

Recruiter

The Magazine of the Air Force Recruiting Professional

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Final Edition



Powering up the Recruiter's Toolbox

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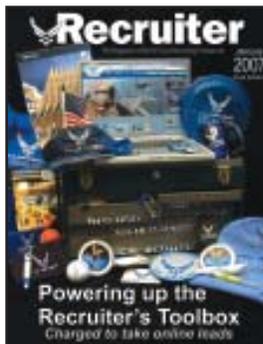
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cover



The need for timely worldwide accessibility and to work within budget constraints has driven many recruiting tools online. For more about how AFRS is powering up recruiting tools by placing them on the Web, see Pages 12-13. (Cover by Steve McCray)

Recruiter Spotlights



Tech. Sgt. Shagala Taylor

Job: 344th RCS enlisted accessions recruiter

Duty station: Copperas Cove, Texas

Time in the Air Force: 12 years

Time in AFRS: Two years

Prior career field:

Non-destructive inspection

What inspires you? It's special to share my Air Force experience with others who may not know what being in the Air Force is all about. I enjoy receiving thanks from new recruits leaving to begin their Air Force career.

What is the best advice you have ever received? You have to be able to understand yourself before trying to understand someone else.

What is one of your greatest accomplishments? I have served my country by deploying to different areas of the world in support of military operations.



Tech. Sgt. Bruce Solberg

Job: 330th RCS enlisted accessions recruiter

Duty station: Elkhart, Ind.

Time in the Air Force: Nearly 19 years

Time in AFRS: Two years

Prior career field: Aerospace ground equipment

What inspires you? Growing up in Knox, Ind., was great, but the town didn't offer high schoolers much career guidance. I feel that my recruiter saved my life and gave me a new one. Having the opportunity to help others increase their chance of future success and a great life makes me smile.

What is one of the greatest challenges in recruiting? It's difficult when potential recruits assume that we do or do not offer certain benefits because their Airman friends or family members provided them outdated information.



Air Force Recruiting Service

COMMANDER'S ACTION LINE

The Commander's Action Line is a direct line for comments, questions, complaints and suggestions on how to make Air Force Recruiting Service a better place to work.

All action lines will be answered personally by me or my staff while protecting the identity of the individual as best as possible. Although the action line is always available, the best way to resolve problems is through your chain of command.

If concerns still cannot be resolved, please call the action line at (210) 565-4678, or e-mail at afrsactionline@rs.af.mil. Items of general interest may be posted on *Recruiter Online*.



Brig. Gen. Suzanne Vautrinot
Commander

On the level

New year good time for fresh start

Evaluating practices offers chance to change, perform at personal best

By Brig. Gen. Suzanne Vautrinot
Air Force Recruiting Service commander

The gamers among us call it a “reset,” while our legal beagles use the term “parole.” Our chaplains might preach “the dawn of a new year, bringing with it renewed hope.” Regardless of the word choice, most of us see “Auld Lang Syne” as a time to evaluate our past performances and to resolutely promise to change for the better.

As Bill and I toast the New Year, we’ll hug, take a sip and refocus on what’s truly important. Family, fitness and finances always make the personal list. But there are two in my professional life that top the list for 2007 – civility and optimism.

Civility is one of those things we learn in kindergarten and one that most people understand and follow without much thought or effort. It seems such a simple concept to treat everyone, in every situation, with respect and dignity. However, today I find myself awash in a wonderland of 21st-century technology ... even my car has a navigational program so I don’t have to ask anyone directions. I’ve gotten in the habit of using technology that separates me from others, makes my interaction less personal and makes it easier to be less “civil.”

Decreased civility abounds: on TV (Just check out any talk show.), in public debate (Were you appalled during the recent elections?), in sporting arenas (When police are needed at a college football game, it has gone way too far.), and on our highways (commonly called “road rage”). Most worrisome, it has slithered into our workplace and our relationships with brothers- and sisters-in-arms who share a great love for this nation.

So, at the start of 2007, I resolve to take that glass of New Year’s champagne, add a pinch of the great passion I feel for our nation and our Air Force, mix in a little of the extraordinary respect I feel for every Airman, civilian, contractor and family engaged in this business of defending our most precious values, boil it with a gallon of warmth and smiles, and then skim off the crusty lumps of technology.

Here’s a toast to you.

**Please feel free to join me, as I resolve:
To communicate well.**

Communication is lifeblood in the military, especially Air Force recruiting. Our ability to reach into our audiences’ gut with words or images, to send a positive and memorable message, is paramount. Be it face-to-face, e-mail, telephone, video teleconference or text message, we are constantly on the line to effectively communicate with others to achieve success. To share information, not just to send. To discuss options, not just demand. To enjoy our comrades, not just employ. To share our great Air Force, not just sell.

To always show the utmost courtesy and professionalism to brothers- and sisters-in-arms as well as recruits and their families and friends. □

It’s tempting sometimes to be abrupt with others, especially over e-mail or the telephone. The hard part is oozing civility ... focusing on them and maintaining a positive demeanor, even when the situation tempts me to lash out. I’ll resolve to be the courteous pro – always.

Stay optimistic. “Perpetual optimism is a force multiplier,” said Gen. Colin Powell. We all know how true that is in the military, and it’s even more so in our recruiting business. We face tribulations, but every day we also see reminders that we can accomplish anything we set our minds to.

When the stress and pressure build to a boil and deadlines come at you, the recruiter, like a freight train, you hit the streets with a smile and a firm handshake. You never rest and neither does your enthusiasm. I’ve admired that quality in so many of you.

You’d be surprised how quickly your good nature spreads to the rest of the force. Heck, you “recruited” me, Chief Master Sgt. Rodney Ellison, Lt. Gen. Raymond Johns, Gen. William R. Looney III, Lt. Gen. Dennis Larsen and more than 300 folks who have sent me letters lauding your enthusiastic professionalism.

As we enter into 2007 and you take strides to correct your short falls, know that I’ve resolved to be a little more like you ... more enthusiastic. On that civility piece, I’m hoping we all work that one together. Our quest for “excellence in all we do” is a road spiked with challenges ... and opportunities. Let us strive to make this the best recruiting year ever!

Firm foundations

Healthy marriages stand on strong relationship cornerstones

By Command Chief Master Sgt.
Jeffrey Kallas
Air Force Recruiting Service

One of the common threads we share in Air Force Recruiting Service is daily separation from our spouse or significant other.

Whether it's an eight- or 12-hour day as we perform our duties or due to extended deployments, we all must recognize that, to maintain healthy relationships with those we love, we must not place the relationship on autopilot or it will surely crash.

During my 10 years as a first sergeant, prior to becoming a command chief, I witnessed more than 200 marriages fail. The turmoil that usually ensues is devastating to those involved and to the immediate family. After each breakup, I analyzed the cornerstones of why the marriage failed to help ensure I didn't make the same mistakes.

In my analysis I learned there are three important relationship cornerstones: emotional, physical and spiritual. All of our life's woes, such as money, stress and jealousy, can fit into these areas.

Fortunately there are several resources we can tap into to help us build strong emotional, physical and spiritual relationships with our families. Military One Source at www.militaryonesource.com offers hundreds of tips especially helpful for military members and their families. The article, "Building a positive relationship with your spouse," available on the "Military Spouses" subject link, is just one of many articles the site features. Military One Source also offers a 24-hour contact center for free counseling.

In addition to online sources, military chaplains also provide marriage counseling. The assistance they offer can help mend and build the spiritual side of relationships.

Successful relationships, those built on strong emotional, physical and spiritual cornerstones, also share five common traits: commitment, communication, sense of humor, trust and discipline. Try one or all of the following 10 tips and activities to demonstrate your commitment to building or strengthening your relationships with your loved ones.



Just as in the construction of a building, healthy relationships take practice and care to ensure they're strong enough to weather the elements.

Caring practices

1. Send a loving letter or card. When was the last time you did this with no anniversary involved?
2. Use online communication to send electronic cards, pictures, poems, and stories to your spouse and children.
3. Share your expectations about being apart from one another. Also share your expectations when you are close to being together again.
4. Be honest about your concerns and fears about your separation.
5. Plan a "no kidding" date each week with each other. It doesn't have to be expensive, but it must be just you and your partner.
6. Communicate daily with each other.
7. Give one another a scented pillow case or shirt to help keep your presence with them.
8. Plan a trip or some fun activity to do when the two of you are back together.
9. Play online games together.
10. Ask questions about them. This is something we commonly fail to continue after we capture the love of another.

Take note

Quarterly awards

Air Force Recruiting Service announced the winners for the third quarter of 2006: **Senior Airman Kimberly Cooper**, 361st RCS, junior enlisted member; **Staff Sgt. Christopher Moss**, 317th RCS, NCO; **Master Sgt. David White**, 341st Recruiting Squadron, senior NCO; **Capt. Colleen Hollis**, 342nd RCS, company grade officer; **Brian Hayden**, 367th RCS, civilian category I; **Mary Hale**, AFRS Headquarters, civilian category II.

DoSomethingAmazing.com

During the first 13 days of its debut run Sept. 18, DoSomethingAmazing.com, the Air Force's newest online advertising campaign, received 136,822 visits at an average of 10,525 visits daily. The site generated 23 inquiries in the Air Force Recruiting Service leads database. Currently the site features nine career field videos available for viewing: Thunderbirds, Special Ops, The Raptor, Boom, Bomb Squad, Air Drop, Security Forces, In-Flight Refueling and Space Command.

Airmen go the distance

Congratulations to the following

HQ AFRS Airmen who proved they are "Fit to Fight!"

♦ Senior Master Sgt. Thomas Kichline, Marketing, Standardizations and Training superintendent, surpassed his personal best time in the U.S. Air Force Marathon at Wright Patterson Air Force Base, Ohio, Sept. 18 by finishing the 26.2 mile course in 3 hours, 54 minutes and 59 seconds. His time placed him 329th out of more than 1,400 competitors.

"My children both serve in the Air Force, and I want to set a good example for them," he said was his motivation to race.

To build up his endurance, the SNCO engaged in a 16-week training program during which his wife dropped him off 15-20 miles from their house and he would run home. Other days he ran the 15-mile distance to or from work.

♦ Master Sgt. Gil Cormier, software reliability engineer, completed his first half marathon in San Antonio Nov. 12 in one hour, 57 minutes, 30.6 seconds.

"Just think, a couple of years ago I couldn't even run 1.5 miles without puking," joked the SNCO.

♦ 1st Lt. Christopher Richards, Senior Master Sgts. William Cavanaugh, Thomas Kichline, Weldon Selders, Master Sgts. Rich-

ard DeHoney, Rodney Daniel and Tihamer Fenyoe and Tech. Sgt. Duane Robinson scored first in the Rambler 120 relay race, all-male category, Oct. 7. "The Goalers" completed the 22-mile bike race, six-mile run and two-mile raft relay in under two hours, 51 minutes.

About one month before the race team members began preparing for the event by riding two miles and running one mile together and gradually increased their distances while decreasing their times. This practice helped the team's score impressive running and biking times, but didn't do much for the team's rafting skills.

"We did a few 360's out there in the raft," recalled Sergeant McDaniel. "Overall, we were very happy about winning. Our initial goal was just to not finish last."

High quality recruits

The following Air Force recruiting facts confirm that only the best and brightest can Cross into the Blue. AFRS members can use the information when speaking with the public to emphasize the high quality of Air Force recruits.

♦ Nearly 80 percent of all Air Force enlistees scored in the top 50th percentile of the Armed Services Vocational Aptitude Battery

PME graduates

The following members recently completed Air Force professional military education:

SNCO Academy

Master Sgt. Shane Ware.....347th RCS

NCO Academy

Distinguished Graduate,

Tech. Sgt. William Malcolm.....367th RCS

Tech. Sgt. Kevin Conley.....347th RCS

Tech. Sgt. Isaac Guerrero.....347th RCS

Tech. Sgt. Michael King.....332nd RCS

Tech. Sgt. Christopher Saberniak.....347th RCS

Tech. Sgt. Scott Schmitt.....333rd RCS

Tech. Sgt. Fredrick Turnipseed.....331st RCS

Tech. Sgt. Joselito E. Velasco.....367th RCS

Airman Leadership School

John C. Levitow Award winner,

Senior Airman Chris Jennings.....339th RCS

Senior Airman Michele Dashiell.....331st RCS

Senior Airman Charles Gillis.....313th RCS

Senior Airman Adam Gomez.....336th RCS

Senior Airman Steven Kuberek.....313th RCS

Senior Airman Joshua Metz.....313th RCS

Senior Airman Matthew Price.....333rd RCS



Melissa Gonzalez

Team spirit

Members of the 349th Recruiting Squadron run cadence in the 29th annual 15-kilometer Tulsa Run on Veteran's Day in Tulsa, Okla. The unit commander, superintendents, first sergeant, a flight chief and two recruiters teamed with local high school Air Force Junior ROTC students and their class instructor, and five Delayed Entry Program recruits to take part in the event honoring all veterans past and present. "It's a team effort that truly leverages mission success," said Maj. Frank Alberga, 349th RCS commander. The runners gained the attention and appreciation of the event's 8,400 runners and spectators. "Today our mission was to begin and finish as a team ... we did in fine fashion, in just 98 minutes," Maj. Alberga said.

(ASVAB) test in fiscal year 2006, a number that has remained above 75 percent since FY 2000.

- ♦ Every single Airman enters the service with a high-school education or equivalent (GED or home schooling).

- ♦ In fiscal year 2006, more than 15 percent of all enlistees entered the Air Force with more than a year of college credits – nearly a 30-percent increase from fiscal year 2001. Additionally, nearly 5 percent of all enlisted members possess a bachelor's degree or above and another 16 percent have an associate's degree. All officers have earned a minimum of a bachelor's degree and nearly 50 percent possess a master's degree or above.

- ♦ The No. 1 reason trainees cited for enlisting in the Air Force last year was to "continue college education on active duty." For the past six years, education benefits have remained one of the top three reasons named for enlisting in the Air Force.

- ♦ The Air Force has exceptionally high-quality technical schools and training programs for its 142 career specialties. Upon enlistment, Airmen are automatically enrolled in the Community College of the Air Force – the largest accredited community college in the world – and they start to earn college credits toward an associate's degree from the basic military training and technical school instruction they receive.

Force Shaping

The next Force Shaping Board is scheduled to convene March 12 at the Air Force Personnel Center for officers in the 2003 and 2004 year groups. The board will evaluate active-duty line officers in overage career fields in the 2004 accession year group, as well as navigator, air battle manager, space and missile and developmental engineer officers in the 2003 year group.

Retention recommendation forms must be completed for all board eligible officers with between two and 15 years total active federal service as of Sept. 29, 2007. The RRF will include senior rater recommendations to retain or separate, and must be forwarded to AFPC no

later than Jan. 15. Board eligible officers may elect to apply for voluntary separation until March 1. The objective of the board is to shape the future force by retaining the officers the Air Force needs to develop as its future leaders.

For more information, visit the AFPC Force Shaping Web site or call the Air Force Personnel Contact Center at (800) 616-3775.

Strategic Plan

The Air Force Strategic Plan articulates the Air Force mission, focusing on the service's three most current priorities: winning the war on terrorism, developing Airmen, and recapitalizing the aging air fleet.

View the plan at <http://www.af.mil/shared/media/document/AFD-060919-008.pdf>. For more information, read the Air Force Print News article, "Air Force strategic plan released," on at www.af.mil.

PCS guidelines

The new guidelines include changes to assignment availability Code 50 maximum stabilized tours, the standard time on station for certain members transferring between stateside bases and officers departing for professional military education, overseas assignment curtailments, funded join-spouse assignments, as well as the officer time-in-area policy.

♦ Recruiters serving in a Code 50 designated stabilized tour may have their tour extended 12 months beyond the current expiration date, per commander input. Career enlisted aviators and rated officers in flying positions are exempt.

♦ Enlisted members and officers in the support, judge advocate, chaplain and medical career fields as well as most rated staff positions will be subject to a 48-month time on station minimum before considered for a PCS.



September-January promotions

Lieutenant colonel	John Deavy 342nd RCS
Curt PrichardHQ AFRS	Kenneth Turner361st RCS
Chief master sergeant	Technical sergeant
Michael Rowland ..HQ AFRS	Loren Bell368th RCS
Patrick Brandell318th RCS	Jason Bennett341st RCS
Scott Haskins311th RCS	Reginald Courtney ..317th RCS
Kevin Howard339th RCS	Joseph Flowers 362nd RCS
Terence Turner336th RCS	William B. Gilbert II .343rd RCS
Gary Posavad339th RCS	Katina Jefferson314th RCS
	Richard Shaw319th RCS
Senior master sergeant	Staff sergeant
Stephanie Gill369th RCS	Douglas Brian Chambers
Thomas Smith332nd RCS	349th RCS
	Jill Jeremenko319th RCS
Master sergeant	Nattawong Klungmontri
Henry Augustine ..364th RCS	369th RCS
Richard Bham311th RCS	Robert Leek333rd RCS
Harvey Bowling349th RCS	

♦ Officers selected for PME must have 24 months TOS prior to departure.

♦ Members serving in overseas assignments will serve their full tour length.

♦ Funded join-spouse assignments, except those from one overseas location to another, will require 24 months TOS.

♦ The Washington, D.C., tour review and officer time in area policy for San Antonio and Colorado are suspended.

For more information, read the article, "AF institutes new PCS guidelines," on the Air Force Personnel Center Web site at <http://ask.afpc.randolph.af.mil>. (AFPC News)

Sharing Air Force insights

The booklet, "The Air Force Story," aims to help Airmen become better communicators when speaking about Air Force topics such as heritage, missions, vision and

people. It is available at <http://www.af.mil/library/afstory.asp>. (Air Force News)

Promotion board prep

Officers should ensure their board certifications are current and in their selection records in preparation for health professions boards taking place through the spring.

As part of the review, officers ensure their performance reports, decorations and board certification paperwork are on file with the secretariat.

For more details, visit the Selection Board Secretariat Web site via the Air Force Personnel Center Web site at <http://ask.afpc.randolph.af.mil>.

Officers may also call health professions functional managers at: Medical, Dental, Biomedical Sciences Corps, (210) 565-2377/565-1277; Medical Services Corps, 565-4094/565-4240; and Nurse Corps, 565-2715/565-2943. (AFPC News)



Award winners share goal-scoring tips

It's been another hot recruiting year for the Air Force thanks to Recruiting Service's dedicated producers and support personnel. Members were recognized for outstanding dedication to duty during the annual award banquets that took place in autumn.

"This year's top awards and honors went to extraordinary individuals ... professionals who faced recruiting and recruiting 'business' challenges head on,

pushed through adversity and maintained a sharp focus," said Brig. Gen. Suzanne Vautrinot, AFRS commander. "And when those individuals worked as a team, we saw flights and squadrons also win big. We remain the only military recruiting service in the nation that delivers the right number of Airmen, with the right quality, right skills and at exactly the right time ... right down to the ship-day level."

"David Frost said, 'Don't aim for success if you want it, just do what you love and believe in, and it will come naturally.' I believe in the Air Force, and without the love and support of my family, my accomplishments would mean nothing."

Staff Sgt. Jason Rodriguez, Top Recruiter



"The program had flaws that needed immediate attention. Once we straightened out the areas needing to be fixed, we looked at ways to improve other areas of the program. Accountability is the key. A successful safety program relies on everyone in the squadron."

333rd RCS Master Sgt. Christopher Slaughter on his unit's Top Squadron Safety win

"At the beginning of a new year, set three short term goals and three long term goals. Then make it happen."

Tech. Sgt. William Forsythe, Top Enlisted Accessions Recruiter

The fiscal 2006 AFRS award winners are:

Top Recruiter

Staff Sgt. Jason Rodriguez, 344th RCS

Top Health Professions Recruiter

Master Sgt. Richard Cuddeford, 343rd RCS

Top Officer Accessions Recruiter

Tech. Sgt. Robert Keyes, 344th RCS

Top Enlisted Accessions Recruiter

Tech. Sgt. William Forsythe, 337th RCS

Top Rookie Recruiter

Tech. Sgt. Shawn Costley, 367th RCS

Top Squadron

368th RCS

Top Squadron Customer Service

349th RCS

Top Squadron Marketing

337th RCS

Top Squadron Operations

338th RCS

Top Squadron Safety

333rd RCS

Top Squadron Support Flight

318th RCS

Top Squadron Training Branch

342nd RCS

Top Officer Accessions Flight Chief

Master Sgt. David Deyarmin, 331st RCS

Top Enlisted Accessions Fight Chief

Master Sgt. Jeffrey Morris, 344th RCS

Top Squadron Production Superintendent

Senior Master Sgt. Mitch Christopher, 368th RCS

Top Support NCO 8R000

Tech. Sgt. Arthur Collins, 318th RCS

Top Support NCO Non-8R000

Tech. Sgt. Jerry Dail, 338th RCS

Spouse of the Year

Elizabeth Smith, 311th RCS

AFRS Award of Excellence

331st RCS

Carol DiBatiste Excellence Award

342nd RCS

Langley Spirit Award

Master Sgt. Marco Obrien, 337th RCS

Top MEPS, large category

361st RCS, Portland, Ore.

Top MEPS, medium category

332nd RCS, Knoxville, Tenn.

Top MEPS, small category

368th RCS, Butte, Mont.

Top Personnel Technician

Tech. Sgt. Tracie Timmerman, 342nd RCS

Top Personnel Superintendent

Master Sgt. Brad Incrocci, 347th RCS

“My big brother, Dave Cuddeford, now retired and an Air Force recruiter of 16 years, advised me to treat every applicant as if he or she were family. Dave’s advice has served me very well for six years now.



***Master Sgt. Richard Cuddeford,
Top Health Professions Recruiter***

“The 368th excels because we are a family ... My flight chiefs do an exceptional job. We have two small and six large flights that cover more territory than some whole squadrons. It’s tough on the flight chiefs to keep in direct contact with their recruiters daily.”

***368th RCS Commander
Lt. Col. Anthony Young on
his unit’s Top Overall Squadron win***

“Networking pays dividends. The contacts I have made will benefit recruiting efforts long after I have left.”

***Tech. Sgt. Robert Keyes,
Top Officer Accessions
Recruiter***



“The majority of support processes can be accomplished more easily through cross feed and teamwork. Take advantage of the expertise around you and don’t be afraid to use the tools they may be able to provide.

***Tech. Sgt. Jerry Dail,
Top Support NCO Non-8R000***

“We upgraded field computer connectivity, obtained value-added equipment for recruiters, and built a sense of community through effective marketing, countless volunteer hours and attention to environmental stewardship.”

***349th RCS Chief Master Sgt.
Duane Buchi on his unit’s
Top Squadron Customer Service win***

“Every flight member is highly respected, highly motivated and highly trained. We participate in all squadron functions together, know AFRSI 36-2001 inside and out and follow it exactly. Most importantly, we’ve built rapport with our customers and are nothing but positive with the field.”

338th RCS Senior Master Sgt. Charles Marshal on his unit’s Top Squadron Operations win

“The best advice I have ever received was to not worry about the things I cannot control, but to improve the ones I can and enjoy right now because who knows what tomorrow may bring.”



***Tech. Sgt. Shawn Costley,
Top Rookie Recruiter***

“Meet the people with whom your spouse works. Their families go through the same issues you do. They can be a great support system. Be independent and help others. The rewards are endless and it makes the time fly by when it seems to be going so slowly.”



Elizabeth Smith, Spouse of the Year

“My passion for the Air Force and my desire to be the best is what keeps me motivated. The Air Force has been great to my family and me, and I must do my part to take care of the service.”

***Master Sgt. Jeffrey Morris,
Top Enlisted Accessions Flight Chief***



“Don’t be a yes person. Standing up for what you believe is the right thing to do at all times. This isn’t always easy, but it’s always the right thing to do for your Airmen.”

***Senior Master Sgt. Mitch Christopher,
Top Squadron Support Production Superintendent***

“Putting recruiters first is at the forefront of our mission. Getting out into the field and keeping them informed of marketing venues helps them continue on the path of success. A strong squadron support network gives us the ability to keep up with our hectic marketing schedules.”

337th RCS Staff Sgt. Celena Wilson and Tech. Sgt. Gary Prost on their unit’s Top Squadron Marketing win



Capt. Amy Render

Air Force lassos collegiate rodeo promos

Yeehaw! The Air Force Recruiting Service Special Events team roped another venue for recruiters to round up leads. The Air Force is part of National Intercollegiate Rodeo Association sponsorship through the summer of 2007. The last seven of a total of 51 events take place in Colorado and Wyoming.

For more information about this or other special events, call squadron marketers or Tech.

Sgt. Lance Griffin at DSN 665-0543 or commercial (210) 565-0543.

- ♦ Eastern Wyoming College, March 23-25
- ♦ Colorado State University, March 30-April 1
- ♦ Casper College, Wyo., April 13-15
- ♦ Northeastern Junior College, Colo., April 20-22
- ♦ University of Wyoming, April 27-29
- ♦ Sheridan College, Wyo., May 4-6
- ♦ Central Wyoming College, May 11-13

349th RCS lauds its biggest losers

Unit challenge to lose excess pounds inspired by hit television show

By Capt. Amy Render
*Air Force Recruiting Service
Public Affairs*

It's not every day that people are inspired to increase their fitness by a television show and a couch, but that's how the 349th Recruiting Squadron lost 128 pounds and earned big health gains.

During three autumn months, 13 two-man teams tracked their weight loss to see who would win the title as the 349th RCS Biggest Loser.

Capt. James Couch, 349th RCS operations officer, was inspired by the television show, "The Biggest Loser." The unit contest, two-person teams recorded their total weight by Sept. 1, and weighed in

"Everyone who participated said they felt more energetic and healthy."

Capt. James Couch,
349th RCS operations officer

again Nov. 1 at the squadron annual for the big finale.

In addition to working out at least three days per week, participants employed various diets, including the diet nutrition drink approach, the cabbage soup route and the lemon juice "cleansing" diet.

One team used two different diet plans. Capt. Couch's "TV Dinner Meal Plan" reduced his daily caloric intake to about 1,200 by eating a

breakfast bar in the morning and two healthy 250-500 calorie TV dinners for lunch and dinner. Master Sgt. Jeff Stover, the captain's teammate, maintained his 1,500 calorie diet by eating small meals every three hours.

Captain Couch and Sergeant Stover won first place by losing 33.5 pounds and scored \$50 gift certificates. Master Sgt. David Stewart and Tech. Sgt. Steven Gifford lost 33 pounds and won the second place "Fit for Life" goodie bags. Tech. Sgts. Ross Coffey and William Hilton lost 28 pounds and scored the third place key holders, water bottles and lunch packs.

The competition hit its mark in building unit cohesiveness and encouraging weight loss.

"Everyone who participated said they felt more energetic and healthy," Captain Couch said.

Powering up the toolbox

Recruiter magazine bids ‘adios’ after 52 years of hardcopy service

By Maj. Sean McKenna

Air Force Recruiting Service Public Affairs

John Gooch arrived at the 3500th Recruiting Wing at Wright Patterson Air Force Base, Ohio, in the summer of 1955, a fresh-faced second lieutenant out of Ohio University armed with a journalism degree. The moment he stepped on base, the officer was appointed editor of the wing’s new newspaper, *The Air Force Recruiter*, the official periodical of all Air Force recruiters.

Nearly 52 years later, Lieutenant Gooch’s fledgling publication is being put to bed, as this issue of *Recruiter* magazine marks the last edition slated for print. In keeping with the times, the magazine will morph into a web-based news service beginning February 2007 on AFRS’ official Web site (see article on Page 13).

Although the publication has varied over time – from a newspaper to a tabloid to a magazine format and from a bi-weekly to a monthly to a quarterly – it has always provided Air Force recruiters with news that highlighted their efforts and information that enabled them to succeed in their mission. Just the way Lieutenant Gooch envisioned it all those years ago.

“John was so proud of that [recruiter] newspaper,” said Gooch’s widow, Shirley Ann, from her home in Huber Heights, Ohio. “It was always one

“It is our sincere wish and hope that we can make this your newspaper, one you can be justifiably proud of and one that can be of a real and lasting service to you.”

2nd Lt. John O. Gooch,
The first *Air Force Recruiter* editor



The *Air Force Recruiter* newspaper first edition as it hit the stands Aug. 23, 1955. The weekly four-page newspaper featured articles about recruiting award winners, a commander’s commentary and events news.

of the highlights of his life.”

The former Air Force public affairs officer died in 1998, but not before a long career as a newspaper reporter with the *Dayton Daily News* and a public relations expert for *Standard Register* and *Blue Cross*.

Volume 1, No. 1, of *The Air Force Recruiter* hit the streets on August 23, 1955, featuring the front-page story, “Outstanding recruiters win honors.”

Brigadier General Arno Luehman, Recruiting Service’s first commander, was the person responsible for making the newspaper a reality, as he wanted to provide recruiters with an information tool to help them accomplish their vast mission.

The publication started out on a high note by trumpeting that Air Force recruiters had managed to bring in 181,937 enlisted members during Fiscal Year 1955, on target to make 100 percent of its lofty goal.

In August 1955, Lieutenant Gooch and his staff wrote in that first issue, “It is our sincere wish and hope that we can make this your newspaper, one you can be justifiably proud of and one that can be of a real and lasting service to you.”

After nearly 500 issues and more than a half century in print, it’s pretty clear *The Air Force Recruiter* can be proud of its dedicated service.



Staff Sgt. Jennifer Lindsey

Six for nine

Air Force Recruiting Service's AFRISS Hotline now sports nine direct phone lines, answered by six customer support technicians, to provide improved customer service. Also, a new database program generates a heat ticket for issues so they are staffed and tracked more efficiently. The new system has decreased the average waiting time from 45 minutes to about five minutes. The team continues to develop ways to further improve customer service efficiency. A question and answer database is currently in the development stage, said Master Sgt. James Core, customer service center assistant NCOIC. The AFRISS Hotline is available by calling 210-565-0491.

Recruiter's Toolbox tip

"Having a 'clean' smelling office is vital to present a commanding, and as closely as possible, 'perfect' appearance, which goes beyond appearance standards.

"Communication and reading an applicant's or an influencer's non-verbals will share much more than direct words when it comes to 'selling' the Air Force. Also, have a sincere and caring approach because

you truly want to help, not just to meet goal expectations."

Tech. Sgt. Cory Berdinner, 362nd Recruiting Squadron enlisted accessions silver badge recruiter, and **Master Sgt. Edward Edgar**, 362nd RCS EA flight chief and AFRS school master instructor with three silver and one gold badge

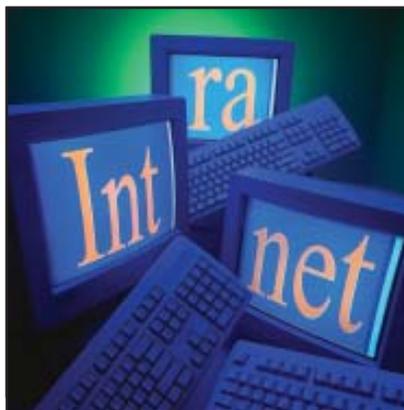
AFRS news heads into cyberspace

By Maj. Sean McKenna
Air Force Recruiting Service
Public Affairs

The end of *Recruiter* magazine isn't the end of Air Force Recruiting Service news.

Instead, recruiters and anyone interested in AFRS will now be able to access timely, up-to-the-minute news via *Recruiter Online*, AFRS Public Affairs' cyberspace initiative to take the magazine to a worldwide audience via the Internet. Now, instead of being treated to news and feature stories every three months, readers can access the same information instantly via AFRS' Web site at www.rs.af.mil.

Because of budget and manning



constraints the Air Force must work smarter and leaner. *Recruiter Online* is the best way for AFRS to still be able to share news and information.

The magazine is not the first Air Force publication to move online,

as fewer Air Force people are picking up their base newspapers. Surveys have shown the number of people who read every issue fell from 57 percent in 1994 to 38 percent in 2004.

Modeled after the Air Force's site, www.af.mil, *Recruiter Online* will serve as AFRS' official site for people to read news, features and editorials about the command, and to download photographs of AFRS events and people.

Additionally, the AFRS Web site will also feature history, leader biographies, and artwork, as well as extensive information on how to become a recruiter, a recruiting commander and other career opportunities.

New gadgets

Marketing adds to RIC toolbox

AFRS members encouraged to share ideas on hot SPIs

By Staff Sgt. Jennifer Lindsey
Air Force Recruiting Service Public Affairs

Squadron marketers can soon order 19 new publications from the updated products catalog. Twelve are designed specifically for enlisted accessions and seven for officer accessions. Then, later this year, 21 more new EA and seven more OA informational products will hit the stands.

Recruiters also have 14 additional new sales promotion items from its catalog of 95 items to help gain attention at special events, encourage curiosity and inform the public about the Air Force.

Recruiting literature helped Michael Trevino “Cross into the Blue.” Just when the high school graduate thought his days of doing homework were over, Master Sgt. Ruben Perez, 341st Recruiting Squadron, handed him the booklet EA 03-001, “Your future begins here!” and handout EA 03-020, “Air Force Question and Answers.”

Michael knew he was holding the answer to his future in his hands. In blue and white print, the publications showed the San Antonio native the multiple career options he would have in the Air Force, what he could expect in basic and technical training and the many benefits he would qualify for as an Airman.

“Having the book and the Q & A sheet was handy in helping me make the decision to join,” said Airman 1st Class Trevino. Today the 608th Air Intelligence Squadron at Barksdale Air Force Base, La., benefits from its sharp new troop from Texas.

To help inspire this year’s high school and college graduates and health professionals to “do something amazing,” Air Force marketers invested \$4 million in sales promotion items produced by Industries for the Blind and another \$1 million on informational booklets, pamphlets and fact sheets. The return the Air Force

gains is well worth the investment, said Tim Talbert, Air Force Recruiting Service Strategic Communications Division deputy chief.

“In addition to creating Air Force brand awareness, [SPI and literature] reinforce what recruiters say to prospects, and they continue the sales dialogue when prospects are alone considering their options. These are all important steps in the sales process,” Mr. Talbert said.

Just as with any tool, SPI and literature must be used correctly to have a desired effect. The key is to make the products work for the recruiter, said Master Sgt. Gregory Walker, AFRS marketing trainer.

“We need to ensure that when SPIs are handed to someone, they are creating a lead or an influencer. For example, giving an Air Force mug to a senior guidance counselor could be the gateway to that school’s senior class,” he said. “SPIs should be used sparingly. When giving a

[Delayed Entry Program member] a T-shirt, the recruiter should ensure the DEPper wears it to their school or to community events.”

AFRS members can also share their suggestions on new or in-demand SPI, posters or informational publications. People can submit suggestions to Jim Askins, AFRS Marketing Division account executive, by emailing james.askins@rs.af.mil. Mr. Askins is scheduled to visit several recruiting offices during the year to find out what are the favorite SPIs and print products, and to gather suggestions for future products.

“We take suggestions and feedback seriously and are currently working on some great new ideas that recruiters have shared with us,” Mr. Askins said. One of the new products in the development phase is a printed frame in which recruiters can place photos of their Delayed Entry Program members and new recruits who recently graduated from basic training.

“It’s a relatively simple product that looks very professional and shares the message that we really care about our Airmen,” Mr. Askins said.

“Having the book and the Q & A sheet was handy in helping me make the decision to join.”

Airman 1st Class Trevino,
608th Air Intelligence Squadron

What's new

The following printed publications are now available or will soon be available for recruiters to order.

Enlisted Accessions

- Crypto Linguist fact folder
- SERE fact folder
- High school visit postcard
- EA/OA desk memo pad and calendar
- Pocket calendar
- High school folder
- TSP Q&A fact sheet
- Kenny Schrader hero card and poster
- Jon Wood hero card and poster
- Snowmobile poster cards
- Air Force Symbol poster
- 60th Anniversary decal stickers, window clings and bookmarks

Officer Accessions

- Medical service corps Q&A fact sheet
- Nurse brochure
- Physician brochure
- Dental fact folder
- 10 Reasons to be an Air Force Dentist card
- Physician recruiter generated mail reply card
- OA/HP student travel pocket calendars

New SPI

- Screen-printed surgical scrub top and cap
- Lip balm tube with holder
- Syringe highlighter
- Retractable pen with carabineer clip
- Flying disc
- Stress hockey puck
- New decorator display
- Die-cast coin
- Two types of retractable badge holders
- Stethoscope tag
- Drawstring backpack



Staff Sgt. Jennifer Lindsey

New sales promotion items available in 2007 include drawstring backpacks, pens, highlighters and more.

Under construction

The following publications will be available later this year.

Enlisted Accessions

- EA brochure
- Educational opportunities fact folder
- Security Forces fact folder
- TACP fact folder
- Recruit-the-Recruiter fact folder
- High school Technology in Education 12-month planners, ads and biographies
- EA/OA desk memo pad and calendar
- High school folder
- Book covers
- ASVAB mailers
- Viper East/West demo flyers
- A-10, F-22, F-16 and F-15 demo flyers
- Kenny Schrader fan card and poster
- Monster Truck poster
- NASCAR poster
- OCC Poster
- Snowmobile poster cards
- NASCAR tour press kit folder
- DEP photo frames
- Note cards
- Take-one box

Officer Accessions

- Pharmacist fact folder
- Clinical psychologist fact folder
- Physician assistant tri-fold
- Optometry tri-fold
- Health Professions Scholarship Program tri-fold
- Social worker tri-fold
- Public health tri-fold

Convention display targets six audiences

By Pam Ancker

AFRS Strategic

Communications Division

A new national convention display with six different formats is ready to hit the circuit.

The display's changeable panels, with specific photos and text, target physicians, nurses, dentists, minorities, youth and high-tech careers.

While Air Force Recruiting Service staff determined the 37 conventions at which the display will be shown, support from the field is vital. A minimum of two local recruiters is required at each convention location. AFRS pays for the display, supplies, special promotional items and the literature. Additionally, the AFRS staff might request support equipment, such as the Raptor. Convention locations include Boston, San Diego, Atlanta, San Francisco, Detroit and more.

The convention display was produced by the AFRS Strategic Communications Division Creative Branch. Ronn Linn, AFRS art director since 1996, developed the display concept, designed its look and incorporated 48 photos into its textured background. The creative branch's team of writers, photographers and another designer assisted Mr. Linn to complete the project.

Conventions schedules are available on the AFRS XtraNet and on the Air Force Special Events Web site at www.events.airforce.com. For more information, call (210) 565-0506/0534.

Wired for success

AIRFORCE.com funnels qualified leads to recruiter's doorsteps

By Staff Sgt. Jennifer Lindsey
Air Force Recruiting Service Public Affairs

“AIRFORCE.com is here for you!” is the mindset of Master Sgt. Deshan Woods, the site’s administrator.

For seven years, the official Air Force recruiting Web site has provided the public information on officer and enlisted careers, as well as benefits the Air Force offers.

Monday through Friday six decorated retired recruiters man AIRFORCE.com’s chat lines, each managing up to seven chats at a time and answering hundreds of questions submitted daily by people worldwide. The site supporters’ primary mission is to funnel contact information on all qualified prospects to local recruiters.

Most people visit AIRFORCE.com before visiting an Air Force recruiter’s office, which isn’t surprising to the site’s online advisor team that answer an average of 700 chats daily, Sergeant Woods said. On Jan. 9, 2006, the team set the office record number of chat sessions managed in one day by fielding 807 conversations.

“To do this job, you have to be a master of multi-tasking and know your stuff,” said Max Sellers, AFRS online advisor.

Through 2006, the site received more visits daily than it ever has. The online advisor team answered 4,000 questions per week — four times the number



Staff Sgt. Jennifer Lindsey

Don Codrington, front, and Tim O’Neal, AIRFORCE.com online advisors, are two of the Web site’s six decorated retired recruiters who man the Live Chat link. The site supporters’ primary mission is to funnel contact information on all qualified prospects to local recruiters.

of questions they answered in 2004.

“Today’s kids are smart — they look up everything,” said Don Codrington, online advisor. “We can help them validate information.”

Confirming facts and sharing straight-forward advice is the team’s forte, and it helps that the chat line office is in the heart of recruiting headquarters.

“We get recruiting policy updates hot off the press here,” Mr. Codrington said. “And, if we have a question, the standards offices are just a walk down the hall.”

The fact that the team is stacked with successful

former Air Force recruiters also offers current recruiters a source for guidance. All totaled, the team's six members have 63 years of enlisted, officer and health professions recruiting experience. The team also sports a total of 23 silver and four gold badges, and several Blue Suit awards to their credit, which are all awards recognizing outstanding recruiting practices and results.

One of the toughest challenges of managing the Air Force recruiting site is keeping up with the changes, said Sergeant Woods.

In addition to the live chat line, AIRFORCE.com features a popular Recruiter Locator link on which people can search for a recruiter in their area.

"It's essential that this data is accurate," the site administrator said. "The recruiter locator is sometimes an applicant's first impression. If we can't provide them a correct phone number to a recruiting office, then we begin sending the wrong message. It's a constant battle to ensure the site's information is up to date."

AIRFORCE.com visitors come from all walks of life. It's not unusual for an online advisor to manage chats with a Nigerian citizen asking what he needs to do to qualify for enlistment, a high school senior researching career options and a doctor inquiring about health professional qualification standards.

Just for DEPPers

Delayed Entry Program members also visit the site's BMT link for basic military training preparation guidance and to view a weekly activity schedule, which is Tech. Sgt. Bill Forsythe's favorite feature.

"It comforts my people and shows them what to expect," said Sergeant Forsythe, a 337th Recruiting Squadron recruiter.

DEPPers can also visit a Web site designed exclusively for them, USAFDEP.com, for in-depth updates on basic military training and technical school information. Additionally, DEPPers can visit the AIRFORCE.com chat line to discuss details about their Air Force commitments or for "pep talks" while they wait anxiously to start their military careers.

"Civilians, prior-service members, DEPPers, it doesn't matter. We love speaking with anyone about the Air Force," said Tim O'Neal, online advisor.

"It sounds corny, but we're here because recruiting is in our hearts and we love the Air Force," Mr. Codrington said.

Frequently Asked Questions

People from all over the world visiting AIRFORCE.com ask the online advisors all sorts of questions about joining the Air Force. Listed below are the 20 most commonly asked queries:

- ♦ Is the Air Force taking prior-service members?
- ♦ How do I apply for Officer Training School?
- ♦ How much will I get paid?
- ♦ Can my family move with me?
- ♦ Can I join as a single parent?
- ♦ Can my job be guaranteed?
- ♦ What does ASVAB stand for and what does the score mean?
- ♦ How long and where is my technical school?
- ♦ What are the height and weight standards?
- ♦ What educational benefits does the Air Force provide?
- ♦ Can I choose my base?
- ♦ Can I take medications?
- ♦ How long is basic training?
- ♦ Can I go home after I graduate basic training?
- ♦ Can my girlfriend or boyfriend live in the dorms with me?
- ♦ What benefits are my girlfriend or boyfriend entitled to?
- ♦ How can I become a pilot?
- ♦ Will I receive a bonus if I join?
- ♦ How do I join the Air Force?
- ♦ Can I join the Air Force with a GED?

Recruiters and support personnel are encouraged to report inaccurate or outdated information on AIRFORCE.com by e-mailing Sergeant Woods at deshan.woods@rs.af.mil.

Other Air Force recruiting-related sites include www.dosomethingamazing.com and www.whatamigonadonext.com.

Complaint logging 101:

IG outlines how to best address grievances

By Lt. Col. Dawn Campbell-Currie
Air Force Recruiting Service Inspector General

Temporary duty voucher mistakes, a bad EPR, unfairly assigned duties, lack of dependent medical care, applicant disqualifications — the list of issues could go on indefinitely, but where can Airmen go to find solutions?

The Air Force and the Department of Defense provide countless avenues to address problems, but until they're needed, many don't know where to turn. This is further complicated by the fact that many Airmen in recruiting work miles away from military bases. What's needed is a guide to help navigate the many ways to take care of complicated issues. That's where Air Force Recruiting Service first sergeants, commanders, and the inspector general staff can step in and help steer its members in the right direction.

Using technology

The distance from a military base or squadron headquarters doesn't have to impact people's ability to get help. E-mail is often the best method for documenting the facts associated with an issue, but it's only effective if the recipient receives it. To address immediate concerns, request read receipts on e-mails, and follow-up the message with a phone call.

Online resources are increasing every day and some are more reputable than others. Use official sources, such as the Air Force Portal at <https://www.my.af.mil>, the vMPF, which can be accessed via the Air Force Portal; Tricare Online at www.tricareonline.com, and Military One Source at www.militaryonesource.com. Through these online resources, Airmen may apply for retirement, retrain, change a reporting date, appeal a perceived injustice on a performance report to the Air Force Board for Correction of Military Records and more.

Grievance channels

Title 10 U.S. Code 1034, DoD Directive 7050.6, and Air Force Instruction 90-301 state that no person may prohibit or restrict a member of the armed forces from making or preparing to make a lawful communication or protected communication to a member of



Congress, an inspector general, or a member of an inspector general's staff. Other communications may also be protected when people believe they have been the victim of, or have evidence of, violations of any law or regulation. This includes sexual harassment, unlawful discrimination, gross mismanagement, gross waste of funds, abuse of authority, or substantial and specific danger to public health or safety.

People who can receive protected communications include inspection, investigation, or law enforcement organizations; Equal Employment Opportunity members, family advocacy staffers, members of a chain of command, command chiefs and first sergeants. "Protected" communication shouldn't be confused with the "privileged" communication people can have with doctors or defense attorneys. The content of protected communication may be released on a strict need-to-know basis without approval of the complainants. The protected communication falls under the Whistleblower Protection which prohibits reprisal against people for reporting or preparing to report

wrongdoings. Commanders and supervisors also may not place barriers preventing military members from making protected communications.

IG outreach

People should attempt to resolve fraud, waste and abuse issues and personal complaints at the lowest possible level, using command channels, before elevating issues to the next higher level or to the inspector general. The only exceptions are reprisals, restrictions and improper health evaluations that must be referred to the IG for action.

Timeliness is important. Complaints more than 60 days from date of occurrence are normally dismissed, unless there are extraordinary circumstances justifying their investigation. Also, IGs may dismiss complaints lacking FWA issues, recognizable wrongs, or violations of laws, regulations or policies.

All Airmen or civilian employees may file IG complaints. However, many civilian complaints such as discrimination, sexual harassment and conditions of employment, must be addressed by other agencies such as the Civilian Personnel Office or EEO.

People with no Air Force affiliation may also file fraud, waste and abuse disclosures. Depending on the circumstances, the inspector general may also accept complaints from dependents or relatives of active-duty members and retirees. However, it's always best for the actual victims or people who witnessed the alleged wrongdoings to file the complaints.

Congressional assistance

The AFRS IG office handles hundreds of congressional inquiries annually. The bulk of them are submitted by disqualified Air Force recruit applicants and their families.

People commonly believe that initiating inquiries through IG or congressional channels will change the outcomes of decisions that didn't go in their favor. It's very rare when congressional inquiries change the end results. As long as the recruiters and commanders are following current guidance, the decisions stand.

Air Force Recruiting Service Instruction 36-2001, paragraph 1.5, expressly prohibits recruiting



personnel to advise, instruct or otherwise assist people with policy or procedural complaints in contacting congressional representatives. Recruiting service members are directed to refer all complaints to their chain of command. One caution: Although recruiting personnel cannot advise or assist people with congressional inquiries, they also cannot prohibit or restrict communication with their congressmen, in

accordance with Title 10 U.S. Code. Advising or prohibiting applicants to contact their congressmen, is punishable under Article 92 of the UCMJ.

As with all inquiries the IG handles, office members are empowered to contact the people who have the information required to complete clarification and analysis on congressional inquiries. Contacts may include recruiters, flight chiefs and applicants.

When recruiting members input full word pictures in AFRISS regarding processing actions or disqualifications, the IG staff can find the necessary answers to the congressional inquires without having to contact recruiters. The IG office requires a prompt response via e-mail or fax so it can accurately reflect the information provided.

Expediting processes

People should have courage to report issues that need attention. Issues needing attention should be addressed within the chain of command, and first sergeants should be engaged early in the process.

Bad news and problems don't get better with age, so people should address problems as soon as possible. Also, it's important to share all the facts that are related to the case.

When all is said and done, people should accept the things they cannot change. Those who haven't received desired outcomes after raising issues must understand that, if there's no substantiated violation of AFIs or policy and all appeal avenues have been exhausted, they must accept the decision and move on.

For more information, contact the AFRS IG office by e-mailing afrrshqig@rs.af.mil, calling DSN 665-4739/4796, or commercial (210) 565-4739/4796.



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Angelica Delgado

Recruiting quality

Air Force Recruiting Service is committed to recruiting the best America has to offer. AFRS looks to maintain high-quality enlisted and officer accessions from a cross section of the United States. This is essential to maintaining a force with the proper distribution of skills to meet national and Air Force objectives.

For AFRS news and information, visit *Recruiter Online* at www.rs.af.mil.