



SECRETARY OF THE ARMY
WASHINGTON

22 JUL 2016

MEMORANDUM FOR SEE DISTRIBUTION

SUBJECT: Army Directive 2016-32 (The Joseph V. Braddock Award)

1. The Joseph V. Braddock Award is established as an honorary award of the U.S. Army for members of and consultants to the U.S. Army Science Board (ASB). This award is intended to annually recognize an individual who has made a highly significant contribution to the Department of the Army in the ASB chartered fields of science, technology, manufacturing, acquisition, logistics, and business management while serving in a voluntary advisory capacity as a member of or consultant to the ASB.

2. Background. This award is named in honor of Dr. Joseph V. Braddock, who has served as an uncompensated volunteer Chair, member, and consultant of the ASB for over 33 years.

a. Dr. Braddock received his B.S. in Physics at St. Peter's College, New Jersey, in 1951 and his M.S. and Ph.D. in Physics from Fordham University, New York, in 1952 and 1958, respectively. He served as an instructor in physics at Fordham University and as an Assistant Professor in Physics at Iona College, New York. In 1959, with Drs. Dunn and McDonald, he founded BDM, a technology-based professional services firm. Over the next three decades, the firm grew to 4,000 employees and became the largest publicly owned company of its kind. BDM was acquired by the Ford Motor Company in 1988 and then by The Carlyle Group in 1991. Dr. Braddock retired from BDM in 1993. The skills Dr. Braddock acquired and honed from his time with commercial industry made him a unique asset to the Army and Department of Defense.

b. Dr. Braddock began his service with the ASB in July 1982 and has devoted countless uncompensated hours to helping the Army solve some of the most technologically complex problems confronted in the past and those we are facing in the 21st century. Over his many years of service, Dr. Braddock has personally chaired or cochaired 9 ASB studies, participated as a study team member for 39 more studies, and contributed as a red team member to more than 40 additional studies with far-reaching impact within the Army. In 2002, Dr. Braddock was selected to lead the ASB as Chair, which he did with distinction until 2004.

c. A notable example of his impact during his term as Chair was the 2002 study entitled "Ensuring the Financial Viability of the Objective Force." This study was carefully reviewed by the Army Senior Review Group, whose members included the Secretary of the Army and Vice Chief of Staff of the Army. Of the many recommendations presented in the study, 11 were fully or partially implemented, saving nearly \$3 billion over the Program Objective Memorandum while helping to improve the

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performance and viability of designated programs. General John M. Keane, then Vice Chief of Staff, wrote a letter to Dr. Braddock commending the study's positive effect on the Army and the need for the ASB's continuing contributions to the Army in the 21st century.

d. In addition to the ASB, Dr. Braddock's service has included contributions to the Defense Science Board, National Security Agency Scientific Advisory Board, Defense Nuclear Advisory Group, and Defense Special Weapons Agency Advisory Group and service as an advisor to Sandia National Laboratories. His volunteer work extends beyond the Army and Department of Defense to institutions at the local and national levels, including his key role in the development of a North Atlantic Treaty Organization strategy known as Follow-On Forces Attack.

e. Dr. Braddock continues to serve as a senior fellow consultant on the ASB's red team, where he mentors and advises the Board's executive committee, study chairs, members, and consultants. His efforts continue to develop the capacity of the ASB and its members to enable timely and relevant advice on some of the most challenging problems the Army is facing.

3. Criteria. The Secretary may bestow the Braddock Award to current and former ASB members or consultants who demonstrated one or more of the following qualities:

a. Exemplified Dr. Braddock's extraordinary and selfless volunteer service to the ASB, as indicated by length of service to the Army as a voting or nonvoting member of the ASB and the number of studies personally chaired, cochaired, or participated in as a study team or red team member.

b. Contributed in a highly significant manner to the mission of the Army through exemplary advice and counsel on issues of major importance, as indicated by Army leadership feedback on study recommendations the member personally worked. For example, a personal letter of appreciation or similar recognition of the individual ASB member or study team, or number of study recommendations directed for implementation or further research. Additional measures of relevance to the Army might include the effect of study findings in terms of cost savings or cost avoidance, or in other areas such as combat effectiveness or Soldier safety.

c. Contributed in a highly significant manner to ASB operations by serving in a leadership capacity on ASB studies; within the ASB leadership structure; or as a consultant, mentor, or red team member.

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4. Eligibility

a. Current and former ASB members or consultants who have contributed in a highly significant manner in a volunteer status to the Army's mission(s) through exemplary advice and counsel on issues of major importance to the Army as determined by the Secretary of the Army. The Braddock Award is based solely on the nominee's achievements on behalf of the Army while serving as a member of or consultant to the ASB under appointment as a special Government employee.

b. Not more than one Braddock Award will be awarded to any one person.

c. The Braddock Award may be conferred posthumously.

5. Nomination Procedures

a. Principal Officials of Headquarters, Department of the Army; the Commanders and Directors of Army Commands, Army Service Component Commands, and Direct Reporting Units; and the Chair of the ASB may submit nominations. The Chair of the ASB will convene a special review panel consisting of the Chair, Vice Chair, Executive Director, and two red team members for the purpose of recommending recipients to the Chair of the ASB. Any member serving on the review panel must recuse himself or herself from the selection process if they are a nominee.

b. Nominations will be accepted once a year and must be submitted by the nominator's chain of command. Nomination packages should be submitted through the Office of the Deputy Under Secretary of the Army (DUSA) to the ASB. Nominations should be addressed to the Chair of the ASB (Executive Director, ASB); Office of the Deputy Under Secretary of the Army (DUSA-ASB); 2530 Crystal Drive, Suite 7098; Arlington, VA 22202. Nominations must be submitted not later than 30 April each year.

c. Each May, the Executive Director of the ASB will present nominees to the Chair and review panel for consideration. The Chair will rely on the review panel to independently assess the nominations and recommend the selection of a recipient of the Braddock Award to the Chair. The Chair will propose the recommended nominee to the DUSA for endorsement and forwarding through the Assistant Secretary of the Army (Manpower and Reserve Affairs) to the Secretary of the Army for final approval.

c. Each nomination package should include the following information:

(1) Name and position title of the individual nominated.

(2) How long the individual has been a member of or consultant to the ASB and what positions the individual held during the tenure.

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(3) A summary describing the nominee's accomplishment(s) (not to exceed two pages, but may be accompanied by supporting information, such as charts and statistical data).

(4) The award may be based only on a nominee's completed work on behalf of the Army while serving as a current or former member of or consultant to the ASB. Under no circumstances will the selection process consider an ASB member's outside activities or business pursuits as part of the nomination.

(5) The name, address, and telephone number of the nominator.

6. Description. The Braddock Award will consist of an engraved plaque and certificate to be presented to the recipient. A separate, very similar commemorative plaque will be engraved with the names of all recipients and will be on display at an appropriate location within the Office of the DUSA.

7. Award Presentation. Upon Secretary of the Army approval, the Executive Director of the ASB will prepare the announcement of the selectee, order the necessary plaque and certificate, and perform administrative functions associated with presentation of the award. The Secretary of the Army or designee will present the engraved plaque and certificate to the honoree in an official ceremony to be conducted during an ASB quarterly meeting.

8. The establishment of the Braddock Award will not affect any other award or medal.

9. This policy is effectively immediately.



Eric K. Fanning

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