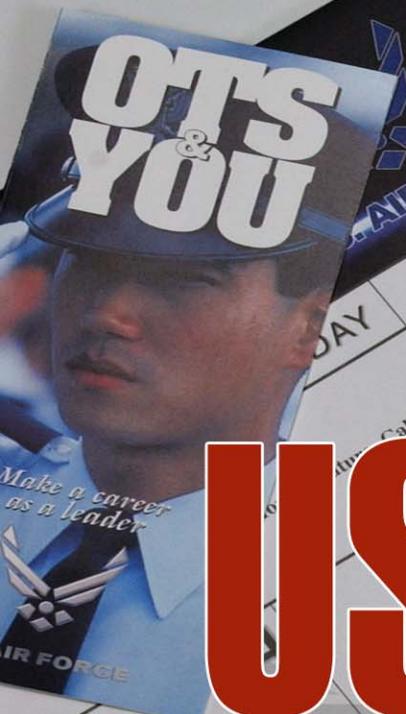




Recruiter

The Magazine of the Air Force Recruiting Professional



USE your TOOLS

Basic recruiting philosophy:
use all of your tools
all of the time

Pgs. 4-10

Regular Registration Postmark
Deadline for April SAT

Month	Year	Registration Fee	Application Fee
Jan-2003	W T F S S	\$10.00	\$10.00
Feb-2003	S M W T F S S	\$10.00	\$10.00
Mar-2003	S M W T F S S	\$10.00	\$10.00
Apr-2003	S M W T F S S	\$10.00	\$10.00
May-2003	S M W T F S S	\$10.00	\$10.00
Jun-2003	S M W T F S S	\$10.00	\$10.00
Jul-2003	S M W T F S S	\$10.00	\$10.00
Aug-2003	S M W T F S S	\$10.00	\$10.00
Sep-2003	S M W T F S S	\$10.00	\$10.00
Oct-2003	S M W T F S S	\$10.00	\$10.00
Nov-2003	S M W T F S S	\$10.00	\$10.00
Dec-2003	S M W T F S S	\$10.00	\$10.00

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February
2003

There is not a Top Recruiter or Top Flight Chief standing for this month because all enlisted accessions recruiters had a goal of one for January.

Top Flight Chiefs

Correction: The top 10 flight chiefs for November were incorrectly listed in the December Recruiter magazine. Below are the correct top 10 flight chiefs.

January Top OA Producers

Physician	Nurse
313 RCS	311 RCS
333 RCS	348 RCS
330 RCS	345 RCS
Dental	OTS
331 RCS	369 RCS
362 RCS	319 RCS
--	337 RCS

MSgt Daniel Dostart	343/E	250%
MSgt Kahlil Stevenson	319/E	210%
MSgt Chris Eurich	339/E	200%
MSgt Greg Elmore	318/H	200%
SMSgt David Anderson	362/A	180%
MSgt Timothy Monroe	336/G	180%
MSgt Cheryl Farr	362/G	173%
MSgt Ervin Wright	332/D	169%
MSgt Craig Walker	369/B	169%
MSgt Jason Kenney	317/F	169%

Recruiter Spotlight



Staff Sgt. John Redding

Job: Officer Accessions Recruiter, 344th Recruiting Squadron

Office location: Arlington, Texas

Hometown: Frankston, Texas

Prior career field: F-15 Avionics

Time in the Air Force: Nine years

Time in AFRS: Five years

Hobbies: Golf, home improvement, classic cars and computers

What inspires you to do what you do? Family and personal satisfaction

What are your career goals? Join the officer ranks myself.

What hints can you give others about recruiting? Don't give up. No matter what, life and recruiting are roller coasters and you will have ups and downs. Just don't give up!

What is the best advice you have ever received? Goal is one applicant away from failure.

What is your personal motto? Do the best you can, once.

Recruiter

The Magazine of the Air Force Recruiting Professional

February 2003 Vol. 49 No. 2

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cover photo



The November issue of *Recruiter* magazine featured the 2002 Blue Suit award winners. In their interviews with the *Recruiter* staff, they passed on their recruiting knowledge to new recruiters. Their basic philosophy was to use "all of your tools all of the time." This month's *Recruiter* magazine touches on these tools. Photo by Master Sgt. Dave Richards. Illustration by Senior Airman Marti Ribeiro

Reining in your inner workaholic

By Lt. Col. Bill Starr
4th Command and Control Squadron
commander

F.E. WARREN AIR FORCE BASE, Wyo. (AFPN) — One summer evening, shortly after arriving at my new assignment, my boss strolled by my house and saw my wife and children sitting on our front porch. He asked where I was. My wife told him I was still at the office. When she relayed this to me, in the egotistical corner of my heart I secretly hoped he was impressed by my work ethic.

The next morning, my boss called me. I expected a verbal pat on the back for my diligence and hard work. Instead, he asked me what I was doing so late at the office and asked if I had been doing that every night since taking over. I told him I had indeed been working late every night.

Contrary to the kudos I expected, he told me anyone could be a workaholic and achieve great things professionally. He had hired me to perform and excel in not one but two areas: my professional and personal life.

This incident gnawed at the back of my mind and caused me to do a lot of introspection. I examined my professional, family and personal life and found that they weren't in balance. So I made a commitment to myself to work on achieving a better balance in these three areas. This is what my little voyage of self-discovery revealed to me.

My professional life: I've always been a competitive person by nature, and I don't think there are many people that hang around in our profession who aren't. I discovered over the years I had slipped into a pattern of late work hours, bringing work home, going in on the weekends and never quite mentally disengaging from the office. I justified this by trying to stay competitive with my peers and to make sure my work output was beyond reproach. Don't get me wrong, mission dictates a lot of long, hard work for all of us and when duty calls, we must answer. However, I'm talking about putting in the long hours simply because it has become a habit that becomes the major focus in your life.

My family life: In conjunction with my slow drift into being a workaholic, I discovered that I had put in very little quality time with my family. My excuse was always that there was work that had to be done so I was going to be home late. My day had been rough, so I was going to lie on the couch and vegetate for awhile. Stress from work became my excuse to not get involved at home.

My personal life: Growing up, church and sports were a big part of my life. Over the years, without realizing it, I had reduced my worship to only the major holidays and my physical activity to the bare minimum required to pass the annual physical fitness test. Again, my excuse to myself was I was at the office on Saturday, so my only chance to relax was Sunday; therefore, I couldn't go to church or some equally rationalized excuse. My failure to routinely participate in sports and physical activity fell along the same lines.

After looking at these three areas of my life and realizing things were sufficiently out of whack, I made a conscious decision to achieve balance. The first thing I did was to leave the office one day at (gasp) 4 p.m. It was a hard thing to do, but believe it or not, the office actually kept running without me and the world didn't come to an end. I can't leave every day at that time but when the end of the normal duty day comes around, now I do a quick inventory of what needs to be done. I spend a lot fewer late nights in the office and things still actually get done.

I found out a very simple truth. I was a workaholic because I was afraid to fail in my professional life. What I discovered was that once I was able to take the risk to slow down at work and placed more emphasis on my family and personal life, my professional performance actually improved. I was able to get more done in less time. I was less stressed out and was nicer to the folks at work, and, all in all, I enjoyed all the facets of my life more.

Having said that, I must be honest and tell you that I'm writing this while sitting on an airplane on the first day of our family vacation.

Old habits die hard.



Head of the class: work sm

**By Senior Airman
Marti Ribeiro
Air Force Recruiting Service**

Using play money to illustrate Air Force benefits, establishing student folders and sponsoring career days are just some of the ways you can move to the head of the class with your school game plan.

School game plans are an important part of being a recruiter, according to Tech. Sgt. Maggie Silva, Air Force Recruiting School instructor.

So important that it's a large part of the curriculum taught at the recruiting school. Part of that curriculum teaches recruiters that game plans are more than showing up to a school and talking to students. You need to "live in your schools," according to Sergeant Silva. You also need to look at your program to see where you can improve your techniques, starting with well-planned and coordinated visits.

School visits

Staff Sgt. John Proellocks, former enlisted recruiter now an officer accessions recruiter with the 311th Recruiting Squadron, said he made sure he visited his schools every Tuesday, Wednesday and Thursday. "Whether it was a presentation, special event

or just to show up and talk to students, I made sure I was always there."

He said his constant visits "saturated the market." He received leads from teachers, counselors, cafeteria workers and janitors – they all saw him and knew he'd be in their school, if they wanted to refer a student.

Pre-coordinated table displays in the cafeteria at lunchtime can also be very successful, according to Sergeant Silva. "We teach recruiters to use this time to talk to a group of students about the Air Force. We want recruiters to stand in front of their table displays instead of behind them, and talk to students."

Table displays give you the chance to give out literature on Air Force opportunities and benefits that students can then take home and talk over with their family. Special promotional items such as key chains and lanyards also come in handy here, as they are an eye-catcher for most students, according to Sergeant Proellocks.

"SPIs don't do me any good in my office, so I made sure I got full use of them when I visited my schools," he said.

Another part of school visits is class presentations. Sergeant Silva suggests finding clever ways

arter with school game plan

to get students' attention.

"I used pretend money with my face on it," she said. "I called them Maggie Bucks."

I used this to show how much money they would get paid and how much they get to keep since they don't pay for rent, utilities or food – it really drove the point home, she said.

Another creative technique Sergeant Proellocks used involved building PowerPoint presentations to explain Air Force benefits for a farm community. These are traditionally hard to recruit in areas where most students don't move far from home.

Awards and certificate presentations are another avenue into schools. School counselors can provide names of the top math students and the top science students for each grade. With permission from the school, you can present these students with math and science certificates of recognition. This gives you good face time with Sstudents.

School Folders

Sergeant Silva also suggests maintaining school folders. These should include school rosters, current ASVAB scores and contacts with Junior ROTC classes. ASVAB lists are sometimes a recruiter's "bread and

butter," so keep them current, she said.

School folders are also required to have details on how each visit went or what involvement the recruiter has had in the school.

"After each visit, give a good 'word' picture – a good description of exactly what happened while you were at the school," said Sergeant Silva. "This will help you remember what happened at each school and it will help outline your school game plan to your flight chief."

Events

Taking the initiative and being creative can help increase your visibility at the schools.

The schoolhouse instructor suggests scheduling an Air Force band to perform, a military working dog demonstration or a pararescue/combat controller jump at the beginning of a football game.

Career days

When attending career days, you should not go by yourself, said Sergeant Silva. "It's better to take a flight chief or recruiter with you. You don't want to be bombarded with people asking questions, and not be able to get to all of them."

Educator Tours

A sometimes forgotten tool is

the Distinguished Educator Tours held each year. Currently there are five tours a year running from January through March. Forty high school educators from around the country are brought to San Antonio, Texas, to learn about the Air Force during each tour.

"It's not a reward program," said Staff Sgt. John Asselin, chief of civic outreach for Air Force Recruiting Service. "It's to help recruiters get into those schools where they were previously denied."

Sergeant Proellocks had a positive experience with the educator tours while he was an EA recruiter. "I had 13 schools in my area and one of them wouldn't let me in. I sent a counselor on an educator tour and she came back loving the Air Force – the school let me in after that," he said.

Educator tours also help convince 'fence sitters' that the Air Force has great opportunities for their students.

Recruiters who consistently use all these tools to make their game plan have historically become more successful in their efforts.

They find they're working smarter, not harder, and have moved to the head of the class.



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Small cost with big payoff



**By Senior Airman Marti Ribeiro
Air Force Recruiting Service**

Recruiter generated mail can be an inexpensive way to get Air Force information out to a lot of people.

“Thirty-seven cents is a pretty good investment to get my product in my applicants’ hands,” said Staff Sgt. David Drake, Officer Accessions recruiter, 311th Recruiting Squadron.

Applicants, who in Sergeant Drake’s case, are nurses. Nurse recruiting can be a daunting task when you consider most nurses work up to 15 hours a day and are impossible to contact. His solution is recruiter generated mail.

“I get state lists of names and addresses of registered nurses and send them literature on the Air Force,” he said. “It’s my one guaranteed way to get information out to them.”

Recruiters across the nation, whether they are enlisted or officer, can use RGM in the same way. Air Force literature is sent out to prospects like high school juniors, seniors and graduates, as well as people in the medical field and colleges. The literature provides information on benefits, educational opportunities and jobs, according to Tech. Sgt. Gerardo Gonzales, Air Force Recruiting School Instructor.

“The pamphlets have a mail back card that if filled out by the receiver, the recruiter must contact the prospect within five workdays of receipt,” said Sergeant Gonzales.

“I love RGM because I can tailor it to the recipient,” Sergeant Drake said. “If I meet a potential applicant who shows an interest in pediatrics or emergency medicine, I can send them specific information about that career field in the Air Force.” According to Sergeant Drake, sometimes that personal touch is what really makes RGM work.

But, RGM doesn’t just have to be used for a few individual prospects. Squadrons are allowed to pay for mail drops which means they hire a company to mail out a large quantity of Air Force literature to an address list provided by the recruiter. Sergeant Drake used a mail drop to sent 66,000 pamphlets to nurses in Ohio and Pennsylvania.

“It would’ve taken a single recruiter forever to mail that many,” he said. Paying a company to address and mail out a large amount of Air Force literature at one time floods the market with Air Force information.

“Sometimes a recruiter cannot reach everyone in his or her recruiting area,” said Sergeant Gonzales. “This method reaches out to those individuals.”

RGM takes a few dollars and a few man-hours, but can have a large lead payoff in the end.

Air Force Recruiting school teaches telephone prospecting as a lead generator

**By Senior Airman
Marti Ribeiro
Air Force Recruiting Service**

The telephone is a required selling device, but instead of sounding like a telemarketer, recruiters can use the tools taught at the Air Force Recruiting School to create leads and set appointments.

Picking up the phone to call hundreds of prospects can make you feel like a telemarketer, but it's what the recruiter puts into it that makes the difference.

To combat the monotony of telephone prospecting, Staff Sgt. Launa Terry-Hill, Air Force Recruiting School instructor, suggests setting up a plan for whom you're going to call and when you're going to do it.

"I called high school students the week before I visited their school," she said. "Then they knew I was going to be there."

It's also more effective to give yourself a success goal, and not a performance goal, she said.

For example, instead of trying to make 150 phone calls, set yourself a goal to make as many phone calls as it takes to schedule three appointments.

But before you pick up the phone and start dialing, make sure you've done your homework.

Staff Sgt. Lee Hurst, enlisted accessions recruiter with the 349th Recruiting Squadron, recommends reading the local newspapers to help relate to the potential

applicant.

"It's important you add a personal touch to your phone call, so you don't sound like a telemarketer," he said.

Knowing your competition is another part of being prepared, according to Sergeant Terry-Hill. Not just other services but other jobs in the civilian world. Your potential applicants will know if a fast food chain is offering 75 percent tuition assistance or if businesses will pay college tuition for part time workers.

Along with other job concerns, recruiters need to be able to answer any questions and overcome any fears the potential applicant may have about joining the Air Force.

"It will make your appointment more meaningful if you've already overcome some of their concerns and they've had time to think about it," she said.

Make sure the prospect understands you're just giving them the chance to talk about the Air Force, and they're not being pressured to join.

"You want to sell the appointment instead of selling the Air Force. You can sell them on the Air Force once you get them into the office," Sergeant Hurst said.

Whether or not you are able to set an appointment with the prospect, you need to end on a positive note.

"Even if they are nasty to you on the phone, wish them good luck with whatever it is they're

doing," Sergeant Terry-Hill said.

But, if they do schedule an appointment, make sure you confirm the time and date of the appointment, make sure the prospect knows exactly where you are located.

If they can't get to you, arrange for transportation. It's very important to make sure they have your phone number in case they have to reschedule, said Sergeant Terry-Hill.

"It doesn't hurt to ask if they have any friends that might be interested in the Air Force," she said. "If you use it correctly, telephone prospecting can also be a lead gathering tool.

"You have to be mentally prepared for telephone prospecting, people will hang up on you – you can't take it personally," she said. Common telephone etiquette such as clearly identifying yourself and making sure you've reached the correct person can help save time.

"Time is valuable to a recruiter and spending ten minutes talking to the wrong person could very ineffective," Sergeant Terry-Hill said.

The small amount of time you do spend on the phone, you need to project your enthusiasm for the Air Force.

"Be happy, people can sense your attitude over the phone," said Sergeant Hurst. "If you're excited about the Air Force, they're more likely to get excited about it, too."

Professional Sales Skills replace previous AIDA selling technique

**By Senior Airman
Marti Ribeiro
Air Force Recruiting Service**

The old selling formula of Attention, Interest, Desire and Action, has been replaced by a selling technique called Professional Selling Skills.

This technique has been in the field for years, but only officer accessions recruiters were initially trained to use it. PSS was originally for experienced recruiters, like those in Officer Accessions. It is now being used by all recruiters because of its success in the field.

This selling method is being implemented across AFRS as the official sales technique. New recruiters will no longer have to memorize the 13-page script. They will be given the tools to casually interview prospects and build rapport with them. PSS mirrors the sales methods experienced recruiters develop as their experience level grows. Teaching it to new recruiters starts them on the same level with experienced recruiters.

“PSS is based on the premise that in today’s complex environment success in sales comes from helping one’s applicants succeed,” said Tech. Sgt. Lisa Winders, Air Force Recruiting School instruc-

tor.

The foundation of PSS is opening, probing, supporting and closing. This technique allows applicants to ask questions of the recruiter to find out more about the Air Force. But, at the same time, the recruiter is asking the applicant questions about qualification. PSS provides a more conversational sales technique than that of the AIDA system. Instead of running through a script, recruiters are instructed to talk to applicants as if in a conversation – answering questions casually.

“PSS is more permissive to help find the reason they came to the recruiter,” said Master Sgt. Thomas Herold, 337th Recruiting Service, enlisted recruiter, Wilmington, N.C.

PSS helps the recruiter engage the applicant in a conversation about the reasons for wanting to join the Air Force. “PSS is like a road map to help guide applicants through the recruiting process. Instead of memorizing an exact dialogue, we want recruiters to be able to easily overcome indifferent applicants and those with questions and concerns.”

Recruiters are given the basic questions to ask and the tools to answer any question a potential

ce

e AFRS-wide

applicant might throw at them

“It helps recruiters find the need behind the need,” Sergeant Herold said. “Unlike the AIDA system which really only scratched the surface of why an applicant wanted to join, PSS is able to find out why someone is really interested in the Air Force.” PSS accomplishes this by asking all of the qualification questions up front and then getting into the real reason the person is interested in the Air Force.

For example, if the real reason an applicant is interested in the Air Force is education, PSS helps prospects focus on the whole concept of joining the Air Force, instead of just focusing on one thing, said Sergeant Herold

The opening, probing, supporting and closing of PSS helps recruiters build a dialogue with their applicants.

New recruiters are being taught PSS at the Air Force Recruiting School. Recruiters already in the field received training during the spring of 2001. Recruiters that graduated from the recruiting school after the command-wide change over are now being scheduled for PSS training.

Recruiters not yet trained, can contact their flight chief to get scheduled.

Photo by Senior Airman Marti Ribeiro



Staff Sgt. Billie Palmer, Air Force Recruiting School student, greets “potential applicant” Senior Airman Jeremy Gomez, also a student, during a recruiter training exercise. Students and instructors dress up in civilian clothes to challenge new recruiters to adjust to anyone that walks into the office.

Time management keeps recruiters on track

By Senior Airman Marti Ribeiro
Air Force Recruiting Service

It may seem harmless, but a few extra minutes on the phone or a drop-in visit from a friend can take time away from your already busy day.

These few extra minutes absorb the already stretched time a recruiter has.

“It’s important to recognize your time absorbers,” said Staff Sgt. Launa Terry-Hill, Recruiting Air Force Recruiting School instructor. “The phone, walk-ins, family or friends dropping by your office are all time absorbers that can get you off track.”

To get back on track, Sergeant Terry-Hill suggests asking “what’s the best use of my time.”

To keep on track, recruiters can implement a time management plan. “Plan your recruiting work by year, month, week and down to the day -- it will help keep you from working longer hours than necessary,” Sergeant Terry-Hill said.

The instructors at the recruiting school recognize the importance of planning and try to reinforce it while new recruiters are in training.

“At the schoolhouse new recruiters are required to carry their planner with them everywhere,” said Master Sgt. Bill Capehart, 367th Recruiting Squadron Marketing NCO and former enlisted accessions recruiter.

“It’s not really used much while they are in training, but making them carry it around gets them in the habit of having it attached to their body.”

According to Sergeant Terry-Hill, these planners are vital to keeping a recruiter on track. Another reason for carrying the planners around is documentation.

“If you didn’t document it, it didn’t happen,” Sergeant Terry-Hill said. Flight chiefs should be able to see exactly how you are using your time by looking at your planner and recruiter activity log.

But, something that can’t be planned is unexpected phone calls. Calls can get out of hand and absorb a lot of your time.

“I bought a stopwatch when I was an EA recruiter to use for telephone prospecting,” Sergeant Capehart said. “You can basically find out if someone is qualified for the Air Force in three to five minutes – anything past that you’re dragging out the phone call.”

Avoiding some of these time absorbers can help you stay on track. Talking with your flight chief, can identify your weaknesses when it comes to time management.

“They can see the lack of time spent in a particular area like telephone prospecting, street recruiting or school visits,” she said. “They can also tell if the recruiter is overbooking appointments.”

Another way to time absorber, is learning to keep conversations short and to the point. Sergeant Capehart suggests greeting your walk-ins at the door, quickly building a rapport, and finding out if they are qualified for the Air Force. If they aren’t, sitting down and having a long discussion not only wastes your time, but it wastes theirs as well.

“Remember that time is just as important to other people as it is to you,” he said.

Recruiters should remember that while time is valuable, they need to be flexible.

“We’re in the people business, so you know appointments will be missed or cancelled,” Sergeant Terry-Hill said. “You have to be able to work around them.”

Staying flexible means your daily plan will not always work.

It’s important to strive for excellence, not perfection when it comes to time management, she said. “There is no way your plan is going to work every day.”

Striving to use every minute of your time effectively is the foundation of time management.

With most recruiters miles from the nearest supervisor, they must be able to use their time to the best of their ability, because as Sergeant Capehart has learned in six years as an enlisted recruiter, “Time management will make or break any recruiter.”

New short-term enlistments coming

By Jim Garamone
American Forces Press
Service

WASHINGTON (AFPN) — A new military short-term enlistment program will begin Oct. 1 aimed at expanding the opportunities for all Americans to serve the country. Congress authorized the National Call to Service enlistment option as part of the fiscal 2003 National Defense Authorization Act.

The program allows the military services a new option to reach a group of young Americans who otherwise might not serve because of the length of traditional enlistment options, said Bob Clark, assistant director in the Department of Defense's accession policy directorate.

The program will work like this: A recruit enlists for the option and incurs a 15-month active-duty service obligation following completion of initial-entry training, for a total active-duty commitment of about 19 months.

Following successful completion of active duty, servicemembers may re-enlist for further active duty or transfer to the selected reserve for a 24-month obligation.

Once this is completed, servicemembers may stay in the selected reserve or transfer to individual ready reserve for the remainder of an eight-year commitment.

"The unique piece of this legislation is that while in the individual

ready reserve, these young people will be given the opportunity to move into one of the other national service programs, such as AmeriCorps or the Peace Corps, and time in those will count toward their eight-year obligation," Mr. Clark said.

There are four incentives under the option. The first is a \$5,000 bonus payable upon completion of active duty service.

The second is a loan-repayment option also paid at the end of the active-duty portion. The legislation allows for repayment of up to \$10,000 of qualifying student loans.

The final two incentives are tied to, but not part of, the Montgomery GI Bill. One gives 12 months of a full Montgomery GI Bill stipend — currently about \$900 a month.

"We look at this as being an incentive to both high school graduates or maybe college students who are financially strapped who may need to sit out for a period, serve the country, learn, see the world and then go to school," he said.

This is the first time the Air Force will take part in a short-term enlistment program, according to Master Sgt. Damian Armijo, NCOIC of Standards, Headquarters Air Force Recruiting Service. "Only one percent of our non-prior service applicants will be eligible for this program."

Air Force recruiters should expect official guidance on this program before the end of August.

Adding 8R00 position brings unique insight to Thunderbird mission

The Air Force Thunderbirds now have a uniquely qualified team member who speaks your language, understands your needs and wants to help you use the team to make goal.

With four years “on the bag” as an enlisted accessions recruiter Tech. Sgt. Gabriel Quintana brings new perspective to one of the Thunderbirds’ primary objectives – supporting Air Force recruiting and retention programs.

The 17-year Air Force veteran joined the Thunderbird public affairs staff as the team’s first recruiter and marketing NCOIC last August.

“My job is to help recruiters work with air show coordinators and the Thunderbirds to provide as much recruiting support as possible,” he said. “Air Force recruiters now have a liaison with a working knowledge of the Air Force Recruiting mission and a first hand understanding of the demands of being a recruiter.”

This type of insight is what prompted Air Force Recruiting Service and the Thunderbirds to join forces and create an 8R00 position on the team.

“The decision to add a recruiter to our ranks answered a major question for us: How do we make the Thunderbirds a more viable recruiting tool and the recruiters more effective at air shows,” said Lt. Col. Richard McSpadden Jr.,

Courtesy photo



Tech. Sgt. Gabriel Quintana speaks to a group of ROTC cadets during a Thunderbird Tour. Sergeant Quintana, a former recruiter, is now assigned to travel with the Thunderbird team.

U.S. Air Force Air Demonstration Squadron commander leader.

If Sergeant Quintana’s impact over the past five months is any indication, it was a good decision. “Gabe’s energy and enthusiasm bridged the communication gap at most show sites last year and strengthened the partnership between the team and recruiting service,” Colonel McSpadden said. “He has been instrumental in making America’s Ambassadors in Blue more visible.”

The team’s advance pilot/narrator, Maj. Dann Carlson agrees having a recruiter on the team has made a difference. “There was a marked improvement last year when Gabe joined our team,” he said. “The number of school visits and recruiting events the team was able to take

part in, was drastically improved. As the first one into the show site, it is obvious when the local recruiters are involved. If they are involved we are able to conduct our mission much more effectively.”

The Thunderbirds’ 2003 show season includes 47 show sites in the continental United States, Alaska, Hawaii and Canada. Sergeant Quintana’s goal is to make recruiting support a top priority at each.

The 2001 Blue Suit winner plans to do this by ensuring recruiters have the opportunity to take advantage of the team’s high visibility and expansive outreach capability.

“The Thunderbirds are a tremendous recruiting tool,” he said. “Imagine 29 career fields

showcased by 130 incredibly successful role models who love to talk about what a great career the Air Force can be. I think that's a recruiter's dream."

A dream that becomes reality only if recruiters are actively involved with their show site's planning committee according to Sergeant Quintana.

"Attending air show committee meetings is critical," he said. "If we don't have someone there requesting time for recruiting support it may not happen. It's much tougher to get

time after the itinerary is finalized so the earlier you get involved the better your chances of taking advantage of a Thunderbird visit. If you wait until the air show is two months out, you may be too late," he said.

One recruiter who took this advice in 2002 was able to schedule a dozen events with the Thunderbirds including school, hospital and youth group visits and radio/television interviews. "Every recruiter may not be able to take up that much of the team's

schedule, but by planning early, you're putting yourself in a position to have more input on events the team participates in," Sergeant Quintana said.

Although this type of involvement requires a time

investment on recruiters' part, Sergeant Quintana believes the pay off is worth the effort. "The more events we can schedule, the greater impact we can have in supporting local field recruiters," he said.

The pay off, according to Sergeant Quintana, is

recruiters' opportunity to have some of the Air Force's top professionals talk to their prospective recruits about career opportunities in the Air Force.

"Nothing breaks down doubt for someone thinking about joining the Air Force, better than a testimonial," he said. "There's no better testimonial than that from airmen as successful as those on the Air Force Thunderbirds."

To contact Tech. Sgt. Gabe Quintana for more information about the Thunderbirds visiting your area:

By email:
gabe.Quintana@nellis.af.mil
 and
Gabriel.Quintana@rs.af.mil
 Please send all e-mail traffic to both addresses.

Phone numbers:
 (702) 652-4019
 DSN 682-4019
 Cell (210) 842-4327

2003 Thunderbird show schedule

March

15-16 Luke AFB, Ariz.
 22-23 Tyndall AFB, Fla.
 29-30 Davis-Monthan, Ariz.

April

5-6 March AFB, Calif.
 12-13 Wilmington, N.C.
 26 Greenville, S.C.
 27 Patrick AFB, Fla.

May

4-4 Ft. Lauderdale, Fla.
 10-11 Barksdale AFB, La.
 16-18 Andrews AFB, Md.
 24-25 Pope AFB, N.C.
 28 USAF Academy, Colo.
 31 Myrtle Beach, S.C.

June

1 Columbus AFB, Miss.
 7-8 Mankato, Minn.
 14 Whiteman AFB, Mo.
 15 Sheppard AFB, Texas
 21 Sioux Falls, S.D.
 22 Grand Forks AFB, N.D.
 25 Eielson AFB, Alaska
 28-29 Elmendorf AFB, Alaska

July

3 Battle Creek, Mich.
 5-6 Peoria, Ill.
 12 Missoula, Mont.
 13 McChord AFB, Wash.
 17-20 Dayton, Ohio
 23 Cheyenne, Wyo.
 26 Selfridge ANGB, Mich.
 27 Grissom ARB, Ind.

August

9-10 Hickman AFB, Hawaii
 16-17 Chicago, Ill.
 23-24 Otis ANGB, Mass.
 30-31 Quebec, Canada

Septemeber

1 Toronto, Canada
 6-7 Nellis AFB, Nev.
 11-13 Reno, Nev.
 14 Mt. Home AFB, Idaho
 18 Andrews AFB, Md.
 20-21 Wichita, Kas.
 27-28 Janesville, Wis.

October

1 Tucumcari, N.M.
 4-5 El Paso, Texas
 11-12 Ft. Smith, Ark.
 18-18 Salina, Calif.
 25-26 Edwards AFB, Calif.

November

102 NAS JRB New Orleans, La.
 8-9 Daytona Beach, Fla.
 15-16 TBD

Photo by Master Sgt. Rodney Williams



Family affair

DEPper Quinn Eisenbraun enlisted Dec. 2, 2002, exactly 50 years after his grandfather, retired Chief Master Sgt. Ronald Connolly, joined. Quinn credits his grandfather's war stories and his interest in aviation as his reasons for joining the Air Force.

Unlimited terminal leave

Retiring and separating members are no longer limited to a combined total of 90 days terminal leave, permissive temporary duty and processing time. This change will be included in the next revision of AFI 36-3003, Military Leave Program. Contact your local Military Personnel Flight for more information.

New command chief

Chief Master Sgt. Karl Meyers became the command chief master sergeant for Air Education and Training Command Jan. 31. Chief Meyers comes to AETC from the 2nd Air Force at Keesler Air Force Base, Miss., where he

was the command chief master sergeant. A New York native, Chief Meyers has held positions in the Southern, European and North Atlantic Theaters of operation. His operational background includes working with ballistic missile warning and satellite tracking systems, ground tactical air control systems, modular control equipment and semi-automatic ground environment systems.

Chief Meyers succeeds Chief Master Sgt. William Murray who retired in January.

Need blood

With a smaller pool of eligible military donors and a recently

decreased stock of frozen blood, the Air Force is calling on service-members and their families to donate blood.

Donors can give blood every 56 days, or six times a year.

Check with your local Red Cross to find out where you can donate.

Scholarships

The Military Officers Association of America is offering 100 college-bound or current undergraduate students \$1,000 scholarships for the 2003 to 2004 school year.

Applicants must be the son or daughter of a military service-member, younger than 24 and must provide basic information such as their SAT score and college. Deadline to complete the online application is March 1.

Apply at <http://www.moaa.org/Education/2003>

High-year-of-tenure increase

Airmen serving in most enlisted ranks now have an additional two years available to serve on active duty. The increase began Jan. 1, as part of an initiative to retain enlisted skills and experience.

The change allows senior airmen to serve up to 12 years of total service; technical sergeants up to 24 years; master sergeants up to 26 years; and senior master sergeants up to 28 years.

Remaining unchanged are staff sergeants at 20 years and chief master sergeants at 30 years.

More information is available at www.afpc.randolph.af.mil or the local Military Personnel Flight.

Senior Master Sergeant

William Johnson Jr. 331 RCS
 Ronald Patrick 367 RCS

Master Sergeant

Stephen Mataraza 313 RCS
 Hugh Elliott Jr. 318 RCS
 Thomas Lakemper 319 RCS
 Roy Couch 330 RCS
 Donald Lake Jr. 333 RCS
 Robert Johns Jr. 342 RCS
 Kenneth Journey 347 RCS
 Jacqueline Penny 349 RCS
 Edwin Lackey III 362 RCS
 Brian Hayden 368 RCS
 Annette Houston 369 RCS
 Lori Short 369 RCS

Technical Sergeant

Steven Acevedo 317 RCS
 Richard Tangen 319 RCS

Brian Porter 331 RCS
 Alexis Brown 336 RCS
 Matthew Cherveney 338 RCS
 Robert Neff 338 RCS
 Kevin Eastman 347 RCS
 Jonathan Havrilek 349 RCS
 Clifford Holder Jr. 349 RCS
 Melissa Tuggle 349 RCS
 Mickey Lipkea 361 RCS
 Andrew Haynes 362 RCS
 Kevin Wedra 362 RCS
 David Cooper Jr. 364 RCS
 Brian Gerlach 364 RCS
 Ray Grays 364 RCS
 Tina Dragovich 367 RCS
 David McCloud 369 RCS

Staff Sergeant

Duclerc Lui Rodriguez 314 RCS
 Christopher Broaden 333 RCS
 Holly Schwartz 347 RCS
 Stacy McLean 362 RCS

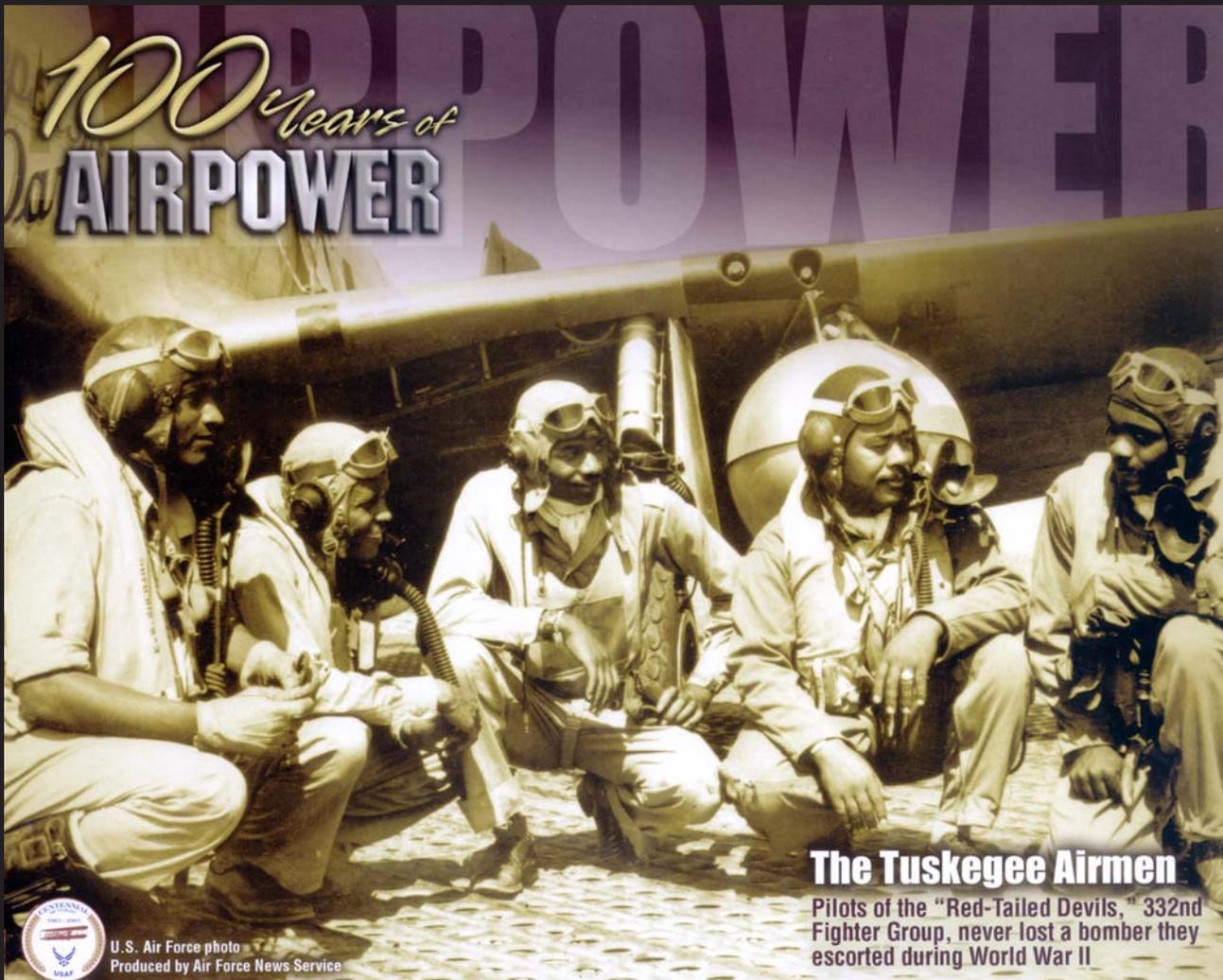
**2002 Air Force Recruiting Service
 Communications and Information Award winners**

Air Force Recruiting Service Information Management
 Outstanding Airman: SrA Rebecca Contreras, 362nd RCS
 Outstanding NCO: TSgt Mark Hall, 338th RCS
 Outstanding SNCO: MSgt Todd Raby, 339th RCS

Air Force Recruiting Service Computer Systems
 Outstanding NCO: TSgt Jeffrey Hiatt, HQ AFRS
 Outstanding SNCO: MSgt John Springer, 368th RCS
 Outstanding CGO: Capt Douglas Hayes, HQ AFRS
 Outstanding Civilian Technician: Terry Hepworth, HQ AFRS
 Outstanding Civilian Specialist: Michael Zapata, HQ AFRS

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The Tuskegee Airmen

Pilots of the "Red-Tailed Devils," 332nd Fighter Group, never lost a bomber they escorted during World War II



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