

AF offers enlistment dollars

A new Enlistment Bonus Option for three AFSCs has been announced by Recruiting Service. The bonus, which became effective March 24, will be offered to enlistees who qualify for Radio Communications Analysis/Security Specialist (202X0), Voice Processing Specialist (208X0), and Explosive Ordnance Specialist (464X0).

Bonus amounts vary; Radio Communications Specialists may receive \$1,000, Explosive Ordnance Specialists may receive \$1,500, and Voice Processing Specialists may receive \$2,000.

According to the officials, enlistees selecting this option will be authorized a lump sum payment upon completion of all required basic and technical training and arrival at their first permanent duty station.

The eligibility criteria includes: high school graduate or state certified GED holder, have no prior military service, be fully qualified for the GTEP AFSC, enlist for a period of six years, and be in mental category III or higher.

Enlistees will be required to remain qualified and serve at least four years after training into these skills or they may be required to repay a portion of the bonus.

All three of these skills involve highly specialized equipment and require extensive training.

A PROMIS message on the new option has been sent to all Recruiting Service people that outlines the steps to be taken to qualify applicants for this program.

Blue Suit II

Leading flights, recruiters boost production numbers

The 1980 version of Operation Blue Suit will offer the top flight in Recruiting Service a visit to San Antonio with all the splendor and ceremony of last year's program.

Tenatively, the winning flight members and their spouses will be hosted to five days and four nights in San Antonio as the guests of the Chamber of Commerce. The visit in Texas will be highlighted by tours of the local area as well as recognition by San Antonio civic organizations, Recruiting Service and Air Training Command. The top Blue Suit recruiters will be the honored guests at a barbeque hosted by Recruiting Service directors and senior NCOs.

Leaders of this year's Operation Blue Suit II program are listed below by Recruiting Group. The groups report monthly their leading flights and recruiters to Recruiting Service headquarters for publication in the RECRUITER.

3501st Recruiting Group Top Flights

Division I 3513 F TSgt. Robert Jacques
Division II 3519 F MSgt. Robert Mansperger
Division III 3511 F MSgt. Lowell Rollyson
Division IV 3519 I MSgt. Amo Sylvestri
Division V 3511 B MSgt. Robert Klotz

Top Recruiters

3511 B MSgt. Eugene Scandrol
3513 F TSgt. Michael Twaroski
3514 F TSgt. Carl Turnquist Jr.
3515 D Sgt. Christina Glasco
3516 C SSgt. Michael Zellner
3518 H MSgt. Norman Auchterlonie
3519 H MSgt. Dennis Keller

3503rd Recruiting Group Top Flights

3531 D SMSgt. Robert Turpin
3532 E MSgt. Charles Stewart
3533 D SMSgt. Paul Pittman Jr.
3535 D MSgt. Howard Dubiel

3537 D MSgt. Gregory Miller
3539 C MSgt. Roy Vaughn
Top Recruiters
3531 F TSgt. Charles McMullin
3532 E SSgt. Charles Roberts
3533 A TSgt. Stanley O'Neill
3535 A TSgt. Donald Riek
3537 C TSgt. Jack Darby
3539 A TSgt. Raymond Douglas

3504th Recruiting Group Top Flights

3541 A MSgt. Albert Simpson
3546 B MSgt. Jesus Rodriguez
3541 C MSgt. Robert White
3546 D MSgt. William Reesman
3546 E MSgt. Jerry Siegel
3545 F MSgt. Royace Fanning

Top Recruiters

3541 A Sgt. Vera Castro
3541 A TSgt. James Servies
3544 B MSgt. Terrence Rowe
3546 E TSgt. James Gentry
3549 B TSgt. Ardi Minor
3543 F SSgt. John Kelm
3541 C SSgt. Dennis Burr
3541 C TSgt. Ernest Daughtery

Top Squadron

3544th Recruiting Squadron

Top AFEES

Dallas
Amarillo, Texas
Shreveport, La.

3505th Recruiting Group Top Flights

3550 D MSgt. Ted Scheele
3550 E MSgt. Larry Lehmann
3551 C TSgt. Aaron Schomber Jr.
3552 D MSgt. Allen Bain
3553 A TSgt. Fred Heger Jr.

3554 B TSgt. James Besmer (Acting Flt. Super.)
TSgt. Nelson Parkinson

Top Recruiters

3552 A TSgt. William Arnott
3552 C TSgt. Alex McEntire
3553 B SSgt. Reginald Johnson
3554 B Sgt. Marty Schmieder
3554 D TSgt. Ronald Nixon
3551 E TSgt. Edgar Kennedy
3552 D TSgt. James Vennen
3553 A SSgt. Ronald Fulton
3553 D TSgt. John Coleman
3553 D TSgt. James Buchan
3554 B TSgt. John Kennedy

3506th Recruiting Group Top Flights

3561 C MSgt. John Lopus
3562 D MSgt. Edward Allen
3566 A MSgt. Donald Long
3567 C MSgt. George Eret Jr.
3568 B MSgt. Louis Kuchenriter
3569 B MSgt. Jerry Young

Top Recruiters

3561 C SSgt. Gary Collins
3561 B TSgt. Guy Watson
3562 A TSgt. Gary Kabanek
3562 D SSgt. Marie McIntosh
3566 A SSgt. Sanford Lindsay
3566 B SSgt. Henry Daniels Jr.
3567 C SSgt. Donald Hollinger
3567 C TSgt. Michael Clare
3568 B MSgt. James Merritt
3568 E MSgt. Stephen Childers
3569 B SSgt. Richard Lant
3569 B SSgt. Bob Sherman

Buck Stop goes AF-wide

President Harry S. Truman displayed a sign prominently on his desk during his presidency that read "The Buck Stops Here."

Recently, Gen. Lew Allen Jr., Air Force chief of staff, announced the Air Force-wide implementation of BUCK STOP, a campaign to decentralize decision authority.

Within Recruiting Service, BUCK STOP has already been reflected in day-to-day operations of recruiters. Even before the Air Force-wide implementation of BUCK STOP, recruiters were responsible for many of the intricate but extremely essential tasks involved in applicant processing.

"The recruiter is our first level of decision making," explained Brig. Gen. Keith D. McCartney, Recruiting Service commander. "They make decisions daily on the quality of applicants that reflect on the Air Force as a whole. They are responsible for managing their time effectively, meeting their assigned goals and providing a positive, highly motivated personality that reflects Air Force at all times."

The term BUCK STOP was coined by Air Training Command for their decentralization program which

was started some time ago. Approval authority for such areas as flying operations, funds management and professional military class selection procedures has been delegated from the headquarters command level to the base level. ATC's program is enthusiastically received by ATC people of all grades who see it as a sign of increased leadership, trust and responsibility.

Several major commands currently have ongoing decentralization programs.

"By implementing BUCK STOP Air Force-wide," General Allen said, "we hope to enrich the work environment and quality of life for all our Air Force people by making their jobs more challenging and rewarding...I believe strongly in delegating responsibility and authority for decisions to the lowest possible level of supervision. Therefore I am implementing BUCK STOP to encourage supervisors at all echelons to suggest opportunities whereby leadership can be enhanced, procedures simplified and operations made more efficient through delegation of authority to lower levels of organization."

Simonson takes Lackland honors

SMSgt. Michael A. Simonson, course chief, Air Force Recruiting School, has been selected Senior Noncommissioned Officer of the Year for the Air Force Military Training Center, Lackland AFB, Texas.

Sergeant Simonson will compete with other NCOs in the category for Air Training Command recognition.

A native of Chicago, Sergeant Simonson is an 18-year Air Force veteran with nine years in Recruiting Service. Prior to being selected for instructor duty he served as a recruiter in San Jose and Monterey, Calif.

Sergeant Simonson and his wife Sheila are active in community activities. He serves as a scout leader in the San Antonio Area Council of Girl Scouts and lectures at local high schools. In addition, he conducts forums for the Lackland chaplain and briefs newcomers at Lackland on the Air Force Recruiter Assistance Program.

Paperwork: *Every piece is essential; every change is justified*

By MSgt. Tom Strack
Directorate of Operations

As the in-basket tilts to the floor for the third time this morning and the out-basket fills to overflowing, you wonder...is it all necessary?

You bet!

There is a lot of paperwork involved in processing an applicant into the Air Force and it's all necessary. For the most part, it's designed to protect the applicant, the recruiter and the Air Force and to ensure an orderly, economic flow of applicants.

As early as 1974, studies were being done by DoD to streamline the processing of applicants through the AFEES and into the military service. The initial study generated the first edition of DD Form 1966 and DD Form 4 that are in use today. A strong emphasis on full disclosure by the applicant, and clear terms explaining the laws and military obligations have helped insure valid enlistments and reduce complaints of "misunderstandings."

This, coupled with the USAF Enlistment Agreement (AF Form 3007), provides a clear explanation of what the Air Force guarantees and what we expect in return.

Recruiting Service effort

In 1977 Recruiting Service conducted "Communications Streamline," which challenged every form, report or other administrative task within the recruiting process...in an effort to eliminate unnecessary paperwork. Since that time, no significant additions have been made to the recruiting process without being field-tested prior to implementation. We intend to keep recruiters actively involved in developing the tools of the recruiting trade.

The April 1979 edition of the ATC Form 1319, Personal Interview Record, involved almost two

Success is: *Moving up and making it*

By Capt. Wayne W. Crist
3531st Recruiting Squadron

Success has its responsibilities. For MSgt. James T. Fitzgerald, 3531st Recruiting Squadron, Athens, Ga., that meant leaving his "bag-carrying" days behind. But, his recruiting wasn't over as he became the Senior Air Force Liaison at the Armed Forces Examining and Entrance Station in Atlanta.

"Leaving the field is one of the hardest things I've done," said Sergeant Fitzgerald.

It was just as hard for the 3531st to move him to the AFEES. Over his four years of recruiting, Sergeant Fitzgerald accessed 243 with a goal of 146 NPS for a 166 percent effectiveness rate. He also accounted for 15 officers and 19 nurses.

"This job is not all that different from carrying the bag," commented Sergeant Fitzgerald. "Here I have the chance to get more involved with a person's career decision, helping prepare them for the future."

His attitude and efforts to help the young people of Georgia earned him the title of Georgia's Outstanding Military Man of the Year (1975) and one of the Jaycee's Ten Outstanding Young Men in America for 1975.

"The AFEES is a real challenge, particularly after four years of being responsible for only my work. Now I've got people who work for me and the goal of three flights to worry about," he said.

Fitzgerald is responsible. In his first quarter at the AFEES, selected AFSCs jumped 25 percent to their highest level in two years in Atlanta. He also improved the balance of AFEES and field screening to insure cooperation in quality control.

"It may sound a little hokee, but I really feel good about getting young people started in a career they want...kind of getting started in a new world," he concluded.



years of work with recruiters, squadrons and group representatives to consolidate all the different suggestions and requirements for a viable recruiting tool. Recruiting Service sent out several draft proposals. The final product combined field suggestions and resulted in a form that captures essential data in a logical sequence to determine basic enlistment or program eligibility.

Another example is the new ATC Form 1348, Case File Checklist, requested by recruiters and developed after extensive staffing and work with recruiters. The form helps recruiters assemble all necessary documents to send a "tentatively qualified" applicant to the AFEES with a high probability that the applicant can be processed, get an assignment reservation and enlist (DEP or Reg AF). The form is self-explanatory, has built in flexibility and can be used

from initial interview and case file preparation through file of residual documents at the AFEES.

Knowing that this headquarters has the recruiter's best interest at heart doesn't make the mountain of paperwork in a case file any smaller.

It also doesn't change the importance of doing each case file completely and accurately. However, if you look at it as a series of logical steps leading to an enlistment, the mountain becomes a few low hills—nothing for our high stepping Air Force recruiters.

The case file

The case file and its related forms are a big administrative job and vitally important. The amount of work done by the recruiter relates directly to the ease (or difficulty) an AFEES LNCO has in processing and booking an applicant. LNCOs' tasks are also extremely important. They are the last individuals able to quality control the case file or complete the necessary sale from the documents provided to have another qualified applicant enlist.

Air Force Recruiting Service is without equal in the quality of our product and integrity of our people. One of the main reasons for our success is the paperwork involved—we don't cut corners. Each form used and every question asked can be explained in a positive manner. When a job is done right the first time, your applicant gets "red carpet" treatment at the AFEES, and the LNCO has the time and tools to do the job right, giving the enlistee a smooth transition into the Air Force.

Air Force recruiters approach all tasks in a positive manner and do them with integrity. Only through our combined efforts to support Air Force standards and our recruiting procedures can we continue to meet our critical recruiting goals and perpetuate the Air Force Great Way of Life.



ROTC help

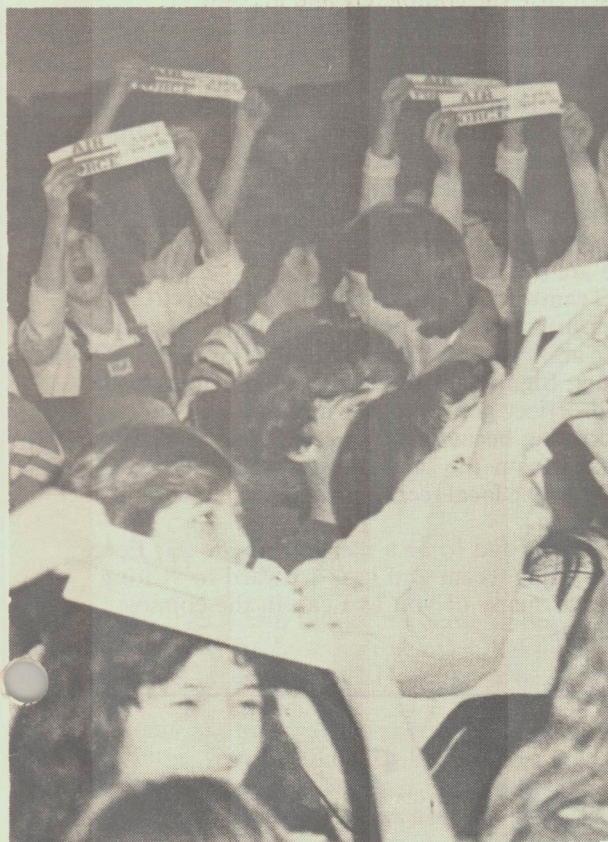
TSgt. Randy Stimac, 3555th Recruiting Squadron A&P NCO, discusses Air Force opportunities with students at the University of Wisconsin. The booth space was shared between the squadron and the ROTC Detachment at the University. More than 25,000

students from high schools throughout Wisconsin attended the two-day event. Cooperation between college ROTC units and recruiters could create more "awareness" throughout the U.S., according to squadron officials.

'Coming of Age' *means leads and accessions*

If you haven't heard the expression "Coming of Age" and what it means to you, here's a run down. When the Air Force Opportunities Center, Valley Forge, Pa., receives a national lead that is not yet age-qualified it is placed in a suspense file. When the individual reaches his or her 17th birthday the center processes the information into their national lead system and sends the person information on the Air Force. At the same time the recruiter receives a "Coming of Age" lead from the Opportunities Center. So, the next time someone says "coming of age" remember what it means to you and the Air Force.

TAC Showcase opens high school doors



Waiving

Ontario High School students take the hint from TAC Showcase singers and wave Air Force bumper stickers in the air. SSgt. Bill Knox, 3568th Recruiting Squadron recruiter supplied the banners.

MOUNTAIN HOME AFB, Idaho — It was a recruiter's dream come true. As SSgt. Bill Knox watched, the TAC Showcase brought an auditorium full of high schoolers to their feet shouting, "Go Air Force!"

Sergeant Knox is a new 3568th Recruiting Squadron recruiter in Ontario, Ore., and this was the first time he'd been able to "get into Ontario High School."

Knox watched while the group, the TAC Showcase from Langley AFB, Va., tamed an excited group of kids and diverted their energy into attention. They were accomplishing what might otherwise have taken Sergeant Knox months to do. On the stage were six clean-cut guys playing rock music and saying that the Air Force knew how to treat them right. Almost more astonishing to Sergeant Knox was that the kids were waving their Air Force bumper stickers back in wild enthusiasm!

Knox has a foot in the door now, and a reason to go back into Ontario High School. The student body is waiting for him. The yearbook staff, the principal's secretary, and a multitude of fans are waiting for him to bring back the pictures taken at the performance. While he's there, he'll be opening doors that have never been entered by the Air Force in Ontario.

Sergeant Knox isn't alone, but Ontario is one place where the TAC Showcase did more than a year's budget could have bought.

The Idaho tour started off on an ordinary enough note. But for the six band members touring with the TAC Showcase, the week in Idaho had the makings of a real event.

The tour had a very tight schedule. In six days the band played in five different high schools and in three on-base performances.

They signed hundreds of autographs and applauded an exchange performance by the Mountain Home High School Sight and Sound Jazz Choral Ensemble.

With their eyes on a return visit in the near future, the TAC Showcase left Idaho with a feeling of accomplishment.

Sing out

TAC Showcase singers, Walter Street and Gator Allmond, take advantage of high spirits and show Ontario High School students how to move with the music.

Complaints versus credibility

By MSgt. James C. Gitsas

What 'bugs' Air Force enlistees these days? What is it that bothers them to the point that they take their problems to the Recruiting Service Liaison, Inspector General, or write their congressional representative. Whatever route is used, these complaints funnel into Recruiting Service Headquarters where action is taken to investigate and answer the allegations.

In most cases, the problem is one of "selective listening" or insufficient information presented by the recruiter.

A list of the most frequent irritants has been compiled as a result of a recent analysis of complaints. Enlistees said they were told:

★ I could change my job/apptitude area at Lackland—Since my scores are high, I'd be sure to get the job I wanted at Lackland—I could take a bypass test and get the job if I qualified—With my background in the administrative area I could get an administrative job at Lackland even though I enlisted in the mechanical aptitude area.

★ That 81130 (Security Specialist) was the same as a policeman—As a Security Specialist or Law Enforcement Specialist, I would have "no problem" becoming a dog handler.

★ I would have a good chance to be selected for OTS if I was in the Air Force—My recruiter didn't tell me I could apply for OTS prior to enlisting.

★ To accept the OTS assignment even though I had changed my mind, and I could self-eliminate and be back home in a week—Accept the officer utilization field offered by the Air Force and apply for pilot training later on in my career and I would have no problem being selected for flying training.

★ I could go to school "full time" but I don't qualify for Airman Education and Commissioning Program (AEC)—I could apply for AEC immediately, now I have to wait until I arrive at my per-

manent base of assignment—I wouldn't have any problems attending college but I can't get my shift changed.

★ I wouldn't have to go overseas unless I volunteered—With my military spouse we have a 95 percent chance of being assigned to the same base but our AFSCs are not compatible for joint-spouse assignments.

★ There is no way out of the DEP—if I don't like the Air Force, I can easily get a discharge.
★ I'd get base housing because of my dependents.
★ Not to say anything about my medical problem at the AFEES since it was considered minor—Where to sign but no one explained the forms to me.

★ Since I had prior service and I enlisted in grade E-3, I would be promoted to E-4 in eight months—but I won't get promoted until I have 23 months time-in-grade and time-in-service.

★ Have a dentist take out my braces and after I passed the physical and enlisted, the Air Force would put them back in or give me new ones.

The best way to make sure that your enlistees don't make any of these complaints is to follow a few simple rules:

★ Make sure your applicant gets the right "handout" and has an opportunity to ask questions about what he or she doesn't understand.

★ Don't include rumors, hearsay or assumptions in your presentation or counseling. Past experiences and examples you use may no longer be valid or applicable.

★ Take a few extra minutes when reviewing the enlistment forms with the applicant to be sure they fully understand each item. Invite questions and provide clear, concise answers. If you don't know the answer, get it.

★ Don't make or imply any promise or guarantee that you can't confirm in black and white on the applicant's enlistment forms.

Review your presentation and counseling techniques, and if you have been an unintentional source of any of these irritants, do something about it. The results will be advantageous to the Air Force and the enlistee.

We are all working hard to eliminate complaints and ensure that enlistees are well informed. The last revision to the NPS applicant handout eliminated many complaints addressed in years past. The next revision will include information on orthodontic appliances, geographical assignment policy, promotions, educational programs and airman commissioning programs. This will reinforce our "tell-it-like-it-is" policy and should eliminate most complaints related to these subjects.

A recent letter from Col. Richard D. Paul, Air Force Basic Military Training School commander, praised recruiters for a significant reduction in the numbers of BMT students complaining about recruiting. He said, "A comparison of unfavorable BMT student critique submissions showed that 75 relating to recruiting practices were submitted in 1978 as compared to 18 being submitted during 1979. The reduction of 57, a 76 percent decrease in the number of critiques submitted, is indicative of BMT trainees' positive perception of the services provided by recruiting."

"I would like to take this opportunity to express my deep appreciation for your continual efforts in providing BMT with well-informed recruits and contributing in a large measure to the successful completion of the BMT mission."

Working together is what it's all about. Recruiters are professionals in every respect, and with continued efforts we will ensure the Air Force is provided with top quality, well-trained, satisfied airmen.

We have built an outstanding reputation throughout the Air Force, Department of Defense, Congress and the civilian community—let's keep it that way.

viewpoint...



Teamwork:
A must in
space and
recruiting

By Brig. Gen. Charles Duke

Teamwork! It seems at times that the Air Force has overworked the word. But the Air Force mission is based upon teamwork.

From an astronaut's point of view teamwork is more than a word—it's a reality upon which I have staked my life.

Aboard Apollo 16 I was very much aware of the teamwork of over 400,000 NASA employees working together to insure the success of the mission and to put Astronaut John Young and me safely on the surface of the moon.

The entire Air Force is a team and teamwork accomplished every task and mission to which we are dedicated.

Teamwork is very evident in Air Force Recruiting Service and is largely responsible for our ability to meet the challenges of the past few years. Significant increases in nonprior service and officer goals did not diminish our success in recruiting because we functioned as a team—from the headquarters staff at Randolph AFB to the local recruiters in the small towns of America.

I am proud to be a member of the Air Force Recruiting Team and look forward to visiting with as many of you as I can in the coming months.

Another year, why am I here ?

By SSgt Steve Van Wert
3515th Recruiting Squadron

McGUIRE, AFB, N.J.—This episode of Super Recruiter finds our resolute reactionary at the state fairgrounds!

March! The third month of the new year. Another nine months. Another nine enlistments. Boy, I thought to myself, this year better be better than last! And what was I doing to start the year? Was I making phone calls? No. Was I making mailouts? No. Was I standing in the middle of the state fairgrounds looking for a gypsy tent? Yes! Oh boy, I shook my head. It's gonna be a lo-o-ong year...

"Ps-s-s-t..."

I turned around. There was the gypsy tent. And

Selling yourself
is important

By TSgt. Tommy Graham
3562nd Recruiting Squadron

I think the most important thing for a recruiter to remember in dealing with a new prospect is to sell yourself.

In the seven years I've been on recruiting duty the biggest fault I've seen with recruiters is that most of them are in too much of a hurry to get the forms signed and to sell the Air Force.

Before you can sell anyone on the Air Force, you have to sell yourself. If you don't, your prospect will not trust you. I'll usually spend 15 to 20 minutes establishing rapport with the prospect. This is the time that the prospect is "sizing me up."

After I've sold myself, then I'll be able to sell him or her on the Air Force.

there was the gypsy, standing in the tent flap, beckoning to me.

"Ps-s-s-t...hey, meester, come into my tent."

I looked at her a little suspiciously. She was covered from head to sandal with scarves; bright, multi-colored scarves. Every inch of her aged body was emersed in scarves! It looked like she'd been caught in a silk tidal wave. Criss-crossing the bands of color were dozens of gold chains. They hung down from her scrawny neck. They encircled her bony wrists. They hung on the ground in a puddle at her feet. My gosh, I thought, how does the old crone stand up? And boy was she old! I looked at her a little closer. She was so old she had dust in her wrinkles! She opened her toothless mouth and said "Ps-s-s-t...come into my tent. Madame Finagle N. Bamboozle will read your fortune. Learn all about the new year."

"The new year? Well, okay."

Madame Bamboozle stepped inside and I followed slowly.

"Sit down at the table," she said.

"What?" I replied. "I can't hear you for all the chains clanking."

"Wait a minute," she replied. "I can't hear you. My chains are clanking."

"Oh, yea."

She sat behind a table covered with (what else) a scarf. I sat in the only other chair. There was a crystal ball on a velvet platform in the exact center of the table. Actually, it looked more like an upside-down fish bowl.

"Now," Madame Bamboozle whispered, "I will tell all...for five dollars." She held out her hand.

It was so dark in the tent that I had to look twice to make sure it was a five dollar bill. It quickly disappeared somewhere in the labyrinth of her dress. I heard a faint 'click' and the crystal ball started to glow.

"First," she whispered, "you are in the military."

"Big deal," I muttered. "I'm in uniform."

She looked at me intently. "Madame Bamboozle sees all, knows all. If I'd been looking at your clothes, I'd have guessed 'bus driver'! The crystal ball told me 'military'."

I was considering asking for my fiver back when she started gazing deeply into the pulsating ball.

"Can I ask some questions?" I asked.

Of course," she replied. "I will answer all about the coming year."

"Will I be 100 percent?"

She looked startled. "One hundred percent of what?"

"Of goal, of course..."

Her eyes narrowed. "Is that good?"

"Yes, it's good..."

She smiled. "You will definitely be 100 percent!"

"How about my selected AFSC's?"

She frowned again. "Uh, they'll be just fine..."

"My net res's?"

"Painless."

"OTS?"

"Growing beautifully."

"HPS's?"

"Heavenly."

"How about my overalls?"

She paused. "You'll buy a new pair!"

I stared at her. "You don't know what you're talking about!"

"Maybe not," she smiled sweetly. "But I've got your five dollars."

I stood up. "I'm sorry I came here. If it wasn't for this mailback card...say, did you send this in?"

She smiled that devilish grin. "Well, gypsies have to make mailouts, too."

Where will we find our nomadic numbskull next time? Wait and see.



Is apathy stopping your vote?

By 2nd Lt. Ron Fuchs
Sondrestrom AB, Greenland

Nothing has ever stopped the electoral process in the United States. No war, including the Civil War, or major crisis has interfered with Americans going to the polls and choosing their representatives. The only thing that comes dangerously close is the apathy demonstrated by the citizens who won't vote.

Challenge
these seven
little words

One of the biggest challenges today is overcoming seven costly words, "But we've always done it this way!"

Over and over again things are being done in the same routine way because no one asks, "Why can't we find a new or better way? How can it be done at less cost?"

Supervisors and managers overlook potential areas for improvement and even discourage workers from suggesting new and better work methods, simply because "we've always done it this way."

It is not purely a modern phenomenon, however. When Otto von Bismarck was Prussian ambassador at the Court of Alexander II in 1860, he asked the czar why a sentry was on duty in the middle of the lawn at the palace.

The czar asked his aide-de-camp, who did not know. Neither did the officer in command. The commanding general replied, "I beg leave to inform Your Majesty that it is in accordance with ancient custom," but he didn't know where the custom originated.

An investigation revealed that the sentry was posted by an order put on the books 80 years before.

Catherine the Great had looked out to see the first flower of spring. She ordered a sentry to prevent anyone from picking the flower.

Eighty years later, a sentry remained — a memorial to a flower and to Catherine the Great, or perhaps a memorial to habit, custom, or everyone saying, "But we've always done it this way."

In order to make 1980 the year of 100 percent ATB for Recruiting Service, let's take a look at those "old" ways and see if they can't be improved. Nothing is forever, especially in recruiting.

Government is the business of every citizen. People in the military are no different. We are faced with a unique situation. We help elect the men and women who represent us. They do not answer to us as individuals but, rather, as the elected representatives of our people — a citizenry of which we are vital members.

Compare our voting system to a tree's roots and consider our democracy to be the tree. The tree would die if the roots failed to provide nutrition, and without providing input through voting, democracy also can die.

Nothing makes voting mandatory in this nation. Hopefully, nothing ever will but our own conscience. A basic principle of our country is the freedom to choose. You have the option not to vote but, then, do you have the option to criticize government or complain about the shortcomings of elected leaders?

Voters in the United States elect more than 500,000 public officials every four years. Whether it's for a city councilman or the President of the United States, the vote is equally important. Each public official

represents you and makes decisions that govern your life.

The excuse of being removed from the political scene is not valid. Mass communications and the absentee ballot system have provided each airman, soldier and sailor with the opportunity and responsibility for which thousands have died. Your ballot is the opportunity to have your voice heard. (TACNS)

Find your place
and circle it

The "word search" puzzle shown below was thought up by TSgt. Dave Tuttle, 3543rd Recruiting Squadron, A & P NCO, Omaha, Neb. The puzzle includes the cities and Air Force bases where the 32 recruiting squadrons, five recruiting groups and Headquarters Recruiting Service are located. (see page 15 for the solution)

HANSCOM
PITTSBURGH
HANCOCK FIELD
CARLE PLACE
MCGUIRE
MILFORD
NEW CUMBERLAND
BEDFORD
GUNTER
NASHVILLE
PATRICK
BOLLING
SHAW
NEW ORLEANS
CHANUTE
INDIANAPOLIS
ELWOOD
WRIGHT PATTERSON
MIDDLEBURG HEIGHTS
SELFRIDGE
MILWAUKEE
LACKLAND
KANSAS CITY
SAINT PAUL
OMAHA
ARLINGTON
SAINT LOUIS
HOUSTON
TINKER
MATHER
SEATTLE
NORTON
TRAVIS
LOWRY
FORT DOUGLAS
LOS ANGELES
RANDOLPH

A	F	C	L	O	S	A	N	G	E	L	E	S	D	E	B	G	M
N	H	L	I	M	A	D	A	J	N	K	L	O	W	R	Y	S	O
O	W	O	S	P	I	Q	R	E	K	N	I	T	M	R	T	E	C
S	A	S	A	I	N	T	L	O	U	I	S	T	C	H	I	A	S
R	H	N	U	N	T	R	I	M	F	P	V	W	G	H	C	T	N
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G	P	G	O	A	E	I	C	G	A	E	E	O	A	I	L	E	O
I	H	N	H	L	V	K	L	T	D	H	R	W	N	E	W	P	U
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W	M	D	S	A	M	I	O	N	O	P	A	N	T	D	O	A	L
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M	N	D	U	K	D	V	X	G	E	G	D	I	R	F	L	E	S

'They say
I'm a lazy
recruiter'

By Army MSG Ray Jennings
Professional Developement NCO
Hq. U.S. Army Recruiting Command

I'm too lazy to think of topics of conversation so I just talk about things my clients are interested in.

I'm too lazy to dig up names of prospects all the time so I keep busy with leads my clients give me.

I'm too lazy to argue about non-essentials so I use an organized sales talk

I'm too lazy to call on a man indefinitely so I try several closes on the first talk.

I'm too lazy to use a lot of technical information so I talk in simple terms.

I'm too lazy to walk all over town so I manage my time.

They say I'm the laziest recruiter they know, but should I worry as long as I'm the top recruiter?

commander's
dial 3425

Commander's 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, call Autovan 487-3425, Federal Telephone System, (512) 748-3425 or commercial (512) 652-3425. Callers are urged to include their name and telephone number to speed responses.

COMMENT: The reason I'm calling is to suggest that during this time of increased demand for production, why not assign administrative specialist—702s—to recruiting offices to help with the admin functions. This would release the recruiters to do more work in production. From my own experience as an administrative specialist, our "admin" business is three times as heavy as it was when I was a chief clerk.

COMMENT: My suggestion is the same. In this zone, when a recruiter leaves his office, someone else must watch it for him. A 702 would really help out.

REPLY: Your ideas have merit and I'm glad that recruiters are thinking of ways to increase production. However, to increase each recruiting office with an administrative specialist would cost Recruiting Service \$14 million and require 1,092 new manpower authorizations. I know how difficult recruiting is and I also know how hard-working and dedicated recruiters are. Therefore, I know we can save the money and "make it" this year. Keep the ideas coming!

COMMENT: I am calling about the Senior Recruiter Badge that I just received and can't wear. I recently completed my seventh year on production and received a new assignment to the 3533rd Squadron. I believe I have earned the right to wear this special badge; however, the rules say I can't. I wonder if it might be considered to change the policy.

REPLY: I understand your desire to wear the Senior Badge. Your's is not the first question from a recruiter who has moved up to a supervisory position and cannot wear the badge he's earned. While your production record earned you the badge, I feel the established rules for wearing the badge are sound. The badge program was first announced nearly two years ago to urge production recruiters to strive for higher goals. You have achieved that mark and have been rewarded for your efforts. However, the award is for recruiters to wear while on production. I appreciate your strong support and urge you to display your badge prominently in your office. Keep up the great work!

Ad test increases numbers

The results of an advertising test done in late 1979 were announced recently by officials at Recruiting Service headquarters.

Ads appearing in the September and November issues of *TV Guide* were the subject of a study to compare lead generation when the printed ads were mentioned in radio advertising.

The first ad appeared in the Sept. 20 issue with no radio support. In November, two additional ad buys were made to provide radio support for the printed ad. In one specific area, the radio buys made direct mention of the *TV Guide* ad. In another area several general awareness radio purchases were made, without mentioning the *TV Guide* issue.

According to Maj. William H. Austin, chief of the National Advertising Branch, "Statistics show there was a 148 percent increase in the number of leads produced when ads were supported by radio, and a 163 percent increase in number of leads from the area where radio made specific mention of the *TV Guide*."

A comparison of leads generated by the two ads showed the September effort produced 4,236 leads while the November ad produced 10,501 leads for a 148 percent increase.

Major Austin also stated, "We are looking toward April for another test of the 'radio-hyped' ads to verify our results from this first effort. Marketing initiatives in the last few years have shown that buying radio time to assist printed advertising is extremely cost efficient.

"We'll know more about how effective this strategy is when we complete the April buys and compare the leads generated from them."

COMMENT: I believe that your staff thinks as soon as an item goes on PROMIS, all recruiters have the information. My office is an hour's drive from the AFEES and one and a half hours from the squadron. If a message goes out on Monday, I may not see it until Friday when it comes in the mail from the squadron. I am not saying I don't get the information; it's just that it doesn't get out as fast as the people at headquarters thinks it does. By the way, I'd like to stay in recruiting another six years.

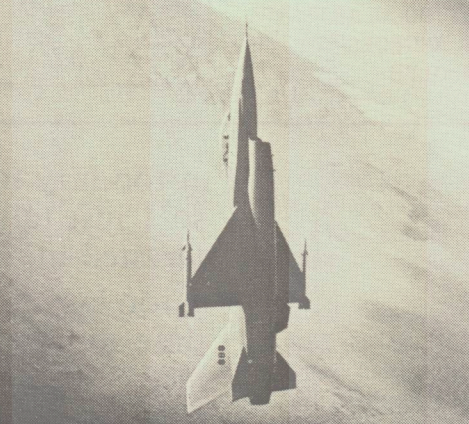
REPLY: Since you didn't leave a name or phone number I can't commit myself to you for another six years. If you're serious, let your boss know you want to extend. As for the PROMIS system, it may be that some do take it for granted, but most of us know the leadtime required for you to get the word. For an organization as geographically separated as we are, I believe we have excellent communications and dialogue with one another. However, we all need to continually work to improve communications throughout Recruiting Service.

COMMENT: Is there a way that we can receive notification of selects and nonselects from the nursing boards within a few days of the selection boards? Nursing is one of our harder markets and it has been a long week since the last board.

REPLY: Keeping nurse applicants up-to-date and interested is of prime importance. However, we are seeking to assure the quality of the selects remains high and that we don't miss someone we need. The findings of each board are reviewed by me or the vice commander as are the folders of the nonselects. In this way we hope to assure you of the best chances of having your applicants selected. I know that those can be the seven longest days in yours and the applicant's wait, but we need the time to ensure a good product. Look for the results from the next board to be faster.

COMMENT: I'm having a problem getting validated 372s, Verification of Birth Certificates, from states on individuals who are in transient or attending school in my area. I was wondering if the AFEES could use the Dexing Image capabilities to pass on verification from recruiters in other states to initiate National Agency Checks.

REPLY: Working with other recruiters in the country to verify birth certificates is a great idea, however, if we add the AFEES into the cycle it causes a problem. AFEES Liaison NCOs are "personally responsible for verifying U.S. citizenship from source documents" and adding this new requirement could overload the LNCO. Assuring the documents in an applicant's case file are accurate and complete has been the watchword of Air Force recruiting. The "Burden of Proof" is on the applicant, and the only



MOVE UP IN THE WORLD!


Everybody knows you've got to have experience. So think about it this way: Experience will get you off the ground. AIR FORCE EXPERIENCE will take you as far as you want to go.

See your Air Force Recruiter. Mail in the attached card. Or call toll free 800-523-5000 (in PA: 800-362-5696).

A GREAT WAY OF LIFE
AIR FORCE

Ad test

This ad appeared in the September and November issues of *TV Guide*, which were tested by Recruiting Ser-



Get experience.
Air Force Experience.

Mail in the card below.

ITG119

Yes, I am interested in Air Force Experience. I understand there is no obligation.

Name _____ Sex ☐ M ☐ F

Address _____ Apt. # _____

City _____ State _____ Zip _____

School Name _____

Year Graduated/Will Graduate _____

Date of Birth _____ Phone _____

Send information _____ Contact me immediately _____

A GREAT WAY OF LIFE
AIR FORCE

TV GUIDE

vice. The ads were 'hyped' with radio buys in specific areas of the country.

authorized assistance by a recruiter is DD Form 372. The best way to do this is get an early start on the birth certificate.

COMMENT: I have a young lady who is currently in the Reserves and is considering going into the Air Force, but she would like to know about bypassing Air Force basic training. What are the requirements needed?

REPLY: The criteria for BMT bypass is explained in ATC Form 1302, NPS Applicant Handout. Persons with prior military service, sufficient ROTC participation, or who have completed a CAP training program are evaluated by the training instructor (TI) and squadron commander about the sixth day of training to determine qualification for BMT bypass. If recommended and approved by the commander, tests are administered to determine if the individual can bypass BMT. The whole process takes approximately two weeks. Eligibility for bypass testing does not guarantee acceleration through training. Attitude and military bearing are considered and the recommendation of the TI and squadron commander are mandatory.

COMMENT: I am an Air National Guard recruiter in Maine and I have a question concerning the restrictions of using and marking slogans and designs for support of activities on official indicia mail. I think recruiting has an exception to AFR 182-2 and I would like to find out what that exception is.

REPLY: After a check with Air Training Command administration, we've found that there are no exceptions to AFR 182-2. No markings or slogans can be placed on official indicia mail.

COMMENT: This particular problem concerns MOS or skill code conversions to PAFSC. We are experiencing a 10 to 15 day delay. Could the squadron prior service monitor crank the data that is mailed to Recruiting Service into the computer and have your people pull it, evaluate and return the results to us via the computer? This would save valuable time in processing prior service applicants.

REPLY: Because of the number of documents involved in converting MOS or skill codes to AFSCs (DD Form 214, AQE scores, statement from the applicant and any supportive documents) plus the time needed to input the information it is rather impractical to use the terminals. Currently, our turnaround time on conversions to AFSCs is 24 hours. If you have an applicant with a code which directly converts to an Air Force specialty and the applicant qualified in the skill, contact your squadron who will call ACC for the reservation, and then follow-up with the paperwork.

Recruiter interview

Lt. Col. D.L. Smith

RECRUITER: What is the primary mission of the Thunderbirds?

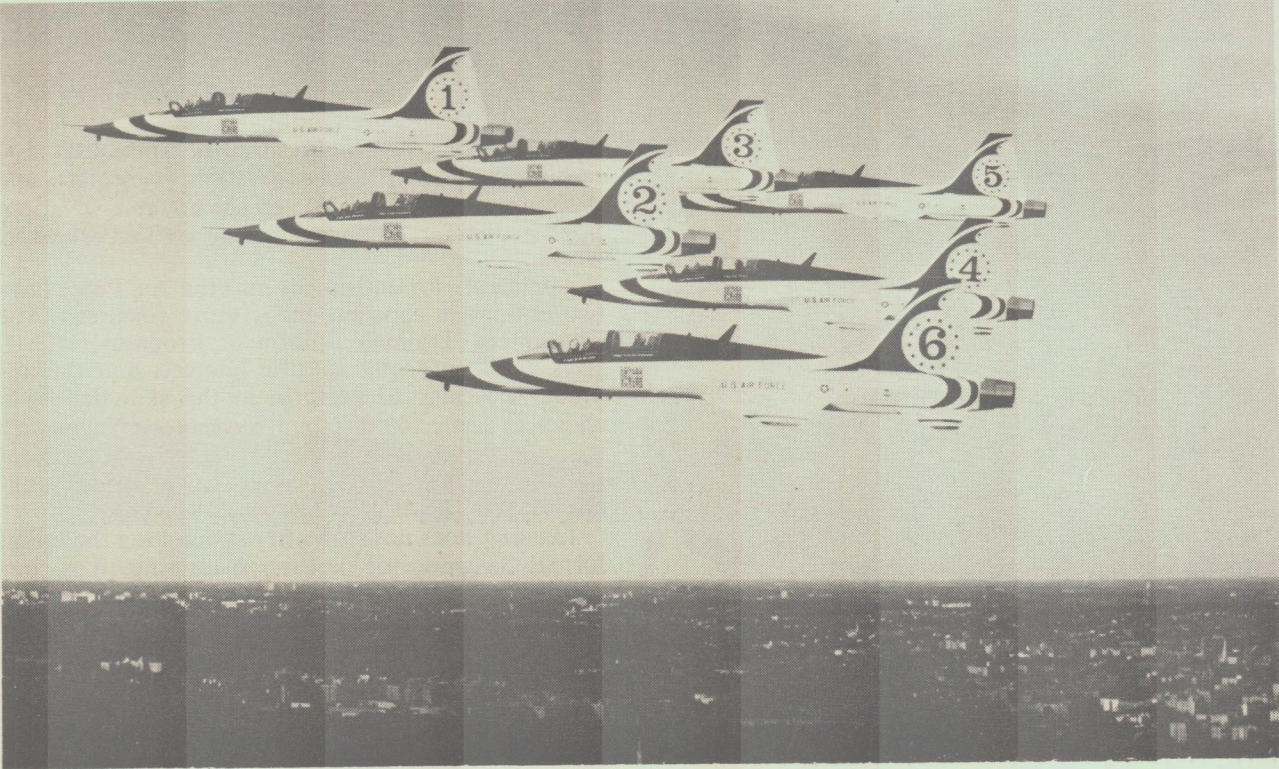
Colonel Smith: It's officially listed as recruiting, retention and demonstrating the Air Force's capability with its people and equipment. It's to get out and demonstrate the Air Force to people who don't ordinarily have the opportunity to see the Air Force. To put it into two words—meet people.

RECRUITER: There are a lot of new initiatives the Thunderbirds are bringing into their show sites. Could you give us a rundown of what you're doing to increase your visibility and support recruiting?

Colonel Smith: In order to meet people, there are a number of ways we can do it. We do a lot of personal, face-to-face work during our stopovers. However, we have made a push to participate in a larger number of second-hand appearances through television, films and theaters. We will have more direct participation in local TV programs including more news-media flights. We have started by sending a TV advertising release to each show site for the 1980 season. One of the team members will appear on the clip advertising the time and date of the show, along with a short sample of performance. We hope this will increase the awareness in local areas and help draw more people to see the Air Force.

RECRUITER: Could you give us a typical example of your activities at a show site?

Colonel Smith: We're doing things a little different this year than in the past. A good example would be an air show, flown on a Saturday followed by a Sunday show at a different location. Like last year, we will depart Nellis AFB on Thursday arrive at the show site the same day and have Friday as a day for recruiting activities, COIs, PRs or hospital visits. The show would be flown on Saturday, depart Sunday morning, fly a Sunday afternoon show and depart Monday for Nellis. This year, however, we will be staying through Monday for recruiting activities. We are trying to make sure most show sites have one day set aside for recruiting activities or PRs in the local community.

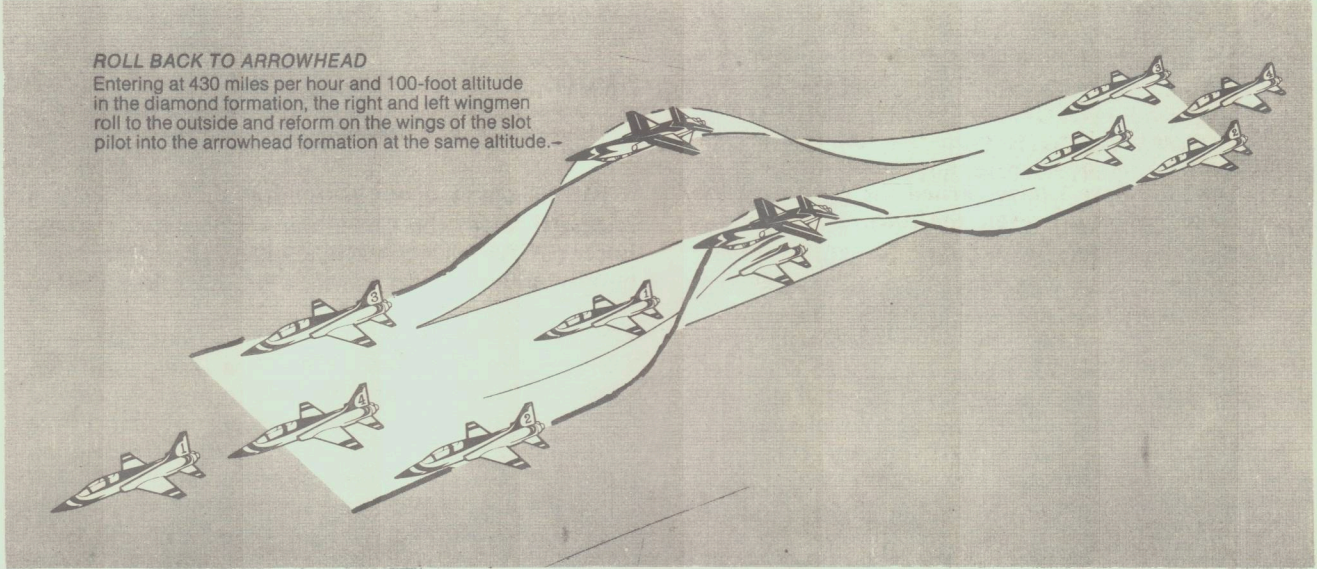


Lt. Col. D. L. Smith is commander and leader of one of the most precise and most visible units in the Air Force today. As commander and "number one" pilot of the U.S. Air Force Aerial Demonstration Team, better known as the Thunderbirds, he is responsible for meeting the demanding schedule which includes some 70 show sites throughout the United States. A native of Rossville, Ga., Colonel Smith is a graduate of The Citadel where he received a bachelors degree in mathematics. He and his wife, Judy, have two daughters, Sharon and Kathy. Colonel Smith sees his position of leading the Thunderbirds as a "personal challenge." The colonel was at Randolph AFB recently, along with other members of the team, undergoing annual training.



RECRUITER: What is your greatest concern prior to a show?

Colonel Smith: Flying. As a matter of fact, we make sure that we have a solid time by ourselves (the team) where we concentrate on absolutely nothing but the air show. That is primarily for safety considerations. Prior to every show, I get by myself and go over the entire air show, maneuver by maneuver, every word that I'm going to say and when I say it. This reinforces the show sequence in my own mind at the different locales. It's really a time for no outside distractions.



Thunderbirds

RECRUITER: What do you see as the Thunderbirds' major contribution to recruiting?

Colonel Smith: I think our major contribution to recruiting is to draw people to the air shows, so that they are more available to the recruiter.

RECRUITER: What does the recruiter have to do to make the formula work?

Colonel Smith: I think the recruiter's main responsibility is to identify the areas where we can best influence people that he is interested in. If there is a particular high school that he would like to visit or community leaders that most influence the younger members of the community, the recruiter should key us into these areas. Get us together with these individuals so that we are providing additional interest in the Air Force and then we work the follow-up after we depart. The follow-up includes letters to the civic leaders and schools along with autographed photos of the team.

RECRUITER: The Thunderbirds have had quite a bit of national publicity through their appearance on 60-Minutes. How do the Thunderbirds react to being called "heros."

Colonel Smith: Well, I've taken a poll of the team to see if anyone would lay claim to the title, but none of them has come forward. I guess they're just shy.

The future

Keeping a 'Strong and Ready' Air Force assures it

Today's Air Force is what you need to prepare for the future—both your's and your country's.

Without a "Strong and Ready" Air Force the future might not offer the many and varied experiences that are available to you—the young men and women of America.

Today's experience is tomorrow's skill and these provide the base for a strong and vital United States.

The Air Force offers young men and women the experience they need while providing them the opportunity to serve their country.

Whether it's as a jet engine mechanic, administrative specialist or medical assistant, Air Force experience is rewarding and available to almost every 18 to 27 year old in America.

During 1980, the all-volunteer Air Force is seeking some 80,000 people to fill its ranks. Some will be professionals like physicians, dentists, nurses and engineers. Many others will join for technical training after preparing themselves academically in high school or college.

In addition to the hundreds of skills required to keep today's Air Force a vital part of our country's defenses, we offer a variety of other entitlements to make the Air Force a "Great Way of Life."

All Air Force men and women, enlisted and officer, are encouraged to continue their education through correspondence courses or off-duty classes at nearby colleges and universities.

Several educational programs are available to assist airmen to reach their goals. They include the College Level Examination Program, whereby credit by examination is earned for selected courses, and the tuition assistance program, where the Air Force pays up to 75 percent of tuition costs for off-duty courses at accredited colleges and universities.

An enlisted person who has as little as 30 semester hours of college credit may be eligible for the Airman Education and Commissioning Program (AECMP), which leads to a baccalaureate degree and commission as a second lieutenant in the Air Force. This very competitive program allows the individual the pay and allowances of at least a staff sergeant, currently about \$800 per month, while attending college and Officer Training School. After the AECMP student receives his degree, he attends the three-month Officer Training School (OTS) and, upon graduation, is commissioned a second lieutenant. Civilians with degrees or who are soon to graduate from college and enlisted members with degrees are also eligible to apply for OTS. In addition, applicants with 20-45 semester hours credit may qualify for enlistment in advanced pay grades.



Skills

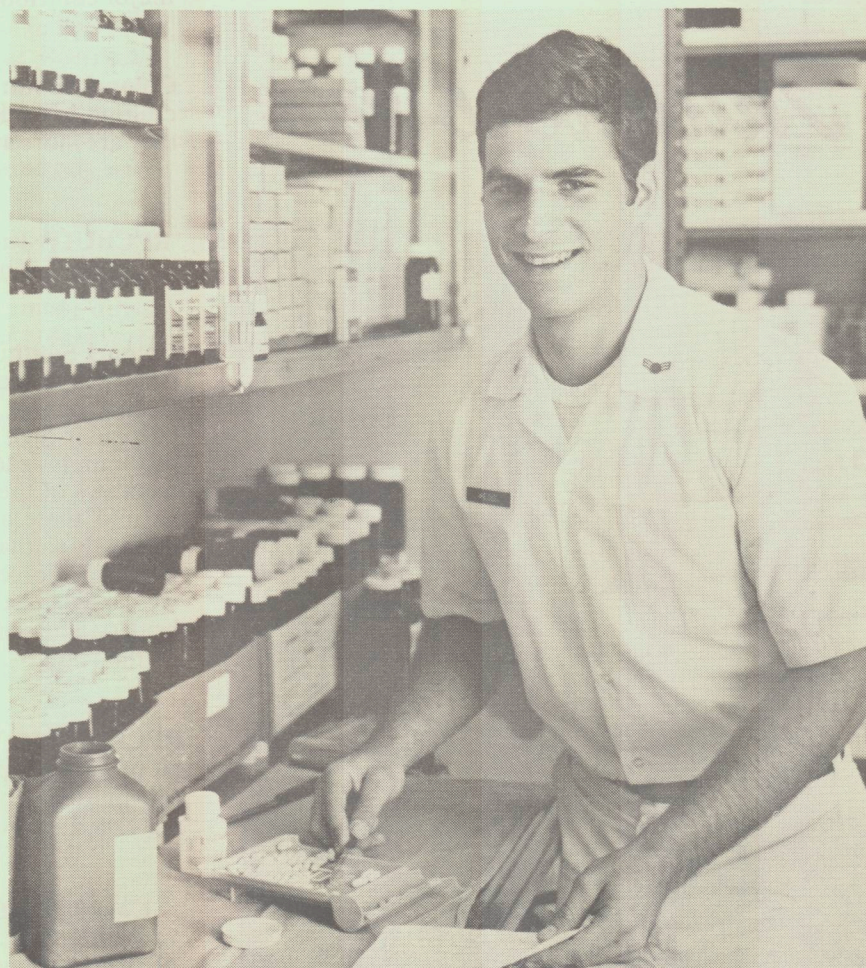
Working daily with a million-dollar aircraft can give a young man or woman a feeling of responsibility and

challenge. Today's Air Force is looking for young people who know the value of experience.

All airmen have an opportunity to earn college credits through the Community College of the Air Force (CCAF). The CCAF, similar to any other community college, offers airmen an Associate in Applied Science degree.

Fully accredited by the Southern Association of Colleges and Schools, CCAF boasts a worldwide campus. It was activated in 1972 to meet the education and career development needs of Air Force enlisted men and women. Its primary purpose is to integrate technical instruction and civilian education into a pattern of personal and career growth.

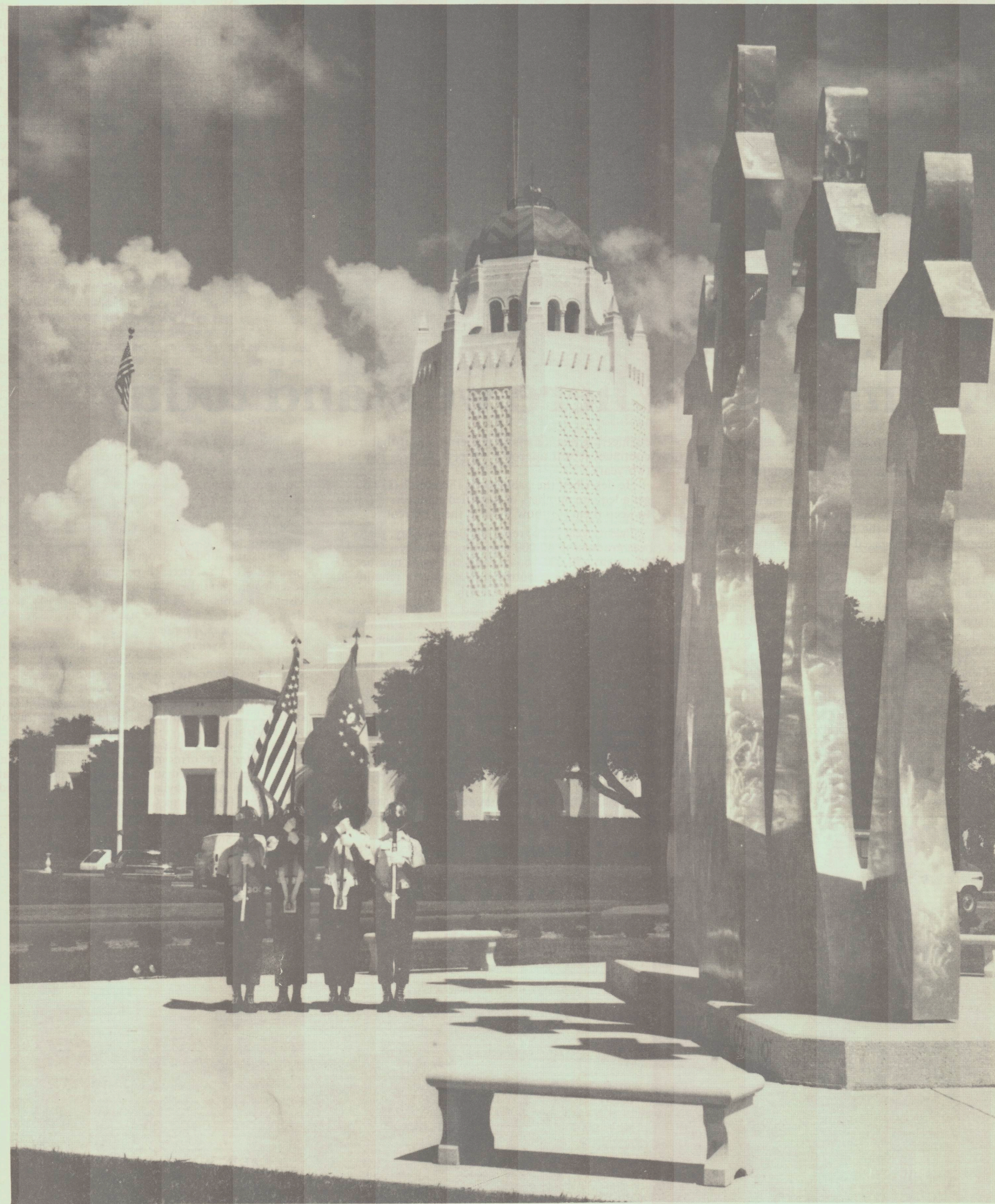
Also, on January 1, 1977, the Veterans Educational Assistance Program was established, which can provide more than \$8,000 in educational benefits to those who participate. Members can save \$50 to \$75 a month for future education needs and the government matches the amount two for one. This can amount to a maximum of \$2,700 paid by the participant and \$5,400 in government funds, for a total of \$8,100.



Experience

A variety of skills are offered to qualified high school graduates who are looking for a place to start. Air Force skills provide a basis for learning and growing second to none. Whether you serve as a pharmacy specialist or aircraft mechanic, the Air Force offers that beginning.

United States Air Force



'Strong and Ready'

Training opportunities

Long respected for its technical expertise, the Air Force has developed career education programs that make a four- or six-year enlistment an attractive option in the all-volunteer era.

Technical training centers, operated by the Air Training Command, conduct some 3,000 formal courses annually to train almost 280,000 people in civilian-related specialties like metalworking, aircraft mechanics, and others. Many are in the same rapidly expanding occupational areas where there is a great demand for highly trained specialists and technicians — areas such as aviation, electronics, and data processing. Some 90 percent of these vocations have a direct relationship to the civilian world of work.

Applicants for enlistment into the Air Force have two options in choosing their future vocations. The Guaranteed Training Enlistment Program (GTEP) gives applicants with specific interests and the aptitude necessary to perform in the skill desired a choice of some 140 different specialties. Those with less specific goals may elect to enlist for technical training in mechanical, electronic, general or administrative career areas.

Training does not stop after completing the initial formal classroom or on-the-job training. It is continuous in order to increase proficiency and for progression in rank and assignments.

For more information about the Air Force, contact the nearest Air Force Recruiter in your area. His telephone number is listed under U.S. Government in the phone book.



Swearing-in

Lt. Gen. Lawrence A. Skantze, commander of the Aeronautical Systems Division, Wright-Patterson AFB, Ohio, issues the commissioning oath to sophomore engineering students Ronald R. Parham, left, and Eugene P. Johnston. The two thus become the first second lieutenants to be sworn in under a new engineering recruiting effort called "Jacobs Initiative." Parham and Johnston accepted commissions in the Air Force Reserve following a summer-hire program designed to expose students to what a military engineering career has to offer. They will return next summer to complete initial officer training and continue on to an Air Force Systems Command base of their choice to serve as engineers. Upon graduation, the students may opt either to serve out a three-year commitment in the reserves or enter active duty.

Engineers—Where we stand today

(Editor's Note: The following story is reprinted from the Air Force Systems Command newspaper "The Newsreview" and addresses the need for engineers and scientists.)

"Can we be sure today that one engineer or one scientist engaged in research and development on military systems in the United States is as good as three engineers engaged in similar projects in the Soviet Union?"

That question by Gen. Alton D. Slay, Air Force Systems Command commander, referred to his disclosure that the United States has just over 170,000 scientists and engineers in research and development directly related to defense—contrasted to about 510,000 in the Soviet Union.

General Slay was the kickoff speaker for the two-day Air Force Institute of Technology anniversary celebration held at Wright-Patterson AFB, Ohio recently. Nearly 1,000 persons packed the Kittyhawk Base Theater to hear General Slay, Lt. Gens. Paul W. Myers and Richard E. Merklings and Maj. Gen. William D. Gilbert discuss Air Force graduate education in the 1980s.

General Slay noted that though AFSC has scrubbed engineering requirements to the bone, over-all

engineering manning is 86 percent—and if that trend continues it will approach 80 percent over the next two years.

He described the problem as threefold: (1) how to get adequate numbers of qualified engineers; (2) how to keep them; (3) how to keep them current.

Twenty years ago, reported General Slay, the U.S. was graduating 40,000 engineers annually—compared to just 50,000 today—and the total number of American R&D scientists and engineers remains at the 1959 level of about 575,000.

(By contrast, the Soviets had 575,000 R&D scientists and engineers just 10 years ago—and now have more than 1.3 million! They're now graduating nearly five times as many engineers as the U.S.—compared to almost twice as many two decades ago.)

Recruiting engineers, observed the general, is difficult because of the increasing demand for them in industry and because USAF can't match the industrial salaries.

General Slay enumerated several programs in Systems Command to meet the problem of engineering shortfall.

Among them are a summer hire program for

engineers and a project to send noncommissioned officers to AFIT and then back to AFSC as "engineers without portfolio" filling vacancies not absolutely requiring engineers. Another recruits engineer technologists for jobs requiring engineer skills but not the expertise of design engineers.

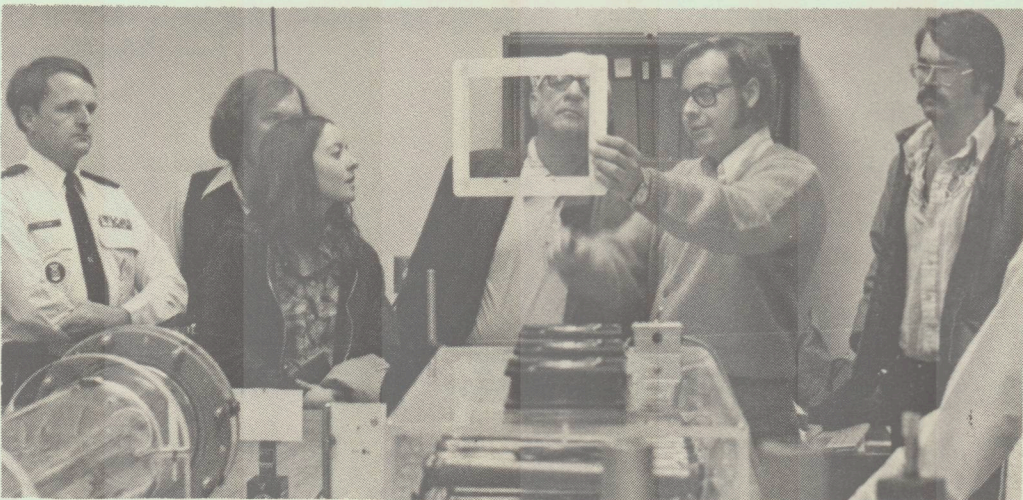
Still, added General Slay, with these and other programs we need to do much more.

Discussing update programs, the general commended AFIT's Teleteach program as an electronic teaching method that allows simultaneous voice and visual transmission of instruction from AFIT's resident school to various locations in AFSC and Air Force Logistics Command.

AFIT and Systems Command are also working initiatives, disclosed General Slay, to teach USAF systems and processes to new engineer acquisitions. He revealed that AFSC will be offering college courses via videotape, to be supplemented by long distance telephone interchange between instructors and students.

Another key program, according to the AFSC commander, is to offer military people an opportunity to take job-related undergraduate and graduate courses with AFSC paying the tuition. This is already being done for Systems Command civilians.

Students tour Kirtland AFB R&D facilities



Capt. Benny Gresham, 3562nd Squadron operations officer, left, listens as a research engineer explains an engineering project to Dr. S. H. Stone, San Diego State professor.

AF perpetuation 11 years later

By MSgt. Marshall Smith
3514th Recruiting Squadron

NEW YORK, N.Y.—Normally, perpetuation within a family is good business. For SSgt. Jim Sullivan, perpetuation started 11 years ago. As a result, he enlisted three siblings, Gloria and William Tracy and sister, Denise McCoy.

Prior to his own enlistment in the Air Force, the 3514th Squadron recruiter was a counselor at St. Joseph's Orphanage in New York, where the three future enlistees resided. Apparently, he gave them good advice then and continues to give them good advice today; now as an Air Force recruiter.

Advising the family on the benefits of the Air Force, Sergeant Sullivan processed all three for Air Force enlistment. When asked what prompted them to enlist, all three agreed on one answer. Another sister, Maureen, is already on active duty at Langley AFB, Va., as a jet mechanic. Based on her own experience, she convinced them that the Air Force is a "Great Way of Life."

So, Gloria decided to contact the local Air Force recruiter. She talked to Sergeant Sullivan and soon began processing an application for enlistment. Then followed Denise and finally William.

The two sisters and brother enlisted in the Delayed Enlistment Program over a two month period and recently all three entered active duty together. Gloria entered the DEP in August, choosing the Aerospace Ground Equipment career field. Denise enlisted in the Aircraft Maintenance field in September. William made it a threesome when he selected the Mechanical Aptitude Index in October. During the

job selection process, Denise and William made sure they would begin active duty on the same day as Gloria, making it a family affair.

Sergeant Sullivan hasn't stopped perpetuating. The last sister, Francis, is now processing and may soon make it truly an all-Air Force family.



All smiles

SSgt. Jim Sullivan, right, 3514th Recruiting Squadron recruiter, discusses last minute details with his "family" team; left to right, Denise McCoy, Bill Tracy and Gloria Tracy. His perpetuation dates back 11 years to when he was a counselor at St. Joseph's Orphanage.

honor roll

Twelve or more EADs

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

Name	EADs	Sq/Flt
TSgt. Woodrow Howard	17	62F
TSgt. Richard W. Thompson	14	35A
TSgt. William T. Leamy	13	19B
TSgt. Thomas R. Smith	13	14D
TSgt. Maxie W. Williams III	13	33F
SSgt. Richard S. Blaich	13	31B
SSgt. Lee R. Baldwin	13	35C
Sgt. Leon B. Bacchus	13	14C
TSgt. Harold F. Nichols	12	37G
TSgt. James B. Mamone	12	52B
TSgt. John L. Gravette	12	61G
SSgt. Michael D. Stuffle	12	14C
SSgt. Ted A. Wiegman	12	52C

Twelve or more Net Reservations

This category recognizes those recruiters who obtained 12 or more Net Reservations for January.

Name	NET RES	Sq/Flt
SSgt. Thomas D. Willis	15	13F
Sgt. Ellen A. Alanis	15	50F
TSgt. Ronald D. Hutchins	14	52D
SSgt. Michael R. Zellner	14	16C
SSgt. Ronald G. Rozzo	14	11E
SSgt. John J. Kolodziejski Jr.	14	18F
Sgt. Leon B. Bacchus	14	14C
TSgt. Michael W. Twaroski	13	13F
TSgt. John T. Maxwell	13	39A
TSgt. James I. Guy	13	52D
SSgt. Michael D. Stuffle	13	14C
SSgt. Bill J. McAllan	13	55B
SSgt. Thomas M. Connor	13	61E
SSgt. Sidney C. Sontag	13	66B
MSgt. Robert E. Lewallen	12	16C
MSgt. Lawrence D. Walters	12	51A
TSgt. Charlie H. McMullin	12	31F
TSgt. Iris E. Chesley	12	39C
TSgt. Jimmie E. Johnson	12	52D
TSgt. George H. Schaefer	12	61G
SSgt. Edward Mader	12	13B
SSgt. Russell W. Hamer	12	33E

One Hundred Fifty Percent Flight Club

This category recognizes flights and their supervisors who met or exceeded 150 percent of their monthly EAD goal for January.

Name	Goal/Acc	Percent	Sq/Flt
SMSgt. Raoul J. Girard Jr.	35/62	177.1	33C
MSgt. Peter N. Kyrims	35/62	177.1	14C
MSgt. Roy L. Vaughn	23/40	173.9	39C
MSgt. Robert J. White	22/37	168.2	41C
SMSgt. Charles D. Brannon	27/43	159.3	44E

Flight Net Reservations Club

This category recognizes flights and their supervisors who met or exceeded 150 percent of their monthly Net Reservation goal for January.

Name	Goal/Acc	Percent	Sq/Flt
MSgt. Jerry P. Young	31/67	216.1	69B
MSgt. Allan A. Bain	54/113	209.3	52D
MSgt. Joseph C. Lima	26/56	207.4	67A
MSgt. Ted R. Scheele	19/38	200.0	50D
TSgt. James R. Rohl	17/33	194.1	50C
MSgt. Robert J. White	25/47	188.0	41C
TSgt. William E. Armstrong	22/41	186.4	50F
MSgt. Jerry G. Siegel	42/76	181.0	46E
MSgt. Arthur R. Clark	19/34	179.0	42C
TSgt. James C. Morris	18/32	177.8	41B
TSgt. Clyde W. Kerr	22/39	177.3	39F
SMSgt. Joel R. Rosenow	35/62	177.1	66B
MSgt. Gregory E. Miller	36/62	172.2	37D
SMSgt. John R. Swartzell	25/42	168.0	45B
MSgt. Roy L. Vaughn	25/42	168.0	39C
MSgt. Paul W. Senior	31/52	167.7	66C
MSgt. William B. Davis	25/41	164.0	61E
SMSgt. Sherman C. Lockard Sr.	22/36	163.6	32F
MSgt. Edgar M. Roulette	30/48	160.0	51A
MSgt. William R. Reesman	22/34	154.6	46D
TSgt. Gerald J. Glunt	33/51	154.6	52B
MSgt. Raymond M. Heflin	35/54	154.3	32D
MSgt. Jerry L. Wieman	19/29	152.6	42F
MSgt. George Eret Jr.	24/36	150.0	67C

Crossfeed

Armed Forces Day project

Are you one of the recruiters who thinks everyone in your community knows who you are? Do you believe everyone knows where you are located? How many people know the difference between the old Army Air Corps and today's Air Force? Armed Forces Day (AFD), May 17, is your opportunity to provide the answers to these questions and many more, to the people of your community.

"The U.S. Armed Forces—Strong and Ready" is

Setting goals is the secret

By Maj. Kenneth J. Marsala
3535th Recruiting Squadron

What is it that made TSgt. Donald Riek the 3535th Recruiting Squadron's top recruiter for FY 79? "Setting goals," said Sergeant Riek. "Oh, there's a lot of hours involved and I guess all recruiters like to think they know a few secrets, but the key ingredient is setting goals."

You really get the impression that you're talking to a winner when you visit with Don Riek. The wall in his office is almost entirely covered with awards symbolizing his success. On most visits, you will find one of his recent recruits helping him in the office. He smiles easily and conversation always seems to flow smoothly.

He laughs when you ask him about his secret. When he's convinced that you're sincerely interested, he'll ask you to sit down.

"I'm not a genius and I really don't have any magic formula for success. My success is really quite simple. I find age-qualified applicants for the Air Force. I work hard. I try to work as smart as I can but the plain truth is, I do work hard at my profession. I'm involved with the applicant at every step of his processing. Sometimes it takes a second effort or a third or fourth. I set high goals for myself and then do whatever's necessary. I like what I do and really believe the Air Force is 'A Great Way of Life.' If I didn't feel that way, I would be back in my primary AFSC by now!"

Sergeant Riek is married and his wife Priscilla and three daughters are an important part of his life. "Priscilla is my partner in life and together I think we make a good team. She's really been an important part of my success as a recruiter and I know how lucky I am to have her. She helps me to keep things in perspective and our goals in sight. She's definitely a winner...too!"

the theme for this year's Armed Forces Day. It is the intention of the Department of Defense to portray to communities throughout the country a deep sense of patriotic commitment being made by our men and women in uniform, and recruiting has been asked to help.

The theme should be given as widespread publicity as possible. To accomplish this, a proposal was recently sent to groups and squadrons outlining some things that could be done in observance of AFD.

The number one suggestion is to conduct an open house for the public and give away lithos or some other item as an enticement to get people to come by. Publicizing the open house by airing localized AFD radio spots or running news releases which have been sent to all recruiting offices, will help make the event a success.

Other ideas include setting up modular displays in visible locations, participating in parades with mini-jets, or appearing on TV talk shows. Your squadron A&P office will be available to assist you in your AFD plan. In addition, this issue of the RECRUITER contains two feature pages on NPS opportunities and officer opportunities which will be printed in sufficient copies for each recruiting office to hand out.

Basics: We don't do it that way out here

By MSgt. Robert P. Keller Jr.
Assistant Course Chief
Air Force Recruiting School

"Forget what they taught you at the school, we don't do it that way here."

Ever heard that before? Most likely after every tech school you ever attended. Recruiting is not much different. Many new recruiters hear something similar from flight supervisors, office partners, etc. But is it really true?

How many very successful recruiters still use the AIDA formula taught at the school? Maybe modified because of the zone or the personality of the applicant or recruiter. Maybe the recruiter doesn't even think he's using a modified AIDA formula. But, look and see.

* Don't most recruiters put their applicants at ease and establish rapport (attention step)? Of course, the method and amount of time spent may vary.

* Don't most recruiters determine the prospect's eligibility and determine what he or she is seeking (interest step)? Of course, this may not simply be one

New additions

Three publications have been added to the list of buys for joint advertising during March and July. This month, additional joint ads appear in the March 10 issue of *U.S. News and World Report* and the March 17 issue of *People*. During July, an additional ad will appear in that month's issue of *Readers Digest*. Shown below is the newest version of the "Experience" theme ads which began appearing this month.

PICK A FUTURE.



You can be a Computer Programmer, Jet Engine Mechanic, Meteorologist, Electronics Technician, Welder. There are hundreds of career opportunities for you. You may qualify for one in today's Armed Forces. Experience needed. The people you see on this page are real. The skills they're performing are real. And the pay is excellent in the Service. From captain to sergeant, each branch of the Armed Forces offers a wide variety of training programs that

can pay off for a lifetime. Excellent benefits and allowances too. The military is a great place to start your future. You can pay off for a lifetime. Excellent benefits and allowances too. The military is a great place to start your future. You can pay off for a lifetime. Excellent benefits and allowances too. The military is a great place to start your future.

It's a great place to start.

of the MATRESS of enlistments like at the school, more likely a well tailored package of entitlements.

* Don't most recruiters make a presentation of what the Air Force has that is interesting to the prospect (desire step)? Of course, tailoring points and continuous agreements are not as well planned as at the school. But don't the best salespeople use them automatically?

* At the end of the interview, don't most recruiters try for some commitment on the part of an applicant and some action (action step)? Of course this will vary, but at least it will include a follow-up appointment. For the best recruiters, it includes some pre-processing and perpetuation.

That's right, "forget what they told you at the school, we do it better out here." Successful recruiters have taken the basic formula, modified it for the situation and put it to good use.

Is it time to reevaluate your sales technique? Pick out the AIDA steps in your interviews and be conscious that although modified, there is a game plan behind what you do.

Eighty-four NCOs finish basic recruiter course

LACKLAND AFB, Texas — SSgt. Jimmie L. Gardner, now assigned to the 3535th Recruiting Squadron, Bolling AFB, Washington, D.C., led the 83 graduates of the most recent class to complete the Basic Recruiter Course, here. Sergeant Gardner was honored as the Distinguished Honor Graduate.

Other Honor Graduates of the class are: SSgt. Thomas D. Sanchez, 3516th Recruiting Squadron, Milford, Conn.; SSgt. Ronald B. Hughes, 3531st RSq., Gunter AFS, Ala.; TSgt. Clarence R. Wilson, 3532nd RSq., Nashville; MSgt. Jean C. Pontarolo, 3533rd RSq., Patrick AFB, Fla.; TSgt. Gary P. Pennington, 3539th RSq., New Orleans; and Sgt. Milo G. Stansell, 3551st RSq., Elwood, Ill.

Three recruiters completed the requirements for the class and graduated early. They are: Sgt. James K. Brown, 3532nd RSq.; SSgt. Raymond L. Hale II, 3533rd RSq.; and TSgt. Timmy B. Harmon, 3553rd RSq., Cleveland.

Graduates assigned to the 3501st Recruiting Group are: Sgt. Raymond S. Filipek, 3511st RSq., Pittsburg; TSgt. Gary Linde and Sgt. Michael J. Black, 3513th RSq., Syracuse, N.Y.; SSgt. Richard A. Jones, SSgt. Carol M. Mayers, SSgt. Kenneth J. Sarne, Sgt. Michael K. Daley and Sgt. Alfred E. Furr, 3514th RSq., Carle Place, N.Y.; SSgt. Leroy P. Sine, SSgt. Edward R. Shaw, Sgt. Roger R. Marceau II, 3515th RSq., McGuire AFB, N.J.; SSgt. Harry J. Davis, SSgt. Warren Gardner, 3516th RSq., Milford, Conn.; SSgt. Norwood E. Gray, 3518th RSq., New Cumberland, Pa.; and TSgt. Leslie E. Smith Jr., 3519th RSq., Bedford, Mass.

'03 Assignments
Going to the 3503rd Recruiting Group are: TSgt. David P. Garrett, 3532nd RSq.; TSgt. Jimmy R. Lucas, SSgt. Walter R. Hardy, 3533rd RSq.; TSgt. Frederick B. Garlic, TSgt. Jimmie L. Manning, TSgt. Ernest E. Wharton, SSgt. Joseph B. Jones, SSgt. Timothy L. Ross, 3535th RSq.; Bolling AFB, D.C.

Also, TSgt. Gary S. Huff, SSgt. Richard C. Greer, 3537th RSq., Shaw AFB, S.C.; MSgt. Frank J. Parisano, SSgt. Tony M. Haynes, 3539th RSq.

Headed for the '04th
Assigned to the 3504th Recruiting Group are: TSgt. Richard L. Stribling, 3541st RSq., Kansas City, Mo.; TSgt. Ken E. Mobley, SSgt. Anthony R. Peterson, 3542nd RSq., St. Paul, Minn.; SMSgt. James D. Gorham, SSgt. Randall H. Pettyjohn, 3543rd RSq., Omaha, Neb.; MSgt. David D. McGinnis, TSgt. Wayne DePute, TSgt. Larry E. Fessenden, TSgt. Alvin Stivers, 3544th RSq., Arlington, Texas; MSgt. Maureen P. Hollen, SSgt. David W. Lebow, Sgt. Richard L. Kolk, 3545th RSq., St. Louis; TSgt. Edwardo Alaniz, TSgt. Juan M. Ayala, TSgt. Daniel Meadows Jr., SSgt. Charles E. Parker, 3546th RSq., Houston; TSgt. Richard W. Jackson, SSgt. James A. Burleson, 3549th RSq., Tinker AFB, Okla. 3505th Newcomers

Newcomers to the 3505th Recruiting Group are: SSgt. Roger A. Cox Sr., 3550th RSq., Indianapolis; TSgt. Robert E. Spiller, SSgt. Kip R. Hanner, SSgt. Michael E. Traynor, 3551st RSq.; SSgt. Gary D. Brown, Sgt. Lisa C. Bost, 3552nd RSq., Wright-Patterson AFB, Ohio; SSgt. Dennis B. Canipe, SSgt. Steven W. Miller, SSgt. David M. Shinkle, 3553rd RSq.; TSgt. David O. Archer, SSgt. Robert L. Fluellen, SSgt. Paul A. Leonardi, SSgt. John A. Strand, 3554th RSq., Selfridge ANG Base, Mich.; Sgt. Walter A. Oswald, 3555th RSq., Milwaukee, Wis.

Going to the '06th
Graduates assigned to the 3506th Recruiting Group are: SSgt. Gary L. Bliss, 3561st RSq., Seattle; TSgt. Morris T. Moore Jr., SSgt. Steven C. Beltz, 3562nd RSq., Norton AFB, Calif.; TSgt. Douglas E. Harala, Sgt. Michael R. Schutt, Sgt. Joy D. Thiele, 3566th RSq., Travis AFB, Calif.; TSgt. Larry D. Brown, SSgt. Francisco Cereceres, SSgt. John D. Marshall, SSgt. Donna M. Williams, 3567th RSq., Lowry AFB, Colo.; MSgt. Ronald W. Benson, SSgt. Matthew L. Meyer, 3568th RSq., Ft. Douglas, Utah; and SSgt. Eugene Snyder, 3569th RSq., Los Angeles.

Two groups complete officer class

LACKLAND AFB, Texas — Two classes recently completed the Recruiting Officer course here. First Lt. Don C. Brown, 3569th Recruiting Squadron, and Capt. Jay J. Beam, 3550th RSq., paced the two groups as the honor graduates in each session.

The most recent class included two budget officers assigned to the 3501st and 3504th Recruiting Groups. Cecile K. Conyers and Joanne P. Sandell represented the group headquarters.

Other graduates are: Capt. Gordon M. West, 3501st Recruiting Group; Hanscom AFB, Mass.; Maj. Ronald J. Later, 3513th RSq.; Capt. Virginia C. Bossley, 3515th RSq.; Capt. David R. Crouch, Capt. Pamela W. Davis, 3532nd RSq.; 1st Lt. Katherine Johnson, 3535th RSq.; Capt. Sharon K. Zimpher, 3541st RSq.; Capt. Mary K. Kennedy, 3545th RSq.; Lt. Col. Donald L. Wylie. Also Lt. Mary E. O'Brien, 3546th RSq.

Also Maj. William B. Maxwell, 3505th Recruiting Group; Capt. Albert Swanegan, 3551st RSq.; Capt. Leonard J. Novak, 1st Lt. Seymour Wiener, 3553rd RSq.; Maj. Clarence H. Loebach, 3554th RSq.; 1st Lt. Kevin W. Kapitan, 3555th RSq.; 1st Lt. Robert C. Sharps, 3506th Recruiting Group; Capt. Stephen M. Re, 3568th RSq.; and Lt. Col. Mary Lou Ruddy, Recruiting Service headquarters.

Twenty-four noncommissioned officers have completed the two most recent Flight Supervisor Courses held at Randolph AFB, Texas.

Graduates of the course and their squadrons are: TSgt. Kenneth J. Hunter, 3511th RSq.; TSgt. William J. Miller Jr., 3513th RSq.; MSgt. William Tkacs, 3514th RSq.; TSgt. Norman L. Gaver, 3515th RSq.; TSgt. James Creighton, 3518th RSq.; and MSgt. Michael J. Mignon, 3519th RSq.; MSgt. Bobby Fairchild, 3533rd RSq.; MSgt. Albert W. Scerret, MSgt. Gregory E. Miller, 3537th RSq., and MSgt. Clyde W. Kerr, 3539th RSq.

Also, MSgt. Ernest L. Smith, 3543rd RSq.; TSgt. Charley R. Ferguson, 3545th RSq.; MSgt. Hector J. Alaniz, MSgt. Peter J. Greathand, and MSgt. Jerry Seigel, 3546th RSq.; and MSgt. Harold R. Eslinger, 3549th RSq.; TSgt. William E. Armstrong, MSgt. Ted R. Sheele, 3550th RSq.; TSgt. Fred J. Heger Jr., 3553rd RSq.; and MSgt. Larry N. Whitt, 3554th RSq.; MSgt. Leroy E. Altenhofen, MSgt. Edward D. Allen, 3562nd RSq.; MSgt. Joseph C. Lima, 3567th RSq.; and MSgt. Rodney E. McKenzie, 3568th RSq.

here 'n there

Academy laurels

TSgt. Gregory L. Higgins, 3543rd Recruiting Squadron, Omaha, Neb., and TSgt. James A. Hill, 3518th RSq., New Cumberland, Pa., have been recognized for their accomplishments upon graduation from the ATC Noncommissioned Officers Academy, Lackland AFB, Texas.

The two NCOs were selected as Distinguished Graduates of Class 80-3 and Sergeant Higgins received the Academy Speech Award for the class.

Six-year-old recruiter

ESCONDIDO, Calif — SSgt. Marty Taradash, 3562 Recruiting Squadron recruiter here, supprises people who ask how old he is. "Six!"

Born Feb. 29, 1952 Sergeant Tardash was a "leap year baby" and can only celebrate a birthday every four years. According to Taradash, "It took some doing, but I finally got the Air Force to reprogram their computer to include my birth date. The computer wasn't programmed for 29 days in February."

Luckily for Sergeant Taradash, his birthday falls during election years; that way he never forgets to vote.

Unique enlistment

Parents have administered the oath of enlistment to their children before, however, TSgt. Warnell Rhett, 3537th Recruiting Squadron recruiter, was part of a very unique enlistment.

John M. Wilson was sworn into the Air Force by his father, retired Marine Technical Sergeant Harold W. Wilson, a Medal of Honor winner. The retired Marine received the medal for heroism during the Korean War.

One of the little known facts about Medal of Honor winners is that they have the authority to give the oath of enlistment, a duty normally requiring a commissioned officer. The entire Wilson family was on hand at the Columbia, S.C., AFEES for the event.

Charity assistance

Several members of 3569th Recruiting Squadron, Los Angeles, assisted with the Annual St. Jude's Christmas Charity Bazaar held at the ABC Entertainment Center in Los Angeles.

As a result of their time and effort, \$60,000 was raised for the children's research hospital.

Members of the squadron who participated in the bazaar were: 2nd Lt. James Fuld, TSgt. Glynn Whitaker, Sgt. Jesse Patino, SSgt. Pat Wicker, SSgt. Charles Moore, SSgt. Charles Edmonds, SSgt. Paul Quackenbush, SSgt. Bill Jenkins, TSgt. Dennis McCuiston, TSgt. Jan Sherrick, MSgt. Dave Snyder, TSgt. Kelly Milledge, TSgt. Ted Walker, MSgt. Leroy Sui, SSgt. Mark Lucas and SSgt. Liz McNeil.

The "Band of the Golden West" located at March AFB performed during the fund raising effort.

Top producer

SSgt. E. J. (Joe) Beridon, 3504th Recruiting Group recruiter, is the top recruiter for the first quarter of Fiscal Year 1980, according to Col. George B. Lapham, Group commander.

"Joe enlisted 28 applicants against a goal of 11. That's 225 percent," stated Colonel Lapham. "That's a fantastic accomplishment in today's recruiting environment."

"I attribute much of Sergeant Beridon's success to the excellent support that he has received from England AFB and Alexandria (where he recruits). These people have developed outstanding rapport with each other and that makes our job much easier to do," the colonel concluded.

Associate degree

SSgt. Dan Crass, 3555th Recruiting Squadron recruiter, recently was presented an Associate in Applied Science degree from the CCAF by his squadron commander, Lt. Col. Dave Frutchey.

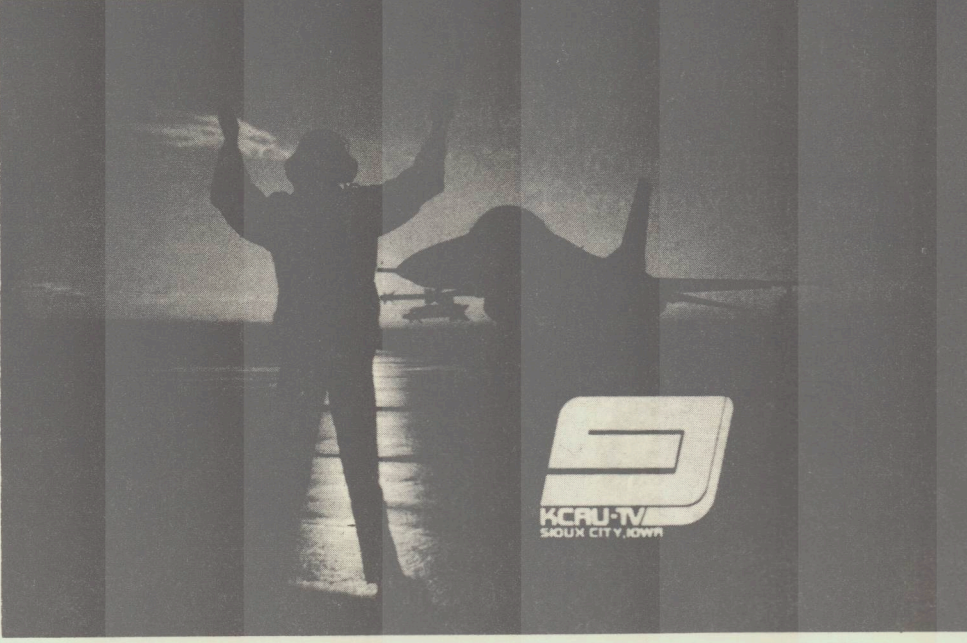
Short course

Capt. Vince Ricci, 3544th Recruiting Squadron Advertising and Publicity officer, was a member of the most recent class to complete the Air Force Short Course in Communication at the University of Oklahoma.



Order now

The television slides shown above are two examples of Air Force scenes which can be customized to include local television stations in your area.



To obtain these or other versions for use in your recruiting advertising/publicity program, send a black and white station logo to

USAFRS/RSAPP, Randolph AFB, TX 78148. Television logos can normally be taken from station clip sheets or stationary. (Air Force photos)

Become a leader—Today



The Air Force is looking for officers in a variety of skilled areas. Because of the many opportunities, men and women with degrees or who are

graduating soon can look forward to rewarding and unique experiences in the Air Force.

Only the best

Becoming an Air Force officer requires a special type of person. Not everyone who applies is accepted. Only the best become members of the Air Force officer corps. These individuals assume the responsibility of leadership over today's premier aerospace force.

We're selective because as an Air Force officer, the men and women we accept must possess sound judgement, their decisions must be accurate and their thoughts clear. They should be professionals in not only their assigned career areas, but in their daily lives.

To help the men and women entering the Air Force meet our standards, we conduct Air Force Officer Training School (OTS) at Lackland Air Force Base, Texas, near San Antonio.

OTS augments the Air Force Academy and the Air Force Reserve Officer Training Corps in providing intellectually disciplined officers to fill Air Force manpower requirements.

The school's motto is "Always with honor." This code is subscribed to by all officer trainees and follows the Air Force officer throughout his or her Air Force career.

Officer Training School is a leadership laboratory, where you learn by doing. You're a follower during your first six weeks and in the final six weeks you learn to be a leader.

It is a three-month curriculum of concentrated courses that will test you both mentally and physically. You'll learn the role of the Air Force in the world situation, effective management procedures and develop leadership techniques. You'll also improve your communicative skills on the way to your role as an Air Force leader.

Physically, you'll be introduced to a game called flickerball — a combination of basketball, ice hockey and football. The course will also train you in flight and squadron drill and ceremonies, preparing for the final parade on graduation day.

Those college graduates who are accepted and complete OTS become leaders in one of today's most advanced and technically oriented organizations — The United States Air Force.

There's more to the Air Force than flying. As a matter of fact the Air Force is a highly complex organization much like a large city. It needs managers in various fields to run it. Thousands of non-flying officers are required to keep the Air Force on the move.

The Air Force is at the forefront of advanced technology which requires the knowledge and skills of men and women with a variety of experience. Today's Air Force needs leaders in areas such as science, air traffic control, weather, communications-electronics, computer technology, research and development and engineering.

We are looking for some 5,300 baccalaureate degree holders or soon-to-be graduates to meet the Air Force officer corps requirements for 1980. Especially needed are technical, scientific and engineering graduates to work in defense-related research and development.

As the Air Force leads the way to the future, it will depend upon the men and women who have chosen to be a part of its officer corps to help shape the dreams of the future into realities.

Being an Air Force officer is more than being a leader, it's being an innovator, a thinker and a decision maker. An officer must be dedicated to both profession and country.

If you've graduated or will be graduating soon, the Air Force offers you the opportunity of a lifetime. In addition to continuing your education at the graduate level, the Air Force offers a single individual a starting salary of \$12,700 per year. Those interested in flying can earn up to \$100 more per month while on flying duty.

Entitlements such as free medical and dental care, 30 days of vacation with pay a year, and others, combine to make the Air Force a "Great Way of Life" for those who can qualify.

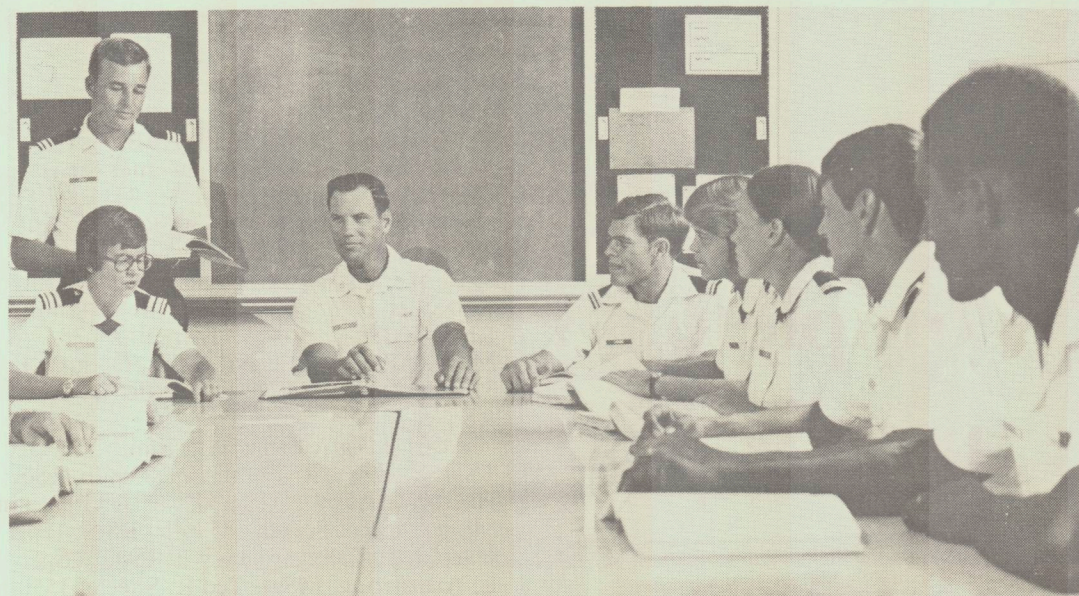
Increasing your education will certainly be a goal while you're in the Air Force. And every effort is made to provide you that opportunity. At various points in your Air Force career, we'll attempt to assign you to one of the many professional military schools — schools such as Squadron Officer School, Air Command and Staff College and the Air War College, all located at Maxwell Air Force Base near Montgomery, Ala.

Professional schools are not the only educational opportunities available to you as an Air Force officer. You may also have the chance to pursue an advanced degree at a civilian college or at the Air Force Institute of Technology at Dayton, Ohio.

If you attend graduate school in your off-duty time, the Air Force may pay up to 75 percent of your tuition. College courses are taught on most Air Force bases in the evening. Or, if you qualify, the Air Force will sponsor your advanced education with the Air Force Institute of Technology at Dayton or one of the many civilian colleges throughout the country. All tuition, fees, books and equipment are paid for. This Air Force sponsored education leads to advanced degrees in engineering, management, social sciences and other fields needed to accomplish the Air Force mission.

The Air Force is a challenge to any new officer. As you progress through the various grades, every effort is made to match personal desires with the needs of the Air Force. This gives all officers well-rounded experience. Experience that can qualify them for command and staff responsibilities commensurate with their rank and personal ability.

Not every officer makes the Air Force a career. Nor does every officer attain the highest rank. But from the moment you pin on the gold bars of a second lieutenant, you have the same opportunities for achievement as any other of that rank. The challenge is yours. You are given the support and encouragement as well as the education and experience with which to meet the challenge.



Officer Training School is a co-educational learning experience second to none. It provides the qualified

individual a unique challenge to both mind and body.

Teamwork: Flight's production reflects supervisor's concern, effort

By MSgt. William M. Deboe
3550th Recruiting Squadron

INDIANAPOLIS—TSgt. James Rohl, 3550th Recruiting Squadron's C Flight supervisor and their

FY 79 Top Squadron Supervisor, believes the road to success is paved by showing recruiters how to be effective.

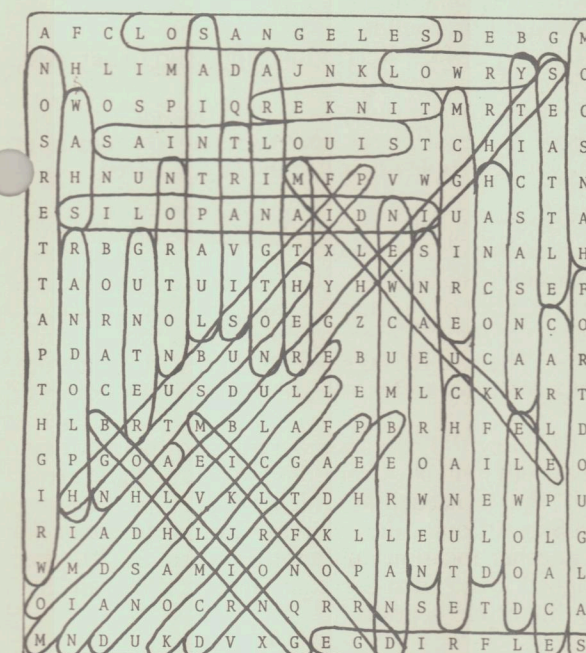
"I don't believe in sitting behind my desk and just telling my guys what I want," said Sergeant Rohl.



Spirit

Members of 3550th Recruiting Squadron's C Flight display the team spirit that enabled them to be the squadron's top flight for FY 79. Left to right, they are: SSgts. Carl Davis and Richard Shouse, Terre Haute, Ind. recruiters; TSgt. Leonard Richardson, Bloomington, Ind. recruiter; TSgt.

Rodney Garrett, Crawfordsville, Ind. recruiter; Joy Flynn, flight secretary; SSgt. Joseph Stevenson, Columbus, Ind. recruiter; TSgt. James Rohl, flight supervisor; and TSgt. Thomas Fetter, Columbus, Ind. recruiter. (Photo by MSgt. William M. Deboe)



Retirees pitch in

WRIGHT-PATTERSON AFB, Ohio — Air Force retirees in the Cincinnati area gathered recently in Covington, Ky., at the invitation of the 3552nd Recruiting Squadron.

The squadron used a listing of retirees provided by Recruiting Service headquarters to contact more than 2,500 retirees in the area, asking for their help. More than 200 responded, offering their services. The Covington retirees were just part of that group.

Brig. Gen. William Strand, director of Electronic Warfare During Close Air Support Joint Test Force, Headquarters Air Force, Washington D.C., spoke to the group. He emphasized that "(the retirees) personal community prestige and leadership are critical factors required to insure our Air Force success in recruiting sufficient quantities of high quality men and women."

Following his speech, General Strand was presented an Honorary Recruiter certificate by Maj. Jimmie Murphy, '52 squadron commander and Col. Donald Ellis, 3505th Recruiting Group commander.

What do we offer?

Airman Moran chose training

SHEPPARD AFB, Texas—What does the Air Force have to offer young people nowadays?

Eighteen-year-old AB James A. Moran, assigned to Sheppard's 3755th School Squadron, didn't have to beat around the bush for an answer: "I chose to come into the Air Force for job training," he declared. "And I don't regret my decision; the Air Force is a great way of life."

Moran is no stranger to the quality of training he is receiving; he has three older brothers who also opted for Air Force job training.

Two brothers, Chris and Mark, took the same outside wire and antenna repairman course in which Moran is presently enrolled. Both brothers were honor students. "My brothers told me that this was a good job," said Moran, "and it is. I've always had an interest in working with electricity."

Brother Chris is now a sergeant assigned to Keesler AFB, Miss.; and Mark is a senior airman stationed at Incirlik, Turkey.

The other brother, Steve, who was an honor graduate from a weapons munitions control systems course at Lowry AFB, Colo., is now an airman first class assigned to Myrtle Beach AFB, S.C.

Sheppard's Moran, who is doing his best to maintain the honor graduate tradition of his brothers, expressed no anxiety about his future. "There's a good chance that I might make the Air Force my career," he cheerfully speculated, "and I believe Chris might do the same."

When asked how his parents back in his hometown of Hazleton, Pa., felt about having four sons in the Air Force, Moran beamed, "They are very proud. They're proud of me and all my brothers."

"If I have a recruiter who isn't getting enough new business to sustain him, I go into his zone and show him where to find applicants."

He continued, "If my recruiters have more zone than they can effectively cover, I help them work that zone. My flight is mostly rural, and that gives my recruiters a lot of driving time. Whenever a need arises for them to be in two places at the same time, I am their extension. I like talking to applicants and processing them."

It is not uncommon to find Sergeant Rohl at a recruiter's desk interviewing an applicant, while the recruiter is watching. He thinks every recruiter can stand an occasional boost in sales technique. Having been a successful rural recruiter, Sergeant Rohl stresses the importance of selling every applicant you interview, because rural recruiting doesn't offer you the luxury of volume.

The star recruiter of C Flight and 3550th Top Recruiter for FY 1979, SSgt. Joseph R. Stevenson, typifies the thoroughness and professionalism demonstrated by the flight recruiters.

"If I must take an applicant to the Armed Forces Entrance and Examining Station to keep him from changing his mind, I will," said Sergeant Stevenson. He added, "Every person I put into the Air Force is more than a number to me. I check on them in basic and technical training, and encourage them to drop by to see me when they're on leave."

Flight recruiters believe in their team and each other. They voluntarily offer to substitute for each other in interviews, band concerts, Air Force Orientation Group displays, or whenever a flight brother needs help. Accomplishing an enlistment file or running a police check for a flight member, so he is free to attend a high school career day, is all in a day's work for a C Flight team.

Sergeant Rohl says of his team, "With people like Sergeants Stevenson, Thomas Fetter, Rodney Garrett and Leonard Richardson, SSgts. Darwin Bower, Carl Davis and Richard Shouse, and the hub of our activity—my secretary, Joy Flynn, success is not a glimpse of the past but a step into the future."



Climbing

Air Force life is a family affair for AB James A. Moran, assigned to Sheppard's 3755th School Squadron. Moran follows three brothers into the Air Force and will perform the same job as two of them. (Photo by Tony Hall)



Young people from Samuel Clemens High School, Schertz, Texas, show the kind of interest generated by the AFOG exhibit (above).

THIRD CLASS
BULK RATE
Postage & Fees Paid
USAF
Permit No. G-1

USAF Recruiting Service/RSA
Randolph AFB, TX 78148

Following the show they waited until Sergeant Gentry came out to talk more "Air Force"



Working together was the key to having the AFOG theater van in his zone, according to Sergeant Gentry. Sgt. Julie Dunn, left, SSgt. Richard Elam, middle and TSgt. Jim Gentry discuss their day's work.

AFOG

A recruiter's view

By TSgt. Wayne Bryant

They spend many hours traveling the roads of America, set up their display, make their presentation and move on. They are members of the Air Force Orientation Group (AFOG) and they help you recruit young men and women for the Air Force.

The Orientation Group is located at Wright-Patterson AFB, Ohio and sends its vans and aircraft throughout the United States, stopping at schools, shopping centers and fairgrounds.

Recently, TSgt. Jim Gentry, 3546th Recruiting Squadron in San Antonio, Texas, had an AFOG theater van in his zone.

"I had the van for two days. In that time, we visited two high schools and passed out hundreds of pieces of literature. From only one day at a local school, I have eight young people interested in the Air Force," said Sergeant Gentry.

The van that visited Sergeant Gentry was driven by Sgt. Julie A.F. Dunn, one of the few women drivers assigned to AFOG. She is responsible for driving the "18-wheeler" that serves as a multi-media theater during the show. The second member of the display team was SSgt. Richard L. Elam, who is responsible for the 15 slide projectors and computer controls that provide the show. The two NCOs share the duties of setting up the van once it arrives at a location and work with the recruiters during their visit.

According to Sergeant Gentry, "Those two were a great help during their stay. They helped pass out mail back cards and provided some extra visibility of the 'blue suit' that is needed at a high school."

Following their stay in San Antonio, the two AFOG drivers were back on the road and off to another location and another recruiter. "If the next recruiter works it right," concluded Sergeant Gentry, "the van can be a big help in working his or her schools."

