

The AIR FORCE RECRUITER

"A great way of life"

Vol. 23—No. 8

USAF Recruiting Service, Randolph AFB, Texas

August 1977

AFRAP referrals number 27,000

Some 27,000 prospective applicant leads have been provided to recruiters since the Air Force-wide implementation of the Air Force Recruiter Assistance Program (AFRAP) in January.

"A voice in the recruiting of quality people is offered to each Air Force member through this referral system. However, each military member should only refer those young people who they feel would be of benefit to the Air Force," stated Major General Melvin G. Bowling, Air Force Recruiting Service commander.

"Although there are many AFRAP actions taken each month," explained Maj. Gen. Bowling, "the referral system is one of the most important because it provides workable leads. We believe we have the finest service available today for many of the country's youth, and through AFRAP, young people will become aware of the opportunities available to them in the Air Force."

Under the AFRAP plan, the Recruiting Liaison Office (RLO) at each base serves as a focal point for recruiting related activities. These actions include high school career days, recruiter assistance

weeks at the bases, and the distribution of referral cards to young people between the ages of 17-27 years old by base people.

"Any activity on a base which helps create an increased positive awareness of the Air Force in the civilian community is a benefit to the total recruiting effort," said Major Jimmie N. Murphy, AFRAP program chief here.

Here are examples of what two bases are doing in support of AFRAP.

Keesler AFB, Miss. and Little Rock AFB, Ark., have designed programs that include career days for high schools, speakers programs, tours, base open houses, retiree assistance and lead referrals.

The Keesler AFB RLO set up an "AFRAP Center" where he gives an AFRAP briefing and hands out lead referral cards to students as they process in for technical training school. People newly assigned to the base are given a briefing on AFRAP at the Consolidated Base Personnel Office customer service center and by the squadron commander.

The RLO also works closely with local recruiters and high schools in the area.

"We select the high schools in our zone to tour Keesler," said Staff Sergeant Jon M. Forstman

Jr., an Air Force Recruiting Detachment 309 recruiter in Biloxi, Miss. "The students are given a tour of the classrooms and dormitories along with briefings on the base and recruiting."

An educator tour similar to high school career days has been implemented for superintendents, principals and counselors. It gives educators an in-depth look at career opportunities in the Air Force.

Some 3,000 letters were mailed to retirees near Keesler asking for their support of the AFRAP program. "We have had several calls from retirees as a result of the letter," said SSgt. Forstman. One offered space for an itinerary office. Others have called in leads or brought prospective applicants to our office."

Little Rock AFB officials proclaimed April as AFRAP month. At each commander's call during the month the program was explained and the RLO was identified.

A recruiter assistance team visited some 1,800 students at seven high schools in the Little Rock area. The team included a Security Police dog team, a fire-fighting display, Titan II fuel maintenance technician, air traffic controller, an Air Force Rescue helicopter, and an emergency medical ambulance.



STUDENTS FROM NATCHEZ High School, Miss., and Technical Sergeant Hugh Summers leave an airmen dormitory during a tour of England AFB, La. TSgt. Summers, an Air Force Recruiting Detachment 309 recruiter, conducted the tour of this and other base facilities during a recent high school career day. (Photo by Technical Sergeant Rick Eyman)

Air Force to increase women recruit goals

A one third increase in the number of vacancies for women enlisting in the Air Force during Fiscal Year 1978 has been announced by Recruiting Service officials. The increase will bring the projected goal for women to 13,120.

"Most of the women will be needed during the December 1977 through May 1978 time frame in order to

meet Air Force requirements," stated Colonel Edward D. Young Jr., director of operations. "If the projections hold true, we will need 1,600 volunteers each month during December to May and some 700 a month during the rest of the fiscal year."

Opportunities exist for enlistment and subsequent training in one of some 140 specialties in mechanics, electronics, administration and general vocational areas. Women may volunteer for enlistment in all specialties, except

seven combat related jobs, which are closed to women by public law.

About 7,000 of the women who enlist in FY 78 will enter training in nontraditional jobs.

"We hope to have approximately 47,000 women in the Air Force by the end of FY 78 as compared to 39,000 presently assigned," explained Col. Young. "This FY 78 total represents a 194 percent increase over the 16,000 women assigned to the Air Force in 1972."

Primary task recognition prompts unit name changes

Air Force Recruiting Service will redesignate its detachments as squadrons on Oct. 1. Increased recognition for the complexity and significance of detachment responsibilities was the primary reason given by officials for the name change.

The change will also provide greater recognition of the responsibilities and functions of recruiting personnel.

Increased responsibilities and functions placed on detachments has proven to be the key to successful mission accomplishment in a tougher recruiting climate, officials here stress. "The redesignation better indicated the significant nature of these responsibilities and more clearly identified them to other like Air Force organizations, stated Major General Melvin G. Bowling, Air Force Recruiting Service commander, in a letter to all group and detachment commanders.

"Two significant changes are that the operations superintendent will have the additional duty of squadron first sergeant and sector supervisors will be called flight supervisors."

Squadron numbers will contain the "35 currently used in group numbers; the group number, i.e., 1, 3, 4, 5 and 6 and the detachment numbers. For example, Det. 101 will be the 3511th Air Force Recruiting Squadron and Det. 609 will be the 3569th Air Force Recruiting Squadron.

Once over lightly

by Staff Sergeant Doug Gillert

Recruiter assistance . . . lead generation . . . career progression . . . motivation . . .

These are items on the minds of a good many people within Air Force Recruiting Service. They also sum up what you'll find on the pages of this month's RECRUITER Newspaper.

The Air Force Recruiter Assistance Program (AFRAP) has been going strong for some time now. AFAP leads currently total about 27,000, and there's no end in sight. Read about the program's current status above and Air Force retiree's contributions, on page 8.

AFRAP exposes potential enlistees and centers of influence to the Air Force's many opportunities. Advertising and publicity also play key roles in this endeavor. Publicity generated by the formation of a "buddy flight" has aided one detachment. The story, with photos, on pages 6-7, offers some insight toward getting the most out of the hard work it takes to form a basic training flight.

Meanwhile, the national advertising program is on the move. Find out what magazines will carry Air Force ads this fall, page 5, and check out a change in the procurement and posting of billboards, page 12.

Also on the back page is the monthly Honor Roll, visible proof of the ongoing accomplishments of Air Force recruiters. Such on-the-job excellence can lead to career progression, according to Colonel Edward N. Giddings. The '05th Group commander offers some keys to promotion — through career progression—in a page 2 article and also talks of motivation as he unveils a new group logo, on page 10.

It all adds up to working smarter—not harder—an oft-used expression, but nonetheless attractive to most of us. "Communications Streamline," the command's effort to reduce the administrative workload, is a prime example of how efficiency's improving and giving recruiters and the headquarters more time to concentrate on our primary mission.

Other articles throughout these 12 pages continue to support the four objectives listed at the beginning of this column. Oh yes, there's one more word that should be added to the list: success.

Read about your's and other's—within.

Commanders Comment

The late Vince Lombardi once said, "Leadership is having the acceptance of those who are directed. It rests not just on ability, but on commitment, on loyalty and pride." This kind of supervisory leadership is critical to an organization like Recruiting Service. Because of the people-dealing-with-people aspects of our mission, motivation, attitude and a team effort are the break points.

More than 400 new recruiters who join us each year are the best the Air Force has to offer. They leave the six weeks intensive orientation and training school at Lackland AFB, highly motivated and enthusiastic. From personal discussion with our new recruiters as they leave school, and in the field, almost every successful recruiter attributes his success to the careful, close and personal supervision of his sector supervisor. Most feel this is especially critical during the first six months when they are "getting their feet wet."

New recruiters recognize and respect their sector supervisors as the ones to turn to for help and answers. The supervisor is the individual who really is able to bridge the gap between school theory and the reality of the specific environment each recruiter must deal with. The high quality of supervision and leadership in all supervisory personnel are major factors in our success.

The personal involvement of supervisors

Labor Day honors workers

Once a holiday associated with the militancy of the labor movement, **Labor Day** now honors all who work.

The holiday observance was the inspiration of Peter J. McGuire, the 10th child of an Irish-American family who began working at the age of 11 in piano and furniture factories. He later became one of the leaders of the Knights of Labor, a labor organization of the last century. He was also president and founder of the United Brotherhood of Carpenters and Joiners of America.

McGuire protested to the Central Labor Union of New York City in 1882 that "... there were other worthy holidays representative of the religious, civil and military spirit, but none representative of the industrial spirit, the great vital force of every nation."

Acting on his suggestion, the Central Labor Union, on Sept. 5, 1882, staged the first Labor Day parade and celebration. Some 10,000 workers marched around Union Square in New York City, reviewed by the general assembly of the Knights. Later in the day there were picnics, dancing, fireworks and that favorite 19th century pastime, oratory. But not one Labor Day sale; those were to come later.

Oregon was the first state to recognize Labor Day officially on Feb. 21, 1887. Today all 50 states and the District of Columbia pay tribute to contributions of the nation's workers by observing Labor Day, celebrated this year on Sept. 5.

There was no particular significance for choosing a September observance, other than the very reasonable explanation of McGuire who said, "I suggested the first Monday in September of every year for such a holiday as it would come at the most pleasant season of the year, nearly midway between the Fourth of July and Thanksgiving, and would fill a wide gap in the chronology of legal holidays."

The AIR FORCE
RECRUITER

"A great way of life"

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All photos are official Air Force photos unless otherwise indicated.

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THE AIR FORCE RECRUITER

August 1977

"A well-trained recruiter, plus painstaking selection of prospects, equals high-type production."

Recruiting News
Oct. 1, 1932

at all levels is the key to success in any endeavor, especially in recruiting where sustaining the school-generated enthusiasm and motivation is most important. The new recruiter also plays an important role in the team effort which is required to succeed. The following observations from here might help in directing your efforts.

A recent analysis of the past six months indicates that production appears to peak out and level off four months after graduation from school. By this time, the new recruiter has generally done, or attempted to do, everything taught in school. Priorities as to which tasks pay the highest dividends may become confused. Based on experience, the supervisor is the key individual to assist in time management and priorities — to insure production is maintained. Time management is taught in the school, but nothing carries more weight than straight talk from a veteran supervisor.

The time and distance factors and "wind-shield time," I know, often compound our supervisor's problem. Many miles often separate supervisors from their recruiters, and this is a tough problem with no easy answer. The "smarter rather than harder" philosophy certainly applies here. Lack of production is often caused by personal problems or other factors rather than basic ability; and firsthand knowledge is sometimes hard to come by. But it is a must. Regard-

Safety
?

You are driving through a big city in the right lane of the expressway approaching an entrance ramp. A car is moving rapidly along it. What should you do?

a. Accelerate and cut the guy off; after all, you have the right of way.

b. Move to the left lane, accelerate, then pull over to the right and slow down — a good learning process for city drivers.

c. Move to the left lane if possible, and accelerate enough to keep up with the flow of traffic.

d. Permit the car to enter in front of you, and then attempt to memorize its license plate number.

ANSWER: c.

Group commander gives key to supergrades promotions

One key to promotion to the "super grades" is assignment to a supervisory position. That's the summation of a letter to senior noncommissioned officers (NCOs) in the 3505th Air Force Recruiting Group from their commander, Colonel Edward N. Giddings.

In the letter, Col. Giddings noted that two of 13 NCOs recently promoted to Chief Master Sergeant within Recruiting Service are assigned to the 3505th Group.

"Competition for promotion to Senior Master Sergeant and Chief Master Sergeant is keen, with only two percent and one percent of the total enlisted force authorized in those grades, respectively," Col. Giddings said. "The level of supervisory responsibility and now well the individual performs as a supervisor are key factors in the promotion equation."

The colonel said he wants all qualified NCOs within the group to have the opportunity to prove themselves as supervisors and present the best possible record to the promotion boards. Toward that goal, he said, he will provide those who are qualified an opportunity to accept supervisory positions. When possible, this opportunity will be offered to staff and technical sergeants so that they can build a highly competitive record.

"Assignment in a supervisory job is an important plus for promotion which every NCO

less of the obstacles, a successful supervisor must know his people—their strengths, weaknesses and what makes them click.

Motivation and desire, no doubt, play a major role in our success. Lombardi also said, "You've got to believe in teamwork through participation; that the needs of the group must be understood." This is echoed time and again by top-line supervisors, especially during training and sales meetings. In reviewing detachment production figures each week, the sectors whose people are working as a team stand out by consistently high production over the long run. The majority of new recruiters are producing at or above the Recruiting Service average within the first three months on duty — a real tribute to their supervisors. Conversely, production shows a lack of appreciation for the "big picture" in some units with reduced production by recruiters after their first few months. The units on top have supervisors who constantly inform their recruiters of headquarters, group, detachment and sector objectives, programs and policy changes. This interface is vital to insure recruiter understanding and appreciation.

The real test of leadership is its acceptance by those being supervised. I believe our supervisors do, by and large, share superior skills in working with people toward common ends, along with the complete acceptance and confidence of their recruiters. Keep up the good work. To all supervisors, my appreciation for your leadership, dedication, commitment, loyalty and pride. Based on direct comments from our top recruiters, I believe most agree with my assessments — our first line supervisors are among the best anywhere.

Myself: N. Bowling

Question
of the month

Recruiting Service headquarters solicits substantive recommendations from all personnel on how the Command's operations and effectiveness can be improved.

Many of the best ideas on how to save money or improve procedures come from people in the field, so put your thinking cap on and pass on your suggestions.

Each month, THE AIR FORCE RECRUITER Newspaper will print a question for your response. Respondents should use the Direct Information Action Line (DIAL) telephone system to forward their ideas directly to the commander. Each suggestion will be addressed and action taken as feasible.

This month's question:

Are the current recruiting aids (AFRAP, COIs, educator tours, AFOG exhibits, etc.) helping you meet your assigned goals? If not, what can this headquarters do to better assist you in meeting Air Force manpower requirements?

Group commander gives key to supergrades promotions

should eagerly seek and enthusiastically accept," he told the '05th Senior NCOs. "I am personally committed to help you achieve your career objectives."

"Assignment in a supervisory job is an important plus for promotion . . ."

Major General Melvin G. Bowling, Recruiting Service commander, echoed Col. Giddings' feelings. "Recruiting Service as a whole offers great challenges to its dedicated NCOs," Maj. Gen. Bowling said. "Career oriented personnel must make known their desires for placement into key supervisory positions. Recent selections indicate this is to be a key item of consideration. The willingness of individuals to transfer to different locations in order to broaden their experience is important.

"My goal is to do everything possible to try and match our most qualified NCOs to the key supervisory jobs in Recruiting Service. I believe this approach best serves both individual needs and the Recruiting Service mission."

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Medics gain 1,000th volunteer

BY Captain Kenneth J. St. John

SHEPPARD AFB, Tex.—Captain (Doctor) Morris Harper is the 1000th volunteer physician to complete transitional training since the Air Force began recruiting physicians under the all volunteer force concept in 1973.

Captain Harper graduated from Sheppard AFB School of Health Care Sciences' Medical Service Officer's Orientation Course on July 29.

Assigned to the Air Force hospital at Hanscom AFB, Mass., Captain Harper took time out from a busy training schedule to talk about why he chose the Air Force way of life.

"I very much liked the intellectual atmosphere the Air Force portrayed," the Phi Beta Kappa graduate of Howard University, and Harvard Medical School, said.

"After some of my first contacts with the Air Force, I decided it was the type of service I wanted," he said.

One of Capt. Harper's biggest impressions of the Air Force was created by his recruiter, TSgt. Michael Camerie of Air Force Recruiting Detachment 104, New York.

He went on to explain why he

chose a career in the Air Force over private practice. "I wanted to give quality care to a reasonable number of patients," he said. "At New York City's Roosevelt Hospital I would see from 100 to 150 people a day. And the administrative paperwork required nowadays in private practice is unbelievable."

Another aspect the Capt. looked at was his family life. "I'm married and have two children. I wanted to work in an area that would allow me to devote some time to my family as well as to my patients. And the Air Force will let me do this," he continued.

One of Capt. Harper's biggest surprises upon entering the Air Force was his being the 1000th physician. "It was a real surprise, but I'm happy to be a part of the Air Force family so soon." As a memento of his selection, he was presented a plaque from the Air Force Recruiting Service prior to his graduation ceremony.

The Air Force Recruiting Service established a Health Professions Recruiting Division (now Directorate) in 1973 when it assumed responsibility for recruiting health professionals. The directorate now has 32 medical recruiting teams stationed throughout the country.

Just prior to his departure from Sheppard, Capt. Harper summed up most of this by saying, "I think what the recruiters told me is true. The Air Force appears to be a great way of life indeed!"

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Special emphasis recruiting net's points

Air Force Recruiting Detachment 309, New Orleans, La., produced 400 percent of its goal expectation in the Commander's Special Emphasis Program (CSEP) during July.

"This feat will be difficult for anyone to match," said Major Frank Ordonio, Det. 309 commander. "The bulk of the credit must go to the Armed Forces Examining and Entrance Stations (AFES) booking teams."

"Bag carrying recruiters are still the guys who must get the applicants to the AFES," explained Maj. Ordonio. "But from then on it's up to the AFES Liaison Team to place them in the needed skills."

"Twenty-five of the 32 Air Force Recruiting Detachments exceeded their expectations in the second month of the CSEP," stated Colonel Edward Young, director of recruiting operations. "We must be ever conscious of not only recruiting the proper total amount each month but also of the correct monthly

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Page Three

Medics gain 1,000th volunteer



THE PROPER WAY to salute is shown to Captain (Doctor) Morris Harper by Second Lieutenant Mark Fowler of the School of Health Care Sciences, Sheppard AFB, Tex. Capt. Harper is the 1000th volunteer physician to complete transitional training at Sheppard since the advent of the all volunteer force. (Photo by Captain Kenneth J. St. John)

Medical milestone

Paperwork down, efficiency up

'Streamline' saves time

More than 1,650 man-hours per month have been saved by "Communications Streamline," a campaign to reduce the Recruiting Service paperwork load.

Under the initiative begun in January, recruiting personnel were given the opportunity to voice discontent or suggest ways to improve paperwork communications. Their efforts resulted in the deletion of 70 items of unnecessary administrative work in the field. At the headquarters, 17 items were deleted.

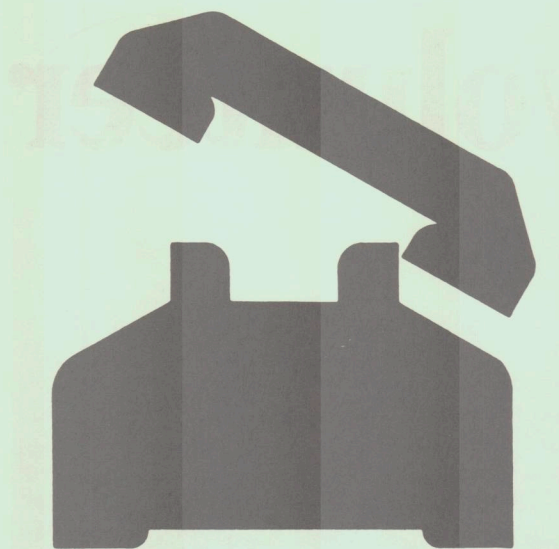
"Considerable system efficiency has been attained through this project, even though it may only benefit recruiters in 10 minute segments," explained Captain Ronald C. Callen, project officer. "The resulting benefits of this study depend, however, on the decisions senior managers make about the use of time gained."

According to the Recruiting Service commander, however, there's more to be done.

"This study determined what paperwork wasn't necessary, but it also showed what is indispensable," said Major General Melvin G. Bowling. "The remaining essential paperwork appears in two areas: that which is necessary and understood and that which is essential but not understood by its users."

"Management should be sure to communicate the necessity of the remaining paperwork load. However, this headquarters still solicits solid suggestions on how paperwork and formal communications can be further streamlined," Maj. Gen. Bowling said.

CSEP By Air Force Recruiting Detachment			
Following is a list of the top 10 detachments that exceeded CSEP goals for July.			
Detachment	Percent	Bonus Points	
309	400	20	
607	239.5	12	
106	216.4	10.8	
303	207.6	10.4	
401	200	10	
301	197.9	9.9	
311	192.9	9.6	
500	171.4	8.6	
505	170.4	8.52	
601	161	8.05	



COMMANDER'S
DIAL 3425

DIRECT
INFORMATION
ACTION
LINE

Commanders DIAL (Direct Information Action Line) is designed to provide Air Force Recruiting Service personnel with a direct line to the commander. If you have a question, suggestion, comment or complaint, call Autovon 487-3425, Federal Telephone System, (512) 748-3425 or commercial (512) 652-3425.

Job descriptions

COMMENT: Recently received job descriptions for APRs do not actually note duties performed by NCOs on Health Professions Recruiting Teams. How about a better job description?

REPLY: Here it is: 1. *Duty Title:* Health Professions Recruiter. 2. *Unique Duties and Tasks:* Conducts programs for attraction and recruitment of civilian health care professionals for commissioning in the USAF Medical Service. 3. *Type and Level of Responsibility Unique to Job:* Represents the Air Force in civilian communities. Plans and implements medical recruiting programs in a specific area of responsibility. Insures that recruiting goals are achieved with highly qualified health professionals. (In essence, the job of a Health Professions Recruiter is the same as an NPS recruiter; the only significant difference is the age and background of the applicant. Have a good day.)

Policy contradiction?

COMMENT: Aren't ATCR 33-2, para 1-2B and Chapter Four contradictory? Would appreciate some clarification.

REPLY: Not so say the manual experts here. 1-2b allows recruiters to use their discretion on individuals believed to be mentally, morally, or physically unacceptable for the Air Force. Chapter Four just ensures *qualified* OTS applicants are at least processed for consideration — regardless of their degree holdings.

Claim to fame

by Staff Sergeant Doug Gillert

Blowing in the South Seas wind this month are two momentous claims. From where I sit, it looks like they'll both be hard to beat.

Senior Master Sergeant Eddy N. Betenson claims he's the only enlisted commander of a multi-office recruiting unit. He's the man in charge of Recruiting Service's Hawaii Branch. And, he boasts, his offices cover more territory than any detachment.

Testing and shipping

COMMENT: I use a tester from one AFEES and usually ship applicants from another. Recently, applicants have been returning and talking of "hassles" received because test scores were not available. Would appreciate some assistance.

REPLY: It's not smart business to regularly test out of one AFEES and ship from another. However, when local action requires such a move, it's up to the recruiter to coordinate with the AFEES having test records to insure all test records are forwarded in sufficient time to the processing AFEES.

Superintendent training

COMMENT: How about making the Sector Supervisors' Training Course available to detachment ops officers, superintendents and commanders?

REPLY: You got it! Plans call for a similar course to be offered Det. commanders and supers beginning in October. Thanks for calling DIAL.

Honorary oversight

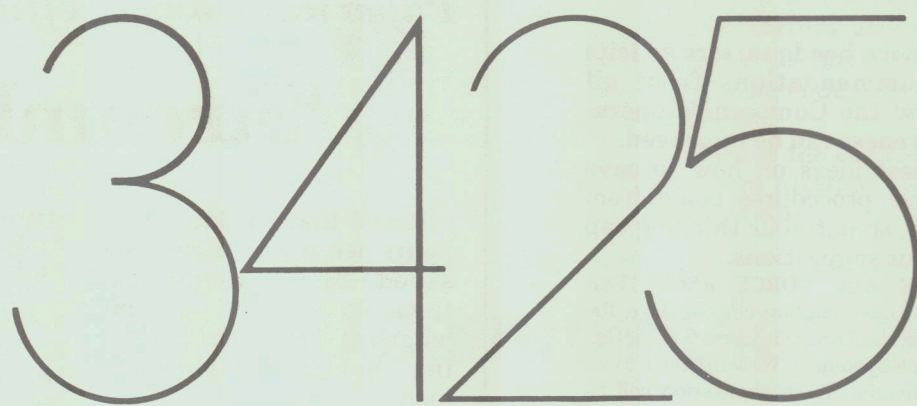
COMMENT: Just wondering why Technical Sergeant Joseph W. DeWitt Jr.'s name was not on the May Honor Roll for shipping 10 people or more? Thank you.

REPLY: Sergeant DeWitt, please accept my deepest apologies for the oversight, and my sincerest appreciation for the contribution. Have a good day.

Why another RAN?

COMMENT: Why must we obtain new RANs on Reservists who recently completed basic or tech training? DDAs could save us time and money, I think.

REPLY: Your suggestion is right on target and a proposal along these lines is currently being staffed by Personnel officials. We'll keep you posted, and thanks for the call.



DIRECT
INFORMATION
ACTION
LINE

Citizenship documents

COMMENT: Why can't birth certificates, issued to persons born of American parents stationed outside the U.S., be used to verify citizenship?

REPLY: Only persons native born in the CONUS, or U.S. Territories or possessions, may use their birth certificate as sole proof of age and citizenship. This is in accord with Air Force directives (AFR 33-3, para 5-2). Until registered with the State Department, some children born abroad of American parents have dual-citizenships, and this can restrict their availability for reassignment as members of the Air Force. You may help applicants obtain the needed documents, but the burden of proof falls on the applicants.

DIAL of the month

Check marks please

COMMENT: It would be much simpler on ATC Form 9 to check appropriate blocks rather than enter "yes" or "no." Appreciate the consideration.

REPLY: Fantastic idea. We'll incorporate it with the next form reprint. How about a call back and let us know who you are? It's suggestions like this that help us work smarter — not harder.

Waivers reviewed

COMMENT: Can we obtain waiver approval by phone from the Group on cases of "non-conviction" or "acquittal?" It would sure beat a 15-20 day delay.

REPLY: Negative on telephone replies. Waiver approvals and disapprovals are transmitted via APDS-PROMIS and must be included in enlistment packets. This is just another enlistment safeguard to protect the recruiter. Appreciate the call.

Composite too tough

COMMENT: I agree with the G-45 requirements; but I feel the 170 composite is too steep. I cannot see how the individual is considered more valuable to the Air Force with a 170 composite.

REPLY: Both standards followed a thorough study aimed at bringing quality people into the Air Force. In my visits with commanders from throughout the Air Force, they often remark on the outstanding people they are receiving. The standards are tough, but the results are proven. Keep finding and recruiting the best!

Disqualifying offenses

COMMENT: There appears a dual standard for 811s in regards to the number of traffic offenses an applicant may have and still be eligible for enlistment. The regs say one thing and the Classification people at Lackland say something else. Would appreciate some clarification. Thank you.

REPLY: You're right. The criteria for 811s outlined in 33-2, 33-3 and in the PROMIS system, are slightly different from the "point system" being used at Lackland. We're working the problem and should have the confusion cleared up shortly. Appreciate the call.

The distance from his Honolulu office to his newly opened recruiting office on the island of Guam is over 4,000 miles.

That's a long way to go for a staff assistance visit, Sarge. Take a copy of the latest RECRUITER Newspaper or keep busy memorizing passages from your 33-2.

Talked to my good friend, Smitty, up in Det. 501 the other day. Said he's be staking a claim from the Windy City real soon. We'll be looking for it and YOUR claims, too!

Directorate places ads

Thirty-four Air Force recruiting advertisements are scheduled to appear in 20 national publications between Oct. 1 and Dec. 31.

"The ad campaign during the first quarter of Fiscal Year 1978 is designed to generate sufficient leads to help counteract these traditionally difficult recruiting months," said Lieutenant Colonel Walter D. Miller, director of advertising here.

"We will continue to feature the 'Golden Opportunity' emphasis highlighting the Community College of the Air Force degree-granting program. We will use testimonial ads for health care and nursing," Lt. Col. Miller said. "The basic thrust of all the ads will remain, 'The Air Force ... A Great Way of Life.'"

Three general support ads will be run in the October issues of Jet, National Future Farmer and TV Guide. They are also scheduled for the November issues of Air Progress, Popular Science, Reader's Digest and Senior Scholastic.

Nonprior service (NPS) ads geared toward the 17 to 22 year-olds will be carried in the October Senior Scholastic, Career World, 18 Almanac and 4-H News. During

November and December NPS will be covered in a TV Guide ad.

Ads targeted to educators scheduled for October issues include Community and Junior College Journal, Distributive Education Clubs of America Distributor, the September-October issue of Today's Education and the October-November issue of the Vocational Industrial Clubs of America publications. They are also planned for the November issues of American Vocational Journal, Community and Junior College Journal, School Shop and the November-December issue of Today's Education.

Testimonials on health care are scheduled for the October issue of the New England Journal of Medicine and the October and December issues of Hospital Physician. November advertisements will be publicized in Drug Therapy, New Physician, Resident and Staff Physician and the November and December issue of the Journal of the American Medical Association.

Nursing will be covered in three publications during this three month period. The American Journal of Nursing will contain an advertisement in October; also the October and December issues of Imprint. Nursing '77 is scheduled for an ad in November.

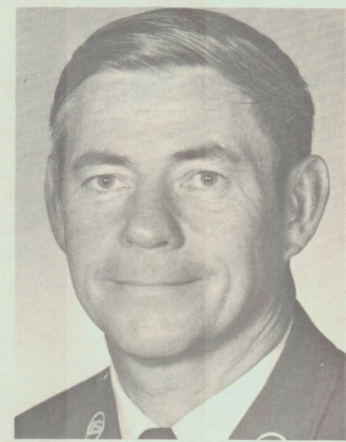
Air Force names new enlisted chief

Chief Master Sergeant Robert D. Gaylor has been named the new Chief Master Sergeant of the Air Force. He replaced CMSgt. Thomas N. Barnes, who retired July 31.

CMSgt. Gaylor, the fifth man to occupy the position since it was created in 1971, was previously assigned to the Air Force Military Personnel Center (AFMPC), Randolph AFB, Tex. As top enlisted man, he will advise and assist the Chief of Staff and Secretary of the Air Force on matters concerning enlisted personnel.

The Chief joined the Air Force in 1948 and worked in the Security Police field for 16 years. His list of special assignments includes teaching at the Strategic Air Command Noncommissioned Officer's Academy, Barksdale AFB, La. He served a tour in Thailand, then returned to Barksdale where he was the senior enlisted advisor to the Second Air Force commander. In 1971 CMSgt. Gaylor became the traveling instructor for the United States Air Force in Europe (USAFE). While there, he was selected as the senior enlisted advisor to the USAFE commander. In 1974, he was assigned to AFMPC as advisor to the commander and as a traveling leadership instructor.

Chief Gaylor's tours of duty include assignments at Laredo AFB,

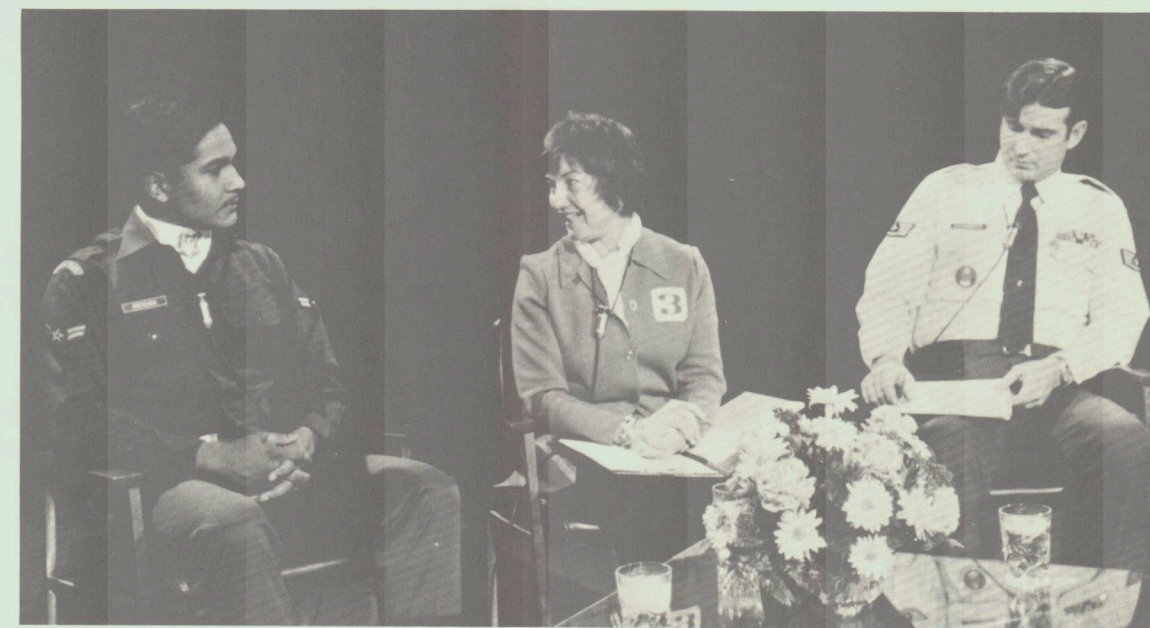


Chief Gaylor

Tex.; Kunsan AB, Korea; Tachikawa AB, Japan; Columbus AFB, Miss., and Korat Royal Thai AFB, Thailand.

CMSgt. Gaylor was selected from 16 senior noncommissioned officers nominated by major air commanders for the top enlisted position.

Born in Iowa and raised in Indiana, CMSgt. Gaylor is married to the former Selma Hazen of Laredo, Tex. They have two daughters and two sons.



AIR FORCE OPPORTUNITIES are discussed during a television interview in Las Vegas, Nev. Airman Alvin Areizaga, an Air Force Recruiter Assistance Program volunteer from Nellis AFB, Nev. and Staff

Sergeant Phil Ledgerwood, Air Force Recruiting Detachment 610 recruiter, answer questions from Kathie Milone, TV-3 community affairs director.

Awareness course reveals military programs, benefits

The Military Career Awareness Course for Educators (MILCACE), a graduate college level course, has been published and distributed to various colleges and to Air Force recruiters.

MILCACE was designed for graduate level students interested in increasing their awareness about the Armed Forces, especially those who plan to be student counselors. The curriculum consists of a textbook and handbook.

"Much of the information necessary to program military job and educational opportunities into a career education alternative is con-

tained in the textbook," said Senior Master Sergeant James E. Laurick, Educational Affairs Division, Directorate of Advertising, here. "The handbook supplements the textbook and is for use as an instructor's guide to conducting the course. It includes chapter summaries, objectives and questions for review or testing."

"There's a lot of flexibility in how the colleges may use MILCACE. For instance, it can be taught as a regular class, or it may be used in a seminar situation," SMSgt. Laurick said.

Each recruiting group has been sent enough textbooks and handbooks to distribute to detachments, sector supervisors and recruiting offices. These are for reference and to make recruiting

personnel aware of the programs now in use by college and university educators, the sergeant said.

MILCACE contains background information on all the military branches. Nine subjects are covered, including: History and mission of the various branches; career opportunities, recruiting and testing; pay and benefits; educational opportunities; basic training; and career progression; officer components; enlistment programs; women in the service and reserve components.

MILCACE was sponsored by the Department of Defense and put together in a collaborative effort by the Joint Education Liaison Directors of Recruiting and the Indiana University Career Guidance Center.

Health plan expands

Some dental care claimable

WASHINGTON — Blue Shield of California will now process claims for adjunctive dental care received in most parts of the world by beneficiaries of the Civilian Health and Medical Program of the Uniformed Services (CHAMPUS). The Office of CHAMPUS, Europe (OCHAMPUSEUR) will continue to process claims for adjunctive dental care received in Europe, Africa and the Middle East.

Defense Department officials have asked affected beneficiaries to begin submitting claims for adjunctive dental care to new contractor immediately, even if the care was

received before July 31. The address is: Blue Shield of California, P.O. Box 85035, San Diego, Calif. 92138.

The address for submitting claims for adjunctive dental care received in Europe, Africa and the Middle East remains the same: OCHAMPUSEUR, APO New York 09403. Those who cannot use the APO system should send their claims to: OCHAMPUSEUR, 144 Karlshofstr., 6900 Heidelberg, FRG.

Under the law governing CHAMPUS, dental benefits are limited to adjunctive dental care—that is medically necessary in treating a medical or surgical problem covered by CHAMPUS, is an integral part of such treatment, and is essential for controlling the medical or surgical problem.

The program cannot share the cost of dental care provided solely for dental purposes. Emergency dental

care is not covered unless it otherwise qualifies as adjunctive dental care. Orthodontia (straightening of teeth) is not covered except where directly related, and an integral part of, surgical correction of cleft palate. Examples of adjunctive dental care are:

- Elimination of nonlocal infection such as an infection of a tissue (cellulitis) or infection of a bone (osteitis) that is causing problems related to a medical condition being treated.
- Removal of a tooth or tooth fragments to repair a facial injury.

Except in emergency medical situations, adjunctive dental care must be authorized by CHAMPUS before it is received—it must be preauthorized. The same organizations that process dental claims also process requests for preauthorization. (AFNS)

CHAMPUS news

(EDITOR'S NOTE: This is the third in a series of articles designed to assist in understanding Civilian Health and Medical Program of the Uniformed Services (CHAMPUS) more fully. Each item deals with one particular aspect of the new CHAMPUS regulation.)

CHAMPUS will share the cost of one hour of psychotherapy treatment — individual or group or a combination — during a 24-hour period, up to a maximum of five one-hour sessions per week for inpatient care and two one-hour sessions per week for outpatient care.

In crisis intervention cases, two hours of

psychotherapy treatment during a 24-hour period will be cost shared.

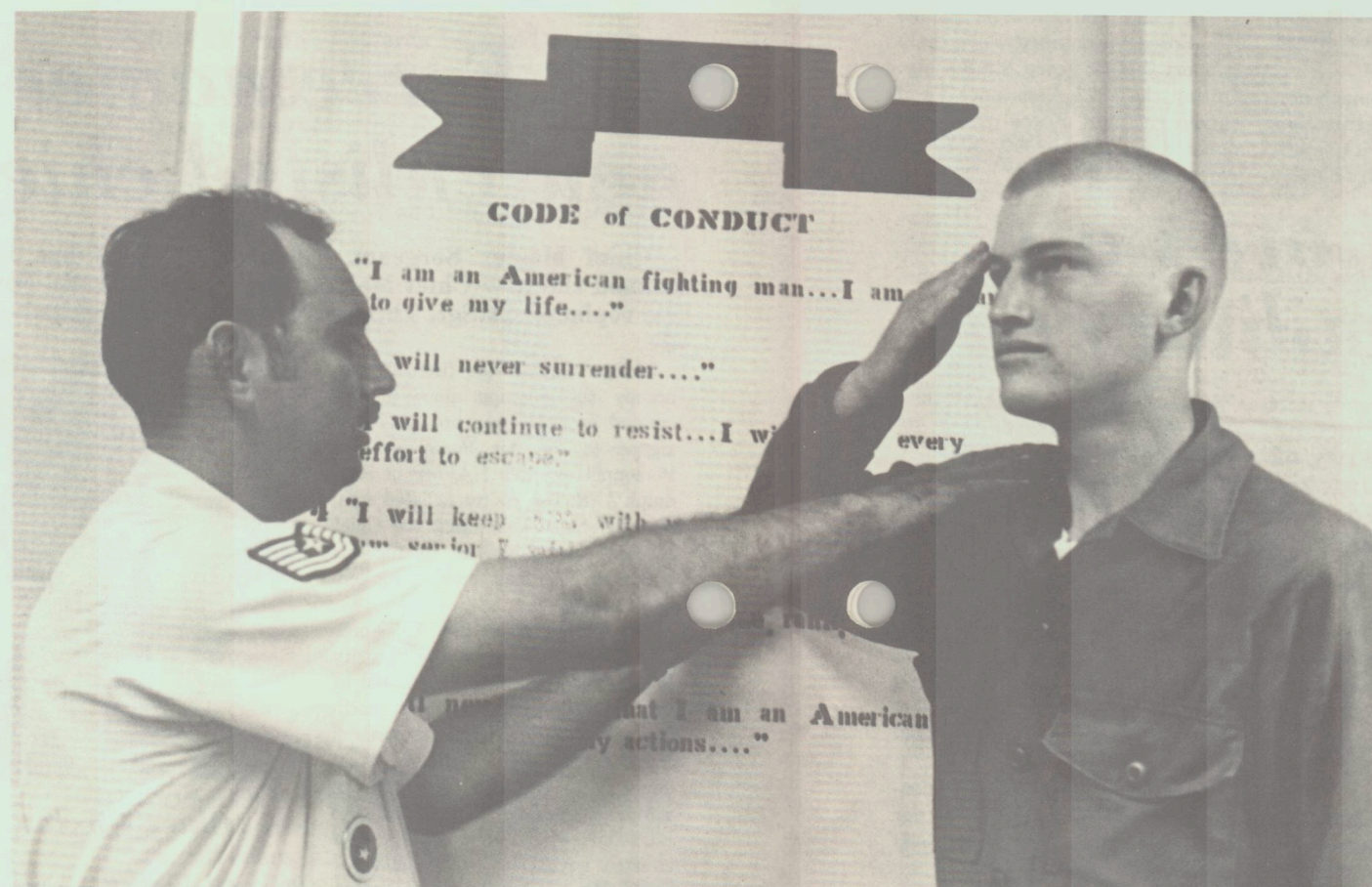
Although previously used as guidelines, these specific limits are new.

Outpatient treatment is reviewed automatically by CHAMPUS at the eighth visit. If approved for continuation, it again is reviewed automatically at the 24th visit, although more frequent review may be made. At a maximum of 60 visits, the case must be referred for peer review before further care can be authorized.

The review requirement is new to the program. It results from recommendation by members of the psychiatric care community.



TIM CRABTREE SAYS goodbye to Andrea Spinks, above, before joining other "Thoroughbred Flight" members for roll call, below, on a bus bound for Buffalo, N.Y. Following final processing at the Armed Forces Examining and Entrance Station, the youth departed for Air Force basic training at Lackland AFB, Tex.



"YOU'RE NOW IN an Air Force flight formation," explains Technical Sergeant Henry Wood, Air Force Recruiting Detachment 103 recruiter, prior to the flight's departure from Jamestown, N.Y. Civilian clothing and haircuts are soon replaced with the basic recruit haircut and fatigues, as the flight marches past their squadron sign a few weeks later, top center.

Exposure!

Recruiters get it together with 'buddy flight' publicity

JAMESTOWN, N.Y.—A "buddy flight," comprising members of a geographical area or a community, benefits its members. It creates camaraderie and allows them to complete basic training as a team.

Such a flight's greatest benefit, however, is in the increased visibility it provides Air Force recruiters.

The Sector F supervisor and recruiters in Air Force Recruiting Detachment 103 realized those benefits when they formed the "Thoroughbred Flight" this summer. It took months of preparation, but the applicant leads and public awareness that resulted, said the supervisor, made it worthwhile.

"I noticed we were going to send a large number of enlistees to basic training in June," commented Technical Sergeant Bobby Jacques. "I decided organizing a basic training flight would offer a chance to create more public awareness of Air Force opportunities."

"I decided organizing a basic training flight would offer a chance to create more public awareness of Air Force opportunities."

portunities. We ended up with 46 flight members... and a lot of awareness."

The first official activity was a prospective applicant picnic in Jamestown, an event that garnered some 40 leads. Flight members were recognized and given a commemorative certificate from Lieutenant Colonel H. A. Fotheringham, Det. 103 commander.

by Captain David K. Post

Letters from New York Congressman Stanley Ludine and State Assemblyman Rolland E. Kidder were presented. Tom Bissel, representing State Senator Jess Present, spoke to the group.

Following the picnic, final day departure ceremonies were arranged, and Governor Hugh L. Carey declared "Thoroughbred Flight Day" throughout New York.

"The members of this Flight will continue the proud record of achievements established by thousands of New Yorkers who have served this country honorably and with distinction," Gov. Carey said.

The proclamation was read to flight members and spectators during June 29 departure ceremonies in Jamestown. Following a personal appearance by Congressman Ludine, the flight left for final processing at the Buffalo, N.Y. Armed Forces Examining and Entrance Station.

At Lackland AFB, Tex., the "Thoroughbreds" were assigned to the 3701st Basic Military Training Squadron. Their commander was a Jamestown native, Major William C. Anderson.

After graduating Aug. 11, flight members headed separate ways, to new schools, jobs and experiences throughout the Air Force. Memory of the flight lingered on, however, as recruiters in Southwestern New York State reaped the benefits of the image the flight created in people's minds.



"THOROUGHbredFlight" member, Airman Basic Michael Craft, practices saluting with help from his training instructor, Technical Sergeant Munoz Reynaldo. At right, AB's Charles J. Giambra, David A. Nelson and Lawrence Lo Presti take time out from the basic training routine to write letters home. Air Force Recruiting Detachment 103, Sector F, sponsored the buddy flight providing recruiters increased exposure to the Southwestern New York State populace.





AIR FORCE NEWS SUMMARY

(AFNS)

SAC to reduce Minuteman crews

The Strategic Air Command has begun Rivet Save, a program expected to cut about 600 crewmember authorizations for the Minuteman inter-continental ballistic missile and produce annual savings of more than \$14 million. The manpower reductions and savings are made possible through changes in launch control equipment which eliminate the requirement for two missile crews to be on duty at the same time. Minuteman sites are located at Malmstrom AFB, Mont; Ellsworth AFB, S.D.; Whiteman AFB, Mo.; F.E. Warren AFB, Wyo.; and Grand Forks and Minot AFBs, N.D. Similar reductions are not planned for Titan II crews.

House passes construction bill

The House of Representatives has passed its fiscal year 1978 Military Construction Bill authorizing \$3.5 billion for service use. The bill includes \$161 million for individual utility meters in military family housing but the House Appropriations Committee has proposed a meter test at a number of locations first. The bill also authorizes \$5.56 million for improvements to Air Force family housing and \$24.5 million in construction for bachelor housing.

Chief emphasizes energy needs

The Air Force must set the pace for the national energy effort, General David C. Jones, Air Force chief of staff, has told commanders. "The nation is currently reaffirming its commitment to reduce our dependency on imported energy sources," the general said in a letter to major commands. He also challenged supervisors at all levels to "search for more ways to reduce energy consumption while maintaining force readiness." Gen. Jones pointed out the Air Force is the largest energy consuming activity within the Federal Government. He also said the Air Force has already taken many steps toward an effective energy conservation program and has achieved dramatic reductions in energy consumption since fiscal year 1973.

Self-movers earn cash

More than 7,000 Air Force members moved themselves June 1976 through March 1977 and earned an average of nearly \$200 in incentive pay. Payments to members totaled nearly \$1.4 million, but logistics officials say the Air Force still saved more than \$770,000 under the "Do It Yourself" move program started last year. Under the program, personnel use government-leased trucks or trailers to move their own possessions instead of having the government make the shipment. The member is paid 75 percent of what the move would cost the government through a standard carrier. The cost of the vehicle, equipment and moving materials is deducted from the incentive paid the member.

Maj. White becomes new publicity chief

Major Kenneth O. White is the new chief of the Publicity Division, Directorate of Advertising, Air Force Recruiting Service, here.

Maj. White was previously assigned to the Air Force Orientation Group at Wright-Patterson AFB, Ohio, where he served as vice commander.

The Elkins, W. Va. native received his Air Force commission through the Air Force Reserve Officer Train-

ing Corps upon graduation from Davis and Elkins College in 1962. Until 1968, when he entered the Information career field, Maj. White was a B-52 navigator.

A 14-year veteran, Maj. White has a bachelor of arts degree in English from Davis and Elkins and a masters degree in journalism from the University of Oklahoma, Norman, Okla.

He is married to the former Jeanette C. Kelley. The couple has three sons.

Retirees provide widespread help

Air Force retirees across the country are assisting in active duty recruiting efforts through the Retiree Assistance Program, according to Major Jimmie N. Murphy, Air Force Recruiter Assistance Program (AFRAP) project officer here.

"Retirees can be valuable centers of influence (COIs) and critical links in the AFRAP program. Maj. Murphy said, "Because of their many years of Air Force experience and their current positions in their communities, many retirees can and do

provide valuable assistance to recruiters."

The Retiree Council at McChord AFB, Wash., mailed a newsletter with AFRAP information to some 10,000 retirees in the area. Major Charles L. Jackson, Air Force Recruiting Detachment 403 commander at Omaha meets with retirees at Offutt AFB's monthly Retiree Club luncheons. These meetings have resulted in retirees volunteering to accept speaking engagements in support of recruiting.

At Castle and Mather AFB, Calif., area retirees are assisting recruiters at COI events and talking up the Air Force with area youth. Retirees go a step further at McConnell AFB, Kan., and distribute "Great Way of

Life" bumper stickers and other recruiting materials.

In the Grissom AFB, Ind., vicinity retirees have furnished sharp prospects, many of whom have enlisted. That group also places window cards in stores and introduces new recruiters to COIs.

Retirees working in radio stations and as educators around Scott AFB, Ill., have assisted recruiters in obtaining public service air time and in getting student referrals.

"Retirees are an important resource we cannot afford to waste," said Maj. Murphy. "Recruiters should make every effort to encourage their active involvement in the recruiting process."

AF Aid Society liberalizes restrictions on loans, grants

The Air Force Aid Society (AFAS) has liberalized some of its policies on interest-free loans and financial grants.

Changes include removal of the limit on the amount of money an Air Force member may borrow to pay for orthodontic and prosthodontic care for his dependents. Loans for this purpose were previously limited to \$500.

Funeral expenses may now be provided as a grant when the Air Force member is unable to repay a loan and no other resources, such as insurance or Social Security, are available. The \$750 limit on loans and grants for funeral costs has also been eliminated.

AFAS loans can now be obtained by people accepted for the Airman Education and Commissioning Program (AECMP) to pay for tuition, books and student fees.

Active duty personnel can get loans of up to \$750 for their spouses to attend vocational training and up to \$1,250 for the final year of college. Previous limits were \$500 and \$1,000.

The stipulation that a car be required to get to and from work has been removed on loans for emergency auto repair or insurance premiums.

Loans can be provided for active duty personnel to take ordinary leave under emergency conditions.

Finally, assistance may be provided in connection with permissive temporary duty to permit an Air Force member to accompany a dependent to the hospital.

The liberalized policies will be included in a change to Air Force Regulation 211-1, Operation and Administration of the Air Force Aid Society.

AFAS is the official emergency financial assistance organization for the Air Force. Since its establishment in 1942, millions of dollars

in loans and grants have helped military members meet temporary emergency needs, and thousands of dependent children have obtained college educations through the Society's General H. H. Arnold Educational Program.

Voluntary contributions to the Air Force Assistance Fund help support the Air Force Aid Society. During the 1977 Assistance Fund campaign, Air Force personnel donated more than \$900,000 to the Air Force Aid Society.

Four more states to tax military pay

WASHINGTON — Withholding of State income taxes from military pay of residents of Kentucky, Louisiana, Nebraska, and Oklahoma is scheduled to begin Sept. 1.

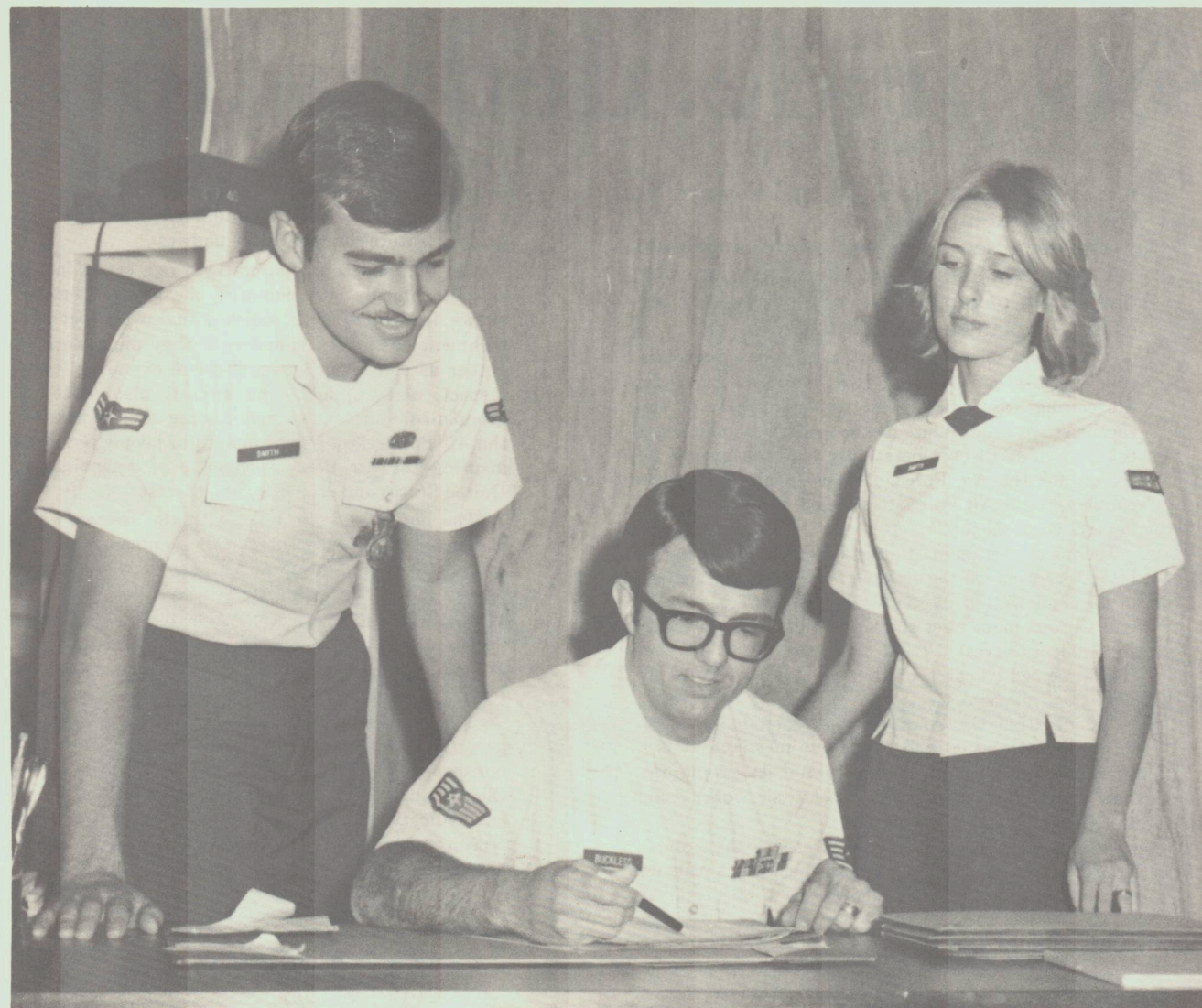
Kentucky, Louisiana and Nebraska agreed to new standard agreements for withholding from the Treasury Department, while Oklahoma revised its State tax law that had previously exempted military pay from withholding.

The Department of Defense has been advised that seven states have indicated they will accept the new

standard agreement which provides for military withholding. They are Colorado, District of Columbia, Indiana, Massachusetts, Rhode Island, Wisconsin and Maryland. All began withholding from military residents on Aug. 1.

Ten states do not have tax agreements with the Treasury Department, so withholding is not anticipated. These include Connecticut, Florida, Nevada, New Hampshire, North Dakota, South Dakota, Tennessee, Texas, Washington and Wyoming.

Military members should consult legal assistance officers for details of state tax laws which could affect their withholding status.



AIRMAN FIRST CLASS Mark and Gloria Smith listen to Staff Sergeant George Buckless, an Air Force Recruiting Detachment 109 recruiter in Lowell, Mass., explain applicant paperwork. The husband and wife team assisted Air Force recruiters temporarily as part of the "Recruiter Helper" program. (Photo by Technical Sergeant Ken Willey)

Guidelines govern couple's moves

Some 203 married couples signed up by Air Force recruiters applied for "Join Spouse" assignments during the first seven months of calendar year 1977.

"Guidance provided to the couples has been excellent," said Sergeant Carol Blaylock who works with join spouse assignments at the 3507th Airman Classification Squadron, Lackland AFB, Tex. However, she pointed out some areas needing more emphasis by recruiters.

"Since the recruiter has no way of knowing the Air Force technical requirements, he must inform applicants of all avenues they may face, i.e., technical school, direct duty, join spouse or overseas assignment, and not just the one the applicant desires.

"Also, recruiters should tell applicants who plan to apply for a join spouse assignment that it can be done at either basic military training or at technical school.

"New enlistees applying for a join spouse assignment during basic military training (BMT) must be in a direct duty job specialty, have a copy of the marriage license and two copies of a statement signed by their spouse requesting a join spouse assignment," Sgt. Blaylock said. "If the enlistee does not have a direct duty assignment and is going to a technical school less than 20

weeks in length, application for a join spouse tour is made upon arrival there. Either way the spouse should bring the necessary paperwork to BMT.

"When completing the statement (AF Form 3010) on applicants with a military spouse, recruiters and liaison noncommissioned officers (LNCOs) should make sure the conditions of the enlistment contract are thoroughly understood.

"Both members are eligible for worldwide assignment. Neither will be excused from any assignment, including accompanied or unaccompanied overseas tours of duty," Sgt. Blaylock emphasized.

"If a spouse has a direct duty assignment and the mate is stationed overseas, the enlisting spouse must remain in the states a minimum of 12 weeks under current public law before going overseas. This can be a combination of BMT and other active duty time.

"To increase the possibilities of getting a join spouse assignment the guaranteed job specialties need to be compatible. Prospects with a spouse in the military as well as husband and wife applicants for concurrent enlistment should be aware of the potential hardships and separations possible in job specialties not normally assigned together," explained Sgt. Blaylock.

"In fact, the first three words after the paragraph title in AF Regulation 39-11 are, 'Military requirements

permitting,'" pointed out Captain Donald Skinner, Air Training Command Airman Assignments Division. "Note that the policy doesn't say they'll be assigned together all the time." According to the regulation:

- To be eligible for a join spouse assignment both must be active duty members of the Air Force. An enlistee (male or female) with a civilian spouse is not eligible for this program.

- There must be a current, or at least projected opening, at the base for the couple.

- Neither can be scheduled for an assignment within 12 months of the time the join spouse tour can be accomplished. For recent enlistees, this means that if after completing basic military training the husband is going to supply school at Lowry AFB, Colo., and has a projected assignment to Hill AFB, Utah, and the wife has a direct duty assignment as a vehicle operator, she must go directly to Hill.

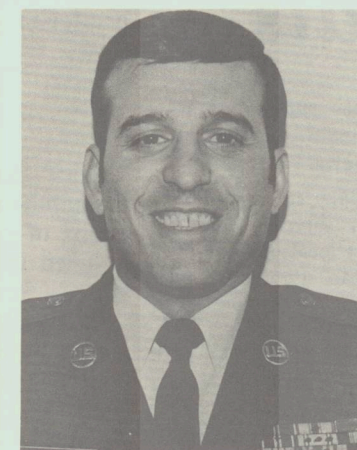
"But if the supply school is 20 weeks or longer, she could go along providing there is an opening at Lowry for a vehicle operator," said Capt. Skinner.

"The policy for join spouse assignments, as spelled out in the regulation, gives couples every practical opportunity to establish a common household and to minimize family separation," the captain added.



MEMBERS OF the 8th Air Force Band from Barksdale AFB, La. perform a summer concert at Fort Worth, Tex. The band performed several shows during a recent weekend in support of local Air Force recruiting efforts.

AFSA honors NCO



TSgt. Al Schiff

Technical Sergeant Alvin S. Schiff, Air Force Recruiting Service's Outstanding Noncommissioned Officer (NCO) of the Year for 1976 received additional recognition by the Air Force Sergeant's Association (AFSA) as the Top Recruiter for the Air Force. The Warren Ohio-based re-

cruiter was officially honored during the Association's annual convention in Atlanta, Ga. Also attending the annual event and representing Air Force Recruiting Service were Major General Melvin G. Bowling, Recruiting Service commander, and Chief Master Ser-

where are reflected in his accomplishments. His personal efforts reflect the hard work necessary to achieve our Air Force goals in providing a professional force now and in the future. TSgt. Schiff typifies the truly outstanding NCOs in Recruiting Service."

"TSgt. Schiff typifies the truly outstanding NCOs in Recruiting Service"

geant Stanley F. Dorman, senior enlisted advisor for the command.

TSgt. Schiff earned the Top Recruiter of the Year award for 1976 and was selected Rookie Recruiter in the 3505th Recruiting Group and Detachment 513 for FY 75.

In commenting on TSgt. Schiff's recognition by AFSA, Maj. Gen. Bowling said, "TSgt. Schiff is a fine example of the high quality of Air Force people now in recruiting. The professional dedication, motivation, and high morale of recruiters every-

The sergeant has interwoven his life and the Air Force way of life into his civilian community. He is president of the Downtown Business Association of Warren, Ohio; vice president and counselor for the youth organization of B'nai B'rith. In addition he works for the Trumbull County Underprivileged Youth Commission as a youth counselor. He is married to the former Debbie J. Howlins, and they have three children: Sandra, 12; Ricky, 11; and Elaine, three.

Logo reflects pride, dedication

CHANUTE AFB, Ill. — The 3505th Air Force Recruiting Group announced the selection of a group emblem. The emblem reflects the dedication and pride of group



Recruiting school ends

Thirty-nine graduate

LACKLAND AFB, Tex.—Thirty-nine noncommissioned officers (NCOs) recently graduated from the Air Force Recruiting Course here.

Staff Sergeant Brian W. Holmgren, U.S. Air Force Hospital at Robins AFB, Ga., scheduled to be assigned to Air Force Recruiting Detachment 610, San Bernardino, Calif. was the distinguished honor graduate.

Selected as honor graduates and their units of assignment are: Staff Sergeant Arthur C. Cathey, property disposal office, Kadena AB, Okinawa, assigned to Det. 401 Kansas City, Mo.; Sergeants David W. Howell, 319th Ballistic Missile Wing, Grand Forks, N.D., going to Det. 514, Columbus, Ohio, and Richard W. Rogers, 437th Military Airlift Wing, Charleston AFB, S.C., assigned to Det. 409, Oklahoma City.

Study group implements 14 remote tour proposals

Fourteen proposals developed by last spring's Remote Tour Study Group have been implemented and 20 others are being evaluated.

The study group conducted an analysis of remote tour situations to reduce permanent-chance-of-station costs and generally enhance the quality of life at remote tour locations.

The group was charged with developing feasible proposals to improve the situation at remote tour locations where the tour is usually 12 or 15 months and dependents are not authorized.

Among proposals implemented are an in-place consecutive overseas tour for people completing short tours and higher priority on return assignments for people who voluntarily extend their short tours. Also implemented was the double short tour credit for those who extend for a period equal to the "all others" tour length. Another proposal implemented involves more intense, better en-

forced quality screening procedures for remote assignment selectees.

Other adopted proposals designed to enhance remote tour duty include making cassette videotape television available at remote locations which don't receive regular TV programs. Also, the military affiliate radio station equipment has been updated, movies are changed five or six times weekly instead of four and Army and Air Force Exchange Service (Pacific and Europe) catalogues are provided at Alaskan Air Command remote sites.

The group was also instrumental in increasing welfare fund allocations and authorizing controlled use of Autovon and WATS for morale calls at remote locations without access to commercial telephone service.

Several proposals are still being considered which would reduce the number of people required at remote tour locations. They include developing an "in-country rotation" system for certain products at remote detachments and estab-

lishing a services support group for Korea at a main base location in Japan or Okinawa.

Other proposals include relocation of heavy aircraft maintenance to satellite locations outside remote tour areas, a remote tour assignment "swap" program, and increasing use of foreign national or civilian contract manpower for certain functions. Another pending proposal involves the use of "roving" key supervisors to perform the supervisory function for more than one location.

Officials are also looking at the possibility of qualifying people in multiple skills to perform more than one function and studying the feasibility of consolidating organizations or eliminating activities at remote locations.

Other proposals deal with improved living facilities, more equitable weight allowances for lower grade airmen and increased educational opportunities.

Progress will continue on the 20 remaining proposals under examination for feasibility and acceptability. (AFNS)

members, according to Colonel Edward N. Giddings, commander.

The color scheme is red, white, and blue. "As the national colors, they represent the dedication of our people to the country we serve," explained Col. Giddings.

"The colors reflect individual attributes representative of the group's people. Red stands for courage; the courage to do a difficult job regardless of the sacrifices required. White means integrity, conforming to high standards both personally and in the people we recruit for the Air Force. Blue is loyalty — to the country, to the Air Force, to our unit — and the perseverance to do the job."

Technical Sergeant Patricia N. Goff, group illustrator, designed the emblem from an amalgamation of ideas submitted by many group members. "We've had various logos over the years, but not a meaningful emblem or crest," TSgt. Goff said. "None of them really seemed to catch on, but we know we've really got a good one here."

"Aside from the color scheme, each part of the design has a special and important meaning. It is a personal statement of the group and its people and how they view the importance of their work," said Col. Giddings.

"The Great Lakes, in blue, represents the group's area of responsibility. Everyone of the group's primary

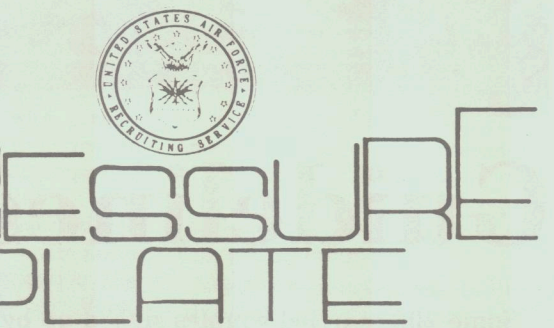
recruiting states border on the Great Lakes. They are a unifying symbol defining the most prominent geographic feature common to the midwest.

"The six modernistic aircraft, in red, stand for the six detachments that comprise the group. They are shown in formation to indicate that while each detachment has an individual goal, they must work together as a team in an atmosphere of mutual trust, respect, and support. The aircraft also state the group's commitment to maintaining the readiness of the Air Force through the quality of people recruited, insuring the Air Force is capable of defending the United States and protecting its interests.

"The horizon line, in blue, with the aircraft rising above the line depicts there are no boundaries on the capabilities of the group and its people. There are no horizons too far or too high to achieve.

"The word 'EXCELLENCE', in blue, signifies the excellence of the people assigned, represents the group's approach to accomplishing its mission, and reflects the quality of the people recruited.

"This emblem is designed to tell a story about our group, a story all of us take pride in. It highlights our people's positive approach to the mission and their quality. It depicts our pride, our teamwork and our dedication to the country, the Air Force, and the recruiting mission. We are proud of it and what we can and have achieved," concluded Col. Giddings.



Program informs, motivates

The 3506th Air Force Recruiting Group has a program to keep Delayed Enlistment Program (DEP) enlistees informed and motivated. A series of Club information sheets on Air Force opportunities and benefits is being provided to DEP enlistees. The first two sheets produced are on the Extension Course Institute and vacation and recreation benefits.

Major Douglas McCartney, group advertising and publicity chief, says the sheets are derived from Air Force Fact Sheets distributed by the Secretary of the Air Force Office of Information. The '06th adds their own logo to each sheet before distribution. Future information sheets can be tailored to recruiter and DEP member needs, Maj. McCartney says.

Air Force offers "rebates"

Air Force Recruiting Detachment 610 has latched onto the rebate craze. Training, vacation, and other opportunities are described in a direct mail letter as "rebates" to Air Force enlistees.

The letter features the "Air Force—A Great Way of Life" logo and lists all recruiting offices, addresses and phone numbers within Det. 610. The letters are localized with the recruiter's signature block.

"Air Force Mother's Club"

Staff Sergeant Lonnie Weaver, an Air Force Recruiting Detachment 501 recruiter, formed an "Air Force Mother's Club" of mothers of Airmen he has enlisted. Members, organized in Elgin, Ill., have become important Centers of Influence for the recruiter.

"These ladies are the Air Force's greatest boosters in my zone," says SSgt. Weaver. "A mother's pride in her Airman cannot help but get others thinking about Air Force opportunities."

Display notes entry options

Master Sergeant Howard P. Howard, liaison noncommissioned officer in charge (NCOIC) at the Chicago Armed Forces Examining and Entrance Station (AFEEES), devised a plan to get Air Force applicants thinking about the Air Force special enlistment programs before they see the liaison NCOIC.

Immediate vacancies in critical jobs and the Initial Base of Choice (IBOC) options are highlighted with a special display created from available brochures, bumper stickers and other advertising materials. The display is in the room where applicants wait for their enlistment processing. According to Technical Sergeant Dave Shonk, it is increasing awareness about the programs the Air Force offers. "Applicants are now asking about the enlistment options when they come in for processing," he said.



During a personal interview, Airman Basic Steven C. Spitzig, left, St. Petersburg, Fla., completes paperwork for a sensitive Air Force job with Second Lieutenant Michael P. McKenzie, assessment counselor with the 3507th Airman Classification Squadron at Lackland AFB, Tex. (Photo by Walt Weible)

Office assesses enlistees

Qualified trainees fill sensitive jobs

Special assessment of enlistees during Basic Military Training insures only qualified people fill the most sensitive Air Force jobs. This final quality control check of new enlistees is made by members of Recruiting Service's 3507th Airman Classification Squadron (ACS) assessment section at Lackland AFB, Tex.

Career fields considered sensitive include jobs in missile maintenance, munitions weapons maintenance, certain intelligence fields within U.S. Air Force Security Service, and others.

"Because we now live in a world of nuclear technology and sensitive electronic communications, it has become necessary to insure the best qualified airmen be assigned to these sensitive jobs," says Second Lieutenant Michael P. McKenzie, counselor for the unit.

Recruiters begin the screening process with personal interviews and local police checks. These items are reviewed and discussed during interviews by job counselors at the Armed Forces Examining and Entrance Stations. Additionally, each applicant is required to fill out a personal checklist (ATC Form 1408) to aid identification of persons nonqualified for these sensitive jobs. Final decision and selection is completed during Basic

Training by the assessment section of the 3507th ACS during three main phases of processing.

"During the first phase, which takes place on the ninth day of Basic Military Training (BMT), each of the candidates for sensitive positions receives a briefing concerning the nature of the assessment process," explains 2nd Lt. McKenzie. "The Human Reliability Program for these jobs and the Defense Investigative Service background investigations are also explained. Each person fills out a statement of personal history (DD Form 398) and a biographical questionnaire.

"Questionnaires are important tools used by the professional counselors," the lieutenant says.

Topics on the forms deal with legal history, academics, adjustment to the military, credit, and employment history. A portion of the form deals with emotional makeup and could reveal psychological problems which may contribute to non-selection.

A second phase of the screening takes place on the 10th day of BMT. It includes a briefing describing different careers a person may consider. Every airman is given a booklet containing information about jobs, technical schools, policies and locations, and assignment possibilities.

Prior to the third and most important phase of the process, the interview, the counselors review

the airman's records and all background information. Interviews are held after the career briefing. These usually last about 25 minutes, but vary in length depending on the individual differences.

"Honesty is the keyword during the interview," says 2nd Lt. McKenzie. "Airmen are briefed on the importance of making truthful statements. A few will reveal information which would disqualify them from a sensitive job, information that wasn't given to the recruiter or others in the processing system."

This final quality-control function precludes an airman's assignment to sensitive skills if his background or current circumstances indicate unsuitability.

'Customer service:'

by Chief Master Sergeant James O. Rogers

LACKLAND AFB, Tex. — "Customer service" and "customer relations" have become "good business" in the past several years. Not only in large retail stores, but also on all Air Force Bases, courteous, responsive personnel are available to take the suggestions and handle complaints of its members.

At the "Front Door" of the Air Force, Recruiting Service is vitally concerned in keeping its "customers" happy. To that end, the Recruiting Service Liaison Office here acts on behalf of the service commander to consider recruiting related suggestions and resolve complaints by basic trainees at the Air Force Military Training Center.

Simply stated, the liaison office determines the facts and corrects the situation. Information pertinent to a complaint is gathered through discussion with the trainee, detailed review of his enlistment contract and, when appropriate, telephone contact with his recruiter. A thorough explanation of the enlistment contract normally satisfies most trainee concerns.

A major task of the liaison office is to work toward insuring each trainee maintains the same level of motivation in basic training which existed at the moment of enlistment. Otherwise, an airman finds it difficult to devote the needed attention to training requirements.

Cooperation between recruiting representatives and the liaison staff has proven highly successful in quickly solving each complaint to the recruit's satisfaction.

service:'

Four noncommissioned officers (NCOs) compose the staff responsible for providing this initial "customer service" and convincing the newcomers that the Air Force really is people-oriented and interested in solving individual problems. Three are former recruiters: Chief Master Sergeant James O. Rogers, liaison superintendent; Master Sergeant Calvin A. Tabor, NCO in charge and MSgt. Jefferson M. Bennett, liaison NCO. Sergeant Raul R. Bolado handles all administrative actions.

The "recruiting" personnel possess a combined total of 21 years experience at the recruiter, sector, detachment and group levels. Their duties, however, aren't limited to solving complaints and suggestions.

In addition to the complaints heard each month, approximately 300 trainees are referred monthly to the office for other types of assistance. Most express concern about recruiting-related matters. Many are merely seeking reassurance things are going to be as their recruiters said or that their personnel records are complete and accurate. A quick call back to the recruiter while they are in the office usually relieves anxieties and has a tremendous motivational affect.

In addition to assisting trainees, liaison personnel respond daily to recruiters requesting information about the status of their recruits. Most of these inquiries are precipitated by parents or wives who get calls or letters from trainees.

A typical example is a trainee who calls home to say things aren't going well or he is being discharged. He neglects to completely explain why. Relatives call the recruiter who in turn calls the liaison office.

Upon a recruiter's request, a liaison office member will talk with the trainee to re-motivate him or her to try harder and continue in training. Similar actions

Lackland AFB unit keeps basic trainees motivated

have often resulted in a trainee graduating who previously experienced difficulty and would have probably been eliminated from training and subsequently discharged from the Air Force for inability to adapt to the Air Force way of life.

Once a trainee graduates from basic, the liaison staff again gets in the picture, this time sending the airman's critique of basic training to his recruiter. The purpose of this critique is twofold.

It provides valuable feedback to the recruiter concerning how well he prepared the individual for enlistment and also provides names and addresses of other age-qualified persons they recommend for recruiter contact. Approximately 3,200 critiques are mailed monthly, containing anywhere from 500 to 900 valuable leads.

Still another function of the office is to review Entrance National Agency Check reports containing derogatory information. The recruiting group is notified and in conjunction with the affected detachment, it conducts a follow-up investigation to determine the applicant's enlistment eligibility.

Other items pertaining to recruiting are brought to the attention of the Recruiting Service headquarters to assure emphasis is placed where needed and recruiters continue to bring high quality people into the Air Force.

Recruiting Service Liaison Office duties are many and diversified. In addition to working with "temporarily" dissatisfied trainees, worried parents, recruiters, and handling the paperwork that assures only fully qualified applicants enlist and complete basic training, they also coordinate visits to Lackland AFB for educator tours.



COUNTRY AND WESTERN singer Mel Tillis performs for Air Force Recruiting Detachment 608 recruiters and a fan. While in Utah, Tillis recorded several radio announcements for the detachment, which will be aired throughout the state. Last month singer Tanya Tucker aided the Air Force recruiters in Det. 608 by recording announcements. (Photo by Staff Sergeant Ray Miller)

Det. 303 leads way

Units vie for bonus points

For the second consecutive month Air Force Recruiting Detachment 303 won the Net Reservation Activity (NRA) Competition by assessing 116 percent of its nonprior service male reservation objective. Det. 409 earned second place with 107 percent. Implemented in June, the NRA competition is based on Recruiting Service needs and each detachment's percentage of the NPS-M goals. NRA results are included in the bonus area of the Production Competition System. Bonus points were calculated for July by taking 15 percent of the computed percentage and will be added to the overall competition points.

"Detachments must concentrate on NRA to improve the posture in the out months if Recruiting Service is to continue to meet monthly objectives," said Colonel Donald D. Binford, Air Force Recruiting Service vice commander. "The recruiting picture down the road doesn't look very bright, and we

want to avoid 'crunch' recruiting periods at all costs." In group standings, the 3503rd and 3501st Air Force Recruiting Groups placed first and second respectively. A breakdown of the top five detachments exceeding NRA goals in July follows.

NRA by Air Force Recruiting Detachment			
Detachment	Goal/Accessions	Percent	Bonus Points
303	205/238	116.1	17.4
409	119/128	107.6	16.1
309	140/145	103.6	15.5
104	181/183	101.1	15.2
305	213/213	100	15.0

Billboards cut; local buy ok

There will be no nationally-funded billboard program in fiscal year 1978, Advertising people here stated. However, Air Force Recruiting Detachments will be able to obtain billboard paper from the Publications Distribution Center (PDC) for placement both on a public service and locally funded paid basis. "Since sufficient funds are not available to buy billboards for a straight 12 month period," said Major John Williams, National Accounts Branch chief, Directorate of Adver-

tising, "we could not get the prime locations, such as across from high schools or ballparks, because larger advertisers could offer billboard companies longer term contracts. Based on this information it was decided to utilize other awareness media to reach the nonprior service market." Billboard paper with the "Golden Opportunity" theme will be in stock at the PDC in both the six and 30 sheet sizes by Oct. 1. New paper on the "Air Force Great Way of Life" theme is being developed for use beginning in April 1978. Both boards will accommodate "sniping", and this practice is strongly encouraged, Maj. Williams said.

Summertime displays garner many leads

Setting up of Air Force displays at fairs, malls and expositions is widespread this summer. Various Air Force Recruiters around the country were busy getting out, "letting the people know who, what and where they are" as Staff Sergeant Lee Grandberry, a Det. 610 recruiter said. SSgt. Grandberry set up a display of more than 3,000 Air Force patches using a Hall, Wall and Window display unit at the City Mall in Orange, Calif. He said, "The patches drew many interested people to my display and generated numerous leads." At an "awareness" fair in Oakland, Calif., Det. 606 recruiters generated 38 leads, of which two have now enlisted and are on active duty. Their display consisted of a model F-15 jet aircraft, a multi-purpose exhibit; a film, "The Eagle has Landed" was shown, and the red, white and blue Air Force van was on hand for spectators to view.

A third display was set up by Det. 303 recruiters at Port Everglades, Fla. during the South Florida Manufacturers Association Expo. Some 25,000 students attended the Expo to learn about various careers.

SNCOs face early testing

Promotion-eligible master and senior master sergeants should be prepared to test as early as September, according to Air Force Military Personnel Center (AFMPC) officials here. The testing cycle is September, October and November, but AFMPC is advising bases to schedule the majority of eligibles for testing in September.

Honor roll

The Recruiting Service Honor Roll, published monthly, recognizes those units and individuals who have contributed most toward accomplishment of the recruiting mission, during the time indicated in each category. The asterisk denotes consecutive achievement.

Top Ten Detachments

This category recognizes those detachments whose combined positional rankings in the Competition System, Management Emphasis Program and Net Nonprior Service-Male Reservation Percentage place them in the "Top Ten" for June 1977.

1. 303***** Patrick AFB, Fla.

2. 106***** Milford, Conn.

3. 104***** Carle Place, N.Y.

4. 109***** Bedford, Mass.

5. 404***** Arlington, Tex.
6. 103***** Syracuse, N.Y.

7. 610***** San Bernardino, Calif.

8. 607***** Lowry AFB, Colo.

9. 406 Houston

10. 503***** Cleveland

(Detachments 103 and 610 tied)

Ten or More Club

This category honors recruiters who placed 10 or more nonprior service (NPS) men on active duty during July.

Name	NPS-M Enlistments	Det./Sector
SSgt. James Tobin	21*	106E
SSgt. Kenneth Fiddler	16	504D
SSgt. Carl Beall	13	514B
TSgt. Al Schiff	13*****	513C
TSgt. Larry Whitt	13	504G
SSgt. Thomas D. Fluent	13*	103F
TSgt. Ken Johnson	12	601C
TSgt. Darold D. Graham	12	514A
TSgt. Edward J. Gilbert	12	409D

SSgt. Juan F. Alonzo	12*	404C
SSgt. Douglas Overcast	12*	307D
TSgt. Kenneth R. Shelley	12	104G
TSgt. John H. Boyden	12	104C
TSgt. Ronald E. Kingsley	12*	103A
TSgt. Clinton Yokley	11	514D
TSgt. Jerry L. Wieman	11*	412F
SSgt. Jerry E. McKenzie	11	406E
SSgt. Glenn Hanselman	11*	303E
MSgt. Ernest Gallant	11	109H
TSgt. Winfield D. Belanger	11	109F
SSgt. Francis Masse	11	109D
SSgt. William Killeen	11	109C
SSgt. Lloyd Cheney	11	106A
SSgt. James Fowler	11	106A
TSgt. Edgar Eggleston	11	106A
SSgt. David White	10	501E
TSgt. Aaron Schomber	10	501D
TSgt. Walter Busby	10	307E
TSgt. Charles Reustle	10**	303E
TSgt. John Gillis	10	109G
SSgt. Stephen A. White	10	104D
SSgt. Philip Capps	10	104C
TSgt. Henry Wood	10	103F
SSgt. James D. Wakefield	10	103E
SSgt. Terrance A. Nichols	10	103C

150 Percent Sector Club

This category recognizes sectors and their supervisors placing on active duty 150 percent of their NPS male goal during July.

Supervisor	Goal/Accessions	Percent Of Goal	Detachment /Sector
Sgt. John Allen	28/54	193.0	109G
MSgt. Donald Gresham	27/51	189.0*	307D
SMSgt. Richard F. Conrad	15/27	180.0	101F
SMSgt. Robert Koch	30/51	170.0	303E
MSgt. Salvadore Negro	21/34	162.0	600A
MSgt. Frank L. Young	18/29	161.0	412F
MSgt. Freddy Simmons	25/40	160.0	303D
MSgt. Ernest Lake	23/35	152.0	610B
MSgt. Ronald McCarthy	24/36	150.0	501E