

Biography for Carla D. Bass, Colonel, USAF (Ret)

50 Words

Carla served 30 years in the Air Force, working with generals, ambassadors, congressional delegations, and foreign dignitaries. She wrote hundreds of personnel reviews, award nominations, reports, letters for executive signature, and presentations for individuals to whom five minutes was significant. She taught professional writing for 15 years, to rave reviews.

100 Words

Carla D. Bass retired as colonel after 30 years in the Air Force, working with generals, ambassadors, congressional delegations, and foreign dignitaries. She wrote hundreds of personnel reviews; award nominations and other competitive packages; and letters for executive signature, many of which were sent to Congress. In all instances, every word and every second of the audience's time counted. Carla developed a handbook on professional writing, transformed it into an acclaimed course, and taught thousands of people for 15 years as a labor of love. She lives in the Virginia country side with her husband, Lynn, and cocker spaniel, Cash.

593 Words

Carla D. Bass retired as colonel after 30 years in the Air Force, rare for a woman in her generation. Throughout her career, she worked directly with generals, ambassadors, congressional delegations, and foreign dignitaries. She wrote hundreds of personnel reviews; award nominations and other competitive packages; and letters for executive signature, many of which were sent to Congress.

As a 1st lieutenant, she composed and presented daily briefings to the Director, National Security Agency (NSA). Later, she led 2,800 people assigned to that same organization. She was responsible for threat briefings presented to U.S. and coalition pilots patrolling air space over northern Iraq (Saddam Hussein attempted to shoot them down); and represented the U.S. military to Bulgarian counterparts. Each assignment required precise communication; seconds counted; margin of error was close to zero. Written and verbal -- every word and every second of the audience's time counted.

Carla was responsible for 480 airmen as a squadron commander. She noted that talented individuals were routinely losing in quarterly and annual award competitions, careers impeded because their supervisors couldn't compose strong nominations. To resolve the situation, she developed a handbook on professional writing, transformed it into an acclaimed course, and taught her people to write, enabling the unit to evolve from the most losing to the most winning in the state. So successful were her techniques, she taught thousands of people for the next 15 years – to rave reviews. That handbook is the genesis of *Write to Influence!*

Air University published her dissertation, *Building Castles on Sand—Ignoring the Riptide of Information Operations*, as a prestigious Maxwell Paper. It also won Defense Intelligence

Agency's the annual award. The "Air Power Journal" published an updated version of this paper the following year.

Carla's assignments included Washington, D.C.; Nebraska; Germany; Korea; Hawaii; and Bulgaria, where she represented the country as the U.S. Defense Attaché, the first woman to hold this position.

Fun facts: While in high school, Carla was 1st runner-up at the national level in a sewing contest. She adores baking (especially the desserts featured on the cover of *Southern Living* magazine) and revels in throwing crazy, elegant dinner parties. She also enjoys languages, specifically Latin, French, Spanish, Russian, Bulgarian, German, and Turkish. She describes "pure bliss" as riding a horse. Carla once took six months of polo lessons, which she describes as, "Croquet on a horse, doesn't get any better!" Her passions – writing and teaching others to write, of course!

Two underlying themes: Love—of God, country, and family—and an unquelled desire to help people.

Family—unabashedly patriotic: Father served 30 years in the Air Force; mother was the quintessential military wife—strong, determined, self-reliant. She had to be—husband was absent on military duty total of 6 of the 30 years (two tours in Vietnam war, among other duties).

Heroes and primary influences: Her mom, dad, John Wayne, and Bob Hope

Parents' philosophies: Drummed into their children 1)"There is no such word as *can't*!" and "Shoot for the stars—set your goals high and go get them!"

Prized possession [to this very day]: Photo autographed by John Wayne, "To Carla, good luck ... John Wayne"

Set her goal while in 7th grade -- Career in Air Force intelligence ... never wavered.

Carla is the president of the Orlean Community Trail System and a board member of the National Military Intelligence Foundation. She and her husband, Lynn Reeves, enjoy life in the Virginia countryside with their cocker spaniel, Cash. They have two grown children, Sarah and Eric, who are successfully living their own life's adventures.

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