

# Brig. Gen. Acker heads recruiting



**Brig. Gen. Acker**

Brigadier General William P. Acker has been selected to become commander of Air Force Recruiting Service on Feb. 24. He replaces Major General Melvin G. Bowling, who has been named vice commander, Sixth Allied Tactical Air Force in Izmir, Turkey, under the North Atlantic Treaty Organization (NATO).

During Maj. Gen. Bowling's year and half of heading up what he termed "the most dynamic organization in the Air Force,"

See Brig. Gen. Acker's opening remarks on page four.

Air Force Recruiting Service met its recruiting objective in almost every area, despite less money and a healthier civilian job market.

These Air Force manpower requirements were filled with top quality, highly motivated young people. More than half (55 percent) of the nonprior service enlistees for the year scored in the top two Department of Defense mental categories. Some 95.6 percent were high school graduates or possessed a state certified General Education Development certificate.

Brig. Gen. Acker comes to

Recruiting Service from the Military Enlistment Processing Command (MEPCOM), Ft. Sheridan, Ill.

As deputy commanding general for MEPCOM since March 1976, he was responsible for supervising 66 nationwide AFEES which process applicants for all branches of the armed services. Prior to this assignment, he served as Deputy Assistant Deputy Chief of Staff, Personnel for Military Personnel, Headquarters U.S. Air Force, and as Vice Commander, Air Force Military Personnel Center (AFMPC).

(Continued on page 3)

## The AIR FORCE RECRUITER

*"A great way of life"*

Vol. 24 — No. 2

USAF Recruiting Service, Randolph AFB, Texas

February 1978

Once  
over  
lightly

by Staff Sergeant Douglas J. Gillert

Last month, Major General Melvin G. Bowling spoke in his "Commander's Comment" column about the challenge ahead. About the time that paper hit the streets, we learned of a new challenge facing the commander—reassignment.

As this issue of THE AIR FORCE RECRUITER is put to bed, a new commander is preparing to guide Recruiting Service through the months ahead. He is Brigadier General William P. Acker.

What kind of a leader will he be? What new initiatives will he implement and how will he differ from our previous commander? In this and following issues, we will keep you abreast of Brig. Gen. Acker's activities, strive to answer these questions, and update those answers as needed.

One thing's for sure: Brig. Gen. Acker is interested in the quality and morale of the recruiting force. That's also on the minds of some people in the Directorate of Marketing and Analysis, who are giving you something called the "Organizational Health Survey." Read about the survey on page 3, and plan to complete yours when you get it. Results

should go a long way toward keeping recruiting "A Great Way of Life."

What's new in advertising? For starts, there's a T-shirt buy and some assorted new projects, "Coming soon," explained on page 9. Other efforts include some new recruiting films to help you explain the many opportunities available to Air Force members.

One opportunity is promotion, and we have some! Twenty sergeants have learned of theirs, to staff sergeant. Congratulations to all—you'll find a complete listing on page 2. Two lieutenant colonels assigned to this headquarters have also been selected for promotion. They're named in the same story.

Don't bypass the standard monthly fare, including "Honor roll," page 10, "Pressure plate" and "Here 'n there," page 11, and, of course, the Dial comments and replies on pages 6-7.

Finally, check out this month's plebiscite question on page 4. We really are interested in hearing from you and using your good ideas. That's why the RECRUITER exists.

## Maj. Gen. Bowling bids farewell

You, the men and women of Recruiting Service have accomplished a great deal during my tenure as commander in spite of substantial obstacles. You should be and are justly proud, I know.

"Despite raising our standards twice in the last two years — making it tougher to get in — we still are able to attract high quality people." That's how Vice Chief of Staff, General William V. McBride recently described Air Force's recruiting achievement in a public address.

While higher standards have decreased the market by about 40 percent, total direct resources for recruiting are down to almost half those available when the all-volunteer force began over five years ago.

This much more difficult environment has required several significant management initiatives to insure our objectives were met. Some of these are: AFRAP, the new competition system, improved pipeline management, more effective employment of our shrinking advertising dollars, increased manning to the 1,700 "bag-carrying" recruiter force. We now have a more refined selection and training process and — not the least by any stretch — longer hours.

Today we have a highly trained, motivated and for the most part, well-manned recruiter force which is highly respected at all levels of the Defense De-

partment. Special Recruit-the-Recruiter efforts and continued support from AFRAP will help provide the recruiters and leads to do the job. The total Air Force effort behind recruiting, apparent to all, is most encouraging and I know you appreciate it as I do.

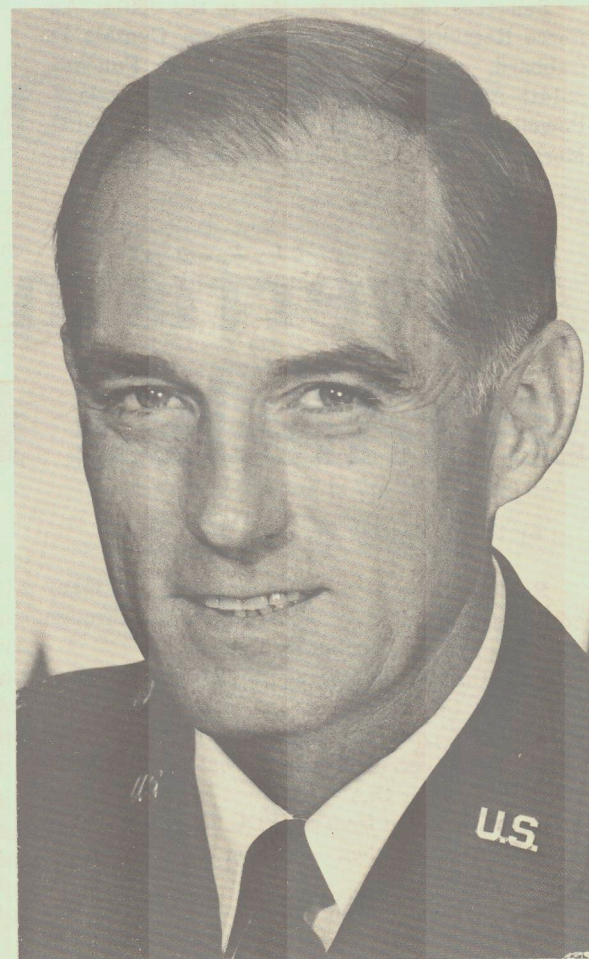
Brig. Gen. Acker is no newcomer to recruiting. He knows the key issues you work on a day-to-day basis from his previous assignments with the Military Personnel Center and his duty with the Military Enlistment Processing Command as deputy commander at Ft. Sheridan, near Chicago.

The future isn't totally mapped. We still have some significant old problems and some new ones, like the added emphasis on medical recruiting and a five fold increase in OTS goals.

Meeting officer procurement objectives in the engineering specialties will be a most difficult task as will the tough specialties in physicians. However, with Gen. Acker's able leadership and your continual support I know "you can do anything."

My sincere thanks and appreciation to each of you for your dedicated support. I look forward to working with many of you again in the future and making a great Air Force even better. Godspeed.

*Melvin G. Bowling*



**Maj. Gen. Bowling**





A young man and his former pet greet each other for perhaps the final time, while they are undergoing "basic" training at Lackland AFB, Tex. Airman Basic Victor E. Gonzalez entered the Air Force one day after his dog, Roach, entered the Department of Defense dog training program. Roach has since been reassigned to Okinawa. When AB Gonzalez completes basic training, he will be further trained as a veterinary specialist. Will dog and friend be reunited — AB Gonzalez hopes so and hopes to get an assignment overseas on completion of technical training. (Photo by Technical Sergeant Jammie Price)

## Promoted Twenty-three make grade

Two lieutenant colonels assigned to Air Force Recruiting Service have been selected for promotion to the temporary grade of colonel.

They are Lieutenant Colonels John B. Tillman, director of marketing and analysis and Benjamin E. Waller, deputy director of operations.

Promotion of 21 noncommissioned officers in Air Force Recruiting Service was announced here this month.

Selectees for staff sergeant in the 3501st Air Force Recruiting Group were: Sgts. Cynthia D. Gabbard, group headquarters; David Funches, 3514th Air Force Recruiting Squadron; Angela R. Powell, 3515th RSq.; Barbara A. Costino, David H. Morhiser, Richard A. Remington, 3516th RSq.;

Michael E. Cox, 3518th RSq.; Raul R. Bolado, Liaison Office, Lackland AFB, Tex.

3503rd Group selectee is William D. Pund Jr., 3531st RSq.

3504th Group selectees are: Anthony W. Rickard, 3541st RSq.; Edward R. Rogers, Catherine J. Watson, 3543rd RSq.; Lonnie C. Morris, 3549th RSq.

3505th Group selectees are: David Lopez, Randolph Quinn, 3551st RSq.; Ryan K. Renz, Clarence Sanders Jr., 3554th RSq.; and Donald G. Buck, 3555th RSq.

Two new SSgt. selectees in the 3506th Group are Leslie Blackwelder, Elizabeth J. McNeil.

From the 3507th Howard L. Estill was selected for promotion to SSgt.

## Command measures medical, OTS results

First quarter, fiscal year 1978 standings have been announced for medical and Officer Training School (OTS) recruitment.

These two programs comprise 20 percent of the total Production Competition System, but are only scored quarterly because of their overall low numerical requirements.

Medical and OTS recruiting are part of the competition system, explained headquarters officials, because the system supports all Air Force needs and proportionately rewards production efforts in all areas. A squadron cannot be competitive in the overall standings without a balanced production effort, officials said.

Physician commissions, nurse accessions, and the OTS program are further emphasized in the yearly "across-the-board" section of the competition system.

Following are the top producers and their percentages of accomplishment, in the medical programs listed, for the first quarter of FY 78.

Physician Commissions: 3537th Air Force Recruiting Squadron, 300 percent; 3531st RSq. and 3532nd RSq., 200 percent; 3535th RSq., 175 percent; 3518th RSq. and 3552nd RSq., 150 percent and 3519th RSq., 125 percent.

Physician Applications: 3555th RSq., 400 percent; 3569th RSq., 175 percent; 3533rd RSq., 166.66 percent; 3518th RSq., 3535th RSq., and 3552nd RSq., 150 percent and 3519th RSq., 133.33 percent.

Nurse Accessions: 3531st RSq., 250 percent; 3532nd RSq., 200 percent; 3519th RSq. and 3546th RSq., 150 percent; 3553rd RSq. and 3561st RSq., 133.33 percent.

Officer Training School: 3562nd RSq., 202.70 percent; 3549th RSq., 198.27 percent; 3533rd RSq., 189.18 percent; 3544th RSq., 164.17 percent; 3513th RSq., 130.25 percent; 3561st RSq., 123.45 percent and 3514th RSq., 108.52 percent.

## Squadrons vie for '100 Percent' award

As of Jan. 31, 10 squadrons remained in contention for the semi-annual One Hundred Percent Club award.

The Club is part of the fiscal year 1978 Production Competition System. Squadrons that meet or exceed combined non-prior service men and women goals monthly, each month semi-annually and each month annually are recognized.

Monthly winners are listed in the "Honor Roll" in this issue on page 10. Six and 12-month winners will receive a Recruiting Service plaque and trophy, respectively.

The 10 squadrons currently leading in the effort to win the six-month award are: 3513th, 3514th, 3515th, 3519th, 3533rd, 3535th, 3537th, 3544th, 3546th and the 3562nd.

## AIR FORCE NEWS SUMMARY

(AFNS)

### AFAF campaign theme set

"Commitment to Caring" is the theme of this year's Air Force Assistance Fund (AFAF) campaign from Feb. 22 through March 31. Secretary of the Air Force John C. Stetson and Air Force Chief of Staff General David C. Jones officially announced the campaign in a letter to all major command commanders. They also invited members of the Air National Guard, Air Force Reserve and Air Force retirees to participate in this year's campaign.

### MAC aids snow victims

Thirty-six Military Airlift Command transports airlifted more than one million pounds of snow-removal equipment and 500 Army personnel into Toledo, Ohio, in two days to help in the recent Ohio snow emergency. Cargo included road graders, front-end loaders, bulldozers, trucks, trailers, fuel tankers and personnel from Ft. Bragg N.C., and Ft. Campbell, Ky.

### Women picked for missile launch training

Fifteen Air Force women have been selected for training as Titan II missile launch control officers. Three of the women will begin training in March, with the others to start training in April-July in groups of three

### DoD budget announced

The Department of Defense proposed budget of \$126 billion for fiscal year 1979 provides for 390 new Air Force aircraft. It also includes funds for a family separation allowance and travel entitlements for junior enlisted personnel. The Air Force portion of the budget is \$35.6 billion.

### More pay approved for rescue specialists

The Department of Defense has approved dual incentive pay for Air Force pararescue aircrew members. Pararescue specialists have previously been authorized flight pay as aircrew members or jump pay as parachutists, but not both. The change was effective Dec. 10, 1977, and will mean a \$55 per month increase for "jump qualified" pararescue specialists.

## 'Hot Line' open for volunteers

A "Hot Line" has been established at Air Training Command (ATC) headquarters here to help staff, technical and master sergeants obtain information fast on recruiting duty.

Interested noncommissioned officers (NCOs) are asked to call the "Hot Line" autovon number, 487-2812, and speak to Major Hervey Peebles or Chief Master Sergeant Leland Farmer.

More than 500 recruiter vacancies are available to qualified NCOs each year, ATC officials said.



While attending an Air Force Association meeting in Los Angeles, Sergeant Diana Baggett discusses zone work with Master Sergeant Lee Sui, 3569th Air Force Recruiting Squadron. One of 12 "Outstand-

ing Airmen for 1977" selected by the Air Force, Sgt. Baggett assisted 3569th RSq. recruiters by visiting schools and making other public appearances.

## Brig. Gen. Acker —

# Initiatives keep command clicking

(From page 1)

Born in Chattanooga, Tenn., he is a 1952 graduate of the University of Georgia, where he was commissioned as a second lieutenant through the Air Force Reserve Officers Training Corps Program. He later received a master's degree in management from Arizona State University. He is a graduate of the Armed Forces Staff College and the Air War College and has completed the Harvard University Advanced Management Program.

Brig. Gen. Acker is a command pilot with more than 4,200 flying hours, including 211 combat hours. His military decorations and awards include the Legion of Merit, Distinguished Flying Cross with oak leaf cluster, Meritorious Service Medal, Air Medal with ten oak leaf clusters, and the Air Force Commendation Medal with oak leaf cluster.

As Brig. Gen. Acker takes command the Air Force wide emphasis on recruiting is at its highest level. Many initiatives have been taken to improve recruiting and meet the most challenging goals in the five year history of the all volunteer force.

In complimenting Recruiting Service personnel for their outstanding support, Maj. Gen. Bowling noted their many accomplishments in a changing environment during his year and one-half as commander.

A recent change was the designation of Air Force Recruiting Service detachments as squadrons. This was part of an on-going effort to more appropriately align recruiting operations with the typical Air Force structure of organizations and better recognize the levels of responsibility and contribution of recruiting to the Air Force mission.

Along with this change, the control and responsibility for financial resources (operation and maintenance funds) were delegated to Recruiting Service squadron commanders.

In July 1977, Recruiting Service streamlined its primary

objectives and realigned internal responsibilities. The Directorate of Student Resources was redesignated the Directorate of Field Support and tasked with all training, financial management, plans, logistics, recruiter resources and enlistment standards.

The Operations Directorate was changed to better manage the initial preparation and sale of the nonprior service job bank. For the first time in Recruiting Service history bank management and field production control were merged together to better control those activities to insure goal attainment in the tougher market and increased emphasis on specific skills needed by the Air Force.

As a result of the headquarters realignment, the 3507th Airman Classification Squadron, Lackland AFB, Tex., became an integral part of the Operations Directorate and the Medical Recruiting Division was elevated to the Directorate of Health Professions.

Management emphasis in recruiting shifted from total numbers to management of both kinds and numbers. Through special emphasis programs, recruiting priorities were realigned to insure the enlistment of the right numbers in the right Air Force Specialty Codes at the right time.

Competition was focused on this specific goal, with special bonus points awarded for the type production required. As needs changed, i.e., the four month "crunch," special AFSC recruiting, etc., so did the emphasis on kinds and numbers. The result, reported Directorate of Marketing and Analysis officials, was a concentrated and successful effort to procure the right people for the most critical Air Force jobs.

The most significant initiative in the history of recruiting, the Air Force Recruiter Assistance Program (AFRAP), was implemented in September 1976. AFRAP completed its first full year with more than 56,000

qualified leads submitted to recruiters by active, reserve and retired Air Force people worldwide. Air Force bases during the year sponsored more than 6,600 activities aimed at improving community awareness of Air Force opportunities and AFRAP.

On Nov. 1, 1976 the Advanced Personnel Data System/Procurement Management Information System (APDS/PROMIS) went on-line. APDS/PROMIS is a centralized job management and applicant reservation system. It ties the 64 Air Force Liaison Offices, one at each Armed Forces Examining and Entrance Station (AFEES), to an Air Force Military Personnel Center (AFMPC) central computer.

Under the system, applicants for Air Force enlistment can, in one trip to the AFEES, be fully processed, to include complete physical examination, specialized testing and entry into the

Delayed Enlistment Program (DEP) or active duty status.

Initiated in January 1977, the Recruiter Helper Program permits selected volunteer first termers to return home in a temporary status for 15 days. While there, they assist recruiters in many ways. Approximately 5,000 young men and women will return home during FY78 to aid Air Force recruiters nationwide.

The Recruit-the-Recruiter team, comprised of Military Personnel Center (AFMPC) and Recruiting Service people, recently launched a second campaign to search for qualified noncommissioned officers to become Air Force recruiters. The first campaign began in 1976 and resulted in some 900 people selected on-the-spot from 4,620 people interviewed at 82 bases.

Cost effectiveness was key to success in advertising.

## Claim to fame

by Staff Sergeant Douglas J. Gillert

To those of you reading this column about your own claims, they may seem a little old. That's because we either didn't have the space in recent issues or, to make the column more interesting, we waited till there was more than one.

There's three! And, our first claim comes from what might be mistaken as a law firm or stock brokerage. When you call the Hickory, N.C., Air Force Recruiting Office and ask for "Sergeant Harris," be sure and specify which one.

There's three! Harris, that is. Technical Sergeant W. Cordell Harris is retired now, but he still spends time in his former office helping two other 3537th Air Force Recruiting Squadron Harris, TSgt. Delbert F. and Staff Sergeant James J. Somebody was overheard saying that Harris, Harris and Harris are bullish on recruiting ... ouch.

It's not unusual for a recruiter to enlist several young persons into the Air Force on a given day. What may be unique, however, is when those enlistments account for half of the total Delayed Enlistment Program enlistments for a single squadron on that day.

Master Sergeant Jack Fry, the 3544th RSq. recruiter in Amarillo Tex. did just that, when five

young men raised their hands together. Great hustling, Jack, and thanks for the input.

I expect we'll get quite a few challenges to this final claim, from TSgt. Bobby Jacques, Bobby, who hails from the 3513th RSq.'s Flight F, says "the 'Thoroughbreds' are the number one flight in all of Recruiting Service.

"We stake our claim as being the showcase flight of the Air Force," TSgt. Jacques writes. Having the top rookie recruiter in the squadron, the recruiter of the year in the 'Oldest group, and one of the two Rookie Recruiters of the Year for the command are reasons Jacques sites for making this boast.

He also claims that Flight F has the top producers (263.63 percent) in the nation, the youngest recruiter (21) in the Air Force who is also top group recruiter for the quarter, top supervisor of the year in the 'Oldest and five of the seven flight recruiters with 150 percent or higher averages.

"We proclaim our flight tops in the command for the entire fiscal year 1977 (152.83 percent) and second half of FY 77 (191.60 percent). "If anyone can beat it, fine."

The figures TSgt. Jacques forwards represent male, female and Reserve enlistments, so get your slide rules out, friends, and see how you measure up. Flight F, it looks like your efforts are really snowballing.

## RS survey asks views

How do Recruiting Service personnel feel about their jobs? Are the policies and programs developed in the headquarters understood and well-received?

These and other questions are part of an Organizational Health Survey being conducted by the Directorate of Marketing and Analysis (RSM) here.

An initial survey conducted in February 1977 provided a baseline measure of recruiter activities and job satisfaction, RSM officials said. This follow-on survey has been refined to more precisely determine organizational health with the addition of questions measuring job attitude as it pertains to motivation and production.

"The real value in this survey is in trend data, which has greater validity if participation is

high," said Lieutenant Colonel John B. Tillman, RSM director.

"This is an excellent opportunity for you to voice your opinion about Recruiting Service policies, programs and procedures," Lt.Col Tillman added.

Surveys will be mailed to all military personnel in the command this month. RSM officials seek a quick response and ask that completed questionnaires be mailed directly to them. Detailed instructions and procedures for completing and forwarding the survey will be provided by RSMY.

After the survey has been completed, analyzed and compared with last year's findings, results will be published. A copy of the final report will be provided to each organizational level, including recruiting offices.



# Brig. Gen. Acker Comments

I am extremely proud to have been named Air Force Recruiting Service commander. This Command has been built on the solid foundations of integrity and professionalism and has developed an unsurpassed record of meeting its mission requirements.

Throughout its history, the Air Force Recruiting Service has enjoyed superior leadership and outstanding personnel, and it is a great honor to join such an elite group. I have been fortunate to work closely with the three most recent commanders whom I hold in high esteem and know to be outstanding Airmen and talented leaders. Each made positive contributions to the command and was rewarded by your enthusiasm, loyalty, and outstanding performance. I pledge to each of you my intent to continue their legacy.

Most commanders preceding me predicted to you that "times are getting tougher." They were usually proven correct. I continue that tradition as well - we do face challenges which will make a tough recruiting environment even tougher. Outside competition (from industry, from public and private schools, and from our sister services) for quality people is increasing; unemployment is declining; and the prime recruiting market population is projected to decline for the next 10 years. While the Air Force force structure has generally stabilized, that in itself will demand continuing emphasis on recruiting quality, technically-oriented individuals to maintain and operate our complex weapon systems and to provide requisite support. I am confident that we can successfully meet these challenges because that is our tradition and because we have the full and active support of our leaders.

As a "purple suiter" in the Military Enlistment Processing Command, I gained a great deal of respect for you as individuals and admiration for you as a team. Your accomplishments have been praised in the highest circles of the Department of Defense and you have made me proud to be wearing the Air Force blue uniform.

Your ability to respond to any reasonable demand is unquestioned. From my personal observations, I know that the staffs - in the field and here at Randolph - clearly show that they are active versus reactive managers. The USAF Recruiting Service, from its beginnings in 1954, has always demonstrated its ability to successfully meet all challenges. Support from the ATC and Air Staffs is important to our continuing success and the personnel on these staffs are also proven professionals.

In summary, even though we face some tough challenges in the coming months, I am very confident that all of us in Recruiting will continue to serve as a model of the kind of personnel procurement organization others strive to emulate.

I look forward to working with each of you in the months ahead.

*William P. Acker*

Quote  
of  
note

"I believe the recruiters are the NCOs who are really fulfilling their professional responsibilities. They're the guys who are where the rubber meets the road; who are truly able to exercise their abilities and individual initiative to do the job in the right manner."

— CMSgt. Brian Bullen  
ATC Senior Enlisted Advisor

## The AIR FORCE RECRUITER

"A great way of life"

The Air Force Recruiter is an official Class III Air Force newspaper published monthly on the 15th day of the month by and for personnel of U.S. Air Force Recruiting Service, Air Training Command with headquarters at Randolph AFB, Texas. Opinions expressed herein do not necessarily represent those of the USAF.

All photos are official Air Force photos unless otherwise indicated.

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# Speak out!

by Staff Sergeant Douglas J. Gillert

Progression, as defined by Webster, is "a moving forward." Applied to careers, the word neatly equates with the advancement in one's profession — or reaping the benefits of a studious past.

"Career progression," some have said, "quit when I left my career field to become a recruiter." The fallacy in this thinking is the treatment of the recruiting profession as other than — and often less than — a career.

There are countless examples of persons who, having served as computer technicians, aircraft mechanics, truck drivers or whatever, began "new" or "lateral" careers as recruiters. They liked the new job well enough to stay on. For them, career progression in Recruiting Service became not only a goal but a reality.

Even if one is only using the four year controlled tour to broaden his experience or for temporary stabilization, or just to take a break from his regular job, he can still progress as a 99500 — and noncommissioned officer (NCO). He is an NCO, and he can progress in Recruiting Service as a career NCO.

The opposite is argued by those who ask,

"Does the job I perform in recruiting allow me time or means to really pursue my career as an NCO? How will things be when I report back to my old AFSC after four years?" they wonder. "How long will it take me to catch up?"

NCO career progression for recruiters is not only possible, it is necessary for progression in your primary AFSC while you're still recruiting. Every eligible NCO has the opportunity to attend the NCO and Senior NCO academies, or take correspondence courses in leadership. Every recruiter who excels in his professional military education and on the job and desires to move forward to a management position can do so.

The management experience a recruiter can gain — as his own office manager, as a flight supervisor, operations or advertising manager, and as managers and planners in this headquarters — prepares him for the eventual return to his specialty.

There, he will most likely be the supervisor or manager — positions he progressed to while a recruiter.

Career progression? It all boils down to individual initiative — and desire — to "move forward."

How do  
you  
feel?

THE AIR FORCE RECRUITER Newspaper solicits your comments on the above statement. Any comments received will be closely reviewed and ideas for improvement of this publication implemented if possible. Please use the space provided below for your reply and forward the complete box to USAFRS/RSADM, Randolph AFB, TX 78148.

2/78

## Does speed save time?

by L.C. Walls

Do "speed demons" really save time on a trip? If so, how much, and what cost factors are involved? Several automobile accessory manufacturers decided to get some answers to those questions so they set up an experiment.

They planned a 1,000-mile trip, took two identical cars and fitted them with instruments to measure trip details. One driver was told to make the best time he could and the other driver was instructed to avoid risk and move as traffic flow permitted.

The fast driver passed 2,004 cars and braked 1,339 times, completing the 1,000-mile trip in 20 hours and 12 minutes. The other driver passed only 645 cars, braked 652 times and covered the 1,000 miles in 20 hours and 43 minutes - just 31 minutes behind the speed demon!

Think about it: The fast driver saved 31 minutes, but had three times the brake wear; passed three times more cars; had three times the accident exposure; and three times the wear and tear on himself! He also used about 13 more gallons of gas. At 60 cents per gallon, that is \$7.80 more than the conservative driver used. In 12,000

miles (the national average for a year's driving), the fast driver's fuel bill would be \$93.60 more than the conservative driver's.

From the dollar value and safety viewpoint, speed just isn't worth it!



Sure there are a lot of good reasons to drive 55, but there's one thing to remember:

It's not just  
a good idea.  
It's the law.



## ... take and last long time

The Lincoln Memorial and the Washington Monument in our Nation's capital are not only tributes to two of our greatest Presidents whose birthdays are Feb. 12 and 21, respectively, but also testimony to the monumental slowness of bureaucracy. In all, a combined total of 157 years elapsed between the proposals by Congress for building them and their completion: 102 years for the Washington Monument, and 55 years for the Lincoln Memorial.

The construction of a monument to honor Washington was considered by the Continental Congress in 1783. In 1833, irked by the slowness of Congress, the Washington National Monument Society was organized by a group of influential citizens. Even so, progress was slow in amassing the necessary funds, and by 1847 only \$87,000 had been collected by popular subscription.

Only July 4, 1848, the Washington Monument cornerstone was laid with elaborate Masonic ceremonies. Work progressed satisfactorily until 1854 when the building became involved in a political

# Monuments...

quarrel. For almost 25 years it stood uncompleted at the height of 150 feet.

Finally, on Aug. 2, 1876, President Ulysses S. Grant approved an act authorizing the U.S. Army Corps of Engineers to finish the construction. In 1880, work was

Brooding figure of  
Lincoln is 19 feet  
from head to toe.

resumed. The walls of the obelisk monument reached 500 feet on Aug. 9, 1885, and the capstone was set in place the following Dec. 6, marking completion of the work. The monument was dedicated on Washington's Birthday observance, Feb. 21, 1885, and opened to the public on Oct. 9, 1888.

Not as slow in the building was the Lincoln Memorial. Its beginnings can be traced back to March 28, 1867, when Congress incorporated the Lincoln Monument Association. The association appealed for funds with which to begin construction, but nothing was accomplished because of little public response. It was not until February 1911 that Congress authorized funds for the building to honor Lincoln.

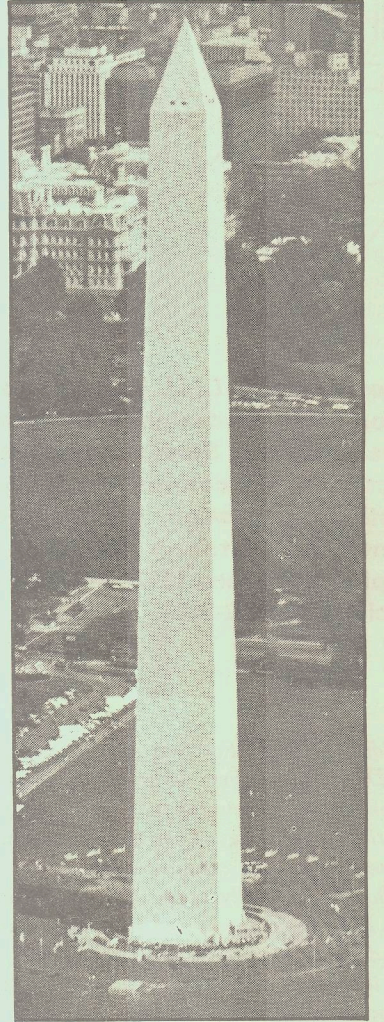
Workmen broke ground at the memorial site on Feb. 12, 1914, and the completed

... their nationwide  
birthday observances  
have made it the  
month of Presidents

structure was dedicated on Memorial Day in 1922. Its architectural lines are similar to those of the famous Parthenon in Athens, Greece.

A giant seated statue of Lincoln by Daniel Chester French dominates the interior. The brooding figure is 19 feet from

It took 102 years to  
complete Washington Monument



I'm proud of the progress we noncommissioned officers (NCOs) have made in career advancement.

Since June 1976, we've made great strides. On that date, the five tier Professional Military Education (PME) program began. The tiers represent different steps up the management ladder and are broken down as follows:

- Phase I — NCO Orientation Course (19 hours). Senior airmen attend.
- Phase II — USAF Supervisors' Course (52 hours). Sergeants, staff sergeants, civilian supervisors and officers attend.
- Phase III — NCO Leadership School (136 hours). Career sergeants and staff sergeants attend.
- Phase IV — Major Command NCO Academies (225 hours). Technical and master sergeants attend.
- Phase V — USAF Senior NCO Academy (9 weeks). Senior master sergeant selectees, SMSgt. and chief master sergeants attend.

Complete course information can be found in Air Force Regulation 50-39.

There are two points, however, which surface periodically, that bother me. Point one is: some (too many) managers and supervisors demonstrate little interest in PME, other than to begrudgingly modify work schedules to permit their personnel to attend this "mandatory training."

Too often comments are made, such as "Go ahead and get it over with" or "Go on

to class but forget what they said when you get back; theory doesn't work in the real world."

Point two is how the middle managers and supervisors try to beat the system by having subordinates skip Phase II (USAF Supervisors' Course) and enroll them in Phase III (NCO Leadership School).

The PME structure was not designed to function in this manner. Skipping one of the links in the chain of PME breaks or weakens the chain.

The point is, all supervisors and managers benefit when their personnel attend such training. Persons completing this training return to work with a much better insight into what is expected of them and how they must perform if they are to be professionals. They also better appreciate the supervisors' positions and can thereby communicate more effectively with the supervisors and vice versa.

If the young graduates are afforded the opportunity to apply what they have learned, through greater participation in the decision-making process, growth is inevitable and the Air Force will benefit the most.

It is the responsibility of all of us to inform our supervisors that we want to attend the PME for our rank. Don't lie around and become stagnated by your routine jobs. Enroll and become rejuvenated.

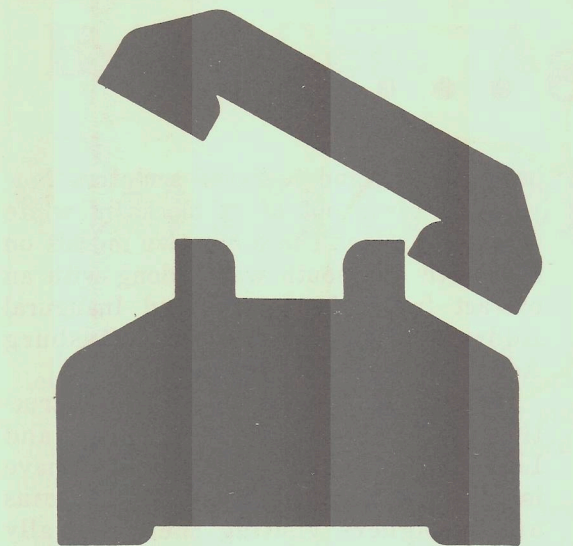
# PME

We  
need it!

Editor's Note: The following editorial offers current insight into the need for Professional Military Education. PME courses available to NCOs on recruiting duty are the Air Training Command NCO Academy, the USAF Senior NCO Academy and, when local arrangements can be made, NCO Leadership Schools. The editorial was written by the Commandant of the PME center at Randolph AFB, Tex.

by Technical Sergeant James T. Mitchell





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.

*Editor's Note: For best results, we recommend that DIAL users first write down their intended comments and review them to insure they're saying what they want to say. Then call DIAL and read the comments onto the tape recorder.*

*This is especially important when users choose not to leave their names and telephone numbers. It's often difficult to determine what the real problem is when it is given at the spur of a moment, to a lifeless telephone receiver. The best bet, however, is to leave names and numbers to insure callers get the proper answer, not the answer we think they need.*

*One word about the time lag between call and reply. Experience indicates a DIAL call is normally followed up by telephone reply within 72 hours.*

## Wanted: More jobs

COMMENT: I would like to see the rest of the Electronics and other jobs open for July, August and September. We're sitting here with six seniors waiting for jobs that are not available, and we're in dire need of putting these people in the Air Force. How about more job openings as soon as possible? Appreciate your time.

REPLY: Job release actions have been completed (as of mid-December) to release up to 60 percent of July in APDS-PROMIS, boost August to 40 percent availability through ACC, and initially release September at 20 percent. The secret to success is for you and your fellow recruiters to sell the Air Force, and for the AFEES booker to sell jobs from what is available at the time the applicant is at the AFEES. For an AFEES to build extensive qualified and waiting lists for specific electronics jobs is hazardous, and can lead to lost enlistments. A solid, positive presentation of the jobs available usually leads to a firm commitment.

## Drop-in commercials

COMMENT: Why don't we spend more time on producing 10-second, drop-in commercials — written commercials — that recruiters can give to local radio stations? Station DJs can then drop the commercials in over musical backgrounds before a program begins. I have found this to be a pretty common practice at many stations in our area. I also believe the drop-in method would be better received than the 30-60 second spot announcements. Thank you.

REPLY: The idea has merit for local consideration if your stations use that particular format. However, dropping in a public service announcement is not a technique used by many stations. We recommend the copy be written locally, and we'll provide any guidance needed. For us to put such spots on our PSA discs would preclude the localization aspect. Our best efforts should be concentrated on 80-60 spots and musical beds. Appreciate the call.

## Double OTS expense

COMMENT: It appears we're adding an unnecessary expense to our OTS applicants that could be eliminated. They are required to have a transcript to send along with their application, and they're required to have another copy of the transcripts to handcarry if they desire to go into the Air Force. Is the application-transcript destroyed at HRS or what? To me, our cost saving ideas add up to double expense. Appreciate your reply.

REPLY: Transcripts forwarded with applications are used to verify all educational requirements are met, and for classification action by AFMPC to determine what AFSCs applicants are best suited for. Transcripts are also used in the selection process by the OTS board members in evaluating the applicant's education. Selected applicants must present at the time of enlistment a complete transcript showing award of degree, or documentary evidence a degree has been awarded. This copy is forwarded with enlistment records because individuals cannot be commissioned until the OTS is in receipt of an official transcript. Operations people here (RS00) maintain OTS applications on file for one year IAW AFM 12-50. Since the majority of applicants applying for the OTS program have not completed their college education, the transcript submitted with the application would not meet the requirements for enlistment, even if they were returned. Hope this answers your question.

## Phone verifications

COMMENT: I would like to suggest flight supervisors be authorized to verify by telephone items needed per DD Form 372. I realize telephone checks are not acceptable, but applicant processing could be cut by some two weeks if the practice was allowed. Appreciate the consideration.

REPLY: Present procedures preclude any allegation or suspicion of improper actions by the recruiters involved, and ensures the applicant is eligible for enlistment. It is Air Force policy (AFR 33-3), strongly supported by Recruiting Service (ATCR 33-2), that "telephonic" verification of any factors essential to determining enlistment eligibility is not authorized. Each recruiter must demand applicants present their "credentials" such as birth certificate, SSAN card, high school diploma, drivers license, etc., to ensure basic eligibility is determined on the documents presented. Our two-man quality control procedures also are for your protection. Have a good day.

## Eliminate, incorporate

COMMENT: I suggest you eliminate the AF Form 941, and incorporate a 270-day date of understanding in the "Remarks" section of the Form 3007 using existing AFEES orders for notification of day of active duty. This would eliminate the 941 copy. Thank you.

REPLY: Great idea, and the suggestion results will be in the field soon. All services have had problems with documentation of the DEP programs. A new DD Form 4 has been coordinated with AFMPC and should be in the field by mid-year. This should eliminate the AF Form 941. Thanks for the call.

## More out-of-pocket \$

Note: Many recruiters have recently questioned getting the out-of-pocket expense limit raised due to increased cost in recruiting and inflation. All the services share the concern and have jointly proposed the limit be increased to \$40. The proposal has been approved by the Joint Per Diem Committee at the Pentagon, and is presently at the office of the Assistant Secretary of Defense (M&RA) for final action. Hopefully, approval will be received by next month (March), and we'll let you know as soon as we get the word.



DIAL 3425

DIRECT  
INFORMATION  
ACTION  
LINE

## Weathered in

COMMENT: What does it take to get a drill team or a band to perform? Just recently I requested a drill team and was told "They do not perform after Oct. 1 because of the weather; . . . they only perform inside." I tried to get a team to perform in one of the local malls, and was told "They don't perform on the inside because it appears they are endorsing a product, service or business." What does it take?

REPLY: The Drill Team you're referring to is part of the USAF Honor Guard and performs duties in that capacity on a full-time basis. Performances on behalf of Recruiting Service are extra. The Drill Team is normally available for outdoor performances from April through September and indoors year-round. The reason they do not perform in cold weather is safety — cold hands cannot turn a 13-pound weapon with the required precision. As for performing in malls, there is a DoD policy against such performances by any military unit in locations which would appear to benefit one commercial enterprise over another.

# 'Reg' ties performance to fitness

WASHINGTON — "It is important to the overall effectiveness of the U.S. Air Force that every member, regardless of age or duty assignment, be physically fit."

That is the opening sentence in Air Force Regulation 35-11, USAF Physical Fitness and Weight Control Program. The regulation was recently sent to Air Force bases to replace AFR 50-49, which carried the same title.

The regulation is a "new" publication, but personnel officials said, "For the most part, it formalizes previous changes in other directives and makes no distinction between officers and enlisted personnel."

Those changes emphasize a quality force, officials said, especially in terms of appearance and productivity.

The regulation contains a table outlining administrative options for commanders and supervisors of officer and enlisted personnel who fail to maintain weight standards.

## Paper 'publishes' second place win

THE AIR FORCE RECRUITER Newspaper has placed second in its category in the 22nd Annual Air Force Information Media Contest. This award comes on the heels of the paper's being named best in the "Command Newspaper" category by Air Training Command.

Last year, the RECRUITER placed first in the Air Force-wide contest. Later, it won the Thomas Jefferson Award as the top newspaper in the Department of Defense, in the "offset and letterpress" newspaper category.

"We were, of course, pleased to hear of this award," said Captain Claude S. Morse, Internal Media chief. "However, much of the credit for our ongoing journalistic success lies with the story and photograph submissions as well as the constant exchange of ideas we get from our advertising and publicity folks throughout the command."

The RECRUITER is edited by Staff Sergeant Douglas J. Gillert. Assistant editor is Joyce M. Richardson.

Don't write the team off. They want to and will help you but must operate under certain limitations. Have a good day.

## DIAL of the month

COMMENT: I've found it to be a good practice to let seniors know they qualified for the Air Force by including a short, personalized note of congratulations when I mail them their ASVAB score cards. Too often project GS 73-13 discourages applicants, especially when they've scored in the medium 50-70 range. Although the scores are good, they aren't explained in the brochure. Just thought I'd pass along the info, and to let you know I'm hanging in there.

REPLY: I truly appreciate the call and suggestion, and highly encourage it for recruiters who can find the time and are willing to take that extra effort for a personal note. For your info, when

Officials said these options range from counseling to administrative separation. The options have been available and in use for some time, but they haven't formerly all been listed in one place.

For example, the regulation relates to AFRs 36-3 and 39-10, which outline discharge procedures for officers and airmen, respectively. AFR 35-11 also augments AFR 35-10 which sets dress and personal appearance standards for all personnel.

The Air Force updated AFR 36-3 in August 1976. Under that revision, discharge actions may be taken against officers who fail to conform to prescribed standards of dress, personal appearance — including weight — and military deportment.

Drawing from these other regulations, AFR 35-11 states that personnel "whose failure (to achieve and maintain weight standards) is clearly due to factors within their control, may be separated from the Air Force."

AFR 35-11 also deletes the XBX fitness program for women. Women will now test for physical fitness by running, running in place or walking, the same as men.

The testing is the same, but women will be allowed slightly different times to complete the test, officials said.

The Air Force defines physical fitness as "the ability . . . to carry out daily tasks with vigor and alertness, without undue fatigue, and with ample energy to enjoy leisure time pursuits and to meet emergencies."

The regulation includes weight control as "an important part of physical fitness" and continues annual physical fitness testing and weight checks.

Personnel officials said weight standards in AFR 35-11 have not changed from previous directives. The standards are the same for officers and enlisted personnel, but there are differences for men and women.

Some people who exceed the maximum allowable weight may have their maximum weight limit adjusted. Officials said athletes, weight lifters and "big-boned" people might fall into this category.

The regulation includes a chart, called a nomogram, for local officials to use in recomputing maximum allowable weight for men. The Air Force Surgeon General is developing a similar chart for women, which personnel officials expect out about mid-1978.

another ASVAB results folder is developed, consideration will be given to wording that will be more congratulatory when minimum qualifying scores are made. Have a good day, and keep hanging in there.

## Expedite COI payments

COMMENT: The pizza party [COI] program is fantastic! However, is there any way we can expedite payments to the vendors who allow us to host these parties? I would appreciate anything you could do in speeding up our payment plan just a little bit. Thank you and have a good day.

REPLY: Because of the stringent controls we must maintain in order to continue the COI program, we cannot cut our processing-for-payment steps. The normal time lapse for a vendor to receive payment is four to five weeks. Vendors should be informed of this prior to setting up events. The quickest way to get vendors their money is for all of us to work together to process the paperwork with no delays. You have a good day too.

Members who exceed their maximum weight limit (the adjusted figure, if allowed) will be placed on a medically prescribed weight reduction program. The reduction program is also referred to as the weight control program.

For personnel on a weight control program who fail to participate or make "satisfactory progress," commanders and supervisors may take appropriate administrative action.

Personnel officials said good physical conditioning includes maintaining a proper weight.

Officials referred to the requirements in AFR 35-11 as "positive steps which work toward the benefit of each individual." The results of complying with AFR 35-11 are rewarding and self-evident, they said. (AFNS)



If you're deep into calorie counting, there's something that will help you figure out how to keep tabs on your figure. The nutrition label that now appears on many foods tells you exactly how many calories are in each serving of the food. With this information, it's much easier to keep track of the total calories you consume in a day, matched against the daily total required for your weight reduction plan. Nutrition labels also show proteins and vitamins and minerals—so you can control the nutritional value of the food you do consume.

That's why weight watchers ought to be label watchers. It figures.





# In retrospect:

## Retiring sergeant 'eyes' recruiting

by First Lieutenant Jeff Wartgow

On Feb. 1, the 3555th "Triple Nickel" Air Force Recruiting Squadron lost a ten year veteran of Recruiting Service. On that day, Senior Master Sergeant George Knipfel, Flight B supervisor, retired.

On Dec. 17, 1967 Technical Sergeant George Knipfel signed into the then Detachment 508 in Milwaukee, Wis. Unbeknown to anyone at that time was that TSgt. Knipfel would be around for a while. After three years as a "bag carrier," SMSgt. Knipfel became the supervisor of seven recruiters and had responsibility for 27 counties encompassing an area greater than 25,000 square miles.

Out to prove Flight B could be the best in the Midwest, they began winning competition after competition. A synopsis identifies them as the top sector in the detachment for 1972. In 1973 they took second. 'Seventy-four through '77 were banner years. They were rated tops in all four.

Becoming a flight supervisor was SMSgt. Knipfel's first exposure to direct supervision.

"The recruiter teaches the supervisor how to supervise. He supervises the supervisor, so-to-speak, because he is the true professional," said SMSgt. Knipfel.

"My job is to see that productive work is accomplished. The work that doesn't produce anything goes by the wayside," he added. It is his contention that if the recruiter doesn't produce, get rid of the flight supervisor.

When asked about the job of recruiting, SMSgt. Knipfel said, "There's not a more demanding one in the Air Force if the recruiter is worth his salt. It's a sales job. The recruiter must be interested in kids, because most go in because they like their recruiter, not the pay, jobs, etc. . . .

"There are two kinds of 99500s, the first being the guy who can close the sale on a walk-in. There's no reason why every recruiter in the business shouldn't be able to do that. The second, and the best, is the one who can get an appointment with the guy who has absolutely no interest in the Air Force or any other military service.

"Every recruiter I supervised I first tried to

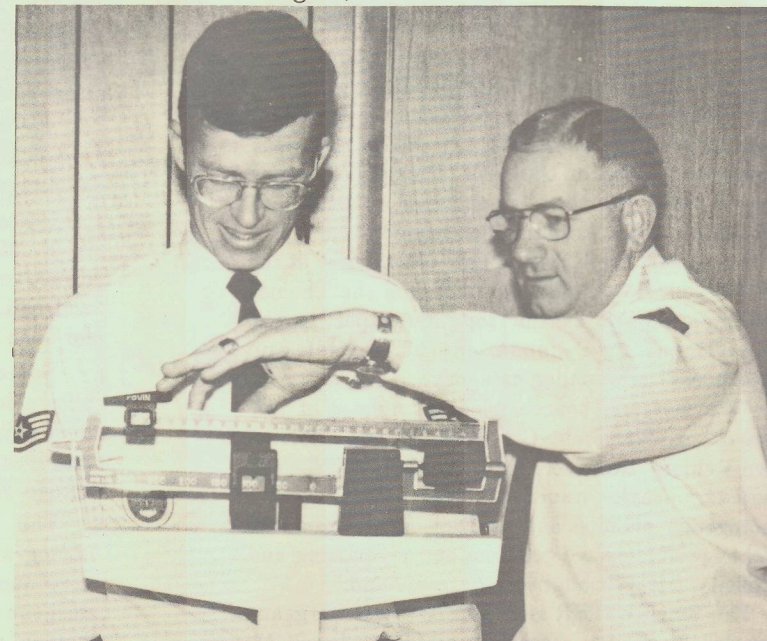
*'Take care of  
the ants and  
the elephants will  
take care of  
themselves'*

Senior Master Sergeant George Knipfel, Flight B supervisor now retired from the 3555th Air Force Recruiting Squadron of Milwaukee, emphasizes his point during a recent interview.



Review of Personal Interview Records was a routine job of now retired SMSgt. George Knipfel, former Flight B supervisor for the 3555th Air Force Recruiting Squadron, Milwaukee.

Staff Sergeant Bill Ervin, newly assigned recruiter to Sheboygan, Wis., gets an initial weight check by his new flight supervisor, SMSgt. George Knipfel. SMSgt. Knipfel retired Feb 1. (Air Force Photos by First Lieutenant Jeff Wartgow)



### Units combine to display AF

Past years participation in the Indiana State Fair by the 3550th Air Force Recruiting Squadron was limited to a small display manned by recruiters. This year the squadron tried something new.

Seven organizations pooled resources and manpower to provide "one of the best exhibits at the fair," squadron officials said. Helping out were the Indiana Civil Air Patrol, Air Force Reserve, Reserve Officer Training Corps liaison officers, Air Force Academy liaison officers, Air Force Communications Service and Strategic Air Command personnel, and the recruiters.

More than two million people visited the fair.

### Air Force everywhere in playoffs

Four high school football championship games played at the Kingdome in Seattle provided Air Force recruiters a chance to be seen and heard by 34,000 people.

During the Washington State championship games, 3561st Air Force Recruiting Squadron recruiters manned an Air Force booth; spot announcements were made over the public address system; the "Great Way of Life" logo was shown before and after plays on instant replay monitors throughout the stadium.

Time outs provided the audience with more exposure as numerous 35 mm slides depicting Air Force people and jobs were flashed on the overhead monitors. Additionally, the color guard from McChord AFB presented the colors before the games, and, if somebody missed all of that, each ticket to the games carried the Air Force message.

### Event 'Bowls 'em over'

He only has one center of influence (COI) event per quarter, but Master Sergeant John Stocks makes it count. Most recently, he and fellow recruiters of the 3569th Air Force Recruiting Squadron hosted a bowling/dinner party for potential enlistees. As a result, 75 new leads were generated.

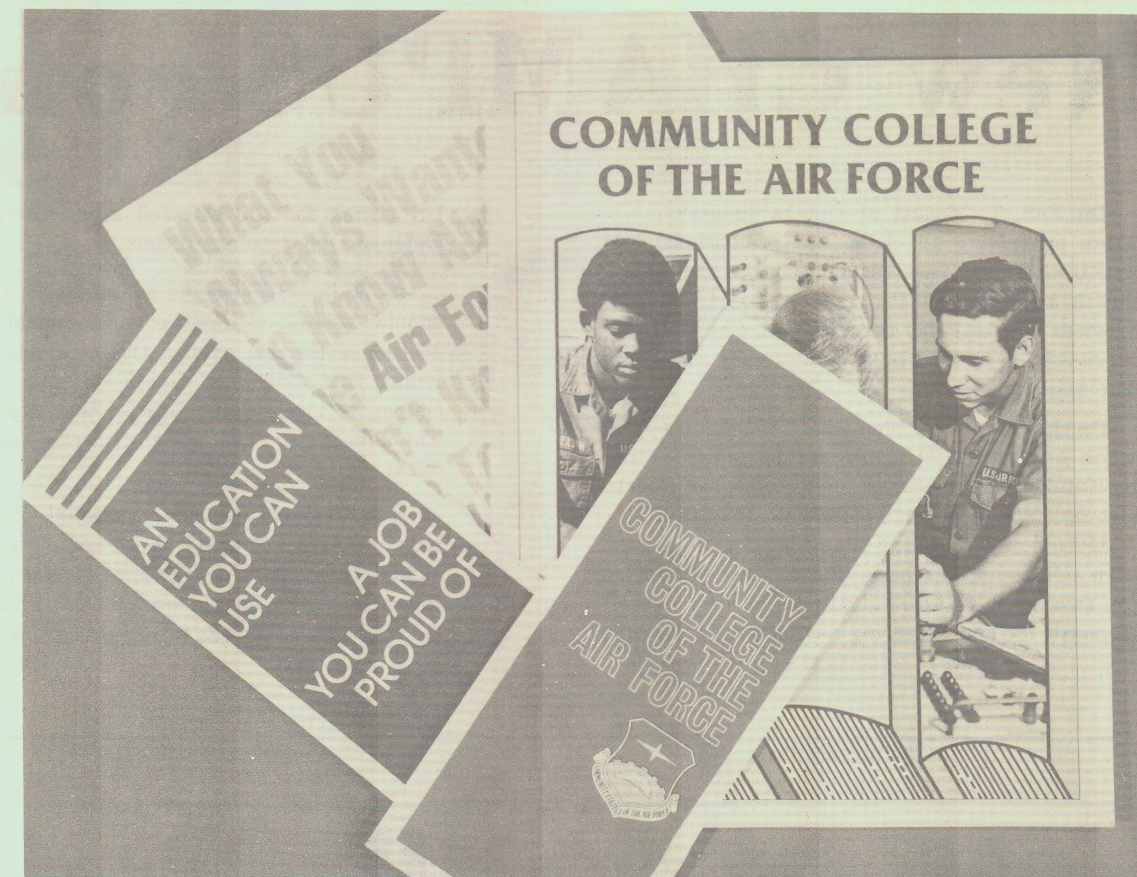
By mid-January, MSgt. Stocks reported, 12 of those leads were in the Delayed Enlistment Program, and 20 more young people were processing for enlistment.

MSgt. Stocks was able to set up the successful event by convincing the bowling lanes owner it would make him money — about \$250 — on an otherwise "off" night. The bowling was free, and COI funds paid for the food and refreshments.

### 'Can do' spirit equals success

Asked to provide a float they didn't have, for a Port Orchard, Wash., parade, two 3561st Air Force Recruiting Squadron recruiters put their heads together and came up with one. Staff Sergeants Leo J. Mutti and Donald C. Torrenti mounted the squadron's F-15 display model on SSgt. Mutti's trailer, adding red, white and blue pom poms, and towed the display with the squadron van.

Improvisation for such short notice events is the norm for the partners who were cited for having the best advertising and publicity program in the 3561st Recruiting Squadron and were recently named the top two-man office in the squadron.



### Something for everyone

These pamphlets are just four of approximately 50 different advertising projects available for recruiters in the Publication Distribution Center.

## Several advertising projects due soon

Several Air Force advertising projects are in various stages of development, printing or distribution.

Following is the status of each project.

Pocket Notebook Calendars (GS 78-1): These calendars have the "Great Way of Life" theme and should be in distribution to groups and squadrons in March. The notebooks are an off-the-shelf item similar to the ones used for conventions, and are intended primarily for centers of influence (COIs).

Desk Memo Pad (GS 78-4): Presently at the printers, this project should be shipped to groups and squadrons in April. The format and colors are similar to the 1977-78 desk memo pads. Throughout the pad there are messages on general support programs (NPS, CCAF, AFA, etc.). The pads are to be used by recruiters for COIs such as

educators, counselors and media representatives.

CCAF Fact Folder (GS 77-64): This two-fold, eight panel fact folder featuring the associate degree offered by the Community College of the Air Force should be in the mail by the end of the month. It contains the criteria for Air Force enlistment and a mailback card.

Bumper Sticker (GS 77-5): This colorful polyvinyl bumper sticker has the "Air Force — A Great Way of Life" theme and logo. Recruiters can give it to selected prospects or COIs and can use it to support the Air Force Recruiter Assistance Program. This project should be in distribution by March.

T-Shirts (GS 78-46): Presently in the production stage, the project is expected to be in the field by June. The T-shirts are white with blue piping, a picture of the F-15 aircraft and

the "Air Force Great Way of Life" theme and logo, and are to be given to Delayed Enlistment Program (DEP) members. Accompanying the T-shirt when presented will be a letter from the squadron commander encouraging the DEPer to wear the shirt in a manner worthy of the "Great Way of Life" image. Distribution will be made to groups and squadrons.

OTS Fact Folder (OTS 78-1): An eight panel fact folder, this project supports the Officer Training School program and places emphasis on science and engineering specialties. It is expected to be available for ordering through the Requisition Distribution System (RDS) in March.

Three direct mail letters are now available in the RDS. They are NPS 77-41 (Seniors), NPS 77-42 (ASVAB letter) and NPS 78-16 (ASVAB to previous year graduates).

## Nine films, spots in production

Nine audio-visual projects are in various stages of production, Directorate of Advertising officials here recently announced.

These projects, which include films and television announcements, are described below.

"Nurse Orientation" (NM 77-2F) film produced by Aerospace Audio-Visual Service (AAVS) is designed to stimulate student or civilian nurse interest in Air Force nursing. It will depict nurses working in various clinical specialties as well as off-duty activities. Currently in the editing stage the film is expected to be distributed in April.

"Aptitude Index/Classification Interview" (GS 78-11F) is a 10-minute film produced by AAVS on the Aptitude Index/Classification interview process for mandatory showing to Air Force enlistees at the Armed Forces Examining and Entrance Station (AFEEES). Production is expected to begin in May with an anticipated distribution date of October to the field.

"Matress of Entitlements" (GS78-12F) is a 10-minute film that will be produced by D'Arcy, McManus & Masius, Inc. (DMM) on Air Force entitlements and will be used by recruiters in

explaining opportunities to interested applicants. Scheduled to begin production in July, the film is expected to be sent to the field in December.

"Munitions Maintenance" (NPS 77-30F) is currently being reproduced and should be mailed this month. The 15-minute film produced by AAVS shows various facets of the munitions systems specialist (461X0) and the aircraft armament systems specialist (462X0) career fields. Two 16mm copies will be sent to each group and squadron, and one 8mm copy to each recruiting office and AFEEES.

"High Flight" (GS-78-40F) is an update of the old "High Flight" film and will be produced by DMM. The film will feature the F-15 aircraft with William Conrad reading the "High Flight" poem as voice-over narration. Distribution will be made in 35mm to theaters who requested it at the National Association of Theater Owners Convention in Miami last year. Groups and squadrons can order copies through AAVS.

"Officer Procurement" (GS 78-34F) film will show the various ways of getting an Air Force commission, Reserve Officer Training Corp (ROTC) Air Force Academy (AFA) and Officer Training

School (OTS), leading to a career as a scientist, engineer, pilot or navigator. Film is primarily S&E oriented. Production schedule for this 10-minute film is early March with expected distribution to groups and squadrons by June. Target audience is college graduates.

Three 10-minute films "Air Cargo Specialist, Aircraft Maintenance Specialist, Loadmaster" (RES 78-11, 12 & 13F) are scheduled to be produced by AAVS on reserve jobs. Each film will illustrate the duties of the respective job for interested Air Force Reserve personnel. Production for the films is scheduled for May with anticipated distribution to the Reserves in December.

A series of television announcements "78 Ad Campaign TV Spots" (GS 78-49) is being produced by DMM and will feature the F-15 "Eagle is Here" theme. The announcements in 60, 30, 20, and 10 lengths should be available for airing in May or June. One 60 and one 30-second spot will be made available for local paid broadcast.

A complete list of current Recruiting Service feature films is published in Air Training Command Regulation 33-16.



New CHAMPUS contracts begin

On Feb. 1, Mutual of Omaha Insurance Co. began processing all claims for professional and institutional care received in Georgia by Civilian Health and Medical Program of the Uniformed Services (CHAMPUS) beneficiaries. The company previously processed only institutional claims for that state.

On the same date, Blue Shield of California also began processing all claims for professional and institutional care received in Florida and Puerto Rico by CHAMPUS beneficiaries.

Mutual of Omaha and Blue Shield of California were selected on the basis of competitive bidding. The two organizations submitted the best overall proposals for administering payments of CHAMP-

US claims for the affected areas, according to Defense Department officials.

As of Jan. 31, affected beneficiaries in Georgia should submit claims for professional care to Mutual of Omaha, even if the care was received before that date, and should continue to submit claims for institutional care to that organization. The address is: 3301 Dodge Street, Omaha, Neb. 68131.

Also, as of Jan. 31, affected CHAMPUS beneficiaries in Florida and Puerto Rico should submit claims to Blue Shield of California even if the care was received before that date. The address is: P.O. Box 85022, San Diego, Calif. 92138.

Feb. 13 marked the date for a change of contractors in Illinois and Wisconsin. On that date, the Wisconsin Physicians' Service (WPS) began processing CHAMPUS claims for professional and institutional care received in those states.

Claims should be submitted to the WPS after Feb. 12, even if the care was received before that date. Institutional claims from both states should be addressed to Wisconsin Physicians' Service, P.O. Box 7923, Madison, Wis. 53701.

Professional claims from Illinois go to WPS at P.O. Box 7952, Madison, Wis. 53701. The WPS address for professional claims from Wisconsin is P.O. Box 7953, Madison, Wis. 53701.

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.

Ten or More Club

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

Name	NPS Enlistments	Sq./Flight
TSgt. Frank Slivinski	11	15A
TSgt. Peter Krymes	10	14C
SSgt. James Fowler	10	16A
SSgt. John Roberge	10	19I
SSgt. Evan D. Edwards	10	43D

Ten or More Net Reservation Club

This category recognizes recruiters who netted 10 or more NPS male reservations during November 1977.

Name	NPS-M Enlistments	Sq./Flight
TSgt. Jerry Wieman	14	42F
MSgt. Edwin Hartwell	10	14C
SSgt. Jim Tobin	10	16E
SSgt. Bill Leamy	10	19B

December

MSgt. Joe Jones	13	39D
TSgt. Rudolph Bailey	12	44D
SSgt. John Roberge	12	19I
MSgt. Darrel M. Bird	11	35G
TSgt. James Creighton	11	19D
TSgt. James Fitzgerald	11	31F
SSgt. Al Sousa	11	19E
SSgt. Terrance Nichols	11	13C
SSgt. Gregory Biava	11	14C
SSgt. Michael A. Carrol	11	69A
MSgt. Kenneth L. Bone	10	62C
TSgt. Michael Twardoski	10	13F
TSgt. Albert Secrest	10	39D
TSgt. James H. Storbeek	10	61E
SSgt. Felix Cruz	10	14D
SSgt. James Mamone	10	52B
SSgt. Joe Forstman	10	39A

January

MSgt. Joe Jones	14	39D
TSgt. Faustino R. Almondova	14	62D
MSgt. Bobby W. Edwards	13	31F
TSgt. Jerry L. Wieman	13	42F
SSgt. James D. Ryan	13	37E
MSgt. Michael B. Gorelick	12	61E

TSgt. John W. Martin	12	62A
SSgt. James R. Montgomery	12	46E
MSgt. William H. Cain	11	61C
TSgt. Casey Morris	11	15A
TSgt. Bob Poule	11	19G
SSgt. Ben Delk	11	39A
SSgt. Archie L. Bost	11	67B
Sgt. Joseph Dunleavy	11	15A
MSgt. Roy G. Hassinger	10	68C
TSgt. James T. Fitzgerald	10	31F
TSgt. Eddie Grzechowiak	10	42E
TSgt. Gerald Lafleur	10	46E
SSgt. Carl Ayers	10	33F
SSgt. Robert E. Moore	10	61G
SSgt. Bill Leamy	10	19B
SSgt. Steve White	10	14D
SSgt. Michael A. Reep	10	42F

One Hundred Percent Squadron Club

This category recognizes those squadrons that enlisted 100 percent or more of their combined NPS male and female goal for the month of January.

Squadron	Percent
3514	146.9
3533	130.2
3519	117.6
3569	115.4
3537	115.2
3516	114.9
3513	114.2
3567	113.2
3562	113.2
3515	110.6
3566	110.4
3546	109.3
3544	108.7
3561	104.0
3545	103.5
3531	102.5
3535	101.4
3552	101.2
3532	100.0

One Hundred Fifty Percent Sector Club

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

Supervisor	Goal/Accessions	Percent	Sq./Flight
MSgt. Purcell Hunt	17/38	223.5	14C
MSgt. Rick Crosby	27/53	196.0	33F
MSgt. Donald G. Gresham	21/31	176.0	37D
MSgt. Donald McDonald	16/28	175.0	14B
MSgt. Salvatore Negro	30/49	163.3	61G
TSgt. Winfield Belanger	19/31	163.1	19I
MSgt. Barry Becker	20/32	160.0	16E
MSgt. Ira Stanley	17/27	158.8	16A
MSgt. Rick Osborne	16/25	156.2	15E

Editor's Note: SSgt. Daniel M. Swindell was inadvertently left off of the Two Hundred Percent Recruiter Club list for the Oct.-Dec. 1977 period, which was run in the January issue. Congratulations — and our apology.

Chief Wallace takes key Operations post

Chief Master Sergeant Taylor Wallace has been appointed operations superintendent for Recruiting Service operations.

In this position CMSgt. Wallace will be working closely with the groups and squadrons on all operations matters.

"The very heartbeat of recruiting is the bag carrier. All other positions within Recruiting are support positions," said CMSgt. Wallace. "Proper support is the lifeline that makes the

whole system of recruiting successful. My goal is to see the recruiter gets the best support possible."

A 26-year Air Force veteran, CMSgt. Wallace has been a recruiter for 18 years. From November 1957 to June 1966 he was a production recruiter with Air Force Recruiting Detachment 207 in Hazelton, Pa. Next he was assigned as sector supervisor, Det. 208, Wilkes-Barre, Pa. In July 1972, CMSgt. Wallace became operations superintendent

in Det. 201 (now 3511th Air Force Recruiting Squadron).

In November 1976 he was reassigned as NCOIC, Directorate of Marketing and Analysis. During a Recruiting Service internal realignment in July 1977, CMSgt. Wallace was made NCOIC, Resource Management Division, Directorate of Field Support.

He replaces CMSgt. Joseph J. Kozusko who is now the Recruiting Service senior enlisted advisor.



'The very heartbeat of recruiting is the bag carrier.'

Radio purchase to advertise NPS program

A six-week paid radio purchase aimed at nonprior service men and women began Jan. 23 and will end March 5, according to Major John Williams, National Accounts Branch chief here.

"Approximately 80 markets were selected by the groups as the result of input from their squadrons," said Maj. Williams. "This purchase provides another period of advertising awareness in primarily large metropolitan areas with a heavy density of potentially qualified prospects."

Two 60-second spot announcements were produced by Roger Carroll Enterprises. One is aimed at high school seniors and recent graduates and explains educational and skill opportunities. A

second spot announcement on Officer Training School is directed to college students and recent graduates and will run all the third week of the purchase.

The radio purchase is being conducted by the Directorate of Advertising through its agency, D'Arcy, MacManus Masius, Inc. (DMM).

Copies of the two spots were sent to groups, squadrons and recruiting offices by DMM for use as public service announcements for one year and for local paid purchases in markets not affected by the national buy for 13 weeks.

"Recruiters are urged to localize the spots and make maximum use of them," Maj. Williams said.



Film crews from two Portland, Ore. television stations film the arrival of an Air Force T-43 navigator trainer. The aircraft stopped at Portland ANG Base in support of

the 3561st Air Force Recruiting Squadron's effort to recruit Officer Training School candidates for future navigator training.

Awareness 'flying high' in simulator

MILFORD, Conn. — Their "very own" flight simulator is helping 3516th Air Force Recruiting Squadron recruiters make goal.

The squadron recently "inherited" a Cessna 172 flight simulator with the closing of an Air Force unit. The subsequent program of use developed for the simulator by the 3516th RSq. Advertising and Publicity Branch (A&P) has enabled recruiters to reach hundreds of prospective enlistees in southern New England.

A display incorporating the simulator with a rear screen projection of the "Thrill of Flight" film was constructed. In

addition, a recorded tape of air traffic controller instructions is used to direct "prospective aviators."

Major users of the recruiting aid have been the Civil Air Patrol and high school career day sponsors. And, according to Captain Lonnie King, A&P chief, the equipment has helped recruiters "open some doors previously closed to all branches of the service."

"The same problems that have hindered implementation of testing in schools," Capt. King said, "have been overcome in many cases by this system. It's hard for students and counselors to forget the day they flew the Air Force Cessna 172."



Star's son enlists

Glenn Louvin, son of Grand Ole Opry star Charlie Louvin, recently became the latest recruit of Master Sergeant Ray McCammon. The 3532nd Air Force Recruiting Squadron recruiter said he was proud to add the acquaintance of Charlie Louvin to his memory book and to have helped his son select a meaningful career.

Super salesman

Staff Sergeant Evan Edwards, 3543rd Air Force Recruiting Squadron recruiter in Des Moines, Iowa, deserves credit for a super sale. He recently enlisted the daughter of a Des Moines Navy recruiter. Next, he signed up the son of the Des Moines Armed Forces Examining and Entrance Army liaison noncommissioned officer. SSgt. Edwards was not available for comment but a sign on his door said something about visiting a Marine recruiter's home.

Services work together

While the grand opening of an Armed Forces recruiting center isn't major news, the way one group of recruiters went about it is worthy of mention. Instead of creating separate, time-consuming and costly promotional campaigns, the Army, Navy, Air Force and Marine recruiters in Perrine, Fla. joined forces. All services pooled resources to advertise, provide food and displays and to publicize the opening of the new center. The joint event drew 300 people, said 3533rd Air Force Recruiting Squadron officials.

Journal prints ad

The medical recruiting team of the 3535th Air Force Recruiting Squadron recently participated in the Medical Society of Virginia state convention and received some unplanned, valuable advertising. A photograph of the recruiting display with team chief Captain Ted Williams was prominently displayed in the association's monthly journal along with some of the award winning exhibits.

Spots aired again and . . .

When Staff Sergeant Dan Rodgers visited WANE-TV in Ft. Wayne, Ind., to record some spot announcements, he didn't realize how much air time they'd get. In the month of October, when they were recorded, the spots were aired 43 times. The 3550th Air Force Recruiting Squadron recruiter reports WANE is still broadcasting his five announcements about Air Force jobs.

Compiled and edited by  
Joyce M. Richardson



# Team seeks recruiter 'vols'

Air Force Recruiting Service recently attained 100 percent manning. Few Air Force organizations can make that claim.

The month of September 1977 was the time of the good news.

However, a more recent analysis of recruiter manning indicated a downward trend in the number of applications for recruiting duty being received from both officers and noncommissioned officers.

The Recruit-the-Recruiter (R-T-R) team is now back on the road and all recruiting personnel are encouraged to help recruit recruiters, officials here stated.

"We must have 100 percent manning of all recruiting squadrons and groups if we are to continue to be successful in meeting Air Force manpower requirements. The tough recruiting climate demands it," stated Col. Thomas H. Yasuhara, field support director. "Help is needed from everyone in recruiting to replenish the recruiter force. A shortage of recruiters requires more production and harder work from everyone assigned."

Areas where help is needed to complement other R-T-R actions include: actively seeking applicants from nearby bases by speaking at commanders' calls, leadership schools and NCO Academies; establishing rapport with base Information Officers, newspaper editors, and consoli-

**'We must have 100 percent manning of all recruiting squadrons and groups ...'**

dated base personnel officials, and in general, encourage motivated officers and NCOs to apply for recruiting duty.

Daily bulletin notices will direct interested NCOs to call the nearest Air Force recruiter for

more information about recruiting duty. "We realize that time is one of the recruiter's most valuable resources, however, we want interested applicants to know the facts about recruiting from the person who is there now," Col. Yasuhara gave as the reason for referring people to recruiters. "Prospective recruiters and their spouses need to know that not only is recruiting duty challenging and rewarding, but also requires long hours.

"They need to know the entitlements and the other advantages, too," the colonel said, "also, it is important that applicants for recruiting know they will be expected to 'tell it like it is' when talking Air Force opportunities with prospective enlistees."

All NCOs are eligible to apply regardless of their specialties and even though they may be frozen for overseas assignments. While the freeze status waiver enables all NCOs to apply, most vacancies are for staff and technical sergeants, officials said.

Waiver requests by NCOs in the freeze zone will be considered on an individual basis by the Air Force Military Personnel Center here.



A part-time participant in the Air Force Recruiter Assistance Program, Airman First Class Brenda Ellis, 321st Supply Squadron, Grand Forks AFB, N.D. shows an interested young man some of the base recreational facilities available to Air Force members. Assisting Technical Sergeant

John Drost, 3542nd Air Force Recruiting Squadron recruiter in Grand Forks, N.D., A1C Ellis interviews applicants, sets up physical examinations and works on local recruiting case files. (Photo by Staff Sergeant James Gent)

## '03rd leads competition

The 3503rd Air Force Recruiting Group and one of its squadrons are ahead in the initial stages of the fiscal year 1978 Production Competition System.

In group competition, the '03rd has amassed a substantial, though not insurmountable, lead after the first quarter, according to Directorate of Marketing and Analysis officials. The 3532nd Air Force Recruiting Squadron has a slim 65 point lead over another '03rd unit, the 3537th RSq.

Group scores are derived by averaging squadrons total scores; and with five squadrons in the top seven, the '03rd, officials said, has a good start in its goal to dethrone the 3501st Group, winner in FY 76-77.

The competition system provides squadrons with the incentive and recognition for recruiting the proper numbers and kinds to meet Air Force needs in all personnel procurement programs, said officials. Currently,

less than 700 points separate the top 10 squadrons. However, officials stated, this difference could easily be made up in three months with a well balanced production effort.

Listed below are the groups and top 10 squadrons with cumulative scores through Dec. 31, 1977.

Group	Score
3503	3124.18
3501	2644.74
3504	2469.01
3506	2414.80
3505	2325.75

Squadron	Score
3532	3505.95
3537	3440.02
3531	3240.57
3546	3190.97
3519	3176.22
3533	3105.70
3535	3063.12
3514	2953.14
3562	2917.57
3541	2848.24

## Commission says:

### Change retirement, adopt 'grandfather' clause

WASHINGTON—The President's Commission on Military Compensation has decided against the current military retirement program but will recommend some type of "grandfather" clause to honor commitments to personnel now on duty.

The commission has also decided to recommend "modernizing" the current pay and allowances system instead of going to a straight salary system for military personnel.

The commissioners began making these and other major decisions at a public meeting Feb. 2. They also voted against linking military pay scales directly to the civil service.

Most of the commissioners indicated they feel current pay and allowances are set at about the right levels.

Mr. Charles J. Zwick, commission chairman, said the meeting was held for the commissioners to decide in principle on

the major recommendations they will make to the president.

He set Feb. 16 as the date for the commissioners to reach more detailed recommendations and to discuss health care, base exchanges, junior enlisted entitlements and related issues.

He also said the commissioners will have to decide exactly what they mean by "modernized pay and allowances."

The commission is scheduled to report to the president by March 15. Commission and Department of Defense (DoD) officials say it is too early to tell exactly what might happen after the report, but they don't expect major changes in the immediate future.

Although the commissioners agreed in principle on "grandfathering," they postponed more specific decisions on retirement until the Feb. 16 meeting.

Some commissioners wanted to allow all personnel now on

active duty to retain their current retirement options. Other commissioners suggested retaining the current program only for enlisted members who have completed their first enlistment and officers who have completed their initial obligation.

The commissioners said military retirement should be a more traditional "older age" system in which people would not have to start a second career after retirement.

The commissioners reserved the right to change their opinions, but generally gave "tentative, current, preliminary support" to a commission staff paper outlining a three-part retirement program.

Under the proposed program, full retired pay should start at age 55 for people with 30 years service, at 60 with 20 years service and at 62 for those with less than 20 years. These are the same retirement criteria used by

the Civil Service.

The commissioners also decided in favor of a "deferred compensation trust fund." Under this proposal, DoD would set aside a percentage of each member's basic pay to be awarded upon or after separation.

This trust fund would "vest" to people (be set aside for) who stay in service a specified number of years.

For example, someone who entered service at 18 and served 30 years would have to wait seven years before drawing full retired pay. The trust fund could be used to start of supplement a second career until actual retirement, the commissioners said.

Details remain to be worked out, but a commission spokesman said other possibilities include allowing personnel to draw from their trust fund while still on duty.

According to initial commission opinion, the money would

not be taken from a member's pay. The fund would come from separate money set aside by the services.

The commissioners also voted to recommend severance pay for enlisted personnel involuntarily separated from the military. Officers separated involuntarily already draw severance pay. The commissioners voted to keep the military linked to the annual Civil Service pay increases, but not to link individual pay directly to Civil Service pay scales.

Specifically, they decided against a system to equate a particular enlisted or officer grade to a certain general schedule (GS) rating.

The commissioners also discussed splitting annual pay raises, including the possibility of giving different pay raises to different pay grades. They withheld decisions on the matter until they could study more information from the commission staff.