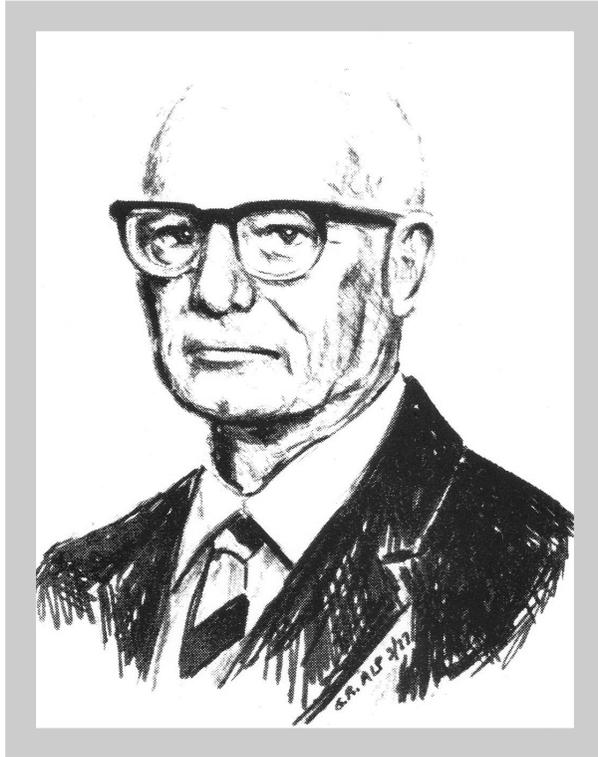




**FALCON**  
FOUNDATION



SCHOLARSHIP IN HONOR OF

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**H. LESLIE HOFFMAN**

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# H. Leslie Hoffman

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On a Los Angeles sidewalk not far from the downtown area, a man in his mid-thirties stood inspecting, with a proprietary air, the front of a modest industrial building. His manner was justified - he had just bought a small radio manufacturing company for \$2,500. He had many plans for its future even though the enterprise was teetering on the brink of bankruptcy and there were only three employees on the payroll. The date was December 4, 1941.

Running his own company had always been H. Leslie Hoffman's primary goal. Even while he was a student at Albion College in Michigan, he often held three jobs at a time, including a small laundry and clothing store of his own. In 1929, he moved to California at the beginning of the Depression, because he sensed in the West Coast business atmosphere a spirit of pioneering, a willingness to examine and try new ideas, an air of innovation and imagination.

Twelve years later he owned his own company - Hoffman Electronics Corporation.

But bombs dropping on Pearl Harbor three days later completely disrupted his plans. The nation immediately turned to war production, and the radios Les Hoffman planned to build for the consumer market weren't in the government's plans.

Les Hoffman was determined to channel his company's manufacturing capabilities into defense production. Though without experience in military equipment, his enthusiasm and confidence were contagious and within a matter of months the fledgling company was deeply involved in a variety of vital defense contracts.

In fact, Hoffman won his first contract - kites for

the famed "Gibson Girl" transmitter - by convincing the prime contractor, Bendix, that he could do the job better because, with no experience, he would tackle it with no preconceived notions.

It was at this time that Les Hoffman first proved his ability as an industry leader. He organized the West Coast Electronic Manufacturers Association (now the Western Electronic Manufacturers Association) to persuade a skeptical Government that California companies could do more for the nation than build ships and airplanes. Convinced that West Coast electronics had unrecognized capabilities and an excellent capacity for growth, he took his case to Washington. And he won it.

Defense contracts for electronic equipment, previously limited to Eastern and Midwestern manufacturers, began to flow across the Rockies, and in the next few years, the West Coast electronics industry grew at a dramatic rate.

At the end of the war, unlike many other electronic companies, Hoffman did not abandon the military field but continued to serve as a supplier to the armed forces. There has never been a time in the history of Hoffman's company when its manufacturing facilities were not devoted in some measure to the production of military electronic equipment.

In the twenty-six years between the end of the war and his death, Les Hoffman served as president and chairman of Hoffman Electronics Corporation. He and his company represented the finest in industry-military association.

"Excellence in engineering and high reliability in product" were Les Hoffman's guideposts for operation. As president of the Electronic Industries

# H. Leslie Hoffman

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Association, he initiated an industry-government collaboration on the problem of equipment reliability and established the AGREE program to define equipment reliability and the method for measuring it.

His company built TACAN, an air navigation system used in military aircraft, under AGREE specifications and eventually supplied over 35,000 systems to the military services, mostly to the Air Force.

Hoffman also pioneered the leader-follower concept in military electronic production and the TEAM method of electronic systems management. The TEAM approach was used on the engineering development of "Tall Tom", an Air Force contract for development of a complete reconnaissance system, and on the 480-L, the Air Force's worldwide communications system.

Les Hoffman was honored for leadership in his industry as few men before him had been. In 1958, he was the recipient of the Man of the Year Award of the Electronic Industries Association, the industry's national trade association, of which he was a director and past president. In 1959, he was presented with the newly instituted Western Electronics Medal of Achievement by the Western

Electronics Manufacturers Association, of which he was a founder and first president.

Les Hoffman's vocation occupied only a portion of his energy and drive. Together with his wife, Elaine Stevely Hoffman, he was deeply concerned with civic and cultural activities. He originated the master plan for the development of the University of Southern California and led a drive that raised more than \$100 million in four-and-a-half years. Original projections had called for 20 years to raise that sum.

He and his family personally donated more than \$2 million toward establishment of the H. Leslie Hoffman Graduate School of Business and the Elaine Stevely Hoffman Medical Research Center at USC .

He was presented with honorary Doctor of Law degrees from the University of Southern California and his alma mater, Albion College, and served as a trustee of both institutions.

Les Hoffman, a founder of the West Coast electronics industry, died in 1971. He is survived by his wife, Elaine Stevely Hoffman, his daughter, Jane Hoffman Popovich, and three grandchildren.

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*Dear General Bellis:*

*The H. Leslie Hoffman and Elaine P. Hoffman Foundation is pleased to sponsor, through the Falcon Foundation, this scholarship in perpetuity, in honor of H. Leslie Hoffman.*

*Mr. Hoffman's contributions to industry, national defense and the community in which he lived were numerous and visionary.*

*This scholarship recognizes his longstanding respect for and support of quality higher education as he believed education to be one of the fundamental foundations of a free and vibrant society.*

*We are confident that the recipients will, in their time, demonstrate the enduring truth of this belief.*

*Sincerely,*



*Herbert S. Hazeltine*

*Trustee*

*The H. Leslie Hoffman and  
Elaine P. Hoffman Foundation*

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The Falcon Foundation is a 501(c)(3), non-profit foundation. Its purpose is to provide scholarships to College or Preparatory Schools for motivated young people seeking admission to USAFA and a career in the Air Force.

Although it is a separate organization, the Falcon Foundation works closely with USAFA.