

'Blue Suit' fights crunch

An emphasis program to help meet February-May NPS goals has been announced by Brig. Gen. William P. Acker, Recruiting Service commander.

Operation Blue Suit will add emphasis to NPS Extended Active Duty enlistments and will ultimately provide high-key recognition to the top flight and supportive recruiters in Recruiting Service.

General Acker announced Operation Blue Suit in a letter to group and squadron commanders. Citing incentives aimed at enhancing "in-month" recruiting, including the Base of Choice and advanced promotion options, he said, "I expect every Recruiting Service member to give full support to these established priority recruiting months. Although working high school seniors is strongly encouraged, it should not be given a priority that overrides or precludes current-month recruiting," General Acker said.

"The groups, squadrons, flights, AFEES and recruiters who support this effort the most will be appropriately recognized and rewarded."

To score Operation Blue Suit within the competition system, the Directorate of Marketing and Analysis added "Emphasis EADS" to the emphasis section of the NPS program. Emphasis EADs will be scored monthly at a value of 20 percent, increasing the

EAD value from 45 percent of 100 to 65 percent of 120 from Feb. 1 through May 31.

Squadrons and groups will receive monthly competition system payment for Emphasis EADs in the same manner as they presently are paid for EADs and selected AFSCs.

The Emphasis EAD goals will not affect yearly totals. They are based on each squadron's fair share of the February-May deficit as of Jan. 31 and have no bearing on annual goals or ATB bonuses for 100 percent cumulative production.

Recognition for attainment of Emphasis EAD goals will be in these categories: Top squadron monthly and overall; runner-up squadron monthly and overall; top group monthly and overall and top squadron's AFEES. Additionally, one flight will be recognized as the Recruiting Service Top Flight.

The type of recognition given this flight will, according to officials, probably include a fully funded trip for all recruiters assigned to the flight for the entire four-month period, and the flight supervisor. Augmentees from the winning flight's group and this headquarters will man flight offices during the trip.

Additional recognition will be given to individual recruiters. Those enlisting 16 or more NPS EADs

during the period will be presented in jacket. Also, the AFEES liaison personnel in the top squadron will receive jackets. Flight supervisors will also receive a jacket if each of their recruiters enlist 16 NPS EAD.

Summing up his decision to implement Operation Blue Suit, General Acker said, "You have responded well in the past during crunch periods. I am confident you will maintain this proud tradition and put as many applicants as possible in the blue suit during this periods."

Win general's badge

Brig. Gen. William P. Acker, Recruiting Service commander, has issued a new production challenge. General Acker said he will award his personal recruiting badge to the commander of the first squadron whose NPS commitments (reservations) for June, July, and August meet or exceed their combined NPS goal for these months.

Team paces '79 medical production

Top position for the first quarter, fiscal year 1979 health professions recruiting belongs to the 3533rd Air Force Recruiting Squadron, Patrick AFB, Fla.

In winning, the '33rd's medical team, led by Capt. Warren Ward and Tom Robson, amassed 283.93 percent of its assigned goal. Coming in second was the 3549th RSq., Tinker AFB, Okla., with 271.01 percent. In third place was the 3541st RSq., Kansas City, Mo., with 209.34 percent.

High Scorers

A complete listing by squadron of medical teams producing more than 100 percent of their first quarter goal is in this month's Honor Roll on page 12.

Continued on page 3

Paper places first in media contest

THE AIR FORCE RECRUITER has won first place, Command Newspaper category, in the 23rd Annual Air Force Information Media contest.

Five other Air Force papers competed with the RECRUITER for the top honors. In addition to the award, six other Air Training Command entries were named winners.

Other first place awards went to The Sheppard Center, Sheppard AFB, Tex.; and a film produced for the ATC 35th anniversary observance, "The First Step."

The Columbus AFB, Miss., paper, The Blueprint, won a second place award, while Tom Thompson won second place for graphic art that appeared in the Reese AFB, Tex., Roundup. One third place award went to SSgt. John Dasher, Keesler AFB, Miss., for his news photograph published in the Keesler News.

The RECRUITER award followed its first place finish in the 1978 ATC media contest and a second place finish in last year's Air Force media contest. Editor of the paper is SSgt. Douglas J. Gillert. During most of the year, Joyce M. Richardson was the assistant editor. She is now the editor of the Randolph AFB paper, The Wingspread.



Award winner

A 3545th Air Force Recruiting Squadron, Belleville, Ill., recruiter, Sgt. Clark E. Jarrett, discusses enlistment opportunities with an applicant while his supervisor, SMSgt. Ivy L. Armstrong, listens in.

Sergeant Armstrong recently was named one of Recruiting Service's outstanding airmen of the year. See page 3 for additional details.

Sergeant's idea saves AF \$ \$ \$

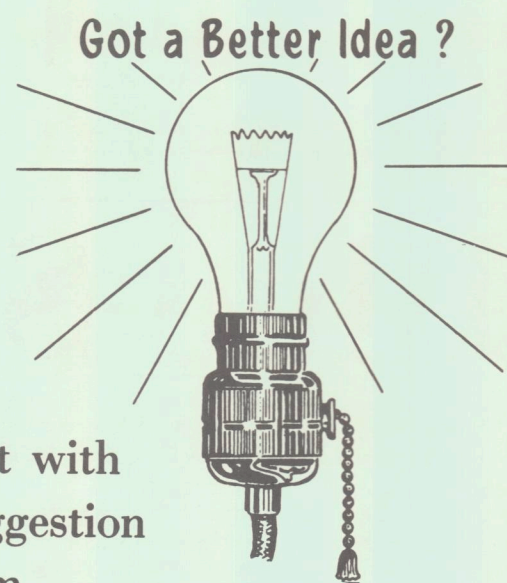
TRAVIS AFB, Calif. — An idea that will save the Air Force \$55,120 just this year has earned MSgt. Paul W. Senior \$1,000.

The Oakland, Calif., AFEES Liaison NCOIC recommended via the Air Force Suggestion Program that recruits headed for basic training be sent to Lackland AFB, Tex., in the late afternoon. This way, he said, the airlines, not Lackland AFB, will serve them dinner. The Air Force bought his idea.

The suggestion program is designed to make use of good ideas Air Force members

and civilian employees may have. It provides cash awards for many of those ideas. Suggestions must be submitted on AF Form 1000. Forms should be available at each squadron and, when completed, can be submitted through your squadron to your host base suggestions monitor.

Most approved suggestions either save the Air Force time and material, improve work methods, improve safety or simplify work. When they also save money, suggestors win cash awards.



Share it with the Suggestion Program.

Gen. Allen

People needs must be met

Editor's Note: Following are excerpts of editorial comments made by Gen. Lew Allen Jr., Air Force chief of staff, in the November 1978 issue of "The Uniformed Services Journal," published by the National Association for Uniformed Services.

Members of the Air Force - military, civilian, active, reserve, retired - expect the chief of staff to be a principal spokesman for Air Force people. When a medical benefit is cut, a housing program deleted, commissaries threatened, or the retirement system jeopardized, Air Force people and their families are concerned. They expect - understandably and rightly - their leaders to speak out for them, to advance their causes and defend their interests. In this context, the chief of staff is expected by the service community to act as their representative and as an advocate for people programs.

This role is one that every chief of staff has been obliged to accept with his appointment. This obligation must be fulfilled by leadership with constructive vigor and success equal to or greater than that which would be achieved by a union. And our people should believe that to be so.

The Air Force demands the commitment of its people to their jobs and mission. But the coin of commitment has two sides, and the other is that of the institution to its members. Our senior leadership bears a major responsibility to assure that both sides of the coin of commitment are honored. We will fight for the assets we need to ensure the security of the United States - and as part of that effort, we will fight for our people.

Good reputation

Today's Air Force men and women have a good reputation for quality, morale, discipline, and dedication. We set high standards of potential and

performance, and fully expect those standards to be met. The advantages of that insistence on high standards are obvious. With the force at its lowest strength levels since 1950, with a mission which remains global in scope and continues to be increasingly technical in nature, quality is not a luxury. It is an imperative.

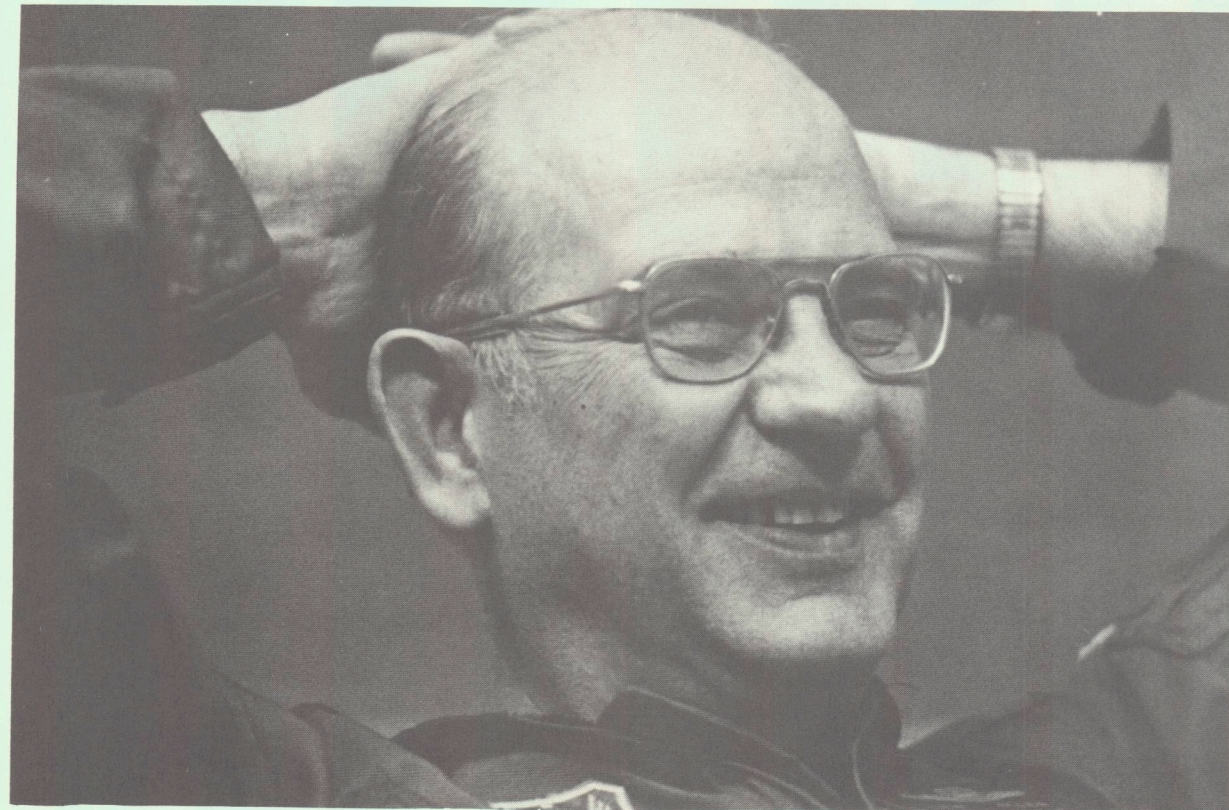
There is no slack to accommodate those who cannot or will not measure up. The Air Force, faced with constraints on the size and cost of the force, needs to recruit and retain the most productive people possible.

The work must be done; the mission must be accomplished. Each person not pulling a full load adds to the demands on a coworker. It is not just a matter of what happens today or this year. Today's recruits will be tomorrow's supervisors. Because we have a closed personnel system in the military, we must groom our managers and leaders. Relaxing our quality standards at the outset will ultimately, inevitably, force a decline in the quality of supervisors in the career force.

Quality of life

Important though it is, then, to attract quality people in the first place, the emphasis does not end there. The quality of life we are able to offer must be sufficiently appealing that capable people - who could compete handily in the civilian job market - elect to pursue a military career. Positive attitudes toward the service must be fostered early and reinforced throughout a career.

We are taking steps toward those ends. For example, the Air Force has made significant progress toward its objective of being able to extend full travel entitlements to all its junior enlisted personnel. These entitlements will help to ease the burdens imposed on our junior members, particularly those who are married and selected for an accompanied tour in an overseas area.



For the people

Gen. Lew Allen Jr., Air Force chief of staff, relaxes during a recent flight orientation. In a November 1978 issue of The Uniformed Services Journal, General

Allen speaks out on behalf of all Air Force people, calling for continued incentives and entitlements to maintain a strong motivated career force.

An "Air Force Takes Care of its Own" action group is also examining a long list of possible initiatives to provide additional relief and improve the quality of life for members serving overseas. Some of these measures point to improvements we can make internally within available resources and existing authority; others may require that we seek additional funds or authority.

We are continuing to work with OSD, the Congress, and members of the medical profession to maintain the quality and extent of medical care available to service members and their families. This is among the most important issues facing our people. Traditionally, medical care has been one of the most valuable benefits provided the military community. With the consecutive recent shortfalls in physician recruiting and the problems encountered in the CHAMPUS alternative care program, the service members' perceptions are that the level of medical care has fallen alarmingly. Correcting these perceptions is a top priority.

One of the most rigorous tests of our Air Force leadership, in a personnel context, began a few months ago and will continue for the next couple of years. That test is posed by our response to the proposals made by the President's Commission on Military Compensation. As managers, we must deal with economic realities and the need to minimize the amount of the nation's wealth (and the federal treasury) which must be allocated to maintain an adequate national defense. As representatives of our people, we must protect the economic well-being of service members.

On the surface, these goals may appear to be conflicting. However, they are consistent and mutually supporting.

The Air Force is firmly committed to the principle that a military career should offer economic rewards approximately equivalent to those available to comparable workers in the private sector.

A military career involves exposure to risks and acceptance of personal hardships and inconveniences well beyond those common to civilian employment. Simple equity demands that these conditions not be compounded by the imposition of undue economic sacrifice.

Inflation hurts

Both as managers and as spokesmen for our personnel, Air Force leaders have a strong interest in issues such as compensation and retirement - and must support an equitable plan. Compensation for Air Force people has been eroded by inflation despite cost-of-living adjustments. We must strive for an adjustment to compensation for this erosion.

We want a retirement system which provides a reasonable economic foundation to cover a retiree's transition from military to civilian life, compensate for second career income loss, and offer security and dignity in old age. These are expectations service members and their families have of their retirement system.

To qualify for this earned deferred income, they willingly accept the sacrifices that characterize a military career. They relinquish control over what they will do, where they will do it, when they will move. The accept certain abridgements of their basic freedoms of speech, assembly and political activity even while dedicating their lives to assuring these freedoms for their fellow citizens.

Continued on page 13

Recruiting tenure ends for colonel

After serving four years in four vital recruiting jobs, Col. Edward D. Young Jr. left Recruiting Service this month.

Vice commander for the past six months, Colonel Young has been reassigned as deputy commander for technical training, Air Force Military Training Center, Lackland AFB, Tex.

Elevated to the number two position in recruiting is former director of operations here, Col. Nicholas G. Milanovich.

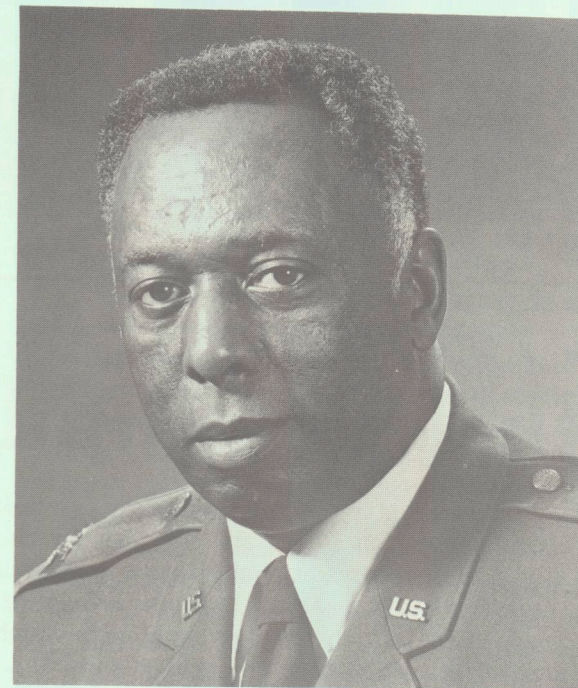
A 25-year Air Force veteran, Colonel Young's first recruiting assignment came in 1975, when he was named commander of the old 3507th Air Force Recruiting Group, Lowry AFB, Colo. One year later, he assumed command of the 3504th Group at Lackland AFB.

In July 1976, Colonel Young became director of operations here, retaining that position until becoming vice commander in August 1978.

Colonel Young's replacement in operations was Colonel Milanovich, coming here from Air Force headquarters where he served as Accessions Policy Board and Personnel Policy Division chief for four years, a job that put him in regular contact with Recruiting Service.

No stranger to recruiting, the colonel for four years commanded the old Detachment 210 in Pittsburgh. His assignment here made him the first former detachment (now squadron) commander to become operations director. He is now the first former squadron commander to become Recruiting's vice commander.

At presstime, it was announced that Col. Benjamin E. Waller III will be the new director of operations. Replacing Colonel Waller as director of marketing and analysis is Lt.Col. William A. Luther, formerly with the Air Training Command inspector general's staff.



Colonel Young

Assistance program provides 22,000 leads

Some 22,000 age-qualified people were referred to recruiters under the Air Force Recruiter Assistance Program during fiscal year 1978, Recruiting Service officials have announced.

Also, bases conducted 138 open houses, 549 career days, 6,716 tours, 4,769 band performances and some 5,000 speeches were given in direct support of recruiting. More than 3,600 first-term airmen returned to their home towns to help recruiters and

resulted in 4,919 enlistments.

"Recruiting the 'kinds' has plagued recruiters in years past," Brig. Gen. William P. Acker, Recruiting Service commander, said. "Now, the 'numbers' are beginning to be a major recruiting problem."

"The AFRAP enabled us to enlist or commission some 72,000 people during 1978, a period when awareness of the Air Force throughout the United States was on the decline. Involvement in the recruiting effort during FY 79 by each member of the Air Force family is needed if we are to enlist and commission the 'number' and the 'kinds' of people the Air Force requires to maintain a quality force," he said.

Two win honors

NCOs 'outstanding' in '79

Recruiting Service has named two NCOs its Outstanding Airmen of the Year. Selected were SMSgt. Ivy L. Armstrong a flight supervisor with the 3545th Air Force Recruiting Squadron, St. Louis, and SSgt. Douglas J. Gillert, editor of THE AIR FORCE RECRUITER newspaper, here.



Educators on tour

Recruited four years

A 22-year veteran of the Air Force, Sergeant Armstrong has been a recruiting flight supervisor since July 1975 and served as a recruiter four years prior to that. During this time he received his Bachelor of Individual Studies degree from Columbia, Mo., College and a dual master of Business Administration and Management degree from Webster College, St. Louis.

Sergeant Armstrong has been deeply involved in the affairs of his community, both professionally and personally. He is a deacon of his church and president of a neighborhood civic organization, dedicated to the improvement of living conditions in a depressed area. He also coaches a junior golf team.

Excels on, off job

Job knowledge and skill and strong community involvement were cited as reasons for Sergeant Gillert's selection for honors in the NCO category.

A 10-year veteran of both Marine Corps and Air Force duty, Sergeant Gillert has edited the RECRUITER, Recruiting Service's official monthly newspaper, since October 1976. During that time, the paper and Sergeant Gillert have won numerous professional awards. These include First Place, ATC, Air Force, and Thomas Jefferson Award winner as best in the Department of Defense, 1976; Frist Place ATC, and Second Place Air Force, and ATC Editor's Award, 1977; First Place ATC, 1978.

Sergeant Gillert has twice been selected as the NCO of the Quarter for the 3300th Support Squadron, now ATC Headquarters Squadron.

Continued on page 16

viewpoint...

...from the commander

The lead story in this month's paper tells you about Operation Blue Suit, our plan for recruiting during the traditionally tough months of February-May. I ask all Recruiting Service members to commit themselves to helping meet our objectives during this crunch period.

Crunch may be too harsh a word for this period — like calling a recession a depression. But I don't want anyone to take the problems we face in meeting our goals lightly. We must use every resource we have — we must work very smartly and dedicate ourselves to this singular purpose.

You all did extremely well in January. Every squadron put forth maximum effort last month in accepting my challenge to build net reservations. The same maximum effort is now needed.

Don't forsake the summer and fall — net reservations must continue to accrue. However, our now-priority is in-month recruiting. Operation Blue Suit is dedicated toward this goal. I think you'll agree we have some pretty nice recognition planned for those of you who rise to the top.

On another note, in facing the crunch we must, as I said, work smartly — and use our available resources wisely. This is why it concerns me that anyone would, through carelessness, squander a very important resource — applicant leads.

It appears, however, that this is happening to some degree. The folks at ATC Administration tell me they're getting hundreds of our Business Reply Cards sent back to them from HQ USAF. This is occurring because recruiters don't put their return addresses on the cards before sending them out to potential applicants, and the Post Office sends them to Washington, or worse, discards them.

Let's face it — it doesn't do us any good to interest somebody in the Air Force then make it difficult for him or her to express to a recruiter that interest.

Two examples point out the potential damage this oversight can cause. First, since August 1978, ATC has received 93 reply cards from inquirers about OTS; possibly hundreds more wound up in the trash. I don't have to tell you the tremendous need we have for OTS leads. Secondly, we got an undelivered folder back the other day from a young woman interested in NPS enlistment. Her ASVAB results were A-50, so-so; then, G-80, M-95 and E-95. Fortunately, we got her name to the recruiter so he could call her and hopefully overcome the delay.

I only bring this up to reiterate a point. Use all of your resources wisely, and make sure you don't miss out on good leads. By the way, new folders will have your squadron's return address printed on the attached reply cards. We are always looking for ways such as this to make your job easier — so you can spend most of your working hours carrying the recruiting bag.

Thanks, again, for your past support. I know I can personally count on everyone during these critical months to make our recruiting objectives.

William P. Acker



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

All photos are official Air Force photos unless otherwise indicated.

Brig. Gen. William P. Acker..... Commander
Col. Walter D. Miller..... Director of Advertising
Capt. Claude S. Morse..... Chief, Publicity
SMSgt. Harold D. Newcomb..... Chief, Media
SSgt. Douglas J. Giller..... Editor

Here's something new

Editor's Note: Author of the following editorial, MSgt. Chuck Johnson, is an 18-year Air Force veteran who has spent the last eight years in Recruiting Service. As a recruiter, he was top rookie and top recruiter for the former 3502nd Air Force Recruiting Group. He served two years at the 3505th Group before being assigned to Recruiting Service headquarters, where he now works, in the Recruiting Management Branch, Directorate of Marketing and Analysis.

By MSgt. Chuck Johnson

Attention, recruiters! I have a one time good deal for you.

I will give you something new — something guaranteed to get new applicants in the chair for you. This new something will revolutionize your prospecting methods and guarantee you more new business than you know what to do with.

I'm willing to let you test it for 30 days with one small condition — during the 30 days you must totally give up your perpetuation. This must be done so that you can make the proper comparison between this super something and the age-old, proven technique of perpetuation.

What do you say, is it a deal? Remember: This something new is guaranteed to be better than perpetuation.

Why are you hesitating? Do you think perpetuation is better than what I have for you?

Favorite brand

How many recruiters would fall for this line? Not many, I hope. Most recruiters are like the lady in the TV commercial who won't give up her favorite brand detergent for Brand X, because she knows what her brand will do. She has confidence in it; it is time-tested.

The smart recruiter feels similarly about perpetuation — he knows it is a means of maintaining a steady, continuous flow of prospects. He also knows that successful salespersons in the civilian world use it faithfully, because it makes their job easier. They know it works!

Organize space defense

"There must be a single point upon which all U.S. space defense matters can focus," Gen. James E. Hill, commander in chief, North American Air Defense Command and Aerospace Defense Command, told an Air Force Association symposium here.

He said, "The tasks of space surveillance, space defense, satellite attack warning and satellite survivability would be controlled from this single point.

"The Aerospace Defense Command has proposed the concept of a space defense and operations control center," he noted.

The Space Defense Center inside Cheyenne Mountain near Colorado Springs has had responsibility for keeping track of manmade objects in space since 1967. But, according to General Hill, the term, "space defense," is a misnomer since "What we actually do is observe

Hence, like the lady in the commercial, a smart recruiter could never give up his perpetuation.

Many sources

Perpetuation leads come from many sources, the main and most obvious being satisfied former applicants now in the blue suit or DEP members waiting to enter basic training.

But what about disqualified applicants? Can you perpetuate from them? Is it ethical? I recently found out.

A recruiter spent what seemed to me a long, wasted time with an applicant who had been permanently medically disqualified two years ago. After the individual left the office, I asked the recruiter how often he had similar visits.

Anticipating what I had on my mind, the recruiter said, "Not often enough. It broke that applicant's heart when he couldn't enlist; but he never held it against me. Since that time he has referred at least one good lead a month. They all don't enlist but so far six of them have."

Well, to say the least, the recruiter's abrupt comment saved me from inserting my foot in my mouth.

Another example, closer to home: I remember two of my women applicants who did not enlist, an OTS non-selectee and an overweight NPS, who within two years ended up as Air Force wives of NPS enlistees. The husbands never were quite sure how and why they made that initial visit to my office, but it didn't take long to get them in a blue suit.

The stories go on and on; the classmates, brothers, cousins, husbands and wives, friends, etc. And I believe in them all — the power of effective perpetuation knows no limits.

Now you might ask, if everyone knows and understands the importance of perpetuation, why write an article about it? Good question! Here are three others.

Do you know that perpetuation is like getting something for nothing? Do you know it is the best thing going for new leads? Do you know it beats cold phone calls to death?

Do you?

space . . . we do not and cannot defend our interests in that critical medium."

General Hill said a vast amount of space-related expertise is available but is fragmented. He sees a need to coordinate the national defense efforts to insure the success and security of U.S. space resources.

He compared the present situation in space to comments of the late airpower proponent, Gen. Henry "Hap" Arnold, who said, "Any Air Force that does not keep its doctrine ahead of its equipment and its visions far into the future . . . can only delude the nation into a false sense of security."

General Hill said, "We are today at the point where we must develop the doctrine, and we must foster the visions which will give us security in the unbounded reaches of space."

Assistance drive begins

Editor's Note: The following AFNS editorial announces the annual Air Force Assistance Fund drive, which kicks off Feb. 21. A project officer in your unit will contact you for a voluntary contribution.

The theme of this year's Air Force Assistance Fund drive is "Commitment to Caring." You'll be asked to contribute to the Air Force Aid Society, the Air Force Village and the Air Force Enlisted Men's Widows and Dependents Home.

As a member of the Air Force family, you'll be asked to help your "relatives." Many first termers, many shiny new second lieutenants, and some "old heads" will experience the Air Force family ties for the first time: the ties that hold the family together; ties built by sacrifice.

But what do you get out of it? Sure, there is the satisfaction of helping others in need, but is there really anything in it for you.

Yes, quite a lot. Look at what happens to your donation:

Part goes to the Air Force Aid Society for an interest-free loan to cover financial emergencies.

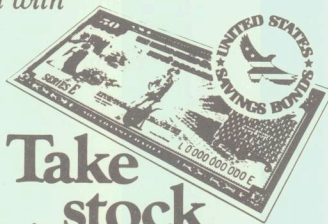
Part goes to the Aid Society for a loan to a dependent's education.

Part helps cover expenses at Air Force Village or the Enlisted Men's Widows and Dependents Home — places where the Air Force family finds common backgrounds of shared experiences.

And there's much more available. Of course, you don't have to give. The Aid Society doesn't check applicants to see if they contributed before approving a loan. But if you don't give, can you be sure our family will find the assistance needed?

Maybe another theme for the campaign should be "Commitment to Family." Because more than anything or anyone else, that's who your contribution helps.

Bonds can help you build a hefty nest egg for a new car, a house, education or retirement. Happy endings begin with U.S. Savings Bonds.



Take stock in America.

fem-line

By Barbara Wills

So often in recruiting we see and hear the phrase, "Air Force: A Great Way of Life!" In recruiting the emphasis is on "Great," but I've discovered how much the Air Force is a "Way of Life" during my past year in the civilian community.

I've been an Air Force dependent all my life and found civilian ways very different from my expectations. This time of total immersion into the civilian community has been a time of discovery. Perhaps other recruiters' wives have found it so as well.

One of my first impressions was the diversity of hairstyles among civilian men. Accustomed to the clean-cut and smooth shaven aspect of Air Force men, it took some time to adjust to daily seeing men with various hair lengths, longer moustaches and beards. I knew they existed, of course, but not in such abundance!

Another adjustment I've had to make is in keeping some of my more controversial opinions about certain civilian jobs to myself. Within the Air Force community this was never a problem because everyone had the same employer, no one belonged to a union, and all jobs were considered essential.

Life styles vary

The civilian community, on the other hand, is filled with people in all walks of life and with many job related associations that I may personally not approve. With rare exceptions they consider these jobs as important and essential as I consider the Air Force!

Another surprise was the almost fanatic loyalty these people - men, women and children - display for their local youth and school sports! The teams are almost idolized and rivalry is high. Not being a sports fan, I've always considered youth sports a medium for teaching sportsmanship and the rules of the game. This other emphasis amazed me.

One particularly noticeable difference in our present community and the Air Force community is the slower, quieter pace here. While this certainly isn't true of all

civilian communities, it's one of the nicer things about ours.

It's quite a pleasant and unusual change. I see no nose-to-tail traffic crawling past the house every morning and evening. No fighter planes roar overhead at night (one of the sounds I do miss, incidently!) Our loudest mechanical noises are the train 11 blocks away and an occasional farm tractor.

Another nice difference is the association we have with elderly people in the community. Air Force communities tend to be youthful. The opportunity to associate with people who have lived long and who can enrich our lives with their experiences is wonderful and enlightening!

People friendly

Perhaps my greatest and most pleasant surprise came when I discovered that the people out here are so friendly. I somehow expected a somewhat "anti-military" feeling. While it's true that the younger people I've met seem to have little interest in or concern for our national defense (an apathetic attitude that does cause me uneasiness and concern), most seem to have no particular prejudice against those who do serve in the military.

Among the older people there seems to be a more positive attitude and some favorable comments about a draft. These are the people who have served in the military in past years or who have family members who have done so.

There have been other adjustments, too. The awful high costs of living off-base were really frightening at first and made some drastic changes in our finances; getting used to the usually much higher costs of food and other items was depressing at best; dealing with civilian doctors and CHAMPUS is more expensive than visiting the base hospital.

So, in many ways I do miss the Air Force community. But, as with all my husband's assignments, I've learned to adjust to and even enjoy our present location. Maybe that's one of the things that makes the Air Force such a great way of life: The constant diversity that gives us so many opportunities to grow and broaden our horizons.

' . . . we have been working . . . to speed up . . . leases.'

Editor's Note: Government leased housing is a major concern of the majority of recruiters, and much has been publicized about the program in this paper. The following letter to a concerned sergeant from Brig. Gen. William P. Acker, Recruiting Service commander, sheds new light on the program and what is being done to improve it. The letter is in reply to Sgt. Donn F. Kutz of the 3511th Air Force Recruiting Squadron, Pittsburgh.

Dear Sergeant Kutz

I received your letter about your leased housing problem on 16 Jan 79 and since that time one of my senior officers has been personally working to help you. I understand your lessor signed the contract on 30 Jan. We have asked your squadron to send a copy of the lease directly to the 3501st Group instead of sending it back to the Baltimore MD Corps of Engineers Office as would normally be done. This should avoid more delays in the mail and help the Group to start your rental payment sooner.

After looking at a detailed breakdown of how long it has taken to process your lease, I agree with you that it shouldn't have happened. I want you to know that your experience wasn't in vain. As a direct result of your situation the Hq ATC Civil Engineers will be sending a letter to all Recruiting Groups with guidelines on tightening up processing time for leases. This

should help prevent other recruiters from getting into the same predicament. I also want you to know that we have been working for some time to speed up other areas of lease processing. Right now the Corps of Engineers is considering a major change we recommended some time ago and we are hopeful that further improvements to the leasing process will be announced in the near future.

Despite what you said in your letter, Donn, I do care — very much — about what happens to you. So does your Group Commander and Squadron Commander. We are all working constantly to make things like leased housing better. Sometimes, however, we can't make changes as quickly as we'd like.

Your Squadron Commander speaks very highly of the ability you have shown as a new recruiter. I know you will be a success: continue to work hard at it. You are a vital part of the most important team in the Air Force. I know that you realize that. I also hope you understand that I and my staff are supporting you and will continue to do so.

Sincerely

William P. Acker

WILLIAM P. ACKER
Brigadier General, USAF
Commander

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.

More helpers, please

COMMENT: Why don't we have more recruiter helpers? I've put in for 20 or 22 different people this year. I have to admit I got one and thank you for that, but my next door neighbor in the Navy has nine in his office presently and expects more. Don't send me nine, just a few every now and then.

REPLY: Sounds like you really like the program, which is great. As you know, we just don't have as much money to budget as the Navy, but you can expect to receive two or three recruiter helpers throughout the current fiscal year.

Bad badge

COMMENT: I was privileged to receive the new master recruiting badge, and I feel the program is great as far as recognition goes. However, I really feel let down by the lack of quality in the design of the badge. The pins on the back look like tacks glued on. They're not only hard to get through the shirt, but they break out of the glue that secures them to the badge. By being resourceful, I just glued the pins back on, but we need something of better quality if we are really going to be recognized as the best.

REPLY: The senior/master badge was designed based on a lot of inputs (suggestions, DIAL calls, etc.). I've asked your commanders to feed me comments on the badge. Based on their inputs, I'll decide whether or not to continue use of the badge. If, however, they indicate changes are needed in the quality or design, we'll get those changes made. Thanks for your call.

Letter unwanted

COMMENT: Why in the world do we need a letter on a non-high school graduate passing the GED? The GED certificate often shows he has passed the test successfully and finished GED but nevertheless, we have to run down to the education center and get a letter of intent for passing the test. It takes up to a week to get this letter. If we have the scores of his test, this should be sufficient.

REPLY: I agree. We have been working the same theory for some time. With AFMPC's approval we'll be changing ATCR 33-2 to allow use of a standard form, GEDTS Form 30, Official Report of Test Results, which is used nationwide by GED testers. The change will specify "an official GEDTS Form 30 with passing scores and an official seal" as acceptable proof of passing the GED.

Who's helping?

COMMENT: We need better feedback on our Recruiter Helper Program nominations. As it is now, we submit names and that's the end of it until we either get a copy of their orders or they just show up, ready to go to work. We need to know if they're coming or if they aren't and why.

REPLY: Yes, you do need to know this information, so, as of Jan. 5, we're giving it to you. Each Friday morning your squadron monitor will call his headquarters monitor and receive a complete update on recruiter helper nominations, by office. Squadron monitors will be responsible for letting recruiters know the status of their nominations. Keep those ideas coming.

ROTC versus enlistment

COMMENT: When a person applies for ROTC is there any reason why our ROTC people cannot determine if he's going to be competitive in the program? If not, then they could immediately furnish his name to a recruiting office to work, so that we could pursue him with CCAF.

REPLY: You may have something here. We will be testing a similar idea for improved Recruiting Service and ROTC interface in the 3501st Group. If the test works, it will be expanded to the other groups.

Child custody

COMMENT: I realize 33-2 specifically states that a civil court must issue a document awarding child custody to a person other than the applicant for purpose of enlistment. Arizona has a statute on the books which allows a parent or guardian to transfer power of attorney in custody matters for a period of six months or more if properly requested. Why is it not possible to obtain or use this document in lieu of a bonafide court order?

REPLY: By now you're probably familiar with the good news in ILC 79-2 which states that court orders are no longer required. A notarized "certificate of child care arrangements" replaces the court order and eliminates associated costs and hardships.

Get results!

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

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

Remember that a DIAL call is normally followed up by a telephone reply within 72 hours — if you leave your name.

Recruiters give emergency aid

NEW CUMBERLAND, Pa. — Two recruiters assigned to the 3518th Air Force Recruiting Squadron recently became "medical bag carriers" during emergency situations.

While driving to his Sunbury, Pa., recruiting office, Sgt. Dennis M. Magdule saw an elderly man fall to the sidewalk. Stopping to lend assistance, he found the man lying face down and unable to breathe. Sergeant Magdule, a medical service specialist, rolled the man onto his back to enable normal breathing. He saw to it that an ambulance was called and stayed with the man until it arrived.

The man's wife later thanked Sergeant Magdule for his responsiveness and concern. She confirmed that her husband suffers from a respiratory problem and noted that the recruiter's action averted a possible tragedy. Her husband's condition after the accident was listed as satisfactory.

Another 3518th recruiter witnessed a traffic accident and responded immediately with first aid assistance.

SSgt. Phillip S. Boise of the Pottsville, Pa., recruiting office saw a large dump truck roll over and eject its driver. While someone secured the truck, which had ended back on its wheels, Sergeant Boise covered the injured man with his coat and treated him for shock.

With the situation temporarily under control, the sergeant ran to call an ambulance. Upon returning to the scene he found the victim had already been taken to the hospital by a friend.

Sergeant Boise did not hear anything of the driver's condition, the official report of his injuries, or his probable recovery.

Both recruiters were commended for their emergency actions by Lt.Col. Edward A. Glowat-ski, squadron commander.



Take five: Small headquarters staff manages helper program

By SSgt. Douglas J. Gillert

Who's minding the Recruiter Helper Program shop? An airman, an NCO, and three civilian employees who, individually, are the program monitors for the five recruiting groups.

These monitors oversee recruiter helper support to recruiters, from nomination to letter of evaluation. They are, in essence, the managers of each group's program.

SrA. Johnnie McDaniel monitors the 3501st Air Force Recruiting Group. He works closely with squadron monitors to insure everything is set for each helper to have a productive TDY and to correct any problems that occur.

Airman McDaniel will be leaving recruiting in March, having received orders to Hickam AFB, Hawaii. His replacement has not been named.

The other monitors are: Lupe Sierra, 3503rd Group; Paula Leos, 3504th Group; Sgt. Sandy Jones, 3505th Group and Shirley Zunker, 3506th Group.

Learn from experience

Experience has taught the monitors a broad list of do's and don'ts. One of the best do's, according to Leos, came from Capt. Tom Snyder of the 3543rd Air Force Recruiting Squadron, Omaha, Neb.

When Leos informs the squadron of an approved helper nomination, Captain Snyder contacts the helper's base information office and obtains a photograph and biographical sketch. He reproduces this material and provides it to each high school the helper will be visiting.

Leos said the idea has helped draw favorable attention to the helpers' visits and is increasing the number of leads coming from these schools.

Another program that's working well, at least in those squadrons that use it, is the Friday call-in. The plan, announced in January, is for squadron monitors to call their headquarters monitor each Friday morning to get up to the minute information on all helper nominations and to discuss any problems.

Take advantage of call-ins

"Those squadrons taking advantage of Friday call-ins say it's great," commented TSgt. Jim Zischke, Recruiter Helper Program NCOIC. "Unfortunately, many units aren't calling. They're the same ones who are encountering problems later on," he said.

"I urge every squadron monitor to take the time to call us and get a check on his current nominations," Sergeant Zischke said. "It can save a lot of confusion and unproductive TDYs later on."

Sergeant Zischke said the most important need is for recruiters to make more nominations. "We have to nominate more names," he said. "If the recruiters don't nominate we'll have to get more names from the bases, which means recruiters might lose control over who they get."

Here are some other do's the monitors suggest for a viable helper program.

- Do plan an effective itinerary for helpers.
- Do verify the helper's orders before putting him to work. "Unofficial" helpers won't get reimbursed for their expenses.
- Do arrange several high school visits.

• Do use your helper at fair and mall exhibits, DEP COI functions, and other public engagements that support recruiting.

• Do get him on radio, television, and in the newspapers. Ask your squadron advertising and publicity staff to help arrange maximum publicity.

• Do enlist his support in telephone prospecting.

• Do submit an evaluation on the helper. This is the only way the program can be measured and is the basis for future funding.

• Do code the ATC Form 1371, Assignment Record (NPS), Item 40, Survey Code, if the helper is instrumental in the applicant's enlistment.

And, some don'ts:

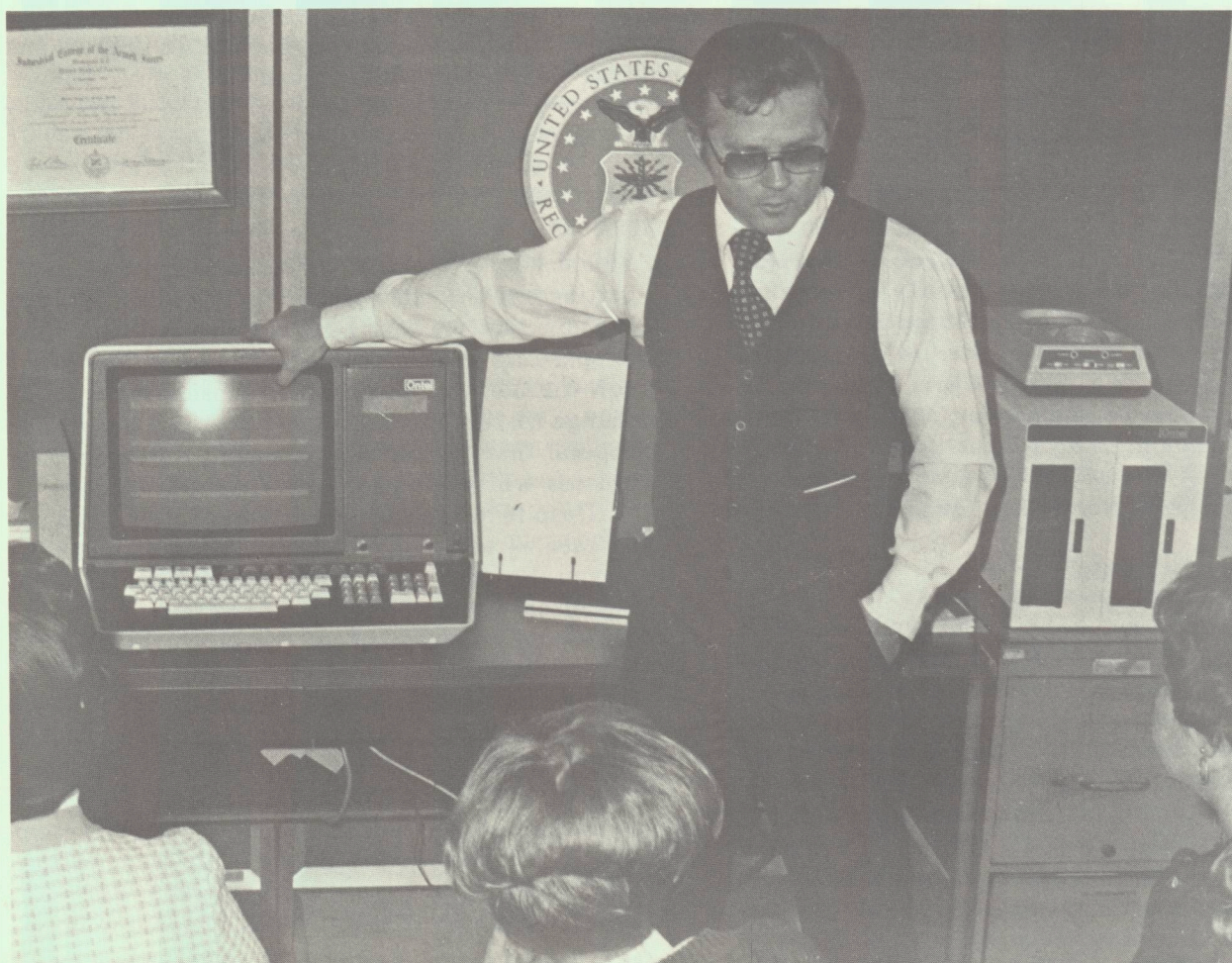
• Don't nominate somebody you really don't want.

• Don't have a helper do your "dirty work," such as stuffing envelopes, manning the office in your absence, or pulling clean-up duty.

• Don't let him drive your GSA vehicle: regulations prohibit it. And don't have him drive his personal car all over town just to straighten or restock your literature racks.

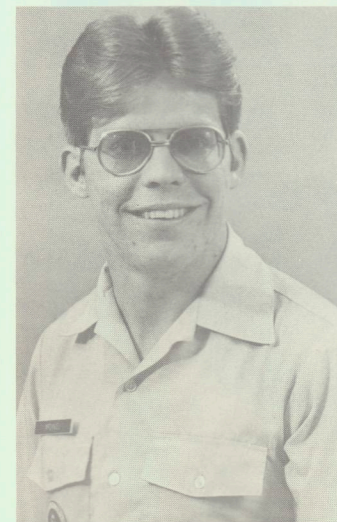
• Don't ask for an extension unless the airman is really paying you dividends — through leads or enlistments. And, don't keep a non-productive helper; call your squadron monitor and get his TDY terminated.

"Most of these guidelines just make good sense," said Sergeant Zischke. "We need to use helpers as cost-effectively as we can and get maximum productivity from them. Next year's Recruiter Helper Program depends on this year's success."



Administrative personnel of the 3504th Air Force Recruiting Group, Lackland AFB, Tex., listen to Jim Parks of Business EDP Corporation explain use of the Ontel OP-1 Word Processor. The group is testing the automated typing system in direct mail and publicity programs. Pending results, word processing, which has already been incorporated at Recruiting Service headquarters, may be adopted nationwide.

Here's how it works



McDaniel, 3501st



Sierra, 3503rd



Leos, 3504th



Jones, 3505th



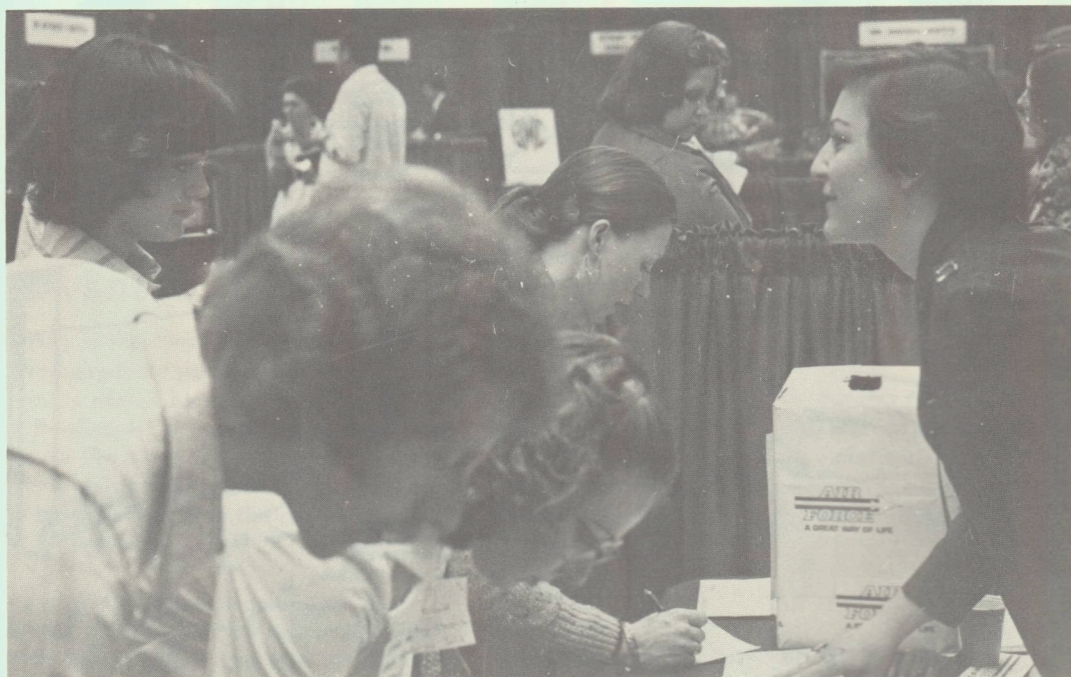
Zunker, 3506th



Dental check

Capt. Boyd Kleefisch, health professions recruiting officer, 3549th Air Force Recruiting Squadron, Tinker AFB, Okla., talks with Maj. (Dr.) Bob Phillips, Tinker AFB dentist, as he examines a physician applicant. The 3549th's health professions team was tops in the nation for fiscal year 1978.

Top medical team prescribes formula for healthy results



Prospecting

Nurse recruitment officer Capt. Pat Hendrix talks with prospective nurse applicants at the Oklahoma State Nursing Convention.

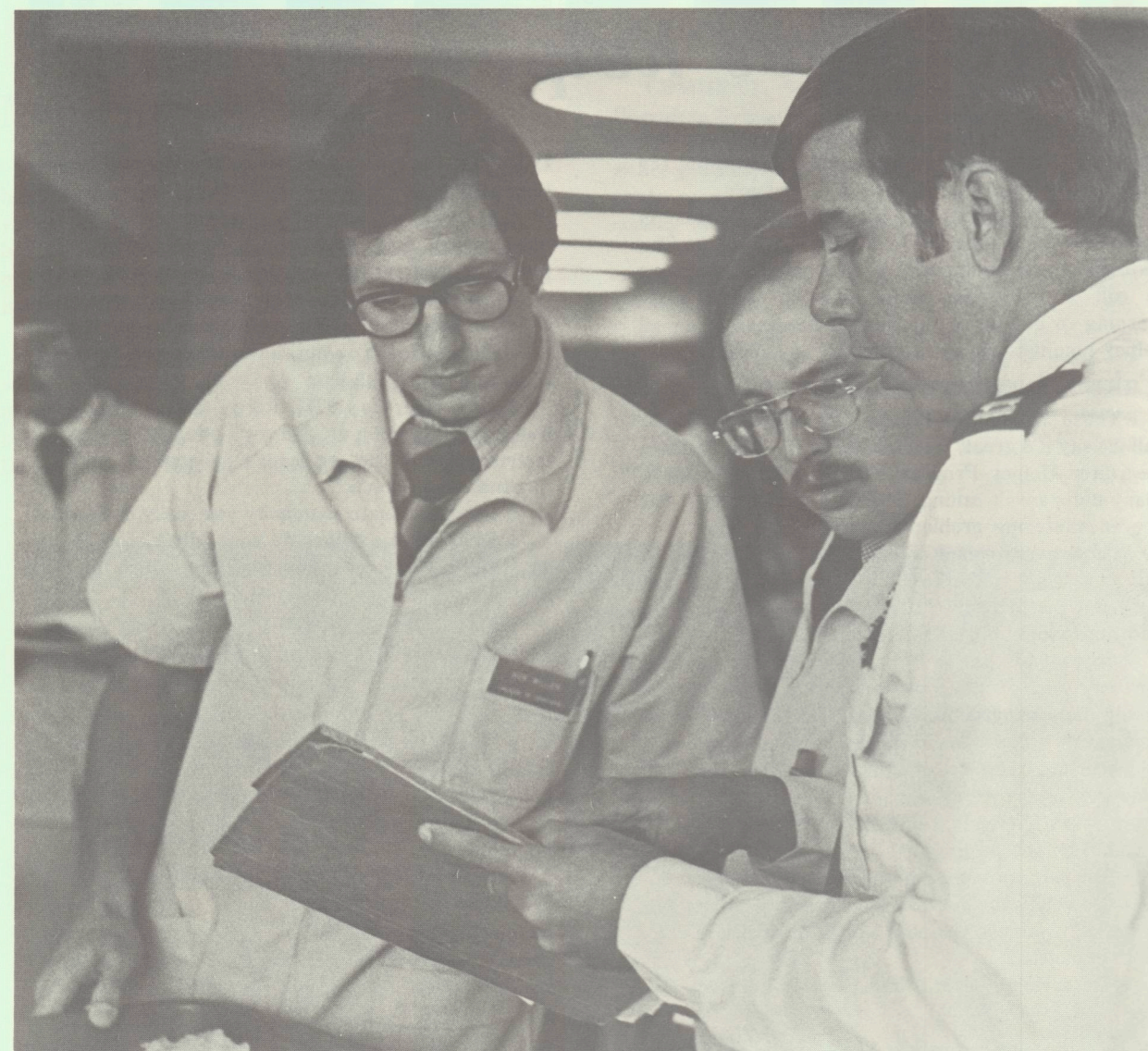
TINKER AFB, Okla. — "Winning the title of 'Best Medical Recruiting Team' in fiscal year 1978 can't be attributed to any one thing.

"It was a combination of using the basic recruiting tools and techniques and a lot of hard work," said Capt. Boyd Kleefisch, 3549th Air Force Recruiting Squadron's health professions recruiting officer.

"You can't ignore any aspect of the basics," Capt. Kleefisch said. "You've got to do a little bit of all of it — COI events, conventions, direct mail, media visits and telephone prospecting. And most important, when you have a lead, work it and close."

Capt. Pat Hendrix, nurse recruiter, echoed his comments, saying, "If you use all the tools, you will succeed." Both officers praised the efforts of team members MSgt. Chuck Moyers and TSgt. Howard McDermott.

Here is what the 3549th RSq. health professions team accomplished in FY 78: Nurse goal, 216 percent; dentist goal, 133 percent; veterinarians, 200 percent; Biomedical Science Corps, 500 percent; Health Professions Scholarship Program, 200 percent and physicians, 100 percent. They were also 100 percent or better in each program for every quarter of the fiscal year.



Potential officers

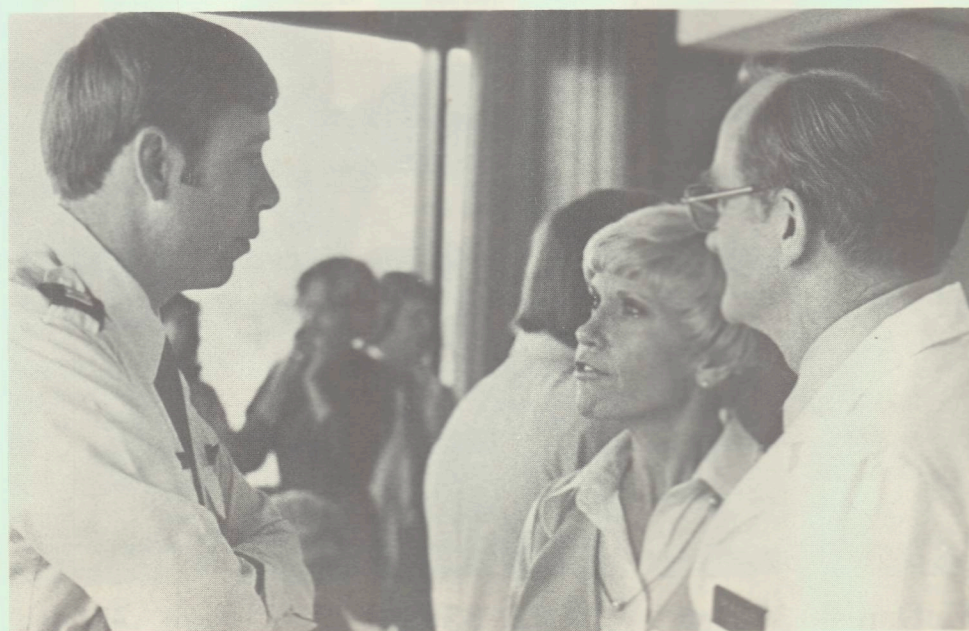
At a pizza party COI luncheon, Captain Kleefisch discusses application procedures with senior dental students from Oklahoma University.

Story by Capt. Harold Hart

Photos by TSgt. Ed Gilbert

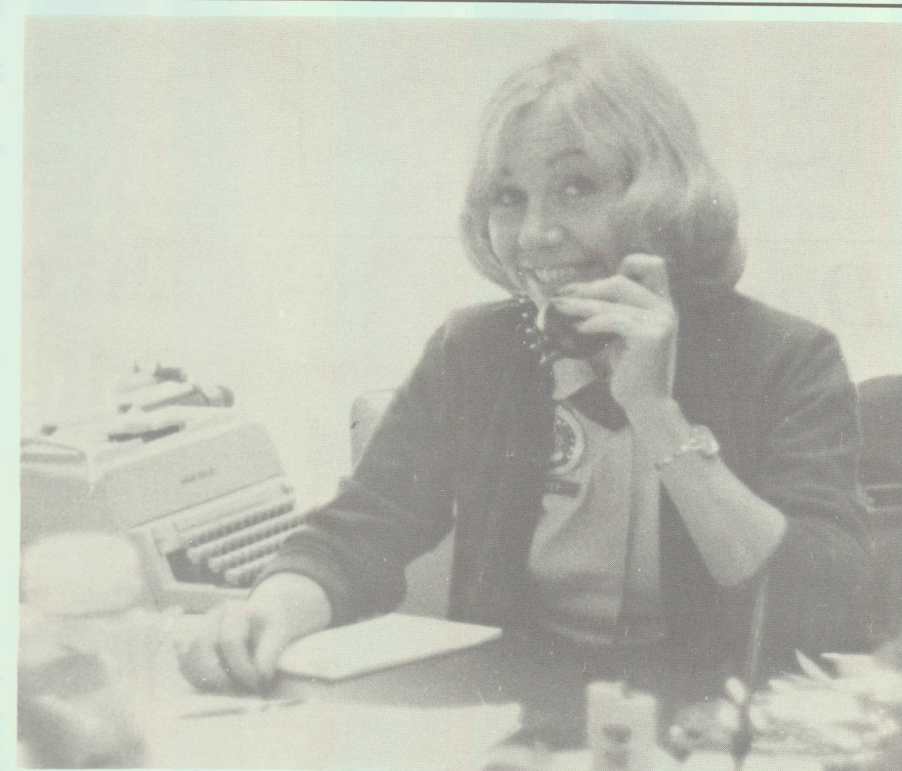
Centers of influence

Captain Kleefisch discusses Air Force opportunities with Walter E. Dilts, director of clinical affairs, and Mrs. Joe Racz, secretary to the dean, Oklahoma University Dental School.



Dialing for nurses

Capt. Bonnie Brewer, 3553rd Air Force Recruiting Squadron nurse recruitment officer, calls a nurse applicant. Initial telephone contact is one of the steps Captain Brewer says she takes to increase nurse accessions. In the article below she outlines the other steps that helped her team produce more than 100 percent of its fiscal year 1978 goal.



Making goal Recruiting nurses not always easy

By Capt. Bonnie Brewer

CLEVELAND — A familiar phrase to all of us, especially those of us in nurse recruiting, is "Don't worry, the nurse program always makes it, that's an easy recruiting job."

Well, very shortly after I arrived, I definitely found out that is not true. It is a difficult and demanding job. Particularly in the 3505th Group, recruiting nurses presents a very great challenge.

In the '05th, nurses that are most likely to result in an accession are those we have to go out and prospect for — hard and smart!

Our nurse team in the 3553rd Air Force Recruiting Squadron was fortunate in fiscal year 1978 and produced more than 100 percent. But, it was the result of many hours of hard work. I discovered very quickly that it isn't simply filling out an application, sending it to HRS and then administering the oath of office. Most of the time it involves awareness in the nursing community and a lot of personal contact and involvement.

It's difficult to pinpoint exactly what brought the successful results, but I have found a few necessary factors.

First of all we established a weekly high quality direct mail-out program which provides us with half of our leads and advertising. This also helps us refine our lists and update addresses.

The other half is the result of prospecting and the support from our outstanding field recruiters.

Once I get the lead and make the initial phone contact, it is extremely important to sell myself and establish that positive rapport. If we're able to accomplish that, we can make an appointment and we're half way home.

Establishing a trusting relationship and selling the Air Force in that first personal interview will insure an application. Completing a first class application will expedite the process. This involved a few mistakes on my part initially, but I finally realized what was needed and never made the same mistake twice.

The next step is like the ribbon on a present and is directly related to an accession; that is the follow-up. I have found it to be one of the most important parts of nurse recruiting. This may be a letter, a phone call, a trip to Wright-Patterson AFB or maybe several months of periodic contact.

Probably 90 percent of our nurses are very indecisive. They usually want to go in the Air Force but need to be convinced that they are doing the right thing. And that involves a personal concern, a sincere interest, and an honest relationship, which add up to many hours of work on our part.

There are many other things that we do, but I feel perpetuation, mail-outs, personal involvement and hard work have helped us in the '53rd the most. I realize that all areas of the country are different, all recruiters are different — but it still comes down to the old saying, "If it is to be, it is up to me."

*'If it is to be,
it is
up to me.'*

One volunteered, other 'got stuck' but Lackland's finest love job

LACKLAND AFB, Tex. — When Jimmy Jones joined the Air Force in 1977, he asked to be a cop. He wound up working for Oscar Hammond, a man who admits that he "got stuck in the career field" back in 1960.

It's worked out just fine though — A1C Jones and MSgt. Hammond have been named 1978's outstanding security police first term airman and senior NCO at the Air Force Military Training Center here.

Their dedication to duty during the past year has contributed to the professionalism of the security police field, according to Lt.Col. Todd Rabe, 3700th Security Police Squadron commander. "And, the new image of police officers is what helps us attract and retain people of their caliber."

In earning the outstanding airman award plus an Air Force Commendation Medal, Airman Jones sometimes worked "in excess of 65 hours a week," Colonel Rabe noted. Those extra hours allowed him to sharpen skills which resulted in the capture of burglars, illegal aliens and vandals attempting to enter or operate on Lackland.

Working as a gate guard, he earned high praise from Gen. Lew Allen Jr., Air Force chief of staff, for traffic control and appearance during the chief's visits to the base.

Going beyond his chosen career field, Airman Jones served as a member of the Commander's Representative Team. Designed to serve as an extension of the center commander, Maj. Gen. Andrew P. Iosue, the team spends off-duty hours surveying the attitudes and solving the problems of Lackland's 30,000 people.

Since assigned to Lackland, Airman Jones has worked with Sergeant Hammond — the guy who "got stuck" in the career field.

"When I joined the Air Force in 1960," Sergeant Hammond recalls, "I didn't ask to be a cop. I stayed with it though. Promotions in the career field weren't good, but I stayed. Now all that has changed."

He now wears his badge with the self-assurance and pride that comes from doing a tough job for years, and finally being recognized for it, Colonel Rabe says.

Supervises largest SP unit

As superintendent of the largest SP law enforcement unit in the U.S., Sergeant Hammond supervises all enlisted personnel assigned to operations. His training programs have improved SP skills throughout the organization, and his work with youth groups contributed to a major reduction in on-base crimes.

During the past year, Sergeant Hammond established a program between the SP Academy's dog school here and the base which made more dogs available for routine police use and improved the training environment for the student dog handlers.

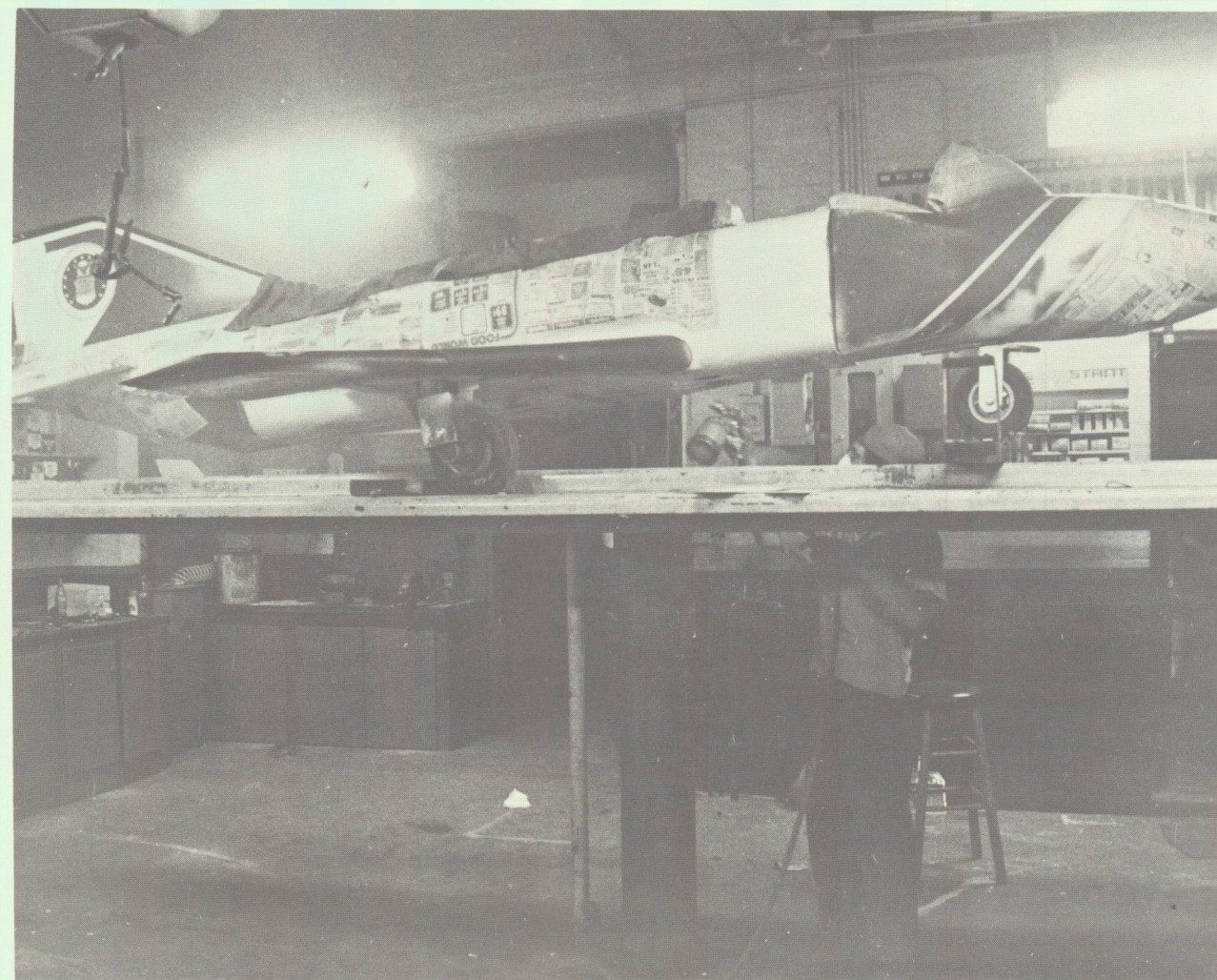
Both Sergeant Hammond and Airman Jones are pursuing college degrees — Hammond has four years of college work with civilian schools and Jones is earning his associate degree from the Community College of the Air Force.

Sandwiched between duty and school, the two find time to work with area youth groups. Sergeant Hammond is a coach for youth sports and Airman Jones, through Lambda Chi Alpha fraternity, raises funds for orphanages.



Top cops

Two cops, Air Force security policemen A1C Jimmy Jones, in car, and MSgt. Oscar Hammond, discuss the day's business at Lackland AFB, Tex. The two were named Air Force Military Training Center's Outstanding Security Policemen of the Year. (Photo by TSgt. Jammie Price)



Face-lift

Full service gas stations are becoming scarce — especially those that service F-4s. Here, a scale model F-4 used by Recruiting Service, gets a new paint job at a Daytona Beach, Fla., gas station. Station owner Jimmy Webb donated

the labor; the 3533rd Air Force Recruiting Squadron paid for the materials to get the bird ready for the Orange Bowl Parade. (Photo by SSgt. Rick Fellows)

Gas station handy hangar for mini-jet

PATRICK AFB, Fla. — Where does an F-4 go when it needs structural repairs and a fresh coat of paint? To a gas station — of course.

This was the case for one of the mini-F-4s made to scale by the Training Aids Branch at Lowry AFB, Colo., and used by recruiters nationwide in parades and other events as an attention-getter.

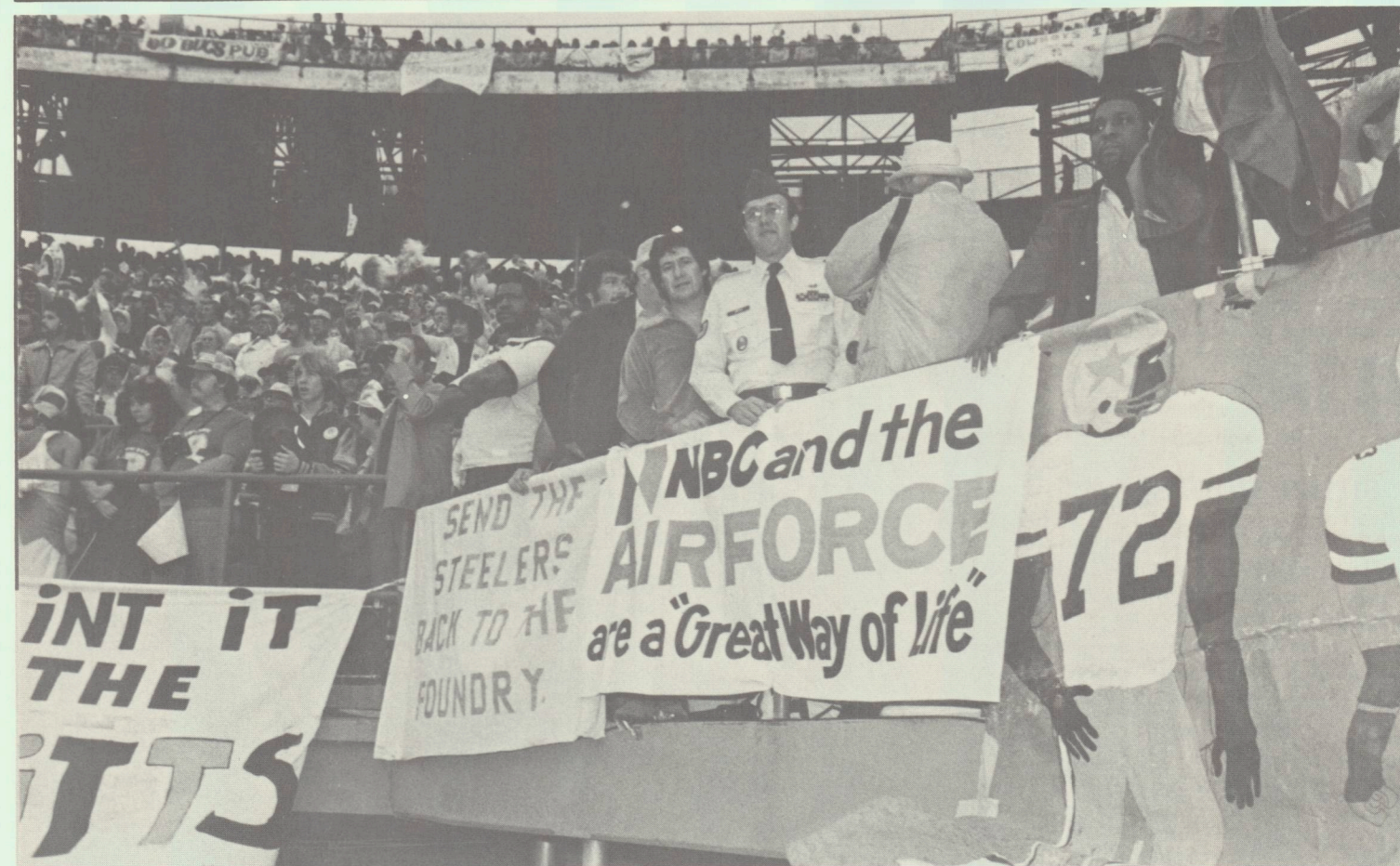
One of the little jets came due for repairs while on loan to the 3533rd Air Force Recruiting Squadron. The squadron found "experts" in small vehicle repair — Jimmy Webb and his assistant, Leo Richardson, at a Daytona Beach, Fla., gas station.

Work hard . . . free

For more than 90 hours the two hammered and sanded, painted and waxed, shined and polished, sweated and smiled. Squadron officials said they put their best foot forward and came out with a superior product. All they asked was to be reimbursed for the parts; their labor was free.

"They're tremendous people," said Lt.Col. William C. Britz, 3533rd RSq. commander. "Not only did they do the job inexpensively, but they did it on short notice and in time for us to enter the plane in the nationally-televised Orange Bowl Parade. Americans like these make recruiting a pleasure."

"We were happy to do it," said Webb. "We know how important it is to get good people in the Air Force; we just wanted to do our part."



Johnny on the spot

Lucky enough to have Super Bowl XIII take place in his zone, MSgt. John Festge got a ticket to the game and hung a special greeting sign amidst other signs by fans of the competing professional football teams. Sergeant Festsge, a North Miami-based recruiter with the 3533rd Air Force Recruiting Squadron, also met with broadcasters Curt Gowdy, John Brodie, and Brian Gumbel of NBC TV and Jane Kennedy of CBS; and with football great, O.J. Simpson. (Photo by SSgt. Anita Adams)

Don't spindle . . . I'm human

Unit gets personal with trainees

By Amn. Alan Gregory

LACKLAND AFB, Tex. — "Don't spindle, fold or mutilate me, I'm a person," is an often cited facetious comment on the impersonality involved in huge personnel systems. The statement might continue, "But do pay, promote and reassign me."

For the thousands of young men and women who begin their Air Force careers at Lackland each year, the records on which all personnel actions are based are started by the 3700th Personnel Resources Group.

Solely responsible

Solely responsible from the first through the 30th day of training, when trainees leave for technical schooling or duty stations, the 3700th PRG is the sole unit responsible for the initiation, compilation, and completion of personnel records.

The group's Trainee Personnel Processing Division has the primary responsibility for the accurate and complete processing of all incoming personnel with regard to their personnel affairs.

The group's Trainee Personnel Processing Division has the primary responsibility for the accurate and complete processing of all incoming personnel with regard to their personal affairs.

Following the formal start of each trainee's records on the third training day by the Records Initiation Section, the Records Maintenance Section takes over for the remaining 27 days. The latter section keeps the records until the end of training or until trainees are discharged or withdrawn for other reasons.

Keeps files

The maintenance unit insures all necessary documents are on file or requests them from the appropriate agencies. It is from the maintenance unit that other units, such as the 3507th Airman Classification Squadron, draws records. Approximately 15,000 records are on file daily with a turnover rate of 200 to 300 records every 24 hours.

Gen. Allen

From page 2

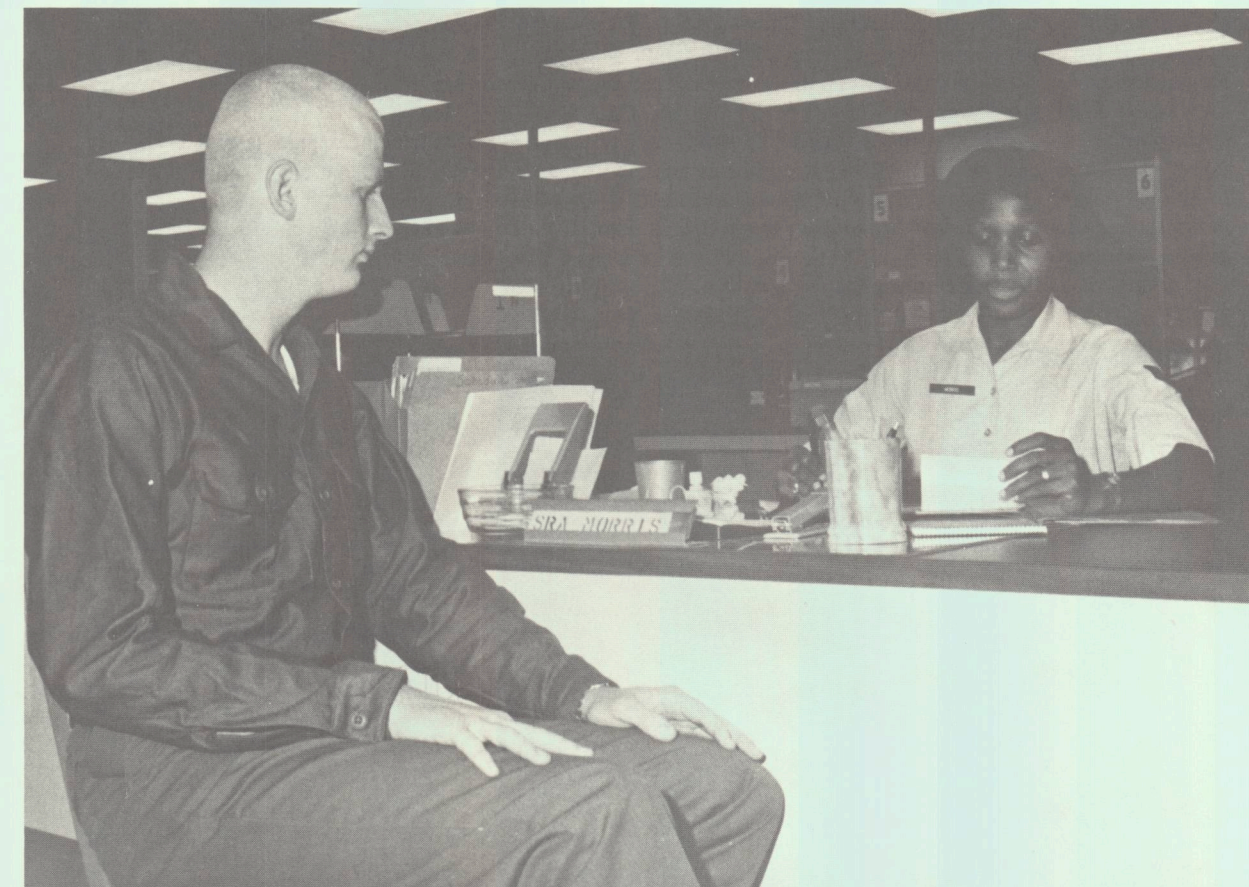
The emphasis on readiness in recent years has brought a new peacetime intensity to our styles and patterns of work. We place heavy stresses and demands on our people. When we say that we fly and exercise as we would fight, we mean it — and that realism in training, with risks, alerts and surges of activity that would have been unusual in the past — involves pressure and the kind of sacrifice that comes with plain hard work. These heavier workloads associated with readiness, moreover, have been compounded by workload changes brought about by the many years of force reductions just behind us. Our people are spread

Some of the trainees' records are processed by the Advanced Personnel Data System, a process that greatly speeds the entry of data.

But, despite all the electronics and special files, it is still a people-oriented function — people sitting face-to-face with trainees to help them get their

careers (and records) off on the right foot.

From the first through the 30th day of training, when trainees leave for technical school or duty stations, the 3700th PRG is the sole unit responsible for the initiation, compilation, and completion of personnel records.



Records review

Helping AB Dan L. McKay update his personnel records is SrA. Norma Morris, a 3700th Personnel Resources Group customer service clerk at Lackland AFB, Tex.

The group initiates personnel actions on thousands of basic trainees every year. (Photo by A1C Dave Haulbrook)

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 that met or exceeded the fiscal year 1979 cumulative NPS active duty goal through December 1978.

Squadron	Cumulative Percentage	Squadron	Cumulative Percentage
3515	132.75	3541	106.66
3514	127.51	3535	104.86
3511	114.94	3561	104.83
3519	115.66	3531	104.47
3533	112.8	3567	103.03
3537	109.52		

Squadron Net Reservations Club

This category recognizes all squadrons that met or exceeded their NPS net reservation goal in December 1978. No squadrons met this goal.

Twelve or More Club

This category recognizes those recruiters who enlisted 12 or more NPS on active duty during December 1978.

Name	NPS Enlistments	Sq./Flt.
SSgt. William Denbleyker	13	15C
TSgt. Norman Gaver	12	15A
SSgt. Robert Labrie	12	19A
SSgt. Richard D. Sweat	12	37F

Twelve or More Net Reservations Club

This category recognizes recruiters who obtained 12 or more NPS net reservations during December 1978.

Name	Net Reservations	Sq./Flt.
SSgt. Ronald Phillips	16	39A
TSgt. Dennis Tucker	14	14F
SSgt. Peter Flynn Jr.	13	11D
MSgt. Jim Fitzgerald	12	31F
TSgt. Art Hanks	12	61G

3515th tops first quarter goals; Mamone nets most reservations

One Hundred Fifty Percent Flight Club

This category recognizes flights and their supervisors that met or exceeded 150 percent of their NPS active duty goal during December 1978.

Name	Goal/Accessions	Percent	Sq./Flt.
MSgt. Robert Moore	20/38	190	15E
SMsGt. Ronald W. Brodeur	19/33	173.7	11D
MSgt. Aimar E. White	28/47	167	37F
MSgt. Lowell H. Rollyson	18/29	161.1	11F
MSgt. Parcell Hunt	28/45	160.7	14C
MSgt. Thad Switzer	26/40	153.8	15D
MSgt. Allan A. Bain	13/20	153.8	54G
MSgt. Rick Osborne	23/35	152.2	14B

Flight Net Reservations Club

This category recognizes flights and their supervisors that met or exceeded 150 percent of their NPS net reservations goal during December 1978.

Name	Goal/Accessions	Percent	Sq./Flt.
TSgt. James R. Rohl	14/26	185.7	50C
MSgt. Ed Wells	31/47	152	61G

Engineer Club

This category recognizes non-OTS recruiters whose efforts resulted in an engineer entering OTS during FY 79.

Name	Accessions	Sq./Flt.
TSgt. David P. Hepler	2	11D
SSgt. DeWayne A. Moore	1	43B
TSgt. Bruce T. McComb	1	44C
Sgt. Fortunato Tinoco III	1	46A

Two Hundred Percent Recruiter Club

This category recognizes recruiters who met or exceeded 200 percent of their first quarter, FY 79 NPS active duty goal.

Name	Goal/Accessions	Percent	Sq./Flt.
SSgt. Luis E. Astorga	11/29	263	46E
SSgt. Roger E. Black	9/23	255	37D
TSgt. Charles McMullin	9/22	244	49B
SSgt. Ronald Hamilton	10/24	240	45C
MSgt. Terry Palmore	9/21	233	49B
SSgt. Richard D. Sweat	10/22	220	37F
SSgt. Jim Moton	11/24	218.1	54E
SSgt. Ryan Renz	7/15	214.2	54G
SSgt. Clarence Sanders	9/19	211	54A
TSgt. George Deurbin	6/12	200	41C
TSgt. Peter Kyrimas	16/32	200	14C
SSgt. Russell R. Fitzgerald	7/14	200	37F
SSgt. Ron Laurent	11/22	200	54A

Two Hundred Percent Net Reservations Club

This category recognizes recruiters who met or exceeded 200 percent of their first quarter, FY 79 NPS net reservations goal.

Name	Goal/Accessions	Percent	Sq./Flt.
TSgt. James B. Mamone	12/31	258.3	52B
SSgt. Forrest L. Scott	12/27	225	32A
SSgt. David E. Calhoun	9/19	211.1	53C
SSgt. Stephen J. Fee	11/23	209.1	53C
SSgt. Jeffery Kampton	11/23	209.1	61G
SSgt. Robert Devora	10/20	200	68A
SSgt. Steven Beecher	8/16	200	61G

One Hundred Percent Health Professions Club

This category recognizes all squadrons that met or exceeded their cumulative health professions program goal through the first quarter, FY 79.

Squadron	Percent	Squadron	Percent
3533	285.98	3567	136.53
3549	271.01	3515	120.16
3541	209.34	3535	119.75
3544	207.47	3561	119.3
3518	180.74	3511	115.78
3568	173.13	3545	105.6
3543	166.66	3539	102.7
3546	152.28		

One Hundred Percent Nurse Club

This category recognizes all squadrons that met or exceeded their cumulative nurse program goal through the first quarter, FY 79.

Squadron	Percent	Squadron	Percent
3532	500	3513	151.54
3564	281.6	3550	151.21
3546	263.41	3554	137.93
3543	260.86	3566	125.77
3544	243.47	3519	124.02
3567	241.37	3542	123.71
3537	229.26	3511	114.94
3555	195.65	3562	113.79

One Hundred Percent OTS Club

This category recognizes all squadrons that met or exceeded their cumulative OTS program goal through the first quarter, FY 79.

Squadron	Percent
[No squadrons made goal.]	

TV spot request snowballs

By SMSgt. Mark Morris

HILL AFB, Utah — It looked innocent enough — the production request form which arrived at Detachment 8, 1365th Audiovisual Squadron, here, from the 3506th Air Force Recruiting Group, Mather AFB, Calif. — that was a year ago and only the tip of the iceberg.

To date, the Hill AFB teleproduction center has provided Air Force Recruiting Service with more than 100 "Commercial TV Recruiting Spots." Each spot runs 10 to 30 seconds. Another 1,500 spots await post-production treatment. The commercials receive public service broadcast time in 25 different market areas in the Western United States.

The detachment's production approach has been to feature an airman from a specific recruiting area (i.e., Seattle, Boise). The airman performs his or her talent in the commercial, giving a testimonial on Air Force life. To add credibility, the airman's name, high school and the telephone number of the closest recruiting office are prominently identified during the spot.

The spots, which are aimed primarily toward recruiting people for critical Air Force jobs, are personally distributed to TV stations by the area recruiter.

The spots have a character, sophistication and sincerity due to a daring production approach formulated by Capt. James Taylor of the 3506th. He encouraged each volunteer "actor" to write his own script for the commercial. They did and the detachment people cringed — many times. The jobs featured and the verbiage used by the junior airmen to describe their job proved very effective and enlightening (but unorthodox) to the experienced production crew.

For instance, at one remote shooting location,



Ready . . .

SMSgt. Al DeCosta, 3506th Air Force Recruiting Group, Mather AFB, Calif., advertising and publicity NCOIC, watches SSgt. Al Hurley of Det 8 tape a recruiting spot. More than 100 of the spots have been aired throughout the Western United States.

Photos by
Capt. James Taylor

the production crew waited almost two hours while a pint-sized female airman using a heavy shovel dug a hole big enough to bury Big Foot. She was a telephone cable repair specialist. When she reached the buried cable, she spiced it and the camera crew got some good footage.

On the flightline, an airman (straight off the streets of Brooklyn) trooped a long line of parked F-4 aircraft and proclaimed that the aircraft were nothing without him. He was a fuels specialist and said, "They don't go anywhere unless I put fuel in them."

Supervisor reveals winning philosophy

HANSCOM AFB, Mass. — When MSgt. Purcell Hunt Jr. was named the top flight supervisor within the 3501st Air Force Recruiting Group, he offered some advice to other group members.

At the group awards banquet he said, "There is a procedure the farmers talk about in North Carolina, where I come from, and it takes three steps: Plant, cultivate and harvest."

Three easy steps

"First you plant the seed, then you cultivate the crops, and at last you harvest. By going into schools and getting to know COIs, a recruiter is planting seeds," said Sergeant Purcell, a supervisor for the 3514th Air Force Recruiting Squadron, Carle Place, N.Y.

"When he continues telling the students and civic leaders he has contacted about the Air Force, he is cultivating. And if the planting and cultivating is done properly, he can harvest outstanding recruits for the Air Force and an outstanding future for the people who enter our service."

The success of his C Flight in Brooklyn, said Sergeant Hunt, is based on teamwork, teamwork

and more teamwork. "When one of our men was needed at AFEES a month and a half before the end of the quarter, all the recruiters in the flight got together and gave him five RANs so that he would be ATB when he left," he said. "The recruiters individually gained nothing by doing this, but the team gained immensely by this affirmation of spirit."

Sergeant Hunt was a recruiter four and a half years in Greenville, N.C., near his hometown, before becoming a flight supervisor.

Front page photo provides free ad

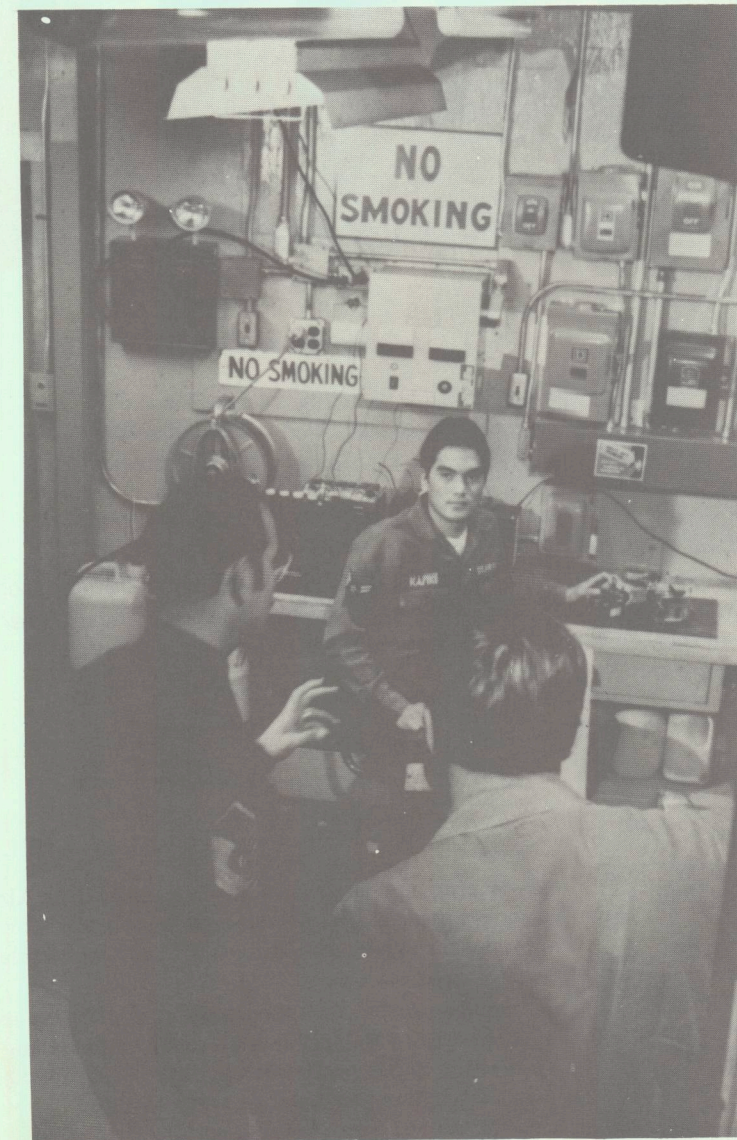
When Capt. David K. Post sat back to read the evening Syracuse, N.Y. Herald-Journal, he didn't expect to find a front page "advertisement" for the Air Force. But he did.

The 3513th Air Force Recruiting Squadron advertising and publicity officer found himself staring at a three-column picture of the F-15 billboard, with a young boy shoveling snow from the catwalk in front of it. Herald-Journal photographer C.W. McKeen captured the action, and the paper printed the following caption:

"BUT CAN YOU SHOVEL SNOW? Nine-year-old Tommy Perry . . . is dedicated to the Air Force as he demonstrates by clearing snow from billboard near his home. Pilots in Syracuse have to learn how to navigate ground traffic in the snow as well as air traffic. Tommy may be too young to learn how to fly, but he's not too young to shovel. A great way of life, Huh?"

CHAMPUS notes error

WASHINGTON — A recent CHAMPUS fact sheet (reported in the July issue of this newspaper) stated that volunteer ambulance companies are authorized providers. This is incorrect. (AFNS)



Action!

Star of an Aerospace Audiovisual Service-produced TV spot, Amn. Bray Kapiko accepts advice from SMSgt. Mark Morris, Detachment 8, 1365th Audiovisual Squadron, Hill AFB, Utah, as another film crewmember watches.

New recruiters led by SSgt. Lee

LACKLAND AFB, Tex. — The Air Force recruiter school here has graduated 62 NCOs who will report to recruiting units throughout the United States.

Distinguished honor graduate and sales block award winner SSgt. Larry G. Lee is headed for the 3552nd Air Force Recruiting Squadron, Wright-Patterson AFB, Ohio.

Honor graduates and their units of assignment are: MSgt. Stephen W. Childers, 3568th RSq., Ft. Douglas, Utah; TSgt. Charles R. Spain, 3516th RSq., Milford, Conn.; SSgt. Robert C. Hoskins, 3511th RSq., Pittsburgh; TSgt. Milton L. Amundson, 3543rd RSq., Omaha, Neb.; Sgt. Leonard R. Prather, 3553rd RSq., Cleveland and SSgt. Melvin D. Miller, 3569th RSq., Los Angeles. Sergeant Hoskins also won the speech block award.

Going to '01st

Assigned to the 3501st Air Force Recruiting Group are: TSgt. Robert L. Bachman and SSgt. Robert F. Spangler, 3511th RSq.; SSgt. Johnnie Lowery and Sgt. James D. Apperson, 3513th RSq., Hancock Field, N.Y.; SSgts. Francis J. Bailey Jr. and Donald B. Haynes, 3514th RSq., Carle Place, N.Y.

Also, Sgts. Antonio G.G. Quintela and Luis R. Cruz, 3515th RSq., McGuire AFB, N.Y.; TSgt. Paul D. Kimbrell, 3516th RSq.; SSgt. Alan B. Platt and Sgt. Timothy Krizauskas, 3518th RSq., New Cumberland, Pa.; MSgt. William H. Drumm and SSgt. John P. Politano Jr., 3519th RSq., Bedford, Mass.

Moving south

New in the 3503rd Group are: TSgts. James R. Vainrib and James R. Wallace, SSgt. James R. Brooks, 3531st RSq., Gunter AFS, Ala.; MSgt. James R. Sensaboy, SSgts. Bobby S. Black and Matthew B. Scholl, 3532nd RSq., Nashville, Tenn.



Model
DEP'er

Scale models of many of the Air Force's aircraft inventory are the result of TSgt. Ken Rhodes' efforts to keep DEP member Bill Hockett busy until he starts active duty. According to the 3566th Air Force Recruiting Squadron recruiter, the display located in downtown Santa Rosa, Calif., has helped increase Air Force awareness in the area. (Photo by SSgt. Bill Morrin)

Eight earn IG kudos

Also, TSgt. Ronald E. Tidwell, 3533rd RSq., Patrick AFB, Fla.; SSgts. William H. Davis, Robert C. Lloyd and Charles L. McCoy, 3535th RSq., Bolling AFB, D.C.; TSgt. James L. Gammon Jr., SSgts. Berle L. Kincy and Jerry F. Mixon, 3537th RSq., Shaw AFB, S.C. and TSgt. Tommy W. Clark, 3539th RSq., New Orleans.

To the '04th

Assigned to the 3504th Group are: SSgt. Ronald L. Singewald, 3542nd RSq., St. Paul, Minn.; SSgt. Charlie R. Thomas and Sgt. Santos M. Zamarripa, 3546th RSq., Houston and Sgt. Charlotte A. Richardson, 3549th RSq., Tinker AFB, Okla.

'05th bound

Heading for the Midwest are: TSgt. Rodney L. Garrett and SSgt. Richard A. Scott, 3550th RSq., Indianapolis; SSgt. Kevin M. Sarni, 3551st RSq., Elwood, Ill.; TSgt. Ricky C. Sheets, SSgts. Danny L. Hronek and Robert J. Marszal, 3552nd RSq.

Also, TSgt. Edward D. Boettcher, SSgts. James E. Herring and James N. Harris, and Sgt. Carl P. Small, 3553rd RSq.; TSgt. David J. Parker, SSgt. Hayward Williams and Sgt. James L. Clark, 3554th RSq., Selfridge ANGB, Mich.

To the '06th

New recruiters in the 3506th Group are: SSgt. Lawrence Malin, 3561st RSq., Sand Point, Wash.; TSgt. James F. Dacier and SSgt. Henry Ravenell Jr., 3562nd RSq., Norton AFB, Calif.; TSgt. Jose O. Solis and SSgt. Gary M. Mitchell, 3566th RSq., Travis AFB, Calif.

Also TSgt. Vernon K. Hanson, 3567th RSq., Lowry AFB, Colo.; SSgts. Ernest C. Cumming and Donald E. Nollinger, 3568th RSq.; MSgt. Roger J. Williams, TSgt. Ronnie E. Thomas and SSgt. Antoon W. Ruff, 3569th RSq.

here 'n there

Engineers talk

A Gainesville, Fla., television station talk show hosted the Recruiting Service engineer search team when it visited the 3533rd Air Force Recruiting Squadron at Patrick AFB, Fla.

MSgt. Terry Mayberry, an OTS recruiter, also appeared on WCJB-TV. Channel 20's "New Day" with Capt. Bill Hyde, an engineer, to tell viewers what opportunities exist for engineers in the Air Force and how they can apply.

Suggestion earns cash

Suggesting the Air Force repair worn parachutes rather than replace them with new ones has earned TSgt. John Underwood \$700. Sergeant Underwood, now of the 3553rd Air Force Recruiting Squadron, Cleveland, submitted his idea through the Air Force Suggestion Program when he was assigned to the 6594th Test Group, Hickam AFB, Hawaii in 1976.

The sergeant and a friend devised the plan which initially saved the Air Force \$170,000.

Minutemen laud general

The 3501st Air Force Recruiting Group, Hanscom AFB, Mass., Minutemen have bestowed Honorary Minuteman status upon Brig. Gen. William P. Acker, Recruiting Service commander.

Group officials said that while General Acker isn't a member of the '01st, he upholds the highest standards of what a Minuteman should be. General Acker was presented a wall hanging commemorating the occasion, designed by TSgt. and Mrs. Larry Hayward.

First winner

Donna Ferrier, a part-time helper in the 3566th Air Force Recruiting Squadron, Travis AFB, Calif., direct mail program, is the first recipient of the new Tiger's Award.

The award, developed by the squadron and 3506th Air Force Recruiting Group, Mather AFB, Calif., is awarded for outstanding support of the recruiting mission. Ferrier was presented the framed certificate by SSgt. Terry Beers, the squadron's direct mail NCO.

Band helps recruiter

While the Band of Flight from Wright-Patterson AFB, Ohio, warmed up, Sgt. Keith Vencel warmed up the audience of several hundred high school students. As with all band performances he arranges, Sergeant Vencel, a 3553rd Air Force Recruiting Squadron, Cleveland, recruiter, told the students who he was and how they could contact him for information on the Air Force.

Several students sought him out after the concert, Sergeant Vencel said, adding that the band is an excellent recruiting aid.

Mini-jet, multi-exposure

The 3532nd Air Force Recruiting Squadron, Nashville, Tenn., greatly increased Air Force exposure to the general public by their utilization of a mini F-4 on tour in their area.

The squadron drove the mini-jet in a Nashville parade, televised over a two state area, as well as other parades and during the halftime show at the Air Force vs. Vanderbilt football game last November.

Recruiting on foreign shores?

If recruiters in the 3549th Air Force Recruiting Squadron, Tinker AFB, Okla., get any long distance calls, they may be from New Zealanders wanting to join the Air Force. They will have heard about the Air Force from Maj. Patrick D. McCaslin, 3549th RSq. commander, during a two-hour interview on KOMA, a 50,000 watt Oklahoma City radio station. The station services the entire Western United States and claims regular listeners in New Zealand.

Major McCaslin and Lt. Comdr. Charles M. Pyetzki, Oklahoma City Navy Recruiting District executive officer, talked about the All Volunteer Force and recruiting with show host Dean Curfman.

More than nine-letter word

When TSgt. Joe Parsons, a 3567th Air Force Recruiting Squadron, Lowry AFB, Colo., recruiter found a billfold in Vaughn, N.M., he put into action his belief in a nine letter word, integrity. From information contained in the wallet, he immediately contacted its owner.

The owner subsequently expressed his gratitude in a letter to Maj. Ted Whitaker, squadron commander, saying he wanted to commend Sergeant Parsons for his honesty. "It (the wallet) contained \$177 plus a credit card, license, etc. We offered him a reward which he would not accept."

School days

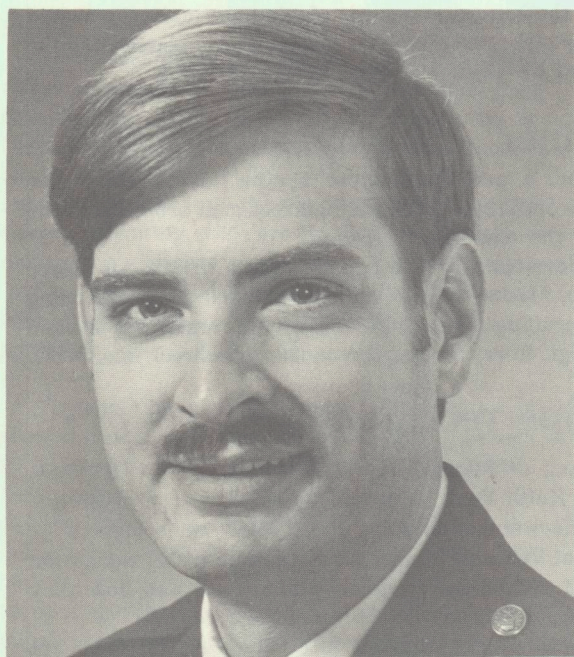
New recruiters in the 3542nd Air Force Recruiting Squadron, St. Paul, Minn., are finding that even though they just completed Recruiting School, classes are still in session.

Operations superintendent, SMSgt. Tony Stigliano, recently conducted a Saturday morning training session for new recruiters. Subjects covered included sales and telephone techniques, identifying and overcoming objections, enlistment and waiver procedures.

The Advertising and Publicity NCOIC, SMSgt. Jerry Manos, also briefed the rookies on an effective A&P plan.

Famous guest

Former astronaut Col. Charles M. Duke Jr. signs autographs for a group of educators at the Dallas Hilton, following a talk on his Apollo 16 exploits on the moon. The audience consisted of vocational directors from throughout the United States attending the annual American Vocational Association convention. Colonel Duke's participation was arranged by Jim Craig, Educational Affairs Division, Directorate of Advertising.



Sergeant Gillert

NCOs win annual award

From page 3

Active in community affairs, Sergeant Gillert has been affiliated with both the Boy Scouts and Optimists. He is currently vice president, publicity chairman and membership chairman of the Randolph Field Optimists Club, working in a variety of activities that benefit area youth.

Since arriving at Randolph AFB, he's attended both the USAF Supervisors Course and NCO Leadership School, winning the Academic and Athletic Awards at the latter. He has also enrolled in an off-duty education program and is pursuing a degree in industrial education through Southwest Texas State University.

Officers complete recruiting course

LACKLAND AFB, Tex. — Lieutenant Colonel Leonard J. Weiner, 3532nd Air Force Recruiting Squadron, Nashville, Tenn., headed a list of 12 officers completing the Recruiting Officer Course here.

Two majors graduating were William H. Austin, Recruiting Service headquarters, Randolph AFB, Tex., and John W. Jahn II, 3537th RSq., Shaw AFB, S.C.

Eight captains graduated. There were Jerry A. Buckbee and Kenneth J. Marsala, 3535th RSq., Bolling AFB, D.C.; Richard Chamberlain, 3518th RSq., New Cumberland, Pa.; Dennis M. Collins, 3546th RSq., Houston; Dona K. Holmes, 3544th RSq., Arlington, Tex.; Glenn A. McGuffie, 3533rd RSq., Patrick AFB, Fla.; Earl W. Reed, 3569th RSq., Los Angeles and James B. Roberts, 3552nd RSq., Wright-Patterson AFB, Ohio.

First Lieutenant Bascom S. Owens, 3532nd RSq. also graduated.

Personnel have chance to rate job, unit, policies

For the third consecutive year, all assigned personnel are being given an opportunity to express their feelings about Recruiting Service.

The 1979 Organizational Health Survey will be mailed to all groups, squadrons, recruiting offices and AFEES late this month or in early March. This year, Brig. Gen. William P. Acker, Recruiting Service commander, is asking groups to compete to be the first to have 100 percent participation in the survey.

General seeks response

Addressing all Recruiting Service personnel,

General Acker said, "I ask each of you to please complete the survey properly, and help put your group in first place in responses. The group to beat," he said, "is the 3501st, most supportive of last year's health survey."

The survey, conducted by the Directorate of Marketing and Analysis, provides persons a chance to express their attitudes — toward their job, their unit, and the policies and programs of Recruiting Service. Survey results are used to identify needed management actions, improve motivation, and increase production.



Order now

These are just a few of the hundreds of advertising projects available as of Jan. 15 at the Publications Distribution Center in Baltimore, Md. A complete listing of available projects was attached to the January-February Advertising Letter sent to each Group and squadron, and Health Professions recruiting team earlier this month. In addition to brochures, there are films, records, posters, literature racks, decals and much more. (Photo by Walt Weible)