DEPARTMENT OF THE ARMY
HEADQUARTERS, U.S. ARMY MATERIEL COMMAND
4400 MARTIN ROAD
REDSTONE ARSENAL, AL 35898-5000

REPLY TO ATTENTION OF:

11 FEB 2016

AMCPC

MEMORANDUM FOR Office of the Chief of Public Affairs, U.S. Army, 200 Army Pentagon, Washington, DC 20310-0200

SUBJECT: Nomination for COL William F. Bigelow for MG Keith L. Ware Master Communicator of the Year

1. COL Bill Bigelow is a trusted advisor at the top of the Army Public Affairs profession. He navigates challenging situations and delicate topics with ease and professionalism. Bill serves selflessly as a Soldier, father, and leader, never seeking personal gain or acknowledgement, but always pointing credit to his team. His perspective and sound counsel is sought-after and valued among leadership. Bill is a team player who continually strives for excellence in all areas of his life. He is a problem-solver, and above all, he serves with honor and integrity.

2. COL Bigelow trumpeted the Army Materiel Command story and brought unprecedented awareness to our mission and AMC's critical role in Army readiness. From the local to international level, Bill led the Army Materiel Command Public Affairs Team in record visibility through more than 50 key media engagements, 100 community engagements, and 150 news articles during 2015. From inception to publication, COL Bigelow developed our command's award-winning magazine, *AMC Today*, quarterly showcasing a strategic focused theme.

3. COL Bigelow is responsive to internal and external stakeholders and has earned a high reputation with media and community partners. He digests complex Army issues and effectively communicates openly with diverse audiences. He is proficient and resourceful, managing a high operational tempo with oversight of more than 200 public affairs professionals across the Army Materiel Command enterprise. His keen intuition and mastery of public affairs practices has made him a go-to subject matter expert on communications.

4. In addition to dedication in his profession, COL Bigelow goes above and beyond in his personal life. He is a dedicated father and husband. Bill actively volunteers with his children's Parent-Teacher Association and faithfully attends swim meets, soccer games and wrestling matches. From working concession stands to helping with homework, he clearly understands the value of family. COL Bigelow is a deft gardener and enjoys cooking dinner for his family of six. He lives according to his faith and is active in his local church serving the underprivileged.

5. COL Bigelow is in compliance with the height and weight standards of AR 600-9 IAW AR 600-9, and is not pending UCMJ actions, barred from reenlistment/continued service or flagged IAW AR 600-8-2.

6. With full faith and confidence, I nominate COL Bigelow as the Army's 2015 MG Keith L. Ware Master Communicator of the Year. Bill is among the best public affairs professionals I

have encountered in more than 30 years of service. He has made a lasting impression on the public affairs community, his team, this command and me personally. He is a model Army Officer, leader, communicator, and family man. No one is more deserving of this award than he.

DENNIS L. VIA
General, USA
Commanding

5 Encls
1. Official Photo
2. Bio
3. Work Samples
4. Letters of Recommendation
5. Memo of Eligibility