

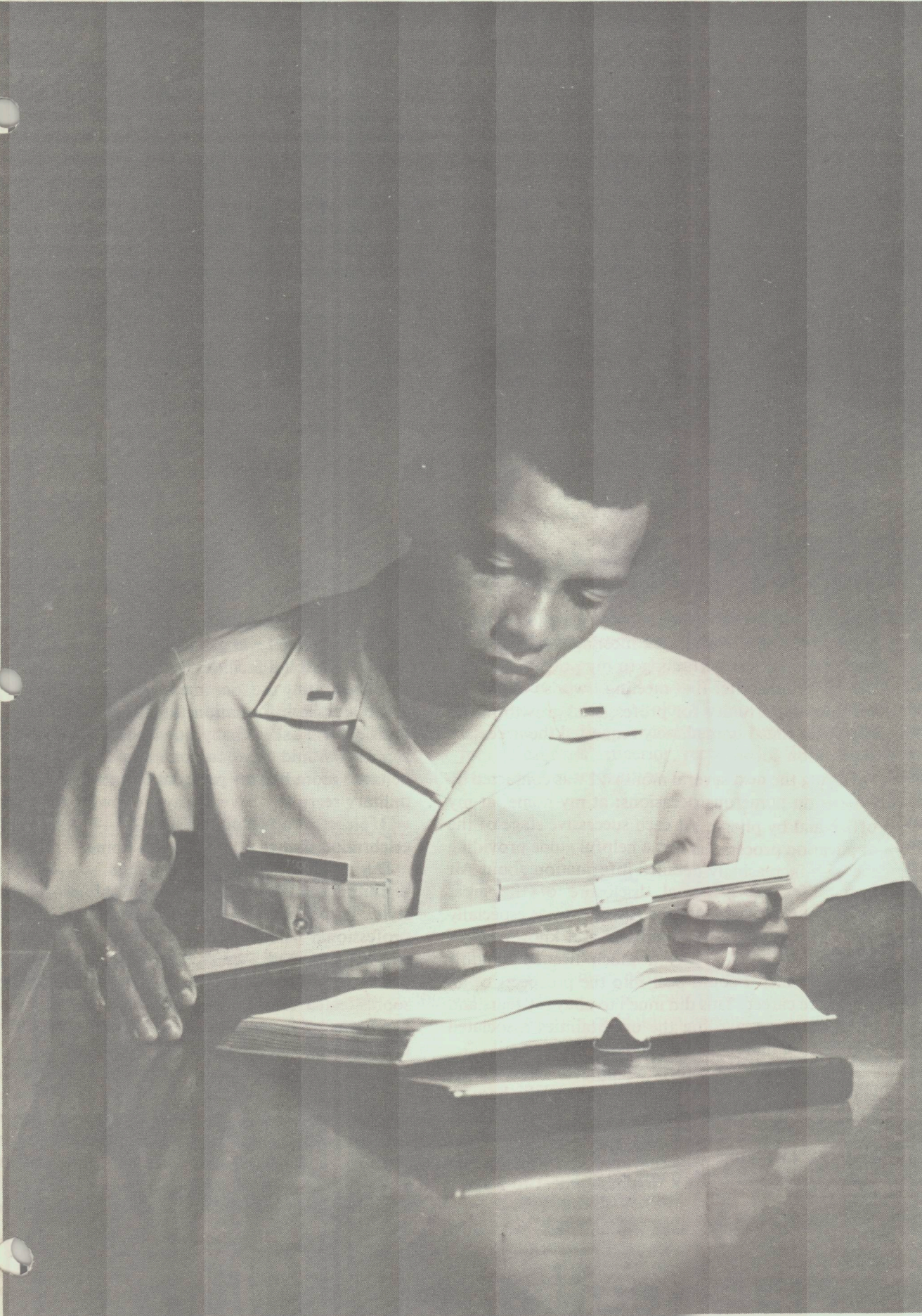
The Air Force RECRUITER

'Serving the recruiting family'

Vol. 29 No. 2

USAF Recruiting Service, Randolph AFB, Texas

February, 1983



Black History Month

February is traditionally a month set aside to reflect on the contributions of black people. Officially dedicated as "Black History Month," many special activities at bases throughout the Air Force are plan-

ned with an emphasis on accomplishments. Great contributions have come from this minority group and are recognized during this month. For further information, see pages 6 and 7. (U.S. Air Force Photo)

Jacques, Feldman earn top honors

MSgt. Bobby Jacques, 3513th Recruiting Squadron, and TSgt. John L. Feldman, 3555th Recruiting Squadron, have been named the Outstanding Senior NCO and Outstanding NCO of the year, respectively, for Recruiting Service. In light of their prestigious awards, both NCOs will have their names forwarded to Air Training Command for consideration in the 12 Outstanding Airmen of the Year competition.

page 4

Lt. Col. Downey recalls Vietnam combat tour

Lt. Col. Jack Downey's experiences while stationed at Da Nang Air Base in South Vietnam are highlighted in this month's Project Warrior feature. Reflecting on 1970, Colonel Downey recalls the many friendships and dedication to duty he found almost 13 years ago in a place that became known as "Rocket City."

page 10

Airman's Medal earned for daring rescue

Sgt. Ronald G. Wright, 3506th Recruiting Group, was recently awarded the Airman's Medal after a daring rescue of three women in danger of drowning. Sergeant Wright's act of heroism involved the voluntary risk of his own life on a beach near Lincoln City, Ore., late last year.

page 10

Business cards need return addresses

Without the return address on business reply cards, recruiters can expect up to a six-week delay to get the names of people interested in more information. It is important to include the return address to ensure timely contact with prospective leads.

page 12



The Air Force Recruiter is an official Class III Air Force newspaper published monthly on or about the 24th day by and for personnel of U.S. Air Force Recruiting Service, Air Training Command with headquarters at Randolph AFB, Texas. Opinions expressed herein do not necessarily represent those of the USAF.

All photos are official Air Force unless otherwise indicated.

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Director of Advertising and Publicity.....Col. Hubert C. Moore
Chief, Publicity Programs Branch.....Capt. Robert S. Barca
Editor.....Sgt. Mark Schwarz

viewpoint

Commentary

I'm continually reminded through letters I receive of the dedication and professionalism of the enlisted recruiting force. Whether it's a letter from a satisfied customer or from an educator praising the work of the local recruiter, they all ring true.

I'm especially impressed with the letters I receive from Air Force commanders, praising the work of our people during their attendance at Professional Military Education Courses.



medics corner

By Col. Ron Bailey

Director, Health Professions

"Warm Fuzzies" come in many shapes and sizes; whatever their form, they are the most meaningful kind of reward. A pat on the back or a jest in fun from a friend or associate, a "well done" from your boss, or a "thank you" from an applicant are the most common in our business of recruiting. The following letter of appreciation is from a recent Biomedical Science Corps applicant who is now on active duty. It demonstrates the value of the "soft sell" vs the "hard sell" and how a professional job of recruiting will impress a professional applicant.

I've taken the privilege of striking the recruiter's name and leaving a blank. Put your name in the blanks and ask yourself if it fits. Are you a professional health professions recruiter?

Gentlemen:

I am writing this memorandum to bring your attention to the recruiting efforts of ----- . I normally would not write such a memo but I believe that ----- recruiting of me was of such a high order of professionalism that it cannot go without written comment.

I first met ----- in my home following a telephone inquiry regarding the possibility of entering the U.S. Air Force as a psychologist. I was im-

mediately impressed with ----- candid style of communication. During that meeting we discussed a variety of matters pertaining to my potential role in the Air Force. After that meeting I was so impressed with the opportunity for professional growth in the Air Force that I immediately requested the necessary application forms.

During the next several months, I was contacted by ----- on numerous occasions: at my home, at my office and by phone. At each successive stage of the application process, he was a helpful guide providing me with increasingly detailed information about Air Force life. His personal disclosure of the great benefits he derived from the Air Force was especially informative. His own experience and knowledge of the Air Force acted as a much needed window through which I could peer into the prospects of an Air Force career. This did much to allay my fears and apprehension regarding the uncertainties associated with such a major career decision.

----- recruiting efforts culminated when he invited me to visit Minot Air Force Base, the base to which I would be assigned should I accept an offer to join the Air Force. This was an important visit for me as I still had some lingering doubts about an Air Force career, especially a first assignment to Minot, N.D.

During the ensuing plane trip and visit, we got to

By Brig. Gen. W.S. Harpe
Commander

TSgt. David A. McKenna 3533rd
SMSgt. Ben Langer Recruiting Headquarters

We hope this list includes all award winners. If your name is missing, congratulations on a job well done.

But all awards aside, PME is vital to the future of any Air Force noncommissioned officer. I can't stress this enough. Just as the young Air Force officer benefits from the teachings at Squadron Officer School, the NCO corps needs to upgrade their managerial skills through the NCO Leader School, NCO Academy and Senior NCO Academy.

It has been my good fortune to be commander of Recruiting Service during a time that saw major shifts in recruiting emphasis. During this time, I saw first hand how well our NCOs worked to make the changeover. I feel the training and expertise they received in PME were instrumental in our success in this effort.

As your commander, I urge all NCOs in Recruiting Service to continue their professional education process. Your gain in knowledge can only help the Air Force and recruiting. I'd also like to continue receiving those glowing letters about award winners. Keep up the great work!

W.S. Harpe

know one another quite well. On base ----- accompanied me while I was given an impressive tour of the base and hospital facilities. He was especially helpful in orchestrating the tour in a manner that allowed me to obtain the information that I needed to make a decision. He asked many questions of the base personnel I would have forgotten to ask. Indeed, he behaved more like my personal business agent than a military recruiter. Several days following the visit, I was pleased to be oathed by ----- following a celebration dinner at my parent's home.

During the entire four-months ----- was recruiting me, I was impressed with his professional style. To be frank, I had not expected this kind of professional behavior from a military recruiter. Instead, I expected a crass, aggressive, hard-sale approach. To my delight, I found ----- to be a bright, sophisticated employment counselor. Indeed, I felt like I was being recruited by IBM or the Rand Corporation.

If the Air Force has an award for outstanding recruiting, ----- most certainly deserves it. I believe the Air Force should be proud of his recruiting efforts and should make every effort to retain him as a recruiter, and also to hide him from the corporate private sector. In my assessment, ----- is more than an officer and a gentleman; he is now also a personal friend.

"In 1977, 222 newborns never made it from the hospital to their new homes because they were crushed between their mothers and the dashboards in auto accidents."

It's doubtful that the statistics are much better for 1982. More babies die in auto accidents than from all the diseases for which they get shots. (Adapted from the Navy Lifeline, a safety and occupational health journal.)

AIR
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A great way of life.

The message is clear, seatbelts save lives

HQ SAC (SACNS) -- Despite the number of editorials that have been published about the use of seatbelts and child restraints, people don't seem to be getting the message.

Unbelievably, people continue to drive with free-wheeling children climbing all over the seats and, what's worse, stretched out across the rear-window ledge.

It's enough to make a responsible driver want to pull the offenders over and poignantly ask what in

the world they're thinking about. Of course, that can't be done, so the burden of convincing people to strap themselves and their offspring to their seats is left to avenues such as base newspaper editorials, safety publications and Commander's Call briefings.

Here's one more pitch for buckling up. A recent edition of the *Aircoop*, the base newspaper at Vance AFB, Okla., ran a story on child safety. One sentence jumped right off the page. It's one of the grimmest quotes ever printed.

family

Feel good about yourself, volunteer some time

By Ramelle Harpe

Seems like January was a cold month for almost everyone and I don't think February will be much better. It's easy to stay all snug in our homes and difficult I'm sure for those of you who work, to leave those warm houses in the morning. As we have all found out though, we do feel better when we can get out once in awhile. So for those of you who have the time and don't work outside the home, now is a good time to look into some volunteer work. The military and civilian communities need volunteer workers in so many areas. Give it a try! I promise you it will get you out of the January and February doldrums and I know you'll be very much appreciated.

Received two great letters this month. One from Monika Scheele who's husband, MSgt. Ted Scheele, is the on-location commander of recruiting for Europe. They are stationed at Ramstein AFB, Germany. Such an interesting letter telling me about their work and I'd like to quote from her letter.

"There are only five European recruiter's wives and we are located at Ramstein AFB, Germany, Rhein Mein AFB, Germany and RAF Mildenhall, England. Our husbands recruit in countries, not counties, so much of their time is spent TDY. We play an active roll as recruiters' wives with the taking of messages from applicants, representing Recruiting

Service at various base functions and expressing views as an Air Force wife to those applicants who are married and as recruiting wives to those interested in recruiting duty. Since they do not have a MEPS they must do all the processing from the initial interview all the way through to active duty enlistment. They process many Americans (non-military) who live in Europe, not just military dependents." Truly enjoyed hearing from you Monika.

The other letter is from a gal whose husband is no longer with the 19th squadron, but completed OTS and is now in Denver in tech school for supply management officers, and then on to Cape Cod, Mass. Bernadette Pinto wrote such a wonderful letter about life in the Air Force. Recruiting will miss you, but I'm sure you and Randy will continue to speak out for the Air Force and that's great.

A lot has been said and written about the Air Force experience and the Air Force family. Until you are actually a part of the community, it's very difficult to understand what a wonderful experience the military life can be. All the opportunities that are offered to the members and their families are mindboggling. I wish all the families of future Air Force personnel would take the time to think about all the wonderful and exciting opportunities that await them." No one could have said it better, Bernie, thank you!

Really do enjoy hearing from you. It was especially wonderful to meet so many of you in December on our trip to Alabama, Georgia, South and North Carolina and New York. By the way Elaine Smith, have you had any more trouble with your car? We were all set to go somewhere, but "someone" had left the car lights on and the battery was dead. Fun.

You all hang in there, spring isn't far away!



VISITING -- Ramelle Harpe, right, with Elaine Smith, wife of Raleigh Flight Superintendent, MSgt. Floyd Smith. (U.S. Air Force Photo)

Nimble fingers error in last issue

Typewriters are wonderful. They transfer information from mind to paper in record time. Used too quickly, however, they tend to make mistakes.

We were too quick with our typewriters last month. In Mrs. Harpe's January article we identified MSgt. Romulo Ramos as the Master Recruiter for the 3516th Recruiting Squadron. Everyone, including

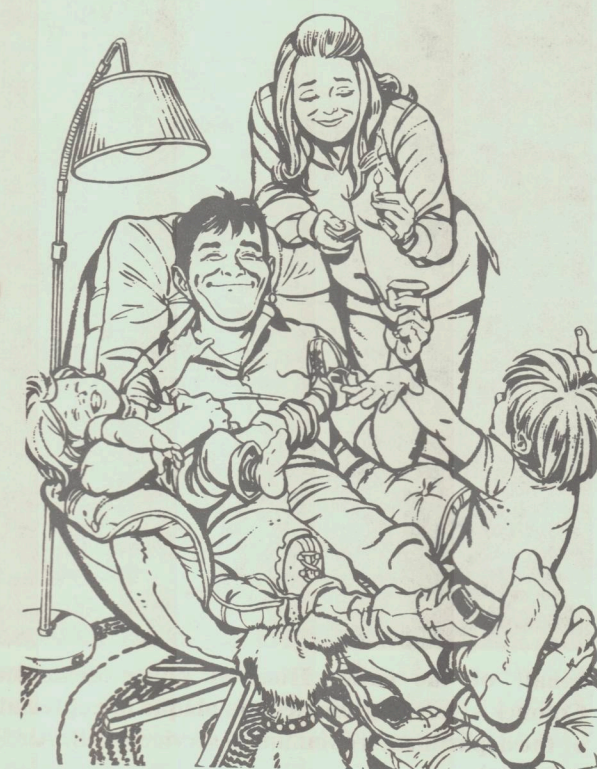
us, now knows he's assigned to the 3550th Recruiting Squadron and is its Master Recruiter.

Our apologies to Sergeant Ramos and to the "real" 16th Squadron Master Recruiter, SSgt. John J. Gorman Jr. Our apologies also to the wives of these outstanding recruiters. They supported their husbands' superior recruiting efforts and deserve proper recognition.

Air Force study findings

Military marriages, single parents increase

The Air Force has an increasing number of dual-military marriages, an increasing number of single-member parents and somewhat fewer civilian-wife marriages, according to an Air Force study.



The study also indicated trends toward more wife employment as opportunities and financial necessity increase, more bicultural marriages overseas, and rising ages of children as younger families get smaller and childlessness increases. Results also showed a trend toward more single personnel, probably due to increasing delays in marriage and more divorces.

An Air Force man married to a civilian wife is the most common household, the study found. Fifty-two percent of the total force is in this family pattern, including 70 percent of the male officers and 55 percent of the enlisted men.

The number of Air Force women with civilian husbands has almost doubled between 1977 and 1981. Fourteen percent of the female enlisted force and 15 percent of the female officers are married to civilians.

Many of the women married to civilians are in middle-to-senior grades. Younger women are more likely to be married to military husbands, but as grade level increases, the likelihood of being married to a civilian husband rises.

The majority of the civilian-husband marriages are childless. Thirty percent have children, and childlessness remains high in senior grades. Parenthood probably threatens the career capability for these women, so children are excluded from their life plans, the study stated.

Marriages that include an Air Force husband and

wife are becoming increasingly common and now represent 7.6 percent of the total force. This is a 30 percent increase in the last three years. Half of the enlisted women in ranks of E-4 through E-6 are married to military husbands. One way these couples cope with their dual commitments is by remaining childless. In 57 percent of these marriages, there are no children, the study found.

In the last four years, there has been a 50 percent increase in the number of single parents. In 1977, 25 percent of the single parents were women, compared to 43 percent in 1981.

The study also showed that nearly half of the single parents are divorced men with custody of their children. Single parents are raising 9,100 children, approximately 40 percent under 6 years of age. Women are more likely to have preschool children, while the men are more likely to have older children.

In the United States, approximately 60 percent of all Air Force wives are employed, and 80 percent of those not employed have plans to work.

Studies of stateside and United States Air Forces in Europe families indicate that 12 percent have wives born in foreign countries. In the Pacific area, approximately 25 percent of the married couples include a foreign-born wife. In Korea and the Philippines, approximately half of the marriages are bicultural.

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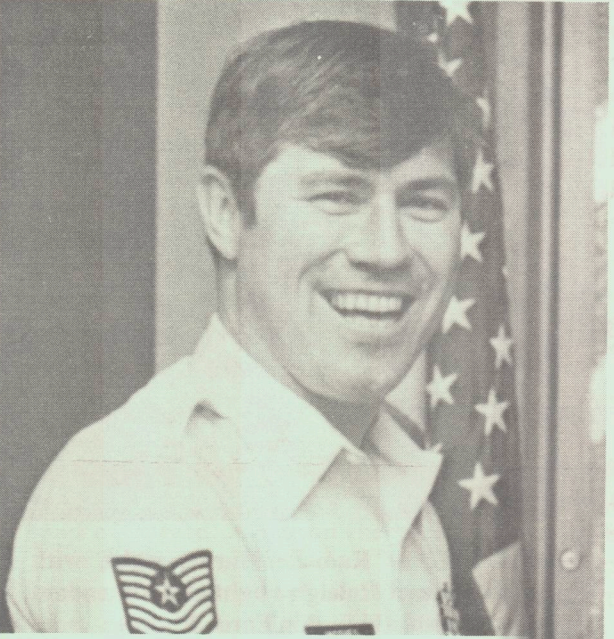
Outstanding Airmen of Year candidates

Jacques, Feldman take top NCO honors

MSgt. Bobby Jacques, 3513th Recruiting Squadron, and TSgt. John L. Feldman, 3555th Recruiting Squadron have been named as the Outstanding Senior NCO and Outstanding NCO of the year, respectively, for Recruiting Service.

Sergeant Jacques and Feldman's names will be forwarded to Air Training Command for consideration as nominees for the 12 Outstanding Airmen of the Year.

Sergeant Jacques was selected because of his outstanding management of recruiting resources and continuing successes in recruiting. His extensive knowledge and continuing efforts earned him first place in squadron OTS applications with 203.84 percent of his goal. Additionally, his direct involvement in the use of advertising resources saved the Air Force more than \$20,000 in 1982.



MSgt. Bobby Jacques

Sergeant Jacques has credited most of his success to the people in his community. During the past year he presented no less than 138 recognition plaques, certificates and support awards. He is actively involved in many community organizations, including the County Veterans Council, YMCA, American Legion, Catholic church, and local PTA.

Sergeant Jacques is also recognized as the most successful and productive flight supervisor in the history of Air Force recruiting. His production record speaks for itself: net reservations - 150.21 percent, non-prior service extended active duty - 158.52 percent, prior service - 398.33 percent, and OTS - 203.84 percent.

Because of his efforts, he was selected as Top Flight Supervisor for Recruiting Service for fiscal 1982. His flight also won the Blue Suit competition two consecutive years, in addition to his numerous squadron and group awards. In August of last year, New York state Senator Jess J. Present awarded Sergeant Jacques a Certificate of Merit for his outstanding community involvement. And, because of his superior knowledge in all facets of recruiting he was called on to testify before Congress regarding the institution of a new GI bill.

Sergeant Feldman's selection as Outstanding NCO of the Year clearly demonstrates that his abilities and dedication have made him one of Recruiting Service's best. The Air Force recruiter has an impressive list of recognition awards, most recently being selected as the Master Recruiter in the 3555th Recruiting Squadron.

The former Security Police dog handler had dedicated himself to the recruiting effort as his track record attests: 161 percent in total non prior service enlistments, 150 percent in total job reservations and 100 percent in prior service enlistments. He was also personally responsible for five OTS selections.

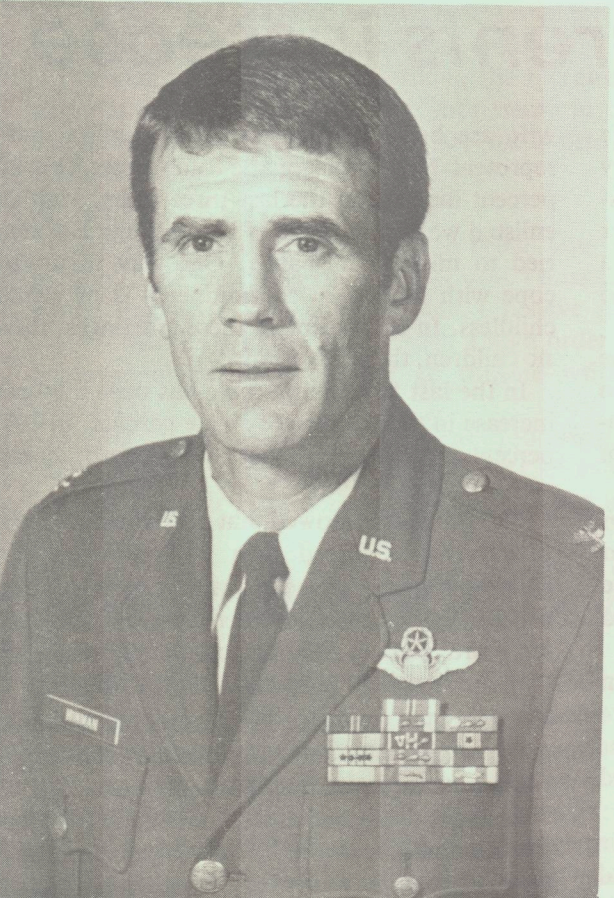
Aside from his numerous on-the-job accomplishments, Sergeant Feldman has consistently

taken strides toward self improvement through off-duty education. He is currently working toward a Theology degree. An accomplished speaker, he served as an interim pastor for eight weeks at a local Baptist church.

According to Lt. Col. Harvey Salger, 3555th Squadron commander, Sergeant Feldman's leadership capabilities extend well beyond those of his contemporaries. He has gained the respect and trust within his community and church. In addition to pastoral duties, he has served as a Sunday school class director for the local high school. As part of the executive planning committee for the local centennial air show, he was responsible for getting the Air Force band and Air Force aircraft for static display. His tireless efforts within his community have made him a leader.



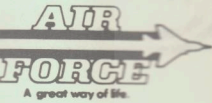
TSgt. John Feldman



ASSUMES COMMAND - Col. Ellwood P. Hinman III, assumed command of the 3504th Recruiting Group during ceremonies conducted at Lackland AFB, Texas, January 14.



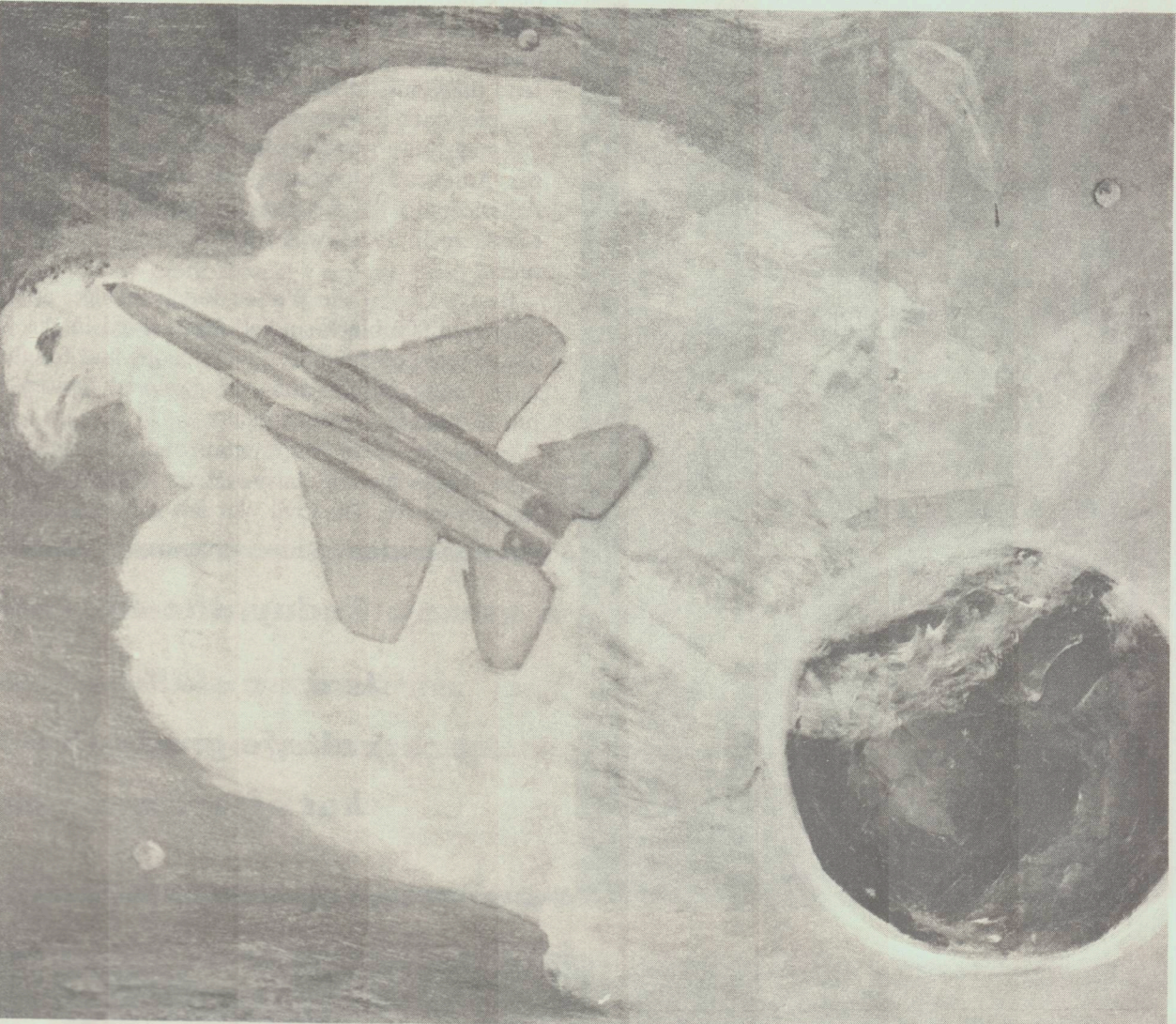
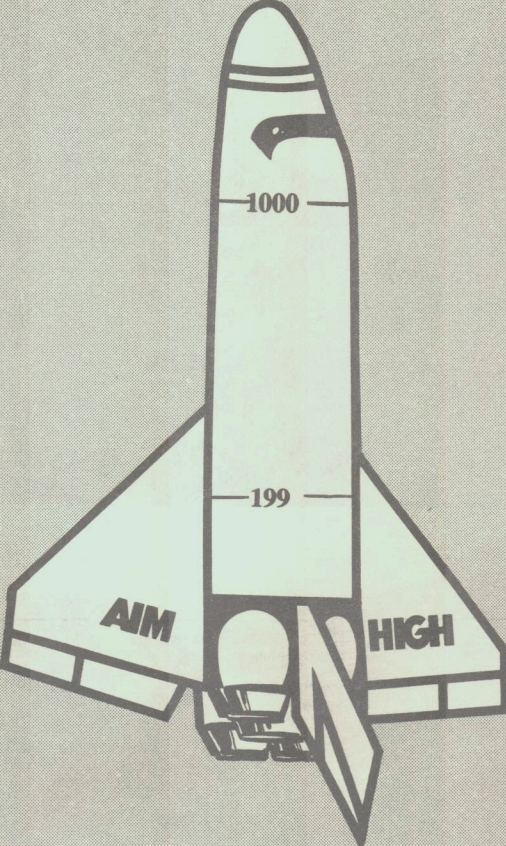
PROTECT AND SERVE - Lt. Col. Don Alverson, 3546th Recruiting Squadron commander, presents Houston Police Chief Lee Brown the "Air Force Salutes" plaque. Chief Brown accepted the award on behalf of the entire Houston police department. Colonel Alverson presented the plaque in appreciation of the department's community service. (U.S. Air Force Photo)



Engineer countdown

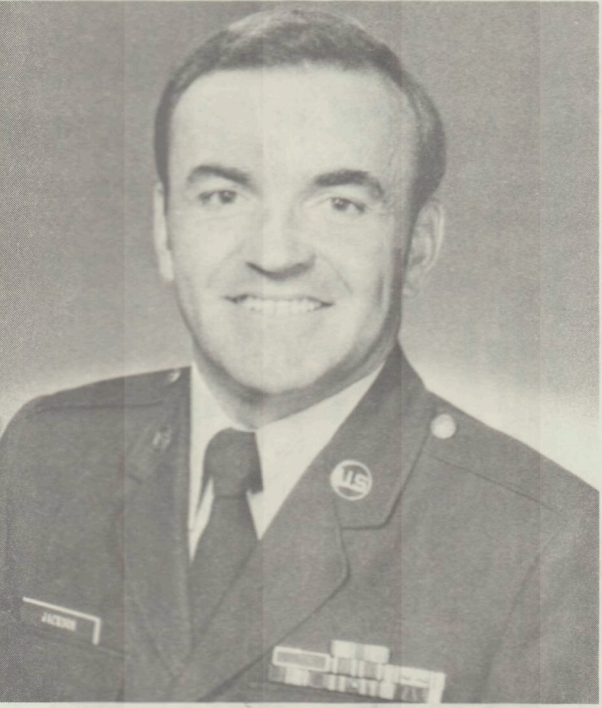
By Col. Dale Ullrich

Everyone in Air Force Recruiting Service has worked very hard to improve our engineer recruiting effort in an attempt to overcome large engineering deficits. The response to date has been outstanding. We have entered 199 engineers into OTS with another 328 assigned to FY 83 classes. We have the opportunity to access more than 1000 engineers this year which will enable us to largely overcome the engineer shortage that has plagued the Air Force in recent years. As we approach the 1000 engineer objective we will be able to redirect our recruiting efforts toward the "hardest-to-fill" shortages - predominantly electrical engineers with some smaller requirements in aeronautical, astronautical, nuclear and architectural engineering.

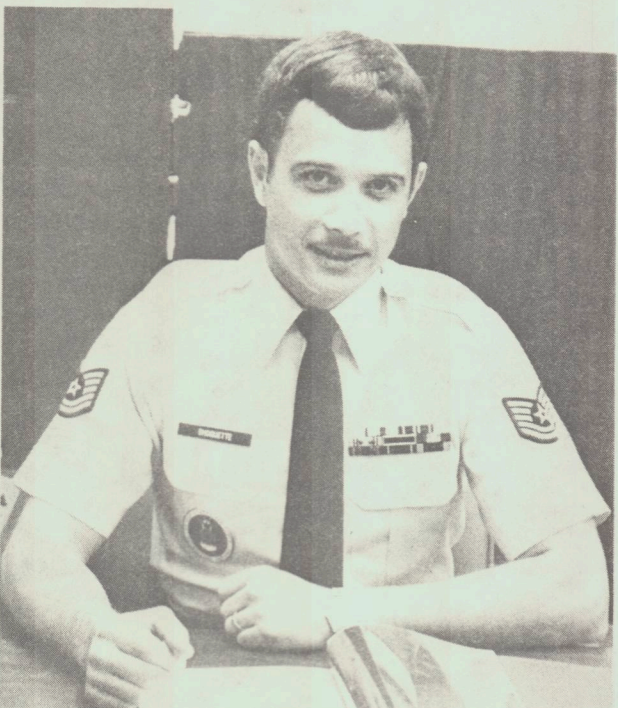


F-15 EAGLE - Marian H. Peduzzi, 3519th Recruiting Squadron "E" flight secretary, won acclaim when her painting, "F-15 Eagle Protector of the World," was accepted by the U.S. Air Force Art Collection committee.

faces



PLEASANT SURPRISE - MSgt. Lemar Jackson, 3503rd Recruiting Group, was recently promoted under the STEP program. The 13-year Air Force veteran has served with Recruiting Service since 1976 and was assigned to the Charlotte, N.C., MEPS before arriving at the 03rd.

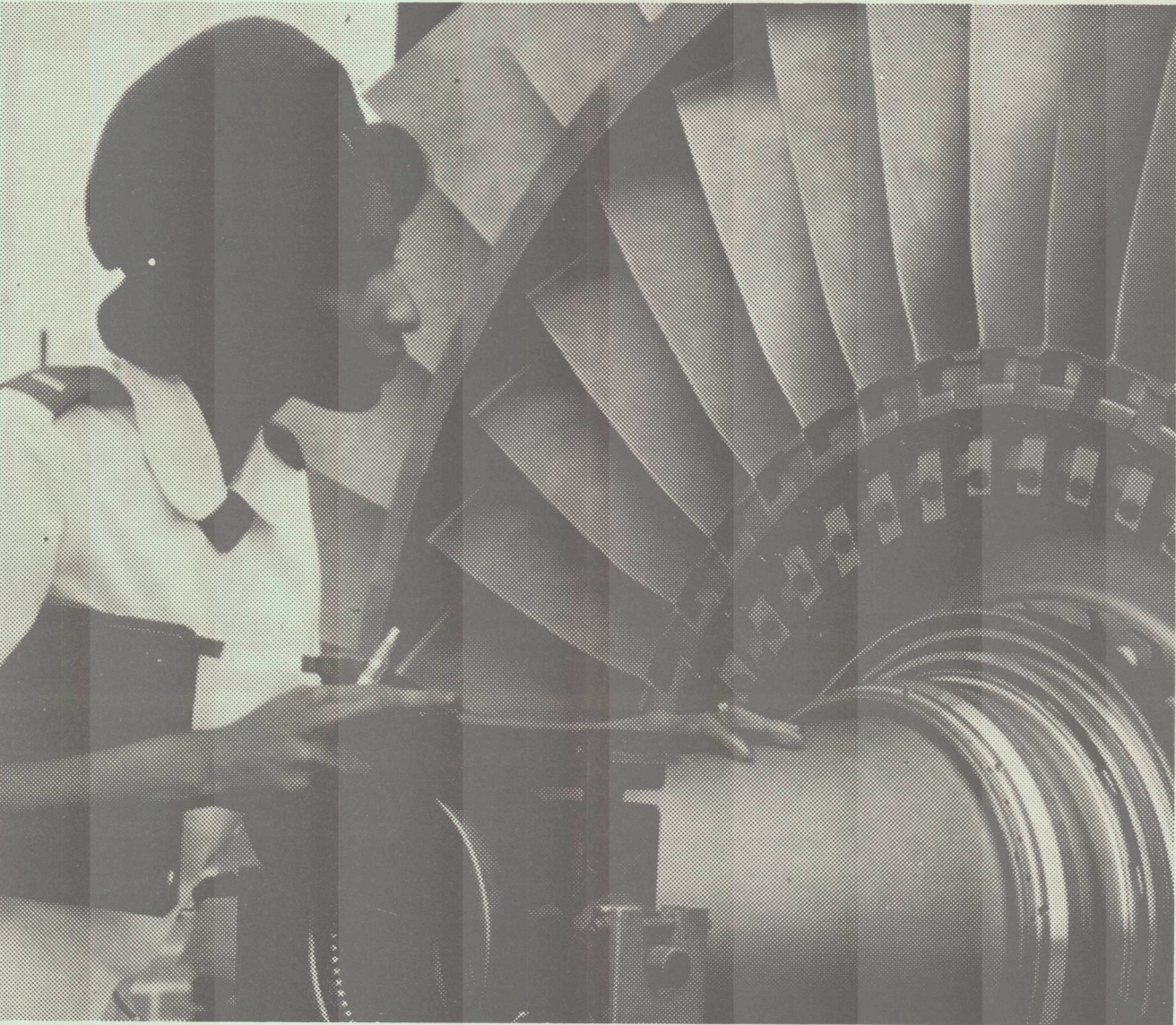


PROUD TO SERVE - TSgt. Michael F. Choquette, 3513th Recruiting Squadron, is a 12-year Air Force veteran assigned to Recruiting Service since 1979. Sergeant Choquette and his wife Nance have two children: Christian, 7 years-old and Ashley, 3-months. (U.S. Air Force Photos)



SUPERIOR PERFORMANCE - SSgt. Bob Prather, newly appointed 3553rd Recruiting Squadron operations NCO, recently received the Bronze Olympiad Medal for outstanding performance during fiscal year 1982. Sergeant Prather's recruiting efforts have also earned him the following honors, 3553rd Rookie Recruiter for 1982 and Silver Badge recipient after only 12 months on production.





Contributions to the defense of our Constitution

The national theme for this year's Black History Month is "The United States Constitution and the Black American." Throughout American history, black people contributed to the defense of the Constitution. As every member of today's military knows, their oath charges them to "support and defend the Constitution of the United States, from all enemies both foreign and domestic."

As early as 1775, black "minutemen" had fought for America's blossoming independence. The first American to die for that freedom, at the Boston Massacre in 1770, was a black man - Crispus Attucks.

By the end of the War of Independence, approximately 5,000 black soldiers had served in the Colonial Army of 300,000. Black troops had fought in most major battles and had garnered honors and praise from their commanders.

In nearly every major confrontation since that time, black people have shown their patriotism through service. The Civil War saw more than 370,000

black soldiers die. This number was nearly 35 percent of all blacks who served in combat. To the black troops, these casualties reflected their great desire to prove, to an uncaring nation, their right to full citizenship and participation after the war. They were fighting to be free, not to return as slaves.

In the first World War, more than 400,000 black people served in uniform. The first combat unit in the war served with the French 4th Army at the front. They stayed in the trenches for 191 days. The unit was presented the French Croix de Guerre for gallantry in action as well as individual honors.

World War II saw more than 2.5 million black people register for the draft. Of that number, approximately half served in one of the four services. The Air Force, then called the Army Air Corps, had some 140,000 blacks join. Five all-black units were formed, and training of black aviators took place at Tuskegee University in Alabama. Almost 1,000 awards and medals were presented to individual "Tuskegee Airmen."

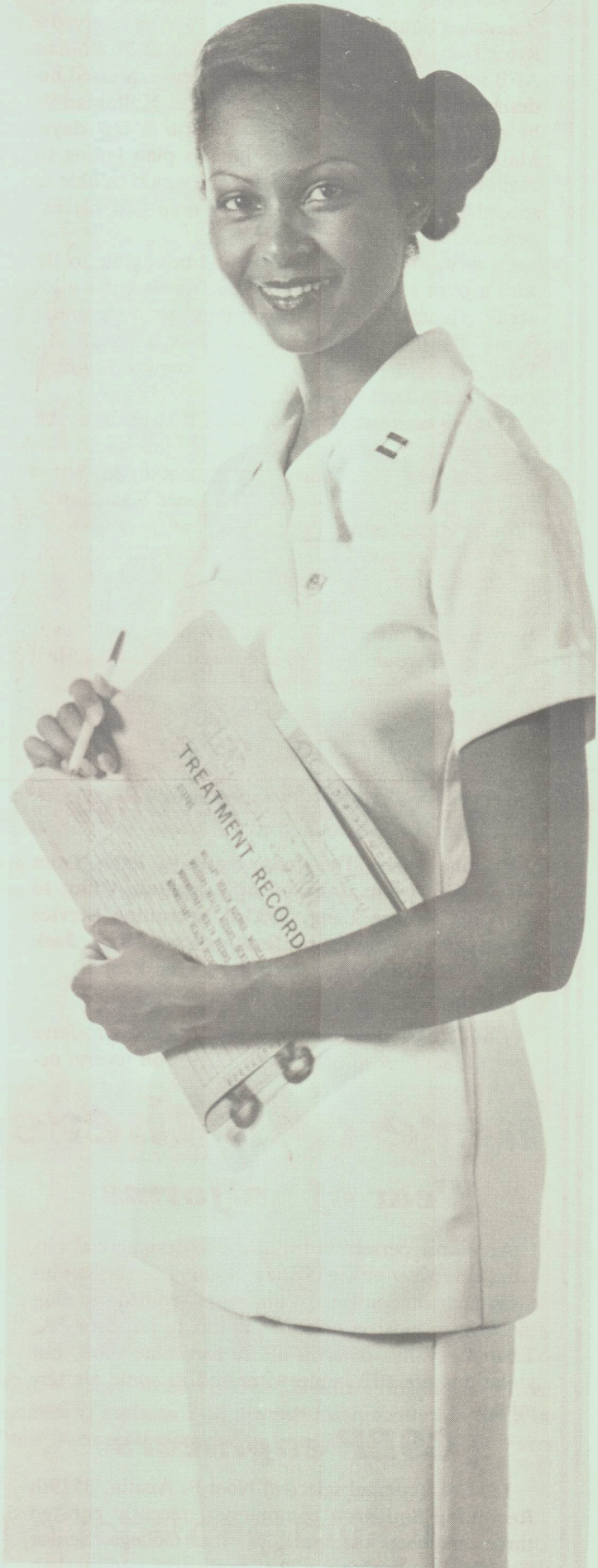
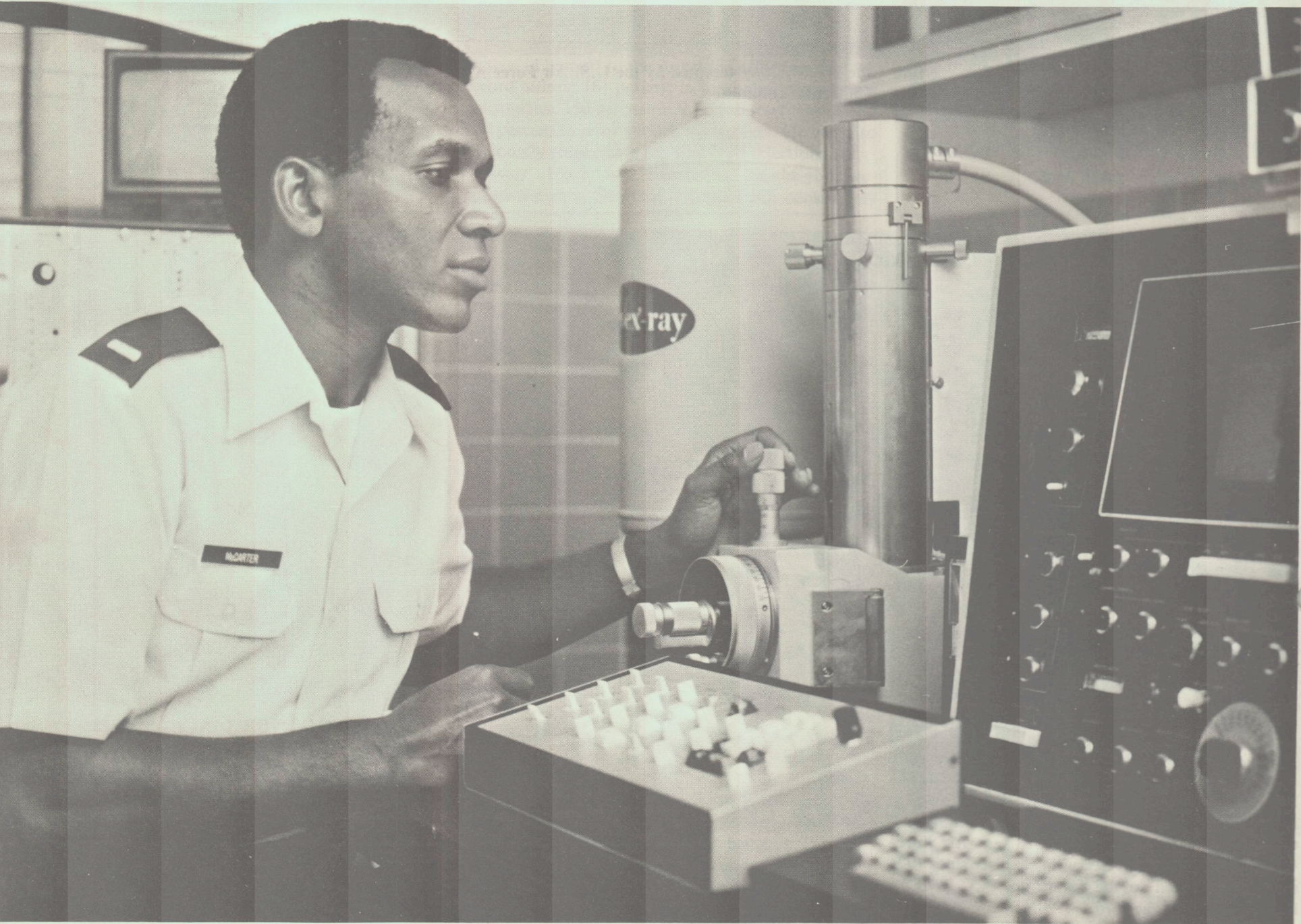
Since the second World War, black people have served proudly in both the Korean Conflict and Vietnam. Since Vietnam, many changes have taken place within the military along the lines of equal opportunity and affirmative actions.

Today, the Air Force offers young black men and women an opportunity to learn a skill and serve their country at the same time. High school and college graduates can become part of a modern, peacekeeping force that offers new avenues for advancement.

Because of scientific and technological breakthroughs during the past decade, training is available in new, challenging areas. Air Force training can provide bright futures for people with sound educational backgrounds.

Training, experience and a feeling of worth are just part of what today's Air Force offers. Black men and women are needed as never before to fill important technical and leadership roles in the Air Force now and in the future.

Today, the Air Force offers young black men and women an opportunity to learn a skill and serve their country at the same time. High school and college graduates can become part of a modern, peacekeeping force that offers new avenues for advancement.



**U.S. Air Force Photos by
MSgt. Buster Kellum
and Walter Weible**

potpourri

Taking a close-up look at a boyhood dream

NEWBURGH, N.Y. - For 14-year-old Mathew Jurgensen, the desire to become an Air Force officer and fly sophisticated fighter aircraft is more than just a dream.

According to 1st. Lt. Gail Sudal, 3516th Recruiting Squadron, it all started when he received a letter from the Public Affairs Office at Holloman AFB sent by Mathew. In part, Mathew expressed his desire to have the Air Force fly him to Holloman so he could live and act like a pilot for a few days. Mathew went on to explain that his plan (going to Holloman) would work well since he would be able to spread the word about the Air Force and his experience.

He went on to say that he would be eligible to fly with a pilot and live like one because he knew a lot about fighter aircraft. According to Lieutenant Sudal, "if the AFOG F-15 had been operational, Mathew could have flown it...he knew everything there was to know about it."

Mathew expressed a strong wish that his letter be taken seriously, despite the fact he felt thousands like it are sent every day. I really want to help the Air Force and its future," he wrote. The letter was signed, "Your Future Fighter Pilot," Mathew Jurgensen.

"When I received the letter, I was amazed to say the least," said Lieutenant Sudal. "I felt the least I could do was to let Mathew get a look at an F-15, even if it didn't fly. If Mathew were only age-qualified, I would have signed him up that day. He'll make a fine Air Force officer."

Vermilion Mayor happy with recruiter

Editor's Note: The following is a letter from Mayor Hobart A. Johnson of Vermilion, Ohio, to Lt. Col. George Long, 3553rd Recruiting Service commander, citing the professionalism of SSgt. Jack Tubert, 3553rd Rookie Recruiter of the Year.

Dear Lt. Col. Long,

The City of Vermilion has been fortunate to have used the services of SSgt. Jack Tubert on several oc-



UP CLOSE AND PERSONAL — Mathew Jurgensen takes a first hand look at an AFOG F-15

on display at the Orange Plaza in Middletown, N.Y. (U.S. Air Force Photo)

casions. It is the purpose of this letter to inform you of how affectionately and proudly we feel towards Sergeant Tubert. Whenever the City of Vermilion has had need of his services, he has always responded quickly and appropriately. As I am sure you are aware, he has been extremely instrumental in obtaining the U.S. Air Force Band for last year's Fish Festival, as well as securing an F-15 fighter aircraft. These two events sparked another successful year for the Vermilion Fish Festival. As well as performing the obvious duties in the community, Sergeant Tubert also maintains the quality of compassionate understanding necessary for a successful recruiter. It

is a pleasure to hear students in the high school talk excitedly about the military; whereas in the past two decades we spoke of our military obligation out anger and fear. This man has turned many young people around to experience the benefits that can be received by supporting their government and the Armed Forces.

As Mayor, I wish to convey to you that if I had a community filled with Jack Tuberts, there would be nothing we could not accomplish. The United States Air Force should be proud of the rapport and honor that Sergeant Jack Tubert has brought to it. The city of Vermilion is grateful, as well.

onel Ryan and Major Taylor were awarded their degrees in January.

Computer match

Recruiting Service Advertising and Publicity Directorate recently ran a computer match of all national leads received during the first six months of fiscal 1982 and the current NPS accession tape. The result: 40 percent of the matches were from leads generated by direct mail. This fact was also identified in the 1981 annual personnel survey report. The advertising branch plans to run this tape against Health Professions and OTS accessions at a later date.

Demonstration training

Two of the newest special team officers of the 3511th Recruiting Squadron, Capt. Bob Cheeseman and Capt. Eddie Creech, were recently in the studios of a local radio station for their initial advertising and publicity field training.

With an emphasis on demonstration training, the captains toured the facilities and met with station representatives. While reviewing production operations, procedures were outlined for PSA requests and Captain Creech had a chance for some hands on instruction at the control board.

Father/son enlistment

When David P. Cushing and his step-father, Edward J. Hanson, enlisted in the Air Force and Air Force Reserve, it became an Air Force first in the Chicago area.

After six weeks of Basic Training, David is scheduled for technical training in the telecommunications field. His step-father, Edward, is assigned to the 91st Mobile Aerial Port Squadron as an air cargo specialist at O'Hare Field. Previously stationed at Shaw AFB, N.C., Edward is a prior service Air Force member.

ALCM program

A multi-year effort to add the Air Launched Cruise Missile to America's strategic arsenal reached a milestone recently when the 416th Bombardment Wing at Griffiss AFB, Ind., achieved the initial operational capability phase of the ALCM program.

General Bennie L. Davis, SAC commander-in-chief, awarded the 416th the Air Force Outstanding Unit Award for being the first wing to activate the ALCM and its companion B-52G offensive avionics system.

crossfeed

Montana hail storm cooks up excitement

For a master chef, the exotic ingredients for a successful publicity event are found in his own kitchen. With a little imagination and a dash of inspiration, SSgt. Matt Meyer, 3568th Recruiting Squadron, whipped up a treat for the citizens of Helena, Mont.

His ingredients?...a fierce Montana hail storm, 14 damaged Army National Guard helicopters, one C-5A aircraft with security personnel, local radio and television stations and a local newspaper. The dish served more than 10,000 people!

Shortly after Sergeant Meyer's arrival in the local community, a freak hail storm caused millions of dollars in damage, including damages to 14 Army helicopters stationed in Helena.

After learning an Air Force C-5A Galaxy would retrieve the Army copters, the recruiting sergeant realized the potential interest of the community could be turned into an asset if he worked quickly.

By making contact with a local media representative, word spread quickly of the transport's awesome size and startling capabilities to the town's other media outlets.

Days before the C-5 arrival, television interviews and radio talk shows brought the public's interest to a boil. The town of 32,000 was watching and hearing stories about part of the Air Force they had never seen.

On the day of arrival, Helena's airport was swarming with curious onlookers. More than 6,000 of the area residents hiked, biked or drove bumper-to-bumper to witness the C-5 touch-down.

When security personnel deplaned, a 100-foot boundary was roped off. While filtering around the plane, the crowd directed hundreds of questions at the aircrew and Sergeant Meyer who worked on the C-5A Galaxy before his move to recruiting.

Less than 24 hours later, even more of the valley's residents turned out to watch the take-off. "I guess there were 10,000 people out there," Sergeant Meyer recalled. "That's close to a third of Helena's population. It was really impressive."



CROWD PLEASER - SSgt. Matt Meyer, 3568th Recruiting Squadron, cooked up a storm of interest with the help of a visiting C-5A Galaxy transport. (U.S. Air Force Photo by Mr. George Lane)

Autumnfest draws 400,000

Through the efforts of SSgt. Steve Irvin, 3512th Recruiting Squadron, 400,000 spectators were treated to three consecutive days of Air Force displays and demonstrations as part of the Autumnfest celebration in Woonsocket, R.I.

The biggest attraction during the fest was the daily performance of the Air Force Presidential Silent Drill Team from Bolling AFB. The team also lead the Autumnfest parade through the streets of Woonsocket to begin the festivities.

Gaston A. Layotte, Woonsocket Mayor said, "The city was delighted and proud that the Air Force played such a major part of the Autumnfest celebration. Our Autumnfest visitors were equally delighted when they saw the quality and scope of the Air Force exhibits and teams."

While the celebrations were underway, Sergeant Irvin and fellow 3512th squadron recruiters were busy at an Air Force information booth answering questions about police training, the displays and opportunities in today's Air Force.



CURIOS CROWD — The AFOG T-38 static display attracted hundreds of people while on display at the Eastern States Exposition in West Springfield, Mass. (U.S. Air Force Photo)



POINTS TO PONDER — Capt. Robert Mason, Health Professions Officer, 3512th Recruiting Squadron, explains T-38 aircraft instrumentation to an interested father and son during Woonsocket's Autumnfest. (U.S. Air Force Photo)

Eastern Expo tops one million

For 12 consecutive days, two AFOG technicians, TSgt. Ken Bailey and SSgt. Mark Ayers, 3512th Recruiting Squadron, watched as 8,000 people a day climbed the steps of a T-38 static display to get a close look at the internal controls of an Air Force jet.

The display was part of the Eastern States Exposition, which drew a 12-day total of one million visitors from the New England region. TSgt. Chuck Frappier, a former recruiter in West Springfield and now assigned to the Boston MEPS, was responsible for the T-38 being part of the Expo.

Throughout the 12-day gathering, Sergeant Frappier, with the help of fellow "A" flight recruiters and squadron staff members, hosted an Air Force information booth and answered hundreds of questions about the Air Force and the T-38 display.

crossfeed

Project Warrior

Downey recalls combat tour in Vietnam

By Charles Chandler
Headquarters, USAF Recruiting Service

Incoming! Incoming! These words were heard often -- at one stretch for almost 40 consecutive days -- at Da Nang Air Base, the northernmost Air Force installation in South Vietnam.

Here, a young Captain Clyde J. "Jack" Downey II ran the data control section of the consolidated base personnel office from Jan. 4, 1970 to Jan. 4, 1971.

Eight years earlier, his father had been in Vietnam while Jack was entering his first year at the University of Mississippi. Now it was Jack's turn to serve. And his story, reflecting the Air Force's Project Warrior theme, recalls the "highlights" of his combat tour nearly 13 years ago.

"Da Nang was located in a bit of a valley and became known as 'Rocket City,' said Downey, now a lieutenant colonel assigned to U.S. Air Force Recruiting Service Headquarters as the Director of Officer Commissioning and Management.

"In our quarters, two-foot-high stilts supported our beds. Beneath them we stored flak vests, helmets, and ponchos so they would be close at hand during attack.

"Newcomers to Rocket City quickly hit the floor at the first sound of the alert siren," he added. "After some time in-country, the 'old-timers' would wait to hear where the first rocket hit and check to see if 'charlie' was walking the rockets toward them or in the other direction. If the explosions became louder, it was time for them to take shelter also."

"After each attack, everyone would go about their activities as scheduled. After all," he said, "life must go on."

And so it did, as each incoming aircraft from out-of-country was met to quickly in-process those personnel arriving at Da Nang or one of its 53 in-country locations within I Corps, the northernmost region of South Vietnam.

"Sometimes this included arranging overnight quarters until transportation could be scheduled to their duty locations, if not Da Nang," Downey recalled. "Emergency data cards were double checked, pay records updated, promotions recorded, and other actions thoroughly reviewed on all incoming and outgoing personnel initially seven days a week."

"After posting any necessary changes to the individual's personnel records, a computer card was keyed and punched to update the computer record on the individual."

"During the monsoon, Vietnam's rainy season, keeping the computer cards dry was a daily problem, especially while transporting them from the storage area to the computer room. Water was everywhere. Often a person would slip, drenching the cards. This meant a lot of work by a lot of people -- building new cards."

"The normal management system worked, but it was greatly enhanced by personal initiatives more than anything else. Things happened fast and our personnel systems, designed in peacetime, had to be worked hard to keep up. For instance, one day a plane arrived with 50 munitions maintenance and administrative NCOs that we didn't know were coming. We managed to build complete personnel records and assign them to other Seventh Air Force bases where they were needed most -- all in the space of a few hours. The result was a lot of gratitude from the

gaining units and a major reason we were chosen Pacific Air Forces CBPO of the Year.

"That kind of dedication was all part of living in a combat environment, with days lasting from 6 a.m. until late in the evening. At night, walking the mile to my quarters from the CBPO was a deliberately noisy walk. You didn't want to come upon a non-English-speaking Vietnamese guard and startle him. I whistled a lot of American tunes, kicked rocks, anything to make noise, as I walked.

"From my hootch, it was another two-mile walk to Gunfighter Village where my guys," as he called the 46 NCOs and airmen who helped get the job done, "slept in old wooden but sand-bagged barracks with screened windows and doors. It would be pitch black in there because lights had to be out at night for

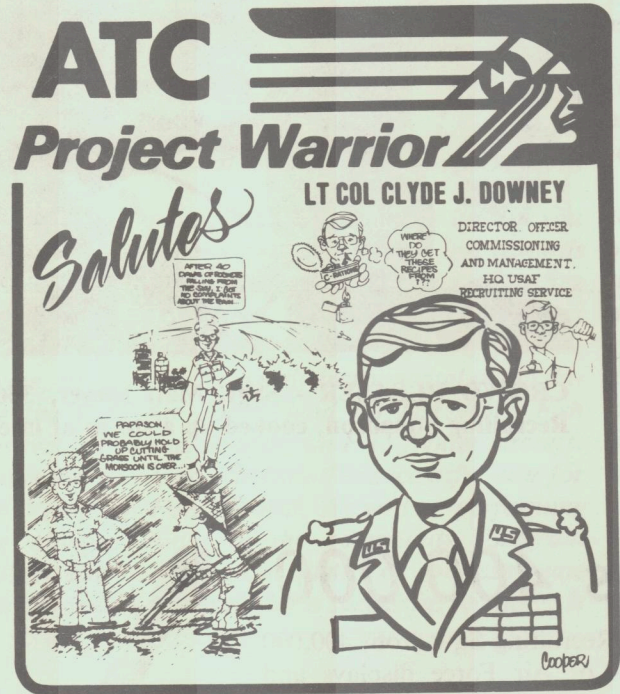
security reasons, or else the perimeter guards would be silhouetted against the lights," he explained. "guys would recognize me by my voice, know I was there, and come to talk. Many times we'd get about 60 steaks and have a barbecue -- no steaks would be left. Those were the good times -- the barbecues and the camaraderie with the men in Gunfighter Village."

As far as lessons learned in Vietnam, the colonel leaned forward and said, "People trained, capable and ready to do the job, did it. Whatever else happened over there was not because the Air Force did not do its job."

He hastened to add the job was not just flying and fighting. "It was a bunch of unsung heroes who met airplanes at three in the morning and helped others go on emergency leave at any hour of the day or night, and did a lot of things that kept the wheels turning. Those people were there to do a job and it got done, correctly and on time. That required leadership from many people. In the combat environment, like we were under at Da Nang, is when your true leaders come to the forefront.

"The Da Nang tour emphasized to me that first and uppermost, you are an Air Force officer. You can't expect to be a manager and leave it at that," the colonel noted. "You have to take care of your people as well. Some officers I've known tend to think of themselves only as managers and that just can't be. They must be both leaders and managers as Air Force officers."

Downey will always remember the wartime experiences and friendships he cultivated in Vietnam. A vivid recollection which is now a memory was of the in-country terminals with Air Force C-130 aircraft ferrying Australians, Koreans, Vietnamese, Thais and Americans with weapons, flak vests and assorted equipment in-country, up-country or down-country in a common effort. On January 4, 1971, Downey departed the air terminal at Da Nang after serving one year and one day in-country.



Airman's Medal awarded

Daring rescue saves three

Sgt. Ronald G. Wright, 3506th Recruiting Group, has received the Airman's Medal after an act of heroism involving the voluntary risk of his own life.

While on a beach near Lincoln City, Ore., late last year, he single handedly rescued three people caught in a rapid incoming tide. The people, a mother and two daughters, were climbing rocks off-shore when the incident happened.

Realizing the danger of the situation, Sergeant Wright ran for the water while discarding items from his pockets. Despite the dangerous undertow and bone-chilling water, he retrieved the woman closest to him and immediately returned for the next. Nearly exhausted, he made it back to the last woman to complete the rescue.

The recommendation for the award from Col. Michael G. Vergamini, '06th group commander, read in part, "Sergeant Wright, defying the severe risk of cramps from the cold temperature of the water and the physical state of exhaustion he was subject to, saved three lives through his responsiveness and concern. Acts of this nature are extremely rare and need

to be recognized in their true perspective. He risked his life in an extraordinary humanitarian act. Sergeant Wright has reflected great credit upon himself and the United States Air Force."



RSA calendar

Advertising projects due out in February and March are listed below. Details on specific projects are in the Recruiting Service Advertising Project Book. Copies are available in group and squadron A&P offices.

Note that the availability month listed here differs from the distribution month listed in the project book. This allows time for the project to be shipped directly or delivered to the Publications Distribution Center (PDC), and made available to recruiters.

The designation "RDS" in the remarks column indicates the project will be available from PDC, but should not be ordered until "fair share" notification is received.

Recruiters can expect to see leads from magazines and direct mail within 30 days after the publication or mailing date. Listing shows name and issue of periodical, program(s) supported and media codes which identify them on the prospect listing. General Support (GS) ads are those which support more than one recruiting program.

February

Recruiter Support Items

Projects	Remarks
GS 82-55 COI Baseball Caps	Partial shipment (25,000)
GS 83-33F "Tomorrow's Air Force" film	Direct ship to squadrons
NPS 82-13 Air Force Pencils	Direct ship to squadrons
± NPS 82-17 Phonogram Cards	Direct ship to squadrons
HP 82-15 Nurse Fact Folder Mailers	Direct ship to squadrons
± Project critique required	

Periodical Advertising

Publication	Program	Issue	Media Code
Hot Rod	GS		H-
National Future Farmer	GS	Feb-Mar	NF
#*Newsweek	GS	Feb. 7	
#*Reader's Digest	GS		
#*Sport	GS		
#*Sports Illustrated	GS	Feb. 14	
Annals of Surgery	Physician		AS
Diversion	Physician		DV
Journal of Bone & Joint Surgery	Physician		JB
Nursing '82	Nurse		NR
* Engineering College Newspapers	OTS/S&E		
* Engineering College Magazines	OTS/S&E		
#Upscale Influencer campaign			
*Does not include business reply card.			

Direct Mail

Target	Program	Code
BSN	Nurse	DK
Technical Degree Holders (UECP)	OTS/S&E	UE
Former AF enlisted	Prior Svc.	PA

Broadcast Products Country Music Time

Darlene Austin	John Conlee
Skip & Linda	Bobby Bare
Deborah Allen	Vern Gosdin
Denise Price	Ray Pillow
Don Williams	George Strait
Wylie McPherson	Family Brown
Karen Brooks	Wayne Massey

Tours

Date	Squadron	Location	Type
6-8	3544th	Kirtland	S&E
6-8	3545th	Eglin	S&E
7-9	3533rd	Randolph	Ed
	3537th		
10-12	3515th	Wright-Patterson	S&E
13-15	3550th	Eglin	S&E
16-18	3541st	Keesler	Ed
23-25	3568th	Lowry	Ed
24-26	3555th	Wright-Patterson	S&E
27 Feb-1 Mar.	3563rd	Kirtland	S&E
27 Feb-1 Mar.	3535th	Eglin	S&E
28 Feb-2 Mar.	Groups	Randolph	Minority Educator

National Conventions

National Association of Secondary School Principals	4-7 Feb.	Dallas
American College of Osteopathic Obstetricians and Gynecologists	7-9 Feb.	San Francisco
American Association of School Administrators	25-28 Feb.	Atlantic City

March

Recruiter Support Items

Projects	Remarks
± GS 82-12 CCAF Fact Folder	RDS
GS 82-45 Scientific Fact Folder	RDS
GS 82-46 Developmental Eng. Fact Folder	RDS
± GS 82-54 Prior Service Fact Folder	Direct ship to squadrons
GS 82-59 COI Baseball Caps	Partial shipment
GS 82-64 Local Ad Book	Direct ship to squadrons and groups
NPS 82-15 Enlistment Certificate	Direct ship to squadrons
OTS 82-9 Engineering Fact Folders	Direct ship to squadrons
OTS 82-10 Pilot Fact Folder	RDS
OTS 82-11 Navigator Fact Folder	RDS
OTS 82-29 AFA/AFOTC Liaison Sheet	One per recruiter
± Project Critique required	

Periodical Advertising

Publication	Program	Issue	Media Code
#Popular Mechanics	GS		
American Journal of OB & GYN	Physician		JO
American Journal of Surgery	Physician		JS
Resident & Staff Physician	Physician		RS
American Journal of Nursing	Nurse		AJ
# * College Newspapers	OTS/S&E	3rd Week	
# * Engineering College Magazines	OTS/S&E		
Graduating Engineer	OTS/S&E		GE
Newsweek "On Campus"	OTS/S&E		NW
Time (Student/Educator)	OTS/S&E	March 4	TC
* Industrial Education	Educator		
# Upscale Influencer campaign			
* Does not include business reply card.			

Direct Mail

Target	Program	Media Code
College Seniors	Pilot/nav.	DK
OB/GYN Specialists	Physician	DK
General Surgeons	Physician	DK
Engineering Juniors	CSEP	CE

Broadcast Products

Wings of America (F-16)	:60	GS 82-33V(3)
Be Part Of It (F-15)	:30	GS 82-33Va(4)
C-141	:20	GS 82-33Vb(7)
FB-111	:10	GS 82-33Vc(5)
Spot Disc "R" Release March 1		

Tours

1-3	3532nd	Sheppard	Ed
7-9	3543rd	Randolph/Lackland	Ed
	3567th		
10-12	3553rd	Wright-Patterson	S&E
13-15	3511th	Eglin	S&E
15-17	3550th	Chanute	Ed
	3511th		
16-18	3537th	Keesler	Ed
20-22	3566th	Kirtland	S&E
21-23	3554th	Randolph/Lackland	Ed
24-26	3512th	Wright-Patterson	S&E
29-31	3561st	Lowry	Ed

National Conventions

American Academy of Orthopedic Surgeons	10-15 Mar.	Anaheim, CA.
Am. Personnel & Guidance Association	17-20 Mar.	Washington D.C.



crossfeed

Enlisted recruiters course graduates 40

The following recently completed the latest enlisted recruiters course. The distinguished honor graduate was Sgt. Tod W. Ellis. Course honor graduates were TSgt. Glen R. Trammell and SSgt. Manuel Locklear. Other course graduates are:

FLIGHT "E"

SSgt. William W. Benson	3566th Recruiting Squadron
SSgt. Clayton W. Bryington	3512th Recruiting Squadron
TSgt. Gregory J. Bunker	3554th Recruiting Squadron
SSgt. Evaristo Butler	3551st Recruiting Squadron
Sgt. Todd W. Ellis	3512th Recruiting Squadron

Sgt. Michael L. Hall
SSgt. David A. Hoecherl
MSgt. Thomas J. Jacobson
TSgt. Thomas P. Murray
TSgt. Dennis E. Parham
TSgt. Willie L. Roger
SSgt. John P. Schnee
Sgt. Vincent P. Stanley
TSgt. Glen R. Trammell

FLIGHT D

SSgt. Michael L. Bennett	3545th Recruiting Squadron
Sgt. Jeffrey J. Bolognia	3516th Recruiting Squadron
SSgt. Ronald W. Calhoun	3516th Recruiting Squadron

3519th Recruiting Squadron
3516th Recruiting Squadron
3556th Recruiting Squadron
3513th Recruiting Squadron
3569th Recruiting Squadron
3546th Recruiting Squadron
3512th Recruiting Squadron
3550th Recruiting Squadron
3546th Recruiting Squadron

SSgt. Mark E. Campbell
SSgt. Dennis C. Chaney
TSgt. John A. Collura
MSgt. Evan T. Darrow
SSgt. Esiquio Hernandez
SSgt. Manuel Locklear
SSgt. Jerlene Minix
SSgt. Randall L. Mitchell
TSgt. Donald R. Moss
TSgt. Scott T. Scholz
SSgt. Bobby L. Smith
TSgt. Wayne R. Thomas
SSgt. James W. Weatherby

3535th Recruiting Squadron
3514th Recruiting Squadron
3512th Recruiting Squadron
3515th Recruiting Squadron
3546th Recruiting Squadron
3535th Recruiting Squadron
3514th Recruiting Squadron
3532nd Recruiting Squadron
3534th Recruiting Squadron
3543rd Recruiting Squadron
3531st Recruiting Squadron
3552nd Recruiting Squadron
3532nd Recruiting Squadron



DEP CEREMONY — Lt. Col. Michael J. Gayer, 3541st Recruiting Squadron commander, Lackland AFB, Texas, congratulates Sann Sajicek, one of eight persons taking the Oath of Enlistment during a DEP ceremony in front of the Alamo in San Antonio.

Local newspapers and television stations covered the event that was complete with Drum and Bugle Corps and an Honor Guard unit from Lackland. (Photo by Roberta Barnes, San Antonio Light)



ACTION — While visiting the 3537th Recruiting Squadron, Brig. Gen. W.S. Harpe, Recruiting Service commander makes a guest appearance on a local news program, "Air Force Report," hosted by the 37th Squadron Commander, Lt. Col. Steve Fowler. During his visit, General Harpe presented members of the 3537th the Air Force Outstanding Unit Award. (U.S. Air Force Photo)

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

USAF Recruiting Service/RSA
Randolph AFB, TX 78150

Business reply cards need return address

A large volume of business reply cards are received at Recruiting Headquarters without the recruiters' forwarding address. Without the address, time delays can be up to six weeks or more before the recruiter gets the lead. If the card is deposited in the dead letter file at the post office, the name may never be forthcoming.

When the post office forwards the cards, they are sent to Air Force headquarters, which passes them along to Air Training Command, which in turn passes them to Recruiting Service.

When the cards finally reach Recruiting Service, each one must be manually key coded for the appropriate program, then mailed to the Air Force Opportunity Center in California. A fulfillment letter is sent from there to the individual and the name appears on the weekly prospect listing, six weeks after the card was sent.

Of course, the logical alternative is to stamp a return address on all literature available to the public. That results in getting that same card in two or three days through local postal channels, greatly improving the recruiting lead/goal ratio.

