camp and two days in advanced infantry training, I was pulled out and sent to Fort Eustis in Virginia," he said of how the military began making use of his printing abilities.

With a top secret security clearance, he arrived on the Pacific island of Okinawa on Feb. 18, 1966, assigned to a fully furnished print shop that operated nonstop. Under the guidance of U.S. military brass and South Vietnamese officials, Zoerb and 29 other printers produced counterfeit money and propaganda leaflets. The fake currency, he said, was the more devious of what rolled off the presses. "It was scattered from airplanes flying above North Vietnam. When infiltrators headed to South Vietnam with that money, they could be identified because the cash had special markings and serial numbers," Zoerb explained. Those caught carrying the fake bills would be arrested and interrogated, he said. "We printed tens of millions of these bills to also flood and destroy the economy in the north," he added.

Zoerb's skills were appreciated by his superiors who placed him in charge of the two off-set printing presses. "During one eight-hour shift, one of those off-set presses could produce close to 180,000 bills, just to give you an idea of how much money we were printing," he said. "We also had two sheet presses and they were quite a bit slower, but one of them could print 80,000 bills in a shift."

The South Vietnamese officials, Zoerb said, paid the printers a rich compliment when they expressed amazement over the quality of the counterfeit cash. The counterfeit operation occurred on the midnight shift for security purposes. During the day and evening shifts, printers churned out the propaganda pamphlets. "Because we didn't have to worry as much about the quality of the pamphlets, we could increase the quantity coming off each of the presses," Zoerb said.

He says he has no exact numbers, but estimates that millions of leaflets were printed containing various messages urging the enemy to give up and surrender. For 12 months, Zoerb continued at this job, taking satisfaction in knowing he was contributing to making life difficult for the enemy. But, he is quick to add that he considers himself

"extremely lucky" to have had that type of wartime duty. "It wasn't like I asked for it. It's just how my orders came through and I did what I had to do," he said. "My thoughts were always with the Army and Marines who were stationed in Vietnam doing the fighting. My thoughts are still with them."

When Zoerb returned to the United States and was honorably discharged in early March 1967, he brought home with him some of his handiwork. "I have a dozen or so counterfeit bills and propaganda leaflets," he said of his war souvenirs. Engaged before he was drafted, he married the former Patricia Slimko of Lancaster in May 1967. "She waited for me and I'm glad she did because she is the best ever," said Zoerb, who raised two children with his wife of nearly five decades.

As for his printing career, he returned to Arcata Graphics, but soon learned that he had lost his seniority, "even with my experience on Okinawa." So he moved on and eventually took a job with the New York State Thruway Authority, retiring after 30 years as a supervisor in facilities maintenance. He says he is proud of his memberships in the Alden VFW Post 7967, East Aurora American Legion Post 362 and the Aurora Vietnam Veterans. Over the years, he has delighted in telling fellow veterans, relatives and friends about his unusual wartime service: "I tell them that you are looking at the only person you will ever meet who legally printed counterfeit money." He says it never fails to produce a chuckle. And that's when he gleefully adds: "It's true."

### **POVA Attends Reserve PSYOP AIT Training and Regimental Induction**

POVA's First Vice President Larry Dietz attended the graduation ceremony and Regimental induction activities for a class of Reserve PSYOP soldiers completing their MOS Reclassification training in Class 18-002 at Fort Hunter Liggett in California. Larry spoke with the graduating class, and presented the soldiers with POVA membership information and a POVA member pin.

This is the first time POVA has been able to attend this special ceremony for our Reserve Psywarriors. Led by SFC Paul "Gunny" Campos, these classes have been conducted at Ft. Knox, KY, but are now scheduled to be held in California for the next few years.

This event was also the retirement of "Gunny" Campos'. A 30-year veteran of the US Marine Corps, Gunny completed a ten-year US Army Reserve career. A current POVA member, we look forward to keeping Gunny involved with our fellow Psywarriors.



***L to R.... Larry Dietz, SFC Gunny Campos***

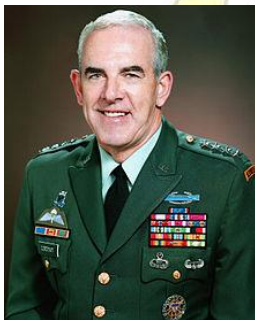
### **James J. Lindsay, GEN-Ret., Honored by POVA**

General Lindsay is a retired 4-star US Army general officer who was the first Commanding General of the US Army Special Operations Command (USSOCOM). A combat veteran of the Viet-Nam War, Gen Lindsay has always been a strong supporter of US military Psychological Operations. Readers of our POVA newsletter will recall that



General Lindsay worked directly with POVA member Tony Sims of the 4th PSYOP Group (A) many years ago to create today's Special Operations logo, a unique and now-ubiquitous graphic demonstration of the tremendous capabilities of American special operations.

General Lindsay is a strong supporter of military Psychological Operations. During a recent conversation, he recounted that, when he joined the 77th Special Forces group in the early 1950's, there was no "JFK Center;" the center for US Army special operations forces was the US Army Psychological Warfare School and Center, located at Ft. Bragg. All US Army Special Warfare grew out of this original school and center concept.



**General James J. Lindsay**

General Lindsay's military career began when he enlisted in the Army in 1952. He graduated from the U.S. Army Officer Candidate School in May 1953 as a Second Lieutenant in the Infantry. His military education includes the Infantry Officer Advanced Course, Army Language School (German and Russian) the US Marine Corps Command and Staff College and the National War College. He earned a bachelor's degree from the University of Nebraska at Omaha and a Master of Science degree in Foreign Affairs from George Washington University.

As a general officer, Lindsay commanded the 82nd Airborne Division, the United States Army Infantry School, the XVIII Airborne Corps, the United States Readiness Command, and was the first Commanding General, United States Special Operations Command. General Lindsay retired July 1, 1990.

In retirement, Lindsay founded the Airborne and Special Operations Museum Foundation in 1990. He served as a senior mentor for the Army's Battle Command Training Program (BCTP) from 1990 to 2009. General Lindsay and his wife, Gerry, live in Vass, North Carolina. Their children include: Steven, Michael, Kevin, and Barbara.

### **POVA Participates in Start of new PSYOP MOS Training Class**



**Left to Right: PSYOP Regimental Commandant Robert Curris, POVA VP Rich Hosier, 3d Bn CSM John La Buz, 3d Bn Commanding Officer Xavier Colon**

On Monday 12 February, POVA VP Rich Hosier gave a presentation on the history of PSYOP beginning in the Viet-Nam War with the 6<sup>th</sup> PSYOP Battalion, and introduced them to the PSYOP Veterans Association. POVA maintains a very close and vibrant relationship with the Regiment and with the 3d Battalion leadership. Both Commandant Curris and LTC Colon are POVA Life Members.

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## APPENDIX I

### **2018 POVA Information Update**

#### **Updated effective 27 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><u>planning in progress</u></b> )

## **NEW INFO**

### **Update on Reunion Registration**

**Reunion Registration Fee (includes Friday evening buffet and Saturday banquet dinner): \$40.00 per person**

**COMING IN MARCH:** Registration Process: two ways to register.....online via the POVA website ([www.usapova.org](http://www.usapova.org)), and navigate to the Reunion Registration page. Complete and pay online!

Or

Paper Registration which will be printed in the newsletters for April, May, June, and July. These can be completed and mailed to the address on the form.



## **Update on Banquet Meal Options**

Our Reunion Banquet on Saturday 21 July will include the following menu selections; the costs are current estimates, with final costs potentially affected by product pricing (however, these are very close):

**Sliced Roast Beef with Mushroom Demi-Glace, chefs starch and vegetable, salad with dressings, rolls and butter, coffee, decaf or iced tea**

**Cod Milanese (white wine, butter and capers) chefs starch and vegetable, salad with dressings, rolls and butter, coffee, decaf or iced tea**

**Chicken breast with a sauce (agreed upon by the group), chefs starch and vegetable, salad with dressings, rolls and butter, coffee, decaf or iced tea**

**Vegetarian Option**

## **APPENDIX II**

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

**MAKE YOUR HOTEL RESERVATIONS NOW TO TAKE ADVANTAGE OF LIMITED-TIME PRICING!!!!**

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 REUNION HOTEL**

***Extended Stay America – Beachwood, Orange Place SOUTH***

3820 Orange Place

Beachwood, OH

**Reservation Phone: 844-548-5571**

Features:

- Includes Kitchenette and Grab & Go Breakfast
- Studio Suite with 1 Queen bed

Rate Availability:



- **Military Rate** is \$90.24
- **Advance Purchase** is \$85.49 (Reservation must be made 60 or more days in advance)

**IMPORTANT NOTICE REGARDING ALTERNATE HOTEL**

**TO TAKE ADVANTAGE OF THESE FAVORABLE RATES, YOU MUST MAKE YOUR RESERVATION IMMEDIATELY.** Because POVA cannot accurately estimate the number of those in attendance, we are unable to lock in a rate without a guarantee for 10 or more rooms

**BOTH RATES GO UP AS IT GETS CLOSER TO SUMMER.....HOTEL IS ALREADY HALF FULL FOR JULY.**



## APPENDIX III

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



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