

The Air Force RECRUITER

'Serving the recruiting family'

Vol. 29, No. 9

USAF Recruiting Service, Randolph AFB, Texas

September 1983



BLUE SUIT V

The Ridge Runners of Flight 34D churn their way down the San Antonio River Walk enroute to the Chamber of Commerce. The local Chamber plays a key role in the Blue Suit Awards program each year,

hosting winning flights at numerous special functions recognizing their recruiting achievements. For more on Blue Suit V activities, see inside. (U.S. Air Force Photo by MSgt. Buster Kellum)

Change of command set for September 20

Brig. Gen. Robert L. Rutherford, Air Force Manpower and Personnel Center vice-commander, will become the 17th commander of Air Force Recruiting Service during change of command ceremonies Sept. 20. Brig. Gen. W.S. Harpe will relinquish his command to assume the Deputy Chief of Staff position at Tech Training, Randolph AFB, Texas. A pass in review of Recruiting Service personnel will be included during the formal ceremonies. Coverage of the command change will appear in next month's RECRUITER newspaper.

State resolution assists 3519th recruiting effort

New Hampshire Governor John Sununu recently signed House Bill 827 into law. The law requires all schools, public and private and those receiving state aid, to grant recruiters access to student directories by Oct. 1 each year. The law, effective Aug. 26, also requires schools to allow recruiters time and space for job counseling interviews.

page 4

New automated system books job reservations

Recruiting Service implemented the automated job reservation booking system recently. The new system was designed to improve job matches and do it quicker. The MEPs can now enter qualified applicants into the new system and automatically book the job preference when it is made available.

page 4

AFOG earns fourth unit service award

The Air Force Orientation Group recently earned its fourth Air Force Organizational Excellence Award. AFOG earned the award for exceptionally meritorious service from Jan. 1, 1981 through Dec. 31, 1982. The group was cited for its success in attracting qualified men and women and strengthening public awareness of the Air Force. During the award period the group reached more than 7 million people.

page 9

Air Force recruiters meet physician goals

Air Force recruiters met their physician recruiting goal this fiscal year for the first time since the inception of the All-Volunteer Force in 1973. Recruiters signed 50 physician specialists to meet the requirement.

page 9

AIR
FORCE
A great way of life.

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.

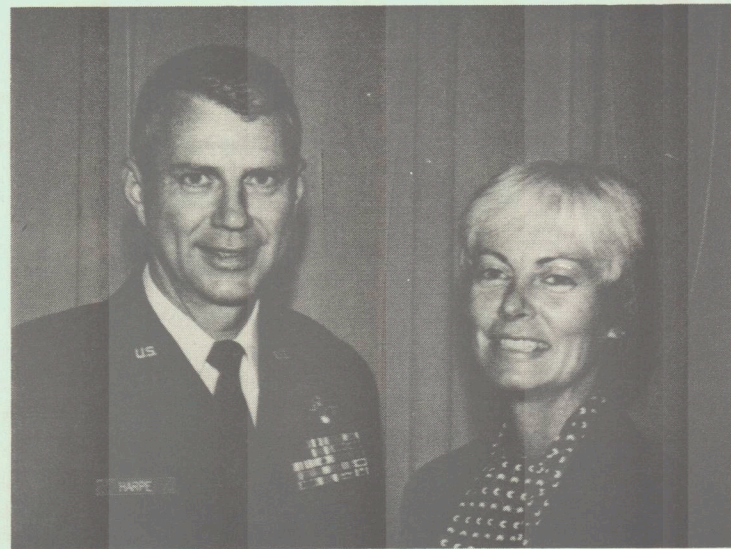
All photos are official Air Force unless otherwise indicated.

Commander Brig. Gen. W.S. Harpe
Director of Advertising
and Publicity Lt. Col. Melvyn D. Cummings
Chief, Publicity Programs Branch Capt. Robert S. Barca
Editor SSgt. Mark Schwarz

viewpoint

Commander's comments

By Brig. Gen. W. S. Harpe
Commander



Farewell to Recruiting

As we leave Recruiting, Ramelle and I send our warmest thanks to all of you for your outstanding support, dedication, and loyalty during our time with you. I am proud of you - all of you - from HRS staff to five great group commanders and superintendents, to 35 squadron commanders and superintendents, to support civilians, NCO's and officers at group and squadron, to the 213 flight supervisors and flight secretaries and to 2100 "bag carrying" recruiters who make us all look good. You are the best. It has been a proud time for me being your commander and I promise you that I will be a recruiter forever. Godspeed.

W. S. Harpe

'It's good to be home again'

Getting back to basics of patriotism

By Gen. Andrew P. Iosue
Commander, Air Training Command

(ATCNS) — It's great to be home again in Air Training Command. I have fond memories of my assignments as commander of Recruiting Service and the Air Force Military Training Center. They resulted in countless friendships that I look forward to renewing during the months and years ahead.

I've kept close touch with the command during my past four years in the Pentagon as Air Force deputy chief of staff for Manpower and Personnel. After all, training and personnel are inseparable functions.

That's how I know ATC is in great shape. This command's strength is in our people — the officers, enlisted personnel, civilian employees and all their families. Our reserve forces are also part of that team as are retirees and people in civilian communities who support us.

"Patriotism is not a song in the street and a wreath on a column and a flag flying from the window ... it is a thing very holy and very terrible, like life itself."

So, from a people perspective, the ATC family is exceptionally healthy. I want you to know that and be proud of your performance and accomplishments. We have a strong foundation upon which we can build for the future.

Realistically, we must admit that the future contains both threats and challenges. But there's nothing we can't handle if we all work together. That's the driving force behind this article and the future "Command Issues" articles I plan to write from time to time for your base newspapers. I want to keep you informed about issues and current concerns so we can work to solve them as a team.

One of my concerns I believe many of you share (and all of us should share) is the trend toward viewing military service as just another job. It's not! It's a calling that's vital to the safety and well being of our nation.

Let's turn that misperception around. Let's focus on concepts that characterize military life and get "back to basics."



Gen. Andrew P. Iosue

I believe the most basic of these "basics" is simple, unadorned patriotism. Some of us may have come to the belief that patriotism is old fashioned. Some might even ask, what is patriotism? Where are the boundaries? Can you measure it? Can you buy it? Where can I buy some?

For all the many definitions that exist, there's one I particularly like. John Masfield put it this way:

"Patriotism is not a song in the street and a wreath on a column and a flag flying from the window ... it is a thing very holy and very terrible, like life itself."

"It is a burden to be borne, a thing to labor for and to suffer for and to die for: A thing that gives no happiness and no pleasantness — but a hard life and an unknown grave, and the respect and bowed heads of those who follow."

We talk about patriotism, and most of us say we want it. Remember the Bicentennial just seven years ago? Everything was painted red, white and blue. Remember the flag flying? How about the parades, fireworks, concerts and all the other events?

Didn't we feel good? Weren't we proud? I was for sure.

It would be a shame to wait another hundred years for the next renaissance of patriotism. I want us to put ATC into the forefront of changing that situation so that patriotism becomes a vibrant, functioning part of our daily lives.

In my mind, apathy is as much a danger to our way of life as the Soviet threat. Especially with our lifestyle in the armed forces, we must be ready to lay it on the line for what we really believe and be ready to serve wherever, whenever and however we're needed. That's not a trite concept — it's a fact.

"Getting back to the basics" is a theme I intend to continue to pursue. And patriotism is the most basic, powerful and beautiful concept of them all.

In our command, we must have that extra reservoir of readiness — of energetic patriotism. We need that gut-deep commitment in Air Training Command because our attitudes touch the mind of every trainee who comes into our classrooms.

We need to remember that those young minds will soon control the destiny of our Air Force, and the safety of our nation. After we have passed from this life's scene, our legacies must be preserved by these young lions that are professionally nurtured by the First Command — by you.

"Getting back to the basics" is a theme I intend to continue to pursue. And patriotism is the most basic, powerful and beautiful concept of them all.

I don't offer any magic formula for getting back to the basics. It's something we all need to work on.

However, I know we need to cherish patriotism where it exists and rekindle the fires wherever they've burned low. It's a challenge I give each of you, individually, and to all of you as members of ATC.

Patriotism — love of country — is the heart and soul of our Air Force. You can't get much more basic than that.



family

Memories of flight 34D and a great Blue Suit V

By Ramelle Harpe

The Blue Suit V week has come and gone. What a fabulous time we all had. I'm sure it would be difficult for them to say what was the most fun. For the guys who flew the T-37, that must have been the highlight.

Our first big get-together was at a restaurant downtown where we were served the Roman Orgy. We went home stuffed! But, ready to eat again at the Morton's ranch after a refreshing swim-whether one went in willingly as Rose White did, or was pushed in as Bea Campbell was. By the way, we learned that Bea's great uncle was Doc Holliday, straight from the old West. Now if Doc were around today Ella Colvin could have been his nurse. She had to do a little of that when one of the guests sprained her ankle. Be sure to ask Akiyo Hoss how she liked the stuffed bear at the ranch. She almost needed treatment for shock!

Wish you all could have seen our professional dancers at the BBQ. Mary Kelly took my husband on, while David and Diana Johnson danced the Cotton Eyed Joe. The most romantic couple of the evening was Harvey and Belinda Silas who were celebrating their first year of marriage. That evening the ladies presented me with the most beautiful needle point picture of West Virginia done by Margaret Miller. Thank you all again.

Our last evening was spent at the Langley's lovely home. We all missed Kathy Carter who was not well. Ellen Brooks was able to be with Kathy during some of those troubled times. Surely hope you are feeling

much, much better. Talked with Melody Blake that evening about her quest for a college degree. Keep up the good work Melody!

The time flew for us here at HRS. We enjoyed

their visit so much and want them to know how very proud we are of the winners and their most supportive wives. Be sure to wear the Recruiter's Charms ladies. Remember, you're the best!



CHARMERS — Wives of recruiters from the nation's top recruiting flight proudly display their recruiting charms, presented by Ramelle Harpe and Sharon Barnette. From the left, are Diana Johnson, Ella Colvin, Belinda Silas, Ellen Brooks, Kathy Car-

ter, Bea Campbell, Mrs. Harpe, Rose White (flight secretary), Mary Kelly, Akiyo Hoss, Margaret Miller and Melody Blake. (U.S. Air Force Photo by MSgt. Buster Kellum)

PCS moves need support of entire family

By SSgt. Rick Kron
314TAW Public Affairs

"Roll up the wallpaper, we're moving," I shouted to the wife as I came in the front door of the house.

While helping her pick up the remains of the dozen eggs she dropped on the kitchen floor, I realized I should have looked to see what she was doing before blurting out the new assignment.

"I should have seen it coming," my wife muttered. "I just unpacked the last box from this move." The children were told about the move during dinner and,

in unison, they cried, "How could you do this to us, Dad?"

"It wasn't my idea," I screamed back, wondering if they really thought I snuck out of the house late at night to conjure up this assignment in the dim light of moonbeams.

We've all been through something like this during our careers and "war stories" about moving probably outnumber those about heroics on the battlefield.

Between balancing the hassles of the move with the

moods of the family and the outprocessing from the base, there are some good things to be said...

Above all, a move is a family project where everyone chips in to throw out what will not be needed at the new location. As the back of each cabinet or closet is reached, many old memories are rekindled.

Rediscovered are the children's baby spoons from the drawer, the yellowing high school diploma in the cracked frame from the closet and the cat's favorite ball of yarn which was swept out from under the bed where it's been hidden for months.

Then there's the giant garage sale of all those items no longer wanted — plaid Christmas ties, the daughter's old doll with a missing leg, the son's train set with a cracked caboose and all the clothes which don't fit anymore.

It's a time to review our goals — the ones that can't be reached because of the move and the ones opening up because of the new assignment.

No matter how we feel about moving and a new assignment, it's what we make of it that counts.

But the wife informs me it's bad to keep rolling up the wallpaper — it produces wrinkles. I wonder if I can fold up the paneling instead? (SACNS)

CHAMPUS

Health care you can count on

A "new, improved" CHAMPUS handbook is now available that describes how to use the CHAMPUS health benefit. Completely rewritten in easy-to-follow format and easy-to-read language, the handbook helps both military families and medical professionals find information quickly.

The handbook also gives tips for getting faster payment of claims and a list of HBA (Health Benefits Advisor) phone numbers in the U.S. and overseas.

Of course, the handbook can't possibly cover every detail or rule about CHAMPUS. That's why it's so important for families to contact the HBA at the nearest military hospital or clinic if they have any questions about using CHAMPUS.

People who live near military hospitals or clinics can get a copy of the CHAMPUS Handbook from HBAs. Copies may also be available at Personal Affairs Offices or Family Service Centers at those military installations having such facilities. Offices can get handbooks through their local publications distribution office by asking for the January 1983 CHAMPUS handbook, No. 6010.46-H.

Those who are not near military bases can request a copy of the handbook from their CHAMPUS claims processors. Or, write to CHAMPUS Handbook, Aurora, Colo. 80045.

However, it saves you money and paperwork to use a uniformed service hospital. For care that is

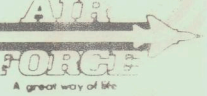
covered by CHAMPUS, you always pay part of the cost. Your cost share depends on whether your sponsor is active duty, retired or deceased. You pay the full bill for any care not covered by CHAMPUS; and you must arrange with the medical service provider how to pay your part of the bills.

You have to pay a certain amount each year before CHAMPUS starts paying its share. This is the yearly "deductible." After you've paid the deductible, you pay only your outpatient cost-share, which is 20 percent of the bill.

With providers who won't use CHAMPUS, you pay 20 percent plus any fees above the CHAMPUS allowable charge. The handbook and your HBA can help explain this.

There is no deductible requirement for inpatient care, but you must pay your inpatient cost-share. Most hospitals will use CHAMPUS, in which case active duty families pay a cost-share of at least \$25 or a small fee per day, whichever is greater. Some civilian medical facilities won't use CHAMPUS, and sometimes the doctors who care for you in a hospital won't use CHAMPUS even if the hospital does. In these cases, you pay any costs above the allowable charge as well as your cost-share for their service.

(Reprinted in part from CHAMPUS News and Military Family Life)



news

Legislative action in N. H.

Law grants recruiters access to directories

New Hampshire Governor John Sununu took a solid stand behind Armed Forces recruiting recently when he signed House Bill 827 into law. The law required all schools, both public and private, receiving state aid to grant recruiters access to student directories by Oct. 1 each year.

The law went into effect Aug. 26 making New Hampshire one of just a few states to support recruiting by legislative mandate. In addition, the bill also directs schools to give recruiters time and space for job counseling and interviews, and make provisions for resolution of difficulties of any abuse of the system.

On behalf of the state of New Hampshire, Governor Sununu accepted a plaque from Col. John Salvatore, 3501st Recruiting Group commander. Several thousand people attended the special ceremonies and presentations in Concord, N.H.

Recruiters from the 3519th Recruiting Squadron who provided input to the bill were also on hand as Maj. Douglas Jacobsen, squadron commander, presented the governor with a plaque. Major Jacobsen called the bill a strong step in the right direction, thanking the governor and people of New Hampshire for their open support of the Armed Forces and their confidence in the service as a viable option for young people today.



STATE LAW — New Hampshire House Bill 827, drafted with inputs by members of the 3501st Recruiting Group, was recently passed into law. The law requires schools to provide recruiters access to student directories. Key contributors to the bill from left are Maj. Douglas L. Jacobsen, 3519th Recruiting

Squadron commander; MSgt. Robert DeGiudice, F flight supervisor; New Hampshire Governor John Sununu; MSgt. Dennis Carigan; Col. John J. Salvatore, 3501st Recruiting Group commander and Sgt. Stephen V. LaCroix. (U.S. Air Force Photo)

Government cracking down on bogus claims; military members to pay the price for padding

One-year confinement at hard labor, total forfeiture of pay, and dismissal from the Air Force, including loss of all retirement benefits.

A tough rap — the guy must have sold drugs or tried to murder someone, right?

No, he falsified travel vouchers. He was a senior officer in Air Force Systems Command and he stole more than \$30,000 from the United States in false travel expenses.

And he got caught.

Fraud may not seem as bad as violent crimes, but that doesn't make Fort Leavenworth any more enjoyable if you are convicted. The pay is just as gone, the embarrassment just as bad, the years of service just as wasted.

Fraud isn't a victimless crime. It has plenty of victims — every American taxpayer. Travel funds come out of their pockets. When they mail those checks each spring, they trust their money to our care. If we let them down, it makes us look bad, and it makes the entire federal government look bad.

The temptation to commit travel fraud is there, and it happens. This time it happened close to home.

Fraud, waste, and abuse publicity is highly visible these days. Horror stories about people who got caught are used often. Scare tactics, you might call them.

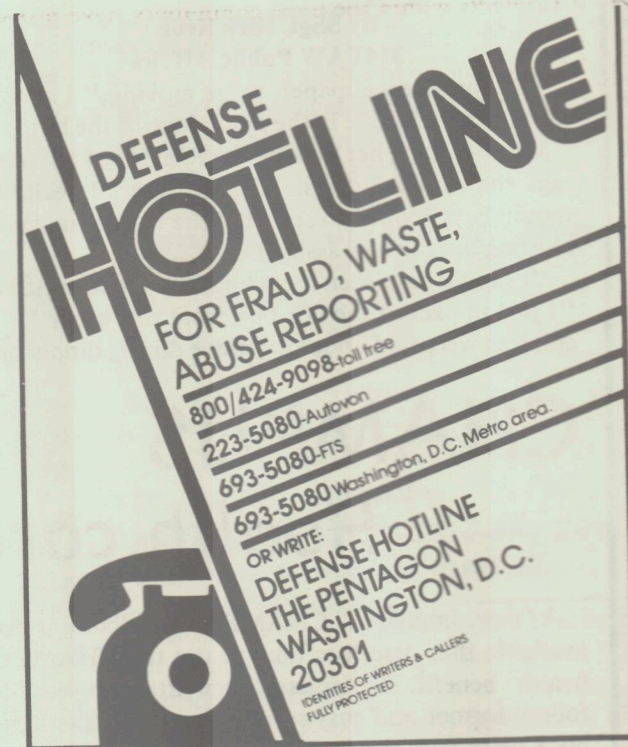
Scare tactics offend some people, mostly people who wouldn't think of cheating the Air Force and are insulted that someone might suggest it. It's true that very few Air Force members would consider travel fraud. But it only takes one to make us all look bad.

If warnings can make that one person think twice about falsifying a travel voucher, it's worth it.

If horror stories and supervisors can't stop fraud, the Air Force Office of Special Investigations will with the help of observant accounting and finance people. Neither of those groups is stupid. They catch people cheating quite often.

Don't be afraid to ask the Air Force for any reimbursement to which you are entitled. You'll never be prosecuted for honest mistakes, either. But when you cross that line to lie and steal, you jeopardize yourself.

You'll know if you cross the line. And now you know what can happen if you do. (Courtesy of TIG Brief)



Booking System

Automated reservations improve job matches

A recent change to the Procurement Management Information System (PROMIS) is now making the job-booking of Air Force applicants easier and more efficient. Recruiting Service implemented the new job reservation system Aug. 22.

The automatic booking system was designed to improve personal job matches and do it quicker. Liaison NCOs (LNCO) at Military Enlistment Processing Stations (MEPS) can now enter a qualified applicant into the new system, and PROMIS will automatically reserve an applicant's job preference when it is made available by the Air Force and entered into the computer.

Applicants who meet the following criteria are

eligible for the automated Q & W booking, and are reserved overnight (off-line) by PROMIS: A General aptitude score of 40 minimum; at least a 145 Composite of MAGE scores with a QT of no less than 31. In addition, the applicant must list five job preferences and not have any waivers in the enlistment record. The new Q & W system will only book jobs for which they are qualified.

The current job reservation system will remain operational for those applicants who do not meet the established requirements for the automated system. Applicants placed on the automated system will remain on it until a job is reserved, or until 30 days has elapsed from date of entry. Unless the applicant's

record is updated or their status is changed the record will be purged from the Q & W after 30 days.

Another major modification to PROMIS increased disposition codes from 19 single-character identifiers to 42 two-character identifiers. Expansion of the disposition code area now allows for more accurate information on the applicant's PROMIS status. The LNCO can spell-out, or clarify each code that's entered giving clear, accurate information.

These changes provide another tool for the Air Force recruiter. They further enhance recruiting efforts at all levels and provide the Air Force with only the most qualified individual.

feature

BLUE SUIT V

Ridge Runners make most of quality recruiting

The "Ridge Runners" of the 3534th Recruiting Squadron are the winners of the annual Blue Suit competition. The 34th's "D" flight was selected from 217 recruiting flights throughout the country.

Members of "D" flight are MSgt. Gary Campbell, flight supervisor; MSgt. James C. Brooks; MSgt. David A. Johnston; MSgt. Jack L. Miller; TSgt. Gary Blake; TSgt. Ronald Carter; TSgt. Terra Colvin; TSgt. Terry Hoss; SSgt. John Kelly; SSgt. Harvey Silas and Rose White, flight secretary.

The Ridge Runners cover 18,507 square miles of mountainous terrain in West Virginia, Virginia, and Kentucky. The recruiters hazard secondary and unimproved roads in harsh mountain climates. Considering these unique circumstances, the flight is justifiably proud of their 93,000 accident free miles. The flight supervisor alone travels approximately 25-30,000 miles each year.

The thousands of miles logged by "D" flight was time well spent, as their production record will attest. The flight accomplished 129 percent of its non-prior service goal of 317 by enlisting 412 people. In addition, they worked their way to 200 percent of the rated (pilot and navigator) goal and 160 percent of the prior service total.

The Ridge Runners never lost sight of the importance of quality. Of 325 active duty enlistments, 323 (99.3 percent) are high school graduates. The flight has experienced only nine Basic Military Training discharges from 282 accessions and no technical training discharges from the same group. According to Lt. Col. Michael F. Seibel, 3534th squadron commander, these figures show "D" flight's applicants are prepared for the challenge, highly qualified for their jobs and have very positive attitudes about entering the Air Force.

Contacts within the local community have proven invaluable to the flight resource management branch. Through the efforts of the recruiters interacting with local government authorities, "D" flight acquired a

1½ ton truck to transport supplies and equipment to various AFROs throughout the squadron. Their resourcefulness saved the squadron more than \$1,500 in rental expenses, \$600 in TDY funds, \$700 in mileage charges and 200 man-hours.

Getting the word out is one of the keys to successful recruiting and "D" flight used all the recruiting tools necessary to come out on top. Placing more than \$7,000 in paid advertising, the flight generated another \$10,000 in Public Service Announcements through the end of June. Two hundred and fifteen new leads were identified through four COI events. Their advertising and publicity included 233 news releases and 45 community activities.

Commander of the 3503rd Recruiting Group, Col.

David W. Saunders said, "In a phrase... they are the best of your best, winners in every sense of the word. They have truly earned the special recognition that Operation Blue Suit is designed to honor."

According to Colonel Seibel, an integral part of any flight and certainly a unique one for "D" flight is the secretary, Rose White. At age 68, she has 32 years of service with the military: 10 years with the Navy civil service and 22 years as an Air Force recruiting secretary.

"The management techniques combined with their enthusiasm has unlocked the gates to successful recruiting in West Virginia. An important reason for this is the people who make up "D" flight," Colonel Seibel concluded.



ON THE RAMP — Members of flight 34D, led by flight supervisor, MSgt. Gary Campbell, are greeted by Gen. Andrew P. Iosue, ATC commander, along with members of the Greater San Antonio Chamber

of Commerce and Recruiting Service Headquarters personnel. (U.S. Air Force Photo by MSgt. Buster Kellum)

Luncheons, tours and banquets

Non-stop excitement for top recruiting flight, 34D

Members of Flight 34D, Blue Suit V winners, and their wives were the guests of honor for a week of activities hosted by HRS, members of the San Antonio Chamber of Commerce and local community leaders. The flight showed just what kind of stamina it takes to get to the top of the recruiting mountain as they were put through their paces during Blue Suit V week.

Bill Langley, one of Chamber's leaders and also involved in setting up the Operation Blue Suit competition program, escorted the top recruiters from West Virginia to San Antonio. Brig. Gen. W.S. Harpe, Recruiting Service commander, and CMSgt. Joe Barnette, Recruiting Service senior enlisted advisor, also accompanied the top recruiters and their spouses.

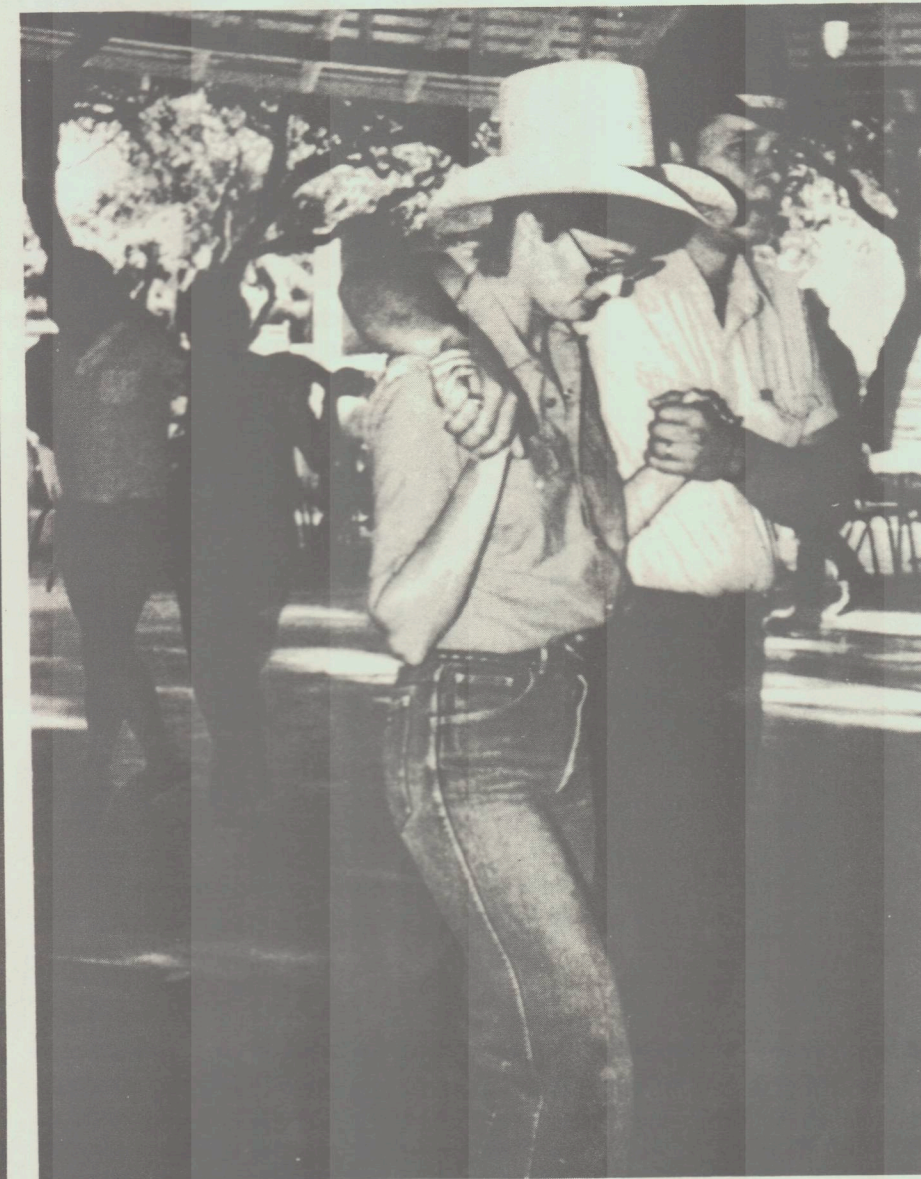
"It was great to find out where the recruiters lived and worked," Langley said. "We met with four local mayors, their wives, the president of the local university and three or four police chiefs. These recruiters have made an impact in their respective communities. In serving the Air Force, they also serve that community up there. In addition to being top recruiters, they're also outstanding citizens in my book."

The "D" flight "Ridge Runners" were welcomed at planeside by Gen. Andrew P. Iosue, ATC commander; Chamber of Commerce and community leaders; and HRS personnel. The flight was then whisked away to a luncheon at the Lone Star Brewery and a VIP tour by Bill Roth. Mr. Roth and the brewery have been very active supporters of the annual Blue Suit awards program.

The recruiters and their wives later checked into the Hyatt Regency, located on the famous River Walk in downtown San Antonio. Dinner that evening involved a rather "unconventional" meal at the Magic Time Machine, hosted by the Air Force Association and Recruiting Service. The Ridge Runners' flight supervisor, MSgt. Gary Campbell, presented mementos to E.F. (Sandy) Faust, Alamo Chapter AFA president and Bill Langley. "We are particularly proud of what Recruiting Service is doing to maintain the strength of this nation, and as such it is with great pleasure that we help sponsor this once-a-year recognition program," said Mr. Faust.

The second day of Blue Suit week took "D" flight to Lackland AFB, where they visited the Officer Training School and were later singled-out at a parade of graduating basic trainees. While most of the flight enjoyed lunch with the officer trainees, TSgt. Gary and Melody Blake had a unique opportunity to visit their daughter Cynthia, who was completing basic training and preparing to attend technical training for a career in radiology.

Cont. on Page 6



TWO STEPPIN' — MSgt. David Johnson and his wife, Diana, enjoy a little two step at the Recruiting Service Blue Suit barbeque. Sergeant Johnson is assigned to the Beckley,

W. Va., recruiting office and is noted for receiving more PSA time than any other recruiter in the 3534th squadron. (U.S. Air Force Photo by MSgt. Buster Kellum)

BLUE SUIT V

Nation's best get VIP treatment throughout San Antonio

Cont. from Page 5

After a brief meeting with Maj. Gen. Carl Smith, Air Force Military Training Center commander, the flight went to Cliff Morton's ranch in Pearsall, Texas. Mr. Morton has been deeply involved with the Blue Suit program since its inception, and this year he hosted the Ridge Runners for an afternoon and evening of special activities at his ranch.

Taking the time to unwind, the recruiters enjoyed skeet shooting, swimming and horseback riding. To make sure his guests at least looked the part while in San Antonio, Mr. Morton presented each with appropriate local headgear, a cowboy hat. The evening was capped with a Texas-size feast that barely left room for dessert.

Sergeant Campbell was still talking about his visit days later. "The Morton's ranch was fantastic," he said, "and I wouldn't mind spending an entire week out there!"

Early the next morning the recruiters arrived at the 559th Flying Training Squadron for T-37 orientation flights. Meanwhile, the wives were busy with maneuvers of their own, flying the T-37 simulator. The recruiters flew for approximately 30 minutes in local flight patterns. TSgt. Terra Colvin, the first to land, summed up the entire group's reaction, "Fantastic! Sure, I'd like to go again." Sergeant Campbell readily agreed, "I loved it. It's easily one of the highlights of our visit here." In keeping with tradition, 559th squadron commander, Lt. Col. Thomas D. Bost hosed down the entire group after their flights.

That evening the Ridge Runners and HRS personnel gathered at Recruiting Service's Blue Suit picnic where western wear, cowboy hats and the "Cotton-Eyed Joe" were the order of the evening. Having worked with each other directly and indirectly over the phone and message systems, the flight had a chance to put the names and voices with the faces of their counterparts at the headquarters.

Highlighting the picnic was the traditional branding of the board. The iron, blacksmithed by retired Lt. Col. Larry Patton, was configured with the "34D" brand and permanently burned into a wooden plaque presented to the flight on behalf of Recruiting Service. Each member of 34D was presented with a smaller personal size branding iron.

The contributions the wives made to the success of

the flight were not overlooked. Calling them up on stage, Brig. Gen. and Mrs. Harpe presented each with a color photographic litho of the Taj Mahal and Missing Man Monument with a personal note penned by the general.

Following the commander's lead, Sergeant Campbell, on behalf of the entire flight, recognized several key people attending the barbeque with mementos of West Virginia. General Harpe was presented with a signed proclamation from West Virginia's secretary of state along with a state seal identifying the general as an outstanding citizen and ambassador of goodwill. Mrs. Harpe was also singled out for her support and presented a hand-made needle point rendering of West Virginia.

During the ceremonies, General Harpe also took time to recognize key supporters: John Peveto, Chairman of the Military Affairs Council for the Greater San Antonio Chamber of Commerce; retired Colonel Nick Milanovich, former vice commander of Recruiting Service; Jim Reed, vice president of Military Affairs at the Chamber of Commerce and Bob Nelson, Chamber of Commerce member. Members of Recruiting Service who were instrumental in planning and coordinating the Blue Suit activities were recognized for their contributions to the success of this year's program.

Key members in planning this year's Blue Suit Week were SSgt. John Symonds, SSgt. Michael Oot, SSgt. Patty Neuschwander, SSgt. Diane Williamson, MSgt. Craig McCright, MSgt. Buster Kellum, MSgt. Steve Chapman and MSgt. Matt Balls.

The Ridge Runners took the floor next to promote their home state. They presented West Virginia T-shirts to many of the distinguished guests and military supporters of Blue Suit. On the T-shirts was printed "Wild and Wonderful, Almost in Heaven, Charleston, West Virginia."

At an awards luncheon the fourth day, the recruiters were presented special plaques from Maj. Gen. J.P. Smothermon, ATC vice commander, on behalf of General Iosue and the entire command. Mrs. Harpe acknowledged the unending support of the recruiters' wives and presented them each with a special Recruiting Service charm.

Making the observation that Recruiting Service has picked up an old Texas tradition by doing everything in a big way, Sergeant Campbell took time

out to again express his appreciation on behalf of the entire flight for their special week in San Antonio. He presented General Harpe with a special proclamation, declaring it Blue Suit Week in West Virginia. The flight supervisor then singled out Col. Hector Cuellar, 12th Flying Training Wing commander for a special presentation, in appreciation for the T-37 orientation flights.

Finding themselves in the mid-day heat after the luncheon, the recruiters cooled their heels at the Schlitterbaun Water Amusement Park in New Braunfels. The Ridge Runners finished the day with an evening to themselves for dinner, shopping and sightseeing.

The following morning found them steaming down the River on a guided barge tour of the area on their way to the Chamber of Commerce. At a luncheon in their honor, the Chamber presented each recruiter with a color photo book of San Antonio. The flight quickly took the opportunity to have the Chamber members and distinguished guests sign the books. The Chamber extended yet a bit more San Antonio

hospitality with a guided bus tour of the city after the luncheon.

Blue Suit week was wrapped up by one of the "founding fathers" of the program, Bill Langley, who welcomed the Ridge Runners into his home for one final gathering. Many of the civic and military leaders who contributed so much during the week were present to honor Flight 34D one last time.

"Blue Suit is the perfect conclusion to a perfect year," said Master Sergeant Gary Campbell, flight supervisor. "We tried hard to make this our year for Blue Suit. Every member of the flight got involved in making it successful. Our secretary and every man in the flight sacrificed to help. The spouses get special thanks for their sacrifice and support for the last 10 months. This trip makes it all worthwhile."

The Ridge Runners left San Antonio the next morning to fly back to West Virginia and begin work on next year's Blue Suit competition. Most of them made it known that they will be working hard for a repeat performance in FY 84. As of now, they are the flight to beat.



CHOW TIME — Recruiters soon found that no one goes away hungry at a Texas style barbeque. The Ridge Runners were treated to several Texas style meals during the week.



GREAT SUPPORT — Bill Roth (left) accepts a plaque from Brig. Gen. W.S. Harpe in recognition of continuing support from the Lone Star Brewery in the yearly Blue Suit Awards program.



MR. BLUE SUIT — Bill Langley (center), Chamber of Commerce member and active Blue Suit supporter who was a key organizer of the recognition program, talks with TSgt. Gary Blake and his wife Melody at Cliff Morton's ranch.



ANOTHER ONE BITES THE DUST — MSgt. Gary Campbell tries his hand at skeet shooting at Cliff Morton's ranch in Pearsall, Texas. Everyone had an opportunity to shoot as well as swim, ride horses and of course enjoy a Texas feast.



WILD RIDE — SSgt. Harvey Silas (front) and TSgt. Terry Hoss enjoy the refreshing break from the heat at the Schlitterbaun Water Amusement Park in New Braunfels, Texas.

U. S. Air Force Photos
MSgt. Buster Kellum

potpourri

3561st brings out media

Gen. Duke supports recruiting in Seattle

During a recent visit to the 3561st Recruiting Squadron, Brig. Gen. Charles M. Duke pitched in to support the squadron's scientific and engineering recruitment efforts.

During his three days in Seattle, the general was involved in two seminars, three COI events, two informal luncheons, three media interviews, an out of MEPS DEP ceremony, eight award presentations and a special awards ceremony, presenting the Airmans Medal to Sgt. Ronald Wright.

General Duke began with a visit to the University of Washington where he spoke to 200 students about

Air Force opportunities and his own experiences as an astronaut. Immediately following the address, the general was a focal point at the DEP ceremony in Seattle's famous Space Needle.

Local radio and TV media were on hand as the general stressed the importance of "setting goals" and "making commitments to one's country and one's self."

The following day the general, Major Quarrie and the 3561st OTS program manager, Capt. Duane H. Legan flew to Portland, Ore. for a TV interview and to award the Airmans Medal to Sergeant Wright, for his heroic life saving effort of three people at a near-by beach. Both the interview and the medal presentation were aired on the evening news.

The University of Portland was also included in General Duke's itinerary as he conducted a seminar

and met with AFROTC personnel and faculty members. A local television station covered the seminar that included a film of the general's Apollo 16 mission.

In his final media event, General Duke was the special guest of retired Air Force Colonel David Collins, who hosts an afternoon show for a Portland radio station. The thirty-minute show covered a wide range of topics from the general's moon walk to his current position as assistant to the commander of Recruiting Service.

Because of his extraordinary background and personable, but professional manner, the general helped the '61st attract the interest of numerous civic leaders, educators, media representatives, and other influencers.

Salute to Armed Forces

AF guest of honor at Sea World

ORLANDO, FLA. — Recently, Sea World of Florida kicked off its salute to the Armed Forces with its 7th annual Armed Forces Breakfast. The Air Force was selected as guest of honor this year, a distinction that is rotated between the services. The Honorable Verne Orr, secretary of the Air Force, was the distinguished guest speaker. Also, Congressman Bill Nelson and Congressman Bill McCollum were present. USAF Recruiting was represented by Col. David Saunders, commander of the 3503rd USAF Recruiting Group, Robins Air Force Base, Ga., and several recruiters and their wives from the 3533rd USAF Recruiting Squadron, Patrick AFB, Fla.

At the start of the festivities, Kirby Grant, better known as Sky King of the 1950's television show

fame, read the stirring poem "High Flight." After the breakfast and Secretary Orr's remarks, the gathering was moved outside for the flag raising ceremony. The color guard for the ceremony consisted of one person from each branch of the Armed Forces. The navy band and 50-State Flag Team of the Naval Training Center, Orlando, Fla., also participated in the ceremony.

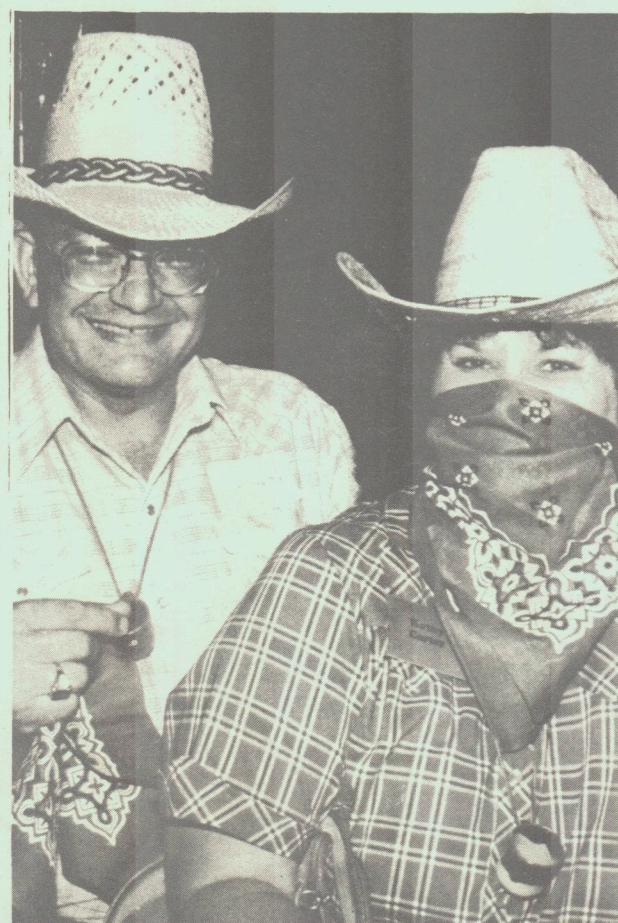
After the flag raising ceremony, the park guests were thrilled by flyovers of F-16's from MacDill Air Force Base, Fla., and F-106's from the Florida Air National Guard.

This annual event is the creation of Joe Werner, Senior Marketing Representative of Sea World. Last year, Mr. Werner was honored with the Commander's Award from Headquarters USAF Recruiting Service for his involvement in this event.



Brig. Gen. Charles M. Duke

Blue Suit faces



CAN YOU SAY COWBOY? — TSgt. Ronald Carter and his wife Kathy ham it up at Cliff Morton's Ranch. Sergeant and Mrs. Carter are familiar with Recruiting Service, previously being stationed in Amarillo, Texas, for four years before their present assignment in Hunington, W. Va. He and his wife have two sons, Ronald and Todd and a foster daughter, Susan. (U.S. Air Force Photo by MSgt. Buster Kellum)



THUMBS UP — TSgt. Terra Colvin readies for his T-37 orientation flight. Sergeant Colvin has been assigned to the Beckly, W. Va., recruiting office since 1980. In March he was among the top five recruiters in the 34th for the second quarter of FY 83. He and his wife Ella have a daughter, Erika and a son, Terra Jr. (U.S. Air Force Photo by MSgt. Buster Kellum)



BEAT THE HEAT — Melody Blake, wife of TSgt. Gary Blake, enjoys the water park in New Braunfels, Texas. Mrs. Blake is currently pursuing a college degree in St. Albans, W. Va., where she and her husband have been assigned since 1979. While in San Antonio they had an opportunity to visit their daughter who was attending Basic Training at Lackland AFB, Texas. (U.S. Air Force Photo by MSgt. Buster Kellum)



crossfeed

Recruiter goes live promoting AF in his zone

Morning Show with Charlie Jones

By MSgt. Pat Northern
3549th Recruiting Squadron

In the hills of Northeastern Oklahoma sits an Air Force recruiter, who every Saturday morning touches the ears and hearts of many young people in his zone. He's SSgt. Charlie Jones, who turns country and western disc jockey on radio station KMYZ in Pryor, Okla. Sergeant Jones also plays country tunes, interspersed with small tidbits of information over the airwaves concerning Air Force benefits, Air Force scientific achievements, and most of all, who is going into the Air Force from the local area.

Sergeant Jones began his broadcasting career in October 1982 after reading a story similar to this one in AIRMAN Magazine, concerning an Air Force recruiter in California who had his own radio show. He approached the manager of the station in his zone and sold him on the idea of free services. After conversing with the California recruiter, Bill Henneberger, on how to set up a format, Sergeant Jones kicked off his new career.

His first two months of shows ran from 8 a.m. to noon. The personnel at KMYZ were so impressed, they asked him to extend his hours and run from 6 a.m. to 12 noon.

The show has resulted in unlimited Air Force exposure. With experience, he has strayed a bit from his original format and now does live interviews with airmen he personally recruited, in addition to asking Air Force trivia questions.

Because of other community commitments, Sergeant Jones has reduced his show time to two hours each Saturday morning. However, he still reaches 90 percent of his zone and his broadcast helps other recruiters in his flight.



MORNING SHOW — SSgt. Charlie Jones covers his zone over the local airwaves of KMYZ radio station in Pryor, Okla. Sergeant Jones' morning show covers

approximately 90 percent of his zone and helps other recruiters in his flight as well. (U.S. Air Force Photo)

here and there

Thornburgh flight

As part of Armed Forces Week activities, the 3518th Recruiting Squadron and Pennsylvania Governor, Dick Thornburgh, participated in a DEP ceremony on the steps of the State Capitol. State Adjutant General Richard M. Scott presented the oath of enlistment to 23 recruits.

As part of the ceremony, Governor Thornburgh presented an Armed Forces Week proclamation to Maj. Maurice Stocks, commander of the 3518th Recruiting Squadron.

The colors were provided by the McGuire AFB Honor Guard, who volunteered to participate in the ceremony. The national anthem and the Air Force Song were played by a local high school brass band.

Aside from the family and friends, media representatives from some of the enlistees home towns covered the event and discussed the DEP program with recruiters.

Top recruiter

The Top Air Force Recruiter for 1982, TSgt. Dennis Thompson, 3534th Recruiting Squadron was recently honored by the local VFW, Radford Post 776. The VFW recognized Sergeant Thompson because of his selection as the top recruiter.

Post Commander Fred Slusher and other post members Oather L. Duncan, E.H. Rutherford and R.W. Goad presented Sergeant Thompson with the award.

The citation read in part, "The individual effort, pride and zeal you put forth to obtain such an honor is an excellent example of our Air Force personnel and the citizens of the community working together

for the peace and security of our country. We, the Veterans of Foreign Wars, are proud to present you with this award in recognition of your dedicated service to the Air Force. Thus helping our country to maintain world peace."

Staking a claim

The 3531st Recruiting Squadron claims a first in their squadron. When the Nurse Early Commissioning Program (ECP) board met, the 31st submitted five applicants and all five were selected for inclusion into the 168 internship slots.

Aside from being selected for internships they have been commissioned and are awaiting EAD.

Educators briefed

The 3555th Recruiting Squadron in conjunction with recruiters representing all other armed services, recently met with Florida state educators in an effort to publicize joint recruiting needs and objectives.

Guest speaker at the luncheon was Lawrence J. Korb, Assistant Secretary of Defense. The Assistant Secretary addressed the educators which included the Secretary of Education, Ralph Turlington, on the success of the nation's all volunteer force. "The quality of young men and women is the highest in our nation's history. In this, the 10th anniversary of the All-Volunteer Force, we have a better educated, more career oriented service with a higher degree of professionalism than ever dreamed of during the draft years. We have effectively put to shame those that derided the All-Volunteer Force, with the proven success of this past decade," the Defense Secretary said.

Physician goal

Air Force recruiters met their physician recruiting goal this fiscal year for the first time since the beginning of the all volunteer force in 1973.

Recruiters signed up 50 physician specialists to reach the goal, according to Col. Benjamin Waller, Air Force Recruiting Service vice commander.

Most of the specialties are in the following areas: obstetrics and gynecology; general surgery; ear, nose and throat; neural surgery; and orthopedic surgery.

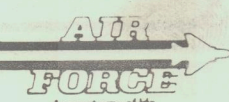
According to Air Force officials, next year's physician goal is expected to increase slightly and will again include a high number of critical surgical subspecialties.

AFOG unit award

The Air Force Orientation Group recently received its fourth Air Force Organizational Excellence Award. Brig. Gen. Richard F. Abel, director of Air Force Public Affairs, presented the award to Col. Paul F. Heye, AFOG commander.

As the official Air Force exhibit unit, AFOG earned the award for exceptionally meritorious service from Jan. 1, 1981 through Dec. 31, 1982. The group was cited for success in attracting qualified men and women to the Air Force and strengthening public awareness and understanding of the Air Force.

During the award period, the orientation group reached more than 7 million people, including 740,000 high school and college students. They set up exhibits at 2,610 locations to attract applicants.



crossfeed

3561st cashes in at student bargain swap

By MSgt. Pat Shannon
3561st Recruiting Squadron

It was publicized as a "Student Bargain Swap," but to SSgt. Linda Bartlett, 3561st USAF Recruiting Squadron representative in Bend, Ore., it was a big "Bargain" for Recruiting Service which resulted in super Air Force awareness throughout her zone in Central Oregon at zero cost.

Sergeant Bartlett explained the purpose of the career day, held at Central Oregon Community College, as three fold: to promote community and school relations in Central Oregon by giving students the opportunity to better know each other through a non-competitive free social event; to provide awareness of Air Force opportunities to high school students; and to emphasize to Oregonians that even in the current economy it's possible to get the things they want through communication and cooperation with fellow neighbors, instead of monetary exchange.

Because of the nature of the event, Sergeant Bartlett arranged for complete press and promotional coverage from all radio stations, newspapers, and a local TV station. Additionally, a local KICE radio personality, R.L. Garrigus, donated his time as M.C. for the Bargain Swap. In conjunction with the event, Sergeant Bartlett also arranged for the McChord AFB 724th USAF Band's country group, "North Woods," to perform in nine high schools the week prior to the "Student Bargain Swap" and at the college the evening of it. She didn't stop with local coverage when she convinced the McChord Public Affairs Office to cover the event for a story which later appeared in the base newspaper, "Airlifter."

The "total force" concept was evident throughout the event. Representatives of the Air National Guard, Air Force Reserve, Reserve Officer Training Corps, Air Force Academy, and the Civil Air Patrol also had displays at the swap meet and country dance. The students discussed career opportunities and educational benefits and asked other questions of the visitors.

"The public awareness that Linda achieved under austere conditions and the generation of community support for the Air Force has really been a big plus for her and the Air Force," commented MSgt. Roger

Routson, 3561st Recruiting Squadron "F" Flight Supervisor, from Eugene, Ore.

The Student Bargain Swap was a success, not only for Sergeant Bartlett and Air Force Recruiting, but for the community of Central Oregon. Approx-

DEP in field ceremony

Cardinals honor enlistees

ST. LOUIS, Mo. — Baseball's World Champion St. Louis Cardinals honored 70 young men and women from the St. Louis Metroplex in a pre-game enlistment ceremony during the Sixth Annual "Air Force Recruiting Night at Busch Stadium," June 30.

Pre-game activities included a special presentation by Air Force Recruiting Service to Manager Whitey Herzog. Also, Lt. Col. Robert M. Gehbauer, commander of the 3545th Air Force Recruiting Squadron in St. Louis administered the Oath of Enlistment. During the ballgame, Lt. Col. Gehbauer was

imately 1,000 people packed the Union Hall at Central Oregon Community College. To the population of this conservative Oregon community, Sergeant Linda Bartlett is the Air Force; the Air Force recruiter who not only cares for her country, but also her community and the people who live in it.

featured on a KMOX-AM radio interview. KMOX reaches a 15-state area throughout mid-America.

The St. Louis Cardinals have honored Air Force enlistees at a home game since 1977. Marty Hendin, director of Public Relations stated, "It's a pleasure for our ball club to honor these young people who are entering the Air Force to serve our country." Mr. Hendin is primarily responsible for establishing a Cardinal policy which allows free admission to all military members attending any home game in uniform.



KING OF BASEBALL — Whitey Herzog, manager of the World Champion Baseball St. Louis Cardinals was declared "King of Baseball" in a special pre-game ceremony during Air Force Recruiting Night at

Busch Stadium. Lt. Col. Robert M. Gehbauer, commander of the 3545th USAF Recruiting Squadron, made the Recruiting Service presentation.

Quality training breeds success

Air Force recruiters throughout the United States are having one of the most successful years since the beginning of the All-Volunteer Force.

Part of the credit goes to the training they receive at the Air Force's sales training center, better known as Recruiting School, at Lackland AFB, Texas.

A testimony to that success is a letter received recently from a former Air Force recruiter, Julius Slaughter, now a retired teacher and avid fan of the Recruiting School, had this to say about the training he received.

"After completing recruiting duty, I remained in the Air Force for five years and had a very successful career. I was the sergeant major of the 'Most Outstanding Class I CBPO in the Air Force' on two different occasions. I was Airman of the Year for Air University ... and was one of the nominees for the first sergeant major of the Air Force. Everything I accomplished was the result of my having attended Recruiting School.

"I retired in 1967 and completed my bachelors and masters degrees and worked on my doctorate. I always made good grades because I had been taught how to utilize my time while at recruiting school.

"My first civilian job was with an organization that

takes students to Europe to study in the summer. I developed a presentation (under the AIDA system) that resulted in entire school systems using our service," Slaughter said.

Slaughter also explained that he worked as a director of communications for a school system where he used his training to improve the image of the system at meetings of parent and civic organizations. He later became a principal of a 1,700 student school and again used the talent he'd learned in recruiting.

"I remember, one time the art teacher said they had not had an art show for nine years because the superintendent would not let the school clutter the halls with easels. I called the superintendent and said, 'We are going to have an art show, do you want us to use easels or drive nails in the wall?' (Notice the double question!) He said they didn't want nails in the walls so we had the art show.

"I'm now 60-years-old, retired from teaching — as well as the Air Force — and still find myself using things learned at Recruiting School every day ..."

Success breeds success! The Air Force's Recruiting School at Lackland proves its success everyday as recruiters around the country bring high quality young people into the Air Force.

RSA calendar

Advertising projects due out in September & October 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.

SEPTEMBER

Recruiter Support Items

Projects	Remarks
HP 83-13, Nurse Brochure	Direct ship to squadrons
HP 83-25, Reprint of Medical Service Digest Magazine (Readiness '82, May-Jun '82)	Direct ship to squadrons
HP 83-5, Physician Fact Folder	RDS

Periodical Advertising

Publication	Program	Issue	Media Code
Popular Mechanics	GS		PM
Reader's Digest	GS		RD
Senior H.S. Market Group	GS	Sep 16	SS
TV Guide	GS	Sep 10	TG
*National Geographic	Influencer	Sep 12	
*Newsweek	Influencer		
*Boy's Life	Influencer		
*Ebony	Influencer		
*National Future Farmer	Influencer		
*Popular Science	Influencer		
New England Journal of Medicine	Physician	Sep 15	JM
American Journal of Obstetrics & Gynecology	Physician	Sep 15	JO
Journal of Urology	Physician		JU
American Journal of Nursing	Physician		AJ
*AANA News Bulletin			BL
Black Collegian	OTS/S&E		DC
Directory of Classes	S&E		
*Engineering College Magazine	Pilot/Nav		FY
Flying	S&E		GE
Graduating Engineer	OTS	Sep 26	TC
*Time Magazine (Student Edition)	S&E		WH
The Wallhanger			
Journal of National Society of Black Engineers (UMOJA SASA)	S&E	Sep 12	
*American Meteorological Society's "Employment Bulletin"	OTS		AE
Astronautics & Aeronautics	S&E		BY
BYTE	S&E	Sep 8	
*Electronics	Retention	Sep 12	
*Air Force Times	Retention		
*LADYCOM	Educator		
*Personnel & Guidance Journal	Educator		
*School Shop	Educator		
*VOC ED	Educator		
*DECA - New Dimensions	Educator		
People Weekly	Influencer	Sep 26	
Minority Engineer	OTS		

*Doesn't include business reply card
#Upscale Influencer Campaign

Broadcast Products

TV Spots	Duration	GS
50 Reasons	:60	GS 82-51V4
Pilots	:30	GS 82-51V(a)(2)
Crew Chief	:20	GS 82-51V(b)(1)
High Hopes	:10	GS 82-51V(c)(3)
Spot Disc "U" Release Sept 1		
36th Anniversary (GS :60)		Nurse Country (HP :60)
Fly With The Best (OTS :30)		Important To Us (GS :30)
Goin' Fishin' (OTS :60)		Computer Games (ENG :60)
36th Anniversary (GS :30)		Early Bird (NPS :30)
Imagine It (ENG :60)		Our Song (PS :60)
Come On Back (PS :30)		Imagine It (ENG :30)

Tours

Date	Squadron	Location	Type
Sep 1-3	06th	Wright-Patterson AFB, Ohio	S&E

Thunderbirds Performances

Location	Date
Cleveland OH	Sep 3-5
Grand Forks AFB ND	Sep 7
El Paso TX	Sep 10-11
Hill AFB UT	Sep 17
Peterson Field CO	Sep 18
St. Joseph MO	Sep 20
March AFB CA	Sep 24
George AFB CA	Sep 25

Conventions

Project	Date	Location
Eastern Cable TV	Sep 8-10	Atlanta, Ga.
International Conference on Digital Satellite Communications	Sep 19-23	Phoenix, Ariz.
Nursing Expos and Conferences	Sep 6 - Dec 9	Various 05th Gp cities
Post High School Planning Program	Sep 13 - Nov 9	Various Minnesota cities
West Virginia School Boards Assn	Sep 15-17	Charleston, W. Va.
American Heart Assn of S Central PA	Sep 16	Harrisburg, Pa.
Natl Assn of College Admissions Counselors (NACAC)	20-21 Sep	Minneapolis, Minn.
NACAC College Fairs	Sep 25 - Dec 8	Various ROTC cities
Georgia Education & Articulation Committee PROBE Tour	Sep 27 - Nov 18	Various Georgia cities

OCTOBER

Recruiter Support Items

Projects	Remarks
GS 82-22, Pilot/Nav Recruitment Brochure	Direct ship to squadrons
GS 83-30, Ball-Point Pens	Direct ship to squadrons
OTS 83-9, Engineer Ruler	Direct ship to squadrons
HP 83-5, Physician Fact Folder	RDS
HP 83-18, Health Professions Thermo Coffee	Direct ship to squadrons
Mugs	
HP 83-19, Health Professions Pen-Pointers	Direct ship to squadrons
HP 83-20, Health Professions Desk Set	Direct ship to squadrons

Periodical Advertising

Publication	Program	Issue	Media Code
Ebony	GS		EB
National Future Farmer	GS		NF
Popular Science	GS		PS
People Weekly		Oct 17	PE
Senior High School Market Group	GS	Oct 14	SS
*Reader's Digest	Influencer		
*TV Guide	Influencer	Oct 15	
Dental Management	Physician		DM
Diversion	Physician		DV
American Journal of Surgery	Physician		JS
Journal of Bone & Joint Surgery	Nurse		JB
RN	Nurse		RN
American Association of Nurse Anesthetists Journal	Nurse		AA
*AANA News Bulletin	S&E		
*Engineering College Magazine	S&E		
Graduating Engineer	OTS/S&E	Oct 17	GE
Newsweek	OTS/S&E		NW
Technology Illustrated	OTS/S&E		TL
*American Meteorological Society's "Employment Bulletin"	OTS/S&E		ST
IEEE Spectrum	Academy	Oct 28	SS
The Senior High School Market Group	Retention	Oct 17	
*Air Force Times	Educator		
*Scholastic Coach	Educator		
*VICA	Educator		
*Electronic Learning	Influencer	Oct 14	
Jr. Scholastic	Educator	Oct 19	
Education Week	Educator		
Instructor	Educator		

*Doesn't include business reply card
#Upscale Influencer Campaign

Tours

Date	Squadron	Location	Type
Oct 23-25	63rd	Kirtland AFB, N.M.	S&E
Oct 25-27	67th	Sheppard AFB, Texas	Educator
Oct 26-28	66th	Lowry AFB, Colo.	Educator
Oct 26-28	12th	Chanute AFB, Ill.	Educator
Oct 26-28	18th	Keesler AFB, Miss.	Educator
Oct 27-29	51st	Wright-Patterson AFB, Ohio	S&E

Conventions

Project	Date	Location
National Radio Broadcasters Association	Oct 2-5	New Orleans, La.
National Association of College Admissions Counselors	Oct 5-8	San Antonio, Texas
Nursing Job Fair	Oct 13-15	New York, N.Y.
New York State School Boards	Oct 13-16	Albany, N.Y.
Annual Clinical Assembly of Osteopathic Specialists	Oct 17-19	Toronto, Canada
American College of Surgeons	Oct 17-20	Atlanta, Ga.
American Academy of Otolaryngology/Head & Neck Surgery	Oct 23-27	Anaheim, Calif.
Indiana State Medical Association	Oct 14-17	Evansville, Ind.
Indiana State Teachers Association	Oct 27-28	Indianapolis, Ind.



GIDDYUP — CMSgt. Chuck Giles, 3504th Recruiting Group Superintendent (playing the horse) shows how he and the rest of the 04th support Col. Parke Hinman, 3504th Group commander (driving). (U.S. Air Force Photo by MSgt. Hal Hudgins)

eed

1st cashes in at student bargain swap

By MSgt. Pat Shannon
351st Recruiting Squadron
ized as a "Student Bargain Swap," but
a Bartlett, 3561st USAF Recruiting
representative in Bend, Ore., it was a
for Recruiting Service which resulted
force awareness throughout her zone in
n at zero cost.

Bartlett explained the purpose of the
ld at Central Oregon Community Col-
old: to promote community and school
entral Oregon by giving students the op-
better know each other through a non-
ee social event; to provide awareness of
ortunities to high school students; and
to Oregonians that even in the current
possible to get the things they want
munication and cooperation with fellow
stead of monetary exchange.

f the nature of the event, Sergeant
inged for complete press and promo-
ge from all radio stations, newspapers,
TV station. Additionally, a local KICE
ality, R.L. Garrigus, donated his time as
Bargain Swap. In conjunction with the
ant Bartlett also arranged for the Mc-
724th USAF Band's country group,
ds," to perform in nine high schools the
o the "Student Bargain Swap" and at the
evening of it. She didn't stop with local
men she convinced the McChord Public
ice to cover the event for a story which
ed in the base newspaper, "Airlifter."

l force" concept was evident throughout
Representatives of the Air National
Force Reserve, Reserve Officer Training
Force Academy, and the Civil Air Patrol
displays at the swap meet and country
students discussed career opportunities
ional benefits and asked other questions
ors.

public awareness that Linda achieved under
ditions and the generation of community
r the Air Force has really been a big plus
d the Air Force," commented MSgt. Roger



YUP — CMSgt. Chuck Giles, 3504th
tting Group Superintendent (playing the horse)
how he and the rest of the 04th support Col.
Hinman, 3504th Group commander (driving).
Air Force Photo by MSgt. Hal Hudgins)

Routsong, 3561st Recruiting Squadron "F" Flight
Supervisor, from Eugene, Ore.

The Student Bargain Swap was a success, not only
for Sergeant Bartlett and Air Force Recruiting, but
for the community of Central Oregon. Approx-

DEP in field ceremony

Cardinals honor enlistees

ST. LOUIS, Mo. — Baseball's World Champion
St. Louis Cardinals honored 70 young men and
women from the St. Louis Metroplex in a pre-game
enlistment ceremony during the Sixth Annual "Air
Force Recruiting Night at Busch Stadium," June 30.

Pre-game activities included a special presentation
by Air Force Recruiting Service to Manager Whitey
Herzog. Also, Lt. Col. Robert M. Gehbauer, com-
mander of the 3545th Air Force Recruiting Squadron
in St. Louis administered the Oath of Enlistment.
During the ballgame, Lt. Col. Gehbauer was

imately 1,000 people packed the Union Hall at Cen-
tral Oregon Community College. To the population
of this conservative Oregon community, Sergeant
Linda Bartlett is the Air Force; the Air Force
recruiter who not only cares for her country, but also
her community and the people who live in it.

featured on a KMOX-AM radio interview. KMOX
reaches a 15-state area throughout mid-America.

The St. Louis Cardinals have honored Air Force
enlistees at a home game since 1977. Marty Hendin,
director of Public Relations stated, "It's a pleasure
for our ball club to honor these young people who
are entering the Air Force to serve our country." Mr.
Hendin is primarily responsible for establishing a
Cardinal policy which allows free admission to all
military members attending any home game in
uniform.



KING OF BASEBALL — Whitey Herzog, manager
of the World Champion Baseball St. Louis Cardinals
was declared "King of Baseball" in a special pre-game
ceremony during Air Force Recruiting Night at

Busch Stadium. Lt. Col. Robert M. Gehbauer, com-
mander of the 3545th USAF Recruiting Squadron,
made the Recruiting Service presentation.

Quality training breeds success

Air Force recruiters throughout the United States
are having one of the most successful years since the
beginning of the All-Volunteer Force.

Part of the credit goes to the training they receive
at the Air Force's sales training center, better known
as Recruiting School, at Lackland AFB, Texas.

A testimony to that success is a letter received
recently from a former Air Force recruiter. Julius
Slaughter, now a retired teacher and avid fan of the
Recruiting School, had this to say about the training
he received.

"After completing recruiting duty, I remained
in the Air Force for five years and had a very suc-
cessful career. I was the sergeant major of the 'Most
Outstanding Class I CBPO in the Air Force' on two
different occasions. I was Airman of the Year for Air
University ... and was one of the nominees for the
first sergeant major of the Air Force. Everything I
accomplished was the result of my having attended
Recruiting School.

"I retired in 1967 and completed my bachelors and
masters degrees and worked on my doctorate. I
always made good grades because I had been taught
how to utilize my time while at recruiting school.

"My first civilian job was with an organization that

takes students to Europe to study in the summer. I
developed a presentation (under the AIDA system)
that resulted in entire school systems using our ser-
vice," Slaughter said.

Slaughter also explained that he worked as the
director of communications for a school system
where he used his training to improve the image of
the system at meetings of parent and civic organiza-
tions. He later became a principal of a 1,700 student
school and again used the talent he'd learned in
recruiting.

"I remember, one time the art teacher said they had
not had an art show for nine years because the
superintendent would not let the school clutter the
halls with easels. I called the superintendent and said,
"We are going to have an art show, do you want us to
use easels or drive nails in the wall?" (Notice the dou-
ble question!) He said they didn't want nails in the
walls so we had the art show.

"I'm now 60-years-old, retired from teaching — as
well as the Air Force — and still find myself using
things learned at Recruiting School every day ..."

Success breeds success! The Air Force's Recruiting
School at Lackland proves its success everyday as
recruiters around the country bring high quality
young people into the Air Force.



RSA calendar

Advertising projects due out in September & October 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.

SEPTEMBER

Recruiter Support Items

Projects	Remarks
HP 83-13, Nurse Brochure	Direct ship to squadrons
HP 83-25, Reprint of Medical Service Digest	Direct ship to squadrons
Magazine (Readiness '82, May-Jun '82)	
HP 83-5, Physician Fact Folder	RDS

Periodical Advertising

Publication	Program	Issue	Media Code
Popular Mechanics	GS		PM
Reader's Digest	GS	Sep 16	RD
Senior H.S. Market Group	GS	Sep 10	SS
TV Guide	GS		TG
*#National Geographic	Influencer	Sep 12	
*#Newsweek	Influencer		
*#Boy's Life	Influencer		
*#Ebony	Influencer		
*#National Future Farmer	Influencer		
*#Popular Science	Influencer	Sep 15	JM
New England Journal of Medicine	Physician	Sep 15	JO
American Journal of Obstetrics & Gynecology	Physician		JU
Journal of Urology	Physician		AJ
American Journal of Nursing			
*AANA News Bulletin	OTS/S&E		BL
Black Collegian	OTS/S&E		DC
Directory of Classes	S&E		FY
*Engineering College Magazine	Pilot/Nav		GE
Flying	S&E	Sep 26	TC
Graduating Engineer	OTS		WH
*Time Magazine (Student Edition)	S&E		
The Wallhanger			
Journal of National Society of Black	S&E	Sep 12	
Engineers (UMOJA SASA)			
*American Meteorological Society's	OTS		AE
"Employment Bulletin"	S&E		BY
Astronautics & Aeronautics	S&E		
BYTE	S&E	Sep 8	
*Electronics	Retention	Sep 12	
*Air Force Times	Retention		
*LADYCOM	Educator		
*Personnel & Guidance Journal	Educator		
*School Shop	Educator		
*VOC ED	Educator		
*DECA - New Dimensions	Educator	Sep 26	
People Weekly	Influencer		
Minority Engineer	OTS		

*Doesn't include business reply card
#Upscale Influencer Campaign

Broadcast Products

TV Spots	Length	GS
50 Reasons	:60	GS 82-51V4
Pilots	:30	GS 82-51V(a)(2)
Crew Chief	:20	GS 82-51V(b)(1)
High Hopes	:10	GS 82-51V(c)(3)

Spot Disc "U" Release Sept 1	Nurse Country (HP :60)
36th Anniversary (GS :60)	Important To Us (GS :30)
Fly With The Best (OTS :30)	Computer Games (ENG :60)
Goin' Fishin' (OTS :60)	Early Bird (NPS :30)
36th Anniversary (GS :30)	Our Song (PS :60)
Imagine It (ENG :60)	Imagine It (ENG :30)
Come On Back (PS :30)	

Tours

Date	Squadron	Location	Type
Sep 1-3	06th	Wright-Patterson AFB, Ohio	S&E

Thunderbirds Performances

Location	Date
Cleveland OH	Sep 3-5
Grand Forks AFB ND	Sep 7
El Paso TX	Sep 10-11
Hill AFB UT	Sep 17
Peterson Field CO	Sep 18
St. Joseph MO	Sep 20
March AFB CA	Sep 24
George AFB CA	Sep 25

Conventions

Date	Location
Sep 8-10	Atlanta, Ga.
Sep 13-23	Phoenix, Ariz.
Sep 6 - Dec 9	Various 05th Gp cities
Sep 13 - Nov 9	Various Minnesota cities
Sep 15-17	Charleston, W. Va.
Sep 16	Harrisburg, Pa.
20-21 Sep	Minneapolis, Minn.
Sep 25 - Dec 8	Various ROTC cities
Sep 27 - Nov 18	Various Georgia cities

OCTOBER

Recruiter Support Items

Projects	Remarks
GS 82-22, Pilot/Nav Recruitment Brochure	Direct ship to squadrons
GS 83-30, Ball-Point Pens	Direct ship to squadrons
OTS 83-9, Engineer Ruler	Direct ship to squadrons
HP 83-5, Physician Fact Folder	RDS
HP 83-18, Health Professions Thermo Coffee Mugs	Direct ship to squadrons
HP 83-19, Health Professions Pen-Pointers	Direct ship to squadrons
HP 83-20, Health Professions Desk Set	Direct ship to squadrons

Periodical Advertising

Publication	Program	Issue	Media Code
Ebony	GS		EB
National Future Farmer	GS		NF
Popular Science	GS	Oct 17	PS
People Weekly	GS	Oct 14	PE
Senior High School Market Group	Influencer		SS
*#Reader's Digest	Influencer	Oct 15	
*#TV Guide	Physician		DM
Dental Management	Physician		DV
Diversions			JS
American Journal of Surgery	Physician		JB
Journal of Bone & Joint Surgery	Nurse		RN
RN	Nurse		AA
American Association of Nurse			
Anesthetists Journal	Nurse		
*AANA News Bulletin	S&E		
*Engineering College Magazine	S&E		
Graduating Engineer	OTS/S&E	Oct 17	GE
Newsweek	OTS/S&E		NW
Technology Illustrated	OTS/S&E		TL
*American Meteorological	OTS		
Society's "Employment Bulletin"	OTS/S&E		ST
IEEE Spectrum	Academy	Oct 28	SS
The Senior High School Market Group	Retention	Oct 17	
*Air Force Times	Educator		
*Scholastic Coach	Educator		
*VICA	Educator		
*Electronic Learning	Influencer	Oct 14	
Jr. Scholastic	Educator	Oct 19	
Education Week	Educator		
Instructor			

*Doesn't include business reply card
#Upscale Influencer Campaign

Tours

Date	Squadron	Location	Type
Oct 23-25	63rd	Kirtland AFB, N.M.	S&E
Oct 25-27	67th	Sheppard AFB, Texas	Educator
Oct 26-28	66th	Lowry AFB, Colo.	Educator
Oct 26-28	12th	Chanute AFB, Ill.	Educator
Oct 26-28	18th	Keesler AFB, Miss.	Educator
Oct 27-29	51st	Wright-Patterson AFB, Ohio	S&E

Conventions

Date	Location	Type
Oct 2-5	New Orleans, La.	
Oct 5-8	San Antonio, Texas	
Oct 13-15	New York, N.Y.	
Oct 13-16	Albany, N.Y.	
Oct 17-19	Toronto, Canada	
Oct 17-20	Atlanta, Ga.	
Oct 23-27	Anaheim, Calif.	
Oct 14-17	Evansville, Ind.	
Oct 27-28	Indianapolis, Ind.	



feature

BLUE SUIT V

Rose White keeps 34D running on even keel

Rose White, D flight secretary, began her career in Recruiting Service 23 years ago after 10 years civil service with the Navy. Her invaluable experience in recruiting has been acknowledged as a key to the success of the "Ridge Runners from West Virginia."

"Rose is fantastic, we love her like family. Without her we probably wouldn't be here right now," MSgt. Gary Campbell, flight supervisor, said. "She is important to us in that she keeps the whole flight together. She never misses a day of work and double checks everything for us."

Although in Recruiting Service for 23 years, she has spent only the past two with 34D. Her recruiting career began with Det. 202, 3502nd Recruiting Group, inactivated in 1971. She then moved to Det. 502, Sector F, 3503rd Recruiting Group. In 1977, she joined the 3535th Recruiting Squadron. Her flight secretarial duties with the 3534th began in October 1981.

To say there have been noticeable changes during the past 23 years would be an understatement. Mrs. White said, "I think the advancements I've seen in my career, especially in the areas of technology and automation have helped a great deal. Compared to the way we used to do business, the changes have not only increased our production, but our efficiency as well," she added.

Efficient is a good term to describe her. Virtually every aspect of the squadron's operations in some way involve her. Aside from the traditional secretarial duties (filing, typing and handling daily correspondence), she keeps the production and daily events boards current, checks phone bills for proper charges and visits each AFRO in the flight to ensure up-to-date regulations and proper filing.

"Having a team of good solid recruiters is very important," Sergeant Campbell said. "But from a flight supervisor's standpoint, a unit could probably lose its two best producers, and it wouldn't

hurt as much as losing the flight secretary."

"All the people I work with in the squadron and flight are very cooperative, but we have to be to avoid mistakes," Mrs. White said. "Accuracy is important when coordinating with the recruiters, especially when scheduling applicants. Most everything comes through me and I control all the records on testing and production as well as making sure our recruiters know what they have coming up in the way of applicants needing to test, take physicals, go to the MEPS or go on active duty," she explained.

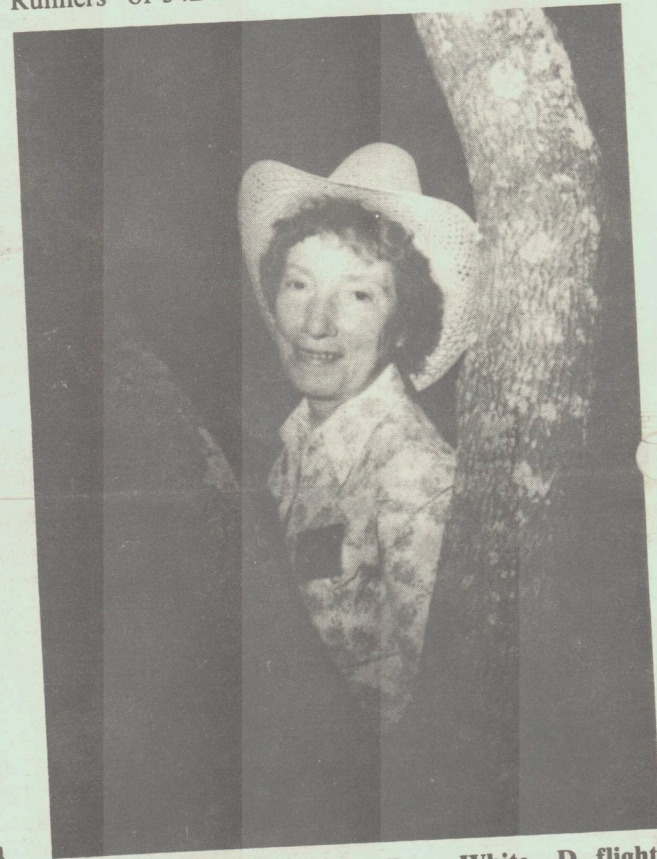
Although busy all day, her day doesn't end at quitting time. Keeping active outside the office, the 68-year-old secretary is an avid swimmer, gardener and homemaker.

Her dedication to the military has been exemplary as evidenced by her many citations and superior performance ratings. Because of her quality of work, many of the flight recruiters pointed to Mrs. White as a key to the success of the "Ridge Runners" of 34D.



HOWDY — Cliff Morton, Chamber of Commerce member and Rose White, D flight secretary, enjoy the many activities at Mr. Morton's ranch. He hosted the winning flight to a fun-filled afternoon and

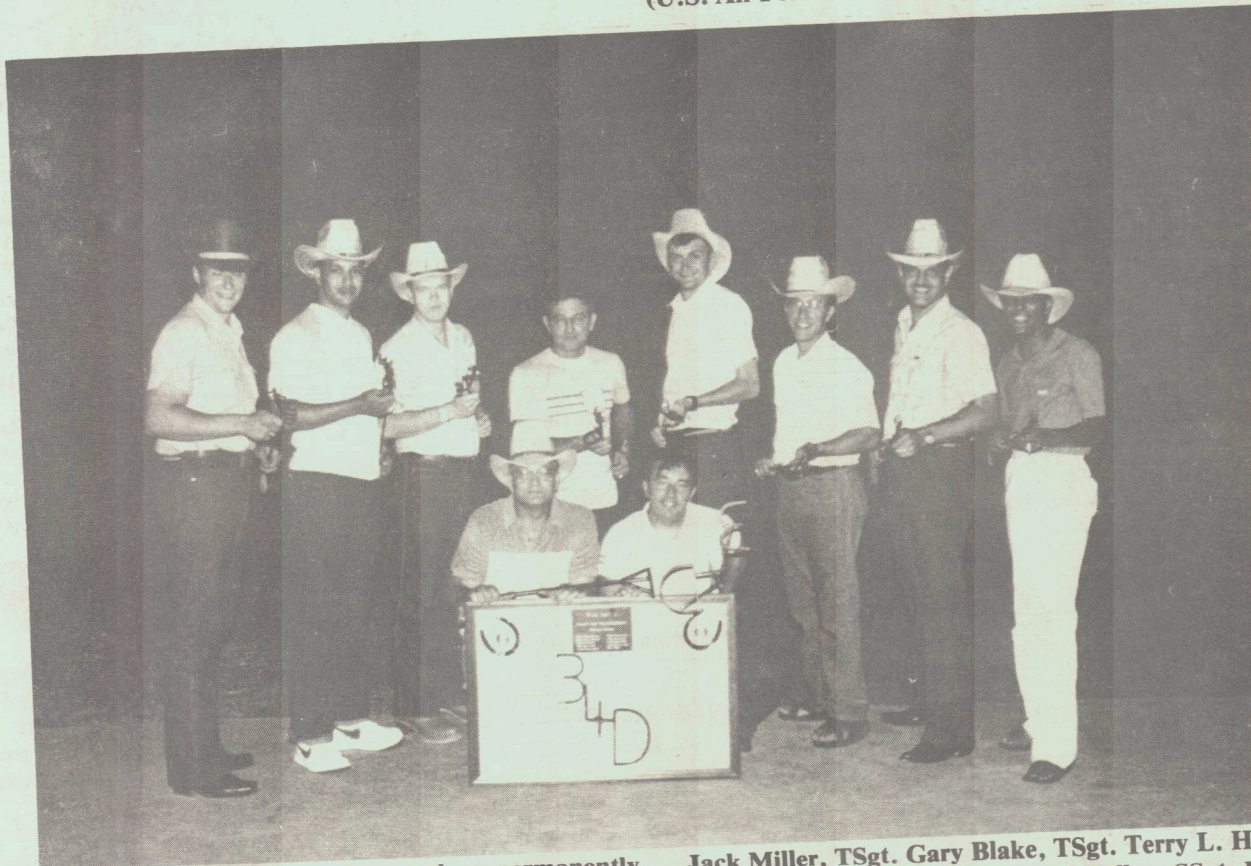
evening including swimming, skeet shooting and a barbeque. (U.S. Air Force Photo by MSgt. Buster Kellum)



SUPER SECRETARY — Rose White, D flight secretary, has 23 years experience with Recruiting Service, earning numerous achievement awards. (U.S. Air Force Photo by MSgt. Buster Kellum)

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

USAF Recruiting Service/RSA
Randolph AFB, TX 78150



THE WINNERS — D flight members permanently put their brand on this year's Blue Suit competition with an iron blacksmith by retired Lt. Col. Larry Patton. Flight members standing, from left, are MSgt. David Johnson, TSgt. Terra Colvin, MSgt.

Jack Miller, TSgt. Gary Blake, TSgt. Terry L. Hos, MSgt. James Brooks, SSgt. John Kelley, SSgt. Harvey Silas. Kneeling are TSgt. Ronald Carter, and MSgt. Gary Campbell. (U.S. Air Force Photo by MSgt. Buster Kellum)