



July winner of the commander's challenge to produce the most net reservations, MSgt. Charles B. Reustle and his wife Mary, chat with their dinner host, Brig. Gen. William P. Acker, Recruiting Service commander. Sergeant Reustle,

a 3533rd Air Force Recruiting Service recruiter, topped the nationwide competition with 24 net reservations, 17 men and seven women. Other photos and a story are on page 10. (Photo by Walt Weible)

Fox meets commander's challenge

For the second consecutive month, a recruiter in Winter Park, Fla., has won first place honors in the Commander's Net Reservation Challenge.

Nineteen NPS net reservations — 15 men and four women — tied TSgt. Perry O. Fox, 3533rd Air Force Recruiting Squadron, Patrick AFB, Fla., with TSgt. Steve Fowlkes, 3515th RSq., McGuire AFB, N.J. Officials measured DEP entry figures to break the tie, giving Sergeant Fox the top position.

The challenge to produce net reservations was issued by Brig. Gen. William P. Acker, Recruiting Service commander, and announced in the June issue of THE AIR FORCE RECRUITER. Sergeant Fox was August's winner. His office partner, MSgt. Charles B. Reustle, won in July.

Sergeant Reustle was recently rewarded by a visit and lunch with General Acker. Sergeant Fox and September's winner will be similarly honored.

Perpetuation, Sergeant Fox said, was his major source of new leads and ultimately more net reservations. "It is a process I just cannot afford to by-pass. It's just like getting something for nothing," he said.

Sergeants Fox and Fowlkes were the top producers of net reservations in their groups, the 3503rd and 3501st Air Force Recruiting Groups, respectively. On top in the other groups were TSgt. Charley Ferguson, 3546th RSq., Houston (3504th), with 14 reservations; TSgt. Joseph Toile, 3552nd RSq., Wright-Patterson AFB, Ohio (3505th), 14, and SSgt. Phil Riley, 3567th RSq., Lowry AFB, Colo. (3506th), 17.

Mixed goals top competition revamp

Combining NPS men and women goals highlights the several changes set for the Recruiting Service Production Competition System in fiscal year 1979.

Commenting on the FY 79 plan, Lt. Col. John B. Tillman said "Most recruiting experts agree there is no perfect competition system." The director of marketing and analysis added that "each year, we attempt to improve on the previous year's model.

"We are fortunate," he said, "to have wide open communication channels from recruiters to all management levels. Feedback from the field has been one of the major inputs in the development of changes in the competition system and other management products."

While similar to the FY 78 competition system, this year's plan does incorporate some changes. The first and, according to Colonel Tillman, most popular with all recruiting personnel, is combining NPS men and women goals. He said this was done to prevent units from spending an inordinate amount of time trying to achieve two independent goals.

Air Force begins charity campaign

The 1979 Combined Federal Campaign is underway at most Air Force bases.

CFC is a once a year opportunity to support worthy charities in one fund drive.

"I urge every member of this organization to support this very worthy cause," said Brig. Gen. William P. Acker, Air Force Recruiting Service commander. "Each person should look into his own heart and give what they can."

Field recruiters are usually able to contribute as part of their host Air Force base or other government facility CFC drive. Each squadron will have a CFC coordinator to explain how and where to send contributions.

Contributions given to the CFC are distributed to the United Way, the National Health Agencies and the International Service Agencies. These groups support a large number of specific charities in each locality providing assistance to people in need.

Targeted net reservations have been given increased emphasis within the NPS program, representing 30 percent of this program. The remainder of the NPS program includes active duty enlistments, 45 percent; selected AFSC, 15 percent and net reservations, 10 percent.

Targeted net reservations represent changing production needs at Recruiting Service level, the colonel said. To score well in this competition, a squadron will have to book many of its net reservations in the months needed by Recruiting Service, Colonel Tillman said.

Scoring changes

The other major change is in the method for determining unit scores. Recognizing that each unit's mix of the various program goals can vary considerably, individual units' scoring weights have been established to assure equitable production scoring.

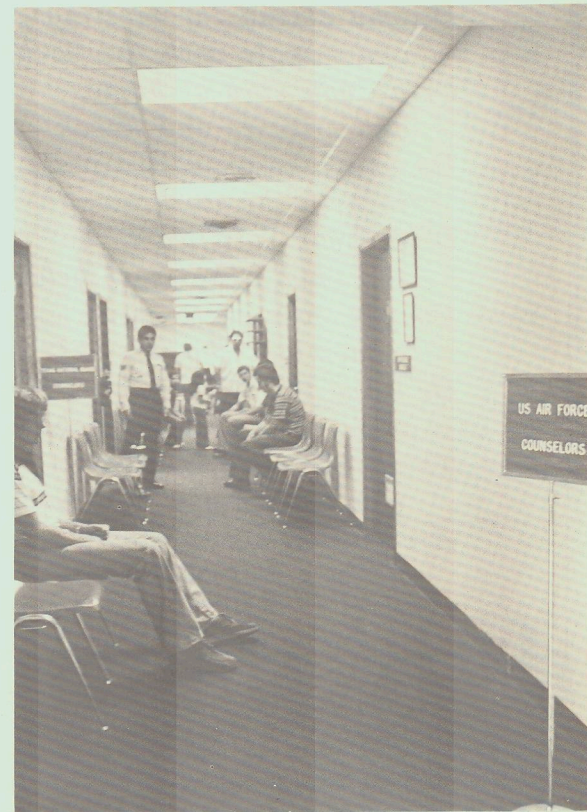
Squadrons will receive different scores for being 100 percent in the same program. However, their total score would be identical if they were 100 percent in all programs.

In FY 79, groups and squadrons will again be ranked nationally. Additionally, the squadrons will be ranked internally within their respective groups. Group competition has been modified to more closely parallel the squadron system.

The bonus portion of the FY 79 system has also been modified, adding an emphasis section to each program as well as maintaining the overall bonus program. The emphasis sections are intended to respond to changes within a program and are pertinent to only that particular program. Bonus points will be reserved for use by the Recruiting Service commander for priority items impacting the overall success of the mission.

"Each unit has received a copy of the FY 79 Production Competition System briefing, along with an in-depth explanation of each section," said Colonel Tillman. "Additionally, we have personally briefed all group commanders and the majority of squadron commanders.

"Although we realize this is not a perfect system, we feel it is the best system that has yet been devised. It includes positive improvements that will provide units with the proper incentive and recognition for recruiting the numbers and kinds to meet Air Force personnel needs in all programs.



Halls and walls with signs are everywhere in the multi-faceted AFEES. An important sign to blue suit applicants, "Air Force Counselors," is passed primarily after all testing has been completed. In these offices and throughout the AFEES, applicants complete mental and physical testing, selecting a job and getting sworn in. For the complete story on the AFEES experience, turn to page 6. (Photo by Walt Weible)

viewpoint...

A letter
to bag-carrying
recruiters, ONLY

You bag-carriers are what Recruiting Service is all about. Everything we do revolves around you. Our total support is to you.

I wonder if you fully realize the extent of this support. How many Air Force noncommissioned officers have the quantity and type of support recruiters get? How many have the quality of support recruiters get?

Think about it. You've got a demanding, sometimes frustrating job to do. But at the end of the road, you have what has to be the most satisfying job of anyone in the Air Force. The support you receive to get down that road is what I want to talk about.

In every headquarters, from here, to your group, your squadron, your AFEES and your flight, there are combined, hundreds of people — officers, enlisted and civilian — helping you put each qualified applicant in a blue suit.

These people provide you an office, furniture, a car, briefcase, TDY and out-of-pocket expenses. They provide a home for your family and pay the utilities.

They provide you advertising, logistical, and administrative support. They help you attract applicants, then test, provide physicals and enlist them.

They help you keep track of your Air Force career, make sure you have the right materials to prepare for promotional testing. They help you establish your zone, then aid you in being successful in your zone.

In my estimation, all of these people are giving you tremendous support — and deserve your utmost respect. For those of you "support people" who disregarded this column's title — I hope all of you did — let me make it clear that you *are* doing a great job.

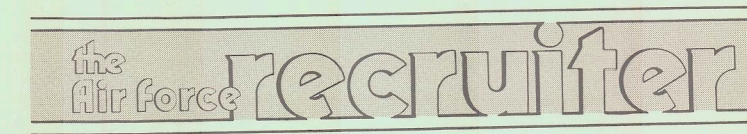
Great — and important. I know this from firsthand experience during my visits to your unit or office. And, I know this from reading the production reports. There is simply no way you recruiters can succeed without you support people.

To all of you: Thanks — and keep it up!

William P. Acker

Are you involved?

Are you an active member,
the kind that would be missed?
Or are you just contented
that your name is on the list?
Do you attend the meetings,
and mingle with the flock?
Or do you stay at home,
and criticize and knock?
Do you take an active part,
to help the work along?
Or are you satisfied to be
the kind "That just belongs"?
Do you ever go to visit
a member who is sick?
Or leave the work to just a few
and talk about the "clique"?
Think this over member,
you know right from wrong.
Are you an active member, or
do you just belong?
- - Anonymous



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All photos are official Air Force photos unless otherwise indicated.

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Vote: You owe it
to America

Editor's note: Following is the major portion of an editorial previously published in ATC News Service, preceding an off-year election.

By Bob Reed

The other day I was writing a standard "get-out-the-vote" article. Reaching the usual "Remember, please, to vote . . ." I stopped. I'd had it.

"Please," hell! Legions died to endow you with the precious right to vote. It's your duty, your obligation. For your country. For yourselves. For your children.

But the sad fact is that those who vote often constitute a minority. A proud one, but a minority nonetheless. A knowledgeable source has estimated that around 70 — repeat, 70 — percent of eligible Texas citizens will *not* vote come November.

And that's just in Texas. I don't know about the other states. But I do know that even in the heavyweight bouts — Presidential elections — we go through the roof with joy when more than 60 percent of the eligible U.S. electorate registered goes to the polls.

fem-line

By Irene Lynch

When I came on recruiting duty with my husband, it seemed like, even after eight years of marriage and four children, we were newlyweds. Only this time the vows were not "to love, honor and obey"; they were "to love, understand, and support."

When Rege and I were first married, everything was new to us and we depended on each other. While we were at an Air Force base, he spent long and odd hours (sometimes days) on a missile site. I felt alone, but then I became involved in the Airmen's Wives Club and found friends. After a few years, I adjusted and really liked the Air Force.

Then came the first PCS and . . . *Wow!* There I was starting all over again — I didn't know anyone — and things were different. But I adjusted and got back on track.

Back to basics

Then came recruiting. No more wives clubs, no more coffee with the girls in the morning. That brings me back to my thought of early marriage and the basics with a capital B.

During the four months we searched for housing, we would have gladly gone back to the cold weather and missile duty. Finally, however, we found a home, 10 minutes from my husband's office. We had the house, each other, and the children. That was all. No one knew what "TDY," "commissary," or "PCS" meant.

Since we had little in common with neighbors, Rege and I began sharing mailouts, phone calls, school talks and quotas. We rejoiced at each new enlistee and checked to see if a mailbox card returned was from an envelope I had stuffed.

What reasons do non-voters give? "I don't like the candidates." Unacceptable. Write in a name. If that isn't possible, pick the one you think most likely to grow in office. You can always bug him later.

"I'm sick of all politicians." Unacceptable. The country can't run without them.

"The polls say my candidate can't win, so my vote would be wasted." Unacceptable. Not voting isn't a vote against anything. It's a vote for the winner. Your vote could have cancelled out one cast for him.

I couldn't care less how you vote. (That's not completely honest, but let it ride.) Sure I have personal preferences, but what they are is none of your business, unless I choose to tell you. And vice versa.

In that case we can disagree violently, but I grant you full rights to your conviction and admire you for fighting for it at the polls.

Another thing: I've sworn off listening to non-voters cry about "our lousy law-makers" after the election. Let 'em go find another non-voter's shoulder to wet.

Vote. If you do, you're a dues-paying citizen in good standing. If you don't, you don't deserve America.

This brings me to the most important part of being a well-adjusted recruiting wife — the recruiter himself. He has to involve his wife in his work and also in his social activities. I was involved in all of Rege's COIs and found myself answering questions that only wives can. I really felt needed.

Important role

I met applicants at the office, which was fun. What's more, I felt important and was proud to talk about the Air Force. Even when I wasn't actively involved with Rege's job, having been involved certainly helped me understand the late hours, late meals, and lost weekends.

Yes it is rough coming into recruiting. Rege and I certainly aren't the only ones to go through the difficult adjustments, and I can't even say that we are completely adjusted now. There will always be obstacles . . . but they make us strong.

As a recruiting wife, take my advice; make an effort to get involved with your husband's work and the town you live in. When a new recruiter joins your husband's flight, don't be afraid to pick up the phone, call his wife, and say hello.

You could set up a shopping trip or babysitting pool with the other wives. You don't need official sanction from the flight supervisor. Just do it. Don't isolate yourself.

If you are lonely, remember others are, too. Your opening gesture could be what another recruiting wife needs to get on the right track — helping her husband be a good recruiter.

Note: Other contributions to this column are welcome. Mail them to USAFRS/RSADM, Randolph AFB, Tex. 78148.

September 1978

THE AIR FORCE RECRUITER

Tuned-in sergeant
sows disco mania

By Sgt. Bambi Hunter

TRAVIS AFB, Calif. — Dropoffs, splits and loner are terms that SSgt. John Cabezut, 3566th Air Force Recruiting Squadron is using to make him very popular with his high school students.

These terms weren't learned at recruiting school, but they are terms used when the sergeant teaches disco class at a local high school.

Sergeant Cabezut has been disco dancing off duty for about a year and has just begun using this talent to reach prospective applicants. While visiting a high school during a gym period a student recognized the recruiter and asked why he couldn't teach the gym disco class. The teacher agreed there wasn't a reason why he couldn't and so his two classes a week began.

Through the classes, he has been able to gain

Woman recruiter finds job
challenging but rewarding

"The toughest part of recruiting for me is recruiting women," said Sgt. Christina Glasco, leaning back on the spacious couch in her base housing living room at McGuire AFB, N.J.

"They call in to the office and hear a woman's voice and automatically ask to speak to a recruiter. Keeping the professional image with male applicants isn't all that difficult. I don't like it when they call me "miss" or "ma'am." I'm Sergeant Glasco, an Air Force recruiter and that's how I want my applicants to think of me.

"I came into recruiting with the idea that I was going to make it as a recruiter. From the time I went into recruiting school, I heard that women don't make it in the field. I just decided to work twice as hard."

A native of Charlotte, N.C., Sergeant Glasco entered the Air Force in 1974 as an administrative specialist. She came into recruiting from Keesler AFB, Miss., where she worked in the 3402nd School Squadron orderly room. Assigned to the 3515th Air Force Recruiting Squadron at McGuire AFB for a little over a year, Sergeant Glasco mans the Willingboro, N.J. office located a half-hour's drive from McGuire.

Real satisfaction

"I also like meeting the parents of my applicants. They think you're the best thing in the world because you got Johnny off the street and thinking about his future."

Married to a medic in the McGuire AFB Clinic, Sergeant Glasco has two daughters, a nine-year-old and a 21-month-old baby. She also raises house plants, gardens and does macrame. She has no difficulty balancing the many roles in life that she plays.

"People who don't have children think of me as a problem for working mothers. My kids aren't any problem to me. A woman here in base housing takes care of them during the day and it works out very



Sgt. Glasco

close contact with the 60 students involved and the faculty.

Additionally, Sergeant Cabezut organized records for disco jockeys to play at high school dances. "I provide the records and a playing schedule. When playing disco it's important to place the records in a certain order so the beats blend together," he says.

Knowing what the students are interested in has contributed to Sergeant Cabezut's success. "I always put myself at their level," he says. "I try to be casual with my applicants, even though I strive to also maintain professionalism. When I talk with students I try to figure out what their personality is like and blend with it and try to make them feel comfortable."

Recruiters use many things to get them into their high schools, but Sergeant Cabezut is using something that the students can really relate to.

well. When I was young, I didn't want my mother to work. But things are changing now and my oldest daughter seems to be proud of what I do and seems to get a kick out of telling the other kids that her mother is a recruiter.

Likes independence

"I'm the kind of person who will always work. I like that independence. Before I came in the Air Force, I worked in a bank. I used to feel guilty about spending money but then one day I said, 'Why not? I'm earning it.'"

Philosophically, Sergeant Glasco defines her work as an Air Force recruiter, "We offer people something they may not be able to get anywhere else. We offer them a chance.

"On top of that, I just tell applicants how it really is. These kids aren't dumb. They know it isn't all good. After all, what is? So, when they ask me what's bad about the Air Force, I tell them what I don't like. But I always add that they may not find what I don't like to be a problem at all.

"And when you admit that there are things that may not be totally agreeable, they believe you when you say something is really good. And that's everything to me. Keeping it honest and knowing that my applicants know that I'm being honest."



This windbreaker jacket with the "Air Force — A Great Way of Life" logo is designed as an incentive to DEPs for referring prospects to their recruiter. DEP members will be presented a jacket when two of their referrals enlist in the program. (Photo by Walt Weible)

Some DEP'ers
to win jackets

A new applicant incentive program encouraging DEP members to refer prospective applicants to their recruiter will begin Oct. 1.

DEP members will receive a nylon windbreaker jacket with the "Air Force — A Great Way of Life" logo on it, when two of their referred applicants enlist in the program. Recruiters will present the jacket to the DEP member.

"This program will give the recruiter something of substance to present to applicants for referrals that result in DEP enlistments," said Brig. Gen. William P. Acker, Air Force Recruiting Service commander.

Approximately 20,000 jackets were purchased by the Directorate of Advertising. Distribution will be made to the squadrons based on the percentage of their nonprior service goal.

Referrals given to recruiters before Oct. 1 will not be credited toward the program.

Look
great!

"Look Great in 78" is the theme of Air Training Command's program to increase awareness of command personnel of proper uniform wear and maintenance. This month's subject is footwear. Clip this and other Look Great outlines for easy reference.

- Footwear: Shoes with worn heels or soles may misshape feet. Regular polishing adds life to shoes. Vaseline Petroleum Jelly, Pledge, Behold, etc., can be used to polish. Corfam shoes. A high gloss is authorized.
- Proper fit of footwear is important.
- Plain-toed black dress boots can be worn with service pants and slacks.
- Unusual footwear is prohibited. For men this includes cowboy boots, Earth Shoes, sandals, moccasins and fancy shoes with extra thick soles, high heels or decorated welts. Women cannot wear platform soles, Earth Shoes, extra thick soles or heels or wedged heels.

Academy grads
Two NCOs finish high

LACKLAND AFB, Tex. — Two recruiters were among the top 10 graduates in Class 78-7 of the Air training Command NCO Academy.

TSgt. Virginia K. Holleman, 3507th Airman Classification Squadron here, was named a distinguished graduate for finishing in the top 10 percent of her class.

TSgt. Gerald J. LeFleur, 3546th Air Force Recruiting Squadron, Houston, garnered the speech award.

The two were cited for their achievements in separate letters to Brig. Gen. William P. Acker,

Recruiting Service commander. Wrote Lt. Col. J. F. Dwyer, academy commandant, "Sergeant Holleman has displayed initiative, self-discipline, and other attributes of leadership which make her stand at the top among an elite group of noncommissioned officers."

Concerning Sergeant LeFleur, he said the NCO " . . . has displayed the . . . communicative skill sought in today's leaders. He profited from his experience here, while favorably influencing many other individuals."

A total of 128 NCOs from throughout ATC were graduated.

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.

Missing RICs

COMMENT: The recent changes made in APDS/PROMIS system update MOD 4 are great. However, options 3, 4, and 5 of the reservations capabilities left out a very important bit of information — recruiter identification code. The missing RICs would make the new option invaluable for management.

REPLY: You're right, adding RIC to the new LIS RES options does make the list more useful. PROMIS programmers are going to include that change along with others being worked.

Commercials

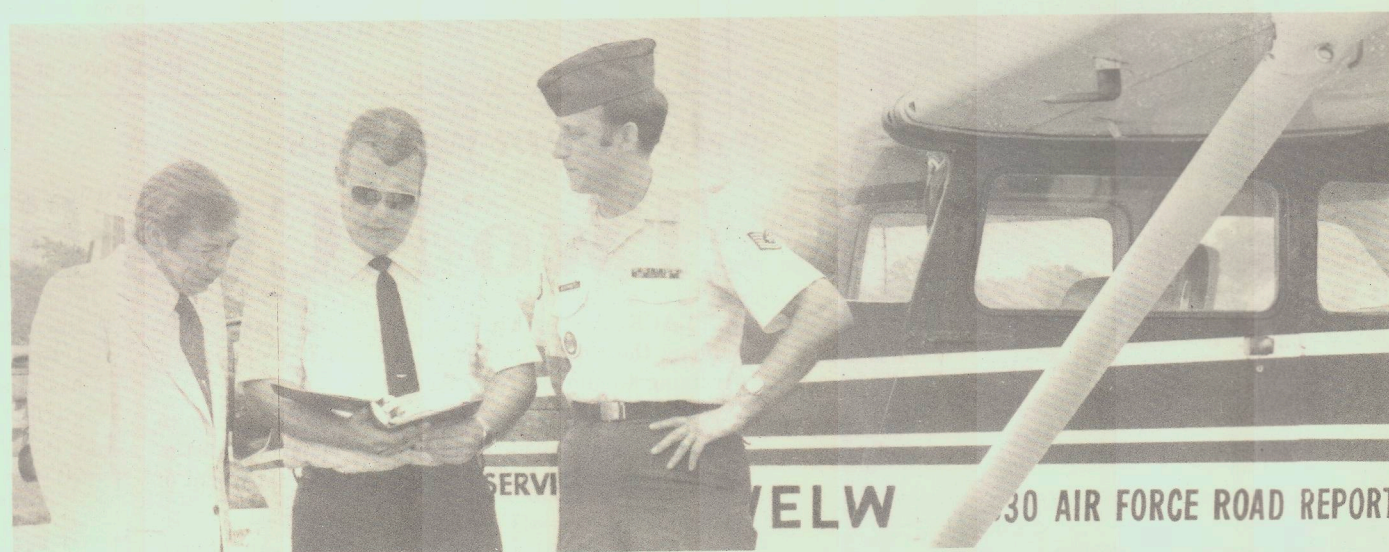
COMMENT: I saw 22 commercials today for the Army and Navy put together. I think it is time we get serious.

REPLY: Your point is well taken. Our sister services are paying for TV and are getting good exposure. They have the ad dollars to do so, we don't.

We still have to rely on public service. Our coverage in PSA has risen lately and should get some coverage on paid TV through joint advertising starting in January 1979. As a matter of fact, present plans call for a joint spot to run during the Superbowl.

Leo D'Arcy, Brian Delahanty and TSgt. John Buchweitz review the flight log for Cleveland radio station WELW's "1330 Air Force Road Report."

The report is offered as a community service and includes a series of Air Force spot announcements. The spots, aired daily, end in a tag identifying TSgt. Buchweitz, 3553rd Air Force Recruiting Squadron recruiter, as the Air Force representative and include his local telephone number. D'Arcy and Delahanty are the station's general manager and road report pilot, respectively. (Photo by Capt. Paul Lavanish)



Points for recruiters?

COMMENT: Regarding the OIL, Applicant Recruiter Incentive, dated July 31, I'm curious as to what the possibility would be for tying this in with the WAPS program. Since all 99500s are under Recruiting Service, why can't we convince Air Force to give senior recruiters three points and master recruiters five points under WAPS for each year they qualify for the award. This way you are going to give them something tangible to strive toward and perhaps make it a little more meaningful.

REPLY: You'll be glad to know that the Master/Senior recruiting badge will be a part of the promotion system. By this, I mean that through the APR system the top recruiters will be recognized. Since only recruiters can compete, it would be unfair to other Air Force members to expand this program to WAPS. Thanks for your call. Keep the ideas coming.

Cleaning detail

COMMENT: I would like to complain about the fact that we recruiters and the officers have got to clean up and perform details such as dusting, sweeping floors, and emptying trash cans, etc. We have janitors but they don't do the job. We complained to LG but to no avail. Now, our operations superintendent has ordered all recruiters to do the duties themselves. I think this is demeaning to recruiters and should be stopped.

REPLY: What's happened to your pride and professionalism? Your squadron is aware of procedures to correct unsatisfactory janitorial services and has taken action as necessary on known deficiencies. A self-help program has been initiated by the squadron to improve the Air Force image to prospective applicants and the community. Also, they have instituted a self-help recognition award for the most improved office. In some situations when contract problems cannot be resolved immediately we must assure that the offices are clean to demonstrate we are truly the best branch of the service. Keep smiling.

Airman magazine

COMMENT: I would like to know why Airman doesn't put a mailback card inside the magazine. I receive a number of copies of the magazine and give them out to high schools and public libraries and they are very well received. I would like to see mailback cards included in each issue. Thank you very kindly.

REPLY: Good suggestion, but not feasible. Airman Magazine is primarily an Air Force internal publication with primary readership among its members. To put recruiting mailback cards in the magazine would be very costly and a large prospective audience would not be available based on the copies recruiters use. Suggest that recruiters stamp copies going to high schools and libraries and maybe staple in reply cards with their return address on them.

Recruiter incentive

COMMENT: Quite a few months ago I suggested we use badges as a recruiter incentive. It has come to my attention this is being considered and will have a wreath around it if a recruiter is ATB. This is not what I suggested. Personally, I think that's kind of a negative incentive. I'd rather see something for what was done over a long period of time. Give the old guys something to be proud of and new guys something to work for. I think a wreath for ATB for an old guy is a bummer. That's my opinion.

REPLY: I don't agree that the proposed wreath around the recruiting badge would be a negative incentive. As managers we must provide the proper kinds of incentives to obtain and maintain the highest levels of motivation and enthusiasm. In my travels throughout the command, I have asked squadron commanders, managers and recruiters what incentives are needed to help us succeed. I uncovered an almost unanimous desire for special recognition for top producers — in the form of a master/senior recruiting badge.

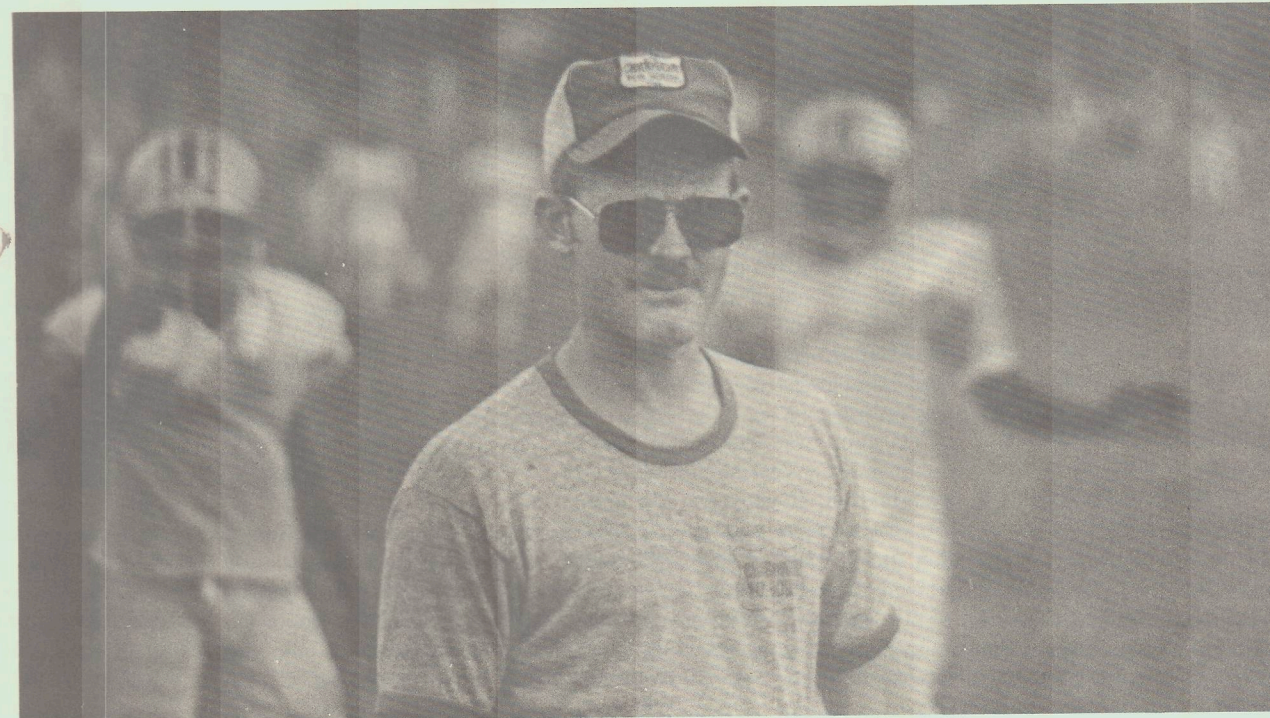
I have taken your suggestion and built on it. As you said, the master/senior badge will not only give the old timer something to be proud of, but the new recruiter something to work for. Once you see the badge and qualifications for wearing it, I feel you'll agree.

dial of the month

COMMENT: I have been a recruiter here for three years. I just got a July RECRUITER newspaper and want to say that every month I think it gets worse. We get stories about commissaries, simulators, ATC, 141s being stretched, six couples in OTS, couples entering medical school, and that college enrollments are high. We are in a crunch period and one of the main things that gets people going is this newspaper. I know it helps me a lot, but when we continue to get stories in that don't have anything to do with recruiters or with what motivates us, then we need to do some changing. We need to get some stories about recruiters who are making it so we can pass it along to those who aren't. I tell you — the magazine is just getting to be a disappointment. It is a good thing; it is great — it is something we need in Recruiting Service, but we have to quit filling up space with stories that have nothing to do with recruiting.

REPLY: I agree with you on both counts. The RECRUITER is a good newspaper, and there's not enough in it about recruiters. You and your fellow recruiters can help by letting our A&P folks know what's going in your area so they can provide news releases and photos to the RECRUITER. We're doing what we can, too. In the near future, we'll be taking a sample survey of production recruiters and asking them what they do — and don't — want in their newspaper. And we're also developing a program to stimulate squadron and group A&P folks to help support you and the RECRUITER newspaper by providing us the news and photos we need to make an award winning newspaper better.

Love affair breeds five years' success



By Capt. Al Alderfer

Could a tour as an Air Force recruiter be described as a love affair?

You bet it could, because that is exactly how MSgt. Charles "Red" Viands described his five years of recruiting in Clearwater, Fla. for the 3533rd Air Force Recruiting Squadron, Patrick AFB, Fla.

"It's been a love affair between the Air Force and me, between recruiting and me," said Sergeant Viands. "I love the Air Force, I love recruiting, I love telling young people about the Air Force... I could never be as happy at another job."

"The Air Force has been good to me. It has given me a great deal to be thankful for. I hope I can continue to lead other people into an Air Force career... I'm prepared to spend the rest of my career in recruiting."

Sergeant Viands may just spend the rest of his career in recruiting. His next assignment will be as a flight supervisor in San Diego for the 3562nd RSq., Norton AFB, Calif.

The 3533rd RSq. will miss him. Ever since he has been in the squadron (he arrived in 1973) he has been one of its top five recruiters. When you realize that the 3533rd has been number one for the past two years and is currently the leading squadron for 1978, it is no small accomplishment. "I never won the top spot," Sergeant Viands said, "but I did manage to give the guy a run for his money each and every month I've been here."

During his recruiting stint he has enlisted nearly 500 people. He is credited with recruiting 393 men, 66 women, three with prior service, five officer trainees, three nurses and 13 reservists.

Integrity brings results

He attributes his success to integrity. "I tell my people exactly like it is, because I control four years of their lives. If I lie to them I just waste their time, my time, and the Air Force's time and money."

Immaculately uniformed, his bright red hair neatly

in place, his properly trimmed mustache adding character to his appearance, he's the epitome of an Air Force NCO. He talks enthusiastically about his recruiting career.

"Every time I can qualify an individual I give him an opportunity that I had... I'm an instrument in this person's life... I give him the chance to do what I did. It's a good feeling."

To this 17-year Air Force veteran, being a recruiter is like being in the Air Force and being a civilian. "I live and work in the community, but I wear the uniform and sell the Air Force," he said. "It's a fantastic job — a fantastic opportunity."

Part of being a recruiter — one of the biggest parts — according to Sergeant Viands is getting the people in the community on your side. "The people in Clearwater like me and I like them."

During his five years there he spent four years as the head football coach for the 13 to 14-year-olds in a highly competitive Bay-area league (his team won the championship three times). He was a volunteer baseball umpire; made numerous public speaking appearances; was a member of the First Baptist Church; helped organize a softball league and made himself available for numerous community events.

He is alert, enthusiastic; his smile and mannerisms are infectious — you like him and respect him immediately. You know that he believes what he is saying and that it works.

"Sports has been a big part of my effort, especially coaching," said Sergeant Viands. He sees his coaching as a two-way street. "They learn about me and I learn about them; the kids are better people at the end of the season and so am I."

Viands thinks his football coaching will help recruiting in the future. He knows his kids aren't old enough to enlist, but they get a good image of the Air Force through his being there and being seen in uniform. "Once, another coach sent me his two sons and I enlisted them in the Air Force," he said.

Under his thick red hair rests a fertile mind, one that constantly looks for ways to tell the Air Force story and to get Air Force exposure to the young people and in the schools. One of his accomplishments



In just six months of the current fiscal year, MSgt. Charles "Red" Viands garnered seven awards from the 3533rd Air Force Recruiting Squadron, Patrick AFB, Fla. The awards, top left, are just a few of the many accolades he's received in five years with the squadron. When he's not recruiting, he's involved in many activities, and you may find him either coaching 13 to 14-year-old football players, left, or presenting the annual Airmen's Trophy to Seminole High School, above, or arch rival, Largo High.

was making the annual football game between arch rivals Seminole and Largo an Air Force night. His Airman's Trophy is presented to the victor in honor of all the airmen past and present from Largo and Seminole High Schools. The publicity surrounding the event is tremendous.

You have to perpetuate

Sergeant Viands is well aware of the value of community relations and publicity to recruiting, but he doesn't slight the other tools. "A recruiter has to work his programs across the board... the high school folders, mail outs, telephone calls, speeches and all the rest," he said. "But most of all a recruiter has to perpetuate — he has to get the recruits to send him people."

"I'll bet you I've asked 'Ya got a friend?' a million times."

He also advises new recruiters not to be afraid of the telephone because "it is the best tool in recruiting" and not to be afraid of someone saying no. "Find out why the person said no and overcome the objection — it's a perfect opportunity to tell him more about the Air Force."

Proud of his accomplishments, he is also humble and thankful to those who have helped him. "I never would have been as successful as I've been if it weren't for my first office partner and long time supervisor, (SMSgt.) Chuck Council," he said. "I had some rough times — a long stint in the hospital — but he was there helping and encouraging me. It's people like Chuck that really make life worthwhile."

But Sergeant Viands has also made life worthwhile for others. Among his greatest satisfactions is having airmen return to Clearwater to tell him thanks. "I can't count the many people who have returned, who call me their friend — I really feel that I have contributed something to the community, as well as to the Air Force."

The people of Clearwater will miss him, the kids on the football team will miss him, the 3533rd RSq. will miss him, but the Air Force and Recruiting Service won't. He'll continue his love affair in San Diego.

No need to fret about visits to modern AFEES

It's normal to be a little apprehensive when you consider enlisting in the Air Force. First, you have an uneasy visit with the recruiter. Once you do decide to sign up, you may suddenly realize — frighteningly, perhaps — that you've committed yourself to a system you know little about and which begins with a mind-bending and body reshaping experience called basic training.

Sandwiched between these two giant steps — visiting the recruiter, then basic — are one, often several, trips to the Armed Forces Examining and Entrance Station usually tucked deep in the bowels of a big city, hundreds of miles from the familiarity of home. The AFEES, with its sometimes frantic, noisy, bewildering atmosphere, has caused more than a few to ask, "Why am I doing this?"

AFEES, along with the rest of the military, have undergone many changes from the time when service was given, not received, by those who ventured into the military environment. Mostly gone are the old, musty, converted warehouses, schools and gymnasiums in less desirable parts of Detroit, Los Angeles, Chicago, St. Louis . . . gone are the stiff, tartooed, speak-when-you're-spoken-to sergeants and chiefs who once barked orders and expected you to jump.

The new AFEES is different — and worth a visit.

Spacious and clean

In San Antonio, youthful applicants approach a modern, brick building with nearly spotless, wide aluminum and glass doors. They step through the doors into a spacious, quiet reception area with gleaming tile floors.

In this large, airy room are comfortable-looking, invitingly over-stuffed sofas and chairs, shiny-topped tables with potted plants and scattered magazines, attractive, modern wall-hangings.

To the rear, halls lead off in three directions, and if you haven't been here before, all you need to do to avoid confusion is follow the signs.

The first sign points out the Information Desk. It is over this counter that the AFEES business begins and returns several times during the hours spent

processing for Air Force enlistment. Your first "shock" may be finding behind the neat counter, not the familiar blue suit-clad sergeant, but perhaps a khaki-attired specialist or white-suited sailor. The AFEES is manned by persons from all branches of service. Don't be surprised if a Navy chief helps you complete your Air Force enlistment contract — or an Army lieutenant swears you in to the Delayed Enlistment Program or active duty.

The Air Force is well represented, though. You'll spend much time down the hall and to the right, with NCOs like MSgt. Joe Medina, TSgt. Ginger Jones, or SSgts. Michael Katis and Ruben Zamora. Together they are the Air Force Liaison Office. They are their counterparts in your servicing AFEES will see you safely through the processing system.

As you approach the office area labeled Air Force Counselors, you'll be reminded of the ongoing activities of this busy place. In the background, drifting from the tinny speaker of a television in a nearby lounge, a bugle sounds the call to charge for horse soldiers of a different era.

Within Sergeant Medina's bright, uncluttered offices, a radio softly lilts a more modern tune.

"Our mission is basically two-fold," says the trim, well-groomed master sergeant. As he talks, you know you're listening to a pro. His steady voice and assured manner reveal his knowledge of all the ins and outs of enlistment processing.

"Primarily, the AFEES is responsible for administering mental and physical examinations to all Air Force applicants," he explains. "From these exams, we're responsible for insuring each applicant meets Air Force standards.

"We're also responsible for booking their jobs, making up all contracts on them, insuring we have enough checks on those contracts, and insuring everything is done according to regulations."

A husky voice throats a command across the building's public address system: "Air Force applicant Tommy Collins, report to the information desk."

Collins and other applicants don't spend a lot of time with the Air Force

folks during the beginning stages of their processing. The multi-service agency does most of the initial processing, so when applicants finally do get back to the Air Force counselors, it's time to select a job.

Room provided

Selecting a job, or Air Force Specialty, is part of a well-developed "science." This science begins in the recruiting office and ultimately encompasses not just the liaison office but the entire AFEES operation.

According to Sergeant Medina, one applicant could get completely processed at the AFEES in about seven hours. Multiply that times the 100-150 processed weekly, and the apparent smoothness acquires a rough edge.

"Due to the many people we process and the delays that can occur, we cannot always accomplish the entire process in a single day," Sergeant Medina says.

"We try to keep it to a minimm, bt an applicant may have to make more than one trip here." When you do visit the AFEES and have to travel a long distance, no matter how many times, the Air Force pays for your transportation, lodging in a comfortable motel, and food.

The processing science is divided into three steps which normally correspond with three trips to the AFEES. Here's how it works:

On your first trip, you'll head for the room marked Testing, for a mental examination. If you pass the test, you are scheduled to visit the AFEES again, this time reporting to another room labeled Physical Examinations.

It's at this second stop where many delays are encountered, but Sergeant Medina says they aren't necessary all the time.

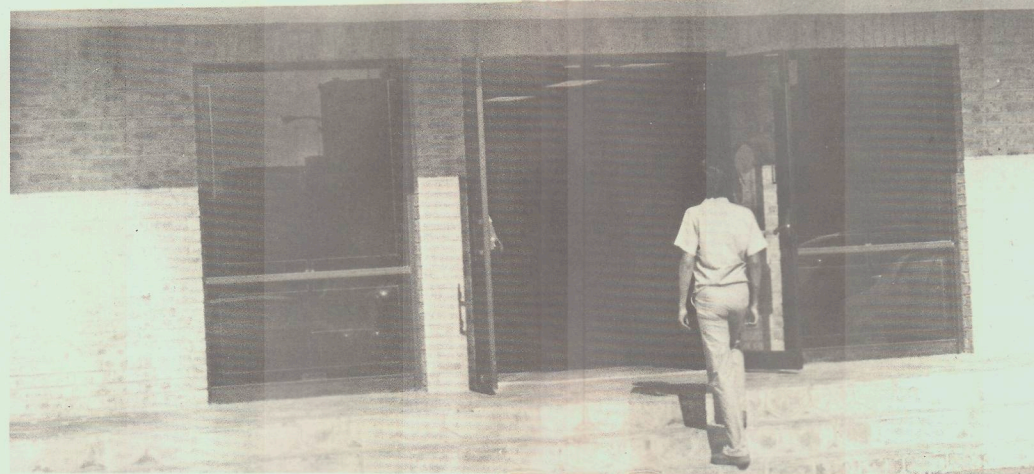
"AFEES doctors provide a complete physical for both men and women. Because there are so many people being processed, each with its own particular medical history, it is very important to bring complete medical documentation."

The recruiter will insure you have all necessary documentation when you go to the AFEES, or if the doctors determine other information or consultation with a specialist is required, he will help you get it to them. If all goes well, your next step will be to select a job.

In Sergeant Zamora's office, the Procurement Management Information System (PROMIS) resembles a black and white television set. At its base are keys, much like a typewriter, which the

ARMED FORCES EXAMINING AND ENTRANCE STATION SAN ANTONIO, TEXAS

215 S. SAN SABA



An Air Force applicant approaches the Armed Forces Examining and Entrance Station in San Antonio. Like AFEES across the country, the facility is modern in every respect.



It is this selection of a job that can be most confusing to applicants. You may have a particular job in mind, perhaps one a friend told you about. A sergeant and a computer will help you learn if you can have that job or if you must select another.

Sergeant Zamora is talking to a young, red-haired man from Austin, Tex. The applicant is selecting the job he'll be trained for, based on his test scores, unique individual qualifications, his desires, and most importantly, on Air Force needs. The system that tells him this is called PROMIS.

In Sergeant Zamora's office, the Procurement Management Information System (PROMIS) resembles a black and white television set. At its base are keys, much like a typewriter, which the

veteran recruiter and AFEES counselor handle with calm efficiency. He is "talking" to a central computer, housed at the Air Force Recruiting Service headquarters at Randolph AFB. The main computer is similarly "tapped" by every AFEES in the nation.

Computer helps

"The computer makes my job of booking Air Force applicants much easier," says Sergeant Zamora, a friendly, smiling man who will soon leave San Antonio to be a recruiter in College Station, home of the Texas A&M "Aggies."

"When I was a recruiter in Laredo, we had to call the headquarters, competing against every recruiter in the nation to try and book a job. It made it difficult to get an applicant a job.

"Today, I just punch the applicant information into PROMIS and the screen reveals what's available. The recruiters aren't even involved."

If you're a woman, you might rather talk to a woman during this important step. Across the country, there are many like Ginger Jones, who have been recruited to recruiter to counselor and now make young women visiting the AFEES a little more comfortable as they take this step into what was once primarily man's domain.

Even if you can't talk to another woman, rest assured you'll receive equal treatment. Women entering the Air Force today have a full range of specialties for which they may qualify. The only limitations are in those jobs that may become directly involved in combat.

Man or woman, you may balk at the job you're offered. "When this happens," says Sergeant Medina, "you'll be coming back to see me.

"I don't discuss the job at all. I get back to the basics — the MATRESS of benefits — and remind the applicant he wants to go in the Air Force. That's the reason he's here. Once I get him back to the real reason — because he wants to

wear the blue suit — and enjoy the benefits then we're on track and I get him thinking about what jobs he is qualified for and what jobs are available.

"Sometimes we do have to send an applicant home. When this happens, we call the recruiter and let him talk to the applicant. Maybe it's some misunderstanding that can be worked out. Really what we do is try all avenues before sending him home, because it's a big expense and recruiters put in a lot of time just getting him here in the first place."

Your final trip to the AFEES will be the day you begin basic training. After a short physical check-up to make sure everything's "go," you'll have a few hours

wait until it's time to depart for Lackland AFB, Tex., your home for the next six weeks.

While you're waiting, it's a good time to make a last call home, get a bite to eat in the AFEES cafeteria, or relax in the lounge or game room.

Important briefing

Then you'll be revisiting Sergeant Medina, or his counterpart in your AFEES, for an all-important final briefing. You'll again be congratulated on your decision to join the Air Force and reminded both of the challenges ahead and the many benefits you'll derive from your enlistment.

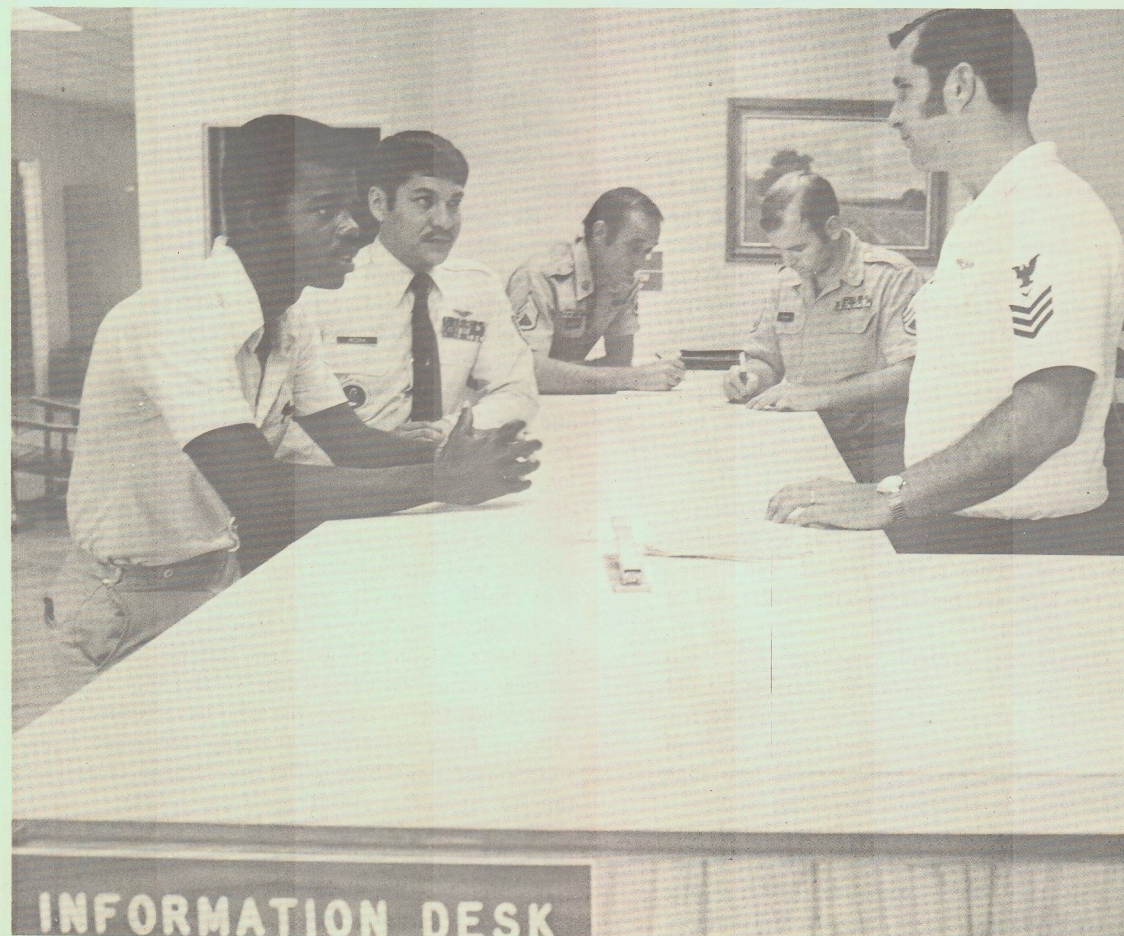
Man and office are shining examples of the well-ordered Air Force Liaison Office. Here, MSgt. Joe Medina, liaison NCOIC at the San Antonio AFEES, counsels an applicant on job selection. Sergeant Medina and his staff process 100-150 applicants each week.

Photos by Walt Weible

Afterward, you'll be heading down another hall, to the carpeted, softly lighted Enlistment Room. Here, you'll raise your hand and be sworn in.

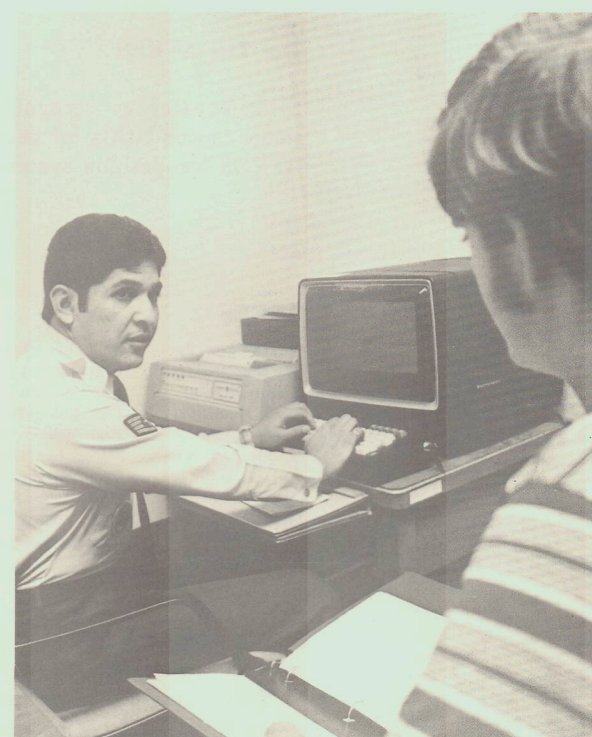
There are many steps between Information Desk and Enlistment Room, and the AFEES and Air Force staff, like Sergeants Medina, Jones, Katis and Zamora, will see that you get first class treatment along the way.

You may find this out at MSgt. Nick Alonzo's shop in the Houston AFEES, MSgt. Fred Gyke's office in Wilkes-Barre, Pa., or MSgt. Al Lien's shop in Fargo, N.D. Wherever it is you visit the AFEES, don't be apprehensive. Relax, pay attention — and follow the signs.



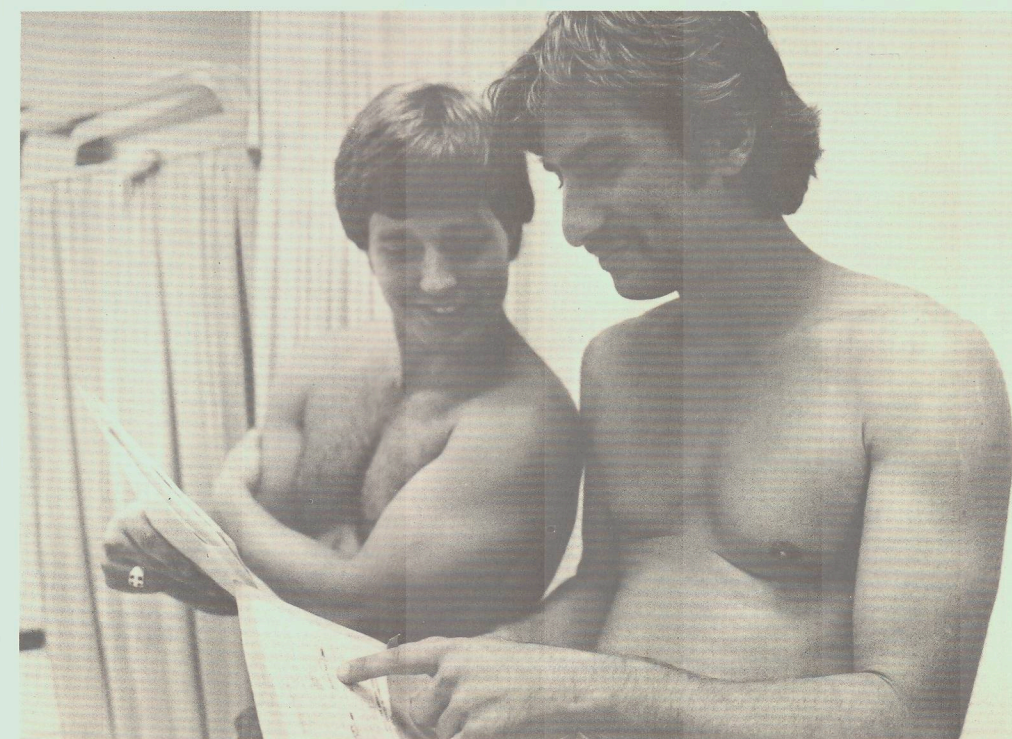
Young men study the next move on a chess board in the AFEES game room. This and other recreational activities are available to applicants when they aren't busy testing, getting physicals, selecting jobs or being sworn in to military service.

The first stop for persons visiting the AFEES is usually the Information Desk. Air Force applicants may be surprised to be dealing with personnel from the Army or Navy — the AFEES is manned by members of all the service branches — but the Air Force is always present. Here, MSgt. Joe Medina, second from left, discusses business with Navy chief David Barnes, supervisor for all applicants processing at the San Antonio AFEES.



An applicant discusses job selection with SSgt. Ruben Zamora, who will acquire information about available jobs by using the PROMIS computer at his fingertips. The TV-like terminal is linked to a central computer at Air Force Recruiting Service headquarters.

The thorough physical examination they're receiving appears interesting and amusing to two applicants as they review their medical checklists. AFEES doctors provide the physicals for both men and women applicants, using modern methods and equipment.



Inspectors laud top performers

Eighteen people assigned to the 3501st Air Force Recruiting Group were selected to receive the Air Training Command Inspector General Professional Performer award.

Honored for demonstrating professionalism in their job performance and attitude during recent Management Effectiveness Inspections were members of the 3514th and 3515th Air Force Recruiting Squadrons.

Chosen from the 3514th RSq. were Capt. George M. Schumann, operations officer; MSgt. Purcell Hunt Jr., flight supervisor; TSgts. Peter N. Kyrimes and Kenneth R. Shelley, recruiters; SSgts. John J. Ducady Jr., Richard C. Huebner, Donald G. Truesdell, recruiters; and SSgt. Hans J. Keyser, AFEES liaison NCO.

Selectees in the 3515th RSq. were Capt. Beth Scannell, nurse recruitment officer; SMSgt. Lawrence A. Rodgers, personnel supervisor; MSgts. Herbert B. Osborne, flight supervisor and Peter S. Pile, logistics supervisor; TSgts. Norman Gaver, Lee Jarmon, Regis J. Lynch, recruiters; TSgt. Robert W. Henderson, AFEES liaison NCOIC; SSgt. Frank C. White Jr., squadron operations, and Ms. Ruth B. Wiser, flight secretary.

First Guam recruiter taps gold mine

ANDERSEN AFB, Guam — When TSgt. Robert Moore was the Air Force recruiter on Guam, he became the most successful recruiter in the United States. Recruiting Service statistics indicate that during the second quarter of 1978 Sergeant Moore surpassed all other Air Force recruiters by recruiting an average of 10-15 young men and women on Guam each month. This included 21 recruits in May.

Moore was the first full-time Air Force recruiter ever assigned to this Pacific island. He assumed his current duties after serving as the Andersen AFB career advisor. As such he assisted Guamanians interested in the Air Force but was limited by what he could do.

As a former recruiter, however, Sergeant Moore suspected there was a gold mine of talented young people on Guam who could qualify for the diversified

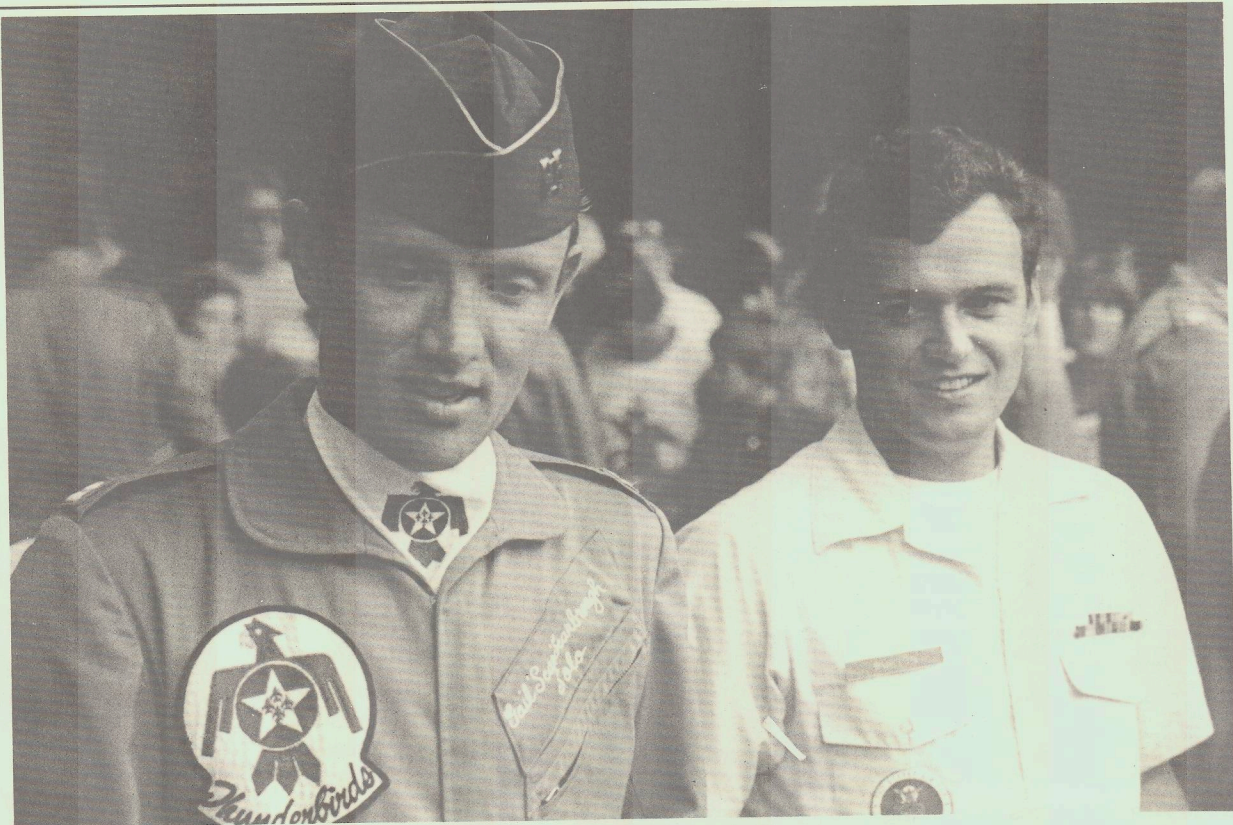
and demanding jobs available in the United States Air Force.

"There was a lot of interest in the Air Force," he said, "but no Air Force recruiter to assist applicants." To solve this problem, Sergeant Moore suggested that an Air Force survey be conducted in Guam's high schools to verify the need for a recruiter on Guam.

The survey revealed there was a lot of interest by island youth and military dependents in Air Force careers. The problem was to get an experienced Air Force recruiter assigned to Guam on a full-time basis.

Recruiting Service, realizing that Sergeant Moore was a former recruiter already living on Guam, asked him if he would like the job. It was an offer he couldn't turn down.

Like most recruiters, he began slowly last fall. But



During the Chanute AFB, Ill., open house, Capt. Gail Scarbrough, USAF "Thunderbirds" solo pilot, is aided during an autograph session by SSgt. Stan Burton, 3550th Air Force Recruiting

Squadron recruiter. The "Thunderbirds" performed a rain-threatened show before an estimated 60,000 persons. (Photo by Capt. Ray Crockett)

he became an outstanding performer in the 3561st Air Force Recruiting Squadron, headquartered in Sand Point, Wash. His production figures are particularly noteworthy considering that his monthly quota was only three.

Sergeant Moore attributes his success to good Air Force community relations on Guam and the work of the Village Adoption Program. When the Andersen squadrons and their "adopted" villages would get together, Moore was often invited to participate.

"The program gets people to think about the Air Force," Sergeant Moore said about the Village Adoption Program. "High school students can talk informally with airmen from Andersen and find out what it's really like to be in the Air Force," he added.

Continued on page 12

One Hundred Fifty Percent Flight Club

This category recognizes flights and their supervisors who met or exceeded 150 percent of their NPS men goal in August.

Name	Goal/Accessions	Percent	Sq./Flt.
MSgt. Robert George	22/41	186	14G
TSgt. Daniel B. Keifer Jr.	30/49	163	35C
MSgt. Richard R. Harvey	26/42	161	42C
MSgt. Ray Marino	30/46	153	14F
MSgt. David Bailey	32/49	153	39A
MSgt. Robert Morrow	26/39	150	39D

Top Ten AFEES

This category recognizes AFEES and their senior liaison NCOs for being in the top 10 of the AFEES competition system in July.

AFEES	LNCO	Sq.	Pts.	Ten
Wilkes-Barre, Pa.	MSgt. Frederick E. Gyke	18	116.9	5
New Cumberland, Pa.	TSgt. Thomas C. Pavlock	18	113.6	6
Albany, N.Y.	TSgt. William Waterman	16	100.8	2
Butte, Mont.	TSgt. Robert H. Ruble	68	100.8	1
Fresno, Calif.	TSgt. William Curran	66	96.5	3
Newark, N.J.	SMsgt. Leo Helle	18	96.2	1
Ft. Jackson, S.C.	MSgt. Harvey D. Clubb Jr.	37	94.3	5
Charlotte, N.C.	MSgt. Bobby B. Reynolds	37	94	1
Jackson, Miss.	MSgt. Fred W. Estes Jr.	39	93.9	1
Atlanta, Ga.	MSgt. Donald James	31	92.5	1

One Hundred Fifty Percent Net Reservations Club

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

Name	Goal/Accessions	Percent	Sq./Flt.
SMsgt. Robert Turpin	22/47	162	31D

Youth as SISt '66th YET finish school

By Sgt. Bambi Hunter

TRAVIS AFB, Calif. — There are many acronyms that make up Air Force life. Yet two acronyms, SIS (Stay in School) and YET (Youth Employment Training) are proving to be very beneficial to the 3566th Air Force Recruiting Squadron.

Three workers who are making the enormous job of running a squadron a little easier are participants in these programs.

Jennifer Childress, Patrick Hall and Donna Madsen, all 17, have been working in the 3566th RSq. Advertising and Publicity and Logistics Branches. SSgt. Dan Birdashaw, Patrick's and Donna's supervisor, said both have been helpful in the squadron mailout program. Over one million pieces of mail have been sent out since the program began last fall.

Likes job

Jennifer works with Logistics and her duties range from filing to typing. She especially enjoys answering phones and hopes to one day be a police dispatcher.

"I like my job because I like the people it puts me in contact with. There were a few tasks I had a hard time learning, but now it's a lot easier," she said.

Patrick began work last August, when the

squadron was beginning its mailout program. The room where the mailing machines sit had to be remodeled. He got a hammer and, with everyone else, built the shelves that hold the mail trays.

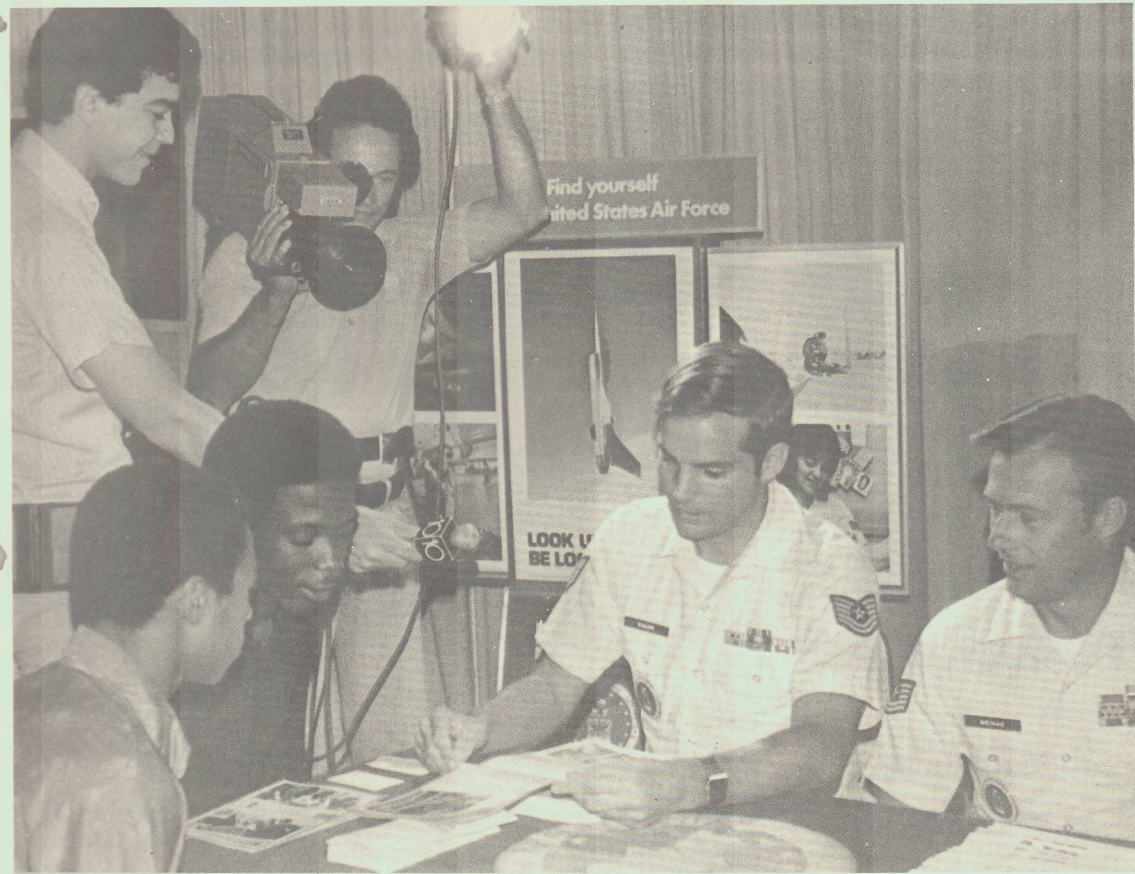
"This job is really teaching me a lot about working with other people. Before I worked here my jobs were either outside or in restaurants and I didn't come in contact with so many people," said Patrick.

Runs direct mail

Donna's favorite duty is running the mailing machines. She views her job as one that keeps her very busy. She has been around the military for many years (her father was in the Army) and has visited almost every state in the United States. Her eventual goal after graduation is either veterinary services or photography.

SIS and YET were formulated to give young people a chance to gain work experience and give workers money to stay in school. Skills they learn may not fit into their future work goals, but it helps them to work in an office environment. The students learn general and cooperative skills.

Eventually Jennifer, Patrick, and Donna will graduate and go on to other things, but the experience they've had in the 3566th RSq. will aid them in future jobs, as well as helping the squadron to keep running.



Great exposure!

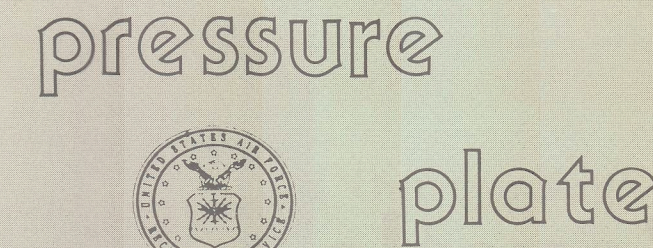
Television coverage provides added exposure for two 3533rd Air Force Recruiting Squadron, Patrick AFB, Fla., recruiters participating in a Career Opportunity Fair in Miami. Miami-based TSgts. T.J. Bienias and Bruce Walsh talk with prospective applicants Danny Lee Miller and Edward Brown as Channel 10 cameramen capture the action for later broadcast. (Photo by SSgt. Anita Adams)

Editor's Note: The following letter was sent to Brigadier General William P. Acker, Recruiting Service commander, by Mr. and Mrs. Norbert A. Meyer of Slinger, Wisc. The Meyer's son, Jeffery, was recently recruited by TSgt. Kenneth Hibdon, 3555th Air Force Recruiting Squadron, Milwaukee.

Dear Sir,

On June 20, 1978, our son, Jeffery R. Meyer, reported for processing at AFEES and subsequently reported to Lackland AFB.

Our son enlisted under the Delayed Enlistment Program and all correspondence received from him indicates he is satisfied and pleased with the Air Force.



Display localized

DEP members are figuring prominently in a Redding, Calif., recruiter's local displays. Sgt. Chuck Lee, 3566th Air Force Recruiting Squadron, Travis AFB, Calif., is making a composite photograph of his DEP'ers for use with the silent recruiter display (NPS 77-32).

Sergeant Lee has used the display at high school career days. At each school he replaces the photo that came with the display with a composite photo of DEP members in that school.

A day in the life . . .

Phone power works! That's the summation of 3545th Air Force Recruiting Squadron recruiters in St. Louis who invited first-term airmen from Scott AFB, Ill. to spend a day in a local recruiting office dialing for appointments.

Post-high school graduates were contacted by the four participating airmen. Results: 18 appointments with tentatively qualified graduates.

The squadron plans to continue telephone prospecting in this manner.

Agency VP briefs supes

Who better to discuss advertising plans than the professionals in that field?

Such was the case for flight supervisors in the 3562nd Air Force Recruiting Squadron, Norton AFB, Calif., who got an opportunity to plan their ad programs with help from John Stepien, Nationwide Advertising's Western Region vice president.

Stepien and representatives from a local radio station, an Air Force band, and area bases participated in the one day conference at Norton AFB to help formulate the squadron's fiscal year 1979 advertising and publicity program.

Hobby opens doors

A hobby that involves nine people and takes about 80 hours per week to pursue is opening doors for SSgt. Gene Knox. The 3566th Air Force Recruiting Squadron recruiter has been showing Chesapeake Bay Retrievers, a relatively rare breed of dogs in the United States, throughout Davis, San Rafael, and Marin County, Calif.

"My involvement with the dogs has helped me get into places as an Air Force recruiter I normally couldn't get into," the sergeant said.

The dogs are a lot of work for SSgt. Knox and his wife. Each week time is spent training, giving shots, grooming and pulling foxtails from the dogs' ears.

And cleaning up after them.

Models for awareness

Armed Forces recruiters in Martinsville, Va., teamed with the Henry County Journal to sponsor an awareness-generating model building contest.

Participants picked up official entry blanks from the recruiters and left the finished models at the recruiting offices for judging. Publicity was carried in the newspaper and on local radio stations, and several Martinsville merchants donated prizes. A special trophy went to the builder of a B-47, judged the best military model.

SSgt. Arthur Geary, 3535th Air Force Recruiting Squadron, Bolling AFB, D.C., recruiter, said the publicity generated for the contest increased awareness of the military in the community. He added, "Everyone now knows where my recruiting office is!"

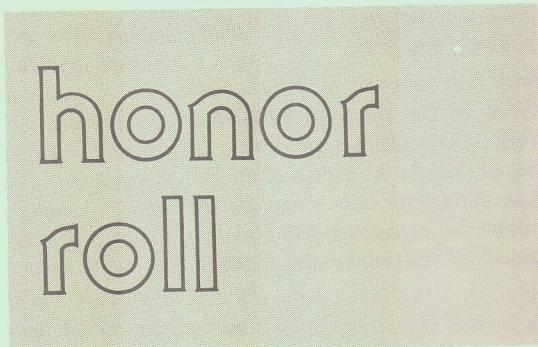
The purpose of this letter is to convey our compliments to the Air Force and especially to the recruiter.

TSgt. Kenneth Hibdon . . . has to be one of the finest men that we have encountered in a long time. Sergeant Hibdon was well-prepared in his presentation and very patient when we had seemingly endless questions. He was very considerate of the family and very neat in appearance.

No one smokes in our household. Even though we found out later that Sergeant Hibdon did, he never smoked in our house or asked to, even though we never made mention of it. We feel a man who is that considerate and observant deserves recognition. Numerous calls at the office and at our home verified our first impression.

If our son, Jeffery, excels in his chosen specialty as well as Sergeant Hibdon has excelled in his, we will be very proud of him.

Dear Sir . . .



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 that enlisted 100 percent or more of their combined NPS men and women goals in August.

Squadron	Percent	Squadron	Percent
14	117.8	55	105.5
33	116.9	46	105.4
37	112.9	52	104.6
61	111.2	13	104.3
35	110.	42	103.6
18	109.5	44	102.6
19	109.3	32	102.4
39	109.1	45	101.2
31	108.8	67	100.5
16	108.3	54	100.4
15	106.		

Ten or More Club

This category recognizes recruiters who placed 10 or more NPS men on active duty during August.

Name	NPS-M Enlistments	Sq./Flt.
MSgt. Earnest Sears Sr.	17	35C
SSgt. John Ducady	17	14G
TSgt. Gary J. Campbell	16	35A
MSgt. Charles E. Viands	15	33D
MSgt. Joe Jones	15	39D

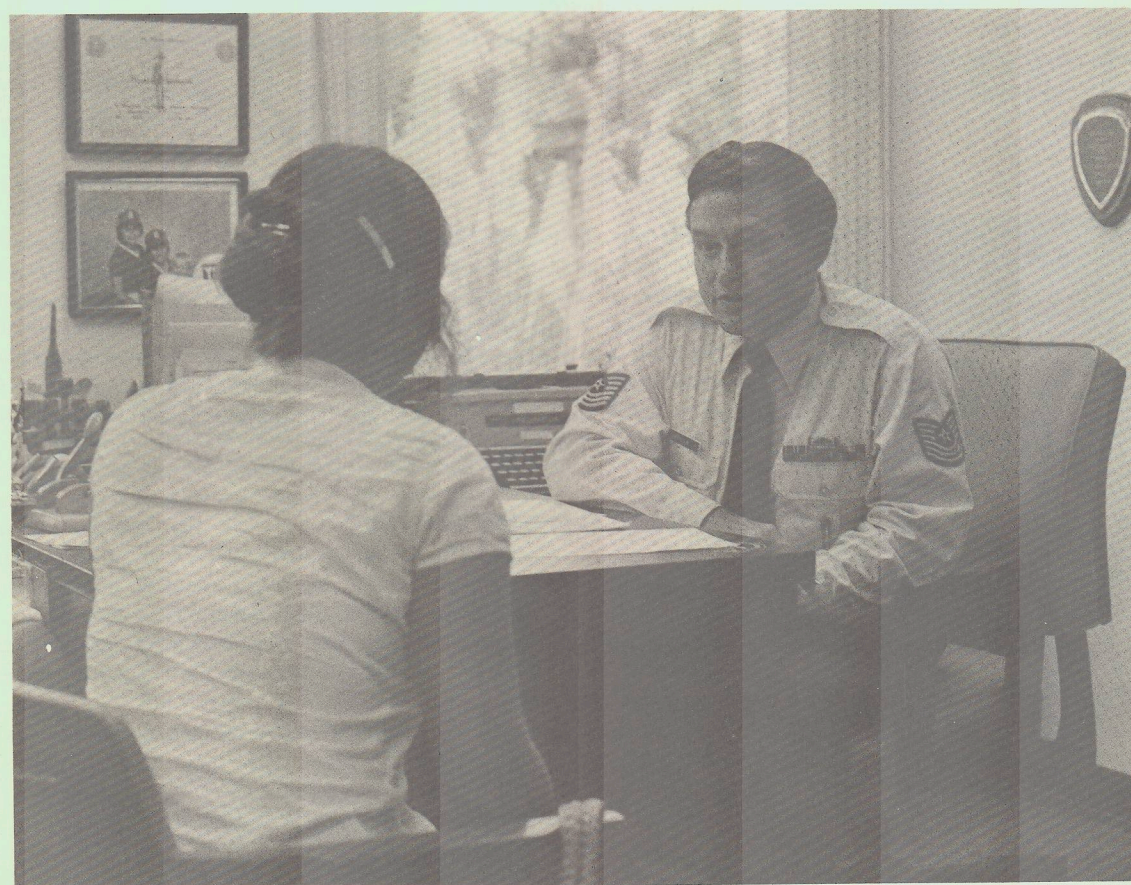
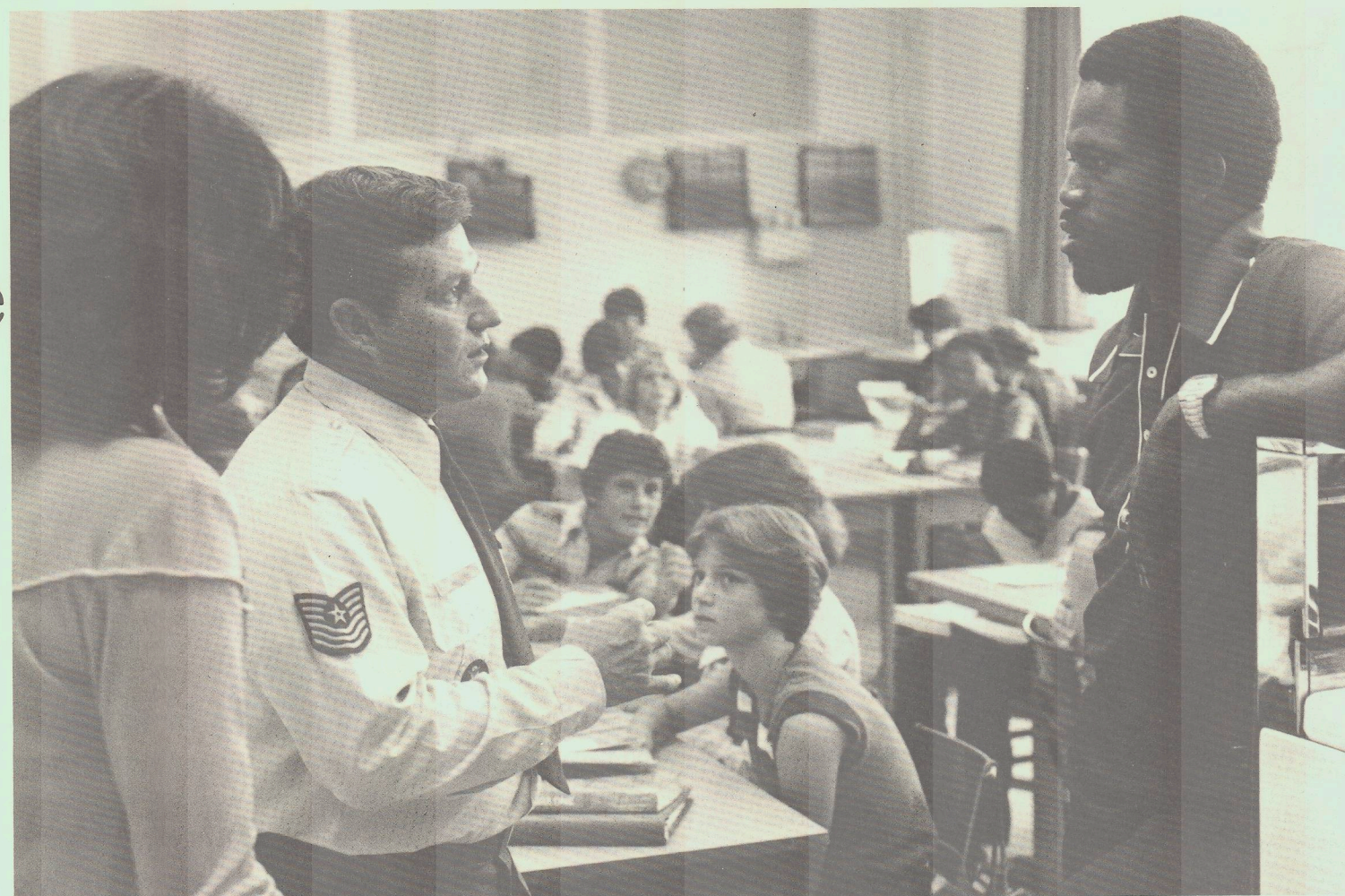
SSgt. William C. Bradley Jr.	15	33D
SSgt. Casey Morris	15	15A
SSgt. Frederick McLane	15	13B
SSgt. Rudy Stone	13	14G
SSgt. Gary Hubbard	13	37B
TSgt. Charley R. Ferguson	12	45B
TSgt. Ivan Johnson	11	61G
MSgt. Charles Reustle	11	33E
MSgt. Chris Mayer	11	43C
MSgt. Robert E. Diebel	11	66B
TSgt. Robert W. Kepley	11	32B
SSgt. Angel L. Santos	11	33H
SSgt. Alexander McEntire	11	52A
SSgt. Walter W. Friedlander	11	61C
Sgt. Clark E. Jarrett	10	45C
TSgt. Norman Gaver	10	15A
TSgt. George Hansel	10	13A
TSgt. John Heaney	10	13D
TSgt. Henry Wood	10	13F
TSgt. Cliff Pona	10	19B
TSgt. Floyd Smith	10	37C
TSgt. James Crawford	10	41A
TSgt. James H. Strobach	10	61E
SSgt. William Bessett	10	16C
SSgt. William Denbleyker	10	15C
SSgt. Robert Barkley	10	15F
SSgt. J.D. Heckmaster	10	42C

Ten or More Net Reservations Club

This category recognizes recruiters who netted 10 or more NPS men reservations in August.

Name	Net Reservations	Sq./Flt.
TSgt. Perry O. Fox	15	33E
MSgt. Joe Jones	14	39D
TSgt. William H. Bostedo Jr.	13	42B
SSgt. Joe Forstman	12	39A
TSgt. Charles Woods	12	31D
MSgt. Earnest Sears Sr.	11	35C
TSgt. Albert Holloway	11	14D
TSgt. John Gilbeaux	11	39B
TSgt. Thomas J. Vienias	11	35A
SSgt. Kevin Oslin	11	31A
SSgt. Henry R. Daniels	11	65B
MSgt. Ferdinand Gonzales	10	46E
TSgt. Jim McClung	10	31A
TSgt. Gregory L. Higgins	10	43A
TSgt. Charley R. Ferguson	10	45B
SSgt. William Denbleyker	10	15C
SSgt. Terrance W. Lyons	10	35B
SSgt. Douglas P. Overcast	10	37F
SSgt. Andrew S. Goetsch	10	55B
SSgt. Mark A. Krueger	10	54E
SSgt. James N. Cole	10	54B
Sgt. Al Bailey	10	19B

Reustle rustles reward



(Top) While on itinerary MSgt. Charles B. Reustle, top recruiter in the 3533rd Air Force Recruiting Squadron for July, discusses Air Force opportunities with two local high school teachers. (Above) Sergeant Reustle talks with an applicant about an Air Force career that will change her life. (Right) In front of his office in Winter Park, Fla., Sergeant Reustle talks with a DEP member.

Photos by
Walt Weible



By Capt. Al Alderfer

PATRICK AFB, Fla. — A satisfied customer is the key to successful recruiting, according to Air Force Recruiting Service's top recruiter for July, MSgt. Charles B. "Chuck" Reustle.

"If I can sell the person on the Air Force and if he comes back from basic training and tech school happy, I have a satisfied customer and I am assured some other people will be coming by to see me. A satisfied customer is the best advertisement."

Sergeant Reustle has put more than 350 people in the Air Force during his four years as a recruiter in Leesburg and Orlando, Fla., for the 3533rd Air Force Recruiting Squadron. He hardly sees a day when somebody doesn't come by to say thanks for steering him in the right direction.

"There isn't really any big secret to recruiting successfully," said Sergeant Reustle. "Recruiters have a product, 'the Air Force', that young men and women can use to better their lives — all we have to do is to tell it honestly and truthfully."

Spot a phony

How does he go about selling the Air Force? "By being myself," he said, "and telling it like it is."

The schools are his most important resource and the teachers are the people that open the doors for

him. He believes that the recruiter has to be himself and that he has to be completely honest with the teachers and counselors. "These people are professionals and can spot a phony the minute he opens his mouth; if they can't trust you, then you aren't going to get to their students."

Once Sergeant Reustle gets to the students he tries to open the doors to the opportunities the Air Force can offer them. "Not all kids are going to college so I try and interest them in the Air Force."

Sergeant Reustle can interest people in the Air Force because he believes what he tells them. "The Air Force has been a great way of life for me, just as it has been for millions of other Americans — it's easy to sell."

Challenging situation

Recruiting is the most challenging situation Sergeant Reustle has found in the Air Force. "There is something new and different every day, because every day I meet new and different people," he said. "Each situation, each objection, offers me a new opportunity to tell the Air Force story and to influence the applicant toward a career that will change his life."

"If a recruiter gets bored with his work, he just isn't working," said Sergeant Reustle. He suggests when the recruiter finds himself in a boring situation he should sit back and ask himself how he can improve

his office, his sales presentation, his final briefing and the many other things that affect the recruiting effort.

The flexibility that is allowed a recruiter is what makes the job interesting for Sergeant Reustle. "I don't go by any set hours — if it takes eight hours I put in eight hours, if it takes 15 hours, I work 15 hours. If production is high I sit back and work case files, if the volume is low I increase activities that will bring in more applicants."

Sometimes he even admits to working a six-hour day.

Sergeant Reustle counts his two years as a rural recruiter in Leesburg as "basic training" for his recruiting tour. "In Leesburg, I had to do everything," he said. "I was office manager, I had to work my high schools faithfully, I had to perpetuate, I had to advertise, I had to do everything, or else I might not have been ATB."

"I really enjoyed Leesburg; it has made my recruiting effort in Orlando easier, especially since one of my high schools here has as many seniors as both Lake and Sumter counties."

One of his recruits from Lake County recently stopped in to see Sergeant Reustle to say thanks. He was one of Reustle's satisfied customers.

Two classes graduate 110 new recruiters

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

Named as distinguished graduates were Sgt. Lynn D. Gasaway, assigned to the 3551st Air Force Recruiting Squadron, Elwood, Ill., and SSgt. Clarence W. Mabry, 3566th RSq., Travis AFB, Calif.

Selected as honor graduates from the two classes were MSgt. Eugene E. Scandrol, 3511th RSq., Pittsburgh; Sgt. Douglas A. Drogo, 3513th RSq., Syracuse, N.Y., SSgt. Curtis B. Keefer, 3518th RSq., New Cumberland, Pa., TSgt. Claudio J. Tome, 3533rd RSq., Patrick AFB, Fla., SSgt. Larry K. McLean, 3542nd RSq., St. Paul, Minn., TSgt. Robert G. Fuemmeler, 3545th RSq., St. Louis, SSgt. John R. Murray, 3568th RSq., Ft. Douglas, Utah and Sgt. Linda A. Jones, 3569th RSq., Los Angeles.

Going to '01st

New recruiters in the 3501st Group are: Sgt. Eugene E. Turner and TSgt. Wilbur C. Fox, 3511th RSq.; Sgt. Mark S. Leon, TSgt. Matthew W. Balls and SSgt. Michael D. Rathman, 3513th RSq.; TSgts. Walton K. Lydic, Danny R. Stanfield, Dennis P. Tucker, Sgts. Henry Castro Jr., Vera J. Castro and SSgt. David L. Murrell, 3514th RSq., Carle Place, N.Y.; SSgts. William B. Gaines, Michael H. Johnson, Robert L. Blackburn, Gordon

L. Holmes and TSgt. Theodore F. Trojanowski, 3515th RSq., McGuire AFB, N.J.; TSgt. Alexander Giles, 3516th RSq., Milford, Conn.; MSgt. Raymond E. Chambers, TSgt. Timothy G. Rogers and SSgt. David J. Reifinger, 3518th RSq.; TSgts. Wayne S. McDonald, Roger E. Corey, SSgt. Kenneth C. Kish, Sgts. David G. Ireland, Michael B. Knight and Michael S. Leon, 3519th RSq., Bedford, Mass.

'O3rd Group gains

Going to the 3503rd Group are: MSgt. Franklin D. Armour and TSgt. Charlie Crawford, 3531st RSq., Gunter AFB, Ala.; TSgt. John H. Hardee, 3532nd RSq., Nashville, Tenn.; TSgt. Ronald A. Brilliant Jr., SSgts. Philip J. Gaylardo and Rene J. Grifol, 3533rd RSq.; TSgt. John M. Bruner, SSgts. Robert B. Moreno and Darryl A. Tucker, 3535th RSq., Bolling AFB, D.C.; TSgts. Arthur W. Hunt and Robert R. Smith, 3537th RSq., Shaw AFB, S.C.; MSgt. Derek J. Scott, TSgt. Garry E. Carman, and SSgt. Walter L. Tanner, 3539th RSq., New Orleans.

Moving to the 3504th Group are: MSgt. Lloyd C. Crews Jr., and SSgt. George S. Medellin, 3541st RSq., Kansas City, Mo.; MSgt. Joseph G. Thompson, SSgts. Sylvester Sims, Ronald G. Gensler and Sgt. Thomas J. Lemke, 3542nd RSq.; SSgts. Billy D. Bird, Stephen R. Cardena, Earl D. Elliott and Ricky Motley Jr., 3543rd RSq., Omaha, Neb.; SSgts. Gary R. Wells and George E. Turner, 3544th RSq., Arlington, Tex.; SSgts. Ronnie F. Miller and Danny R. Pearcy, 3545th RSq.; TSgt. James E. Force, SSgts. Janet M. Hiatt and Robert T. Hiatt, 3546th RSq., Houston and TSgt. Claud J. Dyer, 3549th RSq., Tinker AFB, Okla.

Newly assigned recruiters in the 3505th Group are: SSgts. Robert W. Brown and Louis E. Alanis, 3550th RSq., Indianapolis; TSgts. Jimmy L. Dannels and Stephen F. Austin, SSgts. David W. Gasaway, Richard E. Henderson, Judy L. Kmet and Bernard J. Nielander, 3551st RSq.; SSgts. Ralph E. Brennan and James S. Bailey, 3553rd RSq., Cleveland; MSgt. Joseph A. Zelonis, SSgts. David Souillier, Edward L. Taylor, Charles F. Chan, Jeffrey G. Elliott, Danny C. Caldwell, and SrA. Mary A. Taylor, 3554th RSq., Selfridge ANG Base, Mich.

Heading west

Twenty-five new recruiters in the 3506th Group are: SSgt. Clinton J. Crosby, group headquarters; SSgts. James L. Stone, Michael R. Maine, John B. Ritter and Sgt. David L. Wayman, 3561st RSq., Sand Point, Wash.; MSgt. Michael R. Stearsman, SSgts. Patrick J. Young, Gregory Johnson and Stephen W. Mullins, 3562nd RSq., Norton AFB, Calif.; TSgt. James J. Watson and SSgt. David W. Gutierrez, 3566th RSq.; MSgt. William D. Lobaugh, TSgts. Tony J. Lee and Thomas A. Knapp, 3567th RSq., Lowry AFB, Colo.; MSgts. Joseph S. Kowal Jr., Steven L. Watson, TSgt. Daniel R. Whitfield and SSgt. David A. Segura, 3568th RSq.; TSgts. Raymond L. Beggs Jr., Robert G. Fragmin, SSgts. Arthur D. Davis, John M. Raley, Charles L. Edmons, Phillip L. McCaleb, and Sgt. Irving C. Keck, 3569th RSq.



During the Greater Cleveland Feeling Fine Health Fair, Capt. Bonnie Brewer, 3553rd Air Force Recruiting Squadron nurse recruitment officer, checks Barbara Neubeck's blood pressure. At the fair, Capt. Brewer, a recent

graduate flight nurse, took the blood pressure of many Clevelanders and also coordinated the operation of health fair volunteer nurses. (Photo by Capt. Paul Lavanish)

here 'n there

Recruiter named 'Outstanding'

A Phoenix, Ariz., recruiter with the 3562nd Air Force Recruiting Squadron, Norton AFB, Calif., has been selected for the Outstanding Young Men of America award.

SSgt. Robert A. Smith, a recruiter since 1976, was selected for inclusion in the annual listing of young American men because of his involvement in community and church affairs. He has appeared as a gospel singer throughout Arizona.

Almost like home

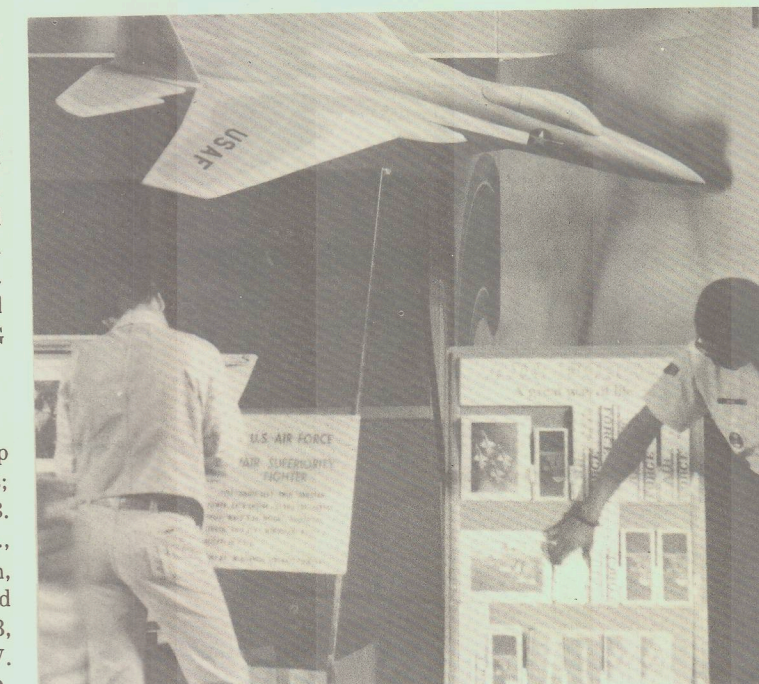
When two young Missouri men left home to attend basic training at Lackland AFB, Tex., San Antonio seemed like a world away. The thousand mile separation from their homes, near St. Louis, was "shortened" recently when they were guests of their recruiter in the Alamo City.

MSgt. Herb Snapp, formerly with the 3545th Air Force Recruiting Squadron, St. Louis, transferred to the Local Advertising Management Office, Recruiting Service headquarters while the youth were in basic. When they received time-off from the rigors of training, MSgt. Snapp treated them to several San Antonio sites and some welcome words about the folks back home.

General helps awareness

Awareness of the Air Force in the Chicago area was raised when Lt. Gen. George E. Schafer, Air Force surgeon general, addressed the Chicago College of Osteopathic Medicine graduating class.

Capt. Gregory P. Hart and SSgt. Timothy A. Burger of the 3551st RSq. Health Professions Recruitment team reported high visibility within the medical community as a result of General Schafer's visit.



SrA. Henry Wade straightens literature in a rack provided as part of an Air Force display at the Seattle Kingdom's paper airplane contest. The 3561st Air Force Recruiting Squadron, Sand Point, Wash., participated in the event, with Maj. Tom Deer, squadron commander, garnering an award for accuracy. (Photo by Capt. Mike Cornett)

High flyers

Flying paper airplanes isn't directly related to the Air Force mission, but 3561st Air Force Recruiting Squadron recruiters saw it as a natural tie-in to their mission.

When the Seattle Kingdom recently sponsored a paper airplane contest, the recruiters joined in the fun and also provided Air Force literature and a display for the flying-minded participants and spectators. According to squadron participants, Capt. Mike Cornett and SrA. Henry Wade, "The day was a lot of fun and certainly worth the effort."

Maj. Tom Deer, squadron commander, won a contest prize for accuracy.

Compiled and edited
by Joyce M. Richardson

Office partners meet again

Second Lieutenant Michael Herbert recently administered the oath of enlistment to TSgt. Bill Grayson at the recruiting office in Odgen, Utah. What makes this enlistment different than others? Lieutenant Herbert and Sergeant Grayson were recruiters and office partners in the Odgen recruiting office in 1974. Through the years, Sergeant Grayson moved to the Salt Lake City, Utah recruiting office and Lieutenant Herbert received his commission and is stationed at Hill AFB, Utah.

Analysts pilot lead evolution

Editor's Note: At the recruiter level, policies and programs implemented by this headquarters seem often to come from one big operation. In reality, there are many small branches, with just a few people assigned, that are instrumental in the shaping of new Recruiting Service initiatives. Following is the first in a series on these key functions, located at the "working level" of the headquarters.

By SSgt. Douglas J. Gillert

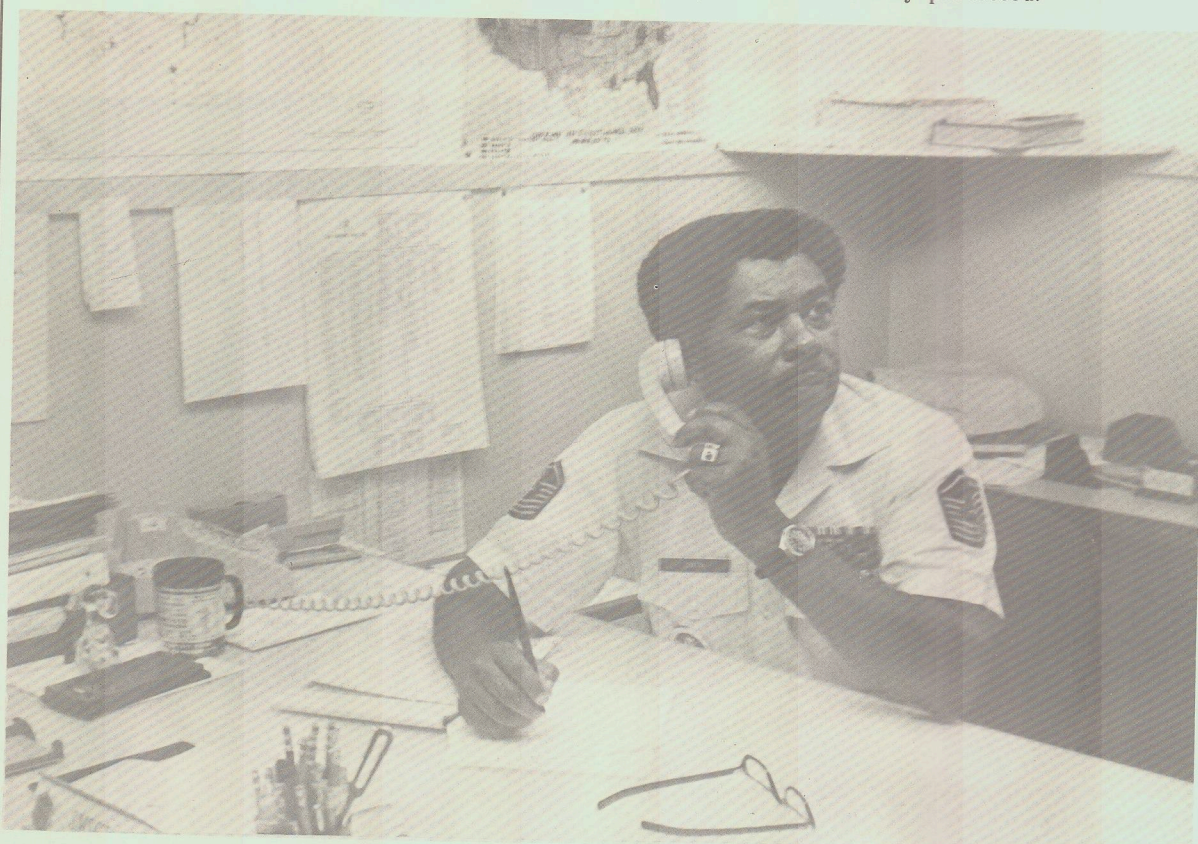
When the Directorate of Advertising was being formed in the autumn of 1971, one of the areas given immediate emphasis was advertising effectiveness.

To determine the worth of current ad concepts, the Advertising Analysis Division was established. The division would be headed by a veteran Air Force analyst, SMSgt. Herman Dixon.

The Division was transferred to another new directorate, Marketing and Analysis, in late 1975, but its mission remained essentially the same: to determine the effectiveness of advertising programs, especially lead generation, and aid in the overall improvement of the operation.

Later, it became the Advertising Analysis Branch of today, with SMSgt. Dixon as its NCOIC. The branch's achievements have had a large impact on recruiting, through the development of a highly sophisticated lead gathering and tracking network.

The lead management system, as it is called, began when recruiting advertising transferred here from the Air Force Military Personnel Center. Leads were produced through mail-in coupons, then manually processed.



The telephone has been "an extension of my arm and vocal cords" says SMSgt. Herman Dixon. When not on the phone, he's spent much time on the road developing an effective lead management system within the Advertising Analysis Branch. (Photo by Walt Weible)

Relatively few leads were collected in this fashion, and they were only distributed as far as the groups and detachments. Field headquarters in turn sorted and mailed the leads to the appropriate recruiting offices. The entire transaction took about six weeks.

A management analyst by profession, SMSgt. Dixon evaluated this system and found it lacking. Thus began the process which blossomed into a worldwide, automated lead collection program, involving both mailback coupons and toll-free telephone calls. Under the new system, the leads would be directly provided to the appropriate recruiting offices within a few days.

Effectiveness Analyzed

A computerized lead and fulfillment system was established during the first year of operation. The office monitored a research project to determine the effectiveness of Air Force advertising. A need for streamlining was evident.

Zip Codes proved to be the answer, leading to the quicker turn around of leads and their more direct route to recruiters. To make the operation still faster, the branch contracted with a civilian agency in 1973, and the Air Force Opportunities Center was born.

In April 1973, recruiting signed its first, total lead-referral contract scheduled to operate in Peoria, Ill. Leads gathered by phone and mail were distributed to the field with data sent here for analysis. Under this system, far more leads could be handled in less time.

With quantity up, SMSgt. Dixon and his fellow analysts turned their attention to quality control. Leads were screened and unqualified referrals were mostly eliminated. However, studies determined that recruiters were only following up on about half the leads they received.

The Advertising Analysis Branch then implemented a Lead Tracking System, to insure recruiters used the leads to acquire potential enlistees. By 1976, the number of leads not acted on had been reduced to about 25 percent.

Today, a Lead Tracking Card is employed to maintain quality control on the lead process. Results are coming in, and there's an air of optimism present.

Quality, Quantity

"We've come a long way since 1971 when there were two people — no computers — processing each coupon sent in," SMSgt. Dixon said. "In terms of both quantity and quality, it's a whole new program."

"Sure, there is room for improvement in quality, but the screening and tracking of referrals is vastly eliminating the unqualified leads recruiters may have wasted time on in the past. This system of measurement and procedural modification is enhancing all our marketing and analysis programs and, I think, making the recruiter's job much easier."

The lead system has followed a course of change. With last year's change to a new contractor located near Philadelphia, SMSgt. Dixon spent much of his time away from his small, cluttered office, monitoring development of the current system and providing technical assistance to the contractor to insure a smooth transition.

SMSgt. Dixon retired last month, his job being carried on by MSgt. Gray DeBartolo, a veteran recruiter and advertising manager. The impact the Advertising Analysis Branch has had on Recruiting Service will continue, however, as the role it performs remains a vital recruiting function.

Guam recruiter excels

From page 8

"These honest exchanges help us get some highly talented people that the Air Force needs for its vast technological systems, as well as its many other career fields. I had the opportunity to work with diverse talents," Moore said, "and when I enlisted them, I tried to get them into the career field that best suits them and their personal interests."

"Individuality was the most important thing to me," he added. "I considered what each person wants out of the Air Force and I tried to see that he or she got it."

"The average family on Guam is very concerned about their children's future," Sergeant Moore said. "When I was a recruiter in Texas, it was rare for me to get a phone call from a parent. But on Guam, I got lots of questions."

Sergeant Moore became very close with many island families by attending small family style fiestas that were often going-away parties for sons or daughters about to enter the Air Force. The Guam recruiter was also there at the airport to see all of his recruits off. "You know, it was the least I can do," he said. "After all, I affected their lives in a very important way."

Sergeant Moore left Guam in August to retire in Dallas, where he served six years as a recruiter.

His efforts were so successful on Guam that Recruiting Service decided to authorize another

full-time recruiting position for the island.

Thus, Sergeant Moore left Guam with the satisfaction of knowing that he helped tap a source of quality recruits for the Air Force. "I am proud to be a part of it," he said about his role as a pioneer recruiter in a new area. "I knew that the people were here."

Sergeant earns bachelor degree

HANSCOM AFB, Mass. — SSgt. C. Steven Roaf of the 3501st Air Force Recruiting Group recently became Hanscom's first graduate to earn his degree from Upper Iowa University through the Coordinated Off-Campus Degree Program. Sergeant Roaf earned a bachelor of business administration degree through the program.

"The off-campus program is widely used in overseas areas, but is still in its infancy here in the U.S." according to Richard Smith of the Base Education Office. "The program is designed to draw together credits earned through work experience, the Community College of the Air Force, College Level Examination Program tests, and other college study. It is VA approved and fully accredited."



During a tour of Homestead AFB, Fla., by Broward County, Fla., high school students, TSgt. Fred Cook shows three prospects the cockpit of an F-4. The tour was designed to show Air Force people in their working and living environment. Sergeant Cook is a 3533rd Air Force Recruiting Squadron recruiter in Pembroke Pines, Fla. (Photo by SSgt. Anita Adams)