



# The Leaflet Drop

The Newsletter of the PSYOP Veterans Association  
(POVA)

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

*Ex Verba Victoria*

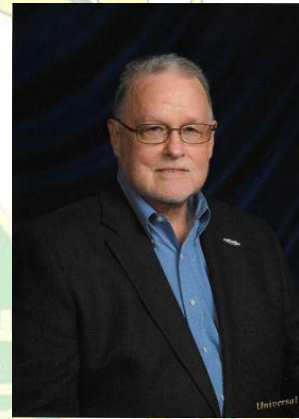
1 May 2018

Fellow Psywarriors,

Be sure to check the Appendices at the end of this issue for the latest updates on our Cleveland, OH Biennial Reunion. Updates are also posted on our website at [www.usapova.org](http://www.usapova.org).

Our Reunion business meeting will be a busy affair. In addition to key amendments to our POVA Constitution, we will elect officers for the 2018-2020 Biennium. For the first time, POVA will have "contested" elections, with multiple candidates for our positions. All POVA positions are up for election, so if you want to run for office, let us know, and we'll add you to the election ballot.

HOWEVER, to run for and/or hold office, you must be a current POVA member in good-standing. Please be sure to update your dues-status with us. Naturally Life Members are already in "good standing."



**Chad Spaw, President  
POVA Life Member**

POVA has posted an election information packet containing bios and a pic of each candidate for our several offices. As we have more candidates than positions, this will help you make more informed choices when voting during our Business Meeting.

Our POVA Constitution provides for "proxy" voting in the event a member cannot attend but wants to exercise the vote. You can give your "proxy" to any Board member to vote your preferences; please do this before the Reunion so your vote will be counted.

We are earnestly seeking donations for the Reunion Raffle. All raffle proceeds will go to our small operating expenses and to support our educational and charitable activities. If you have something we can donate for the raffle, please let Chad or Howard Patrick know so we can add it to the raffle prize list.

Just a reminder that our first Platinum sponsor, Galls, is an excellent supplier of well-made clothing and gear for law enforcement, special operations, and outdoor-oriented people. They sell first class clothing and gear; please check their website ([www.galls.com](http://www.galls.com)) and make a purchase to support our sponsor.

Very Respectfully,

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

**Please Keep Dick Holzheimer in your thoughts and prayers**



***POVA Member and original  
"Mindbender" Dick  
Holzheimer***

Dick Holzheimer has been a POVA member for so long that nobody can remember when he first graced our Association with his presence. He has been with POVA through "thick and thin." Dick called to say he cannot attend our 17th Biennial Reunion Cleveland, as he has been diagnosed with lung cancer, and needs the summer for treatment and recuperation.

At this point, it isn't clear what the treatment will include, but it will be long and arduous, so your thoughts and good wishes can only help him. This is always difficult medically, so your thoughts and prayers will be very much appreciated.

For those who remember, Dick was a "Mindbender" back when we were the original "Mindbenders." Rest and recover, Dick.

**POVA Life Member Ray Ambrozak Inducted into SOCOM "Commando Hall of Honor"**

POVA Life Member Ray Ambrozak has been inducted into this prestigious Hall of Honor at MacDill AFB in Tampa, FL. He was inducted in the US Special Operations Command (USSOCOM) Commando Hall of Honor in a ceremony held April 18, 2018; Ray was presented a commemorative medal from USSOCOM Commanding General Raymond A. Thomas III. It is a deserving award for a true legend of POVA and the Regiment.



Pictures at right are Ray, General Raymond A. Thomas III and Ray's lovely wife Ann.

**Rich Hosier's Financial Report**

POVA's VP for Finance & Member Development has finalized our internal financial reporting worksheet. This reporting format has been in development for several months, and has gone through several different iterations. This is a useful tool for POVA, as we must be very careful in managing our income and expenditures as a tax exempt charitable organization.



With the efforts of Rich and Trustee Ham Salley, we now have a useful and accurate financial reporting document.



BUDGET SUMMARY	Month Actuals				
	Annual	Monthly	Jan 18	Feb 18	Mar 18
2018 Income	\$ 30,400	2,533	5,433	1,552	1,980
Prior Yr Revenue Carryover			5,443		
2018 Grand Total Expenses	27,425	2,285	1,019	2,655	2,055
Net Income/Loss (+/-)	2,975	248	9,857	8,754	8,679

### New Life Members for POVA



POVA welcomes new Life members Scott Thomson, POQC Distinguished Honor Graduate SGT Wesley Winkler and Honor Graduate CPT Noelle Kerr. POVA's Life Member roster now totals 141.

### Call for Raffle Items for the POVA Biennial Reunion Raffle

POVA will hold a raffle to continue raising funds for our educational and charitable activities in support of our Association and our fellow veterans and their families in need. You can help by donating something that we can add to the list of raffle prizes. In 2016, late Life Member Tony Newcomb donated a bottle of vintage (1968) Viet-Nameese Snake Wine, a truly unique raffle prize. It generated a great deal of interest and conversation!

Because POVA is an IRC 501c3 tax-exempt non-profit corporation, the value of any raffle prize you donate is fully deductible from your taxes.

### Milk & Honey Farms Builds for the Future

POVA began providing philanthropic support to Life Member Tim Wallace's "Milk & Honey Farms" project in central Pennsylvania in 2017. The farm, created to produce and provide food for needy veterans and their families in the area, began operation in early 2017, and with POVA's support was able to produce **almost two tons of food** for the area's hungry people. POVA's support provided protective fencing (against marauding deer!), a tiller to enhance cultivation and planting, and further support growing plots and production of honey from the farm's set of hives.

For 2018, POVA again provided support to purchase a small tiller and provide more fencing for expanded production plots. Early indications are that this will be another very successful growing season, and the pangs of hunger for many will be reduced by the commitment and philanthropy of this very special Psywarrior.



**POVA Life Member Tim Wallace**

Here is Tim's recent note about the support POVA has provided for 2018:

**Chad and Rich,**

**Once again I am stunned by POVA's generosity! Please pass along my gratitude to the rest of the board. With your donation we were able to purchase two much needed smaller tillers to be used for pin-point weeding in twenty-eight 30'x 30' vegetable plots. This will help increase the yield, and drastically cut the man-hours needed to weed the 2 acres of vegetable plots.**

**Instead of trying to recruit an army of volunteers to weed, (no volunteers with weeding)...one or two us can weed both fields in less than a day, (as opposed to one or two of us in a week).**

**We were also able to purchase 300' of field fence, 30 metal t-posts, and a 12' gate. These materials were needed for the new field that we have leased for 2018. We will now be able to keep out the deer/goats/and any other critter dedicated to eating our harvest in the new field.**



**Milk & Honey Farms New POVA-supported equipment  
Helping to relieve hunger!**

**Also, I registered for the POVA event in July, and have checked my schedule for the days I will be able to attend. I will be there early on Thursday, but will have to drive back on Sat morning. I look forward to meeting you both then.**

**Once again, thank you for your donation to our mission of helping military families and veterans at risk for hunger in our area.**

**Tim**

Editor's Note: Tim Wallace is a candidate for the position of POVA Trustee for the 2018-2020 Biennium. This is the kind of person we have in POVA.....great soldiers, great Psywarriors, great humanitarians. Proud to be associated with Tim!

### **POQC Graduates Newest Class of Psywarriors**

The 5th Battalion 1st Special Warfare Training Group (A) of the Special Warfare Center and School graduated the newest class of highly trained PSYOP soldiers on 23 April 2018. Welcome to the ranks of our Regiment and POVA!





## **Review of POVA Member's New Book on PSYOP in Viet-Nam**

A detailed and excellent review of Mervyn Edwin Roberts III's book, by POVA Life Member Herb Friedman.

*I recently read the Mervyn Edwin Roberts III book *The Psychological War for Vietnam, 1960-1968*. I like to start out by talking about the general appearance of the book. If you are going to spend good money for a book you should know what you are getting. It is a handsome book, substantial, and with a good cover depicting a PSYOP helicopter with speakers. The book is 411 pages, with 12 chapters on the start of the war to Tet 1968, 17 maps, 7 charts and 26 pictures. There is an excellent list of acronyms and abbreviations for those without a military background.*



*I know a little about this book because back in 2010 Roberts wrote to me when he was writing his thesis for a Master of Arts degree for the University of North Texas. I don't recall much of what we talked about eight years ago, but hopefully I was helpful to him in his project. His original paper studied the war from 1960 to 1965, so we see that he later expanded his research for the book by three years.*

*By 1973, most American troops had left Vietnam, but the South Vietnamese continued to fight until 1975. I suppose a case can be made that America lost its will to fight after Tet 1968 when President Johnson allegedly said "If I've lost Cronkite, I've lost Middle America."*

*What should we expect from a book on the PSYOP of the Vietnam War? Certainly we need to know what PSYOP is, what it promises, and what it actually did. Roberts seems to answer these questions quite well. He starts with the American Revolutionary War, continues through the war of 1812, Mexico, the Civil War, the Philippines and finally WWI. He then takes a break from the chronological study of PSYOP and delves into the life of Ho Chi Minh whose political actions started about the end of WWI. He covers Ho very well mentioning the various aliases he used, his travels through various countries, his intelligence, language skills and of course, his political growth. Roberts then returns to a historical look at WWII, but intertwines the meeting of Ho Chi Minh and his revolutionary concepts with those of the Office of Strategic Services and the Office of War Information fighting the Japanese in Indochina.*

*We next read about the Cold War and the U.S. attempt to restart psychological operations. The Air Force tried a preemptive strike to command PSYOP but it eventually became an Army specialty. There is a discussion about the various civilian organizations involved in PSYOP: the U.S. Information Agency; the U.S. Agency for International Development; and of course, the CIA. We are introduced to Colonel Edward G. Lansdale who was known for his "dirty tricks" but who was a true propagandist and loyal friend of President Diem of the Republic of Vietnam. Lansdale was involved in various operations that probably caused over a million Catholic Vietnamese to move south, a great propaganda coup for the United States.*

*Roberts mentions facts that some might question. I know that there are Americans who claim that had he lived, President Kennedy would have got America out of the Vietnam War early. Roberts indicates that most times talk of Vietnam came up in the White House Kennedy tended to escalate. He does not seem to me to be a President willing to retreat. Remember how he faced down Khrushchev.*

*Roberts indicates that the South Vietnamese were willing and ready to fight and much of their bad reputation came from the American press who were sometimes duped by Communist propaganda calling the ARVN lackeys, and writing exaggerated stories of their alleged cowardice.*

*He seems to indicate that the United States allowed President Diem to be killed to some extent because he refused to follow the recommendations of how a populist politician should act. I thought of American politicians kissing babies and wearing Indian war-bonnets. Washington wanted a glad-handing man of the people. Diem was more formal and desired a Vietnamese approach to politics and the war. Many Vietnamese believe that with Diem went the best chance for victory, and the war was lost the day he was*



*killed. He was a strong anti-Communist leader and possibly the only leader the Vietnamese people would listen to. Roberts quotes a North Vietnamese officer who said: "although we criticized Ngo Dinh Diem publicly as an American puppet, Ho Chi Minh adopted a soberer appraisal. He realized Diem was a patriot like himself but in a different way. Diem was a Nationalist leader like Ho who lived and honest and clean life and...was unmarried, indicating a life dedicated to the nation."*

*We discover that there were a number of Communist agents in the South Vietnamese government, many of whom sabotaged the Republic of Vietnam's Cause. Roberts points to the failure of the Strategic Hamlet program as an example. It helped save Malaya from Communist conquest but was sabotaged in Vietnam.*

*Roberts has an easy and informal way of writing and as the years flow by we see the gradual weakening of the "civilian" CIA operations and the entrance of the military Joint U.S. Public Affairs Office, the Special Operations group and the Vietnamese Political Warfare units. One theme that seems evident all through the book is that the Communists were simply better than the Americans and South Vietnamese at PSYOP. The U.S. spent millions and had the finest printing machinery and controlled the air, while the Guerrillas worked in the field tirelessly with very little, and Hanoi targeted groups in other countries that seemed to fall easily to their propaganda. We see that the North Vietnamese took speeches and newspaper articles by American and western anti-war politicians and placed them in their leaflets and radio broadcasts within days. We find the North Vietnam sent propaganda magazines and newspapers to American colleges where they were read as Gospel.*

*Roberts tells us of the gradual propaganda buildup from detachments to companies to battalions and finally to the 4th PSYOP Group. Nevertheless, there is an impending feeling of doom: the Communists could lie better, louder and with far more repetition than the Americans, who were basically told to tell the truth. We might say "we built a bridge for you"; the Communists would reply "you killed Vietnamese civilians and ate their intestines." That is a hard argument to win. Hanoi also claimed that the Americans were working with Japanese agents who had taken part in war crimes during WWII. There was just a grain of truth in that comment because the U.S. had brought many of the Japanese war criminals to the United States to survey the results of their experiments in China.*

*Defoliation was also a battle that could not be won. The Americans needed to defoliate areas around military bases to protect the troops. The Communists stated constantly that it was poison that would kill civilians and farm animals. My opinion is that the unpleasant fact is that when you look at the results of chemicals like Agent Orange, the enemy was more right than we were. I have always believed that we innocently dropped it for all the right reasons, but the product turned out to be a killer.*

*We also have the problem of strategic hamlets. The British used them in Malaya with great success. When the South Vietnamese used the same technique to starve the Viet Cong who would gather rice from the farmers, they and the Americans were accused of running concentration camps. We have all seen the photographs of U.S. troops burning farms. The farms were burned because they were now vacant and the people had been moved. Nobody wanted the farmers coming back and having their crops confiscated and eaten by the Viet Cong.*

*The American press also believed that Diem was against religion when he attacked the Buddhists. In reality, these were not the saffron-robed Buddhists with a begging bowl; they were a political and military force that seems to have been used by the Communists to bring down the government. Roberts describes these various ploys and mentions the evidence if any, and basically allows the reader to make up his own mind.*

*As the book nears end Roberts talks about one of my favorite psychological warfare campaigns, the famous case of the Nguyen Van Be. He was a hero of the North Vietnamese who their people were asked to emulate. In fact, he was a common prisoner of war and never even fired his weapon. A propaganda campaign was prepared to show the world that the North was lying about their hero. It should have worked. But, the North Vietnamese said that the prisoner the Americans were parading around was a Hollywood actor and then Viet Cong death squads began murdering anyone who agreed that Be was alive. That was an efficient way to handle a PSYOP problem.*

*The book ends with Tet 1968. It seems to me that the American press considered Tet a victory for the Viet Cong because they had attacked a number of the major cities. Of course, they did so during a declared truce and lost over thirty thousand of their soldiers when the people failed to rise up and support them. Tet*

should have been an American victory, but it was depicted as a failure. Worse, we now know that since the Viet Cong were totally decimated as a fighting Force, North Vietnam was forced to send thousands of regular North Vietnamese Army troops down the Ho Chi Minh Trail. This led to the eventual defeat of the South Vietnamese.

What can we say about this book in conclusion? It is not a war book and you will not read about blood and gore. It is a psychological operations book. You will hear of leaflets, loudspeakers, radio broadcasts and propaganda campaigns waged by both sides. It is extremely well written, well researched, and readers will have a real understanding of psychological operations at the end of this book.

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## APPENDIX I

### **2018 POVA Information Update**

**Updated effective 29 April 2018:**

<b>Day &amp; Date</b>	<b>TENTATIVE Reunion Activity/Event(s)</b>
<b>Thursday 19 July 2018</b>	<p><b>1500 – 1800</b> Arrival at Reunion hotel(s), Registration, POA Info table and POVA store open.</p> <p><b>1600 – 1730 POVA Authors Book Signing Event</b></p> <p><b>1800 – 1930</b> Welcome Reception, HQ Hotel, light snacks, cash bar</p> <p><b>1930 – 2000</b> POVA Officer Call/Meeting (location TBD)</p>
<b>Friday 20 July 2018</b>	<p><b>0930 – 1130</b> POVA Business Meeting (members only) (location TBD)</p> <p><b>1200 – 1730</b> Cleveland Attractions (TBD)</p> <p><b>1830 – 2000</b> Buffet Dinner @ Buffalo Wild Wings (on same property as HQ hotel). <b>Sponsored by our fellow Psywarriors from the POA</b></p>
<b>Saturday 21 July 2018</b>	<p><b>0900 – 1730 Cleveland Attractions: Great Lakes Science Center, Maritime Museum, Rock n’ Roll Hall of Fame.....plus several other available attractions.....more details to follow.</b></p> <p><b>1830 – 2100</b> POVA Banquet &amp; Remembrance Celebration (HQ Hotel banquet/conference room)</p>
<b>Sunday 22 July 2018</b>	<p><b>0800 – 1200 POA organized-sponsored Buffet breakfast and briefing program, presentations</b></p> <p><b>Tentative guest panelists/speakers include:</b></p> <p><b>COL Robert A. B. Curris</b> <b>LTC-Ret. Dennis Bartow</b> <b>COL-Ret. Curtis Boyd</b> <b>BG-Ret. Edward Burley</b></p> <p><b>Topics and agenda are being finalized.</b></p> <p><b>Plan to attend; question and answer format will prevail.</b></p>



## **Update on Reunion Registration**

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

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 is included below. These can be completed and mailed to the address on the form.

**Sunday morning (22 July) "brunch and briefing" program sponsored by the Psychological Operations Association (POA). All are welcome to attend.**

## **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**

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)

**You must make your reservation immediately. Both rates go up as it gets closer to summer.....Hotel is already half full for July.**

**IF NOT REGISTERING ONLINE, PLEASE COMPLETE THIS REGISTRATION FORM, PRINT, AND SEND TO POVA AT THE ADDRESS INDICATED.**







United States Army  
Psychological Operations  
Veterans Association  
Founded 1988  
*Ex Verba Victoria*

**THE PSYCHOLOGICAL OPERATIONS VETERANS  
ASSOCIATION (POVA)  
17th BIENNIAL REUNION  
CLEVELAND, OHIO  
19-22 JULY 2018**

**Reunion Registration**



Name: \_\_\_\_\_  
Street Address: \_\_\_\_\_  
City, State, ZIP: \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_  
Phone: \_\_\_\_\_  
Email Address: \_\_\_\_\_

Name(s) of Spouse/Guest/Friend: \_\_\_\_\_  
(additional names) : \_\_\_\_\_  
Total Number(s) of Spouse/Guest/Friend attending: \_\_\_\_\_

Registration fee per person: **\$40.00** (includes Friday buffet and Saturday banquet)  
**Total Attending:** \_\_\_\_\_  
**Total Registration Fee:** \_\_\_\_\_ (pay online or write check to "POVA")

.....  
**Banquet Dinner Selection**

*Please select a choice for each person in attendance (checkmark or number)*

Sliced Roast Beef \_\_\_\_\_ Cod Milanese \_\_\_\_\_ Chicken Breast \_\_\_\_\_ Vegetarian Option \_\_\_\_\_

Please identify any food allergies that we can address: \_\_\_\_\_  
.....

**PAYMENT OPTIONS:**

1. Register and pay online at [www.usapova.org](http://www.usapova.org) by credit card.

or

2. Send your completed Registration and check to:

Rich Hosier  
108 Sea Star Circle  
Surf City, NC 28445

**APPENDIX III**

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

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