

**HISPANIC VETERANS  
LEADERSHIP ALLIANCE**



MSG Leroy Petry, USA (Ret)  
Medal of Honor, 2011

Discussion with  
Quantico NNOA  
19 Oct 2022

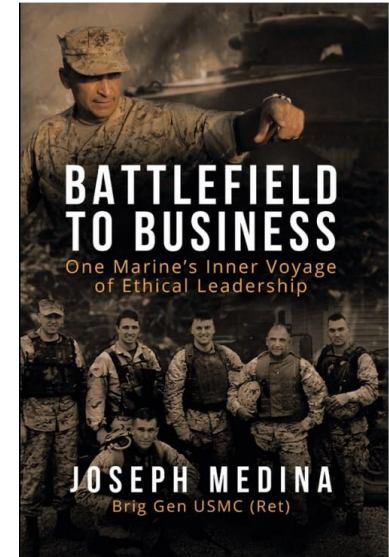
# Brig Gen Joseph Medina, USMC (Ret)

## Military Career

- USNA Graduate, BS Physics; MS, Univ So Calif
- Command at all levels as a USMC infantry officer
- Commander, Expeditionary Strike Group THREE/  
Commander TF 58 during OEF
- Commanding General: MC Base Butler; 3<sup>rd</sup> Marine  
Expeditionary Brigade & Dpty III MEF

## Post-Military Career

- Asia Region Director/GM, Granite Services (GE)
- Global Director, Engineering Field Service, Elliott
- Board Member, American College of National  
Security Leaders
- Board Chair, Hispanic Veterans Leadership Alliance
- Book Author, "*Battlefield to Business*"



# Hispanic Contributions to the Armed Forces

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“We celebrate Hispanic Heritage Month to recognize the achievements and contributions of Hispanic American champions who have inspired others to achieve success.”

- 61 service members awarded the MOH: 46 soldiers, 13 Marines, 2 Sailors
- Several notable heroic Marines: Baldomero Lopez (WWII), Jay Vargas (Vietnam), Rafael Peralta (1/3 in Iraq; recent DDG named in his honor),
- Hispanic/Latino 17.2% of the active force (July 2021; Defense Manpower Data Center)
- David Glasgow Farragut was the first Hispanic-American Rear Admiral (1862); full Admiral in 1866
- Admiral Horacio Rivero, Jr. was the first 4-star Admiral from Puerto Rico
- Several Astronauts are of Hispanic heritage: Col Sidney Gutierrez, USAF; Capt Miguel Lopez Alegria USN; LtCol Gus Loria, USMC; Col George David Zamka, USMC; LtCol Carlos Ismael Noriega, USMC; Ellen Ochoa (first Hispanic woman to travel to space)
- The USMC has the highest percentage of Hispanic members of all services .... however, lowest % of Flag officer, and there has only been one 3-star; LtGen Pedro del Valle, during WWII over 70 years ago

# Key Leadership Lessons

## LEADERSHIP IS YOUR SWORD, ETHICS YOUR SHIELD

WIELD THEM EFFECTIVELY

- Never wrestle with a pig, the pig likes it, you just get dirty  
MAINTAIN YOUR ETHICS
- Don't put lipstick on a pig, A pig with lipstick is still a pig  
BE HONEST IN YOUR OUTLOOK AND ASSESSMENTS  
(Beware of Confirmation Bias)
- When the elephants are waltzing, don't cut in ....  
LEARN HOW TO COMMUNICATE EFFECTIVELY
- When you're the Bull elephant, teach the youngins to waltz  
TEACH & MENTOR TO ENSURE NEW LEADERS ARE READY

**Mentorship**  
**Allyship**  
**Sponsorship**

- *Take care of your Marines/Sailors (your team in business)*



**NNOA Mission:** “To enhance Sea Service operational readiness by supporting recruiting, professional development, and retention in an effort to achieve a *diverse officer corps that reflects the demographics of our nation*”

**Vision:** “To support the Sea Services in *strengthening a diverse senior officer corps* to enhance operational readiness”

**NNOA Guiding Principles include:**

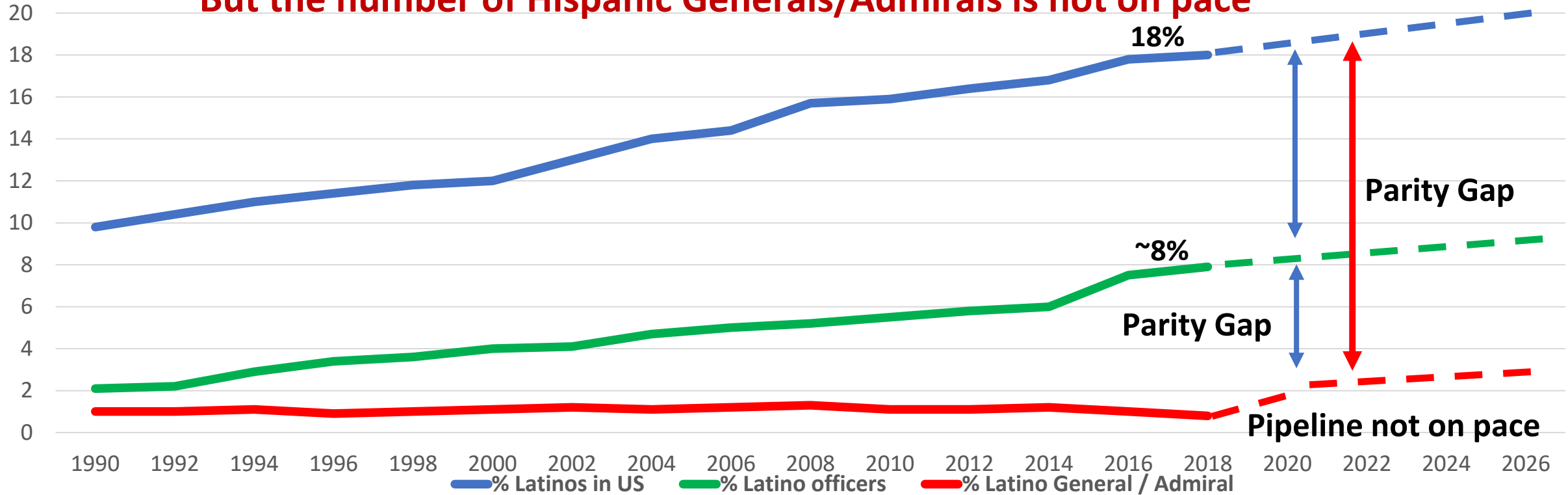
- Seek diversity and inclusive membership
- The benchmark for supporting diversity in the Sea Services ... supporting and influencing diversity & inclusion

**Mission of HVLA:** Identify and promote policy, process, and legislative initiatives that increase inclusion of Hispanics across all levels of military and civilian leadership, especially at the most senior levels, to better reflect the growing Hispanic population

**Vision:** To serve as a recognized advocate holding the DoD and the respective Services accountable for having their military and civilian leadership ranks “reflect the face of the nation.”

# What is the issue, and where are we ?

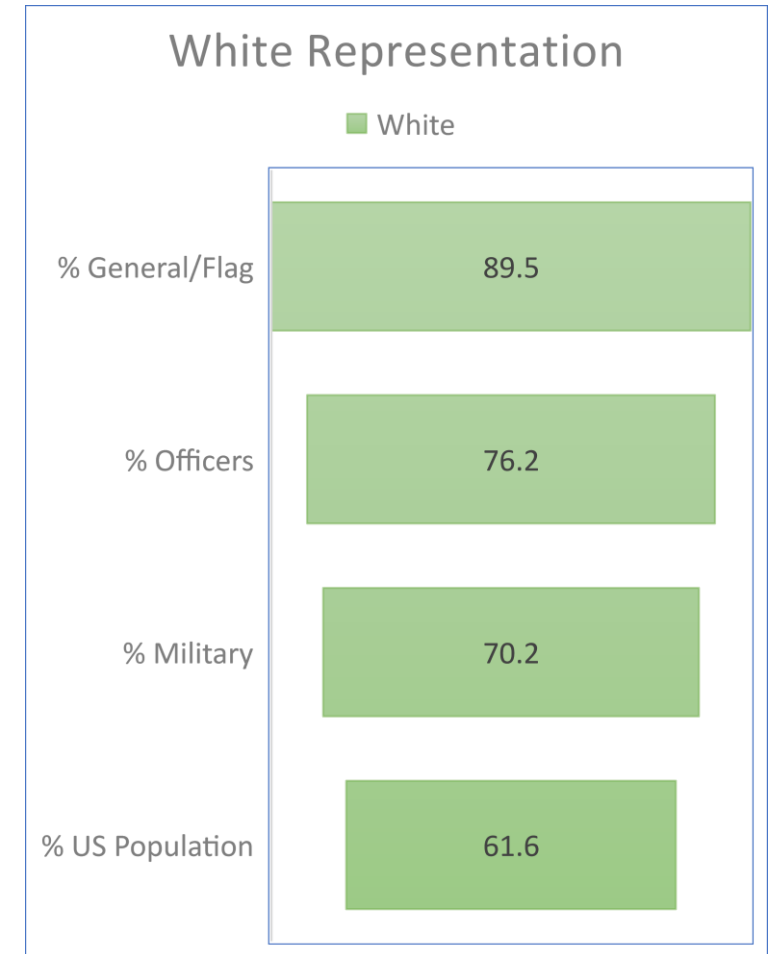
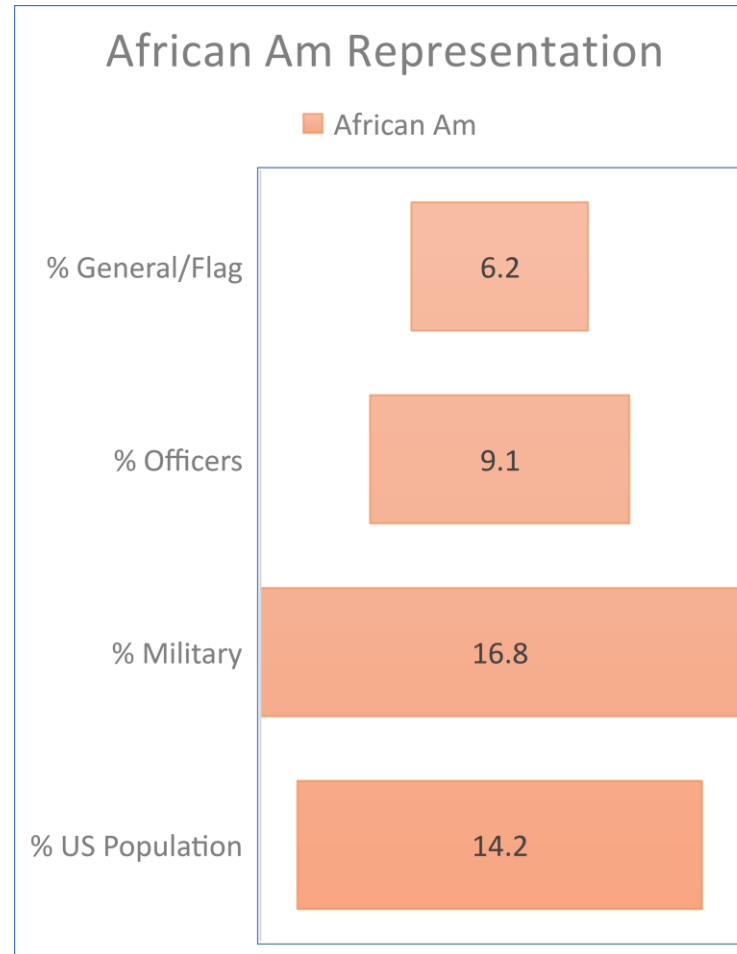
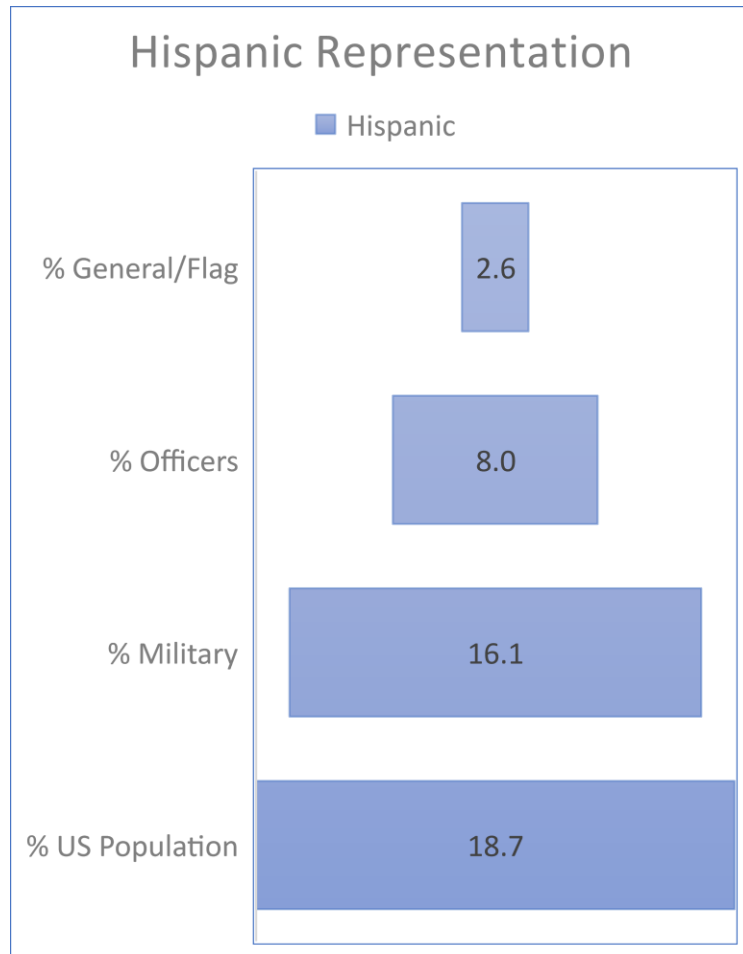
**Hispanic officers in the armed forces have more than tripled in 30 years --  
But the number of Hispanic Generals/Admirals is not on pace**



Data derived from [www.cna.org](http://www.cna.org), Population Representation in the Military Services

***“Because we had prioritized on African-Americans, we were nowhere with Hispanics--nowhere.”*** Admiral Mike Mullen, Chairman, Joint Chiefs of Staff, testimony to Military Leadership Diversity Commission, 2009

# Comparative Representation



Source: 2020 DoD Demographics Profile of the Military Community,  
<https://download.militaryonesource.mil/12038/MOS/Reports/2020-demographics-report.pdf>

# What is Needed for Long Term Improvement?

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Requires a holistic approach, not just single focus:

- > Recruiting/Accessions
- > Mentorship/Sponsorship & training programs (preservice such as VFA and in-service)
- > Manpower policies (career enhancing assignments, schools, promotions)
- > Advocacy of superior candidates to senior DoD positions and select high vis programs

Services need an approach similar to the “Task Force One Navy” program recently implemented by the USN {*HVLA Board Member was part of the steering group*}

DoD and individual Services should encourage and support strong mentorship programs

- > Work with groups such as ANSO, The Rocks, and NNOA to complement mentorship
- > Review with services their mentorship programs for effectiveness

Transparency is required (Ex: USAF Disparity Review)

- > Periodic reports to review trends, rather than “check in the box” actions
- > Look at the “pipeline” from initial accessions to highest positions
- > Review actual results based on promotions and assignments



- > HVLA is engaging with national community leaders to inform and educate, and gain their support with senior DoD leadership
- > Established Congressional Liaison effort – inform/educate, gain support
- > Work with other similarly focused organizations (ANSO, The Rocks, ALVA, NNOA, LULAC, etc.) and establish other additional partnerships (such as with NFCU) to advance our initiatives
- > Direct engagement with appropriate executives in DoD and Service Secretariats to address issues impacting recruiting, retention, and upward mobility to “level the playing field”
- > Representation on appropriate committees/bodies that address our issues, such as the Defense Advisory Committee for DE&I, Reserve Policy Board, and Academy Boards of Visitors

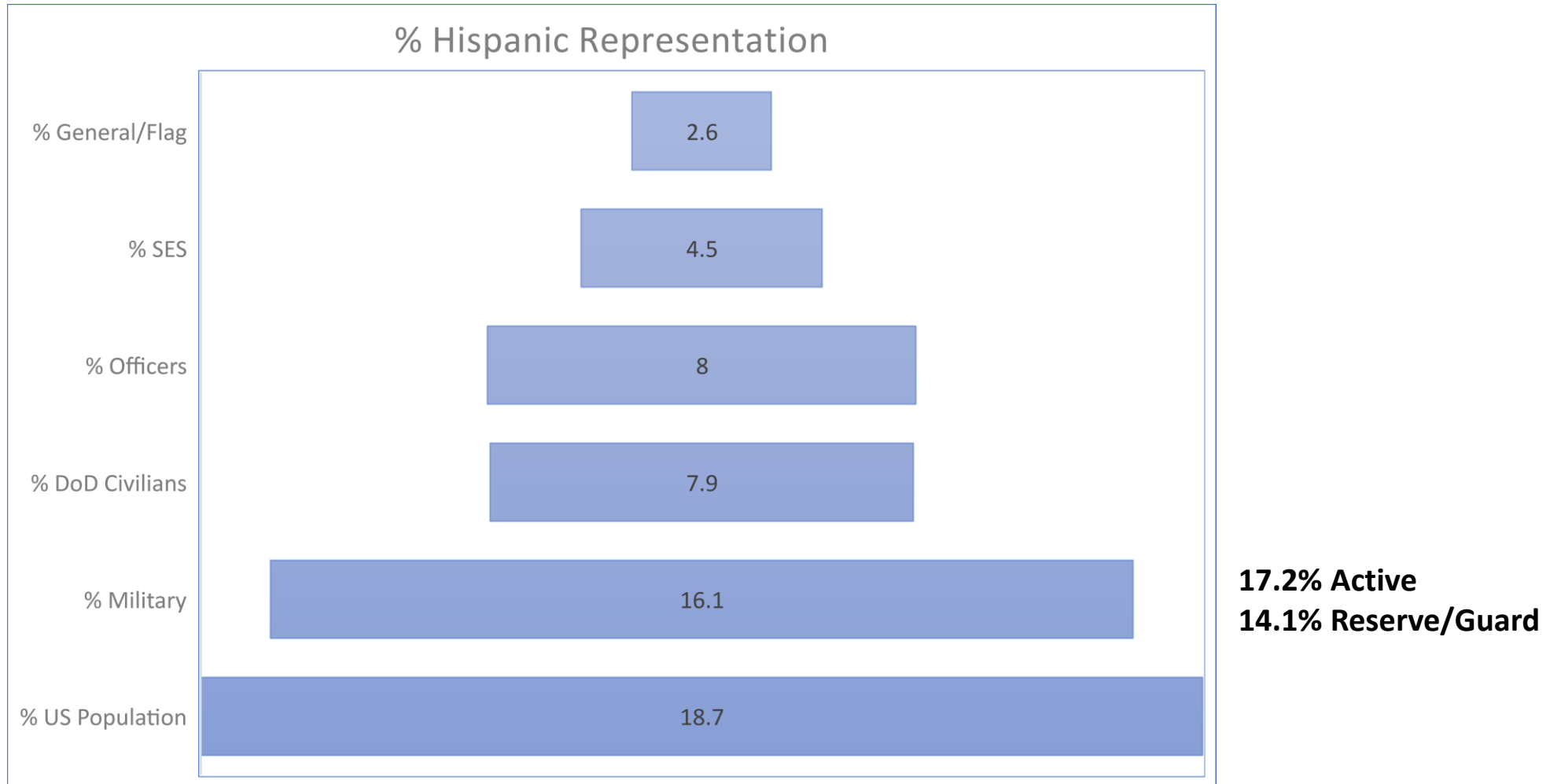
**Questions**

**and**

**Discussion**

**HVLA website:**  
**<https://hvlavets.org/>**

# Hispanic Representation at All Levels



Source: 2020 DoD Demographics Profile of the Military Community,  
<https://download.militaryonesource.mil/12038/MOS/Reports/2020-demographics-report.pdf>

## SELECTED POLICY HISTORY

- 2000: Defense Senior Advisory Council for Hispanic Issues
- 2002: AF 4-Star Minority Officer Accessions/Development Summit
- 2004: Defense Business Board's "Task Group on Increasing Diversity in DOD's Flag Ranks"
  - *"Recognizing the fact that Hispanics are now the largest minority group in the US, and their representation in senior military ranks is relatively small, there is an important need for further emphasis and energy in the recruitment and accession, purposeful development, retention and promotion of Hispanic/Latino military officers."*
- 2009-11: Military Leadership Diversity Commission
- 2012-2017: DoD Diversity Strategic Plan
  - *"An all-volunteer force must represent the country it defends. We are committed to the values of diversity and inclusivity..."*
- 2019: DoD Office of Diversity, Equity, and Inclusion:
  - *"That the Armed Forces develop a demographically diverse leadership that reflects the public it serves and the forces it leads."*

***DOD HAS BEEN WORKING TO ADDRESS A LACK OF  
HISPANIC DIVERSITY IN THE SENIOR RANKS FOR DECADES***

## **HVLA is**

- A non-profit 501(c)(3) organization
- Led by veterans with centuries of collective military experience
- Membership now includes college ROTC/Academy students to the General/Flag Officer levels

## **History of HVLA**

- 2016: Initial focus was advocacy letter signed by 26 members of Congress
- From that initial focus, continued to advocate to increase awareness on the profound under-representation of Hispanics at the executive level in DoD

**Mission of HVLA:** Identify and promote policy, process, and legislative initiatives that increase inclusion of Hispanics across all levels of military and civilian leadership, especially at the most senior levels, to better reflect the growing Hispanic population

**Vision:** To serve as a recognized advocate holding the DoD and the respective Services accountable for having their military and civilian leadership ranks “reflect the face of the nation.”