

Recruiter

The Magazine of the Air Force Recruiting Professional

Reaching your market

Campaign
takes aim
at target



December
2004

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The editorial content is edited, prepared, and provided by the public affairs office of Air Force Recruiting Service, Randolph Air Force Base, Texas. All photos are Air Force photos unless otherwise indicated.

Articles and photos submitted for publication in the *Recruiter* must be received by the editor no later than the first day of the month preceding publication.

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cover photo



Marketing products are often the first form of contact used by recruiters in gaining the attention of their target audience. (Photo by Senior Airman Madelyn Waychoff)

Chief promotions

Five Air Force Recruiting Service senior master sergeants were recently selected for promotion to the rank of chief master sergeant. Selected for promotion to chief master sergeant:

David Gottshall	369th RCS
Lester Harvey	HQ AFRS
Thomas Nelligan	364th RCS
John Osborne	338th RCS
Edward Vargas	HQ AFRS



The Air Force selected 566 senior master sergeants for promotion, with a selection rate of 21.06 percent.

Recruiter Spotlight

Master Sgt. Mario Aceves

Job title: Enlisted accessions recruiter, 369th Recruiting Squadron

Office location: Anaheim, Calif.

Hometown: La Quinta, Calif.

Time in Air Force: 14 years

Time in AFRS: 18 months

Prior career field: Medical service

Hobbies: Scuba diving, fishing and auto repair



What inspires you to do what you do? Knowing I help make a difference in someone's life. It can be a challenge meeting tough recruiting goals, but knowing you've helped another by bettering their life and career choices is a nice reward for me. The Air Force gives every applicant the chance to learn and work with the best and I'm happy to guide their first steps.

What is the best advice you have received? You should never whine about your mistakes, learn from them and press on.

Career goals: Obtain a leadership position that will allow me to help others.

What hints can you give others about recruiting? The people we enlist are more than applicants, they are volunteers, making unknown sacrifices as they serve their country. Always treat them with respect.

Personal motto: We judge ourselves by what we think we can accomplish, others judge us by what we have already accomplished.

GPC cardholders

Staying on top of finance regulations

By Staff Sgt. Marti Ribeiro
Air Force Recruiting Service



It's not often that an Air Force NCO is entrusted with a \$30,000 budget, a credit card and told to establish a marketing plan.

It's even more unusual when this NCO is asked to purchase items such as newspaper ads, radio spots, nurse and college student mailing lists and sales promotion items. But that's the everyday job of public affairs and marketing NCOs stationed at 28 recruiting squadrons across the country.

As most PAs and marketing NCOs would agree, controlling a \$30,000 advertising budget requires strict adherence to rules that govern procurement with the government purchase card.

Federal acquisition regulations allow only contracting officers and GPC cardholders as their agents to enter a binding contract.

"While it might sound reasonable to a recruiter to enter into a contract with a radio station, they don't have the authority," said Yolanda Cruz, Headquarters Air Force Recruiting Service budget analyst. Recruiters can request a quote for the contract, but it's ultimately up to the GPC holder or contracting officer to obligate the government's funds.

Surveillance and oversight of the GPC is a shared

responsibility. All stakeholders in the program, including the cardholder, financial analyst, marketing managers and local audit organizations are responsible for ensuring the GPC is used in the proper manner and only authorized and necessary official purchases are made.

According to regulations, disciplinary actions can be taken against military members who enter directly into a binding contract without the authority to do so.

So to avoid this kind of career complication, Ms. Cruz suggests recruiters rely on the advertising advice from their marketing experts, financial analysts and their local contracting office. These resources can assist the recruiter in what they can and cannot legally purchase with their cards.

"When it's time to sign the contract, the marketing shop can make an informed recommendation to the GPC approving official," she said. "This keeps both parties out of trouble."

IMAX: Red Flag

New recruiting tool premiers this month

By 1st Lt. Amy Render
Air Force Recruiting Service

Experience the rush of a fighter pilot in combat with the ride of your life in “Fighter Pilot: Operation Red Flag,” a larger than life film on an eight-story screen with 12,000-watt digital sound.

The multimillion-dollar, 45-minute IMAX film based on the Air Force and mission of Red Flag, a combat training exercise, premieres Dec. 2 at the Smithsonian Air and Space Museum at Dulles

Courtesy photo

International Airport, Va., and at the National Museum of the U.S. Air Force at Wright-Patterson Air Force Base, Ohio, Dec 3. IMAX theaters across the nation are scheduled to play the film through 2006.

“This film will reach our target audience of recruiting age men and women,” said Brig. Gen. Dutch Remkes, Air Force Recruiting Service commander. “It showcases the Air Force’s mission and helps illustrate that joining the Air Force can bring a variety of unique career opportunities.”



A camera crew films footage for the upcoming IMAX: Red Flag film at Nellis Air Force Base, Nev.

Courtesy photo



The IMAX film crew interviews Airmen in a jet propulsion hangar at Nellis.

Recruiters will have an integral part in the premier of this film. They may use the premier opening at their local IMAX theaters to recruit in conjunction with the movie, according to Air Force recruiting officials. Also, a new 3 ½-minute video was developed from movie footage for the RAPTOR sport utility vehicles and Cross Into the Blue marketing platforms. Movie posters are being sent to all recruiting offices.

This is the first Air Force-specific IMAX-format film released. IMAX films are unique in that they are created using large-format 70-mm film, and then viewed in specific IMAX theaters built with oversized screens allowing viewers to feel as though they are part of the film. Director Stephen Low said the Air Force film is a hybrid, mixing a documentary approach with elements of a feature film.

“I’m really impressed by the young Airmen I’ve encountered doing their country’s work and want to do them justice through this film,” the director said.

Filming for this project began 18 months ago at Nellis AFB, Nev., focusing on the mission of Red Flag. Red Flag is a realistic combat training exercise simulating war scenarios against adversary tactics. It is conducted over the bombing and gunnery ranges at Nellis and helps a pilot train to survive their real combat missions when they deploy. This exercise has been said to be more challenging than real

combat, according to officials at the Nellis Air Warfare Center.

“This is a great opportunity to showcase what Red Flag does, not only for Nellis, but for the U.S. Air Force,” said Col. Joel Malone, 414th Combat Training Squadron commander at Nellis. “Red Flag provides a mosaic of what the Air Force brings to the table. If there’s one unit that brings all aspects of the Air Force together, it’s Red Flag.”

More than four years of work have made this film a reality. It included Airmen from Air Combat Command, Air Mobility Command, Air Force Special Operations Command and Air Force Materiel Command involved in a variety of careers. Filming captured everything from search and rescue missions, bombings, air-to-air sequences, maintenance checks and mission briefings to foreign object disposal walks down the flightline.

“‘Fighter Pilot: Operation Red Flag’ is a great way for us to increase public confidence that America is training our Airmen with effective weapon systems and realistic training opportunities for the protection of American and Allied interests, and reducing the risk to those we ask to fight for us,” General Remkes said. “This will also help us to recruit and retain quality Airmen for America’s Air Force.”



Capt. Morgan Johnson learns to float using a cable during filming of new Air Force commercials at Universal Studios. Four ads filmed over two weeks in several locations throughout California started airing in September. Captain Johnson is a program manager for military satellite communication ground-control systems at Los Angeles Air Force Base, Calif.

New TV commercials target audience on mass scale

**By Senior Airman
Madelyn Waychoff
Air Force Recruiting Service**

Air Force Recruiting Service's new "We've been waiting for you" campaign took off in September with the release of two new commercials highlighting the variety of people and jobs the service has to offer and the opportunities it provides for potential recruits.

Although the end result is a polished, 30-second spot, a great deal of time and effort by people behind the scenes went into making the ads happen.

"It takes quite a few months from start to finish to produce the ads," said Master Sgt. Joseph Hunter, Headquarters Air Force Recruiting Service marketing account executive. "We wanted to do a continuation of the first four commercials as far as the 'We've been waiting for you' theme, telling people there's bright and talented men and women out there, and there's a place in the Air Force for them to excel."

The advertising process begins with storyboards created by advertising agency GSD&M, and presented to Air Force marketing officials.

"They came to us with about 10 ideas,"

Sergeant Hunter said. “The ones we liked, they developed more fully. We chose the best out of those and presented them to a focus group.”

The focus group, which included teenagers and their parents, educators and other influencers, and active-duty Air Force, chose the four commercials that made it to production.

The filming went throughout May. Actors were chosen to play the young Airmen and other smaller roles, but actual Air Force people were filmed doing the jobs they do every day.

“These ads aren’t only for recruiting, they’re also for retention,” Sergeant Hunter said. “We’re trying to generate interest in the Air Force as a career and awareness that we are still hiring, but we want current Airmen to feel proud of being part of the Air Force when they watch the commercials.”

The four commercials were split into two flights, with *Food* and *Cops* airing now and *Lost* and *Tornado* airing in January.

In *Food* the audience is tricked into thinking a teen is bumming food for himself in the school cafeteria, but it turns out he gives the food to a homeless person. The audience then sees him in the Air Force as a loadmaster dropping food on a humanitarian mission.

Cops tricks viewers into thinking policemen are looking for a teen in trouble, but they are actually looking for the boy to fix their computer. He is later seen working in the back of an Air Force E-8 Sentry.

Four snowboarders lose their way in *Lost*, but are saved when one finds their location with a Global Positioning System and leads them out of the woods. He later becomes an Air Force B-1 bomber

pilot leading the strike package.

In *Tornado* a father grabs his fearless young daughter who is fascinated by an approaching tornado. The audience next sees her as an adult Air Force astronaut tracking storm systems on a space mission.

“The reason we don’t air all four at one time is because we want to create familiarity with the ads,” Sergeant Hunter said. “If we had four different ads running at once (viewers) may see an Air Force spot, but the familiarity and repetitiveness won’t be there that really goes with the branding. If we run two ads they see the commercial and it’s

immediately recognizable.”

Also to create familiarity, the ads will run repeatedly on stations and during programs that target the audience the Air Force is looking to recruit.

“The ad agency decides which commercials to air during which shows,” Sergeant Hunter said. They look at not only the ratings, but the ratings within the target market for shows where it won’t conflict with who and what the Air Force represents.

Two of the ads, *Food* and *Tornado*, were also

produced in Spanish to be aired on Univision and similar networks.

“Unlike most other military montage advertising, these spots have a strong storyline that draws the viewer in to find out where the story is going,” said Lee Pilz, GSD&M Air Force account director.

Mr. Pilz added the Air Force TV campaign outscores all other branches in DOD ad tracking studies in interest, appeal and with a call to action to find out more.

“We wanted to do a continuation of the first four commercials as far as the ‘We’ve been waiting for you’ theme, telling people there’s bright and talented men and women out there, and there’s a place in the Air Force for them to excel.”

*-Master Sgt. Joseph Hunter
Headquarters Air Force Recruiting Service*



Overseas assignments op

**By Senior Airman Madelyn Waychoff
Air Force Recruiting Service**

Recruiters may not realize the cultures and experiences waiting for them in an overseas assignment.

The wonders of Europe and the Pacific are waiting, along with the many people looking for unique opportunities only the U.S. Air Force can provide.

Three-year tours in Alaska, Hawaii, Germany, England, Italy, Puerto Rico, Guam and Japan open on a regular basis for recruiters interested in working overseas.

“A lot of people don’t know about the overseas assignments, but this is a great chance for recruiters to make a difference,” said Chief Master Sgt. Ken Kowalski, Air Force Recruiting Service command chief master sergeant.

“There are a lot of people there who just want

to serve. Recruiters really have an impact on people, especially because a lot of these kids have never left that little island in the Pacific. You create such a bond when you handle an applicant from enlistment to shipping.”

Most of the jobs do entail handling applicants all the way through. In many of the assignments there is no local military entrance processing station, traffic management office or support staff, so the recruiter takes care of everything. Because of this, most assignments require MEPS experience.

“All the jobs offer great professional growth and opportunities,” said the command chief. “It gives young NCOs so much more depth and breadth of experience.”

There are differences between overseas and stateside recruiting, though. It is much more involved, Chief Kowalski said. There are also the challenges of being assigned to a location with a different culture.



Open world of experiences

“It could be as simple as driving to learning the uniqueness of the culture and language,” he added. “But we’re there because it’s a great market. There are the locals, but there are also many (Department of Defense) dependents who grew up in the military and want to join, so the opportunity is there for them as well.”

The jobs haven’t been filling quickly, said Master Sgt. Craig Jones, Headquarters AFRS personnel NCO.

“We had six jobs that went unfilled in January, and in April and July we had to select people to fill the positions. But it’s a great opportunity to stay in recruiting and make it interesting,” he said.

This hasn’t discouraged recruiters already overseas.

“This is the best assignment I’ve had in the Air Force,” said Master Sgt. Hugo Martinez from the 333rd Recruiting Squadron in Puerto Rico. “I’ve been in Guaynabo City for three years and I love it.

You get to share more with the local folks and enrich your own life. It helps you realize what you have at home and how good it is in the states.

“I think everyone should do it at least once,” he said.

Recruiters who have completed one tour in recruiting and are qualified to stay in are eligible for overseas assignments. The group commander and superintendent qualify potential applicants who then can apply online at www.afpc.randolph.af.mil.

“What we’re looking for are people who have had a successful (enlisted accessions) recruiting tour, and that’s the baseline,” Chief Kowalski said. “We want staff and tech sergeants and young master sergeants who are looking for their next career progression.

“But it’s really one heck of a great opportunity to stay in recruiting, go overseas, have a ton of fun, grow professionally and get involved in a cultural experience that is so unique.”



Nurse shows we really are all recruiters

By Tech. Sgt. Daniel Elkins
Air Force Recruiting Service

For many nurses across the country, literature touting the benefits of practicing their profession in the Air Force usually collects only a fleeting consideration. However, for the chief nurse at Davis-Monthan Air Force Base, Ariz., it's a genuine testimonial that has led to a career-long opportunity for professional development.

Lt. Col. Shelly Butler, who was assigned to the 355th Medical Group in September, appeared in Air Force literature in 1989 as part of a recruiting campaign. Then 1st Lt. Shelly Dalton described her role as a nurse and an officer so others in her field might also "choose the less traveled roads that take them to new challenges, to changes and opportunities."

On that road to serving in the armed forces, the University of Central Oklahoma student quickly came to a fork.

"I considered joining the Air Force Reserve in college, but they told me I had to sign up for six years," she recalls. "When you're 20 years old, that sounds like a really long time."

Colonel Butler chose instead to pay her way through nursing school and entered the workforce in her hometown of Tulsa, Okla. It was six months later that, after drawing on her father's military experience, she and her father visited an Air Force recruiter. That visit led to her commission as a second lieutenant in 1986.

"I grew up knowing a lot about the military. After talking with my father, I kind of had my mind already made up and didn't need to be recruited," she said.

Colonel Butler said there are numerous

advantages to the Air Force, but points out varied job opportunities in nursing as the primary benefit.

“Instead of having to do the same job day after day for 10 years, you have several opportunities without losing your investment in the company or seniority,” Colonel Butler said.

Her opportunities have included serving as a clinical nurse, in trauma surgery, and as part of a multi-service unit and family practice. The colonel capitalized on that clinical experience to enter the management track, serving first as a nurse manager, then flight commander, deputy squadron commander and now chief nurse.

Along with the opportunities for management have come promotions and a possibility to retire in a few years, should she choose.

“Last, the experience and camaraderie between co-workers in the military seems so much stronger in comparison to the civilian side.”

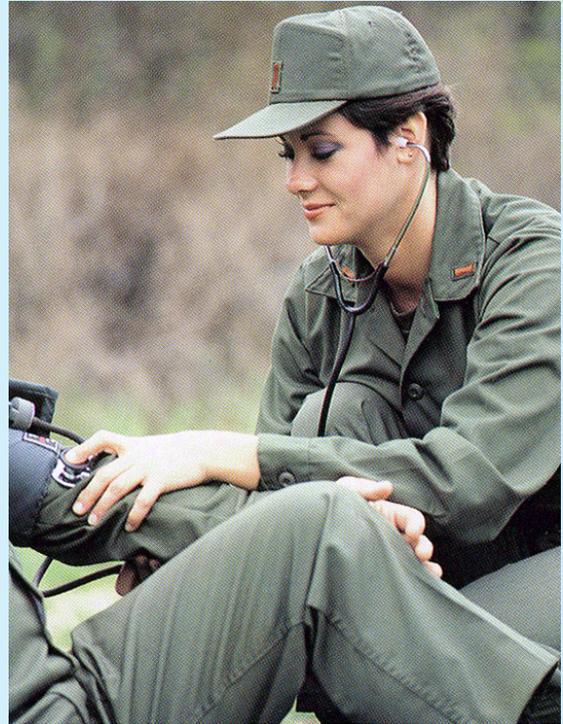
While the benefits are great, she admits that “it’s harder on the family when you have to make sacrifices, but when you look at the payoff it’s worth it.”

It is that foresight she hopes other nurses will have in choosing to begin their careers in the Air Force. Yet as a manager, she realizes recruiters will continue to face challenges of competitive pay and an ongoing war in their attempt to attract candidates.

“The fact that we’re at war creates a challenge for a lot of people who are fearful of joining with the thought of knowing they may be in a different country in hazardous conditions. Plus, they look at second lieutenant pay and often see it’s less than what they can make outside the Air Force,” Colonel Butler said.

“However, I joined for the opposite reason. I remember watching the news of a conflict on television and thought, ‘I could be over there helping.’”

And helping is exactly what the Air Force nurse has done for the past 18 years. While her bob hairstyle featured in the 1989 piece of recruiting literature may have changed to a modern pixie cut with highlights, her commitment to help others remains a dominant factor in continuing to serve her country.



Then 2nd Lt. Shelly Dalton appeared in Air Force literature to aid nurse recruiting efforts.



Today Lt. Col. Shelly Butler serves as the chief nurse at Davis-Monthan Air Force Base, Ariz.

CSAF Sight Picture

Stressed Airmen:

Who's Your Wingman?

By Gen. John P. Jumper
Air Force Chief of Staff

WASHINGTON — Stress is nothing new to military life, and there are many factors that contribute to this. But lately, stress has been taking its toll on our Airmen. Our suicide rate is skyrocketing while accidental deaths are more than 36 percent above what they were four years ago.

We lost 57 people to suicide in the past year – a dramatic, and tragic, increase from last year. We lost another 99 Airmen to accidents. Combined, that's an order of magnitude greater than our combat losses in both Iraq and Afghanistan since September 11, 2001. We're causing ourselves more harm than the enemy. We must do a better job of looking after one another – be better wingmen.



Our jobs are inherently stressful. This is a fact of our profession. We have more than 30,000 Airmen deployed across the globe, with more than 7,000 of them in a combat environment. Many Airmen are now on their sixth deployment in 10 years. Those at home face increased work hours, inconsistent manning and a continuous workload.

In addition, increased AEF

deployment periods, force restructuring, NCO retraining and potential base closures may suggest an ambiguous or unstable future to some Airmen. This can often lead to other stress factors, like family or relationship problems, financial or legal problems, and substance abuse. We are taking steps to mitigate some of these factors, but stress will always be a concern. Stress is a problem we can manage.

The Air Force leadership is confronting this problem. We cannot relieve the tempo of deployment. When our nation calls, we must respond. However, we can and will work to provide our Airmen with the support they need to carry their load.

We are reinvigorating our suicide prevention program that had dramatically dropped the number of suicides over the past seven years. The program

Who's your AFRS wingman?

Air Force Recruiting Service commanders and supervisors are also playing their part in identifying members who may feel overwhelmed.

“Having an AFRS wingman is a great idea, and one that will help our people who may feel under great stress for a variety of reasons, especially during the upcoming holiday season,” said Brig.

Gen. Dutch Remkes, AFRS commander. “We’re also going to extend the wingman concept to members of our Delayed Entry Program,” he added.

“It begins with you. Recruiters are in the best position to observe any adverse situations experienced by our future force,” General Remkes said.

worked, but it needs a shot in the arm. Along with suicide prevention, we're continuing to focus on safety and risk management, with zero mishaps as our goal.

This holiday season is a time of celebration, but also a time when stress rises. Major commands are wrapping up special events to: re-emphasize the support services available; review the signs of stress; and remind all Airmen what it means to look out for each other – to be good wingmen.

However, this problem cannot be solved through programs and training sessions alone. It's going to take an effort from the whole force, from our commanders and supervisors to every Airman. It will take your total commitment.

Commanders – you bear the responsibility for the total welfare of our greatest asset – Airmen. You are responsible for their physical, emotional, social and spiritual well-being. Use your base resources. You should know when your Airmen need help, and where to send them to get it.

Supervisors – you are our first line of defense. Like commanders, you are responsible for the well-being of the people you supervise. It is you who look every Airman in the eye every

day. It is you who can spot the first signs of trouble, and you who are in the best position to listen and engage.

Airmen – be good wingmen. Take care of yourself and those around you. Step in when your wingman needs help. Signs of stress and suicide should not be dismissed; neither should senseless risks to life and limb because of improper safety and irresponsible behavior.

In today's expeditionary Air Force, commanders and supervisors are often deployed. We rely on those who remain behind as acting commanders and supervisors to be familiar with the stresses confronting their Airmen and to be familiar with all the tools necessary to deal with these stresses.

I need everyone's help on this. Take care of your wingmen on the ground so we can continue to confront America's enemies from air and space. Stress is not going away; it is a reality we must accept and manage. We are the world's greatest air and space power because of you. The needless loss of one Airman is one loss too many. Look out for each other – look out for your wingman.

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Risk Factors Associated with Suicide

- Relationship problems
- Legal/administrative problems
- Substance abuse
- Financial problems
- Social isolation
- A sense of powerlessness, hopelessness
- Firearm in the house
- Acting reckless or impulsively
- Significant sleep problems resulting in impaired judgement
- Work problems
- Setbacks or failures
- History of abuse
- Major life transitions
- Serious medical problems
- Prolonged and overwhelming stress

Source: Air Force Medical Service

In memoriam

Air Force Recruiting Service officials regret to announce the recent loss of two AFRS members: Capt. Melvenia Cotton, officer accession flight commander from the 341st Recruiting Squadron, San Antonio, Texas, and Master Sgt. Jacqueline Penny, 349th RCS, Oklahoma City, Okla.

Captain Cotton, from Maryland, died Sept. 30

Sergeant Penny died Oct. 21.

Perfect Prom

High school students can begin registering Dec. 1 for the Air Force's "Win the Perfect Prom Sweepstakes."

The sweepstakes, which runs through Feb. 28, 2005, offers high school students a chance to win prizes, including the grand prize – an all expenses paid prom and a live prom concert by Jive recording artists Wakefield.

Air Force Recruiting Service is sponsoring the prom sweepstakes for the fifth consecutive year to reinforce and expand a message – "Be safe. Be smart. Be sober. Make the right choice."

More than 15,000 high schools across the country are receiving promotional materials to inform students how to enter the sweepstakes.

The grand prizewinner will be drawn at random March 1. They will receive a \$1,500 cash allowance for personal prom expenses along with the use of

Photo by Staff Sgt. Connie L. Bias



A 'fleet'ing moment

Staff Sgt. Aaron Bennett, recruiter for the 364th Recruiting Squadron in Sacramento, Calif., hands out Air Force bags at the 22nd annual Fleet Week in San Francisco on Oct. 10. The four-day event showcased the Canadian Snowbirds precision flying team, a parade of ships in San Francisco Bay, and other local demonstrations. Air Force recruiters handed out T-shirts, pens, pencils, water jugs and information cards to Fleet Week attendees.

a Hummer limousine for the evening. Their high school will receive \$20,000 to cover prom expenses such as banquet facility rental, decorating, photography and a disc jockey.

Ten first-place prizewinners will each receive a \$500 allowance for personal prom expenses, while 25 second-place prizewinners will each receive a \$150 allowance for their prom expenses.

Students can enter daily online at www.airforce.com or www.perfectproms.com.

American Spirit Award

The New Mexico Scorpions Hockey Team is the second 2004

American Spirit Award winner. Nominated by the 372nd Recruiting Group at Hill Air Force Base, Utah, the ASA recognizes contributions to the recruiting mission by a civilian organization.

HP tour

A Health Professional Influencer Tour has been approved for April 5-8, 2005. HP recruiters should submit nominations to their squadron public affairs NCO. Nominations are due to Headquarters Air Force Recruiting Service Public Affairs by Dec. 17.

For more information, contact Staff Sgt. Marti Ribeiro at DSN 665-4685 or (210) 565-4685.

November Promotions

	Major			
Ruben A. Matos		344th RCS	Byron K. Jefferson	342nd RCS
	Senior Master Sergeant		Pamela M. Krier	332nd RCS
Colette M. Bousson		HQAFRS	Kevin J. Kuczynski	368th RCS
	Master Sergeant		Patrick K. LaTour Jr.	313th RCS
Andrew W. Bistarkey Jr.		369th RCS	Douglas S. Martin	HQAFRS
Eric R. Cooper		349th RCS	Timothy S. Megenhardt	341st RCS
Sean D. Rose		317th RCS	Angela D. Meyer	311th RCS
Paul W. Scott		361st RCS	Brian J. Moore	337th RCS
Andrew R. Stowell		345th RCS	Michael A. O'Connor	319th RCS
Michael L. West		342nd RCS	Jerome Demond Peele	317th RCS
Eric D. Zdanowicz		367th RCS	John P. Platz	333rd RCS
	Technical Sergeant		Randall D. Taylor	HQAFRS
Timothy J. Bacon		368th RCS	Rodney D. Venable	333rd RCS
Stacey R. Baker		333rd RCS	Robert W. Veuleman	330th RCS
Michael A. Ballinger		336th RCS		Staff Sergeant
Michael W. Bishop		368th RCS	Veronica L. Billings	362nd RCS
Victor G. Donado Jr.		367th RCS	Tiffany K. Bradbury	330th RCS
Thomas F. Doyle		347th RCS	Kenneth P. Culleton	341st RCS
Russell J. Ellerbe		336th RCS	Jenny L. Hess	313th RCS
Brian E. Holbrook		338th RCS	Ryan Gabriel Schneider	369th RCS
David L. Hopson		332nd RCS	William Upshaw	339th RCS
			Ronetta T. Williams	319th RCS

Correction

Recruiter magazine inadvertently misidentified two Blue Suit winners in the November 2004 issue.

The photos of Tech. Sgt. Michael Kovach, enlisted accessions recruiter, 311th Recruiting Squadron, and Tech. Sgt. Ronald Daughhete



Kovach



Daughhete

Ronald Daughhete, officer accessions recruiter, 343rd RCS, were transposed.

Drug testing policy

The Air Force "Smart Testing" program began Oct. 1 to reduce substance abuse by targeting

Airmen most likely to use them, airman basic through senior airman and first and second lieutenants.

Under the program, individuals in the 18-25 age group shown to most likely use illicit drugs are being tested at a higher frequency.

Because names are drawn randomly and immediately put back into the system, individuals cannot predict when they will be tested, or how many times they will be tested during the year.

Spouse pin

The Air Force Spouse Pin Program kicked off Nov. 8.

"The program thanks spouses of active-duty, Guard and Reserve Airmen, and Air Force civilians

for their sacrifices while their loved ones are engaged in the war on terrorism," said Col. Chris Geisel, Air Force Integrated Marketing Division chief.

The silver Spouse Pin displays a blue star cradled in the Air Force symbol, reflecting a World War I tradition in which families hung service flags in windows displaying a blue star for each family member serving.

Each spouse will also receive a personalized letter signed by Secretary of the Air Force Dr. James G. Roche and Air Force Chief of Staff Gen. John P. Jumper.

All active-duty, Guard and Reserve Airmen and civilian employee may participate in this free program. To receive a pin register at www.yourguardiansoffreedom.com.



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Recruiting Campaign

Operation Red Flag

