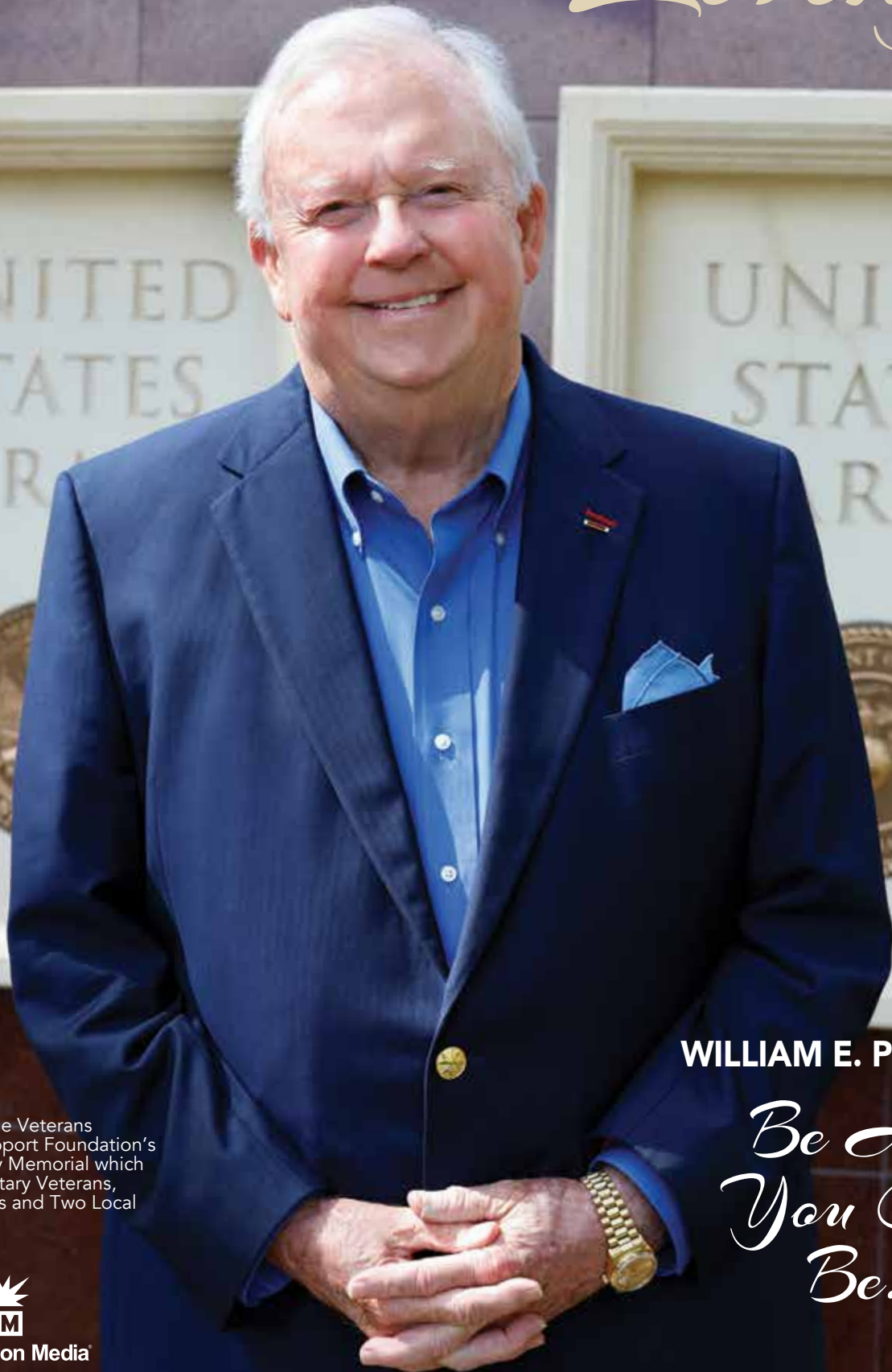


LOS GATOS

July 2021

An exclusive magazine serving the residents of Los Gatos
The Heart of Los Gatos

Living



WILLIAM E. PEACOCK:

*Be All
You Can
Be!*

Bill in front of the Veterans
Memorial & Support Foundation's
Flame of Liberty Memorial which
honors U.S. Military Veterans,
First Responders and Two Local
9/11 Heroes



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Photo by Hyunah Jang

Dear NEIGHBORS,

Summer is in full swing here in Los Gatos! We wish you a very happy Fourth of July and hope you and your family have a great month ahead.

This month, we have the pleasure of highlighting the amazing Colonel Bill Peacock. Bill shares incredible stories about his time in the Marines serving in Vietnam and in the Reserve, serving as the Assistant Secretary of the Army under President Carter, and so much more. Bill is on the advisory board for the Los Gatos Veterans Memorial Foundation among other charitable organizations. We know you will enjoy learning more about Bill Peacock!

You'll also have a chance to read about community events and more in this month's issue.

Please feel free to send me any content you'd like to share. At *Los Gatos Living*, we love sharing what's going on in our community!

See you in town!



STEPHEN GURUWAIYA
Publisher
sguruwaiya@bestversionmedia.com



GENEVIEVE LAUCHER
Content Coordinator
glauch@bestversionmedia.com



HYUNAH JANG
Contributing Photographer
hj@hyunahjang.com



MELISSA SCHLEGEL
Designer

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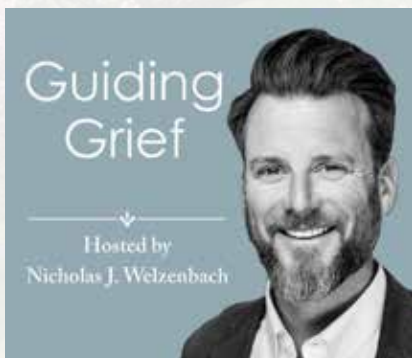


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"Celebrating life one story at a time..."



This podcast is a series of conversations around Something we all will feel and yet no one really talks about and we are never prepared for. **Grief**


My goal is to provide a resource people can access to help them understand they are not alone as they experience grief.

Stay tuned for Future episodes, we'll host:

- Faith leaders with decades of experience helping people deal with grief
- Hospice workers and Nurses sharing their experiences
- And other Gurus talking about the effect physically and emotionally people may go through as they travel their own grief journey.



<http://bit.ly/2U0PbkF>


 William E. Peacock is an older man with white hair, smiling, wearing a dark blue blazer over a light blue shirt and khaki pants. He is standing outdoors next to a large, dark metal bell mounted on a stone base. The bell has an inscription on its base that reads "SOME RUN TOWARD DANGER WHEN MOST RUN AWAY IN HONOR OF ALL FIRST RESPONDERS". To the left of the bell is a green metal park bench. The background shows trees and a brick building.

WILLIAM E. PEACOCK:

Be All You Can Be!

By Genevieve Laucher, Photos by Hyunah Jang

Have you ever met someone who has managed to accomplish most of what life has to offer in a single lifetime, or put another way, who has stuffed ten pounds of life into a five-pound bag? So is the life of one of the Valley's "good guys", William E. Peacock.

William E. Peacock has performed many roles in his life, and few people have had as many. He became a Colonel in the Marine Corps Reserve, a White House aide, an Assistant-Secretary of the Army, a military judge, a corporate attorney, an official in the Department of Energy, a corporate officer for Fortune 500 companies, a volunteer charitable board director for multiple nonprofits, and a published author. Moreover, he is a spouse and a father, two roles to which he is committed. And William E. Peacock values service, just about above all else. Whether serving as a Marine Captain in Vietnam or serving on several charitable boards, including the Los Gatos Veterans Memorial and Support Foundation's Advisory Board, this dedicated individual strives to help others, using his leadership skills to raise funds for good causes. His payback for a lifetime of service is the countless memories from his Marine Corps Reserve career, his dedication in the White House and the Pentagon, and his immeasurable joy with his beautiful wife, Nancy.

Born in Salt Lake City in June 1941 to two high-achieving role models, Bill is the son of a Harvard-educated mining engineer and geologist Father, and a Wheaton College graduating class president and valedictorian Mother. His Dad grew up in Yakima, Washington; his Mom in Boston, and the two met at a dance at

A special thanks to Ellen Manzo for your time and contribution in making this article so informative.

Harvard. When Bill was young, his family moved to Midland, Texas. They lived next door to George H.W. Bush, who became friends with Bill's father. George Bush and Bill's Father drilled a few holes in the ground, looking for black gold in the Permian Basin oil field. They both found oil.

One of the formative experiences in Bill's early youth was meeting a great uncle, General Emil Reinhardt, commanding general of the Army's 69th Infantry Division. Bill was only four years old, sitting outside his house when an olive drab Army car pulled up in front. The two-star general stepped out and popped Bill a West Point salute. Reinhardt gave Bill a book about the historic link-up of the Fighting 69th with the Soviet Red Army at the Elbe River, slicing Nazi Germany in half. The sepia tone book remains one of Bill's most prized possessions. From that moment on, Bill's mother instinctively knew her son was forever branded by and headed for the military, and she was right.

Bill's college applications were accepted by Princeton, Harvard, Yale, and the Naval Academy. While he was a top-tier Texas candidate for Annapolis academically and physically, he was told that he did not have the perfect eyesight required to fly jet airplanes off aircraft carriers. When the Navy doctor offered up a "waiver," Bill asked, "Sir, with my record, why should I start as a 'second class citizen?'", and respectfully handed back his top-ranked papers.

Choosing Princeton was easy after undergoing a pair of perfunctory and boring visits with the Yale and Harvard grads who chatted



Marine Commandant Kelley (Right) promoting Colonel Bill (Left)



Bill in "Mess Dress"



Nancy goofing around before a Marine Corps Birthday Ball

with the potential Freshman from the other side of the desk. In contrast, Princeton employed a different approach and invited Bill to Midland's Princeton alumni recruiting party. One of the graduates had flown his plane up to Boulder, Colorado, to bring several cases of Coors beer to a recruiting party for only one kid-Bill Peacock. The affair included two dozen graduates with their lovely wives invited to give Bill all the warm encouragement he needed. Bill saw how the Princeton graduates cared enough to go all out with extreme recruiting efforts. It was a slam dunk choice. The Tigers won, Bill attended Princeton and several of Midland's Princetonian couples became lifelong friends.

During his freshman year in 1959, Bill will never forget one hot, sticky fall evening. About 20 of his new classmates were drinking beer when they heard an authoritative knock on the door. It was a university proctor, one of the retired FBI agents, and Bill and his freshman friends thought they were in deep trouble for underage drinking. The proctor asked for a "Mr. Peacock." Bill nervously stepped forward. The proctor delivered a white envelope that Bill thought was his one-way ticket back to Texas. Bill opened the envelope to discover an invitation to Sunday lunch at Prospect House with Robert Goheen, the President of Princeton. Bill and his buddies breathed a collective sigh of relief that morphed into a rousing cheer. Bill had no idea why Mr. Goheen would single him out, but the President explained his purpose at lunch. President Goheen shared the story with Bill about how the President's Father and Bill's Grandfather had spent 1899 and 1900 together as missionaries at the Khyber Pass. From then on, whenever President Goheen saw Bill on the campus or at a reunion, he would stop and shake hands, a shared relationship that has been kept a mystery to Bill's classmates for 58 years.

After graduating cum laude from the Princeton Woodrow Wilson School in 1963, Bill became an officer candidate for the Marines' Platoon Leaders Class - Law program at Quantico. Bill had nine months between graduating from Harvard and his military service. He was recruited by McKinsey & Co., Inc., the management consulting firm. His client? The Pentagon and Defense Secretary Robert McNamara's staff. The exposure to the top level at the Defense Department was eye-opening to the 25-year-old second lieutenant. While doing "grunt-level analysis," Bill observed how significant decisions were staffed, tested, and ultimately decided - an invaluable intensive analysis technique Bill subsequently applied to his decision-making throughout his career.

Following McKinsey, Bill went on active duty in March 1967, spending six months at The Basic School to learn how to become a Marine officer now that he had been commissioned. One day,

Second Lieutenant Peacock was summoned to Marine Corps Headquarters to report to the Commandant, the top four-star general. The Commandant asked, "Who do you know?". Secretary [Robert] McNamara has asked to see you in his office tomorrow." Secretary McNamara offered Bill the attractive opportunity to spend his next three years working in the Secretary of Defense's office, wearing a suit instead of a uniform. Bill politely and respectfully declined the position. He told Mr. McNamara he "joined the Marines to be a Marine." Furthermore, Bill knew that he could always return to the Pentagon, but that this was his only chance to be a Marine Officer. Bill returned to Quantico on active duty and graduated in the top 1%. He requested deployment to Vietnam, where he served for 13 months, 1968-1969.

Continued on page 12


 A large wedding photograph of a woman in a white dress holding a bouquet of flowers, standing in a field. The photo is part of an advertisement for Hyunah Jang Photography Video.

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On his last day of active duty, Bill joined the Marine Reserve. His assignments included commanding the largest reserve law unit of two dozen JAG officers, and later monthly commutes to Washington to advise and write policy papers for three and four-star generals who wanted to draw upon Bill's top-level experience. Bill served as the commanding officer of the general officer Volunteer Training Unit, a think tank benefitting two-star and three-star generals. The Commandant personally promoted Bill to Colonel in 1986. Bill earned the Legion of Merit medal upon retiring in 1992.

Bill had a fascinating dual career in the civilian world while simultaneously serving in the reserves. He was a lawyer with Chickering & Gregory, the oldest law firm in California, and then Assistant to the Chairman of the Board at Transamerica. His first Transamerica assignment was to negotiate the company's removal from the Arab Blacklist without harming the concern's many multinational businesses. Fortunately for Transamerica, on this project they had a Marine at the helm. Execution was a tight two years and Bill was required to travel to Beirut at the beginning of their civil war, Cairo while the remnants of the Soviet presence were still very evident, and Damascus where he drove back and forth under the constant shelling of the Golan Heights. The Arab League announced on October 6, 1973, only two agenda items: the removal of Transamerica from the Blacklist and the declaration of war – the "Yom Kippur War," by 22 Arab nations on Israel.

Bill left Transamerica to take a Corporate Counsel position at Crocker National Bank. It was 1976. Jimmy Carter was elected President and Carter appointed Bill to work alongside James R. Schlesinger, who later became Secretary of Energy. "Schlesinger, [who was also a former Secretary of Defense, a former Director of Central Intelligence,

and a former Chairman of the Atomic Energy Commission] was one of the most intelligent people I have ever met," remarked Bill. "And fortunately for me, he became my mentor." Schlesinger recruited Bill to join him in the Energy Department, where the two worked together until Schlesinger left government service.

With a boost from Jim Schlesinger, Bill crossed the Potomac to the Pentagon and was ultimately confirmed by the U.S. Senate as the Assistant Secretary of the Army for Manpower & Reserve Affairs. As part of the confirmation process, the FBI always looks extensively into a potential nominee's history. When the Special Assistant to Army Secretary Clifford Alexander called him in and told him, "The FBI has a problem with your nomination," Bill thought he didn't get the job. But she then smiled and said that "The FBI checked you all over, and nobody could find anything bad to say about you!" The President then nominated Bill, and his confirmation hearing under Senator John Warner went right through.

During the post-Vietnam era, the Army was having a tough time with recruiting. Recruiting difficulties were challenging and complex at the beginning of the all-volunteer force, a manpower strategy that ultimately became a great success. But at the outset, young people volunteered to sign up for the Army, and as quickly as they could sign up, they could volunteer right back out. That ate up a lot of taxpayer money and produced few soldiers. As Assistant Secretary, the civilian equivalent to a four-star general, Bill and Major General Max Thurman led the Army's "Be All You Can Be" recruiting and advertising campaign. The campaign ran for over 20 years and won 17 CLIO Awards, the world's most recognizable advertising award. "Be All You Can Be" has been called one of the most successful recruiting campaigns in the history of the Pentagon, saving one billion dollars for U.S. taxpayers in just its first year. Bill's leadership earned him the Department of the Army's highest recognition, the Distinguished Civilian Service Award. Yet as notable as the awards may have been, the most gratifying reward concerning the campaign came to Bill while attending a high school reunion. Bill saw an old Midland friend who had enlisted on graduation day and risen to Command Sergeant Major stated, "For most of my 30 years in the Army when I felled out my unit, be it a squad or an entire division, the first words my soldiers roared were, 'Good morning Sergeant: Be All You Can Be!'"

At the beginning of the Reagan administration, Bill aided his good friend, the incoming Energy Secretary, Jim Edwards, for a short time as an "unofficial chief of staff." After his years in the White House, in Energy, and the Pentagon, Bill left Washington to work for the defense company McDonnell Douglas, which made fighter jets. He was head of international marketing for the AV-8B Harrier II aircraft, a complex business collaboration between McDonnell Douglas, British Aerospace, and Rolls Royce. After its redesign, Bill helped sell the AV-8B Harrier II to the Navies of Italy and Spain. These sales helped the Marine Corps with an upgraded day-night aircraft, and the AV-8B's were successful in combat in the Gulf War, in Iraq, and Afghanistan.

Moving to California, Bill was appointed by Governor Arnold Schwarzenegger and served a six-year term on the California Regional Water Quality Control Board in San Francisco. In his private-sector career, he has been a corporate officer in several Fortune 500 companies. In addition, since the early 1990s, Bill has been engaged in helping to guide several start-up companies in Silicon Valley.

How does one with dual careers spend his private time? Mid-career, Bill incorporated his lessons learned from his experiences in both the military and corporate life and authored the book, *Corporate Combat: The Application of Military Principles to Business Competition*. The published work portrays how military combat principles can make a

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difference for executives faced with corporate challenges. Corporate Combat created an entire business seminar genre geared to deliver an Ivy League and War College type education on strategy and tactics for organizational design, planning, and execution.

When asked about his wife, Bill credits the New York Yankee, Lou Gehrig, who coined, "I consider myself the luckiest man on the face of the earth," because of Nancy, a lady Bill met on a blind date in 2001. One of his good Marine buddies, Frank Wentholt, kept telling him to call Nancy while Bill had been single. The couple is only separated in age by 16 months, and when Bill rang her doorbell to take her on their blind date, he was so stunned by her serene beauty that he blurted out, "Hi, I'm Bill Peacock, and I'm here to take your Mother to dinner!" They married in 2004, both having gotten it right the second time. Nancy and Bill each have three adult children from their previous marriages.

A Realtor for 20 years, Nancy sold homes in Atherton, Portola Valley, Woodside, Menlo Park, and Redwood City. Nancy was diagnosed with early-stage Alzheimer's a few years ago and chose to resign from her real estate business because of fear of forgetting something that might hurt her clients. She now lives in Gordon Manor, a highly reputed advanced memory care facility. Fortunately, Bill lives within walking distance and fulfills his wedding vow, "...in sickness and in health..." by visiting her daily.

Bill recently celebrated his 80th birthday. He is as active as ever, generously dedicating his time, talent, and treasure to charitable organizations in Los Gatos and the Bay Area. And his value system extends wide and deep. He gives back to his roots, heading up Princeton's Annual Giving Program for his graduating class, and still works hard to live up to Princeton's informal motto: "In the nation's service and the service of humanity." He is the parliamentarian for the

board of the Mounted Patrol of San Mateo County and is on the board of the Mounted Patrol Foundation.

From 2011 through 2015, as the elected Chairman & CEO for the Wine Country Marines, Bill's leadership increased the 501(c)(3)'s fundraising by order of magnitude to \$100,000 for each of his five years. This funding went primarily to the Semper Fi Fund/America's Fund to help wounded Marines, Soldiers, and Navy Corpsmen. Bill's skillset from his military, governmental, and corporate experience supports the all-volunteer Focus Board of the Veterans Affairs Palo Alto Health Care System. He served the Marines' Memorial Association in San Francisco for seven years, first on the Board of Directors, then on the Marines' Memorial Theater, and then the Marines' Memorial Foundation Board.

In Los Gatos, Bill is proud to have been appointed to the Advisory Board for the Veterans Memorial & Support Foundation, where he is delighted to work alongside the many patriotic men and women who share a passion for honoring America's heroes - the Veterans of the U.S. Armed Forces. Fellow Vietnam Veteran General Hillhouse personally recruited Bill to advise the Foundation Board. General Hillhouse complimented Bill's leadership style: "In Vietnam where Bill and I soldiered, there was a saying going around amongst the Platoon Leaders and Company Commanders that, "You can't 'manage' your men up a hill to die, you have to lead them up." The General adds, "The saying fits Bill perfectly."

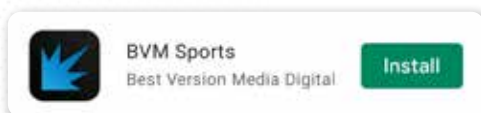
Bill Peacock is a man who continues to live life to its fullest. Bill Peacock's life exemplifies one who knows how to "BE ALL YOU CAN BE!"

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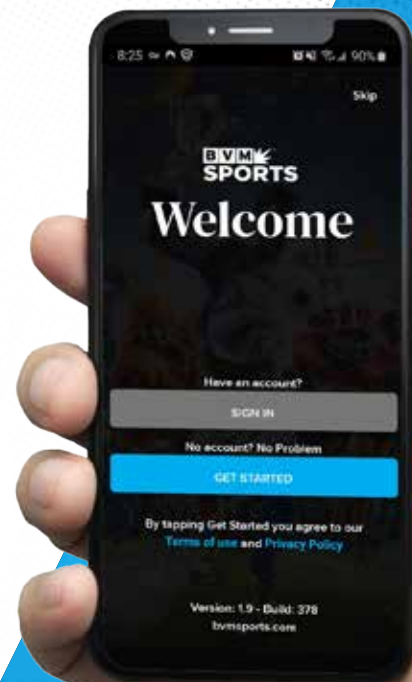
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