

# '49th wins 'Blue Suit'

Operation Blue Suit is over. The four month campaign to access NPS extended active duty enlistments wound up on May 31 with the 3549th Air Force Recruiting Squadron, Tinker AFB, Okla., on top.

"Congratulations to Maj. Pat McCaslin and SMSgt. Larry Land, commander and operation superintendent of the 3549th Squadron, for outpacing their competition to win the squadron award," said Brig. Gen. Keith D. McCartney, Recruiting Service commander.

The 3549th RSq. attained 134.8 percent of its overall Blue Suit goal, climbing to 181.19 percent attainment for May alone. Finishing second was the 3546th RSq., Houston, with 120.93 percent, followed by the 3544th RSq., Arlington, Tex., with 112.24 percent, giving the 3504th Air Force Recruiting Group, Lackland AFB, Tex., a clean sweep.

"Col. George Lapham and the 3504th Group personnel are to be commended for their ef-

forts in winning the overall Blue Suit competition and the month of May," General McCartney said. "Having three squadrons ranked first, second and third was no easy accomplishment. Super job!"

Placing second was the 3506th Group, Mather AFB, Calif. May winners of Operation Blue Suit jackets are being compiled and will be announced in the July issue of the RECRUITER.

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He's the best

A new recruit gets last minute instructions at the Jackson, Miss., AFEES from his recruiter, MSgt. Joe L. Jones. Sergeant Jones, 3539th Air Force Recruiting Squadron, New Orleans, was the Rookie Recruiter of the Year and Recruiter of the Year in 1978 for Recruiting Service. See story, additional photo, on page 2. (Photo by Walt Weible)

## Air Force chief lauds recruiting

Gen. Lew Allen Jr., Air Force chief of staff, has sent a congratulatory message to Brig. Gen. Keith D. McCartney, Recruiting Service commander, citing attainment of May NPS goals. In his message, General Allen gave special thanks to all recruiters.

"Please extend my personal appreciation to the men and women of USAF Recruiting Service and the Air Training Command team for a superb effort in meeting the May NPS recruiting objective," General Allen said.

"You achieved success in the toughest all-volunteer recruiting environment we've faced to date. Enthusiasm, hard work and long hours were the ingredients that assured this success.

"I am especially proud of our recruiters," the general emphasized. "Though the task ahead is a tough one, I am confident they will meet the challenge, both in quality and numbers of people we require.

"You have our full and continuing support. Again, congratulations for a difficult job well done."

### Davis adds praise

Forwarding General Allen's message to General McCartney, Gen. B. L. Davis, ATC commander, said he is "personally aware of the increasing difficulty the men and women of Recruiting Service face in achieving their objectives.

"The fact they were able to overcome a projected shortfall to achieve and slightly exceed May objective reaffirms my faith in their abilities," General Davis said, "and reinforces their image as mission-minded, dedicated and true professionals."

## Supervisors answer call to attain May objective

On May 15, Recruiting Service was more than 800 Accessions short of meeting the May NPS EAD objective. This large deficit, when combined with the low level of activity in the field, was cause for deep concern on the part of management.

Brig. Gen. Keith D. McCartney, Recruiting Service commander, called the entire headquarters staff together and told them that the total involvement of everyone in Recruiting Service was required in order to meet Air Force requirements for May.

As a result, Operation 800 Plus was launched on May 16 — and every recruiter assigned to the headquarters participated in a telephone marathon to all flight supervisors throughout the country.

### Chiefs lead effort

CMSgts. Eugene M. Piga and Allan J. Weale of this headquarters headed the task force, calling the operations superintendents. Twenty-two headquarters NCOs began calling the 193 flight supervisors.

"We asked each supervisor to give us five more EADs between May 16 and May 31," explained SMSgt. Frederick Tortorici of the training team. "Sixty-six of them responded, and at the end of the month recruiting had

netted 827 EADs. It was a tremendous team effort."

Sergeant Tortorici revealed the first responses came almost immediately, but it looked at times that cancellations would outweigh accessions and May could be lost.

"Everyone watched the reports coming up on PROMIS. Thanks to the great effort by those 66 supervisors who gave us five or more additional EADS — and our AFEES people who really took advantage of special May booking procedures — we did make it."

### Commander says 'thanks'

General McCartney lauded the successful accomplishment in a PROMIS message to all Recruiting Service members.

"We have done our job for May 1979. That required the combined effort of every individual in Recruiting Service," he said.

The general added a "special thanks to all the flight supervisors who responded to the call to get at least five more NPS enlistments for May. That was a job well done!" he said.

The commander followed his congratulations with a charge to retain the current momentum. "We need to continue to keep

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## Top flight

It's official. The top flight of Operation Blue Suit is C Flight of Fort Worth, Tex.

The 3544th Air Force Recruiting Squadron, Arlington, Tex., team outscored all other Recruiting Service flights to garner NPS extended active duty enlistments between Feb. 1 and May 31. Enroute to the victory, eight members of the flight won Blue Suit jackets, for recruiting 16 or more EADs. Even a new recruiter with the flight, not yet on goal, recruited two EADs.

Supervisor of the flight, which encompasses 15,484 square miles in and around Fort Worth, is SMSgt. Hayward D. Doty. Flight secretary is Mrs. Doris Gray.

These are the winning recruiters of C Flight: TSgts. William E. Hale, Frank W. Harrimon, Bruce T. McComb, and John J. Konopka; SSgts. Richard L. Adamson, James L. Brown, and Lawrence Murray Jr. and Sgt. Donald E. Shackelford.

Special recognition has been arranged for the flight and will take place at Recruiting Service headquarters late this month. Look for additional recognition in next month's RECRUITER.



# Rookie nets two wins in 1978

JACKSON, Miss. — A 36-year-old native of Memphis, Tenn., made Air Force Recruiting Service history by becoming the first person to be named both Rookie Recruiter and Top Recruiter of the Year for fiscal year 1978.

MSgt. Joe L. Jones, a member of the 3539th Air Force Recruiting Squadron, New Orleans, was honored for his achievements May 29 during a luncheon hosted by Mississippi Governor Cliff Finch in the Governor's Mansion.

Brig. Gen. Keith D. McCartney, Recruiting Service commander, presented Sergeant Jones with plaques in recognition of his selection, and Gov. Finch proclaimed May 29 as "Air Force Recruiter Day" in Mississippi.

"Sergeant Jones' achievements in today's difficult recruiting environment are particularly significant," said General McCartney. "During his first full year as a recruiter he not only brought more people into the Air Force than any other first year recruiter but more than any other Air Force recruiter. He has set a standard of dedication and excellence for all of us to strive to meet."

Sergeant Jones was one of more than 700 rookie recruiters during FY 78 and outperformed all of the 1,800 recruiters in Recruiting Service.

"It is as if a baseball player were named both Rookie of the Year and Most Valuable Player in the same year," said General McCartney.

With a goal of 49 enlistees for FY 78, Sergeant Jones enlisted 136 or 278 percent. The average Air Force recruiter enlisted approximately 40 people into the Air Force in FY 78.

Aside from being the Air Force's top recruiter, Jones is also heavily involved in church activities. An ordained Methodist minister, he is a member of the ministry staff of the Oak Grove Baptist Church, Memphis, and he preaches locally. He is also assistant pastor of Cleve Temple Christian Methodist Episcopal Church in Shreveport, La.

As chairman of the St. Mary's Catholic School, Jackson, fund raising committee, he worked to raise more than \$7,000 in contributions to the school in the past year. These funds



VIPs

Mississippi Governor Cliff Finch talks with MSgt. Joe L. Jones, 3539th Air Force Recruiting Squadron, New Orleans, recruiter, following a luncheon and reception in Sergeant Jones' honor at the Governor's Mansion. Sergeant Jones was honored recently as the Rookie Recruiter of the Year and Recruiter of the Year of Recruiting Service. His office is in Jackson, Miss. (Photo by Walt Weible)

are used to pay school fees for underprivileged youth in Jackson.

He is also an on-call member of the Neighborhood Watch Program, designed to give on-the-spot counseling to young people in trouble. Enlisting in the Air Force in July 1960, Sergeant Jones was first assigned as an administrative specialist to Great Falls AFB, Mont. In 1962, he retrained into the Military Flight Steward career field and flew as a flight steward over the next 15 years.

"My flight steward experience has been a big help to me as a recruiter," said Sergeant Jones. "In some ways the jobs are the same:

meeting people, finding out what their needs are and taking care of them."

Sergeant Jones said when he arrived in Jackson his goal was to be Rookie Recruiter of the Year, but he never expected to be named Top Recruiter as well.

"I love my job," he said. "I get a charge out of coming to work. I can't think of anything else I'd rather do."

Jones is married to the former Barbara Ann Jackson of Shreveport. They have three children: a daughter, Tameka, and son, Demetrius, twins, age six; and a daughter, Bolivia, age two. His mother, Mrs. Mollie Dickerson, lives in Memphis.

## Inspectors honor 18 'pros'

Eighteen people in three squadrons have been named "professional performers" in recent Management Effectiveness Inspections by the Air Training Command inspector general.

Seven members of the 3533rd Air Force Recruiting Squadron, Patrick AFB, Fla., honored were Maj. Elmer L. Alderfer, MSgt. Charles B. Reustle, TSgts. Perry O. Fox and Jack D. Whittington, and SSgts. Curtis G. Barlow, Russell W. Hamer and Ronald F. Ketzler.

In the 3537th RSq., Shaw AFB, S.C., the eight persons honored were MSgts. Harvey D. Clubb Jr., Gregory E. Miller and Thomas M. Petrie, TSgts. Lewis E. Dameron, Steven A. Fowler and Gary B. Henderson, and SSgts. Ricky J. Brown and Marvin W. Vest.

Three members of the 3561st RSq., Sand Point, Wash., named were MSgt. Robert L. Rogers, TSgt. Kenneth E. Johnston and SSgt. Gerald R. Barnett.

### Supervisors respond to call

## 'Get out ahead and stay there'

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charging — Air Force requirements must be met each and every month," he added.

"We will make June . . . the flow is there and by sustaining NPS recruitment at the current level we will close out June by mid-month.

"Let's get out of current month recruiting. Get out ahead and stay there!" he emphasized.

Following are two lists; the first is of the flight supervisors who responded to the call for at least five more May enlistments, in order of their response. The second is a list of the individuals who made the calls. Those who responded

Name	Squadron/Flight
MSgt. Morris R. Price	44E
MSgt. Ronald C. Caine	49B
MSgt. Phillip Cunningham	49D
MSgt. John E. Connoy	42B
MSgt. David L. Clawson	46D
MSgt. Robert G. Cummings	49C
MSgt. Arnold G. Berry	46E
MSgt. Purcell Hunt	37G
MSgt. Bobby W. Edwards	31A
MSgt. Dean D. Naylor	44D
TSgt. Allen M. Williamson	62E
MSgt. Ted R. Scheele	50D
MSgt. Joel R. Rosenow	66B
MSgt. Michael E. Slater	66G
MSgt. Ernest G. Quevedo	62D
TSgt. Bill R. Trammell	49A
MSgt. Hayward D. Doty	44C
MSgt. Real R. Vachon Jr.	39B
MSgt. Stanley A. Staples	15F

MSgt. Glenn B. Thomas	54B
MSgt. Jerry L. Isenhour	37A
MSgt. William McCormack	16C
MSgt. Bernard L. Smith	41B
MSgt. Clifford McDougald	39E
MSgt. Michael L. Custance	62B
TSgt. Robert F. Jacques	13F
MSgt. Ronald B. Williams	62F
MSgt. David L. Gundie	68D
MSgt. Don E. Bouldin	61B
MSgt. Edgard M. Roulette	51A
MSgt. John H. Boydner	14D
MSgt. Brian M. Healey	51E
MSgt. Samuel D. Grimmett	66F
MSgt. Charles R. Norman	31E
TSgt. Donald H. Smith	52A
TSgt. Nelson L. Parkinson	55C
MSgt. Hubert J. Scoggins	44A
MSgt. David B. Bailey	39A
MSgt. Leroy T. K. W. Sui	69F
MSgt. Richard B. Crosby	33F
TSgt. Henry F. Lucas	15A
MSgt. Aimar E. White	37F
MSgt. Dennis E. Douglas	55D
MSgt. Sendalio D. Garcia	67D
SMSgt. Donny J. Raines	52C
MSgt. John R. Swartzell	45B
TSgt. Gary W. May	45C
TSgt. Harold G. Cook	51B
MSgt. Roy G. Fox	44F
MSgt. James A. Engelke	44B
SMSgt. Richard A. Young	52D
TSgt. Donald Tiller	18G
MSgt. William H. Cain	61C
MSgt. Glen C. Craft	35D
MSgt. Robert B. Medeiros	19A

TSgt. James E. Bell	19C
SMSgt. Daniel Fortier	19E
MSgt. Paul Corbin	19F
MSgt. John Allen	19G
TSgt. Winfield Belanger	19I
MSgt. Terry G. Simmons	32A
MSgt. John W. Hege	32C
MSgt. John C. Stocks	69E
MSgt. James R. Garwood	37C
MSgt. Thomas C. Groomes	35F
SMSgt. William B. Patrick	35H
The callers	
Name	Directorate
CMSgt. Eugene M. Piga	RSO
CMSgt. Al Weale	RSM
SMSgt. Roger Harmon	RSO
SMSgt. Alfred B. W. Smith	RSO
SMSgt. Frederick Tortorici	RSO
SMSgt. Thomas K. Smith	RSO
SMSgt. Joseph L. Snow	RSO
SMSgt. Kenneth L. Kuhn	RSO
MSgt. J. L. "Chuck" Giles	RSM
MSgt. Edward R. Furr	RSO
MSgt. Richard A. Moras	RSS
MSgt. Charles W. Johnson	RSM
MSgt. Michael Leek	RSA
MSgt. Thomas C. Strack	RSS
MSgt. Herbert Snapp	RSA
MSgt. James Gitsas	RSS
MSgt. Charles R. Thies	RSS
MSgt. Buddy C. Ward	RSM
MSgt. Al Rich	RSS
MSgt. Lynden Wilestead	RSS
TSgt. Daniel L. Beamer	RSO
SSgt. Thomas R. Shea	RSO
Sgt. Sandra Jones	RSO

# Diplomas to earn points

Bonus points are now being accrued in our Recruiting Service competition system for high school diploma graduates accessed between June 1 and Sept. 30.

At press time, an Operations Information Letter signed by Col. Benjamin E. Waller III, director of recruiting operations, was on its way to the printers and subsequently to recruiting units detailing the requirements for the bonus points.

"We must insure that the quality of the enlistee remains high," Colonel Waller wrote. He said the possession of a diploma is "one of the best indicators of an individual's chances of success during an initial enlistment."

Colonel Waller also outlined the need to re-contact this year's graduating seniors as well as previous year graduates.

### Don't relax pace

"Although the record established by Air Force recruiters in terms of the percentage of . . . graduates enlisting is the envy of our sister services, we cannot afford to relax in this vital area," he said. "There are more graduates interested in the Air Force than we sometimes think; recruiters simply need . . . to explain our programs to them so that they can make an intelligent choice."

The key remains with the recruiters who "must develop good school relations and properly work high school leads," stated Col. Waller. He also added that the high quality standards must not be sacrificed in order to attain numerical goals. "The high school graduate maintains our quality force and everyone's support is needed to increase the percentage of high school graduates entering the Air Force," he said.

Note: In his editorial comment this month, Brig. Gen. Keith D. McCartney, Recruiting Service commander, also cites the need to recruit high school graduates—on page 4.



Scholars meet

Two of the some 10,000 educators attending the National School Board Association national convention in Miami talk with SSgt. Anita Adams, 3533rd Air Force Recruiting Squad-

ron. Sergeant Adams is the advertising and publicity NCO in the Miami area for the squadron headquartered at Patrick AFB, Fla. (Photo by Maj. Al Alderfer)

# Recruiters retain use of enlistment 'tools'

Two tools recruiters have been using to increase NPS enlistments are being extended. The IMAGE testing program is being continued through July 31 and the E-2 accelerated promotion option is set to end Sept. 30.

The IMAGE program was begun in August to offer "a high degree of probability in predicting an individual's completion of basic mil-

tary training, technical training and the first four-year enlistment," said MSgt. Thomas C. Strack, Directorate of Field Support. The standards and procedures remain firm, he added.

Accelerated promotion to E-2 for AFSCs 20731, 20830, 46130, 46230, 46430, 63130 and 81130 has been continued, as announced in the June 4 "RSO Happenings." Operations people are seeking additional help to fill the monthly male 20830, Voice Processing Specialist, requirements. Manning in this skill is falling below a satisfactory level and is expected to worsen because of long lead time for training.

"If you have applicants with the necessary requirements, emphasize the Defense Language Aptitude Battery testing in order to qualify for this AFSC," said Sergeant Strack. "This will not only help the applicant but fill a needed job and assist your squadron as this is a selected AFSC in the competition system."

Another area where help is needed is the recruitment of legal officers. Although Recruiting Service doesn't control staff judge advocate accessions, the Air Force's Judge Advocate General has asked for assistance in directing individuals who are qualified to apply for commissions.

The JAG has asked that attorneys and law students who contact recruiters be referred to Hq. USAF/JAEC, Washington, D.C. 20330.

## Small business agency provides training aids

HANCOCK FIELD, N.Y. — Did you ever need information on how to conduct a sales training program, where to get market data, personnel management, or local publicity outlets?

SMSgt. Theodore M. Fafinski, operations superintendent and Capt. David Doye, operations officer, 3513th Air Force Recruiting Squadron have discovered an untapped reservoir of ideas right in the Federal Building.

The Small Business Administration maintains a selection of handouts and information packets aimed directly at selling in the local area. Topics range from salesman training to acquiring and using census data to selecting a business location.

"I was surprised at the breadth and depth of information available from the SBA," Captain Doye said. "Much of it is directly related to recruiting problems. The training outlines are particularly good and are a convenient reference tool."



From ads to 'Ops'

Advertising and publicity is their normal mission, but TSgt. Joe Libby, SSgt. Woody Hill and Capt. Fred Harrop took a month off from normal duties to work as production recruiters for the 3551st Air Force

Recruiting Squadron, Elwood, Ill. MSgt. Marshall Smith, also of the '51st A&P staff, worked with these three, and together they recruited seven persons in Joliet, Ill.

# A&P staff carry bags

By Capt. Ray Crockett

ELWOOD, Ill.—Chicago—the 3551st Air Force Recruiting Squadron, that is—is moving, and it's doing it in some imaginative ways.

Like putting the advertising and publicity staff on production.

"It was kind of a joke," said Capt. Fred Harrop, '51st's A&P chief. "In March, Lt. Col. Bill Sheppard, squadron commander, and I were talking and I kiddingly suggested putting A&P

on production. We went on the bag in Joliet April 1."

Joliet, Ill., is just a few miles from the squadron headquartered in Elwood. The office there has three zones but only one recruiter. He was joined in April by Captain Harrop, MSgt. Marshall Smith, A&P NCOIC, SSgt. Woody Hill, A&P NCO and TSgt. Joe Libby, A&P administrative NCO.

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# viewpoint...

## ... from the commander

There is so much happening this month, I find it difficult to focus on any topic.

We have just wrapped up the four months emphasis competition program, Operation Blue Suit, with super results! Through the concerted efforts of all our people, but with special kudos to NCOs in this headquarters, flight supervisors and a dedicated group of bag-carriers, we made our May NPS production goals with a little room to spare.

We have now entered our prime production months of June-September and we must be successful in meeting Air Force requirements. And right in the midst of all this is the 25th anniversary of Air Force Recruiting Service.

I want to touch on each of these areas, so first let me say thank you—all of you—for your great effort during the Operation Blue Suit push.

Push you did. Competition was extremely tight each of the four months. In the end, we had a winner, and it was the 3549th Squadron at Tinker AFB, Okla. My congratulations go to Maj. Pat McCaslin, '49th commander, SMSgt. Larry Land, operations superintendent and the entire '49th team—a super effort!

### Final month push

In the final month, May, the '49th amassed 181.19 percent of its Blue Suit goal. Overall, it accrued 134.8 percent. There were other high achievers which you can read about in detail in one of this month's RECRUITER lead stories. The top flight in the nation was C Flight from the 3544th squadron.

In reality you are all winners. I salute everyone—particularly the recruiters, flight supervisors and AFEES liaison NCOs—who made it happen.

My hat's off to all who made May a great success, especially the '04th and '08rd Groups, who achieved 125 percent and 116 percent in NPS production, respectively. And thanks to all flight supervisors who responded to the call for at least five more NPS enlistments for May.

Operation Blue Suit and the month of May were successful because we pulled together and worked as a team. Making May got us back on the right track and we will make the out months—and the year—through the same dedicated team effort.

### Quality is the key

The key word will continue to be *quality*—this means accessing recent high school graduates. Several months ago, we reprogrammed some NPS goals out of the January-May time frame into the summer months—to take advantage of the increased high school graduate market.

Nationally we'll need to access some 6,000 NPS men and women in June and approximately 7,000 each of the following three months.

Why the continued emphasis on high school grads? Because it is the most cost-effective thing to do. To illustrate: non-high school graduate attrition rates are nearly three times the rate of high school graduate attritions in basic training and almost twice the rate in technical training—and increased attrition just makes our jobs tougher.

As you recruit for quality young men and women, do it with integrity. Recruiting with integrity is our standard and by practicing it, you will get higher quality recruits.

### Many changes

Recruiting has undergone many changes during the past 25 years, from the days as a wing at Wright-Patterson AFB, Ohio, to the present. It has been a story of continued growth. I find some irony, though, as I look back at the history of recruiting, even before we became a separate service and separate recruiting organization. The Dec. 15, 1932 edition of an early forerunner of this newspaper, "Recruiting News" published this quote: "Most men have hobbies. Recruiters might well cultivate the hobby of exceeding last year's production." (Chief Kozusko says he remembers that.)

Well put. Happy anniversary to all of you. Now, let's carry on our tradition of success.

Keith D. McCartney

By SSgt. Steven C. VanWert

This episode of "Super Recruiter" finds our hero returning home after yet another long, long day.

I had just parked the government vehicle outside the office and started walking home. Normally, I wouldn't walk, but my '57 Studebaker was down with ignition influenza and, after all, it's illegal to drive the Air Force car home . . .

It was a warm night, at least, and I was actually looking forward to a nice quiet hour-and-a-half trek when I noticed a dull red glow off to my right behind some trees.

"I hope no one's in trouble," I thought, and ran over to investigate. You can

## S. R. recruits spaceman

imagine my surprise when the dull red glow turned out to be parking lights . . . on a spacecraft! That is, I thought it was a spacecraft. It really looked more like an upside-down hubcap. From a '57 Studebaker.

I was about to turn and run when a flat, metallic voice came from within the craft.

"Halt . . . earth . . . man . . . or . . . we . . . shall . . . Simonize your . . . silhouette!"

Naturally, I stopped. "G-good evening," I managed to offer. "Ah, nice night for flying."

"Yes . . . it . . . is. But . . . it's a . . . rotten . . . night . . . for . . . crashing."

"Oh, I see. You've crashed." It occurred to me that a great service to mankind could be accomplished here if I acted friendly. "Say, if you've got ignition problems, I might help. I know a lot about ignition . . ."

"Wonderful," the droning voice commented. "Two . . . hundred . . . million . . . Americans . . . and . . .

I . . . run into . . . Mr. Goodwrench! Can . . . you . . . direct . . . me . . . to . . . the . . . nearest . . . Coca Cola . . . machine?"

I couldn't believe it! "Your space ship thing here runs on Coke?"

"Yes . . . nova . . . nerd. Things go . . . better . . . with . . . Coke!"

Now it was my turn to be exasperated. "Billions of planets in the universe, and I have to run into a cosmic comedian!"

"Would . . . I . . . lie . . . to . . . you, blue . . . boy?"

"Well, if this space ship runs on Coke, how much do you need?"

"Take . . . me . . . to . . . your . . . liter."

"Now, that does it! Go find your own soda, jerk!" I turned to leave.

"Wait . . . you . . . can . . . help me. What . . . time . . . does . . . the . . . next . . . bus . . . leave?"

That was the final straw. "Bus! I don't drive a bus! And I didn't come here to be insulted."

"Where . . . do . . . you . . . usually . . . go?"

"Look, I'm a United States Air Force recruiter."

"Oh . . . really . . . ? What . . . are . . . the . . . benefits . . . these . . . days?"

An hour later, my first real sale of the day was virtually made.

"I . . . might . . . as . . . well sign . . . up. I'm . . . stuck . . . here . . . on . . . Earth . . . anyway. There's . . . only . . . one . . . problem."

"What's that?"

"Will . . . the . . . Air . . . Force . . . ship . . . my . . . household . . . goods . . . from . . . Alpha . . . Centauri?"

I frowned. "Well, I sorta doubt that. Why do you want to know?"

"I . . . left . . . my . . . wife . . . there. She . . . looks . . . just . . . like . . . a . . . '57 . . . Studebaker."

I cleared my throat. "I somehow don't think we could transport your auto, er, wife that far."

"She's . . . got . . . extra . . . ignition . . . parts."

"Really? Maybe we could discuss this."

What will become of this close encounter of an inane kind? Wait until the next episode of "Super Recruiter."

## We get letters

*Editor's Note: This column provides the means for all our readers to share their thoughts with others. We encourage letters that offer advice, suggestions or share recruiting experiences. Although all letters will be read, only signed letters will be published. The editor reserves the right to edit letters to conform with space requirements. Address letters to: Editor, The Air Force Recruiter, USAFRS/RSAP, Randolph AFB, Tex. 78148.*

Dear Ed,

I am discovering from talking with other recruiters' wives that "Fem-line" is not getting much response because wives don't even know there's a RECRUITER newspaper!

I'd like to suggest to you recruiters that you take this paper home to your wife. If you want her to give you the support, motivation, love, and understanding you need you should do your part by bringing home this paper. It's part of what you are doing and it helps her to understand your job a little better.

### Don't forget us

I love my husband and I believe in his job and what he is doing. I support him wholeheartedly. There's just one thing I can't understand. My husband has been a recruiter five years. In those five years we've been to a few retirement and farewell parties. At these parties,

the recruiter is given a testimonial for his work, along with an award and gift. But I've never seen a wife recognized for her support.

What happened to the wife? She's the one who gives her support, love and a lot of understanding. She has to suffer through many lonely dinners. She has to cope with the daily crisis around the house and with the children when Dad isn't around.

I think commanders should consider this because without the wife the recruiter could not have done a good job. We should not be taken for granted.

After all—we are a part of the Air Force's great way of life.

Veronica Teahl

(Wife of SSgt. Lester D. Teahl Jr. 3518th Air Force Recruiting Squadron, New Cumberland, Pa.)

*Note: Wives do get a certificate of appreciation upon their husband's retirement from active duty. These are forwarded from this headquarters as part of the official retirement package. In addition, recruiting wives have often been honored for their sacrifices and contributions to the recruiting mission. Some squadrons recognize this through the award of the Honorary Recruiter or Outstanding Contribution certificates. All groups and squadrons are encouraged to follow a similar program. And thanks for YOUR support.*

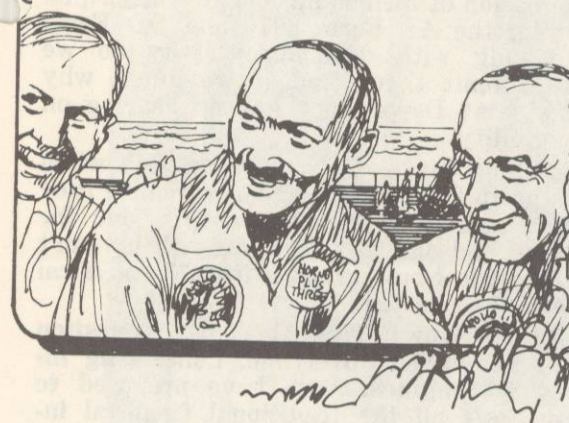
## YOU'D BETTER BELIEVE IT!

By Stead

### To the moon and back

July 16, 1969, a Saturn V launch vehicle lifted off the pad at Cape Kennedy Air Force people worldwide supported the launch of Apollo 11... the first manned lunar landing mission.

The history-making space flight ended on July 24, with successful splashdown and recovery in the Pacific.



Two Air Force officers were among the 3-member crew on the historic flight. 4 days after launch, Colonel Buzz Aldrin piloted the lunar module "Eagle" to a soft landing on the surface and became the second man to set foot on the moon. First was mission commander Neil Armstrong. In the Sea of Tranquility, the 2 astronauts seen live on television around the world.

Orbiting above the moon in the Columbia command module was Air Force Colonel Mike Collins. He set a world record for time in lunar orbit during the Apollo 11 mission... 59 hrs, 27 min., and 55 sec.

## East, West pair lay claim

By SSgt. Doug Gillert

You can always tell when production is on the upswing—recruiters take time out from the daily grind to give themselves a deserved pat on the back. Some get downright boastful.

Two such persons, located at opposite ends of the country, are laying it on the line this month and welcome all challengers to their claimed "firsts."

On the East Coast, TSgt. James E. Morgan tells us he's doing fantastic in Columbia, S.C. Jim says that in four years of production with the 3537th Squadron he has only lost four people

from his DEP. The four were all men, he points out—he hasn't dropped a single gal.

Out West, SSgt. William R. Sweet says he's the only recruiter ever to have 10 people report to OTS in a given month. Bill was a little slow in getting his claim to us—the 10 OTS left in October 1978! Guess he just got busy.

Hats off to Bill, serving the 3566th RSq. in San Jose, Calif. and to Jim Morgan. Your claims sound like they'll be tough to beat. And good luck, Bill, in your new assignment as a Recruiting School instructor.

## fem-line

Being new to this recruiting business but not so new about the Air Force way of life, I have been through some discouraging, troublesome times, moves, and frustrating experiences, but never any to compare to "a new way of life."

This has undoubtedly been the most challenging of moves, adjustments, and trials not only for myself, two children and my mother (who lives with us), but my loving friend and lifelong companion, my husband (an Air Force Recruiter by choice).

We came into Recruiting not exactly unprepared of what to expect but I didn't expect so much of it!

Adjusting to a civilian community and their way of life and living standards (with, of course, no blue suiters within a 200 mile radius), no commissary, BX or hospital has been the hardest part of adjustment.

My grocery bill is in comparison with the national debt and my check book and balance is in the inflation bracket (red). Now I know how Congress must feel about "balancing the budget." I guess what I am trying to say is, I have never felt so isolated, separated, and unbelieved in my 30 years in the Air Force organization (I'm an AF brat) as when we became a recruiting family (not just an AF recruiter).

Thank you for Fem-Line, Barbara Wills, for an outlet of my frustrations, disappointments and inhibitions of feeling like I am the only one out here in this jungle of newness and helplessness.

Now I know I have friends (sight unseen) in the same situations as myself and my family and I have a new and positive attitude on the "why" we chose the Air Force.

## Shop talk

### Your spouse has the need to know

"Never talk shop after duty hours — that's the rule at our house. I hang up my blue suit as soon as I get home."

Sound familiar? It should to many Air Force spouses. And the ban on shop talk at home isn't unique to blue suiters. The rationale generally is that people's free time is their own — and the day's problems have no place at the family dinner table.

Unfortunately, important information that should be discussed may be lost in the shuffle. Important things like the latest developments in pay raises, medical care, retirement benefits, commissaries, exchanges, and other entitlements.

Or, announced overseas deployments, the need for overtime to interview an applicant or prepare a case file, or personal crossroads that mean important career choices.

Marriages tend to succeed best when the marriage partners communicate openly and share the choices that affect them. Married blue suiters who score high in achievements are often found to have an important common denominator — supportive spouses.

Spouses are supportive because they understand their sponsors' roles in accomplishing the Air Force mission. And spouses can have that kind of understanding only if they are informed.

Although the military members of the family should be the most important source of information about the Air Force, there are other sources. For recruiting families, normally located away from Air Force base facilities, publications such as this newspaper, Air Force Times, and Airman magazine can help the whole family keep in touch. Spouses are especially encouraged to read THE AIR FORCE RECRUITER. Now, they even have their own column, called Fem-line, and may contribute to it.

Whatever the source of information, though, keep informed on the things that affect you where you live. Then, share the information with your family.

Sharing relevant, important information means better decision making for the whole family. (Adapted from AFNS)

**The Air Force Recruiter**

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All photos are official Air Force photos unless otherwise indicated.

Brig. Gen. Keith D. McCartney	Commander
Col. Walter D. Miller	Director of Advertising
Maj. Wayne A. Tongue	Chief, Publicity
SSgt. Douglas J. Gillert	Editor

By Chris Mixon

It took all of this to make me realize that the Air Force is truly "A Great Way of Life" and the reasons are too numerous to list but the first and foremost reason is you the other Air Force wives who care about people like me who are new in this organization. Thanks to all of you.

I would be honored to have any other Air Force wife, who may feel some of those feelings, frustrations and trials or have suggestions to help me get over some of mine, contact me. I've learned to take one day at a time and I'm still adjusting, but each day I've come to look forward to with anticipation as to how I can contribute something to it instead of wondering what disaster will form today.

(Those interested can write Mrs. Mixon at Rt. 5, Box 41-G, N. Wilkesboro, N.C. 28659.)



## 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.

### Jackets for liaison NCOs?

COMMENT: The only way an LNCO can get an Operation Blue Suit jacket is if he's in the top squadron. I suggest that jackets be given to LNCOs if the squadron reaches its Blue Suit goal.

REPLY: I like your idea. Liaison NCOs are doing a super job selling specific jobs and at the needed times. However, we ordered jackets by estimating the number of recruiters who would enlist 16 NPS EADs during the Operation Blue Suit period. If there are jackets remaining, the LNCOs in the numbers two, three, and four Blue Suit squadrons will get them, as supply permits.

### Parking fees

COMMENT: Can I use my out-of-pocket money to pay for my private car parking fees? I have to pay about \$12 a month.

REPLY: Sorry, but parking fees for POVs aren't currently authorized. Out-of-pocket funds must be claimed only for fees used in connection with itinerary stops, per Joint Travel Regulation (Vol. 1, paragraph M-5600(2)).

A study is underway in Recruiting Service, however, to determine the number needed and approximate cost of leasing parking spaces for POVs. When we get these figures, we'll ask the Air Staff to authorize and arrange funding for this program.

### Stop the culprit

COMMENT: I understand there's an individual somewhere in the United States who's trying to erroneously enlist in the Air Force. Why don't we take his social security number and create a file within PROMIS? When an AFEES LNCO tries to call up for an opportunity on this individual, it would flash back that he was not qualified for enlistment. I think this would result in the widest dissemination of the request to not enlist an individual.

REPLY: Right on, sarge. In fact, another Recruiting Service member submitted the same idea on AF Form 1000 several months ago.

A formal Systems Change Request has been sent to the computer programmers and we expect the automated "fraud file" to be operational with the upcoming Pipeline Management System modification about Oct. 1.

Thanks for the call, and keep those good ideas coming!

### What's in a name?

COMMENT: The title "flight supervisor" creates many frowns and questions when used in dealing with the civilian community. I have appeared on TV and radio and have talked

with many business leaders and found not one can readily identify with this title. Why not change it to salesman manager, district supervisor, or something else that is more familiar to the civilian populace we are dealing with daily?

REPLY: There are two sides to every coin, sarge. We changed the title to flight supervisor because we thought it would be more prestigious on your APR, and a selection board could readily associate with the responsibilities of a supervisor at flight level. You aren't prohibited, however, from comparing your responsibilities to those of a district manager in a sales organization when you appear in public.

### Book midterm grads

COMMENT: We ought to be able to book now, in at least the high-flow jobs, midterm high school graduates. I get many calls from recruiters wanting to know when they can book December 1979 graduates who will be available in January and February 1980. Next year we are going to be looking for them and if we don't book them, we are going to lose them. The other services are booking them now, and we should be able to do the same thing.

REPLY: Thanks for the input. We set up a manual booking system on May 4 for midterm school year 1979-80 graduates. Details are in PROMIS message 967.

### Duplicated leads costly

COMMENT: I understand that the AFOC lead cards cost \$5.50 each. Why are we spending Air Force money putting COI event leads through the AFOC system when the recruiter already has those in his office?

REPLY: Not so! The cost per lead is only 32 cents. We track COI leads through AFOC to monitor the effectiveness of the COI program. Even though you already have the lead on file, by putting it in the lead management system we can track it to compare the quality of different type leads (COI, AFRAP, magazine, TV, etc.). This helps us plan future programs.

Concerning the \$5.50 you mentioned, you are probably thinking of the \$5.17 it cost for a lead that is telephoned into AFOC through the toll-free number.

### Expand incentive

COMMENT: Persons completing the three-year Junior ROTC program on a part-time basis in high school are eligible for the new E-3 incentive, while those attending military-oriented schools and academies, who are in ROTC on a full-time basis, aren't. Can this be changed?

REPLY: Maybe. We had to limit the program initially because of a 10,000 limit on the number of enlistees we could award extra stripes. Your idea is being staffed within this headquarters and will be forwarded to Air Staff, who have the final say. Keep your fingers crossed.

### Missing forms delay entry

COMMENT: I think we ought to accept the I-94 in lieu of an I-151 or I-551 for citizenship verification. I bring this up because of your recent message to "pull out all stops."

Somebody who loses an I-151 or 551 is issued an I-94 by the Immigration and Naturalization Service until a new 151 or 551 can be issued. This can take several months. If we are in the business to move people, and get them committed, the I-94 should be acceptable.

REPLY: Your idea has merit—there should be alternatives. The 151 is being phased out and replaced with the 551 which is allegedly unforgeable. The 551 will be the only form issued and only from Dallas, which services the entire INS system.

That's where it now stands, but we have asked Headquarters USAF to consider some alternatives. We'll give it our best shot.

### Apples and oranges

COMMENT: I think ATCR 33-2, Table 1-1, Item 22, concerning prior Air Force enlistees returning to active duty, is completely unfair. For example, under normal progression, the minimum time required for an airman to be eligible for promotion to E-4, if enlisted at E-1, is 24 months. The average promotion to E-4 is 30-33 months.

This table should be amended to allow for this normal progression. A case in point is an applicant separated in the grade of E-3 with 16 months total federal military service. The reason for separation was pregnancy. She was nine months short of even the below-the-zone promotion (24 months). An easier way to solve this problem would be to classify pregnancy discharges under dependency or hardship. Then a waiver would be authorized under Note 1 to Table 1-1.

REPLY: Trying to mix Air Force promotion standards with this enlistment eligibility criterion is like mixing apples with oranges—they have little in common.

As to your prior service question, there are exceptions for persons separated under PALACE CHASE, whereas most other service members separated at that grade have derogatory or unique circumstances. Waivers are authorized if the discharge was not for administrative reasons or did not involve defective character traits. This is explained in ATCR 33-2, Chapter 1.

Regarding pregnancy discharges, this used to be an "exception" before women had a "maternity leave" option. It is now Air Force policy that they only get one opportunity. If they elect discharge, no waiver is authorized. Seems reasonable to me.

### Short cut

COMMENT: I suggest a waiver authority be delegated to the AFEES medical officer instead of the surgeon general for minimum height requirements for women applicants.

REPLY: No can do. The ATC surgeon is reluctant to give this type waiver authority to AFEES medical officers because this extra review will rule out any congenital problems that could cause substandard height, such as dwarfism or curvature of the spine.

It does cause some delays in processing applicants who don't meet enlistment standards, but that is what the waiver process is for—to give borderline applicants an extra review if an exception to standards is warranted.

### Working OTS problem

COMMENT: As an OTS recruiter, I am sure there are things we can do to make the job easier. One idea centers on engineers. I have a hard time believing we can't justify certain enticements to engineers.

Other things making the job tougher include the submission of forms and college transcripts. Concerning the AF Form 3010 and DD Form 1584, dealing with dependency, why do we have to submit them, and if we must, why in whole sets? Dependency has no bearing on OTS eligibility.

Something we have a hard time with when persons go to OTS is making them realize they need two sets of college transcripts, one for application and one for active duty. Why can't the transcript be returned with the physical once they are selected?

REPLY: Wow! This three-part question kept the researchers overtime. Concerning incentives for engineers, we have proposed to the Air Staff all the traditional financial incentives, including bonuses, direct commission, credit for advanced degrees, work experience, plus others. So far, none have been approved, but we will continue trying.

About the AF Form 3010 and DD Form 1584: Current NAC problems at OTS and past problems with dependency certification and counseling make it desirable to have copies of these forms submitted with each application. You don't, however, have to submit originals. All we require is a copy.

As for transcripts, the majority of applicants apply prior to award of a degree. These "partial" transcripts are not suitable for OTS reporting. In addition, that application transcript is forwarded to AFMPC for assignment purposes. If your OTS applicant has a degree when applying and possesses a raised seal transcript with annotated GPA, then a legible copy certified to be a true copy by the interviewing officer may be submitted with the application, thus allowing the applicant to retain a copy for OTS reporting.

I do appreciate your interest and the interest of all DIAL callers who attempt to improve the system. It's always a learning experience for me and any system can be improved if people care.

## 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.



There are times when he feels like the local postman. Sergeant Coker's recruiting efforts lead him to the Lawton post office often.



The basic tool, the interview, takes place in my office, they're in the Air Force un- between Sergeant Coker and Dwane less disqualified," Coker says. (now Airman) Settle. "Once I have 'em

## 'Typical' Cal Coker is this and more

By Capt. Harold D. Hart

TINKER AFB, Okla.—TSgt. Cal Coker is a "typical" recruiter. He makes goal.

"Sergeant Coker isn't the top recruiter in the squadron, or even in his flight," says Maj. Patrick McCaslin, 3549th Air Force Recruiting Squadron commander. "But," Major McCaslin adds, "without Sergeant Coker and the many other fine NCOs doing the job day in and day out, we couldn't provide the Air Force with its most valuable resource—people."

"Recruiting is tougher that it ever has been—for many reasons," says Coker's and Oklahoma City-area flight supervisor TSgt. Bill Trammell. He cites "decreased awareness, very high standards and a decreasing market" as potential setbacks but adds, "The sales force has never been better."

"With recruiters like Sergeant Coker, we can and will make it," the supervisor says.

He adds, "Today's recruiter has to be a 'jack of all trades'—administrative specialist, office manager, logistics expert, counselor, advertising and publicity innovator and salesman, to name a few."

"It makes the job more difficult, but it also makes the job more interesting and challenging."

Coker views his job with a singular purpose. "Each of my applicants depends on me to do my very best to get him in the Air Force," the Lawton, Okla., recruiter says. "With some it's a fairly simple task, but there is always an exception."

"It may be a person with family or health problems. Whatever it is, it would be easy to call it quits and work the easy ones, but there is something that makes you go that extra mile," he adds. "And when you succeed and get one of them into the Air Force, you feel like a million bucks!"

Typical? You're darn right, according to his boss. Says Major McCaslin, "Sergeant Coker typifies the recruiter that makes the all volunteer Air Force happen."



Hitting the streets is a common practice. When you have some 20 towns in your recruiting zone, it requires a lot of work, but as Sergeant Coker says, it's a great way to meet people and be seen.



At Lawton, Okla. radio station KLAU, TSgt. Cal Coker discusses Air Force spot announcements with an announcer. Anytime he's in the area, the 3549th Air Force Recruiting Squadron recruiter "drops by," most times ending up on the air with an Air Force message.





Chief Mattone

## NCO pride: Others may win awards, but it still feels good . . .

By SSgt. Douglas J. Gillert

People formed lines and small circles in the large, brightly lit hall. Hundreds of them—men in coat and tie, women in bright Spring dresses, gathered.

Waiters and waitresses scurried between long rows of gold-clothed tables putting out salads and desserts, filling water glasses, straightening the silverware. The head waiter's barking commands to his staff were the only variance in the steady hum of conversation that filled the hotel hall.

It was a special occasion, the VIPs of San Antonio turning out to pay tribute to some other VIPs, Armed Forces noncommissioned officers. By earlier accomplishment, I was among the latter group, and now excited at the unfolding production of the tribute to military men and women.

There were awards handed out to NCOs from all the service branches, as recognized by their commands and now by the San Antonio Chamber of Commerce. Then a new man in town, Gen. Bennie L. Davis, commander of Air Training Command rose to speak.

"NCOs have been and are the cornerstones of every military outfit," General Davis said,

Recruiting Service will lose over 100 years experience this year with the retirement of six chief master sergeants at various locations in the command.

Two chiefs have departed; CMSgts. Taylor W. Wallace and David F. Mason both worked in headquarters positions.

Four other supergrade men will be leaving later in the year. They are: CMSgts. Wendell L. Lacy, 3504th Air Force Recruiting Group operations superintendent; Stanley R. Krakowski, 3567th Air Force Recruiting Squadron operations superintendent; James O. Rogers, Recruiting Service Liaison Office chief and Dominic Mattone, 3503rd Group operations superintendent.

Their combined recruiting experience totals more than 100 years.

Chief Mattone was asked recently what the differences are in recruiting today as compared to 1964 when he first entered recruiting. "Basically, there are no differences. It took a lot of hard work in 1964, and it takes a lot of hard work now," he said.

He also commented on the key to being a successful recruiter. "The basic tool is to love your product, that being the United States

and all of us NCOs sat a little taller in our chairs.

Citing the role of noncommissioned officers in management, General Davis said, "NCOs are vital players on this team.

"The old cliché that they're the backbone of the military remains a fact, but they're much more than that. How well they shape our new airmen will affect the quality of the armed forces tomorrow.

"Young junior enlisted people depend on them to provide an example and show them how to understand the details in their special skills. Our young lieutenants count on the senior NCOs at their first duty station to orient them in leadership roles.

"The rest of us, who've been around awhile," General Davis said, "have come to depend on them for their knowledge and ability to make the impossible possible."

I wasn't a winner at this particular event; that is, I didn't receive a plaque. Neither did most of the 50 or so others except the five who were chosen as the best there are in this military-oriented city.

Still, I felt like a winner. I guess that's what is called "NCO pride."

### Twelve or More Club

This category recognizes recruiters who enlisted 12 or more NPS on active duty in May.

Name	EADS	Sq./Flt.
SSgt. Angel Santos	16	33X
TSgt. James R. Malone	12	39E
TSgt. Dennis A. Peterson	12	33F

### Twelve or More Net Reservations Club

This category recognizes recruiters who obtained 12 or more NPS net reservations in May.

Name	Net. Res.	Sq./Flt.
SSgt. Angel Santos	19	33X
Sgt. Clark E. Jarrett	16	45C
TSgt. Jack D. Whittington	15	33D
TSgt. James Wallace	13	31C
SSgt. Stephen W. Mullins	13	63E
SSgt. Henry R. Daniels Jr.	13	66B
TSgt. Robert B. T. Houle	12	19G
MSgt. Joseph Abbella	12	15X
TSgt. Donald Riek	12	35A
SSgt. Robert L. Sherman	12	69B

### One Hundred Fifty Percent Flight Club

This category recognizes flights and their supervisors that met or exceeded 150 percent of their EAD goal in May.

Name	Goal/Acc.	Percent	Sq./Flt.
MSgt. Phillip Cunningham	28/69	246.4	49D
MSgt. Robert H. Morrow	24/53	220	39D
MSgt. David D. Brill	21/39	185	42D
TSgt. Bill R. Trammell	27/48	177.8	49A
SMSgt. Morris R. Price	33/58	175.8	44E
MSgt. Gary Thomas	32/55	171.9	35A
SMSgt. Robert G. Jones	12/22	169	45F
MSgt. Ralph Bliven	11/18	163.6	15X
MSgt. Clifford McDougald	21/34	161	39E
MSgt. Rick Crosby	38/60	167	33F
MSgt. Jerry L. Isenhour	28/44	157	37A
SMSgt. Arnold G. Berry	40/61	152.5	46E
MSgt. Robert Cummings	21/32	152.4	49C
MSgt. Real R. Vachon Jr.	25/38	152	39B

Air Force. Sometimes we tend to forget where we all come from and what the Air Force has done for us. When you love your product and you show genuine concern for those you are selling the product to, you will be successful.

"Recruiters have to be prepared to work every day—Saturday, Sunday, weekends and nights. During my 15 years of recruiting I have had the pleasure of meeting the finest Air Force NCOs, wives and families.

"If anyone deserves a medal for outstanding service within recruiting duty, it would have to be presented to the wives and families of recruiters. They have had to withstand the pressures of this business and the bringing up of their children with part-time fathers. I'm extremely happy that my wife, Jane, who I have been married to for 25 years, always understood the situation."

His advice to new recruiters is, "Love life, love people, love the Air Force; believe in it, be positive, have pride, be motivated, be enthusiastic, look for challenges, gain the respect of your leaders and fellow NCOs, make decisions, speak up and, of course, each and every one of us should have the goal of becoming a Chief."



Lt. Col. Ullrich

### Ullrich commands 3501st

HANSCOM AFB, Mass.—Lt. Col. Dale R. Ullrich is the new commander of the 3501st Air Force Recruiting Group. The colonel selectee succeeds Col. Melvin N. Ledbetter who was reassigned as deputy commander of Lowry Technical Training Center, Lowry AFB, Colo.

Colonel Ullrich was formerly deputy commander of the 3505th Group, Chanute AFB, Ill. A command pilot, he has logged more than 5,000 hours in various aircraft.

MSgt. Ray Heflin	26/39	150	32D
TSgt. Charley R. Ferguson	16/24	150	45D

### Flight Net Reservations Club

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

Name	Goal/Res.	Percent	Sq./Flt.
MSgt. Bill Lutz	6/19	316	33X
MSgt. Ralph Bliven	15/27	180	15X
MSgt. Tommy McDonald	21/33	157	33G
SMSgt. Arnold G. Berry	40/60	152	46E

### Engineer Club

This category recognizes non-OTS recruiters whose efforts result in an engineer entering OTS during fiscal year 1979.

Name	Accessions	Sq./Flt.
TSgt. David P. Hepler	2	11D
TSgt. Elza M. Hultz	2	62A
TSgt. Dan Altenes	2	69A
Sgt. Dennis M. Magdole	2	18C
TSgt. John R. Gilbeaux	1	39B
TSgt. Harold D. Daniels	1	32C
TSgt. William H. Donnelly	1	68B
TSgt. Ernest J. Audet	1	50A
TSgt. Clyde W. Kerr	1	39F
TSgt. Howard W. Marsh	1	18C
TSgt. Joe Lima	1	67A
TSgt. George Eret Jr.	1	67X
TSgt. Dave Hill	1	61B
TSgt. Vern Hanson	1	67B
TSgt. Phil Riley	1	67E
TSgt. Dale Lamphere	1	68X
SSgt. William A. Allen	1	44E
SSgt. Edwin J. Lees	1	11A
SSgt. Thomas L. Shafer	1	18G
SSgt. Bill Sweet	1	66F
SSgt. Joseph H. Zalanowski	1	18C
SSgt. Miguel Guadalupe	1	14C
SSgt. Dewayne A. Moore	1	43B
SSgt. Bruce T. McComb	1	44C
Sgt. Ernest R. Martin	1	11E
Sgt. Fortunato Tinaco III	1	46A



Former astronaut, Air Force Reserve Col. Charles M. Duke, talks with Putnam City, Okla., High School students as SSgt. Jay Clyde, 3549th Air Force Recruiting Squadron, Oklahoma City recruiter, looks

on. Colonel Duke visited the Tinker AFB headquartered squadron for three days, talking with thousands of high school and college students.

## Astronaut visit spurs '49th efforts

TINKER AFB, Okla.—"Astronaut Duke's visit was the single best awareness and lead-generating activity I've seen since I've been in recruiting," exclaimed TSgt. Bill R. Trammell, a recruiting flight supervisor in Oklahoma City.

Lunar module pilot of Apollo 16, Air Force Reserve Col. (Brig. Gen. selectee) Charles M. Duke had just completed a three-day visit in support of the 3549th Air Force Recruiting Squadron. During his stay, he spoke to more than 12,000 high school students and 200 college engineering students. He also participated in several media activities, and all his presentations concerned his record-setting lunar surface stay.

"It's difficult to judge Colonel Duke's visit by the number of immediate enlistments, but we expect his impact to be felt for months, even years, to come," said Sergeant Trammell. "More than 1,000 requests for autographed pic-

tures of him and numerous requests for information about Air Force opportunities resulted from the visit," he said.

Colonel Duke began his record moon visit of 71 hours, 14 minutes, with fellow astronauts John W. Young and Thomas K. Mattingly II on April 16, 1972. It was on this mission that he and the others collected 213 pounds of rock and soil samples and evaluated use of Rover-2, a vehicle resembling a dune-buggy laden with sophisticated scientific equipment.

Duke retired from NASA in December 1975 and is currently a member of the Air Force Reserve. He was recently selected for promotion to brigadier general.

The former astronaut is scheduled to make similar appearances on behalf of Air Force recruiting in the 3561st RSq., Sand Point, Wash., this month. Plans call for future presentations by Colonel Duke, subject to availability of COI funds and his personal schedule.

Photos by TSgt. Ed Gilbert



Colonel Duke appears on KWTU's "Mid-day" talk show during his three-day visit to Oklahoma City to assist the 3549th RSq. Ms. Dee Morales conducts the interview.

## 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 their cumulative NPS EAD goal through May.

Squadron	Percentage	Squadron	Percentage
3514	119.74	3561	105.82
3531	111.99	3539	105.71
3533	111.58	3567	105.55
3537	108.93	3541	102.28
3535	108.87	3546	102.03
3515	108.24	3566	100.63
3549	106.27		

### Squadron Net Reservations Club

This category recognizes all squadrons that met or exceeded their NPS net reservations in May.

Squadron	Percentage	Squadron	Percentage
3533	118	3531	102.1
3566	105.1	3569	100
3537	102.5		

Following one of many presentations, Colonel Duke signs autographs for admirers.



# Crossfeed

*Editor's Note: This column represents our ever-expanding coverage of the good ideas Recruiting Service personnel want to share with others. We invite input to the column from personnel at all levels of recruiting who want to help make the mission a success. Address your inputs to USAFRS/RSAP, Attn: Editor, Randolph AFB, Tex. 78148.*

## Students design ads

New ideas with a local flavor for advertising resulted when a Central State University, Okla., art class got together with the 3549th Air Force Recruiting Squadron.

The Tinker, AFB, Okla., squadron's advertising and publicity staff learned that Dr. Hall Duncan, a Central State art professor, was looking for a class project. At the same time, the 49th was looking for new logos for its Oklahoma and Arkansas-based recruiters.

"We told them what we were looking for, and several weeks later we had some outstanding ideas from young people the same age as our target recruiting market," said TSgt. Ed Gilbert.

The entries were judged and the most outstanding recognized at an awards dinner.

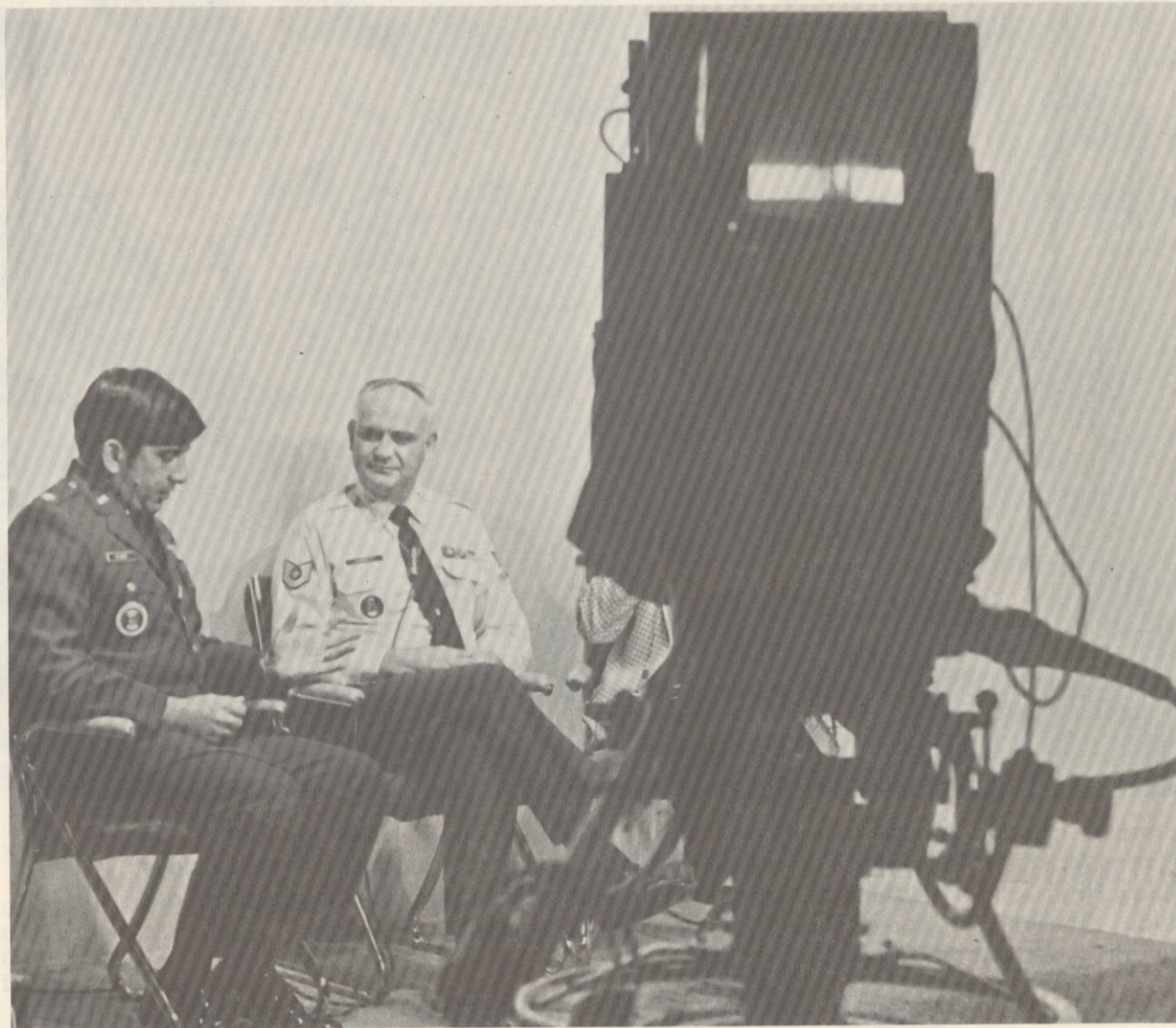
## Announcements win state honors

OMAHA, Neb.—Radio advertisements placed by the 3543rd Air Force Recruiting Squadron won a "Best in Class" award at the Seventh Annual Cornhusker Ad Festival.

In statewide competition sponsored by the Omaha Federation of Advertising, the Air Force commercial campaign was selected as the best in the Regional/National Radio Campaign category, by judges from major ad agencies in New York and Chicago. The award-winning series was produced for the squadron by its advertising agency, Smith, Kaplan, Allen and Reynolds, Inc. of Omaha, under the direction of Capt. Rex. Stone and TSgt. Dave Tuttle, 3543rd RSq. Advertising and Publicity Branch.

### Depict prestige

The three-commercial series portrayed the prestige of Air Force life through an existing theme: "The Air Force—A Great Force to be



**Hosts boss**

TSgt. Ray Hammett interviews his boss, Lt. Col. Leonard J. Weiner, on Channel 19, Huntsville, Ala. Hammett, the 3532nd Air Force Recruiting Squadron, Nashville, Tenn., re-

cruiter there, arranged for the free air time to publicize job opportunities for Air Force officers, as explained by his commander, Colonel Weiner.

With." Using sound effects and 8-track audio production, the spots placed the listener in a variety of locations and situations. These included the cockpit of a reconnaissance jet during an early morning flight; the surface of Mars during the landing of Viking I and inside NASA control during the launching of the first space shuttle.

The commercials pointed out the high technology responsible for each of the situations and stressed the science and imagination behind them. Announcers informed the listener that "science and imagination are the same elements which today guide the greatest tech-

nological force mankind has ever known—the Air Force. A Great Force to be With."

### Objectives met

Objectives of the campaign were two-fold, according to Lt. Col. William H. Miller, 3543rd RSq., commander. The squadron wanted to improve results in weak production areas, he said, while at the same time create a generally favorable overall image and awareness level for the Air Force. He said recruiting statistics during the time the ads were aired proved the campaign accomplished these objectives.

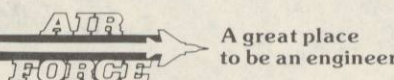


**Hal Kunnen,**  
electrical engineer  
Michigan State,  
class of '75  
Air Force officer

"We're taking the B-52 from the vacuum tube to solid state. By updating the avionics with equipment such as inertial guidance, processors, forward looking radar and a Doppler velocity sensor, we can make it a better platform for the Cruise missile."

"As an Air Force engineer, I work directly with top men in contracting companies—it's a very broadening experience. The Air Force has given me the opportunity for greater responsibility than I could expect as a civilian engineer, managing a research and development effort of my own."

**Opportunity, challenge, responsibility.** Those are what engineers like Hal Kunnen are finding in the Air Force. If you're a qualified engineer, you can find them, too. The Air Force will interview at Placement Services April 11 and 25, and May 3 and 15 from 9 to 5. Or, call Staff Sergeant Charles Symon at 351 0641 in East Lansing.



**Engineer search**

These three advertisements were developed by the 3505th Air Force Recruiting Group, Chanute AFB, Ill., and printed in college job placement manuals throughout the Midwest this spring. Science and engineer re-

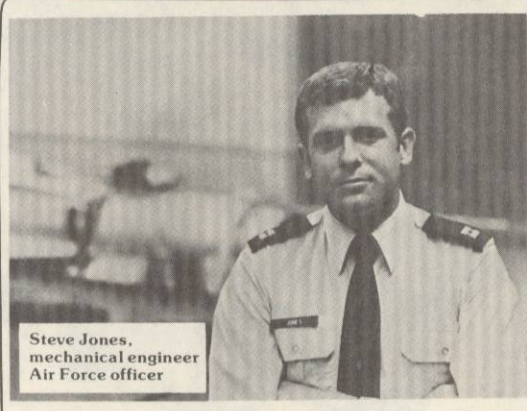
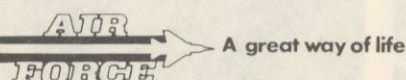


**Cliff Alston,**  
electrical engineer  
Air Force officer

"I work with computerized simulations of the Firefly system, which integrates the F-15 Eagle flight control and fire control systems. The results of our work will significantly affect systems development decisions, and will enable the Air Force to come up with a better fighter in the '80s and '90s."

"I'm learning a lot about engineering and about my special interest—control systems. And, I'm working on my master's degree part time with the Air Force Institute of Technology."

**Challenge, responsibility, education.** Those are just a few of the benefits college graduates like Cliff Alston are finding in the Air Force. Openings are available now, especially for those in scientific and technical fields. Call Master Sergeant Joe DeWitt (513) 223-8839, collect, for further information.



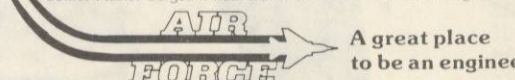
**Steve Jones,**  
mechanical engineer  
Air Force officer

"As an armament integration engineer in the Aeronautical Systems Division, I'm working on a new warhead for the Maverick missile. A lot of my time is spent supervising contractor design and test efforts."

"My first assignment was at Eglin Air Force Base in Florida. There, I worked on static warhead detonation tests to determine the effectiveness of various munitions."

"I enjoy my work, mainly because I have a much higher level of responsibility than I could expect as a civilian. I'm working with systems engineers with 10 to 15 years' experience in civilian companies, compared to my five years in the Air Force."

**Challenge and responsibility.** Those are just two of the



cruiters in Wisconsin, Illinois, Indiana, Michigan, and Ohio credited the ads with increased interest in Air Force job interviews during placement sessions.

## Payne paces 61 NCOs finishing recruiter course

LACKLAND AFB, Tex.—SSgt. Thomas I. Payne led a class of 61 NCOs completing the Basic Recruiter Course here.

Payne, named distinguished honor graduate, has been assigned to the 3569th Air Force Recruiting Squadron, Los Angeles.

Honor graduates were: TSgt. Andrew S. Coons, 3532nd RSq., Nashville, Tenn.; TSgt. Roberto Leon, 3535th RSq., Bolling AFB, D.C.; SSgt. William C. Geeslin, 3533rd RSq., Patrick AFB, Fla. and SSgt. Thomas R. Shea, Recruiting Service headquarters, Directorate of Operations.

Graduated early were SSgts. Thomas M. Tucker, 3561st RSq., Sand Point, Wash., and Kenneth A. Waters, 3515th RSq., McGuire AFB, N.J.

Other graduates and their assignments, by group, follow.

### 3501st welcomes seven

Assigned to squadrons within the 3501st Air Force Recruiting Group, Hanscom AFB, Mass., were: SSgt. Vernon J. Allen, 3513th RSq., Hancock Field, N.Y.;

## Chief gets chicken when nine fly coup

BEDFORD, Mass.—A long time member of Air Force Recruiting Service recently received a gift from his nine flight supervisors; a scraggly chicken named Net Res Ned.

CMSgt. Norman B. Lomas, operations superintendent at the 3519th Air Force Recruiting Squadron, was selected as recipient of the squadron's monthly award, given to the lowest producing flight. Chief Lomas, who began recruiting in Claremont, N.H. in April 1958, was given the chicken in recognition of his 21st anniversary since entering Recruiting Service. The award was voted to him after each of the nine flights were 100 percent or better in meeting their March net reservations goals.

"I never thought this idea of giving a chicken to the bottom flight in the squadron would end up back-firing on me," said the chief. "We conceived the award as a means of incentive and motivation of each flight to keep from being the bottom flight in the squadron during any month. The first month this fiscal year they all made their 'Net Res' goal just happened to be 21 years after I entered Recruiting Service. They all voted to get even with me, and now I have to put up with that mongrel for an entire month!"

TSgt. Eddie N. Harris and SSgt. Rudy Walston, 3515th RSq.; TSgts. Roy D. Bredahl and Donald L. Young, SSgts. Michael R. Hicks and Richard W. Kemmery, 3518th RSq., New Cumberland, Pa.

### Assigned to '03rd

Going to the 3503rd Group, Robins AFB, Ga., were: TSgt. Jimmy D. Montgomery, 3531st RSq., Gunter AFS, Ala.; SSgts. Glenn H. Dieball, Dolen E. Hopper and Leslie A. White, 3533rd RSq.; SSgts. Robert A. Carter and Charles A. LeMay, 3537th RSq., Shaw AFB, S.C.; SSgts. Charles D. Hamby Jr., Herman Lanier and Gary F. Morris, 3539th RSq., New Orleans.

### '04th-bound

Assigned to the 3504th Group, Lackland AFB, Tex., were: SSgts. Sharon D. Shaw, 3541st RSq., Kansas City, Mo.; SSgts. Timmy Strohmick, 3542nd RSq., St. Paul, Minn., and MSgt. George S. S. Stepp, 3544th RSq., Arlington, Tex.

Also MSgt. Glynn Pickelsimer, SSgt. Kenneth M. Featherling and Sgt. Benny W. Davis, 3545th RSq., St. Louis; TSgt. Leon W. Williams, 3546th RSq., Houston and Sgt. Donald L. Jobe, 3549th RSq., Tinker AFB, Okla.

### Headed to '05th

Assigned to the 3505th Group, Chanute AFB, Ill., were: TSgt. Sammie C. Grizzle and SSgt. Azrow Moore Jr., 3550th RSq., Indianapolis; TSgt. Clyde E. Williams and SSgt. John E. Schroeder, 3551st RSq., Elwood, Ill.

Also TSgt. Steven E. Malone, 3552nd RSq., Wright-Patterson AFB, Ohio; SSgts. James Broadfoot Jr., Randall S. Sponseller and Harold E. Williams, 3553rd RSq., Cleveland; TSgt. Richard L. Slaughter, SSgts. Eldridge C. Reese Jr. and Emmett D. Weatherford Jr., 3554th RSq., Selfridge ANGB, Mich.; MSgt. Kenneth J. Welens and SSgt. Wayne E. Metz, 3555th RSq., Milwaukee.

### Seventeen head west

Assigned to the 3506th Group, Mather AFB, Calif., were: SSgts. Richard C. Garrison Jr. and David E. Moore, group headquarters; MSgt. Robert A. Spellman and TSgt. Roger A. Routsong, 3561st RSq.; SSgts. John E. McLaughlin and Kirby L. Vickery, 3562nd RSq., Norton AFB, Calif.

Also, SSgts. Leonard J. Brown and Robert J. Zolot, Sgt. Kenneth Yamamoto, 3566th RSq., Travis AFB, Calif.; SSgts. Jerry D. Eller and Donald L. Richards, 3567th RSq., Lowry AFB, Colo.; SSgts. Ronald L. Funnemark and Joseph J. Vujecvic, 3568th RSq., Ft. Douglas, Utah; TSgt. Dennis J. Nieuwsma, SSgts. Alain P. Gerlinger, Richard B. Lant and Terry L. Zachow, 3569th RSq.



### Homing bird

Tradition returns to its creator as a scraggly chicken dubbed Net Res Ned is "awarded" to CMSgt. Norman B. Lomas, 3519th Air Force Recruiting Squadron, Bedford, Mass., operations superintendent by recruiter, TSgt. Clifton Pona. The monthly award was invented by Chief

Lomas to "honor" the flight with the lowest production. When all flights were 100 percent or better in net reservations they decided to return the chicken to the chief, who was also celebrating his 21st anniversary with Recruiting Service.

## here 'n there

### It takes clout

A Detroit couple knows what to do when their kids get to enlistment age — they steer them to the Air Force. Four of the 10 children of Mr. and Mrs. Raymond Cloutier have enlisted, the most recent being daughter Rita.

SSgt. Clarence Sanders, 3554th Air Force Recruiting Squadron, Selfridge ANGB, Mich., recruited the fourth Cloutier to go blue.

### Plain old fun

"Heck this is just plain fun," exclaimed MSgt. Gene Landrum after the 3533rd RSq., Patrick AFB, Fla. recruiter netted the top production award in his squadron for Operation Blue Suit.

Not only did he get the Blue Suit jacket for exceeding 16 active duty enlistees between February and May, but Sergeant Landrum was also awarded a Dixie Dude patch for exceeding 20 net reservations between February and April.

The veteran NCO was also '33rd's rookie recruiter of the year in fiscal year 1978.

### Visitors engineer rapport

A visit by Air Force engineers to Oregon State University has paved the way for future recruiting endeavors at the Corvallis, Ore., campus.

According to Capt. Mike Wade, an OTS recruiter with the 3561st RSq., Sand Point, Wash., three engineering officers from Wright-Patterson AFB, Ohio, impressed the students who attended their presentations during OSU's 1979 Engineering Spree Day. The school's dean of engineering added, "The Air Force recruiters are welcome here anytime."

### Put to music

Delegates to the recent convention of the Indiana Office Education Association — primarily junior and senior high school girls — liked the music they heard.

The instrumental and vocal presentations were courtesy of the 661st Air Force Band Jazz Ensemble, the Kitty Hawks. More than 2,000 students listened and danced to the mostly Top 40 tunes the bandmen performed.

After the Kitty Hawks performance ended, Sgt. Ken Taylor, 3550th RSq., Indianapolis, recruiter, continued the entertainment with his "Thunder in the Sky" disco program, an Air Force-style disco program he has previously presented in several high schools.

Compiled and edited  
by SSgt. Doug Gillert

### New commander at Norton

Maj. William J. Boyland has taken command of the 3562nd RSq., Norton AFB, Calif. He succeeds Maj. Michael H. Harris, who is now deputy chief, Air Training Command Inspector General, Recruiting Division, Randolph AFB.

A Maryland native, Major Boyland was previously operations officer at the 3506th Air Force Recruiting Group, Mather AFB, Calif.

### Leads '45th Squadron

The former plans officer with the Directorate of Field Support, Recruiting Service headquarters, has taken command of the 3545th RSq., St. Louis. Capt. James W. Pfeifferkorn succeeded Lt. Col. William C. Paquin, who has been reassigned to the 1401st Military Airlift Squadron, Scott AFB, Ill.

### Recruiter cites station

Radio stations KNTE-FM and KMSE-AM, Ontario, Calif., recently received Public Service plaques from the local Air Force recruiter, SSgt. Jim Salalla.

Sergeant Salalla, 3562 RSq., presented the plaques to owner and general manager of the stations, Jack Siegal, for his efforts as a center of influence and for providing air time for 30-second public service spot announcements daily since June 1970.

The stations also featured the Air Force several times on a half hour Community Affairs Report and several Spanish language spots.

### Top speaker

Winner of the Air Training Command NCO Academy speech award in class 79-5 was TSgt. William O. Arnott. Sergeant Arnott is a member of the 3552nd Air Force Recruiting Squadron, Wright-Patterson AFB, Ohio.



# On-site analysis aids squadrons

An on-site market analysis will be performed in all recruiting squadrons. Based on the results of similar analyses at 12 squadrons, the Recruiting Service commander has directed the program be conducted across the board.

In fact, both the Air Training Command and Recruiting Service commanders were impressed by the job done by the Market Analysis Division, Directorate of Marketing and Analysis. In a letter to group commanders, Brig. Gen. Keith D. McCartney, recruiting commander, explained the need.

"I am critically concerned about the success of every recruiter, flight, squadron and group," he said. "It is the responsibility of each level of management to ensure our recruiters have sufficient market to meet their assigned NPS objectives. With this in mind, I have tasked my Market Analysis Division to perform an on site market analysis in every squadron."

The analysis involves a systematic approach to zone structure, assuring a fair and equitable market for each recruiter and equalizing the competition between recruiters and flights. It is performed at the squadron by either CMSgt. Allan J. Weale or MSgt. Buddy C. Ward, who are assisted by other headquarters and field personnel.

The 12 squadrons that have already received an on-site analysis give high marks to the survey and the team of NCOs that conduct it. Lt. Col. Donato A. Lombardi Jr., 3544th Air Force Recruiting Squadron commander in Arlington, Tex., wrote to General McCartney, saying "May I take this opportunity to extend my sincere appreciation to the HRS Market Survey team for the outstanding effort they extended . . .

"SMSgt. Gary Barnett, MSgt. Buddy Ward and TSgt. James Wheat . . . were indeed tireless, thorough, dedicated NCOs."

These are typical of the praises reaped by the analysis team and by the analysis itself. Its concept is to recognize that raw population and number of high school seniors, or some combinations of these factors, are insufficient in determining a recruiter's zone.

Lt. Col. William A. Luther, director of Marketing Analysis, explained, "We have found a complete market study can reveal short and long term real estate requirements and determine whether present manpower resources are located in areas with sufficient market."

A package to squadrons explains what needs to be done before the on site analysis team arrives. According to Sergeant Ward, this front work is highly important.

"I cannot stress enough how necessary it

is that the right person be assigned this job," he said. This preliminary work takes three to six weeks to complete, he said, so the squadron representative has to be someone very knowledgeable and dedicated to this program.

"Normally, the best person for the job is the operations supervisor," Sergeant Ward said. "The supervisor has the necessary production experience and a good feel for the current problems in his squadron. Operation superintendents would also be excellent front men, but they aren't always as readily available for the amount of time required."

Squadron responsibilities include contacting the state, county or city education board for city and/or county school district maps. School district maps must show district boundaries.

The instructions forwarded to the squadron tell what needs to be done to make these maps ready for the on site team. Additional requirements include preparation of a three-year data base on 1977-78 male graduates plus current year male seniors. It also requires that PIRs generated since Oct. 1, 1976 must be counted.

## Short, but busy, stay

After the preliminaries are completed and sent to RSMY, the on site team will arrive for a relatively short one to two weeks. This time will encompass long hours, sometimes more

than 12 hours a day, as Major Lombardi noted of Sergeants Barnett, Ward and Wheat.

"They began working on the survey the moment they arrived (Sunday)," he noted, "and spent many long hours each day (often 14 or 15 hours) until their departure the next Friday."

At the end of each analysis, a list of recommendations is compiled and provided to the squadron for its use. Following is a list of actions based on recommendations given the 12 squadrons that have, to date, undergone the analysis.

## Actions taken include:

- Rezoned 552 of 627 recruiter zones
- Changed 40 of 64 flight boundaries
- Moved 52 recruiter authorizations from low to high market areas
- Thirteen proposed office locations moved from low to high market areas
- Annual rental savings \$73,000; four existing offices will be closed and 11 proposed offices won't open

"What the on-site market analysis boils down to," said Colonel Luther, "is best summed up in an old recruiting truism—'work smarter, not harder'. The combined efforts of squadrons and the analysis team can create a highly positive impact on future enlistment production."



**New  
advisor**

CMSgt. Emory E. Walker, newly selected Air Training Command senior enlisted advisor, discusses his duties with Gen. B. L. Davis, ATC commander. Chief Walker comes to

his new assignment from the ATC Noncommissioned Officer Academy at Lackland AFB, Tex., where he was the director of education. (Photo by A1C Vicki Floyd)

## Eight entries win

# Paper cites top stories, photos

Eight entries in the THE AIR FORCE RECRUITER's first quarterly news release and photo awards program were named winners for the second quarter, fiscal year 1979.

The program was initiated by the Publicity Division, Directorate of Advertising and Publicity to recognize outstanding contributions to

Recruiting Service's official newspaper. Certificates will be forwarded to the headquarters of winning entrants for official presentation by the respective commanders.

Listed below are the categories in which entries were judged, as well as entry titles, authors or photographers, their assigned units,

and the month of publication.

News Story: "Graphics arts students provide ad support," by Maj. Al Alderfer, 3533rd Air Force Recruiting Squadron, Patrick AFB, Fla., February.

Feature story: First, "Squadron takes long, safe trip," by Capt. Chuck Whitley, 3567th RSq., Lowry AFB, Colo., March; second, "Supervisor reveals winning formula," by MSgt. Bob Hopewell, 3501st Air Force Recruiting Group, Hanscom AFB, Mass., February; and third, "Making goal; Recruiting nurses not always easy," by Capt. Bonnie Brewer, 3553rd RSq., Cleveland, February.

Single Photo: First, "I'll be doggone," by Capt. Vince Ricci, 3544th RSq., Arlington, Tex., March; second, "Remember Chappie," by SSgt. James Zix, 3514th RSq., Carle Place, N.Y., January; and third, "Facelift," by SSgt. Rick Fellows, 3533rd RSq., February.

Photo Feature: "Top medical team prescribes formula for healthy results," by Capt. Harold D. Hart, photos by TSgt. Ed Gilbert, 3549th RSq., Tinker AFB, Okla., February.

Overall support: 3533rd RSq.

"The units and individuals recognized by this program are truly deserving of these special awards," said Maj. Wayne Tongue, Publicity chief.

"The interest each of these winners has shown in getting the word out on people, programs and new ideas is the type of teamwork that is indicative of Recruiting Service. I know, however, there are a number of great stories yet to be told, and just maybe this program will stimulate others to follow up and send quality articles and photos to the RECRUITER," Major Tongue said.

# Advertisers carry bag

From page 3

Only Smith and Hill had attended recruiting school, and only Hill had bag-carrying experience. That experience was valuable to the A&P team in putting together paperwork and in following correct procedures.

Captain Harrop described Joliet as a market of high potential that had not been properly worked. The current recruiter had only enlisted one applicant in six months. He would soon be relieved from recruiting duty.

"The Navy had put in 25 people from Joliet in March," Captain Harrop said, "so we knew the market was there. We had no idea whether or not we'd fall flat on our faces, but we figured anything to help production was worth it. And, we had the support of the entire squadron—from the commander down."

The A&P recruiters found the month's work a "super learning experience." They gained insight into recruiting techniques, such as telephone prospecting, working PIRs, etc. And they got a good taste of some of the problems.

"One morning I got up at 4:30 to meet a couple of prime prospects at the AFEES," Cap-

tain Harrop explained. "Unfortunately, they didn't show."

Other problems—everyday events to recruiters—gave the A&P people renewed appreciation of the job. Initially, they made a lot of appointments but only a couple showed. Once, they couldn't get the GED administrator in Pontiac, Ill., to provide them with proof an applicant had passed the GED. Sergeant Smith worked the request through the local county superintendent of schools and was successful.

And, they spent hours on the telephone prospecting.

It was a shot in the dark, but it worked.

"Now, when we go out on staff assistance visits, we'll be able to relate better to recruiters' problems," Captain Harrop said. "And we can talk intelligently about production."

"We found out something else," he said. "The AIDA formula works! We stuck to the basics and it got us seven people."

Seven recruits—now that's supporting the mission!