



Changing of the guard

Gen. John W. Roberts, commander, Air Training Command, officiates as Brig. Gen. Keith D. McCartney, new Recruiting Service commander, hands the recruiting banner to CMSgt. Joseph J. Kozusko, recruiting's senior enlisted advisor. At right is out-going recruiting commander, Brig. Gen. William P. Acker. The ceremony was conducted on Randolph AFB, Tex., March 15. (Photo by Walt Weible)

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A TC, Recruiting get new leaders

A former Recruiting Service commander will assume command of Air Training Command. The assignment announcement that Lt. Gen. Bennie L. Davis will head ATC coincided with the reassignment of Brig. Gen. William P. Acker, Recruiting Service Commander.

General Davis will become the commander of ATC when Gen. John W. Roberts retires April 1. The general comes to ATC from the Pentagon, where he has served as Air Force deputy chief of staff for personnel. He formerly served as the top recruiter from June 1974 to July 1975.

General Roberts will depart ATC after becoming its first four-star general. President Carter has nominated General Davis for his fourth star.

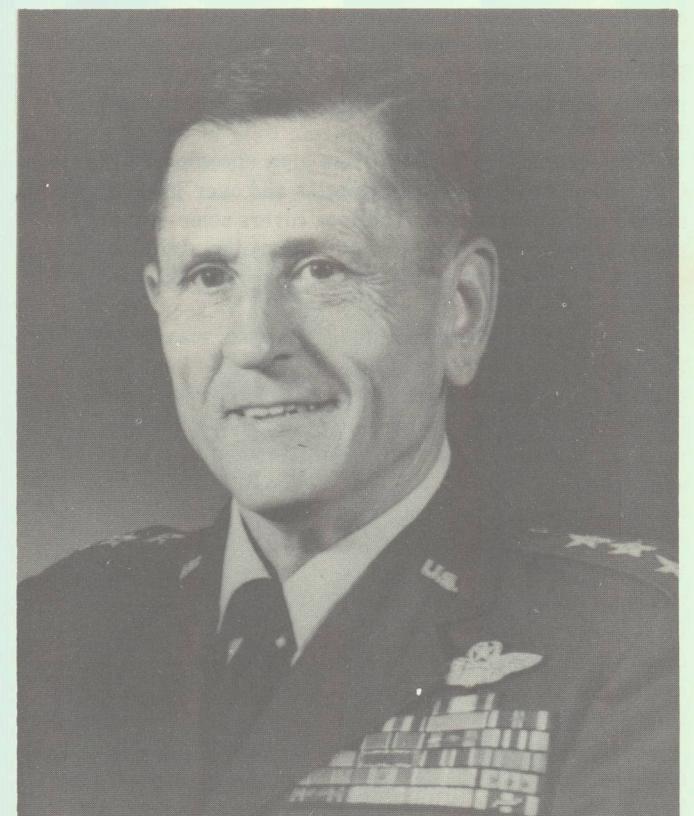
General Acker will replace Maj. Gen. Andrew P. Iosue as Military Training Center commander at

Lackland AFB, Tex. General Iosue, Davis' successor at Recruiting Service in 1975, will again succeed him at the Personnel helm in Washington. He, too, has been nominated for promotion.

Gen. McCartney arrives

Acker's replacement at Recruiting Service is Brig. Gen. Keith D. McCartney, who is coming here from Washington where he served as deputy director of personnel plans. As a navigator, General McCartney has accumulated more than 5,000 hours flying in the EC-121 aircraft.

Prior to his personnel assignment, the general spent two years as the executive assistant to the Secretary of the Air Force. During this period, he advised the secretary on the design of new policies for the reorganization of the force, including expanded use of women in the Air Force.



Lt. Gen. Davis



Brig. Gen. Acker

Gen. Acker bids farewell

I am extremely proud to have served as commander of the professional, dedicated men and women of Recruiting Service. As you know, I assumed command of the Military Training Center at Lackland AFB this month.

When I came here last February, I knew I was joining an outfit that had time and again proven itself. At that time, I pledged to each of you my intent to continue that legacy. In turn, in every way you could, you've shown me that you would do your part to keep the tradition alive.

It was immediately apparent that we were entering perhaps the toughest period recruiting has ever faced, yet throughout the Spring crunch you pressed on. So well, in fact, that we wound up having the best year ever!

I simply cannot say enough — let it suffice

that I appreciate you very, very much. I know that the young men and women you will continue to recruit will mirror the professional pride you have in doing your vital jobs, and I look forward to ushering them into the Air Force at Lackland.

Your new commander, Brig. Gen. Keith McCartney, comes here with excellent credentials. He is no stranger to recruiting and has worked recruiting policy for several years. I know you will give him the same outstanding support you gave me.

All of you have my sincere thanks and appreciation for a job well done. I wish each of you and your families success, good health and happiness in all your future endeavors.

William P. Acker

Under the weather

Snow dampens the street as SSgt. Dave West drives past his Thorton, Colo., office. The 3567th Air Force Recruiting Squadron recruiter and fellow members of the '67th have driven two million miles without an accident. (Photo by SSgt. Larry Orr)



Squadron takes long, safe trip

By Capt. Chuck Whitley

LOWRY AFB, Colo. — The heros of Jules Verne's "Around the World in Eighty Days" met with misfortune every step of the way. Can you imagine making that same trip (about 25,000 miles) by auto 80 times without an accident?

How about nine accident-free trips to the moon? Or over 700 trips from New York to Los Angeles? That's the record the members of the 3567th Air Force Recruiting Squadron recently passed — over two million accident-free miles of travel since October 1975.

The squadron extends over an area encompassing Colorado and five surrounding states and over 360,000 square miles of territory. The area covers some of the most treacherous terrain and extreme driving contrasts in the United States, making the feat even more spectacular.

The two million mile accident-free mark may be a Recruiting Service record. Although records kept at the Air Training Command safety office do not include individual recruiting squadron driving statistics, the mark is the first time in recent memory that any squadron has passed the two million miles point without having a chargeable accident.

"It's really been a group effort," observed Maj. Ted Whitaker, 3567th RSq. commander. "What pleases me the most and probably makes me the proudest is the fact that we have never lost a production recruiter during the period — no one injured, hospitalized, or even hurt. I think that's a safety record that will stand the test of time."

The safety record was accomplished in every imaginable driving condition, from the flat arid land of Southwest Texas and New Mexico through the mountain passes of Colorado and the high plains of Wyoming, where winds often reach velocities sufficient to literally blow a car off the road.

Conditions vary

"Driving conditions vary considerably in our squadron's area," said CMSgt. Stan Krakowski, the squadron operations superintendent. "It's strictly up and down and round and round. The distance between two points often has very little to do with how far apart they look on a map. We experience flat to mountainous terrain and very changeable weather."

"Mountain driving is largely a matter of keeping



Fueling up for a trip to the mountains is SSgt. Ken Allen, a 3567th RSq. recruiter at Boulder, Colo. The often difficult driving conditions prevalent in the 3567th's territory

Pit stop

your cool! The mountains are no place to become impatient with other drivers, set new speed records or panic at a frightening view, such as a 1,000 foot sheer drop-off a few feet away!

"During our long winters, the presence of fog, drizzling rain or snowfall almost guarantees that ice exists, particularly on any bridge overpass.

"A peculiar aspect of winter mountain driving," the chief reflected, "is that the continuously changing ratios of sunlight and shadow throughout the day may cause thawing or freezing to occur in unexpected patterns, on generally clear roads. When curving around a mountain or entering a valley, one can easily find himself driving on a patch of ice. As a result, skidding is a constant hazard and skid control becomes an essential driving skill."

Recruiters explore awareness

FT. DOUGLAS, Utah — Awareness is: Working with the Explorer program. TSgt. Les L. Paul, 3568th Air Force Recruiting Squadron advertising and publicity NCOIC, is exploring new ways of increasing Air Force awareness, and the Explorers are helping out.

They're providing awareness for him — and the Air Force — in Awareness Magazine, their official publication. Aware of the approaching 18th birthday of some of the Explorers, Sergeant Paul explored ways in which to help their program, and thus, his own. He made them aware of the many opportunities open to them through Air Force enlistments, and they decided to explore this idea at their recent Area Conference.

Awareness magazine published an Air Force recruiting ad in one edition. Directly above the ad, they explored the ways in which Sergeant Paul supported them.

Paul provided the Explorers with conference materials, including a projector and film, then created awareness of the conference through releases to local media.

In the magazine article, the Awareness staff thanked Sergeant Paul for his aid to Explorers.

have led Maj. Ted Whitaker, squadron commander, to label safety equally important as the recruiting mission. (Photo by TSgt. Austin Lillabridge)

With a total of about five million people and an average of only 13 people per square mile in the 3567th territory, many recruiters have to travel great distances to cover their prospective applicants.

SSgt. Archie Bost, who recruits out of Casper, Wyo. and won last year's First Quarter Safety Award, drove his vehicle more than 22,000 miles in 1978 in an area that includes an incredible 52,000 square miles. TSgts. Juan Soto and Bennie Dimas work a mountainous 23,000 square-mile area out of their Santa Fe, N.M. office. They shared the Second Quarter Safety Award in 1978 and drove a combined total of almost 32,000 accident-free miles in 1978.

Hill and dale

Mountain passes as well as desert land with lonely towns, Indian reservations and more oil rigs than people are a part of TSgt. Jim Gregory's 12,000 mile area. The Farmington, N.M. recruiter, recipient of the Third Quarter Safety Award, drove 22,000 miles last year.

TSgt. Jeff Kampion, Fourth Quarter Safety Award winner, and since reassigned, worked over 7,000 square miles out of the Las Cruces, N.M. recruiting office. His office partner, SSgt. Marcos Benavides, covered over 18,000 square miles to win last year's Annual Safe Driver Award.

Major Whitaker added, "We're just starting to roll. Safety can't be separated from our recruiting mission. One relaxed moment can mean countless lost hours — and lost lives. Traffic safety is critical. Without its continued emphasis we might jeopardize our most valuable resource — ourselves."

Major Whitaker's regard for the safety of his people is well known throughout Recruiting Service. In a recent congratulatory note, Brig. Gen. William P. Acker, Recruiting Service commander, told the major, "These things don't just happen. It shows a real concern for your people."

Sergeant Moton paces Blue Suit

A senior recruiter in Flint, Mich. is the first month individual winner of Operation Blue Suit.

SSgt. James L. Moton, who earned the senior recruiter designation for being 100 percent or better in all assigned programs, recruited 16 NPS — 13 men and three women — to lead the field. The 3554th Air Force Recruiting Squadron recruiter also has 11 others scheduled to ship before June 1.

Sergeant Moton is a seven-year Air Force veteran and has been a recruiter since November 1976. He was the '54th's top recruiter of women in both fiscal year 1978 and FY 79.

Squadrons vie

Competition for the top spot between squadrons centered on two — the 3546th RSq., Houston and 3549th RSq., Tinker AFB, Okla. Houston won. The squadron, commanded by Lt. Col. Leonard P. Zych, produced more than 137 percent of its Blue Suit goal in February.

The goal, explained in last month's RECRUITER newspaper, sets competition standards for Extended Active Duty enlistments. Emphasis EADs are scored monthly.

The 3549th RSq. came in second with 132.88 percent. Rounding out the top 10 were: 3513th RSq., Hancock Field, N.Y., 120.77 percent; 3543rd RSq., Omaha, Neb., 119.63; 3566th RSq., Travis AFB, Calif., 119.55; 3541st RSq., Kansas City, Mo., 117.95; 3544th RSq., Arlington, Tex., 117.39; 3568th RSq., Ft. Douglas, Utah, 113.64; 3550th RSq., Indianapolis, 110 and the 3567th RSq., Lowry AFB, Colo., 107.46.

'04th Group leads

A more than 118 percent accomplishment led the 3504th Air Force Recruiting Group, Lackland AFB, Tex., to the top in group competition. The

'04th was followed by the 3503rd Group, Robins AFB, Ga., with more than 106 percent.

Recruiting Service officials hailed first month Blue Suit competition for helping recruiting exceed its monthly enlistment goal. They added that continued support will help insure successful recruiting in March, April and May.

Top flight to win San Antonio trip

A five day trip to San Antonio awaits the top flight in Recruiting Service during Operation Blue Suit.

In a PROMIS message (# 00911, 9 March 1979) to group and squadron commanders, Brig. Gen. William P. Acker, Recruiting Service commander, detailed the recognition prepared for the flight and flight supervisor in late June.

Expenses paid

The trip will include round trip airfare, hotel accommodations, and meals. Special events for the trip tentatively include a welcome by the commander of Air Training Command, lunch with headquarters personnel, a barbecue supper with the headquarters directors and senior NCOs, a tour of Lackland AFB, and special recognition at other area events. These would include an Air Force Association awards banquet with the Air Force chief of staff as the keynote speaker.

The top flight will have plenty of free time to tour the San Antonio area, officials announced.



Meet the commander

On March 15, Brig. Gen. Keith D. McCartney became the new Recruiting Service commander replacing Brig. Gen. William P. Acker, new commander of the Military Training Center at Lackland AFB, Tex.

In his new assignment, General McCartney will also serve as Deputy Chief of Staff, Recruiting, to the commander of Air Training Command.

General McCartney was born April 3, 1933, in Casey, Iowa. He earned a bachelor's degree in business administration at Iowa University in June 1955. The general has also graduated from the Harvard University program for management development and from the Industrial College of the Armed Forces.

Commissioned through ROTC at Iowa, General McCartney entered active duty at Lackland AFB in January 1956. The following month, he began undergraduate navigator training at Ellington AFB, Tex. After receiving his navigator wings in January 1957, he attended the Advanced Radar Interceptor course at James Connally AFB, Tex.

Flies EC-121

In August 1957 the general was assigned as a crew navigator with the 963rd Airborne Early Warning and Control Squadron, McClellan AFB, Calif. There, he accumulated some 5,000 hours flying time in the EC-121 aircraft. He served additionally as the squadron administrative and personnel officer.

Beginning in February 1962, the general served two years with the Thirteenth Air Force, Clark AB, the Philippines. As director of military personnel there, he participated in planning for the force buildup in Vietnam and Thailand.

In April 1964, General McCartney moved to Pacific Air Forces, Hawaii, as Support Officer Assignments chief. Transferred to the Air Force Manpower and Personnel Center, Randolph AFB, Tex., in April 1967, he held several key positions in the Officer Management Division. It was during this assignment that he attended the Harvard management course.

General McCartney entered the Industrial College of the Armed Forces, Ft. McNair, D.C., in August 1971. After graduating in June 1972, he was assigned to Air Force headquarters.

Holds key positions

At the Pentagon he held several positions: Officer Programs Branch Chief, DCS, Personnel; executive assistant to the Air Force secretary and deputy director of personnel plans, DCS, Manpower and Personnel.

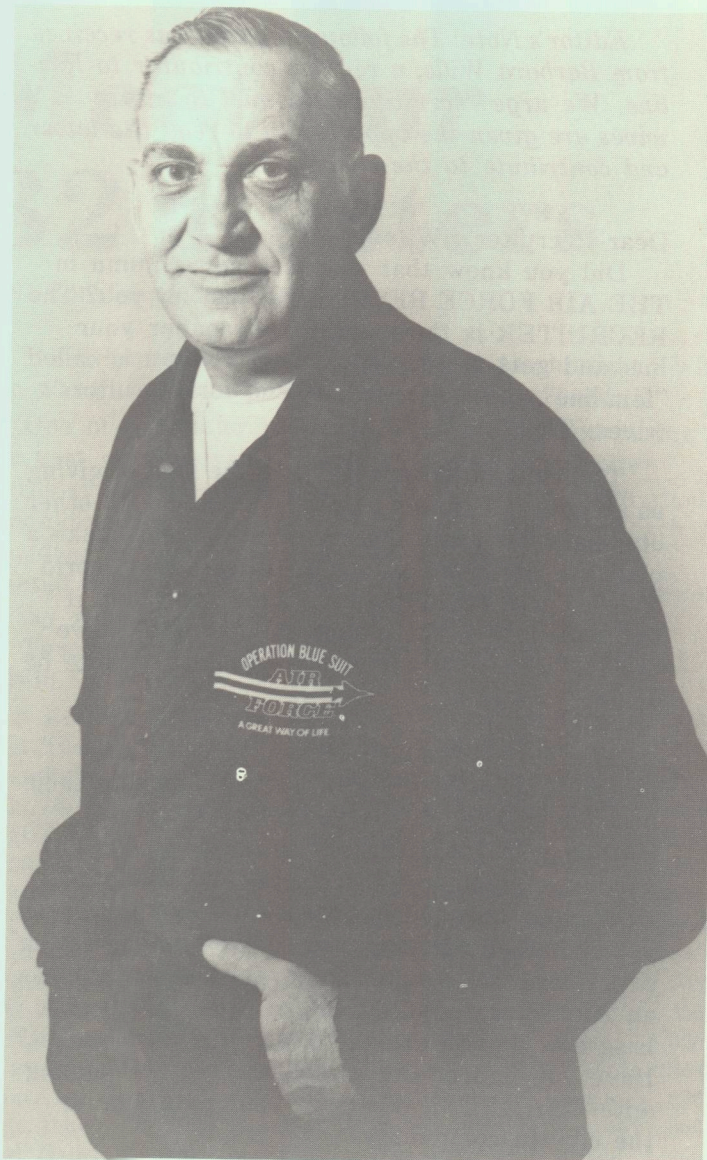
The general has participated in reorganization of personnel procurement, promotion and utilization programs, including the expanded use of women. In his latter position, he directed policy development for accessions, promotions, entitlements, human resources, and force utilization. He also guided an analysis of the entire spectrum of personnel activities.

General McCartney's decorations include the Distinguished Service Medal, Legion of Merit with oak leaf cluster, Meritorious Service Medal and the Air Force Commendation Medal with oak leaf cluster. He is a master navigator.

The general is married to the former Beverlee Ann Miller of Bagley, Iowa. They have two sons, Kurt and Kevin, and a daughter, Kelly.

Winners' style

Modeling the new Operation Blue Suit jacket is CMSgt. Joseph J. Kozusko, Recruiting Service senior enlisted advisor. SSgt. James L. Moton, 3554th Air Force Recruiting Squadron, Selfridge ANGB, Mich., was the first recruiter awarded the jacket — for recruiting 16 NPS men and women. (Photo by Walt Weible)



Accidents kill two

Mishaps increase in '78

Two Recruiting Service members died in safety mishaps during 1978, according to a recently released accident summary.

The deaths were caused by an off-duty drowning and a GSA motor vehicle accident. The summary also reveals increases in the total number of injuries and vehicle accidents for the year.

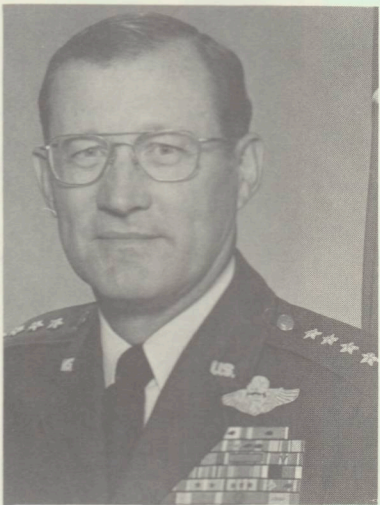
Twenty-three airmen were injured last year, up from 21 in 1977. Besides two fatalities, there were

five injuries resulting from private vehicle accidents, eight from domestic accidents and seven from sports and recreation mishaps.

GSA vehicle accidents were up sharply, 68 compared to 50 in 1977. Thirty-four of them were the fault of recruiting drivers. In most cases, they were driving too fast for road conditions, following too closely or failing to yield or stop.

viewpoint...

By Gen. John W. Roberts



General salutes recruiting

On the eve of my departure as commander of Air Training Command I want to commend all personnel in Recruiting Service for their superior achievements.

I truly appreciate the way in which you have always met the challenge of recruiting high quality men and women to fill the ranks and supply the vital skills required to maintain a strong Air Force. I am most proud to have been associated with such a professional group of men and women.

As ATC commander, I've often visited with basic trainees at Lackland AFB. I'm

always impressed with these young people — they are bright and have a tremendous potential. They accurately reflect the great job recruiters are doing.

I'm ending my active Air Force career now, but I will continue to follow your efforts — and continue to take pride in your accomplishments. You are without a doubt the finest recruiting force in the world.

As you know, General Acker has just departed — to lead the training of the people you send to Lackland. I can personally vouch for your new commander, Brig. Gen.

Keith D. McCartney — you can count on his support.

There is no doubt in my mind that recruiting will continue to meet Air Force personnel requirements with extremely high quality. Your dedication assures this. You will prevail; there is nothing in the cards but success.

I'm very proud of all of you and there is absolutely nobody I'd rather have working this important mission. I'm certain that General Bennie L. Davis, the new ATC commander, will agree.

Wills writes to wives

Editor's Note: The following letter was received from Barbara Wills, a regular contributor to fem-line. We urge recruiting personnel to insure wives are given the opportunity to read the letter and contribute to the column.

Dear Recruiter's Wife:

Did you know that there's a new column in THE AIR FORCE RECRUITER just for you? The RECRUITER is the monthly newspaper your husband gets at the office. Your column is called "fem-line" and is written by and for recruiters' wives. That's us!

This column was started with the idea of giving us an outlet. Through it we can bolster each other up, share our problems and solutions and make a place for ourselves in our husbands' busy world of Air Force recruiting. We need your help if this column is to be a success! You don't have to be a "writer" to contribute, you just have to be willing to share.

We're all interested in how to use those precious, short hours with our husbands to their best advantage. Maybe you've worked out a method you would share with us. How do you handle your children's problems and discipline when your husband is gone so much? Perhaps you've had an amusing, sad or even embarrassing experience that resulted from your husband's job as an Air Force recruiter. If you don't live near a base how do you manage to stretch your budget? Have you figured out a foolproof way of dealing with CHAMPUS? What are your reactions to the civilian community?

Many of us really miss the camaraderie of other Air Force wives. This is our chance to reach out across the miles that separate us and say, "You aren't alone out there!"

To contribute all you have to do is write your letter or article and mail it to SSgt. Doug Gillert, Editor, THE AIR FORCE RECRUITER, USAFRS/RSAD, Randolph AFB, Tex. 78148. Tell him it's for "fem-line." Then be sure your husband brings the paper home every month — or go by his office and pick it up!

Thanks and good luck!

fem-line

By Sandra K. Clifton

As a flight secretary in Recruiting Service, I get a chance to see first hand some of the problems a marriage might have to face because of the nature of a recruiter's job.

Your husband would rather be home with you at 7 p.m. each evening, but he can't always do that. Maybe that is the only time available to talk to an applicant and his or her parents.

He hates climbing out of a nice warm bed at 4:30 or 5 those cold winter mornings for an "early run." Then sometimes even after getting up that early and chipping the ice off the car, his appointment will turn up as a "no-show."

Eager sarge gets strange request

Editor's note: This episode of "Super Recruiter" finds our soporific salesman sitting at his desk, reading the yearly production sheets.

By SSgt. Steve VanWert

I was running my fingers down the left-hand margin, looking for my name when, mercifully, my attention was diverted by the stomping of what sounded like hooves outside my door. There was also a strange, pungent smell creeping through my office. "Hmmm," I thought. "It smells like a zoo in here!"

Suddenly the door flew open and through it I saw the source of the strange odor! The ugliest camel I'd ever seen. Its rider entered. He was a sheik, dressed in long, flowing robes complete with a bejeweled turban perched on his head. I noticed he wore a pin-striped suit beneath his open robe. He was wearing alligator shoes that must have cost a bundle! He had a perfect, medium length beard that almost hid his color-coordinated tie. He looked like a hairy model for mens'

The center of influence events are just another part of his job; he isn't out partying without you.

Some days he will come home elated for he has made his goal. Other days he really needs your love and understanding, because it seems as if there is just not another qualified applicant to be found in his zone. He needs to know you still think he's the greatest.

The pressures of his job are tremendous and he needs your cooperation at all times. There are numerous ways you can help in his recruiting efforts; just ask his flight secretary.

I've found all these guys to be the best there are and a caliber above the rest.

clothes hiding in a sheet!

He bowed a low, sweeping bow. "Good gracious sir," he began. "May the light of Allah forever reflect off your recruiting badge!"

I grabbed by right pocket. "Uh, thanks," I mumbled.

"My name is Sheik I've Ben Buyum. Am I correct in deducing that I am conversing with the esteemed and eminent local representative of the United States Air Force?" He bowed again.

"Uh, yes, I suppose . . . well, of course!" I stood up straight. "What may I do for you, sir?" (I was desperately praying that it wasn't going to be anything complicated.)

"Ah, exceedingly good!" he replied. "May the well of Allah spring a leak in your garden and cover your tool shed with black gold!"

"Uh, thanks again . . . I think."

He continued. "Actually, I am not here for my humble self. The desert sands swirl and the smelly camel belches, but no man is

Continued next page

By CMSgt. Joseph J. Kozusko



Chief examines NPS lull

In early January, fresh back to work after the holidays, I found headquarters personnel very concerned about our low NPS production.

What worried me most wasn't the fact we missed our first quarter goal by nearly 800. When I discussed the subject with the "old heads" (operations superintendents and flight supervisors), however, they couldn't explain or justify the production austerity facing the greatest sales force in the nation!

To say this was alarming would be putting it mildly. When the field managers can't tell me what the problems are, it's downright Panicsville.

Solve the mystery

Obviously I had to leave no stone unturned to solve the mystery of low production. I couldn't keep telling the commander the same old stories.

To solve a problem, I was taught you must first assess the situation and proceed from there. So, I decided to begin with the bag-carrying recruiter.

I was certain the crux of the problem was

the lack of using proven methods of recruiting that historically produce results. My task seemed relatively easy: Implement a management program that would require total lead refinement, mail out campaigns, more emphasis on the high schools and, of course, total perpetuation.

Now that the problem was identified and the solution conceived, I would validate my deductions with visits to the field to support my recommended action plan.

What's this — progress?

After returning from the field visits, I was totally confused. How would I have been so wrong? I say this because of all my time in Recruiting Service, I had never seen recruiters working harder, supervisors more concerned and commanders more involved.

I finally realized my big mistake was using an assumption rather than facts when attempting to solve the problem. It was back to the drawing board. The problem was not our recruiters, whom I should never have doubted.

Here it is March, and all indications after a reevaluation of the NPS production problem reveal the negative trends that existed at the end of the first quarter have completely reversed.

The flow in January improved. In February, we made our EAD goal — and built the bank with job reservations for the near and out months. Now that production trends are brighter, I find myself in another predicament, more complex than the low production problem I was originally going to solve.

I'm now involved with identifying exactly what significant factors turned NPS production around. As I see it, we are . . . oh hell!

I give up. Whatever it is you are doing, keep it up. And if it is explainable, please let us at the headquarters in on your secret.

In closing I'd just like to say that, if there's a moral to my story, it's never give up on our recruiters until the game is over. Again, whatever you're doing, keep at it. I promise everyone here will continue working hard to help you.

Colonel Hall dies

It is with a deep sense of loss that we note the passing away on March 3 of Col. Giles W. Hall, director of health professions recruiting since January 1978.

He directed more than 150 medical recruiters at 32 locations throughout the United States. He held numerous other distinctions, including being the first senior Biomedical Science Corps officer to direct medical recruiting.

He was also the first Air Force officer to receive the Paul Bert Award by the Aerospace Physiologist Society of the Aerospace Medical Association, in 1970 — and the General Spruance

Award, given by the Survival and Flight Equipment Association in 1976.

Colonel Hall has served as a consultant in Aerospace Physiology and Life Support to the Air Forces of Guatemala, Venezuela, Paraguay, Bolivia, Brazil, Chile, Peru, El Salvador, Uruguay, Argentina, Dominican Republic, Ecuador, Columbia, Honduras, Burma and Vietnam. He wrote numerous articles in the Aerospace Physiology magazine.

He was a member of many professional organizations, including the Association of Military Surgeons of the United States.

Air Force for sale?

From page 4

holier than when his eyes tear for his offspring."

"Oh," I thought. "He must want some posters for his son!"

"I am here on a mission to obtain for my only son and heir that which he most desires."

"No problem!" I smiled. "Anything for foreign relations, you know!"

"Exceedingly good," he replied. "How much will it cost?"

"Cost?" I frowned. "What do you want to buy?"

Ben Buyum smiled. "I wish to purchase the United States Air Force!"

I sat down suddenly. "All of it?"

"Ah, the light of wisdom shines even in the dimmest of receptacles."

I wasn't sure I liked that. "Well, sir, you can't buy the Air Force!"

He bowed again. "It is exceedingly all right. I have worked with the United States military before."

"You have?"

"Ah, yes. My substantial holdings in your country now include General Motors, General Mills, General Electric and even Colonel Sanders!"

I shook my head. Why was this happening to me? Suddenly, I had an idea! I bowed a low, graceful bow. "Munificent sir," I began. "May the QT scores of a thousand NPS men find their reflection in your tax dollars!"

I noticed old Ben frowned on that one. "The echoes of uncounted years of 99120s and 99500s inform me, regrettably, that I am not at liberty to actually sell the Air Force."

"No?" he said.

"No," I replied. "But, sir, does your only son and heir ever play with boats?"

Meet our 32 masters

By SSgt. Douglas J. Gillert

Publishing a monthly newspaper isn't the hardest job in the world. However, difficulties are encountered.

One of the major recruiter incentives issued during the past months was the award of master recruiter status at each of the 32 squadrons. We wrote much about this elite position, to be held by one recruiter in each squadron for one year. Only one man per unit! We printed the what, the why, and the when. But we forgot to say who received the "master" title, and where.

Therefore, we're very pleased to list these masters herein.

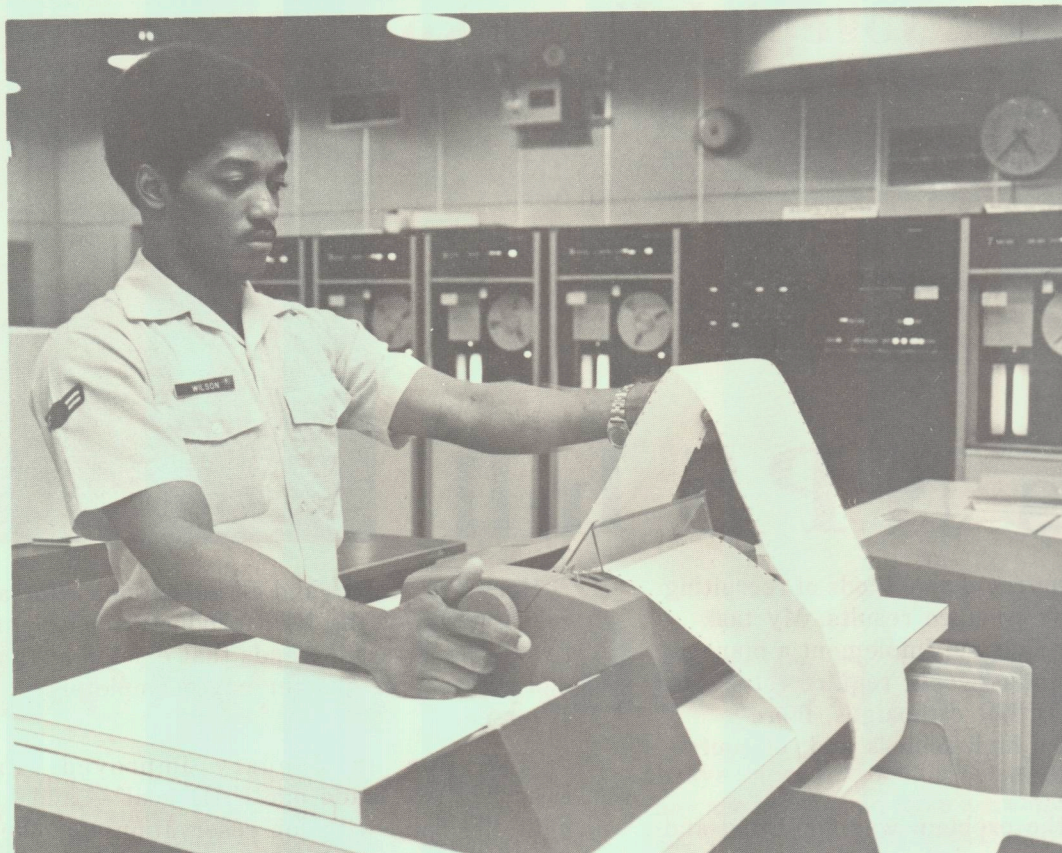
TSgt. Kenneth J. Hunter	3511	MSgt. John S. Stephens	3544
SSgt. Thomas D. Fluent	3513	Sgt. Clark E. Jarrett	3545
TSgt. Peter N. Kyrimis	3514	SSgt. Gregory F. Valdez	3546
TSgt. Norman L. Gaver	3515	SSgt. Robert G. Beckel	3547
TSgt. John D. Wiedeman	3516	TSgt. James E. Cristensen	3550
SSgt. John E. Tunstall	3518	TSgt. Robbin L. McGregor	3551
TSgt. Robert B.T. Houle	3519	TSgt. Dale A. Fritz	3552
TSgt. Gerald M. Yochim	3531	SSgt. David E. Calhoon	3553
SSgt. Ronald E. Place	3532	TSgt. Larry N. Whitt	3554
MSgt. Lester Landrum	3533	TSgt. Michael J. Gilley	3555
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MSgt. Joe L. Jones	3539	SSgt. Henry R. Daniels Jr.	3566
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the
Air Force
Recruiter

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Computer student A1C Ray O. Wilson monitors a print-out on the Honeywell 6000 computer, part of the World Wide Military Command and Control System.

A sharp military image is a must for those who live and work on Keesler.



On Mississippi's Gulf Coast, recently graduated basic trainees learn vital Air Force skills at bustling Keesler AFB. The massive training center's mission can be described with one simple phrase. . .

Code word: Quality

By TSgt. Michael M. Hampton

KEESLER AFB, Miss. — After a recruit has finished basic training at Lackland AFB, Tex., he or she may look forward to the highest quality of technical training at Keesler AFB.

The main objective of the center is to develop the whole person and the true professional in a chosen career field.

As a student, airman enlistees will be expected to use and build on what was taught in basic and add to that the skills and lessons taught at Keesler.

Compared to the restrictions they've endured through basic, enlistees will find much more freedom than before. Except for having to be at specific classes and formations during the week, they will be able to come and go pretty much as they please.

With that added freedom, however, comes added responsibility. For example, all military customs and courtesies taught at basic are observed here. They will also be given the responsibilities of being members of the Air Force team and must also meet academic and squadron responsibilities.

Beacons guide students

Keesler enjoys a reputation of producing many of the best trained students in Air Training Command. To enhance this training, the people on Keesler rely on four beacons to guide them in reaching their goal, which is to teach skills that will best benefit the Air Force and our nation. These beacons are pride, excellence, innovation, and involvement.

The first beacon, pride, begins with a feeling of self-pride. This can be pride in being part of a unique and proud service. This feeling should extend to such things as wearing the uniform proudly and correctly. It should also include taking the greatest advantage of the training that each individual receives — striving to be the very best.

An outgrowth of pride is the second beacon, excellence. Excellence is that drive to become the best — to do the best in every activity in which the student becomes involved. Whether it's striving to become the class honor graduate or having the lowest possible

number of gigs while here, each aspect contributes to being the best.

As the student achieves excellence through pride and professionalism, the drive to "do the best I can" will give rise to the third beacon: Innovation. This beacon involves looking for a better way of doing things. But sometimes in looking for that better way students must caution themselves not to change things for the sake of change but to rely on superior older models.

Take first step

Total involvement is the final beacon which means a wide-range, 24-hour commitment to others. As new members of the aerospace team, students must know and become involved with fellow students, instructors and permanent party people. They are asked to try to understand their feelings and learn their strengths and limitations. If they see something wrong, they should correct it or bring it to the attention of someone who can — and not wait for someone else to take that first step.

Blending these beacons with a training program is the task of the center's five technical training groups. While these groups provide the student with access to technical knowledge, school squadrons assigned to the groups provided the student with personal services.

Located in Dolan and Hewes Halls, the 3380th Technical Training Group conducts avionics maintenance training. More than \$20 million in electronic systems, such as navigation, electronic warfare, radar and communications equipment, are located within the group's more than 100 classrooms.

Computer training is the primary area of the 3390th Technical Training Group. The group provides instruction in computerized weapons control, command and control systems and also teaches computer operations and programming. Training classes are held in Bryan Hall and portions of Hangar 1.

The 3395th Technical Training Group provides instruction in missile warning, air traffic control and long and short range radar operations. The group also teaches communications courses to officers. Mc-

Clelland, Cody and Allee Halls are used by the group for its program.

Training people who will serve in administration, executive support, personnel management, manpower, communications operations, and morale, welfare and recreation career fields is the task of the 3400th Technical Training Group. Some of the varied courses conducted by the group are geared toward those who will fill roles as administrative support people in offices, orderly rooms, legal offices, chapels, and post offices. The group conducts classes in Thomson, Allee and Wolfe Halls.

The 3410th Technical Training Group provides the electronics and radio systems training. This group teaches students basic fundamentals and specialized areas such as space communications. Programs are taught in Jones, Dolan, Thomson, Hewes, Allee, and Wolfe Halls.

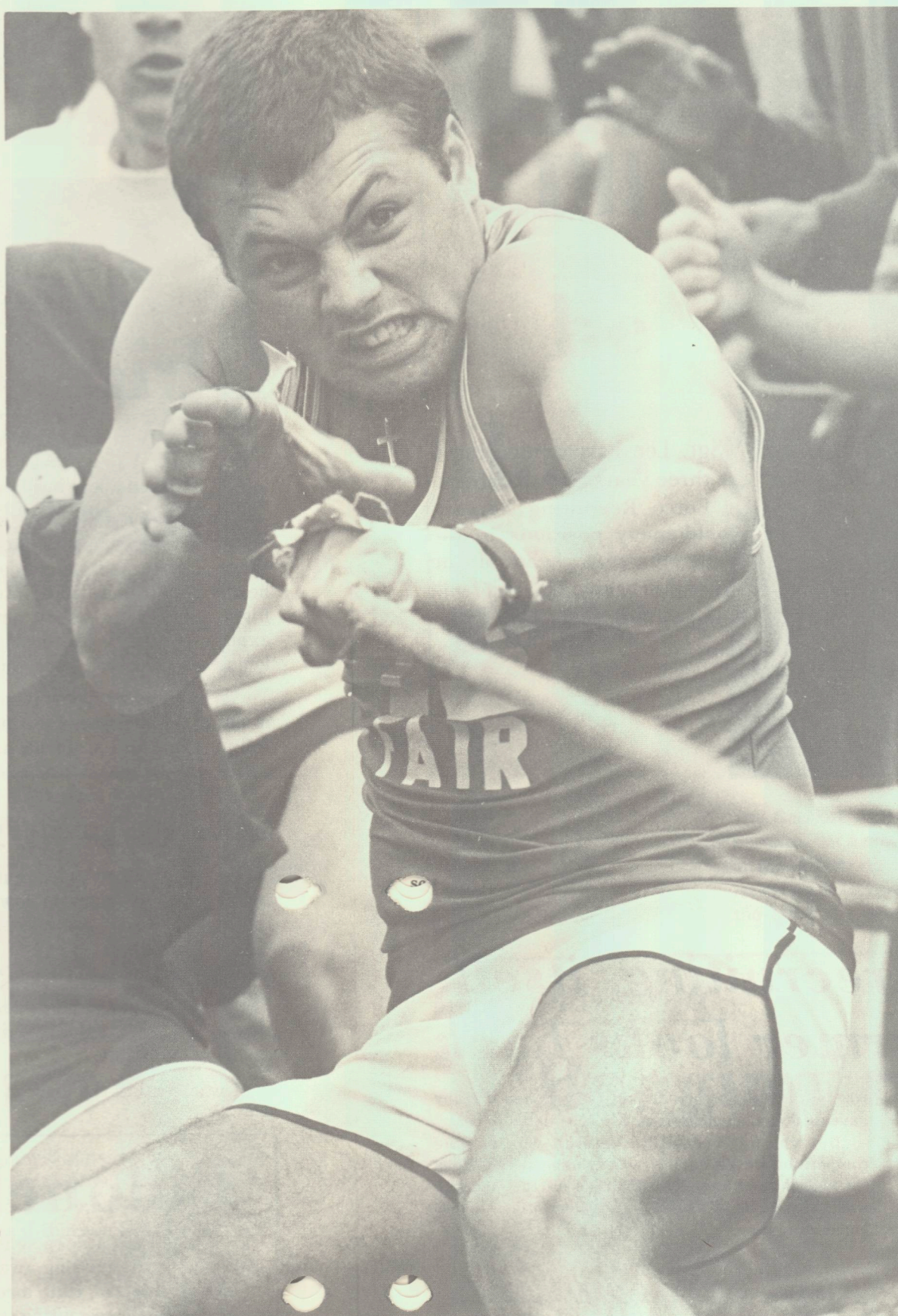
Students assigned to Keesler will soon find out the base is a city within a city and the student living area, known as the Triangle Area, is a city within the city of Keesler. There is a host of services available within the Triangle Area, including dining halls, snack bars, a bowling alley, a recreation center, a theater, a swimming pool, laundry services, and a bank and credit union.

Medical treatment great

On Keesler's main base is one of the largest and best equipped medical centers in the Air Force. The center is also known for its outstanding modern dental clinic which is the largest of its kind under one roof.

A newly constructed Consolidated Base Personnel Office and Finance Center, known as the Sablich Center, has just been completed and offers students and permanent party people one-stop service in all areas of service from transportation through education.

The technical training center is part of the city of Biloxi, Miss., along the Gulf Coast. Top named entertainers often frequent the motels scattered along more than 25 miles of beaches, making students' off-duty time even more pleasurable.



Teamwork is stressed in the Air Force and, as this tug of war participant suggests, Keesler AFB people give 100 percent. Competition is often held between school squadrons for the coveted Commander's Trophy.



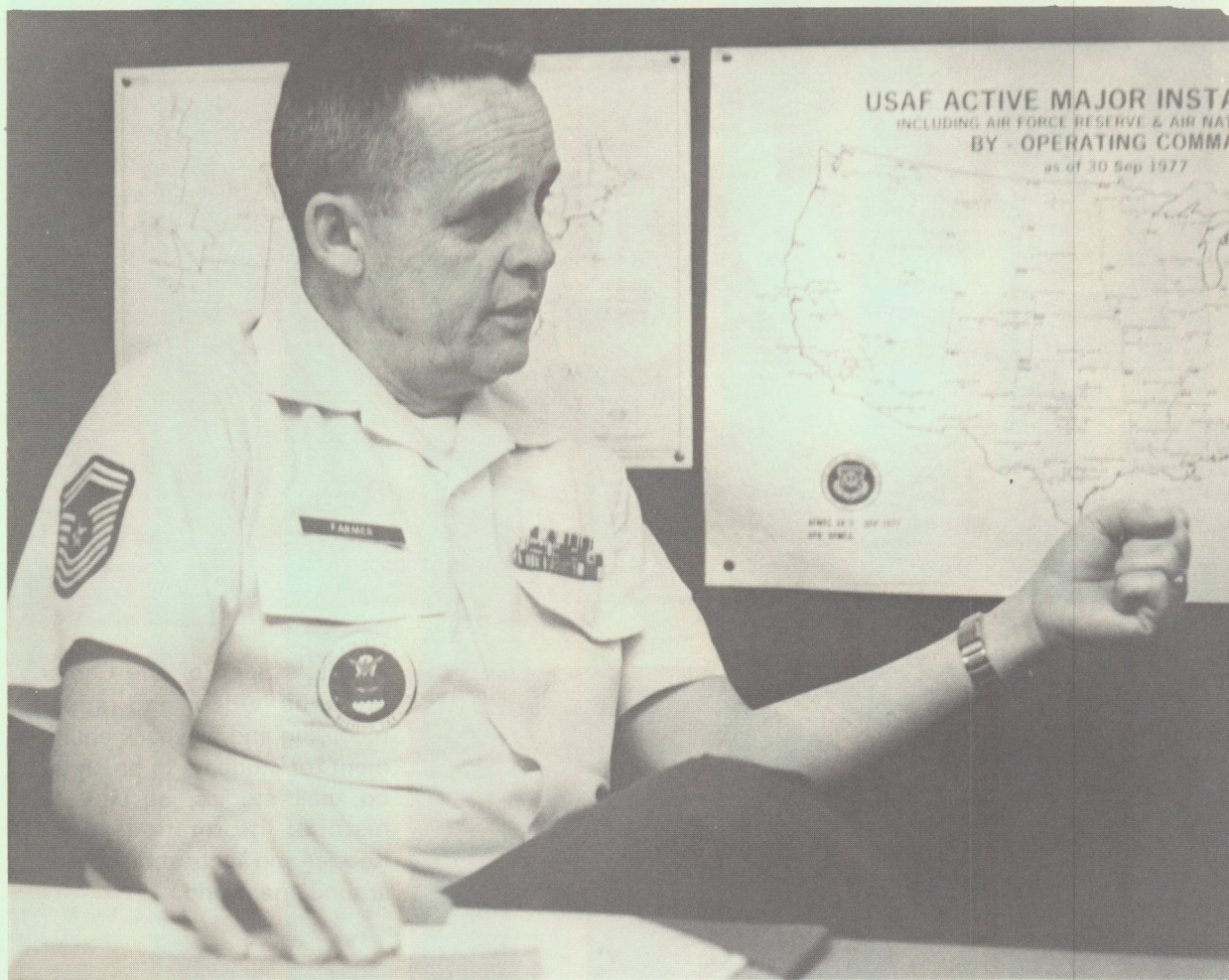
Keesler's Spirit of Life Center contains video and audio recording and playback equipment for students to brush up on their studies, as well as historical information about Keesler and facts about bases around the world.



Communications student 2nd Lt. Michael McCollum checks equipment used to monitor radio traffic and fine-tune the Defense Communications System.

Students like Amn. Robert Patterson volunteer to participate in drill teams and are often called on to perform in local events such as the Mardi Gras parade.

crossfeed



In 1957, CMSgt. Lee Farmer became a recruiter, just three years after establishment of Air Force Recruiting Service. Since, he's held many positions in the business and is currently head of the Recruit-the-Recruiter team. The chief will retire next month. (Photos by TSgt. Buster Kellum)

So 'long, Chief! Old as recruiting, itself, Lee Farmer looks back

By SSgt. Douglas J. Gillert

Did you know that prior to 1964, there wasn't an ATC Regulation 33-2? Or, that in the fifties, only one NCO manned the operations branch at each detachment?

Times have changed in recruiting, but there are still many "old-timers" who recall what it was like when the Air Force began recruiting its members. One such person is CMSgt. Leland Farmer.

Lee Farmer came in the Air Force 31 years ago. It was a cold day in Louisville, Ky., and Lee was hungry and out of work. He wanted to be a pilot.

The Air Force wouldn't give him wings so he settled for the Administrative career field. Nine years later, in April 1957, he began an 18-year, eight-month odyssey as an Air Force recruiter.

Today, on the eve of his retirement, Chief Farmer is a personal dynamo, seeking a different kind of recruit — an NCO — many of them — interested in recruiting duty.

But that's getting ahead. To know this man, who looks more like a Marine sergeant major than an Air Force chief, just listen to him spin his many "war stories."

Tops in nation

"It was fun back then. I started recruiting in 1957, in Indiana. We were the top detachment in the nation."

That's right — not Florida or Texas, but Indiana! "Our closest competition was Detroit, (Michigan) followed by Columbus, (Ohio). And we were averaging 10-15 NPS recruits a month, per recruiter."

They did that out of small, dusky corners of the Post Office and in an old "blue goose."

"I still remember my first recruiting vehicle," the chief recalls with a subtle smile. "It was a '51 Chevy, and after that, a '57 Ford and a '59 Rambler."

"The cars were owned by the support base, which for me was Bunker Hill. Anytime it needed servicing I had to take it to the base, which just about wiped out a day of recruiting."

"We didn't have any of the things they have today — no pro pay, no out of pocket expense account. But we also didn't have the pressure recruiters now have."

This lack of pressure is probably what has preserved Farmer's youthfulness. His lean physique belies the 30 years he's spent in Air Force blues. The only thing that gives him away is the drill sergeant haircut which he religiously has trimmed every two weeks by the same barber.

"There weren't the quotas like there are now," he recalls. "Nor the restrictions. I remember one recruiter who worked in Indiana but caught a hop to

Arizona and recruited six nurses. He'd gone down there to get one he'd obtained a good lead on, and bingo, he came back with six applications. Boundaries? We had 'em, but sometimes we crossed them."

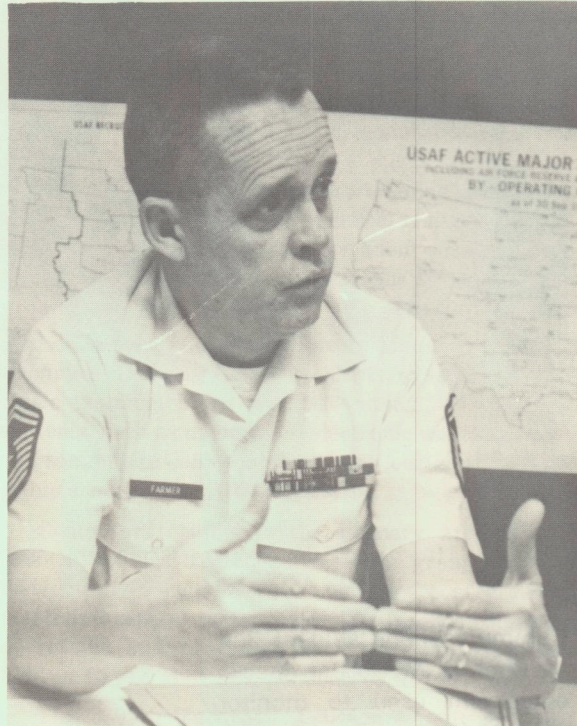
They did have a monthly prior service quota. "Those prior service guys would get home from the service and we'd have to get them back in the Air Force almost overnight. Well, I'd just let them look around for a job, and when they didn't find one, they'd be ready."

One pressure on early recruiters was testing. "Giving testing up is the greatest thing that's ever happened to recruiters. I saw too many good people get hurt through test compromises; it was just too easy to do."

Once they passed the test and physical new recruits were immediately shipped. There wasn't any Delayed Enlistment Program until the mid-sixties and recruits headed for basic training with an open Aptitude Index. Guaranteed jobs or assignments were unheard of.

Following a tour of duty in Spain which began in October 1961, Lee returned to Indiana and recruiting in the summer of '64. It was about that time the old Det. 506 became Det. 500, in honor of the Indianapolis 500 racing event.

"I was operations superintendent and Maj. Charles O'Dell was commander. He was a super commander. It



"There is just too much work to be done to goof off."

was his idea to get the number changed, and it really gave us a team identification. We were tough to beat."

But another recruiting veteran was making competition waves. "Joe K was heading the effort in Pittsburgh, and we began to trade off the top spot with them." Chief Kozusko is now Recruiting's senior enlisted advisor.

"We were also beginning to feel an NPS crunch," Farmer recalls.

"Oh, we had the draft, which was the major incentive for joining the Air Force. But in 1965, the traffic began to thin, and recruiting got somewhat tougher. I'm really not sure what caused the decline but we had to start really working the schools."

What since evolved is the present day, finely tuned recruiting process, and with it the better offices, vehicles, pro pay and recognition.

"And, don't forget the badge," Farmer said. "We didn't use to have them. I was one of the first to wear the badge. Before that, we had this awful looking arm band, and before that, nothing."

Along with the outward change, recruiting was changing internally, and this was especially evidenced by the advent of 33-2.

"For years we had what was roughly 33-2's equivalent, Recruiting Service Manual 55-1. When 33-2 came about in '64, it was still the 55-1, but with some 200 changes."

With all the changes going on, recruiters often needed help in doing their job. This is why Lee Farmer sees his time spent with the Recruiting Service headquarters inspector general as perhaps his most beneficial recruiting tour.

"Back then we had our in-house inspector's office, and our mission was to help — not write-up, recruiters. We would not bend from that attitude."

IG flies own plane

"There were just two of us, an officer and me. And the Air Force provided us with a twin-engine Cessna to get around in."

That tour ended abruptly for Farmer when he was called to Korea in September 1969. "I was assigned as NCOIC for the intelligence people. Boy were they sore when I got my PCS orders back to recruiting just two months after getting to Korea!"

Sore enough to complain, the disgruntled NCOs got word finally to the director of personnel who called Farmer on the carpet for an explanation.

"I had to tell him that this is the way it works with recruiting personnel. After that, he said 'All right, any one who wants to volunteer for recruiting duty talks to you first.'"

It might have been written in the stars that Lee
Continued next page

I'll be dog-gone

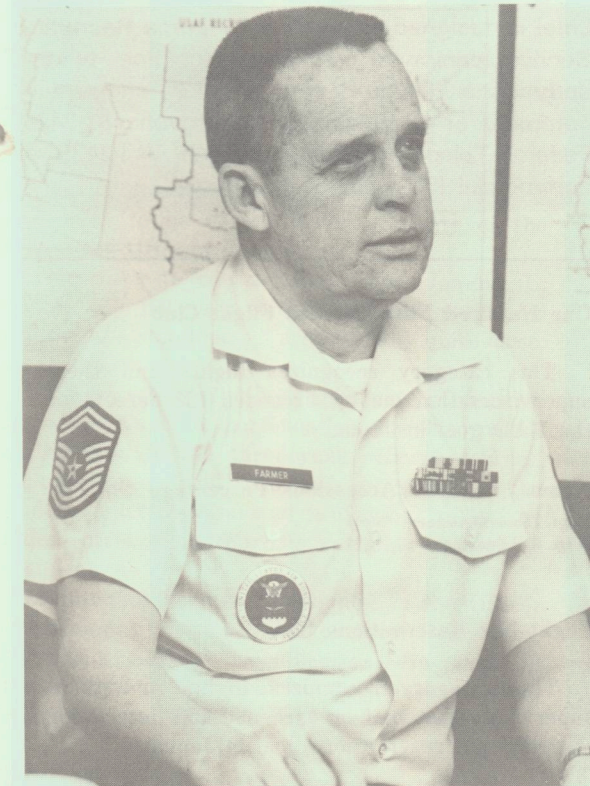


The Carswell AFB, Tex., K-9 working dog demonstration team performs for a crowd at the Life Styles Fair in Dallas. Recruiters in the 3544th Air Force Recruiting Squadron, Arlington, Tex., report good response to the team whenever it performs and say the team has greatly assisted their recruiting efforts.

Chief ends career

'Bagging' recruiters begins in Far East

From page 8



... didn't have the pressure.'

Farmer would become a recruiter of recruiters, as he fulfilled that mission during his remaining months in Korea. Before he could don that hat again, however, he spent several more years in other areas of recruiting.

Returning stateside in February 1970, he was again assigned to the IG team. Then in February 1972, the IG came under Air Training Command and Recruiting Service merged with ATC and the concept of "helping" had to be resold by the dedicated bag-carrier.

"I went in and told General Isoue (then recruiting commander) and he put us back in the 'helping' mode. We were no longer as flexible, didn't have our own airplane anymore, but I think we accomplished a lot."

"One primary concern of ours when we visited field units was to break down the barriers that existed between operations and A&P. We worked hard at it and, I think, we accomplished much. With little exception, Ops and A&P work hand in hand today."

Farmer left the IG to become Operations NCOIC at Recruiting Service headquarters in 1973, and, when

the Recruit-the-Recruiter concept was born in January 1978, Farmer headed it.

"R-t-R was just an experiment back then. I personally didn't think it would last very long. We found out just how important it is when we stood down in September 1977."

"It was plain as day, recruiting manning dropped between September and December." As Christmas came, so came the R-t-R and it has been here ever since.

Gains help

Today, the business of recruiting recruiters is owned by ATC's Personnel Assignments Directorate. Lee Farmer still wears the recruiting badge and personally makes all R-t-R visits to the bases. His office is wedged in a maize of colorful cloth and aluminum partitions in the basement of one of Randolph AFB's huge stucco buildings. With him is TSgt. Bob Herman, formerly with the 3518th Squadron in New Cumberland, Pa. Herman provides Farmer's administrative support and insures the chief makes all his appointments — including the biweekly haircut.

The rest of the time, which is nearly all the time, you'll find the chief on the road searching for new recruiters.

"We use a team concept for every R-t-R visit," says Farmer. "I always go, and I take with me a different MPC rep each time and ask an ops superintendent or flight supervisor in the area we're going to help out. I don't ever ask for a recruiter — they need to stay on the job."

Staff visits, which on the surface seem quite similar to an R-t-R visit, have over the years been mislabeled boondoggles: Work a little, play a lot. This really isn't so, especially not with R-t-R.

"I mean to tell you, there is just too much work to be done to goof off. We used to spend a week at one base; now, we squeeze in two bases weekly. There's no time to party."

"I usually try to get good chiefs' quarters, something with a living room where I can have prospective recruiters and their families come for the interview. The wife's attitude is very important. If she doesn't want her husband to be a recruiter, I won't take him."

"I interview a lot of NCOs at each base, and come away with 8 to 9 applications — approved applications."

The R-t-R team has the authority to immediately select applicants for recruiting duty, and this has got

the team — and Farmer — in trouble with commanders who are reluctant to give up top-performing NCOs.

"At one base I took six people out of the maintenance squadron. That squadron commander was really hot. He complained to the wing commander who demanded to see me."

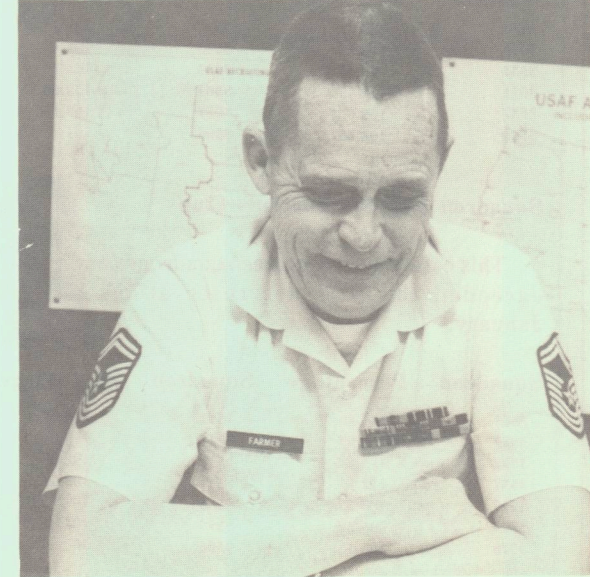
"I told him 'Sir, I had 12 NCOs from this squadron, but losing all of them would really hurt, so I'm only taking six. And to make it easier on you, I'll spread them out over three months, two each month.' I got 'em with the commander's blessing."

Flexing the combined muscles of Recruiting Service and MPC has helped Farmer provide a large percentage of new recruiters. In 1978, he visited 45 bases, interviewed 1,748 NCOs and selected 333 for recruiting duty. R-t-R recruits have helped the recruiting school fill 12 consecutive classes.

R-t-R will continue, as will Recruiting Service, when Lee Farmer retires next month. Chief Harvey Rison, himself a veteran recruiter, will take over the team, and you'll have to get your war stories from one of the other "old timers" still wearing the distinctive blue badge.

"I'm not leaving by choice, the Air Force said I have to retire," Farmer says. "I'll really miss everyone; you know, I really love these folks. If I can offer some parting advice I'd have to look back to the days when I was a young recruiter."

His advice: "Try to make it a fun job." It always has been fun for Lee Farmer.



'It's been fun.'

commander's dial 3425

Editor's Note: The replies in this month's DIAL column are the last made by Brig. Gen. William P. Acker, former Recruiting Service commander, now Air Force Military Training Center commander at Lackland AFB, Tex.

Keep it honest

COMMENT: I'm calling about the blind ads we've been running lately. To be very honest, I feel they are really very bad, because we find out many times people who answer the ads don't realize we are talking about them enlisting. A line should be added to the ad about "Air Force Opportunity."

REPLY: ATCR 33-16, paragraph 2-18a(2), 10 May 1978, clearly prohibits blind advertisements (those ads without Air Force identification). Your squadron pulled these ads and has been reminded of the regulation prohibiting them. And you're right about identifying our Air Force opportunities every chance we get.

Birth verification

COMMENT: The telephonic birth verification that is authorized in certain cases was needed and is very helpful. It might also help if Recruiting Service compiled a list of states that will and will not release, telephonically, birth verification. The list should include FTS numbers, if available, on those that do allow telephone verification.

REPLY: Thanks for a great idea. We'll add this list to the next revision of ATCR 33-2. In the interim, we're sending the list to all squadrons for their immediate use.

Physical overkill

COMMENTS: Why can't we use a precommission physical to enlist NPS and prior service into the regular Air Force? It could save time and money.

REPLY: That's a good idea, and it's authorized — by AFR 33-3, the basic "service" regulation by which AFEES process Air Force applicants. The wording in this regulation is a little hazy, so not every AFEES will accept a non-AFEES physical. We've asked AFMPC to provide more specific wording.

To help your cause, I suggest you forward such physicals (SF Forms 88 and 93) to the AFEES for review before scheduling the applicant.

Operation Blue Suit

COMMENT: I think Blue Suit is a good idea, but there ought to be monthly recognition. I also think the top flight in the top squadron is not the way to go. It would be better to have the top flight in Recruiting Service so that you can open the door to give out a few more goodies. In any case, you ought to come out into the field and ask recruiters to put in their ideas and suggestions on increased production.

REPLY: You weren't the only one who thought these changes were needed in Operation Blue Suit, so I made the changes on Feb. 12. Each squadron will now nominate its top flight, and a board chaired by the director of operations will select the overall winner.

My staff and I make as many trips to the field as possible, and we are always interested in suggestions on how to improve production. Since I became commander in February 1978, I have visited all five groups and 29 of the 32 squadrons. You can be sure someone would have called you for your ideas on how to improve production if you left your name when you called. We're all ears when someone says anything that could possibly improve production.

Recruiter likes AFEES

COMMENT: I'm a recruiter in Indianapolis and I think the RECRUITER newspaper should do a story on probably one of the better Air Force Liaison Offices in the country — the one here. I've been here almost three years, and you really don't have to be here long to see that, if you send a kid to the AFEES, your chances are about 99 percent of getting him in the Air Force. I think that's really what it's all about.

REPLY: Thanks for the comment. I agree. However, I believe almost all of our AFEES liaison sections are outstanding. They make it happen. We called your A&P folks and they are going to provide us an appropriate article on the Indianapolis liaison crew.

Recruiting reservists

COMMENT: A data verification letter and DD Form 368 have to be completed and certified by the unit commander before we can recruit an Air Force reservist. The problem we encounter is that the letter is handled in the CBPO by AFRES CBPO personnel, while the DD Form 368 is forwarded to Air Force Reserve headquarters. In the interim, these two items, being separated, fail to get properly endorsed by the unit commander — for whatever reason. Why can't the CBPO commander verify this information?

REPLY: A revision to the new ATCR 33-2 will allow reserve and ANG CBPO chiefs to verify the data we require on applicants going regular Air Force from reserve components.

No book covers

COMMENT: I've been getting a lot of requests from my high schools for book covers. Is there a chance we'll get these again?

REPLY: Not for now. Visits with recruiters indicated our book covers were used more in elementary schools and that most high schools require students to obtain separate folders for subjects and projects. To reach your seniors, the High School Folder gives you an attractive and useful product with high visibility that our sister services don't yet have. Incidentally, the next High School Folder (GS 79-2) will feature the F-15 and should be out to you by June.

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.

Not quite right

COMMENT: The new dependency status information needs clarifying. Please explain.

REPLY: When we changed the NPS dependency policy we forgot to clean up one footnote on the table in ATCR 33-2 which covers dependency waivers. It still had the former requirements demanding "complete court action and award of custody" for persons who are separated. The revised 33-2, which we anticipate distributing this month, will correct the problem.

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.

One Hundred Fifty Percent Flight Club

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

Name	Goal/Accessions	Percentage	Sq./Flt.
MSgt. Thomas Groomes	26/41	157.7	35F
MSgt. Phil Cunningham	26/41	157.7	49D

Flight Net Reservations Club

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

Name	Goal/Accessions	Percentage	Sq./Flt.
MSgt. Manny Mello	33/59	178.8	61G
MSgt. Robert George	23/38	165.2	14G
MSgt. Clyde Walker	25/41	164	67C
MSgt. Richard Harvey	20/32	160	42C
MSgt. Robert Morrow	27/42	155	39D
MSgt. Walter Prescott	25/38	152	13D
SMSgt. Richard Young	52/79	151.9	52D

Engineer Honor Roll

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

Name	Accessions	Sq./Flt.
TSgt. David Hepler	2	11D
Sgt. Dennis Madgule	2	18C
TSgt. Howard Marsh	1	18C
SSgt. Joseph Zalanowski	1	18C
SSgt. Miguel Guadalupe	1	14C
SSgt. DeWayne Moore	1	43B
SSgt. Bruce McComb	1	44C
Sgt. Fortunato Tinoco III	1	46A

Sixty-four NCOs earn pressure plate

LACKLAND AFB, Tex. — Sixty-four NCOs are the latest graduates of the recruiting school.

Named distinguished honor graduate was TSgt. Steven J. Wind, assigned to the 3543rd Air Force Recruiting Squadron, Omaha, Neb.

Honor graduates and their assignments are: TSgt. Brian R. Littleton, 3539th RSq., New Orleans; TSgts. Donald A. Mack and Harry S. Pate, 3544th RSq., Arlington, Tex. and TSgt. James R. Meyer, 3545th RSq., St. Louis.

Also: SSgts. Michael E. Miller, 3511th RSq., Pittsburgh and David C. Woodlee, 3516th RSq., Milford, Conn.; and Sgts. Malcolm W. Bennett, 3544th RSq., and Ellen A. Alanis, 3550th RSq., Indianapolis.

There were two early graduates: TSgt. Tommy A. Graham, 3562nd RSq., Norton AFB, Calif. and SSgt. Harlen D. Soper, 3568th RSq., Ft. Douglas, Utah.

Twelve '01st bound

Assigned to the 3501st Air Force Recruiting Group, Hanscom AFB, Mass., and its squadrons are: TSgt. Thomas B. Guidi, group headquarters; TSgt. Bruce R. Fox, 3511th RSq.; TSgts. Jimmy L. Barnet, Donald L. Delecaale and SSgt. John J. Gorman, 3513th RSq., Hancock Field, N.Y.

Others are: Sgts. John M. Murphy and Edward L. Murrell, 3515th RSq., McGuire AFB, N.J.; SSgts. Charles B. Arp III and Robert A. Beebe, 3516th RSq. and SSgts. Ronald Mauch, Jerry L. Pearson and John F. Stutzman Jr., 3518th RSq., New Cumberland, Pa.

'03rd draws 11

Assigned to the 3503rd Group, Robins AFB, Ga., and its squadrons are: TSgt. James A. Bethea and SSgt. Henry D. Hampton, group headquarters; Sgt. Ronald F. Clardy, 3531st RSq., Gunter AFS, Ala. and TSgt. Michael Phillips, SSgt. Roger R. Ramey, 3532nd RSq., Nashville, Tenn.

Barham passes officers course with honors

LACKLAND AFB, Tex. — Second Lt. Henry E. Barham Jr. became only the second person in fiscal year 1979 to be named honor graduate of the Recruiting Officers Course.

According to course chief, Capt. Johnnie L. Young, it's not very often that one particular student is a standout; all are normally quite close, academically.

"The selection of an honor graduate is based on the student's class participation and his overall contribution to the three-week officers course," Captain Young said. "To win the top spot the student must also pass all proficiency tests," he added. "Lieutenant Barham certainly met these qualifications."

Lieutenant Barham is assigned to the Officer Procurement Division, Directorate of Operations, Recruiting Service headquarters. He said all officers coming on recruiting duty should attend the course within 90 days of their assignment.

IG cites 15 pros

Fifteen persons have been recognized for superior job performance by the Air Training Command inspector general.

Cited during a management effectiveness inspection at the 3504th Air Force Recruiting Group, Lackland AFB, Tex., were: MSgts. Harold H. Hudgins III, Gilbert Garcia, Daniel E. Lambert and William K. Orner; SSgt. Robert Rannalli and Ms. Sue Conyers.

Named professional performers by the IG at the 3549th Air Force Recruiting Squadron, Tinker AFB, Okla., were: Capts. William B. Kleefisch and Patricia A. Hendrix; MSgts. Terry C. Palmore and Michael W. Troxell; TSgts. Edward J. Gilbert Jr. and William R. Haden and SSgts. Robert G. Beckel, Charles A. Edwards and Johnnie F. Talley.

Also: TSgts. Roderick P. Brown and James E. Groff Jr., 3533rd RSq., Patrick AFB, Fla.; TSgt. Walter J. Davis and SSgt. Lee R. Baldwin, 3535th RSq., Bolling AFB, D.C.; MSgt. Ronald L. Mouser, 3537th RSq., Shaw AFB, S.C. and MSgt. Billy R. Hurst, 3539th RSq.

Fourteen to '04th

Going to the 3504th Group, Lackland AFB, Tex., and its squadrons, are: TSgt. Richard F. Ice Jr. and SSgt. George K. Jackson, group headquarters; TSgt. Robert L. Sims and Sgt. Isaiah N. House, 3541st RSq., Kansas City, Mo.

Also: MSgt. John M. Nyberg and SSgt. Johnnie G. Drennan, 3542nd RSq., St. Paul, Minn.; SSgt. Alvin Moore Jr., and James L. Brown, 3544th RSq.; TSgt. Henry White, SSgts. Randall T. Luttrell and Joey R. Stout, 3545th RSq.; SSgt. Walter E. Lee, 3546th RSq., Houston and SSgts. Jay W. Clyde and Basil F. Lett, 3549th RSq., Tinker AFB, Okla.

'05th gets eight

Assigned to squadrons in the 3505th Group, Chanute AFB, Ill., are: TSgt. James R. Begley and Sgt. Benedict P. Janczewski, 3550th RSq.; SSgts. John D. Smith and Ron L. Youngclaus, 3551st RSq., Elwood, Ill.

Also: Sgt. Mark E. Hammerling, 3552nd RSq., Wright-Patterson AFB, Ohio; SSgt. Edward C. Wilcoxon, 3553rd RSq., Cleveland and SSgts. Steven F. Gerencer and Robert S. Ison, 3554th RSq., Selfridge ANGB, Mich.

Seven to '06th

Going to squadrons in the 3506th Group, Mather AFB, Calif., are: TSgt. George S. Bell, SSgt. Rickie L. Stansberry and Sgt. Marie L. Karsevar, 3562nd RSq.; SSgt. Sanford B. Lindsay, 3566th RSq., Travis AFB, Calif.; TSgt. Alan D. Allison, SSgts. Michael A. Porter and Jesse B. Taylor, 3568th RSq.

here 'n there

Work spans decade

NORTON AFB, Calif. — A certificate for 20 years service was recently awarded to Syble Taylor, secretary to the 3562nd Air Force Recruiting Squadron commander.

With the '62nd since December 1977, Taylor has also served recruiting during two previous assignments — with a medical team in San Diego and the 3506th Air Force Recruiting Group, Mather AFB, Calif. training team.

She is the widow of retired Air Force SSgt. Johnnie Taylor and resides with her two sons in San Bernardino.

Group cites Sergeant Black

SHAW AFB, S.C. — A 3537th Air Force Recruiting Squadron recruiter has been named best in the 3503rd Air Force Recruiting Group for the fourth quarter, calendar year 1978.

SSgt. Roger W. Black, a recruiter in Conway, S.C., surpassed the production of all others in the '03rd by recruiting 22 men and women in the NPS program, against a quota of just eight. There are more than 350 recruiters in the group.

Update

OMAHA, Neb. — Last February, we reported on the exploits of SSgt. Evan Edwards. The 3543rd Air Force Recruiting Squadron recruiter in Des Moines, Iowa, had just signed up the Navy recruiter's daughter and the Army liaison NCO's son.

A sign on Sergeant Edwards' office after the two enlistments said something about him visiting a Marine recruiter's home.

This month, Sergeant Edwards' visit with a Marine paid off, when he recruited the son of the AFEES commander, Marine Maj. James E. Peter. As before, Sergeant Edwards wasn't available for comment, but a message on his code-a-phone said, "Coast Guard, beware!"

Bridenstine earns kudos

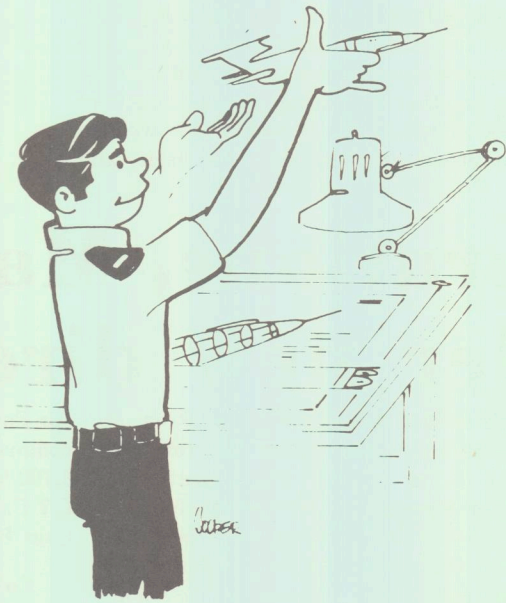
NORTON AFB, Calif. — An effective advertising and publicity program led to the selection of TSgt. Stanley E. Bridenstine as the 3562nd Air Force Recruiting Squadron's Outstanding NCO of 1978.

"Sergeant Bridenstine is truly an outstanding individual, not only as an A&P specialist but also as a person," said Maj. Michael H. Harris, squadron commander. "He has totally improved our advertising program, and his work with the Norton and March AFB's drill teams, band and tour programs has been very beneficial to our recruiting efforts."

"You must be outstanding to become a recruiter, and Sergeant Bridenstine is the best of the best."

Also Capts. Sharon L. McConnell, 3514th RSq., Carle Place, N.Y.; Stephen M. Coyne, 3516th RSq., Milford, Conn.; Richard A. Lentz, 3518th RSq., New Cumberland, Pa. and John J. Hacker, 3537th RSq., Shaw AFB, S.C.

Others were Capts. Russ A. Stansell, 3544th RSq., Arlington, Tex.; Ben L. Frickson, 3555th RSq., Milwaukee; Benny R. Gresham, 3562nd RSq., Norton AFB, Calif. and Bernard Sykes Jr., Research Management Division, Directorate of Field Support, Recruiting Service headquarters.



AIR FORCE ENGINEERS
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AND NAVIGATIONAL SYSTEMS.

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 have met or exceeded the fiscal year 1979 cumulative NPS EAD goal through January.

Squadron	Percentage	Squadron	Percentage
3514	126.2	3531	107.74
3515	123.98	3541	105.43
3533	112.45	3555	105.14
3511	111.49	3561	103.89
3537	109.6	3567	103.55
3519	108.68	3566	101.45

Squadron Net Reservations Club

This category recognizes squadrons that met or exceeded the NPS net reservations goal in January.

Squadron	Percentage	Squadron	Percentage
3561	118.26	3541	103.63
3567	113.63	3511	103.35
3552	113.61	3546	102.47
3537	112.7	3531	102.44
3519	109.35	3555	101.81
3554	105.38	3513	101.42
3516	105.33	3566	100

It's number 1!

See 'Survey' on page 12

Twelve or More Club

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

Name	NPS Enlistments	Sq./Flt.
TSgt. George Richards	15	31C
TSgt. Thomas Binnias	15	33A
MSgt. John Festge	12	35A
TSgt. Albert Deguzman	12	14A
TSgt. Albert Holloway	12	14D
TSgt. Art Hanks	12	61G
SSgt. Ricky Brown	12	37E
SSgt. Gary Norton	12	44F
SSgt. Lonnie Morris	12	49D

Twelve or More Net Reservations Club

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

Name	Net Reservations	Sq./Flt.
MSgt. Harold Dunkle	17	67C
SSgt. Steven Beecher	14	61G
MSgt. Peter Greathhead	13	46E
TSgt. David Kurau	13	13A
SSgt. Ralph Matthews	13	19D
SSgt. Joe Szepanski	13	33D
SSgt. Sidney Sontag	13	66B
MSgt. Gene Landrum	12	33C
MSgt. William Bordelon	12	44E
MSgt. Ivan Johnson	12	61G
TSgt. Art Hanks	12	61G
SSgt. Kenneth Griffith	12	13D
SSgt. James Fowler	12	16A
SSgt. Angel Santos	12	35H



Halfway there

Learning by experiencing what basic trainees encounter on the Lackland AFB, Tex., confidence course is Oregon educator Dave Dufault. Dufault was one of 30 state educators touring Lackland and Randolph AFBs on a visit sponsored by the 3561st Air Force Recruiting Squadron, Sand Point, Wash. (Photo by TSgt. Buster Kellum)

Recruiters rate paper

Survey draws great response

Ninety-six percent of the recruiting force regularly read THE AIR FORCE RECRUITER. That is what Air Force Recruiting Service members polled last November indicate.

A readership survey designed by Sue Bridges of the Market Analysis Division, Directorate of Marketing and Analysis, was sent to 1,070 recruiting and advertising and publicity offices in November. More than 74 percent of those polled responded.

"We were really thrilled with the high response rate," Bridges said. "It indicates a very positive interest in the newspaper." Actually, 65 percent is considered an excellent response rate, she said.

RECRUITER staff members assisted Bridges in compiling the 50-question survey.

DIAL most popular

The 794 respondents included production recruiters and A&P people, each with an average of 12.6 years Air Force service, three of which have been with recruiting.

Rating columns in the paper, they picked Commander's DIAL (Direct Information Action Line) as the most read, followed in popularity by Honor Roll, commander's editorials and Pressure Plate, recently renamed Crossfeed.

Poll respondents seek column

The recently completed survey of RECRUITER newspaper readers indicated a high interest in a Letters to the Editor column.

Seventy-one percent of those polled said they would contribute to such a column. In response, we have established guidelines for the column, which are outlined in the editorial section on page 2.

Basically, the column would supplement, but not duplicate, the Commander's DIAL, currently the most read column in the RECRUITER, according to the survey. Correspondents could use the column to share their feelings with other Recruiting Service members but would not normally be provided a written response. Most letters would be edited for clarity and conciseness.

Operations, Marketing under new directors

Two colonels have assumed the top position in two Recruiting Service headquarters directorates.

Taking the helm in the Directorate of Operations is Col. Benjamin E. Waller III, former director of marketing and analysis. Now heading Marketing and Analysis is Lt.Col. William A. Luther, former Recruiting Inspections Division chief, Air Training Command inspector general's office.

Colonel Waller previously served as operations deputy director from August 1977 to November 1978. In November he began temporary duty as special assistant for officer procurement. On Jan. 1, he moved to marketing, then became the operations director on Feb. 15.

The colonel is the former Det. 303 (now 3533rd

Articles dealing with enlistment programs are considered "most important." Stories dealing with NPS men are most newsworthy, respondents said, followed by those dealing with NPS women, women in nontraditional jobs and basic training for men.

Recruiters said they use the two-page photo features, sometimes reprinted in additional numbers, as sales aids, applicant handouts, or as displays on bulletin boards, in windows, at the office, or at malls and conventions. A third said they'd like to see four-page inserts in each issue of the paper that could be extracted and used intact.

Twenty-two percent said they'd like to have features on one page only, for greater ease in handling or displaying.

Asked if they'd like to see the RECRUITER redesigned in a magazine format, most said it should remain a newspaper. Asked if they felt their squadron received fair coverage, 48 percent said yes.

On the question of fair coverage, 75 percent said they inform their A&P staff of all newsworthy activities.

In a recent letter to squadrons, Col. Walter D. Miller, director of advertising, cited the need for coverage. He pointed out that many squadrons not regularly submitting articles or photos to the RECRUITER editor are missing out.

"We've increased the amount of space that can be devoted to squadron activities," said SSgt. Douglas J. Gillert, RECRUITER editor. "Our Crossfeed is now taking up two full pages, whereas we previously devoted only a column which was called 'Pressure Plate.'

More articles printed

"While we do screen the articles and photos for possible elimination, a longer production schedule is helping us get more group and squadron submissions in the paper," Sergeant Gillert noted. "This is evident in the shrinking number of monthly rejects."

Sergeant Gillert added that squadron A&P writers and photographers have the best chance ever of getting their material published in some manner. He also said that, with squadron concurrence, recruiters are welcome to submit material directly to the paper, USAFRS/RSADM, Attn: RECRUITER Newspaper Editor, Randolph AFB, Tex. 78148.

Finally, when respondents were asked what

stories they'd like to see in future issues of the RECRUITER, they said they want stories about Recruiting Service that personally affect them or their jobs; those which can be used as sales aids; stories about what other recruiters are doing and those about groups and squadrons.

Written comments were added to the survey by 169 individuals. In general, the comments called for a greater exchange of ideas, tips on what works for other recruiters, and how other recruiters solve their problems.

All of the questions and comments have been tabulated by Sue Bridges and the RECRUITER staff. They will be used as guidelines for future issues of the newspaper.

"I'd really like to thank all who participated in this survey," said Colonel Miller. "The RECRUITER isn't this directorate's newspaper — it's yours: The recruiters and all the group and squadron personnel who are out there making goal. I appreciate your criticism and the many useful and innovative ideas you provided in the survey, and I urge everyone to continually keep us on our toes, by telling us periodically what you think."

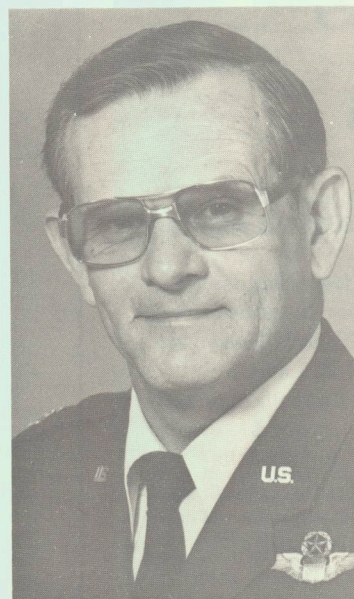
CHAMPUS addresses change in six states

WASHINGTON — CHAMPUS claims for professional and institutional care in six states must now be filed with Blue Shield of California.

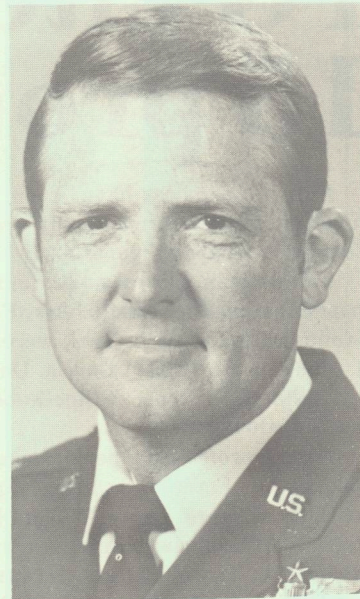
As of March 1, claimants in Massachusetts, New Hampshire, Connecticut, Maine, Vermont, and Michigan are under the new CHAMPUS contractor. In addition, Christian Science services provided anywhere must be filed with Blue Shield of California.

Affected beneficiaries should submit claims to the new contractor even for care and services provided before Feb. 28.

Claims for professional and institutional care received in Michigan should be sent to Blue Shield of California, P.O. Box 85116, San Diego, Calif. 92138. Claims from the other five states should be sent to Blue Shield of California, P.O. Box 85117, San Diego, Calif. 92138. All Christian Science claims go to P.O. Box 85035.



Col. Waller



Lt.Col. Luther

Air Force Recruiting Squadron, Patrick AFB, Fla.) commander. A command pilot, he has more than 3,700 hours flying time, including a year flying the C-7 Caribou with the 463rd Tactical Airlift Wing, Cam Ranh Bay AB, Vietnam.

Colonel Luther also has a recruiting background. Prior to his assignment with the ATC IG, the colonel commanded Det. 606 (now 3566th RSq., Travis AFB, Calif). He, too, is a command pilot, with most of his more than 4,500 hours flying time in helicopters. This included 177 combat missions and 350 hours in gunship, troop transport and command control helicopters in Vietnam.

At ATC Colonel Luther was responsible for conducting inspections of all recruiting units.