



Recruiter

The Magazine of the Air Force Recruiting Professional



I WANT YOU

TO USE ALL OF YOUR MARKETING TOOLS

August
2003

June Top EA Recruiters

SSgt Michael Kovach	311	800%
TSgt Ronald Uplinger	318	600%
MSgt Nash Howell	336	500%
SSgt Brenton Harke	362	500%
SSgt James Lucas	313	500%
TSgt Warren Richey	332	500%
SrA Jeffrey Storman	333	400%
SSgt Scott Schaffer	362	400%
SSgt James Consejero	367	400%
SSgt James Amrozowicz	313	400%

June Top Flight Chiefs

TSgt Ronald Orr	313/F	233%
MSgt Daniel Dostart	343/E	231%
TSgt William Bialcak	368/C	210%
TSgt David Desmarais	339/F	200%
SMSgt Clay Stark	314/A	200%
MSgt Angel Guterrez	364/I	192%
MSgt Perry Anderson	332/D	177%
MSgt David Bullard	313/B	175%
MSgt Michael Kromoff	332/G	171%
MSgt Brad Buening	368/H	167%

June Top OA Producers

Physician	Nurse	Dental	OTS
367 RCS 133%	348 RCS 130%	333 RCS 250%	349 RCS 188%
331 RCS 100%	331 RCS 112%	314 RCS 100%	344 RCS 180%
337 RCS 100%	333 RCS 100%	331 RCS 100%	339 RCS 155%
344 RCS 80%	345 RCS 100%	337 RCS 100%	332 RCS 144%
332 RCS 75%	337 RCS 100%	338 RCS 100%	368 RCS 137%
339 RCS 75%	311 RCS 80%	342 RCS 100%	333 RCS 133%

Recruiter Spotlight

Photo by Staff Sgt. Michael O'Connor



Staff Sgt. Pat Connor, 319th Recruiting Squadron enlisted accessions recruiter, reviews paperwork with a potential applicant.

Staff Sgt. Pat Connor

Job: Enlisted Accessions recruiter, 319th Recruiting Squadron, Manchester, N.H.

Hometown: Nashville, Tenn.

Time in the Air Force: Six years, six months

Time in AFRS: Three years

Hobbies: Playing football and fishing

What is your personal motto? Always give 110 percent at everything you do.

What inspires you to do what you do? My wife Stacy and children Tony and Anastasia.

What are your personal and career goals? To earn a silver recruiting badge and complete my bachelor's degree in education.

What is the best advice you have ever received? Never give up!

Recruiter

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cover photo



This month's issue includes information on marketing tools that were introduced in fiscal 2003, along with tools that have been in place but aren't as well known. Air Force Recruiting Service provides a variety of marketing tools for recruiters to use.

Graphic illustration by Tech. Sgt. Ted Northrup

Marketing vital to recruiting success

By Chief Master Sgt. Jeffrey Martin
Air Force Recruiting Service

OK, so we've got NASCAR, Cross Into The Blue trucks, RAPTORS, mini-jets, Ricky recruiter and a host of other highly visible "toys" for recruiters to play with. Problem is, with more than 1,500 recruiters on the street, these "toys" may never visit every recruiter's small piece of America. So what do recruiters need to market themselves in hometown, USA?

The instructors at the schoolhouse told me that one of my primary jobs was to "make myself known to the public in Gastonia, N.C." As I arrived in the field, I was trained by my first flight chief to "market" myself.

Basically, there are two places recruiters must "make good" on this task: their schools and the general public. Let's tackle the schools first.

School plan

Back in the day, an average recruiter sported a desk drawer with 25 or more schools that had to be covered. With the recruiter plus up, that number is now a more manageable 5-10 public schools. Recruiters need to seize the initiative in these schools and make themselves known. Start by taking an Air Force coffee mug, filling it with candy and giving it to the school counselors, secretaries and anyone else in the school that has access to students. Here's an important lesson to learn early: Everyone else is always asking for something. Recruiters can become the one people remember to call, if they are the person that gives, rather than takes all the time.

A solid school plan requires recruiters to have something scheduled every month of the year — even July and August. That might mean sending a card to those important points of contact in all the schools thanking them for support — even if they didn't give much — because they are the folks recruiters want on their side next school year. Use

that out-of-pocket money to buy doughnuts and coffee for the school point of contacts once or twice a year, or host a center of influence dinner at one of their teacher workdays, both of these efforts will pay huge year-long dividends.

Zone plan

Once recruiters become known in their schools, they need to focus on the rest of the zone's population. First, recruiters need to get plugged into what's happening. Subscribing to the local newspaper is the best way to keep abreast of what's going on in a recruiter's zone. When something comes up, recruiters should initiate contact and offer services as a guest speaker, judge, assistant director, etc. One of the first stops when arriving in town should be to the

local chamber of commerce. It always "has the stick" on events in and around the zone. Once invited, call the squadron marketing shop and reserve the RAPTOR and/or mini jet.

Next, pay a visit to the local media: television and cable outlets, radio stations and newspapers. Don't forget to take special promotional items and maybe even some food. Radio

disc jockeys often give "on air mentions" when people bring things to the studio. For newspapers, check to see if they'll run hometown news releases about people joining the Air Force or maybe run a free ad if they have space.

After these things are done, set about doing those grassroots things — posting your zone. Keep track of where you leave flyers, business cards, literature racks and take-one boxes, because the business owner will not be happy to have an empty product in their business. Be the person in your squadron who always has to ask for more "stuff" to post.

I once saw a sign in an Air Force dentist's office that read, "You don't have to floss all your teeth, just the ones you want to keep." Marketing oneself is a lot like flossing — recruiters don't have to do it all, just market where they want to be successful.

Marketing oneself is a lot like flossing — recruiters don't have to do it all, just market where they want to be successful.

Courtesy photo



Visitors to the Cross Into the Blue Tour can ride the extreme equilibrium where they can experience the “spatial disorientation” Air Force pilots encounter when traveling faster than the speed of sound.

**By Staff Sgt. Marti Ribeiro
Air Force Recruiting Service**

Fiscal 2003 brought bigger and better things for the Air Force Recruiting Service marketing division, and one of those included the Cross Into the Blue Tour.

The tour was designed to replace the Air Force Experience, and with more than 4,000 leads from the tour since it became operational last November, it has more than proven its success, according to Tech. Sgt. Marvin Daugherty, Headquarters AFRS, special events NCO.

The CITB Tour has seven separate components. The first is the movie theatre, which plays a

three and one-half minute movie about the Air Force.

“The theatre can hold up to 30 patrons, so it helps serve a large audience,” Sergeant Daugherty said.

The second component is the air-to-air refueling game, where visitors take on the roll of boom operator and test their skills refueling an F/A-22 Raptor.

The third, and the most liked component according to Sergeant Daugherty, is the extreme equilibrium experience. It’s a large spinning mechanism that gives visitors the “spatial disorientation” fighter pilots encounter when traveling faster than the speed of sound.

The special operations jumper is the fourth component. Visitors

are strapped into a parachute harness while the floor drops out below them. Using virtual reality goggles, the visitors try to land on a ground target.

“It gives visitors the feeling that they’re really parachuting and trying to land,” he said.

The other components of the CITB Tour include the satellite system display and a full-scale F-16 Fighting Falcon static display.

“The F-16 usually gets a lot of interest, especially if there’s not an airport nearby,” Sergeant Daugherty said. “People wonder how the aircraft got there.”

The last components are the interactive kiosks. Six computer kiosks are built into the side of the movie theatre trailer.

“The kiosks feature trivia

questions designed to educate visitors about today's Air Force. Prizes are usually given out for answering questions correctly," Sergeant Daugherty said.

All of these components fit neatly into three tractor trailers that travel around the country.

In the more than 40,000 miles the tour has logged since November, their travels have included large events like NASCAR and state fairs, however they also frequent smaller venues like high schools.

But, whatever the venue, recruiters have it pretty easy when working the CITB Tour, according to Sergeant Daugherty. Six contractors and three drivers travel with the tour for setup and tear down of all of the displays and interactive events. The CITB Tour contractor also hires anywhere from four to nine people from local talent agencies to gather leads and hand out information at events.

"It's ideal for recruiters," said Staff Sgt. David Amaran, 330th Recruiting Squadron, marketing NCO. "The contractors handle the lead gathering and running the events, the recruiter just basically shows up and answers questions from the crowd."

So how does the average street recruiter get their hands on this? The answer is to contact the squadron marketing NCO. Requests should be forwarded to the squadron marketing NCO at least 90 to 120 days before an event.

The request is then forwarded through the group and to Sergeant

Daugherty at headquarters.

By law, the CITB Tour can only travel 500 miles a day. This is the main limitation according to Sergeant Daugherty. The tour can't be at event in New York on Saturday and then plan to be at an event in California on Thursday, he said.

"To get the best use of the tour, recruiters should talk to each other within their squadrons and groups to get as many events scheduled as possible while the trailers are in one area," Sergeant Daugherty explained.

But, once the CITB tour is scheduled to visit a recruiter's area, they need to make full use of the tour, according to Sergeant Daugherty.

"Recruiters should get with local media before the tour visits their area to maximize exposure," he said. In the near future, recruiters will be able to hand out press packets to give the media information about the tour, and a Web site is being developed to

provide all the CITB Tour information and dates. The Web site is scheduled to be online this fall.

"We offer something different, and the media recognizes that," he said. "Not only are we a large and impressive tour, but it's free to ride our interactive displays."

He went on to explain, that it's also a great event for recruiters to give interviews and let the public know what the Air Force is all about.

"The tour is an awesome marketing tool," Sergeant Amaran said. "It takes center stage wherever it goes."

The CITB Tour future looks bright, according to Sergeant Daugherty. We are looking into the possibility of a second tour and possible new configurations of that tour designed for smaller venues such as high schools.

"The only complaints we've received is that it can't cover every venue that's out there," he said. "But we're working on solving that."

Courtesy photo



The Cross Into the Blue Tour requires a 125-square-foot area to set up all of the displays and interactive events.

PSAs: free marketing stretches ad budget

By Tech. Sgt. Gary Quesenberry
Air Force Recruiting Service

The Air Force spends more than \$70 million each year advertising the benefits of crossing into the blue.

It sounds like a lot of money. In fact, 70 million one-dollar bills will stretch from Miami to Seattle and back. But when it comes to purchasing radio, television and print ads with all the associated costs, \$70 million doesn't go as far as it sounds. With this in mind, the marketing division at Headquarters Air Force Recruiting Service uses another way to get the word out ... public service announcements.

The AFRS creative branch's broadcasting department produces more than 2,000 radio PSAs and 500 television PSAs a year. These custom messages make it on the air for free. A true public service announcement carries a message of redeeming social value like 'stay in school', according to Tech. Sgt. Ted Northrup, Headquarters AFRS, broadcasting producer. Recruit-

ing Service relays those messages with the local recruiters name and number at the end.

"An advertisement will have a call to action," said Jimmy Spacek, broadcasting department chief. "Our PSAs have a general message, like stay in school or the value of an education. We give that message a signature of sorts by adding the recruiter's name and number."

All recruiters are required to make media visits, according to Mr. Spacek. PSAs help the recruiters make the return trip with a product in hand. It cultivates a relationship with the radio or television station. According to Mr. Spacek, recruiters need to keep in mind the stations that play the spots and commercials are ultimately driven by the dollar. They have to pay for their talent and staff. Morning show disc jockeys at a successful radio station in a top-ten market make more than \$135,000 a year. The morning show disc jockey in lower-end markets makes \$38,000 a year. Which station is more likely to play an Air Force message for free? The same comparison holds true for television as well, said Mr. Spacek.

"Requesting a PSA is a simple

Photo by Master Sgt. Dave Richards



Tech. Sgt. Gary Quesenberry, right, Headquarters Air Force Recruiting Service broadcasting department, creates Public Service Announcements for recruiters to hand out to radio stations for free air time.

process,” Mr. Spacek explained.

First, get a commitment from the station to play the PSA. For radio, ask them what tag line they want on the PSA ... something like “Mix 106”, or “Your all-time favorites, Q102.” Find out what type of music the station plays and then fill out an Air Education and Training Command Form 72.

For television, find out what format of tape is required and put

it on the form. Fax the form to AFRS/RSMC at (210) 652-4892. Or use the electronic version of the form and e-mail it to rpsa@rs.af.mil.

For recruiters who don’t have the electronic version, follow the form in the marketing continuity book and put it into the text of an e-mail. Just make sure the recruiter’s name, address, phone number and the station particulars

are included. If there is something difficult to pronounce, spell it out phonetically. Once broadcasting receives the request, it should only take two weeks to process. For more information, call (210) 652-3937.

It never hurts to ask a station if they play PSAs. They are just one more set of tools to put in your marketing toolbox. And best of all, they are free.

Airman 1st Class Carlos Tovar is one of the missile and space systems members featured in teacher planners distributed with the Technology Education Shop Safety Program.



Shop Safety Program targets high-tech, maintenance career fi

**By Staff Sgt. John Asselin
Air Force Recruiting Service**

The Air Force is steeped in high-technology and maintenance career fields, and many new recruits are needed each year to fill these jobs. One marketing program is designed to help find potential applicants with the aptitude and interest in those fields.

The Technology Education Shop Safety Program assists the Air Force in gaining access to classrooms across the country,

while helping teachers convey critical safety practices to their students.

“The 30,000 technology education classrooms the Air Force reaches with the program contain more than six million students with the aptitude for hands-on learning and an interest in technology,” said Master Sgt. Juan Demiranda, Air Force Recruiting Service enlisted programs account executive. “The program provides exclusive opportunities to the Air Force that other military recruiting services

do not have.”

Along with in-classroom advertising the large safety posters provide, the Technology Education program provides recruiters a list of participating teachers. The program prioritizes this list by generating an invitation into the classroom from teachers who want more information about the Air Force for their students.

It also produces additional safety materials for recruiters to deliver to these teachers, Sergeant Demiranda said.

“Combined with a Web site



many of their students will need further training, experience and education after high school to start a successful career. They know the Air Force can help many of their students.”

After StudentAware, the contractor responsible for the program, delivers the safety posters at the beginning of the school year, a Technology Education Teachers’ 12-Month Planning Guide is delivered to participating teachers by recruiters, according to Sergeant Demiranda.

“The Planning Guide, Outstanding Student Award Certificates, and other valid classroom visitation events found in the High School Advertising, Marketing, and Promotion Program Recruiter Reference Guide, help establish familiarity in the classroom, develop a rapport with the teacher and eventually gain quality access to students,” he said. “Talk about training and experiences in the Air Force are subjects that most technology education teachers want their students to hear — the Technology Education program gives recruiters the opportunity to tell their story.”

StudentAware’s Technology Education program was developed to meet the needs of the Air Force during the 1984-85 school year.

For almost 19 years, Technology Education has been refined, modified and adjusted to continue meeting the needs of Air Force recruiting — on an exclusive basis, with the Air Force as the sole military advertiser in the program, according to Sergeant Demiranda.

“Crossing into the Blue in the 21st century is an excursion into the world of technology — having the aptitude to learn the technologies that the Air Force needs is a constant requirement, having a recruiting edge in this important market is vital,” he said.

One of the features of the Technology Education Teachers’ 12-Month Planning Guide is the May calendar editorial feature that always profiles the Technology Education Teacher of the Year, he added.

“The Teacher of the Year is selected from a field of 250 Outstanding Teacher Award recipients who are nominated by their students,” Sergeant Demiranda said.

“The top 25 Outstanding Teachers are further recommended by their principal for the Teacher of the Year award. The caliber of teachers selected for this prestigious award continues to astound us, he said. From the Coldwater, Miss., winner several years ago, who received his first pair of new shoes when he joined the Air Force in the ‘50s, to the Warren, Mich., winner this year who thinks that all of his students should consider joining the Air Force — this program truly identifies remarkable teachers and helps recruiters establish a working relationship with them.

And it’s not just these teachers, there are more than 30,000 teachers participating in the Technology Education safety program that wouldn’t have safety posters, handouts and other materials if it weren’t for Air Force recruiters.”

divided up for technology education teachers and students, a teachers’ guide that delivers important classroom safety information along with an Air Force influencer ad, the Technology Education program offers both passive and active marketing and advertising opportunities,” he said.

“Most technology education teachers are very receptive to the Air Force, as many have military experience, and they all want the best for their students,” he said. “These teachers also know that

Increasing traffic flow

Key to event success

**By Tech. Sgt. Cheri Dragos-Pritchard
348th Recruiting Squadron**

If you want to succeed in marketing the Air Force at special events, you've got to ensure traffic flow according to the 342nd Recruiting Squadron marketing team.

"Getting people to come to the booth or location, (increasing traffic flow), is the key to the success of each event a recruiting squadron participates in," said Tech. Sgt. Keith Houin, 342nd Recruiting Squadron public affairs NCO.

Special events can play a large role in any squadron's recruiting efforts, but the success of the event depends on the traffic flow, he said. From job fairs to air shows, the special event gives recruiting personnel the opportunity to increase community awareness, talk with community influencers and meet prospective applicants all at once.

"As anyone that has done an event can tell you," Sergeant Houin said, "you can never really tell how successful an event will be until it is over and done with."

There are different ways to increase traffic flow and overall event success. However, each event must be evaluated on an individual basis to determine what will be most effective way to get the crowd's attention for that particular event. Again, getting people to the booth is a key factor to its success.

"Location is always important," said the sergeant.

"A simple table in the highest traffic area can often be just as successful as having the Cross Into the Blue Tour at the far end of a fairground. You have to work each event individually."

Some of the questions Sergeant Houin asks are: Do we want to be near other military recruiting booths? Can we get a spot near the event entrance area? Where will we get the most traffic flow? Who will we be competing with for attention?

"These are questions to be considered prior to the event, and once they are answered you can pursue that hot booth location," he said.

The checklists available at www.afrecruiting.com can help marketing teams and recruiters plan each event, but Sergeant Houin suggests using these checklists as a guideline only.

"We have to be flexible with each event," Sergeant Houin stated. "What worked last week for one event may not work for this week's event, and what worked for last year's biggest success, may not work this year. Flexibility and researching the event are necessities."

The 342nd RCS recently put their flexibility and research to the test during a regional wrestling tournament in Bismark, N.D. After discovering the event had no room for the RAPTOR or a booth, the marketing team researched a way to get the attention of prospective applicants.

Master Sgt. Mike Garten, 342nd RCS flight chief, coordinated with Headquarters AFRS to have the Air Force wrestling team appear at the event.



Recruiters like these, can use the RAPTOR or other marketing tools to attract potential applicants at special events.

According to Sergeant Garten, it was one of the most successful events the squadron has ever done, proving that research can pay off.

According to Sergeant Houin, at times no amount of research or planning can make the event successful – “it’s at those times you have to rely on creativity.

“Despite the efforts of the recruiter or the marketing office you can’t always get the prime location,” Sergeant Houin said. “You find people at every booth at the event with one exception — yours. That’s when you need to get creative and bring the crowd to you.”

Sergeant Houin said recruiters his squadron has “created” trivia contests or started handing out footballs to the crowd, even challenging potential

applicants to sit up competitions to get the crowd interested in their booth.

“Being successful at a special event is not just setting up the booth,” said Capt. Kerry McPartlin, Headquarters AFRS advertising branch chief. “Recruiters have to be excited and energetic, whether they use lights, music, trivia questions or special promotional items, recruiters need to attract their audience.”

“Some times it’s not what you have, but how interesting and fun you make it look,” Sergeant Houin said.

“Young people like fun and interesting booths. Why not give it to them. They’ll remember your booth if you can do that, and in the end that might be the one thing that gets them to Cross into the Blue.”

“Being successful at a special event is not just setting up a booth. Recruiters have to be excited and energetic ...”

- Capt. Kerry McPartlin

New AFRS Web site provides customized ads

By Staff Sgt. Marti Ribeiro
Air Force Recruiting Service

AirForceads.com is the latest marketing tool to help recruiters tailor advertising to meet their local recruiting and community needs.

“This Web site helps us design ads that fit our needs specifically,” said Tech. Sgt. Jim Lapp, 311th Recruiting Squadron public affairs NCO.

Air Force Recruiting Service purchases newspaper advertisements on a national and squadron level, according to Capt. Kerry McPartlin, Headquarters AFRS advertising branch chief.

“This means sometimes a recruiter’s local hometown paper will not contain any Air Force advertisements,” she said. That’s where AirForceads.com comes into play.

The new Web site allows squadron marketing NCOs to design advertisements for local newspapers and other print media. The ads can be created in a variety of sizes with a wide range of content, graphics and specific career fields.

Ads can be created for recruiting enlisted accessions, nurses, physicians, engineers or other groups deemed critical by the Air Force.

“I’ve used these ads for both paid and free advertising in newspapers, employment guides,

high school or local community career fair brochures and in high school sports programs,” Sergeant Lapp said.

Pre-written ad text and graphics can be made into any format the newspaper needs and sent via e-mail to the publisher, Captain McPartlin explained.

“So if a recruiter feels their market isn’t being totally covered they can talk to their squadron marketing NCO and have them design an ad for their specific need in a certain area,” she said.

Another benefit to the Web site according to the captain, is that information and graphics are constantly updated.

“We update the text for the ads as soon as something changes,” she said. “This ensures that our marketing NCOs are producing ads with the most-up-to-date information.”

But, it wasn’t always this easy.

“Our ad agency used to create compact disks with advertisements on them,” Captain McPartlin said, “but by the time we got them out to the field the information was out dated and the ad sizes didn’t fit every newspaper.”

The Web site was created to ease the process of creating advertisements for newspapers. Marketing NCOs can create a specific ad for a certain newspaper and email it to the publisher in the correct format without ever having to leave their desk.



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U.S. AIR FORCE
CROSS INTO THE BLUE

Above and below are examples of ads that can be created on AirForceads.com.



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Every day PJ's and CCT's find themselves in enemy territory where they have to scout out landing and drop zones and perform rescue and recovery on unusually unforgiving terrains. And they do all this without a red suit with webs on it or any sort of a cape. For more information, visit airforce.com or call 1-800-423-USAF. Join now and maybe next summer's blockbuster will be about you.



U.S. AIR FORCE
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Radio news

Air Force Radio News is a weekday, five-minute program providing instant access to timely and topical news and information for and about the Air Force community. It is available toll-free at 1-877-AFRADIO and on Air Force Link at www.af.mil/news/radio.

NCO retraining

More than 450 airmen have taken their careers into their own hands by volunteering to change career fields under the initial phase of the Air Force's fiscal 2003 Noncommissioned Officer Retraining Program – leaving more than 900 who may be involuntarily moved to shortage career skills.

The retraining program is designed to help balance the enlisted force by moving NCOs in specialties with surpluses to those with shortages. In April, the Air Force said it needed about 1,400 airmen to change careers.

Vulnerability listings by grade and Air Force specialty code are updated online weekly on the Air Force Personnel Center's Web site at <https://www.afpc.randolph.af.mil/enlskills/Retraining/retraining.htm>.

Uniform production

Fabric shortages have delayed production of select Air Force optional uniforms.

These items include Air Force polyester/wool blend shirts and blouses, polyester slacks and skirts, mess dress uniforms and officer service coats.

The shortages are expected to continue through the fall.

New uniforms

Air Force officials are considering an Air Force-distinctive uniform to replace the current battle dress uniform.

A fit and wear test of the uniform is pending. The test will determine the best way to respond to Air Force needs for the 21st century utility uniform. Wear tests usually last between six months and one year but can be extended based upon the complexity of the uniform. At the conclusion of the wear test, Air Force leaders will review the feedback and input from testers and a decision will be made to implement all, some or none of the test uniform.

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U.S. AIR FORCE
CROSS INTO THE BLUE

Photo by Joe Juarez



Joint-service enlistment ceremony

Members of the 369th Recruiting Squadron Senior Master Sgt. David Gottshall, Capt. Colleen Johnson and Maj. Yolanda Wood observe a joint-service enlistment ceremony held July 1 at a baseball field adjacent to the Los Angeles Military Entrance Processing Station. The ceremony commemorated the 30th anniversary of the All Volunteer Force. Army Maj. Gen. Jeff Gidley, 40th Infantry Division commander, presided over the ceremony.

RISK management can improve safety

**By 2nd Lt. Adrienne Traxinger
Air Force Print News**

During the first half of the 101 Critical Days of Summer over, 14 airmen were killed in private motor vehicle accidents. Eight of those killed were involved in motorcycle mishaps, including one over the Fourth of July weekend.

Air Force leaders are emphasizing operational risk management to keep airmen safe.

“There’s risk involved in everything we do,” said Chief Master Sgt. Clifford Tebbe, ground safety superintendent at the Air Force Safety Center at Kirtland Air Force Base, N.M. “The good news is risk is manageable.”

Operational risk management is a tool to help people think through the risks associated with an activity, on or off duty. It involves determining the risks associated with an action or activity, weighing them against the benefits and controlling the risks, according to safety officials. A foundational principle of ORM is “accept no unnecessary risk.”

“We usually get away with taking risks so we become oblivious to its presence,” Chief Tebbe said. “On the extreme end of our risk tolerance continuum, we become flippant about it.”

One area where people take risks every day is on the highway.

“If there’s a place where we

need to exercise risk management, it’s on the road,” Chief Tebbe said.

Private motor vehicle accidents continue to be the major threat to airmen, according to safety officials.

Since October, 33 airmen have died from preventable motor vehicle accidents.

People can start minimizing accidents by identifying hazards associated with an activity, evaluating the severity of possible adverse effects and identifying ways to reduce the hazard. Assessing the situation leads to making decisions based on the information at hand, implementing the risk controls and reviewing the effectiveness of the process, according to officials.

A fundamental part of risk management is being vigilant regarding fellow airmen’s safety, according to officials. People are the Air Force’s most valuable asset, and deaths do not just affect family and friends, but the whole mission.

“The losses we experience are far-reaching,” Chief Tebbe said. “We don’t just lose a person, we lose a friend, a family member and their experience.”

To try and prevent further losses, risk management has been incorporated into the curriculum at airman leadership school and noncommissioned officers academies.

July Promotions

Major

Shirron Richardson 311 RCS

Captain

Tom Sawyer 345 RCS

Senior Master Sergeant

John Gereaux HQ AFRS

Paul Pettit 339 RCS

Master Sergeant

Paul Gallagher 311 RCS

Jennifer Page 314 RCS

Isaac Resurreccion 317 RCS

Jacqueline Foster 339 RCS

Chad Maronge 344 RCS

Ronald Kellar 361 RCS

Leonard Ratajczyk 361 RCS

Charles Bell 367 RCG

David Caraballo 368 RCS

Merlene Edwards 369 RCS

Justin Ewing 318 RCS

James Ware 319 RCS

Danny Avery 332 RCS

William Barth 332 RCS

Paul Kaiser Jr. 332 RCS

Derek Fromenthal 336 RCS

Melanie Harper 336 RCS

Karl Smathers 339 RCS

James Bennette 341 RCS

Steven Nelson 341 RCS

Felicia Thomas 341 RCS

Richard Cuddeford Jr. 343 RCS

Sandon Miller 344 RCS

Chad Flann 347 RCS

Darren Barry 348 RCS

Eric Swant 349 RCS

Marsha Bryan 362 RCS

Cara Conrad 362 RCS

Tadashi Hewston 362 RCS

Marco Soto 362 RCS

Richard Fullen 364 RCS

Jerry Harms Jr. 369 RCS

Jason Beaudoin 372 RCG

Staff Sergeant

Technical Sergeant

Jeremy Harris HQ AFRS

Michael Kovach 311 RCS

Sean Crum 313 RCS

Todd Mickel 314 RCS

Sonia Williams HQ AFRS

Chiquita Green 317 RCS

Richard Clements Jr. 339 RCS

Josefita Ojeda 344 RCS

Shavon Doyle 349 RCS

Jason McAlister 367 RCS

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