

Tips for writing ADC award submission narratives

1. Be relevant. Discuss achievements that clearly show leadership that has had favorable effects on an installation and/or defense community. For example, mention awards and other honors the nominee has won that indicate commitment to the defense community he or she represents and champions.
2. Be specific. Explain precisely what the nominee has done to earn the nomination. For example, don't just state which awards he/she has won; describe why each award was conferred and indicate its relevance to this nomination. If you mention a title the nominee has held, explain its relevance to the award category in which you are submitting.
3. Illustrate. Give examples of the nominees' major accomplishments that should be considered provided they are relevant to the award for which you're submitting the nomination.
4. Feel free to include admiring—but substantive—quotes from relevant sources. But only submit these within the narrative along with the other information the submission form requests. *Do not submit letters of recommendation or any other types of testimonials with the narrative. They will not be considered.*

Here are two examples of effective ADC award narratives

Col. Joe Smith Military Leadership Award

Colonel Joe Smith is responsible for installation support for more than 60 federal agencies, 90,000 service members, dependents, veterans and retirees across four geographic locations. His wing maintains and operates \$12.8 billion in infrastructure spanning three seaports, five piers, two wharfs and encompassing 22 nautical miles of shoreline, 34 miles of rail, and two civil-military airfields. Support includes civil engineering, communications, contracting, logistics, security, medical care, safety and financial services.

Colonel Smith built and sustained numerous community partnerships over the last year. His outstanding leadership as local Leadership Committee Chair capitalized on the Air Force Community Partnership Program and directly resulted in implementing six agreements with an estimated cost avoidance of more than \$900,000. These agreements included two medical initiatives. The first with Any Base Behavioral Health coordinating mental health service continuity of care for DoD active duty members. The second agreement with Trident Health is designed to strengthen training to bolster the expertise of civilian and military medical health professionals. His team initiated an agreement with the Coastal Crisis Chaplaincy for dual pastoral care and counseling for first responders, military personnel, and families. They partnered with Make Believe County to expand library service, overcoming a gap created by limited staff operating two libraries, one on the Air Base and another on the Weapons Station approximately 15 miles away. They leveraged local community bookmobile resources and increased library users by 100 per month. Other partnerships include motorcycle training with Trident Technical Community College and a dual use agreement on local sports fields with the City of Basetown. He has also maintained a strong partnership with the River Rats baseball team, who have been nationally recognized for military support.

Colonel Smith played a key role in defense community issues across Any State. He worked with Any State Military Base Task Force leaders to set an agenda of issues to action at state level, including military retirement taxation, military spouse professional credentialing, Real ID Act compliance,

expanding child care capacity for military families, and enhancement of Basetown Scholars Academy, the state's only military land lease school partnership. He animated the school reservation percentage for military dependent students. He established a vision to correct security and truck traffic issues that impact the community, so he engaged and partnered with community leaders. The engagements resulted in increased partnership opportunities now being planned, to include shared clinic space with Veterans Affairs, a National Guard readiness center and a shared first responder training facility at the Joint Base. He continued to foster the regional Federal Healthcare Alliance relationships and inter-agency partnerships with the Coast Guard and Homeland Security.

Colonel Smith's vision expanded and integrated existing partnership models in new ways. He reinvigorated the Joint Base's Civic Leader programs by institutionalizing a new structure, keeping civic leaders engaged over time. First he re-energized the Honorary Commanders' Program, partnering civic leaders with senior Joint Base commanders to exchange ideas, experiences, and friendship. In 2016 the joint base selected and seated 21 community leaders. Over the past year the base held eight separate events including induction of members, education on Joint Base missions, and immersive tours for community leaders. He strengthened partnerships with military support groups, encouraging graduated Honorary Commanders to stay involved. Most notably, the Military Support Group expanded its partnerships to all the major Joint Base units, representing all the uniformed services, both active and reserve, and institutionalized numerous fundraising events resulting in over \$7,000 of financial support to award programs, service balls, and professional organizations. He reinvigorated the Joint Base Advisory Council, consisting of graduated Honorary Commanders. They acted as advocates and liaisons between the community and base on issues of mutual concern. He was instrumental in getting one local leader selected for Air Mobility Command's Civic Leader Program, and another selected as an Air Force Civic Leader supporting the Chief of Staff and Secretary of the Air Force. Additionally, he successfully nominated civic leaders to attend the Air War College National Security Forum, and nominated Joe Shmoe for the Joint Civilian Orientation Conference hosted by the Secretary of Defense, expanding education and advocacy opportunities for the region's civic leaders most engaged on defense issues.

Finally, prioritizing the Joint Base's outreach, Colonel Smith supported and encouraged other commanders to be visible and involved. He forged enduring relationships with local Chambers of Commerce, county school systems and local government leadership through 16 speaking engagements at local, region and state levels; participated in 9 military appreciation events and provided the Joint Base mission brief at local venues on at least 13 occasions.

Mr. Peter Brown
John Lynch Base Redevelopment Award

As executive director of Basetown Redevelopment Authority, Peter Brown has developed a culture of inclusion and open communication at Basetown Cross Streets that has helped change the cities of Fort Swampy and Any Town, Texas. He has given residents a new perspective of their community and demonstrated new ways of doing business that will benefit generations to come. Peter's leadership has helped establish new standards in multiple aspects of the community and he has created a progressive vision for moving it forward.

Personally and professionally, Peter is immersed in local and national organizations that affect the long-term growth of FSRA and Basetown Cross Streets, a 1995 BRAC community. With great knowledge, social skills and diplomacy, he guides the development of 7,000 acres of prime real estate to benefit multiple entities, each operating within their unique constraints of stakeholders, complex codes, bylaws

and governmental restrictions. FCRA has eight beneficiaries: two cities, two counties and three school districts which Peter deftly draws together to sustain positive momentum.

Immediately after joining the Basetown Redevelopment Authority, Peter commissioned a new Master Land Use plan, retained a commercial real estate broker, and guided the creation of the Basetown Cross Streets brand to create a highly desirable, marketable product. These steps, combined with implementing Smart Growth and sustainable land development principles, have enabled to become competitive in the U.S. and international real estate markets. Tangible results include the creation of 3,500+ jobs and more than \$1.3 billion in capital investments.

Working with Texas' governors and economic development commissions, Chambers of Commerce, and state and local legislators, projects have been secured that have created 2,000+ quality, well-paying jobs. Graphic Packaging International, Umarex USA, Walther Arms, Glatfelter, Phoenix Metals, Mars PetCare and others are now thriving and expanding at Basetown Cross Streets. Twenty-two companies and government agencies have established headquarters at Basetown Cross Streets, including transportation and logistics giant ArcBest Corporation.

Probably his most significant leadership action is guiding the Basetown Redevelopment Authority Board of Trustees through the donation of 200 acres to the Any State College of Health Education for a medical college. The Any State College of Osteopathic Medicine will open in August 2017 with 150 students and plans for additional medical disciplines within 2-3 years. The Planned Zoning Development includes residential, commercial, retail, medical and research properties to create a community within Basetown Cross Streets, Fort Swampy and Bear Claw. This single project, resulting in more than \$100 million annual economic impact, is redefining Basetown.

The vision of the comprehensive plan incorporates amenities, public services and institutions alongside industrial, commercial and residential development. To date, 1,900 residential units are built or planned. To accomplish this, Peter has also skillfully guided land donations for:

- Fort Basetown Fire Station #11
- McClure Amphitheater
- NCAA standard soccer fields
- Recreational lakes
- Miles of multi-use trails
- Hardwood Tree Museum
- Flightmasters Remote Control Aircraft Field
- Master Gardeners Learning Fields

Peter carefully navigates hurdles to complete infrastructure projects with federal, state, and local governments; projects necessary to attract development that probably would have taken years or been impossible otherwise. Millions of Basetown Redevelopment Authority funds have been invested in infrastructure projects including miles of streets, water and sewer lines, underground electrical lines and no-cost easements for utilities.

His relationships with I-49 International Coalition members and county commissioners were integral in completing a segment of I-49 through Basetown Cross Streets. The region will reap enormous economic benefits long before the rest of the interstate is completed. The impact it will have on future jobs and economic growth is almost incalculable.

Peter also serves on the Western Any State Planning and Development District board and its Transportation Authority Board, working to develop or improve highway, river, rail and airport services key to the growth of the regional economy and Basetown Cross Streets.

Innovative solutions are Peter's signature. A fire on a 200-acre section of Basetown Redevelopment Authority land burned hundreds of barracks buildings in 2008. Clean up expenses were estimated extremely high due to asbestos contamination. Peter and his team obtained an asbestos cleanup certification that saved the redevelopment authority, and future owners of Basetown buildings, thousands of dollars.

Peter has integrated tourism into the economic development formula of Basetown Cross Streets. The formation of the Basetown Historic District, now listed on the National Register of Historic Places, attracts visitors from all over the world to visit the Basetown military museum, and the Basetown Veterans Memorial. The District embraces military veteran groups, opening doors for multiple chapter headquarters, a museum, two tours of the traveling Vietnam Veterans Wall and an annual Veterans Day Parade.