

## Trophies rest in Land of Dixie

Twenty-two years ago, in 1956, the Recruiting Service Commander's Trophy was presented for the first time. The victorious recipients were members of the 3503rd Air Force Recruiting Group, Robins AFB, Ga.

The '03rd "Dixie Dudes" won the award twice more, in 1976 and 1968. On Sept. 30, they earned their right to the cup for another year, as the top recruiters in overall production.

In garnering the award for fiscal year 1978, the 3503rd Group, commanded by Col. William D. Palmer, steered six squadrons to first, third, fourth, eighth, 10th and 13th place finishes in the overall 32 squadron standing. Colonel Palmer accepted the trophy at ceremonies during the commander's conference held here in October.

Pacing the '03rd win and named the top squadron for the year was the 3533rd Air Force Recruiting Squadron, Patrick AFB, Fla. Commanded by Lt. Col. William C. Britz, the "Dixie Pelicans" attained 115 percent of their NPS men goal; 139 percent, NPS women; 104 percent, selected AFSC; 172 percent, reserves; 126 percent, prior service; 139 percent, OTS and 155 percent, nurse accessions.

### Wins again

Colonel Britz accepted the squadron trophy also during the commander's conference. This is the second consecutive first place finish by his squadron.

Selected as the most improved squadron in FY 78 was the 3535th RSq., Bolling AFB, D.C., commanded by Maj. Robert S. Shackelford.

### Program stoppers

Other program winners for FY 78 were: NPS men enlistments, 3514th RSq., Carle Place, N.Y., 121.08 percent; NPS women enlistments, 3567th RSq., Lowry AFB, Colo., 142.81; OTS enlistments, 3544th RSq., Arlington, Tex., 157.77; top medical program, 3549th RSq., Tinker AFB, Okla., 217.65.

Also physician commissions, 3535th RSq., 114.29; nurse accessions, 3549th RSq., 216.67; net reservations, 3514th RSq., 97.33; selected AFSCs, Shaw AFB, S.C., 126.8; physician applications, 3561st RSq., Sand Point, Wash., 262.5; other medical applications, 3537th RSq., 225.81; prior service, 3531st RSq., Gunter AFB, Ala., 136.36, and 3544th RSq., 136.36 (tie) and reserve enlistments, 3519th RSq., Bedford, Mass., 283.33

### Hail to the victors

Accepting trophies for the best group and squadron in Recruiting Service for fiscal year 1978 are: Col. William D. Palmer and CMSgt. Dominic F. Mattone, 3503rd Air Force Recruiting Group commander and operations superintendent; and Lt. Col. William C. Britz and CMSgt. David Reed, 3533rd Air Force Recruiting Squadron commander and operations superintendent. (Photos by Walt Weible)



As we  
celebrate . . .

FROM THE COMMANDER

As we celebrate the holiday season together with family and friends, let the spirit of the time unite us. This is a time for joyous reflection, a time for spiritual reawakening, and a time for inner renewal.

From the bottom of my heart, I thank all of you for the tremendous support you have given Recruiting Service and the Air Force. I'm very proud to be part of such a fine gathering of people.

The spirit of the season is also the spirit of Americanism. "Peace on Earth, Goodwill Toward Men" is what we Americans believe in, and keeping peace in an unsettled world is an awesome challenge. A cornerstone of world peace, our Air Force performs a key role in the defense of our country. Providing the people to power the Air Force is the Recruiting Service mission.

As we move through the holidays toward the new year, think about our mission. Recruiting is the very roots of our successful military posture, and the future of the Air Force depends on the quality of people we're recruiting today.

We can all be very proud of our contribution. As recruiters, we have met the challenges of our job

*' . . . recruiters have met  
the challenges . . . with  
quality and integrity.'*

with quality and integrity. I want those words to be the basis for all our future efforts. Please continue to recruit quality **with** integrity. They're a winning combination.

Recruiting is truly a special calling, one that all of you have answered admirably. Thanks, again, for your tremendous support, men and women of Recruiting Service. And thank you, wives and family members, for your unparalleled sacrifices. Mrs. Acker and I wish everyone of you a joyous holiday and a most successful and rewarding new year.

*William P. Acker*



viewpoint...

Super-sonic Santa

Red-suiter visits blue

By SSgt. Steven C. VanWert

It's Christmas Eve — but our hero, Super-recruiter, is still at the office. Tonight, however, he isn't working — just dreaming . . .

The snow had to be at least six feet deep outside my window. Down the street, at the shopping center, Christmas carols were playing over a loudspeaker.

"Well," I thought, "this is silly. I might as well go home. No one's coming by tonight.

Just then, some guy dressed like Santa Claus walked in.

"I'm sorry," I shook my head, "but I donate through payroll deduction."

The fat little man dressed in red looked at me. Then he glanced down at a huge pre-printed listing nestling in the crook of his right arm. He looked back up with a bewildered frown on his fuzzy face. "Are you Consuela G. O'Malley?"

"Do I look like Consuela G. O'Malley?"

He gazed at me quizzically from head to toe. "No," he admitted. "She's much prettier than you are."

The poor guy seemed so disappointed that I had to say something. "Well, she must have moved, that's all. This is a United States Air Force Recruiting Office."

"Air Force?" he asked. "You know, when

Rudolph retires, I've been thinking about going supersonic."

"Oh, no," I thought to myself, "this guy isn't looking for donations, he really thinks he's Santa Claus!"

"Look, Pop . . .," I started.

"Call me Kris," he said.

"Uh, yea, well, look Kris, I was just about to close the office and go home."

"Do you happen to know where Consuela lives now?"

This was getting ridiculous. "No, Kris, I don't. Why can't you find her, if you're Santa Claus?"

"Well," he answered. "I knew this would happen sooner or later when I went to a computer system."

This was really just about enough. "Look, whoever you are, I'm going home!"

My cherubic visitor looked taken aback.

"Whoever I am? Don't you recognize me?"

I sighed. I was afraid this would happen.

"Well, you're dressed like Santa Claus."

"I am Santa Claus!"

"Ah come on," I groaned, "I'm dressed in blue, but that doesn't make me Jimmy Stewart!"

He looked carefully at his list. "No, you're not," he said.

"Look, Kris . . . you're a nice old guy and

it's Christmas Eve, so how about just leaving so I can go home?"

"You don't believe me, do you?"

I shook my head. "No, Kris. I'm sorry."

He smiled. "What do you want for Christmas?"

"For Christmas? If you're Santa Claus, just give me an NPS!"

He smiled again and shook my hand vigorously. "Merry Christmas, S.R.," he said. "And don't leave the office for 10 minutes."

The poor old deluded guy turned and headed out the door. I turned the coffee pot off, unplugged the wall display, and was just reaching for the lights when a clean-cut young man about 20-years-old walked in.

"Excuse me, sir," he said. "but I tested in high school with good ASVAB scores and I want to join the Air Force."

As I was shaking his hand, I heard a commotion on the roof. I reached the window just in time to see a miniature sleigh with a remote computer terminal tied to the back, being pulled by eight tiny reindeer sail off into the night. I looked at my NPS. I looked at the sleigh. "Well, I'll be," I muttered.

Kris waved and shouted. "Merry Christmas to all and an Air Force good night!"

See you next year with the further adventures of Superrecruiter!



Best holiday wishes

from the staff of  
The Air Force Recruiter

Thanks for the memories

*Editor's Note: The following editorial contains excerpts from a letter to members of the 3561st Air Force Recruiting Squadron, Sand Point, Wash., and specifically to recruiters in Hawaii. However, the message in it applies, says the author, to all of Recruiting Service. MSgt. Sal Negro, who recently was reassigned, to the 2140th Communications Group, Athens, has been one of the most successful flight supervisors in recruiting and was number one in the 3506th Air Force Recruiting Group, Mather AFB, Calif., in FY 77.*

By MSgt. Sal Negro

Perhaps once in a lifetime a person is blessed with being associated with real professionals within his occupation. If you're extra lucky, it might occur twice.

Therefore, the proverb that the good Lord smiles down on "dimwits" and "dogs" must have some merit, for without a doubt it has been my good fortune to be

associated with the top people in the U.S. Air Force for the past seven years.

I am referring to all of you 99500s who go out to procure from civilian sources, that number of personnel required to make this "aerospace power for peace" team function properly. From the all-important bag carrier to the ever-needed support team, each one of you has displayed professionalism above and beyond the required norm.

It is somewhat difficult for a ninth grade dropout to find the right words of gratitude for a tenure of duty which will make all others anti-climatic. But to each of you go my best wishes.

For me to ask you to continue to be successful is not necessary. Our association has given me a firm conviction that you will always strive for the top. In the future, I will look at each new recruit who joins my organization with new wonder and with the knowledge that some fine recruiter put many hours and long, hard work into his being a part of the team.

Officer hopefuls learn about AF from recruiters

Officer trainees' first contact with the Air Force is coming increasingly from recruiters.

That's according to information obtained in a recent survey conducted by the Advertising Branch, Directorate of Marketing and Analysis. Since February, the branch has been administering a feedback questionnaire to nonprior service OTS trainees. Six classes have been surveyed and information obtained from 409 graduates.

"Some interesting trends have developed," said Maj. David E. Brown, branch chief. "For example, there has been a continuous rise, in the percentage of individuals who first heard about the Air Force from a recruiter."

Initial media contact, i.e., brochures and letters from recruiters, has also increased from zero percent between February and May to 23 percent in October. An additional 44 percent had first seen Air Force advertising in magazines, newspapers, on television or billboards, or had heard radio commercials.

"The recruiter continues to be the most important factor in the decision to get additional information about the Air Force, and this percentage has increased from 59 percent in February to 69 percent in October. Twenty-one percent indicated Air Force advertisements were a major factor in their decision to join," Major Brown said.

Another indication of recruiters' efforts is that in February 96 percent of OTS students said they had made initial contact, with only four percent being first contacted by a recruiter.

In October, 12 percent reported they had been initially contacted by a recruiter.

"Recruiters are also doing a better job of explaining OTS to applicants," Major Brown added. "The accuracy of this explanation has continued to rise but, along with initial contacts, can and should be higher.

"The recruiter continues to be a good to excellent example in terms of OTS students' ideal military person," he said, "and this percentage has also continued to rise."

Col. Edward D. Young Jr., Recruiting Service commander, lauded the efforts recruiters have put into OTS recruiting. "The job you are performing in this vital recruiting program is highly commendable," he said. "We must work all programs with equal zeal."

Sergeant Garcia vies for admin award

An administrative superintendent with the 3504th Air Force Recruiting Group Lackland AFB, Tex., will represent Air Training Command in annual Air Force Administrative and Executive Support Awards competition.

Master Sergeant Gilbert Garcia is one of 10 ATC nominees for the honors bestowed each year on officers, NCOs, and civilian employees. According to 3504th Group officials, he was nominated for being "a superb administrative specialist who has proven himself at all levels of the recruiting organization."

Sergeant Garcia's duties include supervision of the administrative functions for each of the group's four branches, support and advise of the seven subordinate recruiting squadrons and all duties normally attached to an Air Force administrative function.

Look great!

"Look Great in 78" is the theme of Air Training Command's program to increase awareness of proper uniform wear and maintenance.

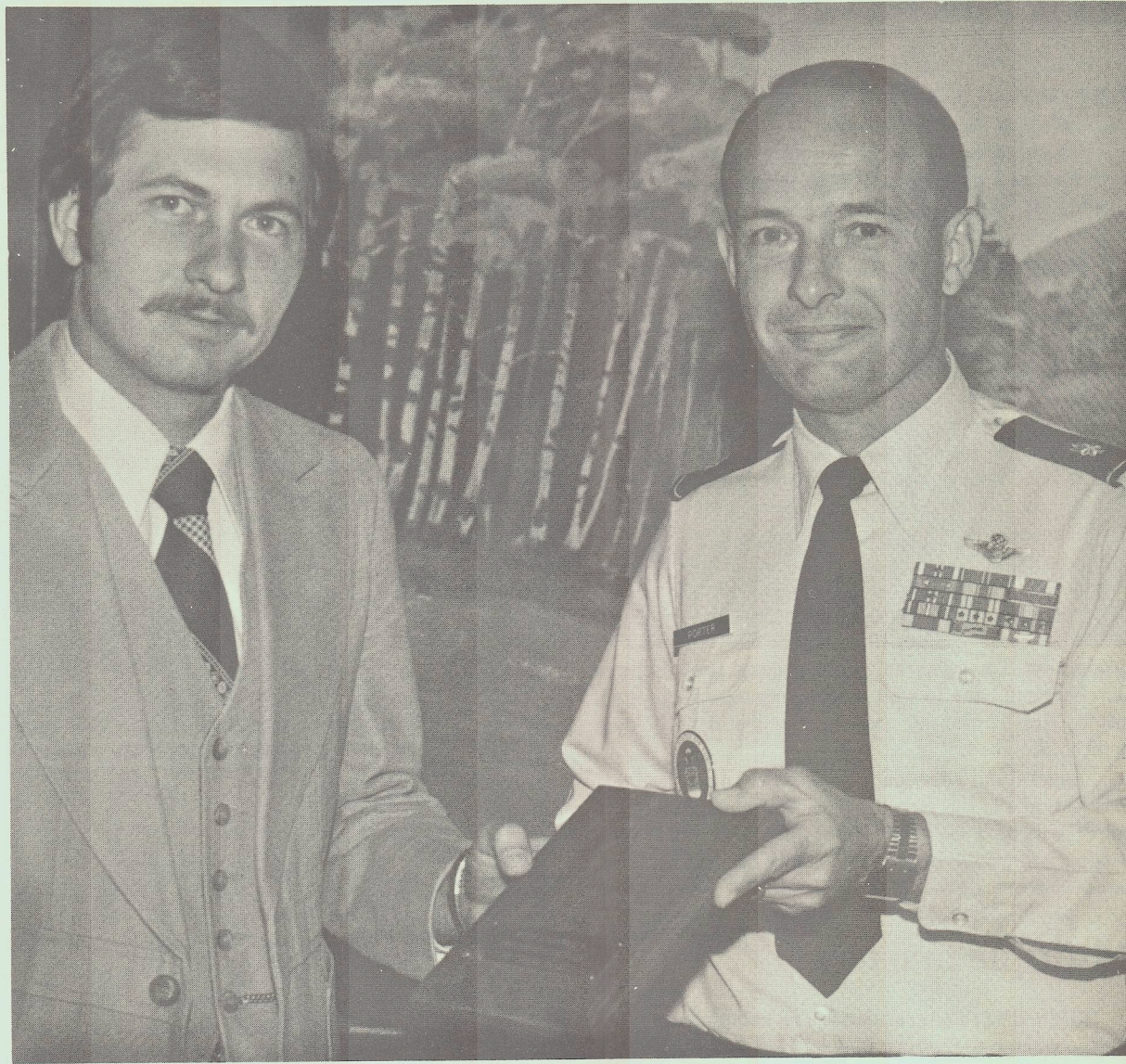
The final topic in the "Look Great" series deals with coats and insignia. For a handy reference, clip and save.

- Coats: Insure new coats fit properly and have new stripes for a total new look.

- Faded or improperly fitted coats should be replaced. Rain coats can be worn with any uniform combination and with civilian clothes sans insignia.

- Torn, soiled, frayed or faded field jackets and parkas should be replaced or mended.

- Insignia, ribbons, and badges: Insignia should be made of good quality brass. Ribbons are mandatory with combination 1, optional with combinations 2, 3 and 4. They should be clean, not frayed and have all devices affixed. Badges should not be scratched.



Denver's KBTU, Channel 9 newsman Norm Rehme receives an Air Force outstanding public service plaque from Lt. Col. William Porter, 3506th Air Force Recruiting Group, Mather AFB, Calif., commander. Rehme was honored during a meeting of recruiters from a six-state area who serve in the 3567th Air Force

Recruiting Squadron, for a series of news features about an Air Force recruit in basic and technical training, entitled "He Chose Blue." The television station also filmed and aired presentation of this and the many recruiter awards given at a squadron banquet.

Helper plan resumes with some revisions

One month after refunding of the Recruiter Helper Program for fiscal year 1979, more than 550 first term airmen have been selected to return home and assist their Air Force recruiters.

Following a successful program last year, during which some 3,600 men and women attained more than 5,000 enlistments, \$1.9 million has been funded to keep the program alive. The only major change is in the time each helper will spend in the field. Instead of a 15-day helper assignment, most will be spending 30 days with a recruiter.

"We're asking bases to cut orders on these kids for 30 days, but we'll still go for 15 if they can't break them away from their regular jobs for the longer period," said TSgt. Jim Zischke, Recruiter Helper Program NCOIC.

Sergeant Zischke said the longer period was instituted because most recruiters asked for more time with helpers. He added that it would increase TDY days while decreasing travel costs. However, it will also decrease the total number of participants.

Recruiter helpers are, for the most part, being nominated by recruiters, although bases can also seek participation by their members. All helpers must be first term airmen and can come from permanent party assignments or upon graduation from technical school.

Nominees are carefully screened by their immediate supervisors, unit commanders and base recruiting liaison officers. Once they arrive at the recruiting office, it's up to the recruiters to manage their time.

"We want to make sure these airmen are being used for the right reasons — to tell the Air Force story, provide exposure and generate leads," said Sergeant Zischke. "If airmen aren't performing these duties well, recruiters have and should use the option of seeking termination of their temporary assignments. For the most part, however, that hasn't been a problem."

Some problems are being encountered, Sergeant Zischke said. He said many airmen call their recruiters and ask to be nominated. Often, the recruiter won't want help from an individual but he'll either nominate him along with others or refer him to Recruiting Service headquarters.

"If your former recruits call you up and ask to be nominated, don't refer them to us — we just can't handle the calls. Secondly, if you don't really want a particular individual, don't ask for him. Be certain that everyone you nominate can equally help you."

As with all Air Force activities, cost is a big factor in the selection and funding of a recruiter helper applicant. If three people are nominated by a recruiter in Chicago — one from Chanute AFB, Ill., one from Wurtsmith AFB, Mich. and one from Mather AFB, Calif. — and all are equally qualified — the guy from Chanute will be chosen because of his proximity to Chicago.

Once airmen are selected and report for duty, evaluations received by recruiters indicate they are involved in a wide range of activities.

"We're seeing them get into the schools; many of them are getting on the radio and TV stations, and they're being used at COIs, pizza parties and other DEP functions," said Sergeant Zischke.

Successful stints as helpers are being rewarded with a certificate signed by the Recruiting Service commander to the individuals via their base commanders.

"So far," said Sergeant Zischke, "the program is running smoothly. While there aren't any solid enlistment figures for FY 79, the feedback on those who have already participated indicate we're right on target."



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Rookie awards

COMMENT: I'm calling in regard to the new regulation, ATCR 100-18, specifically the part pertaining to Rookie Recruiter of the Year. It seems we are changing horses in midstream. For the first few months I had poor production but I have been busting my tail. Every recruiter I know has. However, I have been told several times to do my best because the competition for me would not really begin until October. This is like changing the retirement system for individuals already on active duty. I strongly urge reconsideration of the new criteria for rookie honors.

REPLY: The rookie recruiter criteria was changed so that all new recruiters compete on the same standards. To compete under the old system a rookie had to have nine months' experience, all in the same fiscal year. Otherwise, he would compete the following 12 months of the new fiscal year and have his previous experience as a cushion. Meanwhile, another recruiter might be competing based on his initial nine to 12 months production, without the cushion.

Now rookie competition begins the first day of production. The guy who gets here, say, the middle of October, will have to wait a year longer to be judged, but the first 12 months' production will still be the only months weighed.

I understand your feelings about changing criteria in the middle of the year, but the only penalty you may suffer will be a delay in your eligibility. With your production, you'll be a keen competitor next year. Good luck.

Multiple masters?

COMMENT: Congratulations on establishing wear of the master recruiting badge. However, have you thoroughly considered the terrible blow to the egos of flight supervisors and others who have been successful ATB recruiters but can't wear the new badge? We wouldn't be in supervisors' positions if we weren't successful.

REPLY: Yes, you have been successful and have been rewarded — with the vital positions of responsibility you now hold. As for the badge, I instituted wear of it to spur recruiting. I think the badge will help us get through these tough times. Please support me in this. You are doing a fantastic job and I need you on my side — to support all production recruiters.

What, again?

COMMENT: Sir, can you stand one more comment on the new badge? I would like to suggest that once a person has earned the master recruiter badge he be allowed to wear it from then on. Date it if necessary, but once it is earned he should be allowed to wear it as long as he's in recruiting and maybe longer, as do missile men wear their badge. I guess what I'm really trying to say is, when a person works hard enough to earn the badge, he should always wear this badge to show that he is or was the best.

REPLY: The intent of this badge is to recognize the very best recruiter in each squadron, the guy who is 100 percent or better in all assigned goals for the complete fiscal year. I wouldn't want to detract from his accomplishment by allowing more than one master recruiter per squadron. I'm sure you'll agree some of the glory would be lost. There are provisions within the guidelines (OIL LL 781824) for an individual to display the badge in trophy form after his is done wearing it.

Going somewhere?

Know your assignment options

During the past two years there have been numerous policy changes concerning reassignment actions both within and out of Recruiting Service. Recruiter Manning Branch personnel here said it is vitally important that all individuals assigned to Recruiting Service are familiar with their assignment options.

The first area of concern is date of availability. Upon initial assignment to a recruiting unit all personnel possessing an SDI 99500 are given a DOA four years from the date they were assigned to recruiting. At the three year anniversary point and every year thereafter the individual should be counselled by the squadron commander or his representative to determine individual desires and intentions of the commander for retention or release.

"At this time the individual should be informed whether he is being recommended to return to his primary AFSC or a one-year extension to his current DOA is being requested. A one year extension is

Dangerous shortcut

COMMENT: I had an applicant express a desire to enter the Air Force as soon as possible; however, she had already processed through an AFEES in another state. I tried to get verbal confirmation on all her documents from the LNCO there but he refused. Why?

REPLY: Ah, come on. What you were trying to do was put somebody in the Air Force — which is commendable. However, the shortcut you tried to take could get all of us in trouble. That's why we require documentation on site. Word-of-mouth isn't good enough. If the applicant really wants to get in the Air Force, we'll get her in — the right way.

commander's dial 3425



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.

Higher eduation

COMMENT: I suggest we look into developing a senior recruiter or recruiter refresher course. This would be especially beneficial to 5-6 year recruiting veterans to acquaint them with new techniques and sharpen sales techniques.

REPLY: Not a bad idea, but we just don't have the money. That's why we've developed our highly professional and effective training team and flight and squadron training meetings. These meetings are mandatory under ATCR 50-16 and have really helped the old-pros keep up with our hard-charging younger recruiters. Thanks to all of you for your sustained efforts.

normally granted on those requested," said SMSgt. Kenneth L. Kuhn.

"If the recruiter desires to return to an Air Force installation or is not recommended for retention in recruiting, he is made available for reassignment to an Air Force installation upon completion of his tour (expiration of DOA)," Sergeant Kuhn explained.

"Those recruiters who are leaving recruiting Service may volunteer for various assignment actions; i.e., base of preference, retraining, etc., provided they meet the necessary eligibility requirements. Each individual should check with his unit personnel technician or support base CBPO for eligibility criteria.

"Individuals wishing to remain in recruiting and who have been recommended for retention may volunteer for a four year on station relocation of preference reassignment. Recruiting personnel may apply for their location of choice after serving three years and five months at their current CONUS

Pot laws stand

COMMENT: I've lost at least four people who had already received mental and physical exams because of the marijuana, six months waiting law. These people are going to other services that don't have the same requirement. Can't this be changed?

REPLY: Applicants should not be tested or given a physical if they are affected by this ruling. Recheck ATCR 33-2, paragraph 1-2g. It says that as early as possible, and definitely before administration of any mental or physical examinations (excluding the school ASVAB), the recruiter must determine an applicant's involvement or noninvolvement with drugs. Stick to the regs, partner, and I'm sure you'll avoid future snags.

Card check

COMMENT: Why is it the AFEES can look at the original birth certificate and high school diploma one time and that's all that is necessary, but with the social security card, they need to see it before the physical and again when the person goes on active duty?

REPLY: You're not right on this one, Sarge. Check the reg: ATCR 33-2, para 7-5 states that all documents need only be reviewed once by liaison NCO. However, we do encourage enlistees to take certain documents, including the social security card, to basic training. We also want to see the original SSAN card, because the Social Security Administration seldom errs with a person's card but metal duplications, W-2 Forms and the like do allow room for errors.

Inflation strikes COIs

COMMENT: Inflation is hurting us in the area of center of influence events. We can't provide much more than spaghetti and meatballs on the \$250 current limit. Can you help?

REPLY: We'll try. Looks like we can get you \$300 per event, though you'll have to be more selective. The total COI budget will remain fixed. Look for an upcoming change in ATCR 33-16.

Moving up

COMMENT: Thanks for the opportunity to request a flight supervisor position in an area of my choice. I did so but was turned down. How come?

REPLY: Not enough time on station. You've got to have three years under your belt at your current recruiting location before you can qualify for the upgrade and move. Let your squadron know you want more responsibility, be flexible, and I'm sure you'll make it. And thanks for your interest.

Great form

COMMENT: I want to thank Recruiting Service headquarters for the excellent "Request for Orders" form, ATC 1331. It has greatly simplified preparation of prior service orders with the instructions contained on the form. I've talked to numerous squadrons around the country, giving assistance on preparing orders, and I feel that if this is noted in the RECRUITER, and more liaison, AFEES, and operations people use this new form to the fullest extent, it will simplify preparing PS orders.

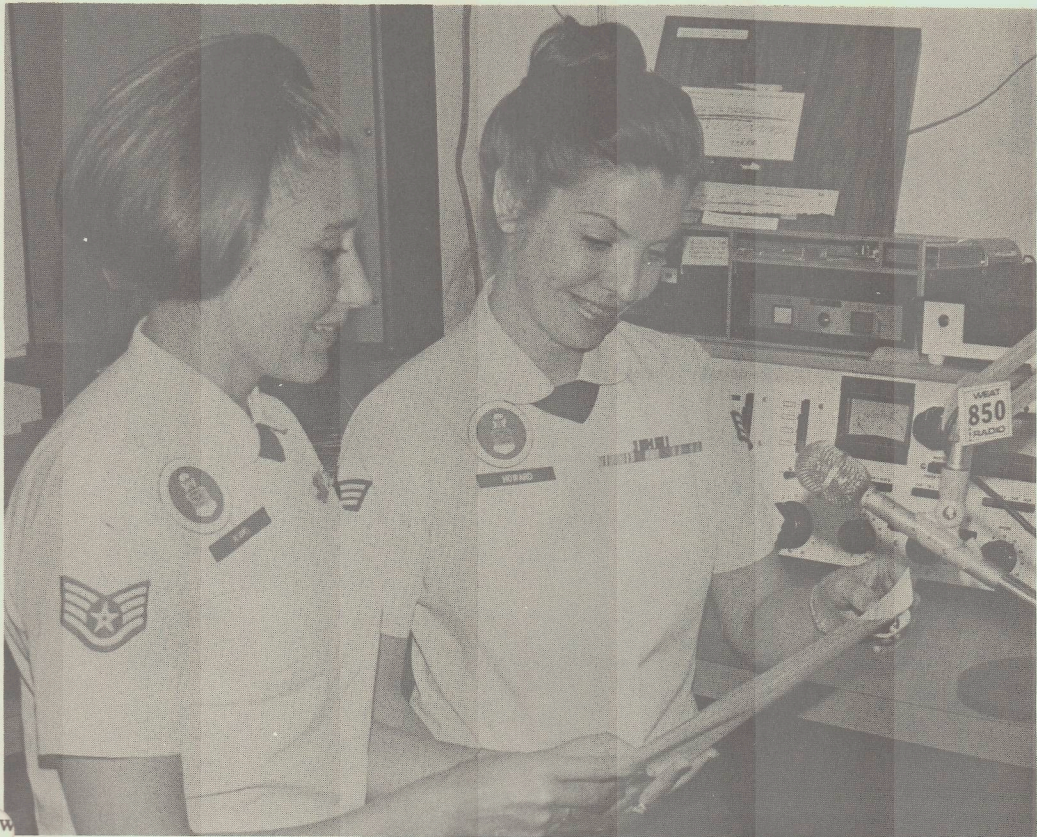
REPLY: Glad you like it; it sounds like the form is doing what we thought it would — make your jobs easier.

location, however if approved, relocation will not be effected until completion of four years at the current location in SDI 99500.

"The format of request and information required will be provided in attachment No. 3 of a forthcoming change to ATCR 39-14.

"In the interim," Sergeant Kuhn said, "anyone desiring to request an intra-Recruiting Service reassignment should submit the following information: Full name, grade, SSAN, primary AFSC, date assigned current station, geographic area desired (city, state, squadron, etc.) and position desired. The request should be submitted through the Squadron/CC, Group/CC to USAFRS/RSSRM. Every effort will be made to effect the assignment desired.

"I hope this answers the majority of questions, however, if a question remains unanswered and your squadron and group personnel NCOs cannot provide you an answer please contact us at Autovon 487-5098 or commercial (512) 652-5098," said Sergeant Kuhn.



Teamwork

Looking over a script prior to recording a public service announcement are SSgt. Anita Adams, regional advertising and publicity NCO and Sgt. Marie Howard, recruiter. Both are assigned to the 3533rd Air Force Recruiting Squadron, Patrick AFB, Fla. (Photo by MSgt. Bob Block)

By Capt. Al Alderfer

PATRICK AFB, Fla. — In all of Recruiting Service there are only 37. Out of the 37, three are assigned to the 3533rd Air Force Recruiting Squadron, here.

What is this rare commodity of which the '33rd has more than its share? The commodity is women recruiters.

What is it like being a woman in the man dominated recruiting world? SSgt. Anita Adams, Sgts. Marie Howard and Rita Moses were asked how they feel about their job. All three of them feel somewhat conspicuous, but they also feel strongly that they can handle any situation they face in recruiting.

Sergeant Adams has carried the bag the longest; she was assigned to the Miami area in 1974. During her tenure as a recruiter she enlisted 258 against a quota of 218 — making her a 118 percent recruiter. Because of her success and her ability to garner support from the local media and the local community, she has been assigned to one of the newly created advertising and publicity regional NCO positions in the 3533rd.

She attributes her success to "not taking no for an answer." "When someone tells me no, I just try harder to get them to say yes," she said, "and persistence usually pays off.

"It is very easy for someone to say 'no,' because a 'no' answer involves no commitment; but, if you show a genuine interest in the person, keep talking to the person and find that common ground, agreement — or at least a compromise — can be reached."

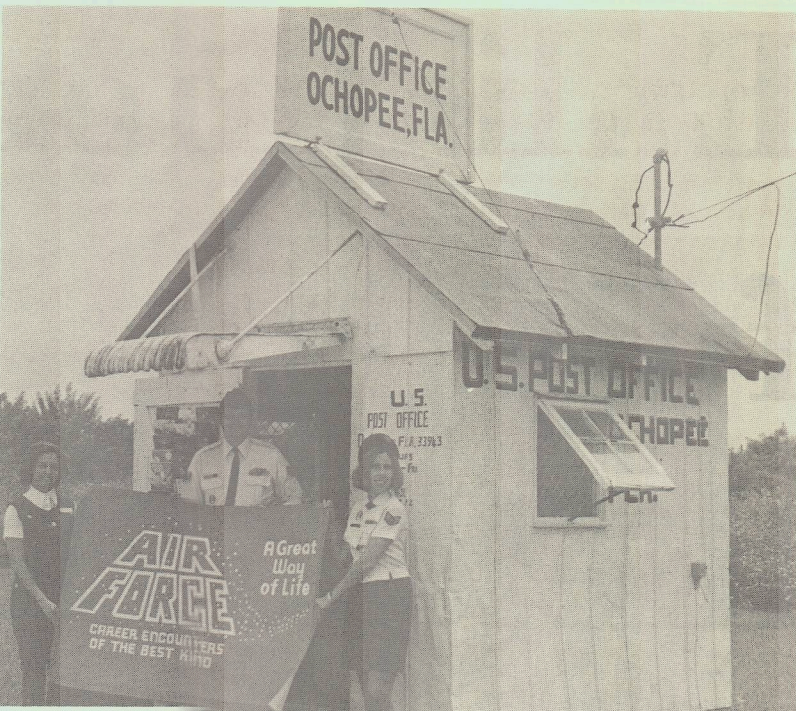
Likes challenge

The challenge of getting agreement is what Sergeant Adams likes best about recruiting. "We have an outstanding product to sell; all we have to do is find the ingredients that will sell the product to a particular buyer — that's the fun of it," she said. "That is why I love recruiting."

Being a woman makes the job easier, according to Sergeant Adams. "People hate to tell a woman 'no,'" she said. "But I also try to project the sincerity that I feel I possess; I feel that I have integrity — I would never use the fact that I am a woman to delude anyone."

Most frustrating for Sergeant Adams is that she was not able to help people fast enough. "Sometimes applicants would want a particular job, or want to enlist at a particular time and we could not help them," she said. "It is discouraging when you feel deep down that a person can make it in the Air Force, but you can't help."

Most rewarding for her is helping people get a good start in life and being recognized. "I enjoy doing commercials for the Air Force, being interviewed and being asked to tell the Air Force story," she said.



Tight

squeeze

There's hardly enough room, but the post mistress of Ochopee, Fla. Post Office promised SSgts. Carl Ayers and Rita Moses, recruiters for the 3533rd Air Force Recruiting Squadron, Patrick AFB, Fla. that she would display the Air Force poster. Ochopee Post Office is said to be the smallest post office in the United States. "We don't care how small it is," said Sergeant Moses, "we'll take the free publicity anytime we can get it." (Photo by SSgt. Anita Adams)

had hoped. Sergeant Moses, a recruiter in the Fort Myers recruiting office, found that leaving the relatively secure confines of an Air Force base and moving into a community separated from a base was a shock.

"I missed the commissary, the Base Exchange, the clubs, the hospital and all the other things Air Force people take for granted; I really had to get used to a whole new way of life," said this seven-year Air Force veteran.

"This, coupled with the fact that my office partner went TDY almost as soon as I arrived, put me off to a pretty rocky start," she said. "Once that first month was out of the way and things began to settle down I found the job to be tremendously satisfying — I really enjoy it now."

The biggest thrill for her so far was having one of her recruits come back to say "thanks" for helping him. "That was a rewarding experience, one that I hope will keep repeating itself," she said.

Self-confident and sure of her recruiting ability, Sergeant Moses is attacking the job with enthusiasm. A recruiter less than two months, she has visited every radio and television station in the area, has been interviewed, and has appeared on three separate programs. She visited every newspaper and had a feature story on her in the Naples Star, distributed posters and flyers to numerous places, and made herself conspicuous by her presence.

All over town

"My face is all over town. People stop me on the street and tell me 'I saw you on TV' — they know I'm here.

"I have to give some of the credit to Sergeant Adams. She came to Fort Myers and helped me get started in the A & P area — I guess most of the people just couldn't say 'no' to two Air Force women," she said.

Most frustrating for Sergeant Moses was that she does not think she was properly prepared for the change. "I would have liked to have had more time to settle into the job, a little more training, and more of a chance to look over someone's shoulder," she said.

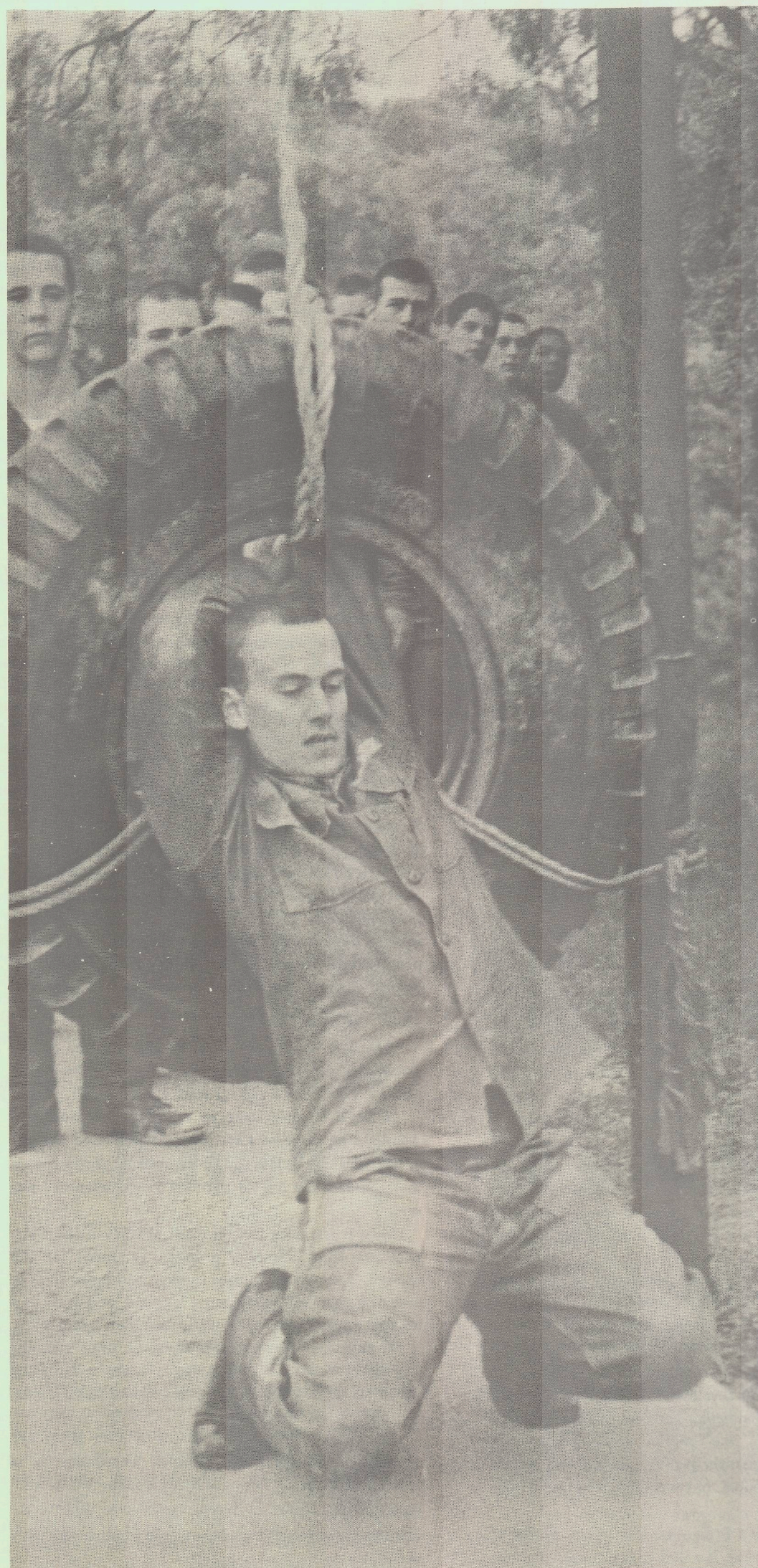
Would she recomend recruiting to other women? "You bet I would. I love the job . . . it was a little hard for me to adjust at first, but now I don't think I'll ever want to do anything else."

As far as the leaders of the 3533rd RSq. are concerned, having three women recruiters is a tremendous asset. "They are doing a super job for us," said CMSgt. David C. Reed, operations superintendent. "I wish all our recruiters would produce like they do."

For the 3533rd this rare commodity — women recruiters — is a priceless asset. An asset that continues to produce positive results.



# Enlistment fulfills lifelong love

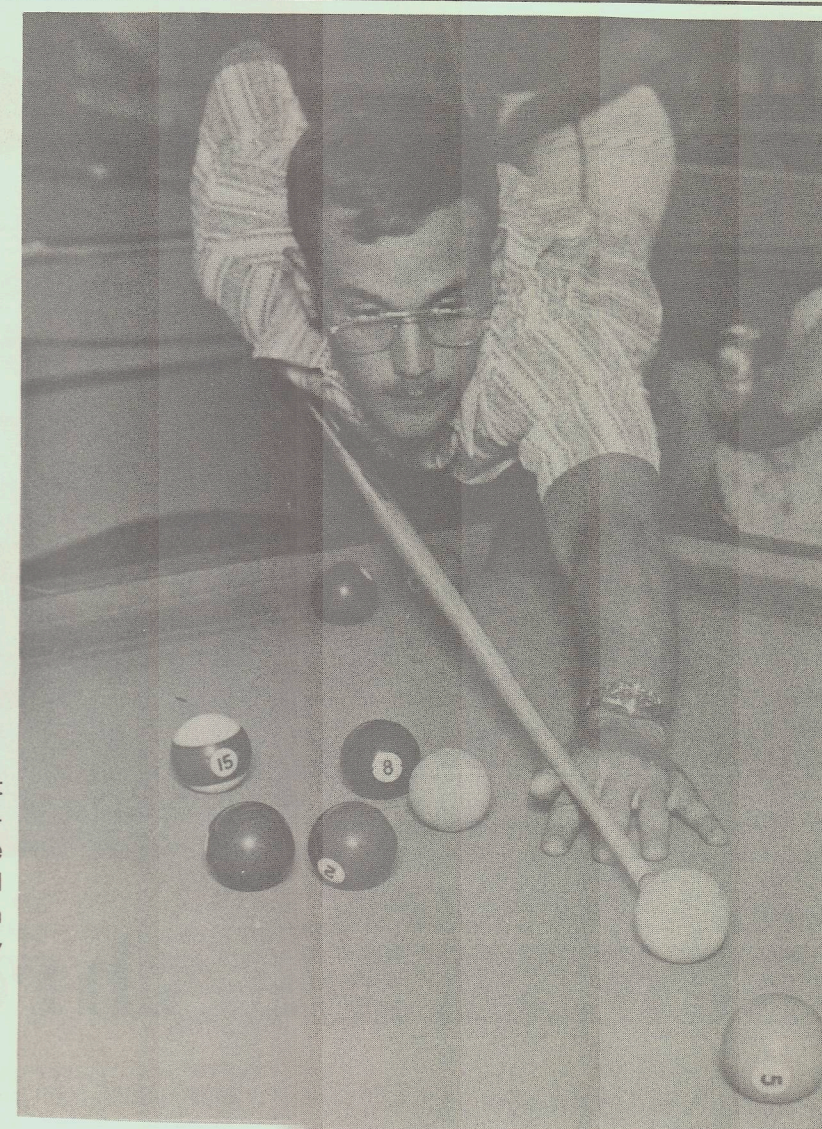


Amn. Russ Gohl squeezes through a tire, part of the obstacle course at Basic Military Training Center, Lackland AFB, Tex.



Before entering the Air Force, Russ Gohl plots a flight he made as a private pilot. (Photo by SSgt. Tyler T. Turner)

After a hard day in aircraft maintenance specialist technical training classes at Chanute AFB, Ill., Amn. Russ Gohl relaxes at the base recreation center. (Photo by TSgt. Bobby Cuyler)



By MSgt. Dave Sheeder

**C**HANUTE AFB, Ill. — What would make a man give up a \$20,000-a-year job, a thriving self-made business and a lucrative hobby? In Russ Gohl's case, it was for love — of airplanes.

About two years ago, his infatuation guided him to an Air Force recruiting office in Davenport, Iowa. Today, the 22-year-old Detroit native is a crew chief aboard a KC-135 Stratotanker refueling jet at Minot AFB, N.D., and loving every minute of it.

Like some romances, his affection for airplanes happened almost overnight. It began when his father, a model airplane enthusiast, introduced him to the sport. The younger Gohl's interest quickly soared.

"Before long, I was into the whole scene of model airplane competition flying," he remembers, adding that it was during one of these outings that he "was lucky enough" to meet Sam Geifman, a businessman and private pilot.

"After Sam took me flying in his Cherokee 235, I was totally captivated by the wonderful world of flying machines," says Gohl. "I knew right away then that I had to get a private pilot's license."

Because Gohl is a determined sort of fellow, it wasn't long before the then 17-year-old had saved enough money from parttime jobs to begin taking flight lessons. In just 24 days he piloted his first solo

flight. In the spring of 1974, after being "grounded" because of bad winter weather, he climbed back into the cockpit and earned the "wings" of a private pilot.

As his senior year at Davenport West High was drawing to a close, Gohl began wondering what he was going to do after graduation. "I'd had enough of school for awhile — I wanted to do something else with my life, but wasn't sure what," he says.

Almost never idle, he worked several part-time jobs; bought and sold a car; purchased a motorcycle, later a truck, and then snow-removal equipment. Upon graduation from high school in June 1975, he went to work as a heavy equipment operator for a construction company.

Before winter, he traveled to Utah to live with friends, where he visited Hill AFB where he watched jets fly in perfect formation and listened to the roar of their engines. "It gave me shivers — I was really impressed," he says with a smile.

A heavy winter snow storm stopped construction work, and Gohl returned to Davenport where he quickly put his snowremoval business into high gear. In the evenings and on weekends, he became "Crazy Russ" — a popular disco DJ at a roller rink. "That was a lot of fun, but more of a hobby to me than an occupation," he adds.

disco DJ. But, something was missing. His love for airplanes kept gnawing at his insides.

**G**OHL felt pretty comfortable. He had a good job in construction work, making more than \$10 an hour; a booming snowremoval business in the off season; and an enjoyable and profitable hobby as a disco DJ. But, something was missing. His love for airplanes kept gnawing at his insides.

"I thought about becoming a commercial pilot, but the cost for lessons was just too much," explains Gohl. "That's when I turned to the Air Force. I was disappointed, however, when they told me that my eyesight wasn't good enough to be a pilot — but I didn't give up."

Believing the next best thing to piloting airplanes is working on them, he again visited the recruiting office in Davenport, a part of the 3543rd Air Force Recruiting Squadron, Omaha, Neb. "There I found SSgt. James Wanderscheid, a down-to-earth, honest recruiter who answered all of my questions and then some," Gohl recalls. "He told me about the Air Force and how it was more of a way of life than an occupation."

When he left the recruiting office that afternoon, he had a lot of heavy thinking to do. Should he quit a \$20,000-a-year job, give up his snow-removal business and leave the disco scene behind? He carefully weighed the pros and cons, but his love for airplanes

tipped the scales. Gohl returned to the recruiting office and made plans to enlist.

On Oct. 15, 1976, he became a member of the Air Force under the Delayed Enlistment Program. This meant he had to wait about six months before entering active duty but was guaranteed to get his choice of career fields and base of assignment. Gohl wasn't disappointed in either case.

After six weeks of basic military training at Lackland AFB, Tex. and four weeks of specialized training at Chanute Technical Training Center, Gohl was assigned to the 5th Organizational Maintenance Squadron, Minot AFB, N.D.

Although he had to sell his snow-removal business and give up a high-paying job in construction work, not to mention shelving his rise to stardom on the disco scene, Gohl is confident that he made the right decision.

Among other things he says the Air Force gives him a chance to travel, to earn a college degree, to do a job of importance, and to live a rewarding way of life.

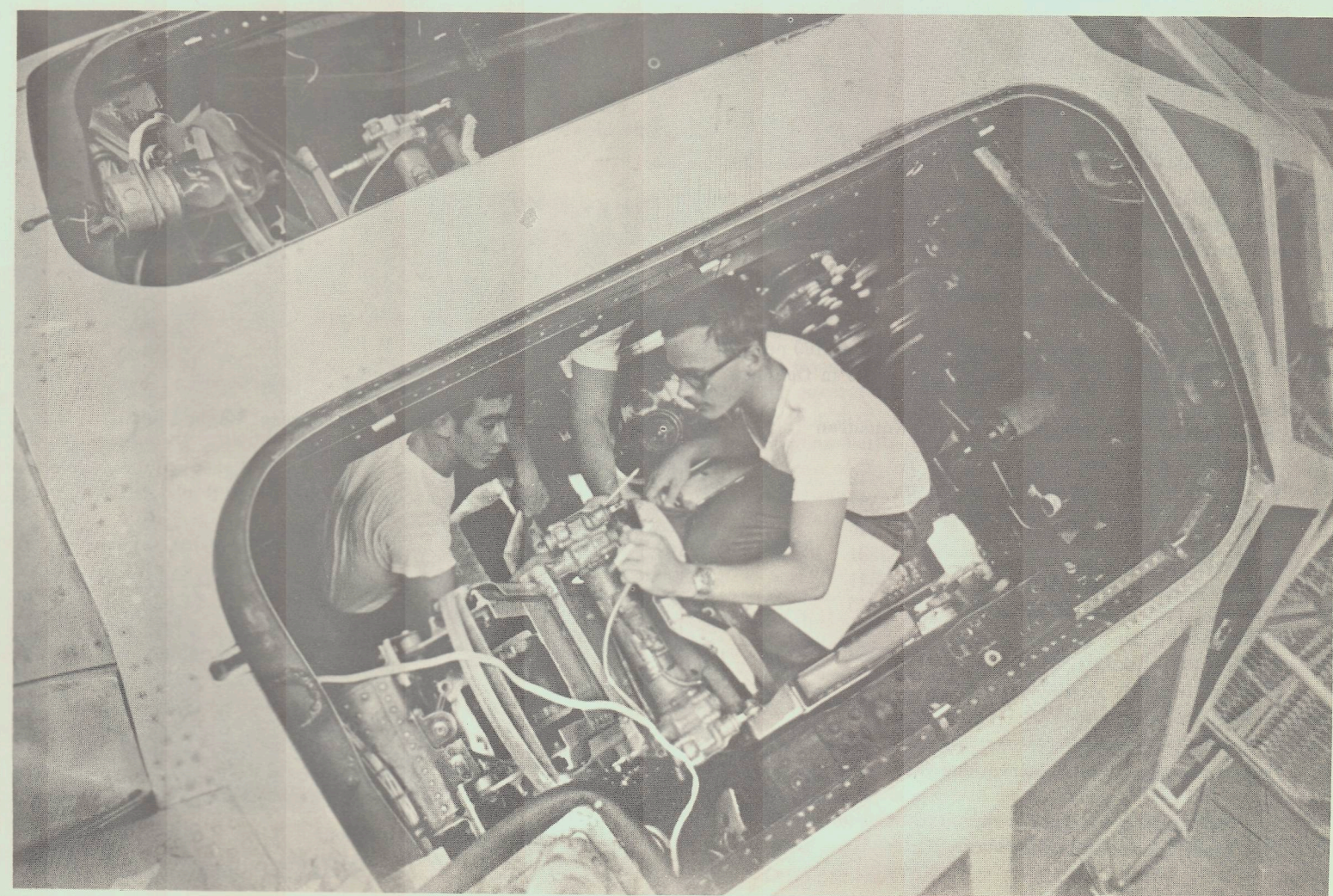
"It might sound corny, but there's no comparison of what I left behind in civilian life to what I'm doing now," he says with an air of pride. "It makes me feel darn good to know that when a plane flies overhead I had something to do with keeping it flying, and that I'm doing my part to help defend our country."

From that, one must conclude that Gohl's love embraces more than just airplanes.



Amn. Russ Gohl manhandles a tow bar attached to a KC-135 Stratotanker refueling jet at Minot AFB, N.D. (Photo by A1C R. Lante)

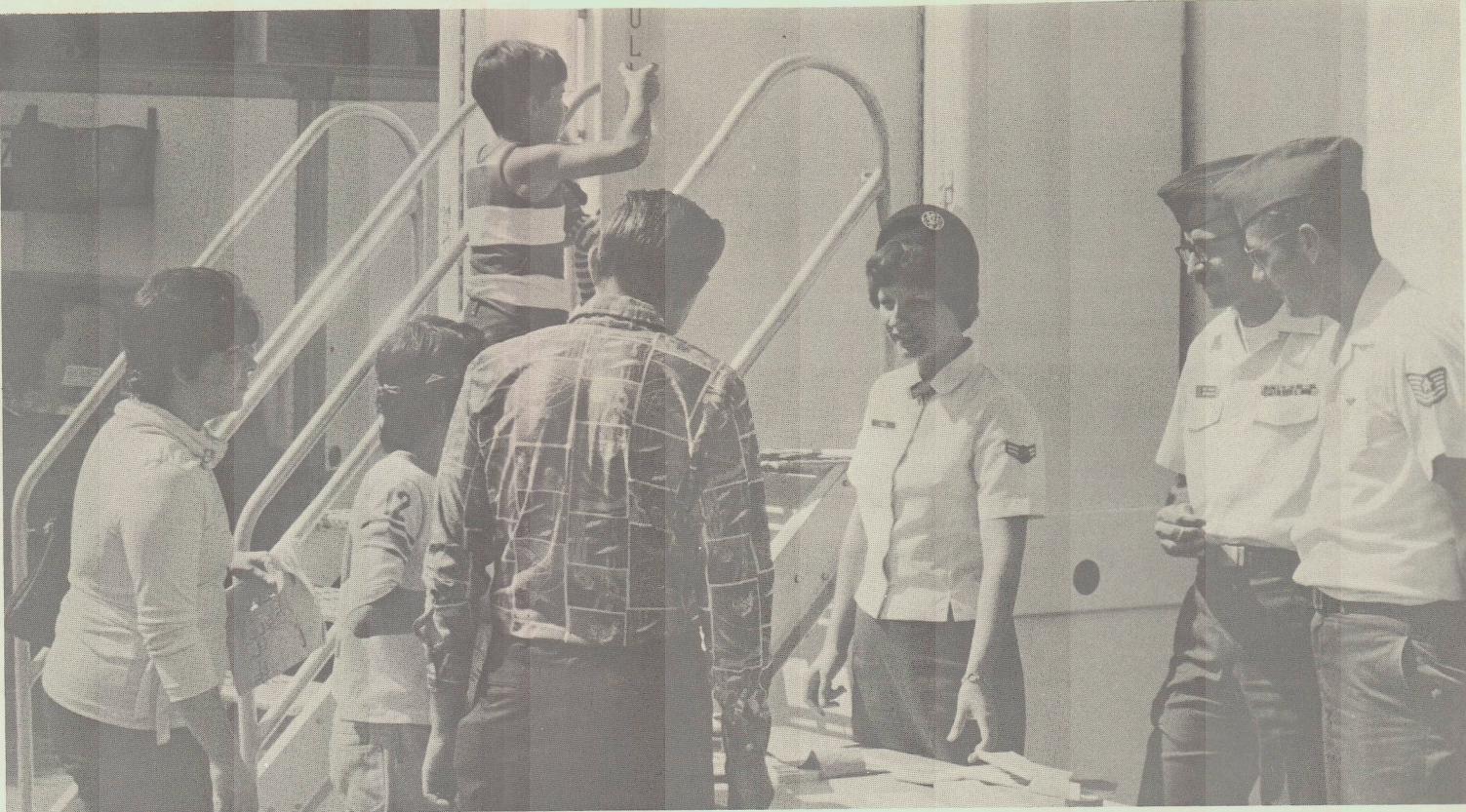
Learning how to "pull" maintenance inspections on aircraft was an important part of Amn. Gohl's training while at Chanute AFB, Ill. (Photo by TSgt. Bobby Cuyler)





Fair way

Visitors to a recruiting exhibit at the New York State Fair, Syracuse, are invited by A1C Michele Biles to view a show in an Air Force Orientation Group van. Airman Biles, of Griffiss AFB, N.Y., volunteered to help the 3513th Air Force Recruiting Squadron during the exhibit and is assisted here by SSgt. Richard Doherty, AFOG team chief, and TSgt. Robert Art, 3513th RSq. (Photo by Capt. David Post)



Once, twice, three times an honor

One recruiting group and two squadrons have been selected to receive the Air Force Outstanding Unit Award.

Selected were the 3501st Air Force Recruiting Group, Hanscom AFB, Mass.; 3567th Air Force Recruiting Squadron, Lowry AFB, Colo. and the 3507th Airman Classification Squadron, Lackland AFB, Tex.

To earn the AFOUA, the units had to distinguish themselves by exceptionally meritorious service or perform a specific outstanding achievement that clearly set them above and apart from similar units.

**More enlistees**

For the 3501st, it meant increased personnel procurement through a consistent display of professionalism, superior management procedures, innovative training techniques and an insistence on tough, quantified standards, according to officials, between May 1, 1977 and April 30, 1978.

Specifically, the 3501st met or exceeded all production goals during the period, including the accession of 14,565 men without prior service, nearly 108 percent of the group's goal.

A show-and-tell training concept was tailored to

each specific flight and contributed toward the high production level throughout the Group. Numerous individuals excelled, including Recruiting Service's Outstanding NCO of 1977, TSgt. Robert E. Jacques, a flight supervisor with the 3513th RSq., and MSgt. Michael P. Andras Jr., the command's Outstanding Senior NCO of 1977.

Nonprior service women led the 3567th RSq. to the top during Jan. 1 and Dec. 31, 1977. Number one in Recruiting Service for NPS woman production, the squadron also placed high in the NPS men and overall command goals.

The squadron's stressing of quality in accessions encompassed all facets of the recruiting business. A key program involved the minimizing of errors in processing at the AFEES, and quality control checks and crossfeed of information provided by liaison personnel to flight supervisors whenever erroneous procedures were identified.

Advertising and publicity efforts included an Air Force Nuggets Nite with the Denver Nuggets professional basketball team during a home game. The event greatly increased public awareness of the Air Force in the area, officials said.

Squadron refinement of direct mail leads resulted in a current bank of 250,000 names, excluding high school senior lists.

**Casuals decrease**

While both the 3501st Group and 3567th RSq. aimed for high production numbers, the 3507th ACS shot for the low numbers — in the daily casual population at Lackland AFB. Between May 1, 1976 and April 30, 1978, the squadron reduced the casual daily average from a high of 661 to a record low average of only 51 trainees in December 1977. Savings to the Air Force exceeded \$2 million.

Primarily benefited by the reduced casual population were the trainees themselves. With fewer casuals to work with, ACS personnel were able to spend more time with individual new recruits. Dissatisfaction created by confusion, delay and inactivity was replaced by positive, personalized action, said officials.

Money and manpower savings highlighted nearly all initiatives of the 3507th during the period of the award. In each case, the improvements enacted had a positive impact on recruit morale and satisfaction.

honor roll

The Recruiting Service Honor Roll, published monthly, recognizes units and individuals who contribute most toward accomplishment of the recruiting mission. during the time indicated in each category.

One Hundred Percent Squadron Club

This category recognizes squadrons enlisting 100 percent or more of the combined NPS men and women goals in October.

Squadron	Percent	Squadron	Percent
3515	124.3	3542	105.3
3533	123.2	3561	104.2
3514	121.5	3546	103.8
3537	115.8	3531	103.6
3511	113.6	3541	102.7
3535	112.8	3545	102.5
3519	111.2	3544	102.1
3516	109.1	3566	101
3554	108.9	3550	101
3549	105.4	3518	100.6

Twelve or More Net Reservations Club

This category recognizes recruiters who placed 12 or more NPS net reservations during October.

Name	Net Reservations	Sq./Flt.
TSgt. Ted Cuellar	18	62A
MSgt. Clifford McDougald	13	39F
TSgt. Casey Morris	13	15A
TSgt. James B. Mamone	12	52B
SSgt. Howard Shultz	12	19A
Sgt. Al Bailey	12	19B

Twelve or More Club

This category recognizes recruiters who placed 12 or more NPS men on active duty during October.

Name	NPS-M Enlistments	Sq./Flt.
MSgt. Clifford Devere	12	18A
MSgt. Charles Reustle	12	33E
TSgt. Daniel M. Swindell Jr.	12	35E
SSgt. Charles Smart	12	33C

One Hundred Fifty Percent Flight Club

This category recognizes flights and their supervisors who met or exceeded 150 percent of the NPS men active duty goal for October.

Name	Goal/Accessions	Percent	Sq./Flt.
No supervisor currently	15/30	200	15X
SMSgt. Arnold G. Berry	34/65	191	46E
SMSgt. Donald Gresham	28/47	167	37D
MSgt. Phillip D. Cunningham	30/49	163.3	49D
MSgt. Robert Moore	19/31	163.1	15E
MSgt. Bernard L. Smith	19/30	158	41B
MSgt. Thomas C. Groomes	21/33	157.1	35F
TSgt. Thomas Morgan	21/33	157.1	11C
MSgt. Thad Switzer	24/37	154.1	15D
MSgt. Raoul Girard	27/41	152.1	33C
MSgt. Jerry Isenhour	36/54	150	37A



# Crossfeed

## Flying billboard aids awareness

By TSgt. David C. Brandt

LOS ANGELES — It was a long weekend, and 75,000 anxious spectators were crowding into the Ontario Motor Speedway, Ontario, Calif., to witness one of the most spectacular racing events of the season: The California 500.

Outside, in a nearly deserted parking lot, a handful of dedicated professionals were nervously making last minute preparations for what was to be a very special pre-race event. Two hot air balloons were to carry two hang-gliders, members of a national gliding organization, and their pilots to an altitude of 5,000 feet and release them over the race way.

### Thrilling experience

One of the hang-gliders was actually a flying billboard carrying the giant words "Air Force" and piloted by SSgt. Mark Lucas, a 3569th Air Force Recruiting Squadron recruiter assigned to Hollywood, and a gliding enthusiast. The other pilot, Larry Witherspoon, was also an experienced hang-glider holding the same advance United States Hang Gliding Association ratings as Sergeant Lucas.

### Difficult challenge ahead

## Health professionals meet

Recruiting's importance to the Air Force Medical Service Corps was one of many topics discussed during a three-day health professions recruiting conference here in October.

The conference, attended by 34 health professions recruiting officers from throughout the United States, focused on Air Force medical service needs and what recruiting must do to meet those needs.

Brig. Gen. William P. Acker, Recruiting Service commander, opened the conference, thanking the officers for their past efforts and stressing the difficult challenge they face in meeting fiscal year 1979 objects. He then turned the meeting over to Col. Giles W. Hall, director of health professions recruiting.

### Crossfeed ideas

Colonel Hall discussed the organizational health of medical recruiting, encouraging conference attendees to view the meeting "with an open mind. Use this conference," he said, "as an opportunity to offer and pick up some good ideas on how we can best meet the FY 79 challenge."

Then began a series of lectures and discussions,

Planning for the event was immense. The FAA, Ontario Motor Speedway, balloonists and hang-glider pilots had to agree on everything. The final clearances were not granted until 72 hours prior to the event, but finally it was race day and all systems were "go."

As launch time approached, one could feel the tension mount. The rigging was checked and double checked by everyone present. "I felt as if I had developed tunnel vision," said Witherspoon, "and everything seemed to be going in slow motion." Only the occasional roar of the burners interrupted the silence as both balloons started their ascent into the morning skies of Ontario.

Everyone knew that the first 50 feet were the most critical, and after the danger zone was passed the silence was broken by cheers of relief and encouragement. The pilots then settled back to enjoy the spectacular view and a pleasant ride up to 5,000 feet above the speedway.

"You can't imagine the thrill of doing something this exciting in front of this many people," said Sergeant Lucas with a gleam in his eye.

When asked if he thought the Air Force was a "Great Way of Life," he responded, "Did I tell you about the time I was hang-gliding in Spain and . . ."

It was obvious the answer was "Yes!"

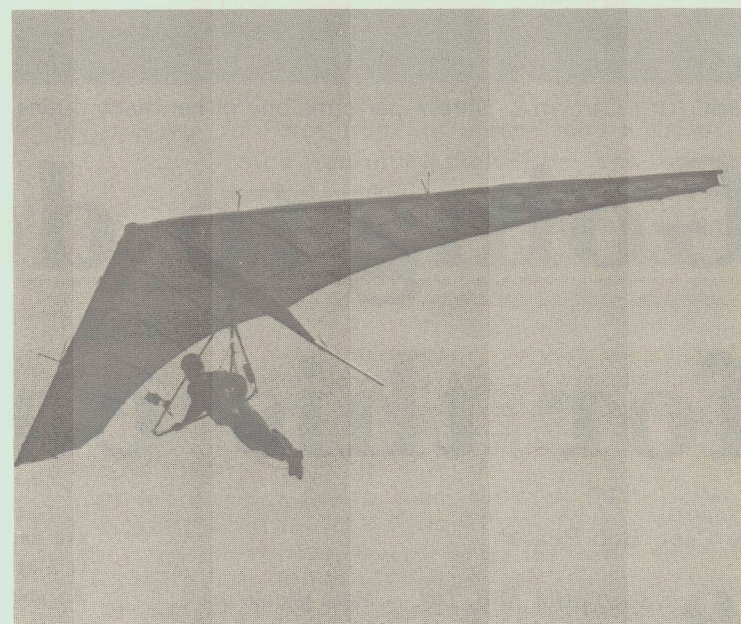
highlighted by a first day talk on recruiting's importance to the MSC, by Brig. Gen. Murphy A. Chesney, deputy Air Force surgeon general for operations.

Other topics included physician pay, advertising, competition, effective planning, sales, directorate support and the Medical Service Officers' Orientation at Sheppard AFB, Tex. The new travel authority for physician applicants was discussed, and Jerry School, a Dale Carnegie Institute representative, spoke to the group on motivation.

During the conference, the 3535th Air Force Recruiting Group, Bolling AFB, D.C., health professions recruiting team, was cited as the top FY 78 producer. The team is headed by Capt. Ted Williams.

On the final day, an unscheduled visit was made by Col. Kenneth Peters, MSC chief, who reinforced recruiting's importance to the MSC and medical officers' career progression.

Colonel Hall ended the conference on a positive note. "I think we accomplished a great deal, in terms of positive crossfeed of ideas," he said. "We're now planning on a similar conference each year."



A hot air balloon hoists SSgt. Mark Lucas and his hang-glider to a height of 5,000 feet above the Ontario, Calif., Motor Speedway, then releases him for a free-sailing flight above more than 75,000 spectators at the Ontario 500 stock car race. The 3569th Air Force Recruiting Squadron recruiter had an appropriate, awareness-generating advertisement on the wing of his glider. (Photos by Capt. Mike Lynch)

### Free flight

## Two stake claim

By SSgt. Douglas J. Gillert

Good news! "Claim to Fame" isn't dead — it has just been in hiding for several months.

You may or may not recall where we left off. It was May, and an ongoing battle that spanned several months posted and reposted claims of being the best recruiter in a number of programs, sometimes in all programs combined. Earlier, the column recorded the claims of largest recruiting zone, most zone-changes in a year and so on.

Then, in recent months nobody dared challenge this hallowed ground. Alas, a voice pierces the silence, and from the West Coast, SSgt. Jack Campbell boasts a squadron first. Seems he and fellow recruiter SSgt. Robert A. Smith, both of the 3562nd Air Force Recruiting Squadron, Norton AFB, Calif., were both selected for the national Outstanding Young Men of America award.

It's great to be so recognized, but of course we think all our recruiters are outstanding. Outstanding where is the question. Great going, guys.

Another claim comes from . . . from . . . hum, not sure who it comes from. He didn't leave his name, but claims to have the largest zone, covering 13,000 square miles. Ah come on, there aren't any zones that large, are there?



### Medical recruiters discuss future





Capt. (Dr.) Carolyn L. Shreve performs one of her many duties as a dental surgeon at the USAF Hospital, Bergstrom AFB, Tex.

# Going to dentist not so bad for this captain's patients

By Capt. Bob Russell

**B**ERGSTROM AFB, Tex. — Most people don't get very excited about going to the dentist. In fact, many get down right nervous.

However, when patients meet Capt. (Dr.) Carolyn L. Shreve for the first time, they immediately relax and feel at ease. The broad smile and soft voice of Captain Shreve, a doctor of dental surgery assigned to the USAF Hospital at Bergstrom AFB, has a way of reassuring patients. Somehow they realize that this trip to the dentist may not be all bad.

Capt. Shreve's story begins years earlier. Even back in her grade school days, she decided to learn the dentistry trade. Her personal dentist impressed here, so she decided to go on to college, get her degree and pursue the career full time. "I enjoy meeting people and caring for them," the 25-year old captain explained.

*'... the Air Force people I work with are really super.'*

The soft-spoken dentist, who hails from Upper Tract, W.Va., said she joined the Air Force for the same reason. "I get to meet many interesting people, some who have traveled all over the world. And the Air Force people I work with are really super. I have the opportunity to

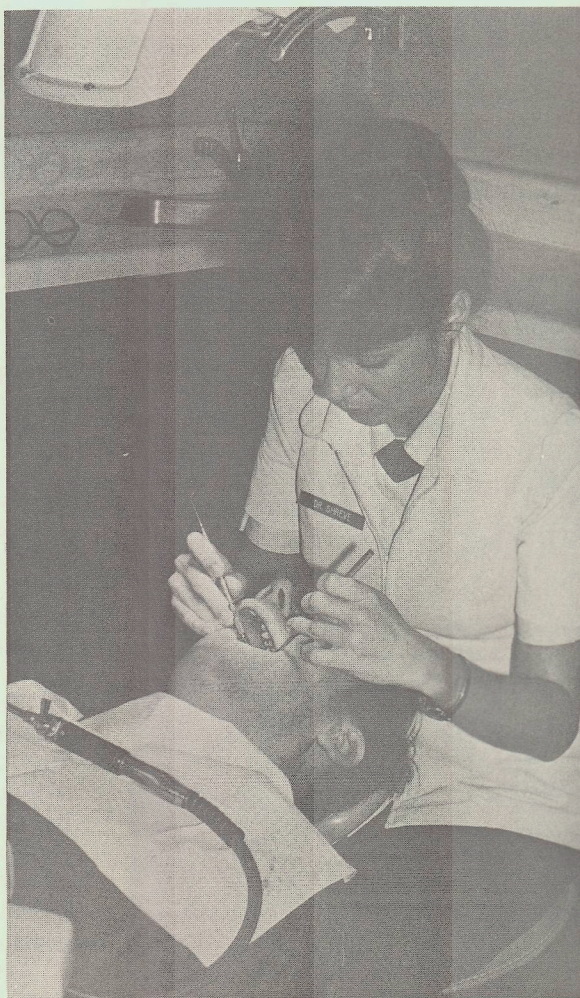
perform several types of dental work at the hospital, where in civilian life, I might not have that freedom."

One of three children raised on a farm, Captain Shreve said her parents, Mr. and Mrs. Alonzo Shreve, weren't sure at first about their daughter joining the Air Force. "They probably would have liked me to stay and practice dentistry in my home town, but they were very proud that I decided to serve in the Air Force," she said.

Captain Shreve attended West Virginia University in Morgantown, W.Va., and received her undergradu-

ate degree. She then continued her advanced education at the university, attaining her Doctor of Dental Surgery degree in May of this year.

One of her dental instructors, Dan Pickle, an Air Force Reserve lieutenant colonel, was a liaison officer assisting the Air Force recruiting efforts in the area. He convinced her to consider entering the Air Force



A Bergstrom AFB airman gets expert dental care from Captain Shreve.

and the final details were worked out with her recruiter, TSgt. George V. Farrell Jr., 3511th Air Force Recruiting Squadron.

After receiving her degree and her commission, she packed her bags and headed to Sheppard AFB, Tex., where she received Air Force training. Following school, she received orders to report to Austin, Tex. and Bergstrom for active duty. "I have a three-year commitment in the service, but there is a good possibility I might stay longer," she said. "However, it is too early for me to make the final decision."

At press time, Captain Shreve was eagerly looking forward to returning to her alma mater in Morgantown to talk to the dental students at West Virginia University. There, she will be telling the young, aspiring dentists-to-be about her profession in the service. "It will be fun telling them about my job in the Air Force, the available opportunities, and what I have liked about the service so far."

The opportunity to serve is there. In addition to pulling her "fair share" of appointments and other dental duties at the hospital, the captain said she pulls alert duties on occasion. "It sometimes means having to come out to the base during my off-duty hours to help out, but I

*'I have a three-year commitment, but I might stay longer.'*

really don't mind — it is part of the job," she said.

Single and with "no plans for the immediate future," Captain Shreve is taking tennis lessons and pursuing her pilot's license at the Bergstrom Aero Club. She also enjoys the theater, having performed in several high school plays.

Only time will tell whether or not Capt. Carolyn Shreve makes the Air Force a career, but one thing is for sure: There are some less-nervous patients in the dental clinic at Bergstrom, once they find out their dentist is an attractive, pleasant professional who enjoys her job, the Air Force and life.



# Two classes graduate 120 new recruiters

LACKLAND AFB, Tex. — One hundred-twenty NCOs recently graduated from two Air Force Recruiter courses here.

Named as distinguished graduates were Sgt. Kenneth J. Taylor, assigned to the 3550th Air Force Recruiting Squadron, Indianapolis, and SSgt. Johna L. Alston, 3542nd RSq., St. Paul, Minn.

Honor graduates from the two classes were TSgt. William M. Slezak, 3511th RSq., Pittsburgh; SSgt. Raymond O. James III, 3535th RSq., Bolling AFB, D.C.; MSgt. Albert C. Morcom and SSgt. Timothy P. Vick, 3545th RSq., St. Louis; SSgt. Michael D. Summers, 3546th RSq., Houston; SSgt. Kenneth A. Dancause and Sgt. William M. Pack, 3552nd RSq., Wright-Patterson AFB, Ohio; TSgt. Carlos Villarreal and SSgt. Alvy D. Brummett, 3562nd RSq., Norton AFB, Calif., and TSgt. Michael C. Clare, 3567th RSq., Lowry AFB, Colo.

## Moving to '01st

Going to the 3501st Air Force Recruiting Group are: Sgt. Jeffery L. Smith, 3511th RSq.; SSgt. John F. Mitchell and Sgt. Leslie E. Terwilliger, 3513th RSq., Hancock Field, N.Y.; TSgt. Charles R. Kohler Jr., Elijah J. Regulus Jr., SSgts. Michael D. Stuffle, Jose J. Delgado, Raoul Diaz, Emmitt G. Walker, Paul A. Ludwinski, and Sgt. Carlo Gabrielli, 3514th RSq., Carle Place, N.Y.; SSgts. Charles H. Bretthauer and Major Harris Jr., 3515th RSq., McGuire AFB, N.J.; SSgt. Melvin T. Cicci, TSgt. David J. Scubelek and Sgt. Michael R. Zellner, 3516th RSq., Milford, Conn.; SSgt. Leonard Sammarco, 3518th RSq., New Cumberland, Pa.; SSgts. Richard G. Tapley, Belford W. Carter, Roger P. Landry, Thomas S. Whistler, Paulette Robinett and Preston Jackson Jr., 3519th RSq., Bedford, Mass.

Moving to the 3503rd Group are: TSgt. Lola C. Dull, SSgt. Charles L. Coleman and Sr. A. Gary A. Wyatt, 3531st RSq., Gunter AFS, Ala.; TSgts. Larry J. Patana, John Watkins Jr., SSgt. Paul A. Hardenstine and Sgt. Charles E. Brickey, 3532nd RSq., Nashville, Tenn.; TSgts. Thomas Farrell, Troy A. Adair, Stanley G. O'Neill, SSgts. James C. Love, Robert E. Warren, James T. Curtis Jr., Ronald H. Cannon, 3533rd RSq., Patrick AFB, Fla.; TSgts. Anthony E. Gaines, Grover L. Tolson, SSgt. Leo W. Cox, Sgts. Cleveland Simons Jr. and Deborah R. Wilkison, 3535th RSq.; MSgt. Malcolm

R. Barbour, SSgt. Harold D. Jordan and Sgt. Gregory H. Barnett, 3537th RSq., Shaw AFB, S.C. and TSgt. Jerry D. Hall, 3539th RSq., New Orleans.

## '04th Group gains

New recruiters in the 3504th Group are: TSgt. Roger P. Velasco and Sgt. Fred A. Conley, 3542nd RSq.; MSgt. Jackie L. Robinson, TSgts. Donald R. Hoffman, Boyd R. Colby, SSgt. Douglas M. Clark and Sgt. Richard L. Peil, 3543rd RSq., Omaha, Neb.; SSgts. Carl N. Casten, John C. Dykes, William L. Proctor Jr. and TSgt. Alan L. Page, 3544th RSq., Arlington, Tex.; SSgts. Jerold L. Mayer, Maurice L. Rackley, Robert R. Buttke, David E. Carlock, and Alvin S. Ingram, 3545th RSq.; TSgt. Manuel Longoria Jr.; SSgts. Harrison C. Duff III and Chester E. Gardner, 3546th RSq.; MSgt. Harold R. Eslinger, SSgt. Roger L. Kistler and Sgt. Wilmer R. Taylor, 3549th RSq., Tinker AFB, Okla.

Newly assigned recruiters in the 3505th Group are: MSgt. Joseph A. Caterino Jr., TSgt. Ernest J. Audit, SSgts. Kent E. Stolze, William C. Mooneyhan, Darwin W. Bower, Barry L. Cann, 3550th RSq.; TSgt. Virgil L. Warner and Sgt. Terry Roman, 3551st RSq., Elwood, Ill.; TSgt. William L. Jackson, SSgts. Walter R.C. Couch and Larry W. Hatmaker, 3552nd RSq.; TSgts. Harvey L.J. Heath, Robert E. Wright, SSgts. Frances Y. Averett and Ronald M. Fulton, 3553rd RSq., Cleveland; TSgt. John C. Thomas, SSgts. Mark A. Holthus, Willis J. Humiston, Edmond D. Magee and Bernard P. Schmidt, 3554th RSq., Selfridge ANGB, Mich.; TSgt. William S. Daniel and SSgt. Cornelius Marsh, 3555th RSq., Milwaukee.

Eighteen new recruiters in the 3506th Group are: MSgt. John A. Lopus, SSgts. Terrance A. Tracy, Richard N. Versolenko, 3561st RSq., Sand Point, Wash.; TSgt. Gary J. Kabanek, and SSgts. Martin Tardash, Daniel F. Jeffers, Donald M. Mackay III, Jose F. Gomez, 3562nd RSq.; SSgt. John M. Kobritz, John E. Peters, Sgt. James J. Salalla, 3566th RSq., Travis AFB, Calif.; TSgt. Joseph P. Parsons, SSgts. David M. Apodaca and John D. Rutherford, 3567th RSq.; SSgts. Thomas Curran and Steven R. Potter, 3568th RSq., Ft. Douglas, Utah.; SSgts. Tyrone E. Wood and Dale C. Eilers, 3569th RSq., Los Angeles.

here 'n there

## Master recruiter honored

During the annual 3544th Air Force Recruiting Squadron, Arlington, Tex., awards banquet, MSgt. John L. Stephens was recognized as the squadron's first master recruiter.

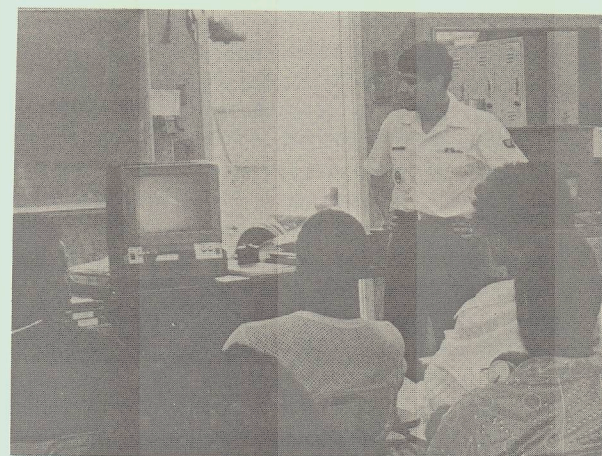
The master recruiter designation was recently initiated by Brig. Gen. William P. Acker, Recruiting Service commander, to recognize the top achiever in each squadron.

To earn the award, Sergeant Stephens recruited 186 percent of his NPS men goal, 300 percent NPS women, and 775 percent of his reserves goal during fiscal year 1978.

## Sing-a-long with AFOG?

The 3553 Air Force Recruiting Squadron, Cleveland, spiced up its display of the AFOG theater van during the Cleveland National Air Show by hosting the "Flying Circus" rock group from Wright-Patterson AFB.

According to one recruiter, "The rock group warmed up the crowd with its scintillating repertoire, and AFOG cooled them down with its air-conditioned multi-media show."



Vocational education students at a Huntington Park, Calif., high school learn how their mechanical abilities can be put to work in the Air Force, from Sgt. Jesse Patino, a 3569th Air Force Recruiting Squadron, Los Angeles, recruiter. Using COI funds, Sergeant Patino provided sandwiches and soft drinks during his presentation. (Photo by SSgt. Liz McNeil)

## Show time

## Three in one

A 3542nd Air Force Recruiting Squadron recruiter recently signed up a recording artist, a college student of criminal justice, and a counselor for the Department of Corrections. But he only got credit for one enlistment.

TSgt. Bob Stavos, a Duluth, Minn., recruiter, enlisted Brian J. Maciewski, the person described by these three activities. Maciewski decided to join the Air Force because he felt the service was "more concerned with a person's intellect than his physical stamina. I hope to eventually become a counselor of some sort within the Air Force," he added.

If there's any doubt about Maciewski's ability to meet Air Force physical fitness standards, there shouldn't be: One of his major interests is jogging.

## Big event

The opening of a new recruiting office is an important event for the recruiter involved, his flight and squadron. It's a time for celebration and a great way to tell the public the Air Force is in town.

To celebrate the grand opening of his Denton, Tex., office, TSgt. Harold D. Freeze, 3544th Air Force Recruiting Squadron, Arlington, Tex. held a two-day open house. Miss Denton, Melinda Redding, assisted in a ribbon and cake cutting ceremony and in welcoming guests. Other events included a live remote radio broadcast, a K-9 dog team demonstration and a pizza party.

## Retiree speaks

Former Chief Master Sergeant of the Air Force Thomas N. Barnes, now retired, was guest speaker at the 3544th Air Force Recruiting Squadron's annual training meeting in Arlington, Tex. He talked to recruiters about civilian and military manpower procurement. A certificate of appreciation was presented to Barnes by Lt.Col. Donata A. Lombardi Jr., 3544th RSq. commander.

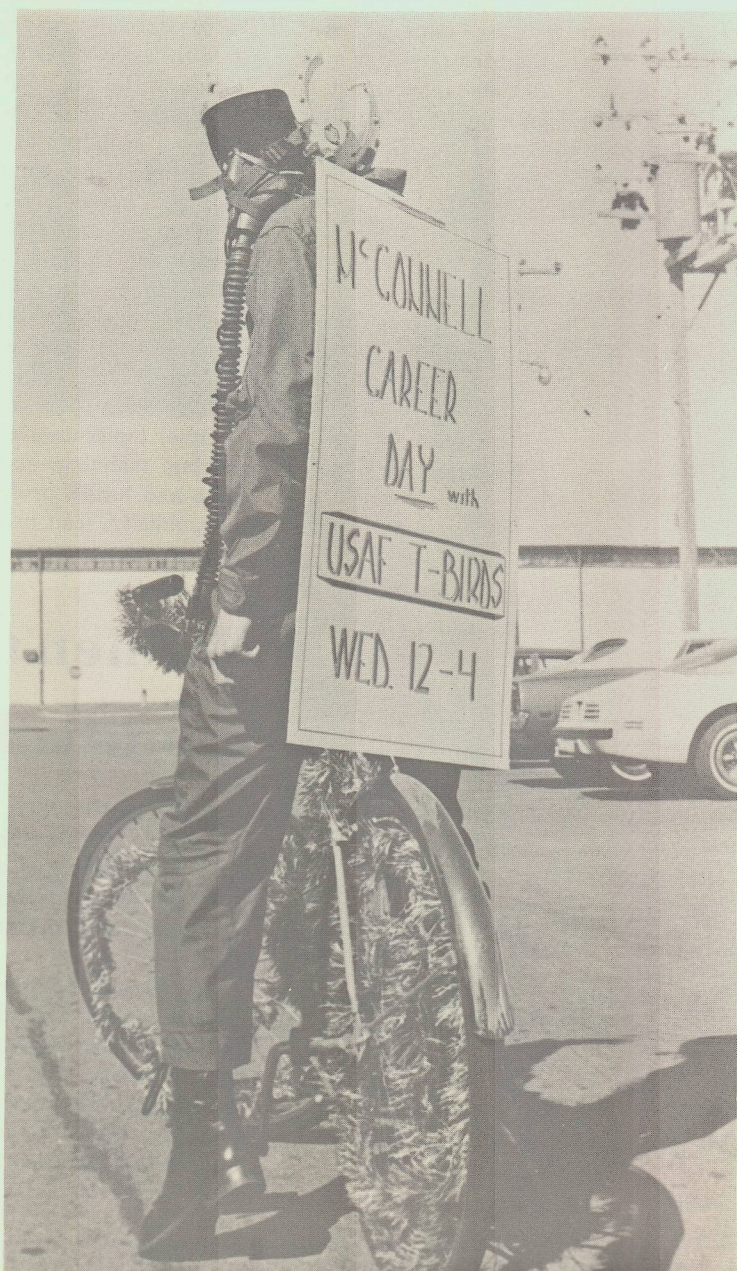
## School honors NCO

Chanute AFB, Ill., NCO Leadership School class 79-B selected SSgt. Richard W. Lucas to receive its Commandants Award. Sergeant Lucas, a production control NCO with the 3505th Air Force Recruiting Group, received the award for "displaying excellence in leadership, enthusiasm, attitude and sincerity," officials said.

A trophy bearing Sergeant Lucas' name as well as previous winners will be on display at group headquarters until the next recipient is named.

## Peddling awareness

To help spur interest in a McConnell AFB, Kan., career day program, 1st Lt. Paula L. Burris, base deputy chief of information pauses during a bicycle ride through the streets of Wichita, garbed in flight suit, helmet and oxygen mask. The stunt, combined with widespread media publicity, brought some 14,000 people to the career day, which also featured the USAF Thunderbirds. (Photo by SSgt. Steve Kelso)



Compiled and edited by  
Joyce M. Richardson



# Great support nets new awards

Recruiting Service has named its 1978 outstanding support NCO and operations support NCO (99500) of the year.

Selectees are SSgt. David E. Manson, 3542nd Air Force Recruiting Squadron, St. Paul, Minn., support, and TSgt. Anthony G. Piumatti, 3569th RSq., Los Angeles, operations support. This is the first year for the competition.

An advertising and publicity administrative NCO, Sergeant Manson was nominated by Maj. E.J. Gannon, 3542nd RSq., commander, for his continuous outstanding support to all production recruiters within his squadron.

Selected as top support NCO for two quarters in fiscal year 1978, Sergeant Manson was solely responsible for the improvement of the COI program by developing controls, increasing emphasis and instilling recruiter support for the program, Major Gannon said.

## Work praised

Sergeant Manson streamlined several A&P programs by cutting down paperwork for production recruiters. Tasked with improving the squadron safety program, he developed a viable and aggressive program within 60 days, the major said.

"A sincere, dedicated, and loyal NCO, Sergeant Manson is most deserving of the recognition associated with selection as the outstanding support NCO for 1978," said Major Gannon.

Considered the cornerstone of the AFEES liaison function in Los Angeles by his commander, Lt.Col Roy R. Laferriere, Sergeant Piumatti assisted in the production of a recruiter information booklet, the "bible" for assisting field recruiters in preparing case files for applicant processing.

Chosen as top AFEES liaison NCO for the fiscal year, he also received the 3506th Air Force Recruiting Group commander's Mark of Excellence award for his support of the quick shipper program during a particularly difficult recruiting period.



*Sergeants Manson . . .*

*and Piumatti*

In nominating Sergeant Piumatti for an Air Force Commendation Medal for sustained excellent performance while on recruiting duty, Colonel Laferriere said, "Based on his expertise, Sergeant Piumatti provided initial training to the 3562nd RSq.'s NCOIC at the recently opened San Diego substation. His is a superior NCO and one of the most valuable members of the country's largest AFEES."



Sergeant Piumatti has been assigned as AFEES Liaison NCO since March 31, 1976.

Other nominees for support NCO of the year were MSgts. Anthony Talerico, 3511th RSq., Pittsburgh, Larry F. Shreiner, 3501st Group, Hanscom AFB, Mass., Harold W. Lutz Jr., 3533rd RSq., Patrick AFB, and Floyd G. Moore, 3543rd RSq., Omaha, Neb.

## General calls for integrity

# Commanders discuss FY 79 recruiting

Integrity, quality recruiting, tougher recruiting in female, OTS and medical areas were key topics of discussion at the Recruiting Service group and squadron commanders conference here.

During the week long conference, hosted by Brig. Gen. William P. Acker, Recruiting Service commander, headquarters staff, group and squadron commanders, and key senior officials looked at the recruiting picture for fiscal year 1979.

Gen. John W. Roberts, commander, Air Training Command, opened the conference, complimenting Recruiting Service for the outstanding job done during the past year. He emphasized the need for continued hard work during the coming year.

In his opening remarks, General Acker said he "places integrity number one. Quantity and quality come after integrity. Integrity starts at the top and moves straight down the chain of command. It is only as strong as the weakest link.

"We must be proud of the job we did during FY 78. However, the bank is low and must be built back up as soon as possible. This is our only cushion."

Emphasizing the need to help new recruiters get settled in the community, the general said, "Recruiting is a full-time job, and each recruiter must be enthusiastic at all times. A commander must be receptive to the needs of his people and their families."

Another key speaker at the conference, Gen. Alton

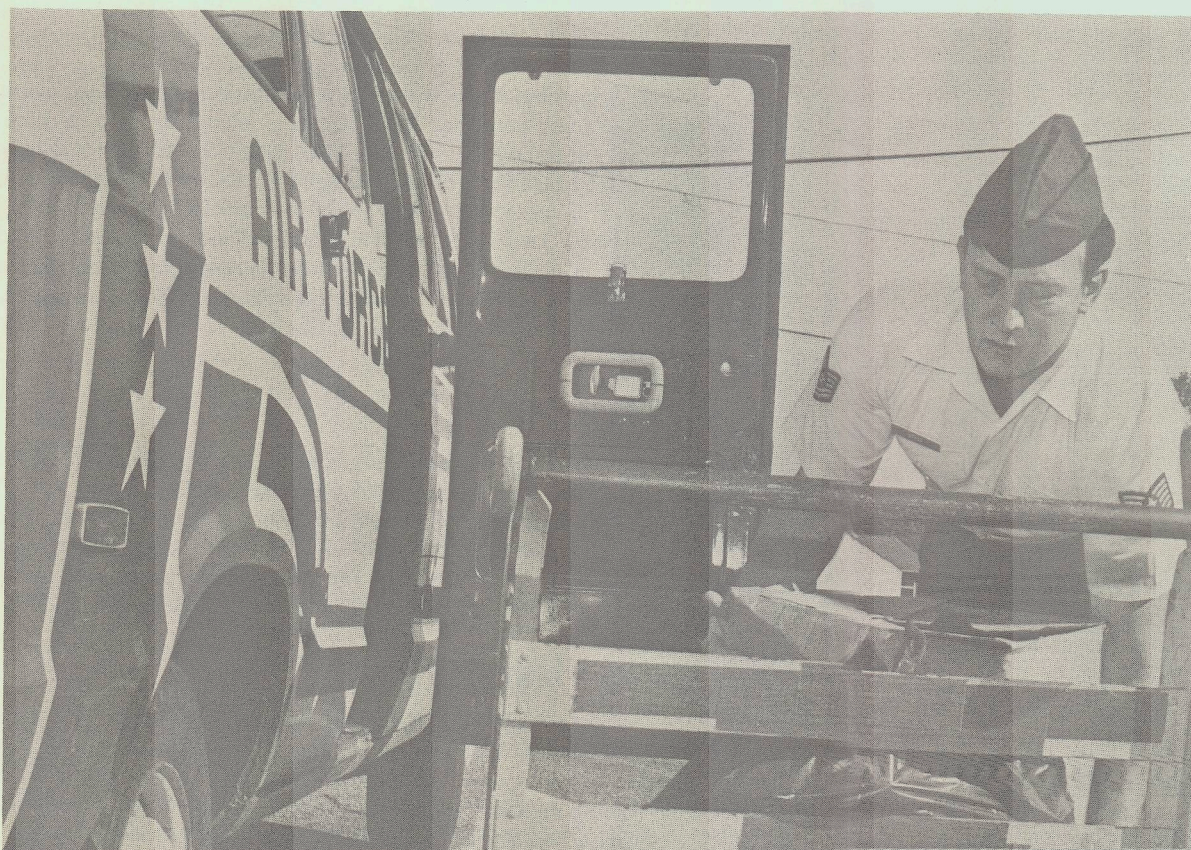
D. Slay, commander, Air Force Systems Command, commented that the engineering search team effort has been an outstanding success. As it gets more and more refined it will tremendously assist the engineer recruiting effort," he said.

During the conference, awards were presented to the top producing units for FY 78. The 3503rd Air Force Recruiting Group, Robins AFB, Ga., earned the Recruiting Service Commander's Award. Garnering the top squadron of the year trophy for the second consecutive year was the 3533rd Air Force Recruiting Squadron, Patrick AFB, Fla., while the 3535th RSq., Bolling AFB, D.C., took the award for the most improved squadron of the year.

During the Thursday awards luncheon Mike Morrow, a noted humorist, talked about motivation. Guest speaker at the Thursday evening annual awards banquet was Lt. Gen. Bennie L. Davis, deputy chief of staff, Manpower and Personnel.

Other speakers during the week were Rear Admiral Charles Gurney, MEPCOM vice commander, and Col. William Bullock, Air Force Security Police deputy chief.

Other topics discussed during the conference were training, manning, standards and criteria, AFRAP, nurse and health professions recruiting, advertising and publicity, lead management and CHAMPUS.



## Giving Warmth

Loading winter clothing into the 3553rd Air Force Recruiting Squadron van is TSgt. Don Stask. The Cleveland squadron conducted the clothing drive for needy persons this winter. The drive was well advertised and recruiting offices served as drop-off points. (Photo by Capt. Paul Lavanish)

## Women trainees fire modified M-16 rifle

LACKLAND AFB, Tex. — Women recruits are now firing the M-16 rifle as part of their basic training.

A modification of the M-16 rifle allows the Air Force to double its marksmanship training and add women to the program while saving more than \$1,500 daily.

An adapter kit allowing the M-16 rifle to fire .22 caliber long rifle cartridges can be installed in the rifle without the use of tools and with no changes to the basic weapon. TSgt. James L. Rodgers, weapons maintenance quality control chief, notes this as an advantage because the rifle can be returned to its original configuration at no cost.