



West Point Class of 1960
October 30, 2011

Chairman
Distinguished Graduate Award Committee
c/o Linda Giacoio
West Point Association of Graduates
698 Mills Road
West Point, New York 10996

Dear Sir:

The Class of 1960 is proud to present MAJ (RET) William H. Willoughby as our first nominee for the award of Distinguished Graduate. MAJ Willoughby excels in all of the areas we value in distinguishing himself as a graduate who exemplifies the ideals of DUTY, HONOR, COUNTRY. This accounting of his accomplishments speaks eloquently for itself.

SERVICE TO COUNTRY

Military Service: Commissioned Infantry 1960

- Germany 1961-1964: 2LT to CPT, Company CO
- Vietnam 1965-66: SF Det C-2 and A Det 217
- Fort Benning GA 1966-1968: Infantry Career Course; Instructor in Counter guerrilla Operations
- Vietnam 1968: S-3, 2/2/Inf, 1st Inf Div. Seriously wounded in major engagement at Loc Ninh and evacuated. Permanent disability retirement as MAJ in 1971
- Tulane University, New Orleans LA 1969 -1971, awarded MBA – Operations Research.
- Military Decorations and Badges: SS, SM, PH, BSM, AM, CM, CIB, Ranger tab, Special Forces tab, Senior Parachutist Badge, EIB.

Civilian Aide to Sec Army Ohio (North) 1994-present

- Nominated by two Ohio Congressmen; appointed by Sec of the Army Togo West; named Emeritus 2005. Worked with all Army elements - National Guard, Army Reserve, USAREC, ROTC and JROTC; attended local funerals of soldiers who died on active duty; spoke at OHNG and Army reserve unit ceremonies.
- JROTC Expansion: major role in obtaining JROTC units for Cleveland OH; after 8-year effort activated four new Army JROTC units in inner city Cleveland 2007.
- Western Hemisphere Institute for Security Cooperation (WHINSEC) SOA support 1995-to present: After a protest emanating from Cleveland slandered this Army School, personally engaged the protesters in debates and brought in forum speakers; obtained American Legion national support; arranged funding and transportation for Congressional delegation and 25 school opponents; resulted in congressional support of Rep. Marcy Kaptur (OH -9th); named a WHINSEC ambassador.
- Recruit One Army (the Whole Army): actively promoted joint recruiting for all army elements at the USAREC training conference in 2008 and in addressing Ohio American Legion convention in 2009.
- Community Advisory Group: Chairman 2009 –present; group consists of community leaders providing long-term support for USAREC leadership; a leading USAREC initiative; selected for USAREC Outstanding Civilian Service Medal 1995.
- Our Community Salutes: Chairman 2011-12 and major donor, promoting and arranging for recognition of community high school graduates who enlist in the US Armed Forces.
- Army Disabled Soldier Support System (DS3) (later named Army Wounded Warrior Support System (AWS2): followed up with disabled soldiers to bridge gaps between Army and VA medical systems; inducted into Ohio Veterans Hall of Fame in 2008.
- Ethics training and promotion: taught several ethics classes to ROTC at John Carroll University; participated in the 2000-2001 National Conference on Ethics held at West Point.

- Accompanied three general officers on overseas trips to visit and observe deployed Ohio National Guard soldiers.

SERVICE TO WEST POINT

Admissions: Regional Coordinator Northeast Ohio (seven congressional districts), 1979-2010 -: duties expanded to Admissions Coordinator for the State of Ohio 2010-present; recognized in 1994 with the Admissions Distinguished Service Award; responsible over 32 years for admission of over 500 cadets.

AOG Service:

- Joined Preparatory Scholarship Committee in 1980; elected an AOG trustee, 1987; became chairman of the Committee, 1988; Chairman of this Committee for 11 years and AOG trustee for 15 years, becoming emeritus.
- Minority Outreach/Diversity Leadership 1999-present: Charter member of Minority Outreach Committee.
- Academy Visibility:
 - Helped initiate and organize 1999 Civilian Marksmanship Program (CMP) board meeting at West Point (resulting in a significant donation to Tronsrue Marksmanship Center); 2001 CASA Conference at West Point (the first of three such conferences); 2008 visit by LTG Franklin Hagenbeck to address Cleveland City Club forum (repeated twice nationally on C-Span).
 - Represented West Point and spoke at 1994 dedication of the COL Charles Young (USMA 1890) memorial in Cleveland. COL Young was the third black West Point graduate.
- West Point Society of Cleveland President 1992-1996: initiated inclusion of cadet parents and admitted candidates and families in Founders Day dinners; encouraged Society member participation in Parents Club events; initiated use of JROTC color guards at Society dinners; promoted establishment of West Point Leadership Award to recognize outstanding high school students and increase awareness of West Point and the Army.
- Minority Admissions Support: made major financial donation to AOG to fund minority candidates' travel for Academy visits or Summer Leadership Seminar.
- Member and donor of Class of 1960 40th Reunion Class Gift Committee
- Hap Arnold Society major donor.
- Arvin Gym Renovation: accompanied Congressional and top Army personnel to West Point to advocate for rebuilding Arvin Gym; the renovation was approved.

SERVICE TO HUMANITY

Boy Scouts 1972-1992: involved at all levels from Cubmaster to Council Executive Board (both sons earned Eagle Scout rank).

Saint Anne's Catholic Church, Columbus GA 1966-69: liaison between civilian and military communities.

Committee to recommend public safety leadership for newly elected Cleveland Mayor Michael White (1989).

Civilian Marksmanship Program (CMP) 1996-present: appointed to board of directors of CMP by Secretary of the Army, after Army Marksmanship Program was renamed, removed from DA budget, and organized as a 501(c)(3) organization; served as Program Committee chairman developing, evaluating and overseeing 23 education, training, safety and competition programs with emphasis on youth; originated system for measuring effectiveness of each program; helped build endowment of over \$100M.

Republican County Central Committeeman 2006-2009: appointed to one-year term and re-elected twice; certified candidates for local and state elective offices.

Rebuilding and Extending Bessemer Avenue in Cleveland 2006-2009: Effort required working with city council, city planning, economic development, State highway department, local businesses and concerned citizens; project improved transportation access for manufacturers and created safer residential neighborhood.

Judge Sara J. Harper Children's Library 2010-present: co-chair and financial supporter of charity that promotes reading to children living in Cleveland public housing.

The Huachucan Veterans Association (comprising inner city black veterans, led by WWII veterans of the 92d Infantry Division who fought in Italy): arranged for minority general officers to speak at the Huachucan annual dinners (including LTG Michael Rochelle, BG Vincent Brooks, LTG Russell Honore); installed as Honorary Member 2006.

Sponsored foreign students from Sweden and Nicaragua.

BUSINESS ACCOMPLISHMENTS

Establishment and growth: In 1984, when the U.S. was in a serious recession, especially in the rust belt manufacturing sector, MAJ Willoughby identified possibilities for acquiring manufacturing equipment at scrap prices and manufacturing buildings at reasonable rents. He established Cleveland Track Material (CTM) with six employees, a Navy Federal Credit Union loan, and a home mortgage, drawing no salary for its first year. The business manufactured railroad switch material for Class I railroads and the transit systems in New York, Boston, Chicago, Portland and Minneapolis. Business development included traveling to the Ukraine, China and South America. CTM expanded to three manufacturing facilities by acquiring the assets of two competitors. In 2002, CTM was the sole supplier for replacing World Trade Center trackwork destroyed on 9/11. By 2007 annual sales had risen to \$45M and the payroll to over 250 employees, becoming the third largest supplier in the industry in the U.S. with CTM facilities totaling 550 thousand square feet of manufacturing space. In 2007 CTM was sold to Vossloh, a manufacturer of rail material with 22 facilities worldwide. MAJ Willoughby retired in January 2010 and continues to provide consulting services for Vossloh.

Cleveland Track Material Awards: MAJ Willoughby's company has won several business awards:

- Employer Support of Guard and Reserve (ESGR) Seven Seals Award.
- Northern Ohio – named one of the 100 best places work in the region three years in a row (2000-2002).
- Ernst and Young. Named Manufacturing Entrepreneur of the Year 1990 for total strategy and the particular success in the inner city environment.
- Governor's Workforce Excellence Award 1996. Received for providing literacy education and English as a second language training paid by the company.
- New York City Transit Outstanding Supplier award for quality and delivery performance for building the track and switches to replace material destroyed at the World Trade Center on 9/11.

MAJ. Willoughby and his family have always placed a high priority on service to the nation and the community. His wife is a retired Department of Defense employee, and both his sons served as commissioned officers. His older son is a 1983 West Point graduate who served on active duty in the Middle East and retired as a LTC (USAR). His younger son, commissioned from MIT/Harvard in 1990, served 4.5 years on active duty, including combat in Somalia in 1993.

Seriously wounded in combat, MAJ Willoughby has dedicated much of his life to assisting and inspiring deserving young men and women to enter military careers and to live lives guided by the ideals of West Point. He has provided leadership and substantive support to the AOG in its efforts to improve and expand the West Point experience for cadets.

We trust that you will find this compelling account of MAJ Willoughby's accomplishments as impressive as we do and find it an easy decision to present him the Distinguished Graduate award.

We thank you for your consideration of this nomination.

FOR THE CLASS OF 1960:

Kenneth R. Ludovici
Chairman
1960 DGA Task Force