



# Recruiter

The Magazine of the Air Force Recruiting Professional

Doctor's orders:

**General  
prescribes  
new HP mindset**

**Rx**

August  
2005

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## cover



Air Force Recruiting Service commander emphasizes the need to make goal in health professional recruiting on Page 3.



Air Force Recruiting Service

## COMMANDER'S ACTION LINE

**Q:** I heard that special event uniforms were approved to be worn, but issues surrounding the funding of the uniforms have not been resolved. When can we expect to see the uniforms?

**A:** As part of the 96th Air Force Uniform Board in 2003, the Air Force chief of staff did authorize the creation of a special event uniform. Members of the board agreed that recruiters needed a casual uniform for working special events in their communities. However, they first recommended a review of distinctive uniforms previously approved in order to arrive at a standardized uniform that can be used

throughout the Air Force by members of the honor guard, band, fitness center staff and recruiting.

Air Force Recruiting Service chaired an integrated planning team on this subject in 2004, but for a variety of reasons, the uniform board office was tentative to take action on results from that discussion. The good news is that we took a look at it again this past April and May, and a formal package is with the Air Staff for final approval.

We anticipate approval prior to press time for this publication and have funds available to purchase the event uniforms for use in September. Look for guidance and instruction on the wear of event uniform in the weeks to come.

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 [afsractionline@rs.af.mil](mailto:afsractionline@rs.af.mil). Items of general interest may be printed in the *Recruiter* magazine.



Brig. Gen. Dutch Remkes  
Commander

*Remember to assess your risk before you act ...*

## Let's survive the 101 Critical Days of Summer



# Meeting HP mission key to overall success

**By Brig. Gen. Dutch Remkes**  
**Air Force Recruiting Service commander**

Simply stated, our job is to promote the Air Force as a career option to a variety of people across the nation — from high school students and college graduates to engineers and health professionals.

For the most part, we've done a great job finding the right people at the right time given the force structure challenges we've had to endure over the last year. However, we continue to fail at meeting mission when it comes to finding physicians, dentists and nurses.

In order to find these people, a variety of tools have been made available. These include booth and center of influence funding, promotional items, professional training and advertising. More money and manpower are being put into this program year after year, and still we continue to fall short.

I understand there are challenges. We are competing for health professionals in a pool already suffering from a national shortage and civil sector salaries that are hard to match. Further complicating the job is the fact that we have to do it in an atmosphere of continuous media coverage of ongoing operations of the war in Iraq. But when it comes down to it, our civilian competitors can't offer the same opportunities for training, leadership and advancement — that's what separates us.

The challenges are real, but ones we've faced and overcome before. We've been finding excuses for missing our health professions goal for almost a decade now. A sustained trend such as this can have a major impact on the culture of doing business, and this is what I suspect in some of my travels across recruiting.

There are a lot of individual recruiters out there doing good things and making goal. And some squadrons have taken steps to supplement its officer accessions flights after enlisted accessions were reduced for force shaping. While I commend those supervisors and leaders who had the foresight to bolster their OA recruitment efforts, others continue to remain complacent with the mindset that the HP goal is something not attainable.

If that mindset doesn't change, it may lead to serious consequences. If we're unable to put health professionals at Air Force hospitals, we all suffer. One of the primary benefits we sell our applicants on is quality medical care — and the Air Force provides that. We must keep our end of the deal and find those physicians, nurses and dentists to provide that care.

To do that, I need you to step up and use all of the tools available to you to make goal. Share your stories of success as a training opportunity. Find what worked with some of the more seasoned recruiters, and don't rule out new approaches. We all have a mission to meet, and that mission begins with recruiting.

Chief's sight picture

# Spiritual strength, core values must be focus for all Airmen

By Gen. John P. Jumper  
Air Force chief of staff

Our lives changed when we took the oath to defend our nation and put on the uniform of an Airman.

But what was that change? Was it merely symbols — uniform, rank and badges? No, it was a transformation from whoever we were before to someone vested in higher order values, a transformation into a part of something bigger than ourselves.

We come from all walks of life, from every part of our nation. We are different people from diverse backgrounds, and with our diversity we bring different sets of values. We have different hopes, aspirations, goals and beliefs. It is perhaps our nation's greatest strength that, since its founding, we can stand shoulder to shoulder with people of different origins and beliefs for a single purpose — to serve.

As part of our service in the U.S. Air Force we are expected to embrace its core values: integrity first, service before self and excellence in all we do. These values are a guide that binds us together, even as we fight for the right to be different in so many other ways.

We use the word “core” because we expect these values to be fundamental to our service, to guide our commitment to our country and our mission, and to serve as a test for the decisions we make in both our personal and professional lives.

At the Air Force Academy, we have experienced issues with expressions of religious beliefs and with perceptions that one set of beliefs is favored over others. Religion is intensely personal and disagreements can detract from the teamwork necessary for Air Force units. In

particular, sharing personal beliefs in a professional setting, one where leaders are performing their duties in a chain of command or in a supervisor-subordinate relationship, can easily become improper influence over personal matters. Furthermore, it can be resented.

What does this mean about how leaders should approach spiritual strength? Spiritual strength is an integral part of leadership. Our greatest leaders are able to elevate the human spirit and inspire extraordinary performance. Spiritual strength is what drives us to make sacrifices for others, for our nation, and for the greater good.

For some, a commitment to a specific religious faith is a source for that spiritual strength, but not for all. For some, it is their heritage and the experience of a community of people within our human family. For others, it is the way they were touched as individuals by a family member, teacher or leader's work of faith or charity.

Faith and religious freedom were fundamental to the founding of this nation. Chaplains are part of our profession of arms and have a unique charter to minister to those who share their specific faith, to facilitate ministry to those of other faiths and to care for all, including those whose spiritual strength does not come from religious belief.

There will be more specific guidance about expressions of religious beliefs. This guidance will emphasize mutual respect and the wingman culture fundamental to all Airmen. The expression of personal preferences to subordinates, especially in a professional setting or at mandatory events, is inappropriate. More importantly, we should always be guided by our core values. That's what makes us the superb Airmen that we are.





Photo by Larry McTighe

### ***Pit-stop challenge***

RANDOLPH AIR FORCE BASE, Texas — Airmen with the Air Education and Training Command's operations directorate and 19th Air Force team perform a pit-stop routine, including changing two tires and simulating filling the gas tank, on the NASCAR No. 21 Air Force car during a pit-stop competition here June 23. The AETC team finished in first place at 13.73 seconds.

### **In memoriam**

Staff Sgt. Justin Keenan, enlisted accessions recruiter, 367th Recruiting Squadron, passed away June 24. Sergeant Keenan was struck by a car turning in his path while he was riding his motorcycle in Grand Junction, Colo.

Sergeant Keenan was married with four children.

### **Changes of command**

Two Air Force Recruiting Service squadrons changed

command recently.

The 311th Recruiting Squadron held a change of command June 17 in Canonsburg, Pa. Maj. Mark Leavitt took command from Lt. Col. Winfred Moore, who is retiring. Major Leavitt came to the 311th from Langley Air Force Base, Va., where he served as the Air Combat Command headquarters chief of vehicle management.

Lt. Col. James Buchman took command of the 336th

RCS from Lt. Col. David Gool in a ceremony June 16. Colonel Buchman came to the 336th from the Pentagon where he served as the Defense Intelligence Agency defense foreign liaison officer. Colonel Gool is now the Detachment 2 Reserve Officer Training Corps commander at California State University in San Bernardino, Calif.

### **Child care**

Services Family Member

Programs recently announced it has contracted with the National Association of Child Care Resource and Referral Agencies to locate and develop high quality child care spaces in civilian neighborhoods that meet DOD quality standards and provide fee assistance to lower the child care cost to military families who do not live near a base.

Military Child Care in Your Neighborhood is DOD-funded and designed to “buy down” the cost of civilian child care for members who are geographically separated from military installations.

According to DOD officials, these child spaces are immediately available to all eligible recruiting specialists on independent duty assignments who cannot access child care on military installations.

For more information contact Child Care Aware at 1-800-424-2246 or access the web at [www.naccrra.org](http://www.naccrra.org).

## Sexual assault prevention Web site

Servicemembers who are victims of sexual assault or who need information on the Defense Department sexual assault prevention policy can find the information at a new Web site, [www.sapr.mil](http://www.sapr.mil).

The site, launched by Joint Task Force Sexual Assault Prevention and Response, is basically a place to go to for information, said Brig. Gen. K.C. McClain, the task force

## Recruiting school graduates

The following Airmen graduated from the Air Force Recruiting School June 20.

Tech. Sgt. Nilka K. Alleyne	314th RCS
Tech. Sgt. Deborah L. Barrón	362nd RCS
Tech. Sgt Daniel P. Boyer	345th RCS
Tech. Sgt Jonathan J. Brown	362nd RCS
Staff Sgt. Ryan C. Brown	338th RCS
Tech. Sgt Ernest M. Castillo	367th RCS
Staff Sgt. John P. Danne	333rd RCS
Staff Sgt. Matthew T. Ehrhardt	344th RCS
Staff Sgt. Lawrence W. Hagdorn Jr.	341st RCS
Staff Sgt. Michael P. Kochanowski	347th RCS
Senior Airman Luke J. Korpak	318th RCS
Staff Sgt. Anthony D. Morris	336th RCS
Staff Sgt. Esequiel Munguia	341st RCS
Staff Sgt. Hurbano H. Rivera Jr.	361st RCS
Senior Airman Eric J. Wade	341st RCS

commander.

The site has links to all the services’ Web sites related to the sexual assault issue. It spells out what people can do if they are victims of sexual assault and answers questions on sexual assault policy, the general said.

## Air Force OneSource

The Air Force, as part of a larger effort within the Department of Defense, offers Airmen professional, private, face-to-face counseling as part of the Air Force OneSource program.

Air Force OneSource provides Airmen and their families with information and referral services for education, medical, financial, deployment, return and reunion issues.

In July, the program expanded to include face-to-face counseling services for Airmen and their families to deal with marital and relationship problems, deployment or redeployment stress, grief and other nonclinical issues.

The program is available to anyone carrying a military identification card.

Air Force OneSource is available anytime by phone in the United States at (800) 707-5784, internationally at (800) 7075-7844 or collect at (484) 530-5913. Airmen may also visit [www.airforceone-source.com](http://www.airforceone-source.com). The site requires customers to log on by using “airforce” as the user ID and “ready” as the password.

## Beret wear

Officials recently announced new regulations for beret wear for recruiting service personnel.

Enlisted accessions recruiters on their initial assignment are authorized to wear the beret earned from a previous specialty. Individuals must have entered Air Force Recruiting Service with that specialty as their primary Air Force specialty code and must not have been in augmentee status.

Commanders reserve the right to revoke the wear of the beret if members are not adhering to standards. Officers and recruiters in a second or subsequent assignment in AFRS are not authorized to wear the beret.

## 'Cause' bracelet wear

"Cause" bracelets, such as the yellow, pink, red, green,

camo or blue rubber bracelets, are not authorized to wear while in uniform, according to Air Force instruction 36-2903, *Dress and Personal Appearance of Air Force Personnel*.

The only exception to the policy is the POW/MIA bracelet.

## 'Loan-shark' lenders

The Defense Department launched a new effort to educate servicemembers about the dangers of borrowing from "loan-shark" lending companies and to teach them how to avoid a spiral of compounding debt.

The most prevalent type of loan-shark lending affecting servicemembers is what is known as "payday loans," money that gets you from today to the next payday so you can cover your bills.

DOD is taking steps, such as holding fairs at military installations, to educate servicemembers about the dangers of payday loans and familiarize them with ways to put themselves and their families on a sound financial footing.

According to DOD officials, about 9 percent of all enlisted servicemembers and 12 percent of all mid-level NCOs use payday loans. Part of the problem is the proximity of payday lenders to military installations.

Officials said the DOD is watching payday lenders closely, looking at behaviors and patterns that are inconsistent with state law and encouraging states to pass laws that are not only friendly to servicemembers, but also require honesty and discipline on the part of payday lenders.

## July Promotions

<b>Captain</b>		James E. Forbes	369th RCS	Karen D. Bain	361st RCS
Alexander J. Santiago	HQ AFRS	Richard D. Franko	311th RCS	Jacquelyn E. Bellamy	314th RCS
<b>Chief Master Sergeant</b>		Kevin H. Fuccella	317th RCS	Lisa D. Coker	344th RCS
Lester Harvey	HQ AFRS	Jeffrey D. Hiatt	HQ AFRS	Gabriel R. Delao	362nd RCS
John F. Osborne	HQ AFRS	Elaina M. Johnson	319th RCS	Richard T. Dimson	369th RCS
<b>Senior Master Sergeant</b>		William D. Johnson Jr.	345th RCS	Kenneth L. Gardner Jr.	333rd RCS
James L. Bishop	368th RCS	Michael P. Mowrey	317th RCS	Detrom L. Garrett	331st RCS
Tony L. Brown	HQ AFRS	Christopher E. Nyhagen	349th RCS	Joshua R. Hyatt	338th RCS
John F. Kincaid	HQ AFRS	Mark D. Pace	367th RCS	Alonzo T. James Jr.	337th RCS
Valerie R. Nelson	313th RCS	John A. Pasquarelli	337th RCS	Jason A. Joyce	348th RCS
Raney C. Tromblee	319th RCS	Charles F. Paul	349th RCS	William T. Kerr Jr.	314th RCS
Ervin Wright	337th RCS	Gary L. Probst Jr.	337th RCS	Brian K. Lewis	364th RCS
<b>Master Sergeant</b>		Clarence O. Reeves	317th RCS	Eric E. Neill	369th RCS
Tom E. Borosky Jr.	318th RCS	Teresa D. Schorer	347th RCS	Dustin E. Pence	330th RCS
Kikuyu M. Calhoun	318th RCS	Dustin S. Silk	345th RCS	Michael J. Roberts	361st RCS
Joseph A. Davis	314th RCS	Brian K. Stine	369th RCS	Michael L. Smith	367th RCS
Jay M. Flack	317th RCS	Donovan J. Thomas	317th RCS	<b>Staff Sergeant</b>	
		Jamey D. Weaver	311th RCS	Jose Gonzales-Figuroa	333th RCS
		David B. White	311th RCS	Alvaro Herrera	368th RCS
		Tyrone D. Williams	333rd RCS	William A. LaFlair	313th RCS
		<b>Technical Sergeant</b>		Fransworth A. Murraine	319th RCS
		Nilka K. Alleyne	314th RCS	Deshawn J. Walker	311th RCS

# AFRS historian earns Air Force-level award

By Senior Airman Madelyn Waychoff  
Air Force Recruiting Service

After nearly two years of work recording more than a decade of recruiting history, the Air Force Recruiting Service historian was recently awarded the 2005 Air Force History Program Award for excellence in a history program.

Master Sgt. Lane Bourgeois, who arrived at AFRS in 2002, was first awarded the Air Education and Training Command Excellence in Wing History Program Award for a single-person office in April, before going on to win at the Air Force level.

“This has been a great experience, very humbling,” Sergeant Bourgeois said. “There are some really great historians out there; I never thought I could compete at the same level as them.”

Sergeant Bourgeois received the award due to his work in covering the history of recruiting service from 1992 to 2002. This time period wasn’t previously covered because AFRS did not have a full-time historian.

He worked for more than a year and a half to write a 150-page narrative and more than 1,300 pages of supporting documents covering the time period.

Sergeant Bourgeois also wrote the book “One Enlisted Voice” about former Chief Master Sergeant of the Air Force Eric Benken, which is now distributed to major commands and enlisted professional military education courses.

“I just thought he deserved this award,” said Maj. Delee Dankenbring, AFRS Plans and Programs Branch chief. “He is one of the hardest working NCOs I know, and he just loves his job so much it shows in the work he does. He put a lot of hard work into everything he did, especially in bringing the recruiting service program up to date, and turned all his research



Photo by Tech. Sgt. Dan Elkins

Master Sgt. Lane Bourgeois, Air Force Recruiting Service historian, was recently awarded the 2005 Air Force History Program Award for excellence in a history program.

into an outstanding product.”

Sergeant Bourgeois said it was important to him to capture the missing decade of history because there were many changes affecting recruiting, to include the drawdown in 1992 and the failure to make goal in 1999.

“If I didn’t cover this, who would? I felt it was incumbent on me to do this, and it also helped me discover what led to recruiting missing goal,” Sergeant Bourgeois said. “I love doing this job; I love to find the truth and capture those things leaders find most helpful.”

“It’s with Sergeant Bourgeois’ help with AFRS history that we are able to learn from our mistakes,” Major Dankenbring said. “Documenting and studying this history helps prevent the same mistakes from happening in the future.”



# AETC gains new commander

*Former MAJCOM commander, General Cook, retires*

**RANDOLPH AIR FORCE BASE, Texas** — Gen. William R. Looney III became the commander of Air Education and Training Command here June 17, taking the helm of the Air Force's "first command."

Gen. John P. Jumper, Air Force chief of staff, presided at the flightline ceremony, which more than 1,200 people attended.

General Looney came to AETC after commanding the Aeronautical Systems Center at Wright-Patterson Air Force Base, Ohio. He also served as commander of the Electronic Systems Center at Hanscom AFB, Mass.; 14th Air Force at Vandenberg AFB, Calif.; the

Space Warfare Center at Schriever AFB, Colo.; the 1st Fighter Wing at Langley AFB, Va.; and the 33rd FW at Eglin AFB, Fla.

As commander of AETC, General Looney is responsible for recruiting, training and educating Airmen. His command includes Air Force Recruiting Service, two numbered air forces and Air University. The command comprises 13 bases, more than 66,000 active-duty Airmen and 15,000 civilians.

During the ceremony, General Jumper recognized the achievements of the command and its previous commander, Gen. Donald G. Cook.



General Looney

General Cook received the Distinguished Service Medal for his work as the AETC commander and retired during the ceremony after 36 years of Air Force service.

## Recruiter Spotlight

### Staff Sgt. Sonya M. Nelson

**Job title:** Enlisted accessions recruiter

**Squadron:** 349th Recruiting Squadron

**Office location:** Oklahoma City, Okla.

**Hometown:** Greenville, S.C.

**Time in AFRS:** 16 months

**Time in Air Force:** 10 years

**Prior career field:** 2R1X1 - plans and scheduling

**Hobbies:** Reading; buying and selling on eBay; writing poetry, short stories and articles; listening to jazz and classical music; simple household repair

**What inspires you to do what you do?** The belief that I am here to serve the purpose of helping people meet their needs; and the love and support I receive from my immediate and extended family.

**What is the best advice you have ever received?** "Keep your friends close and your enemies even closer."

**Career goals:** Because I had a lengthy break in service, my goal is to catch up to my original peers by making technical sergeant and master sergeant. I would also like to progress in recruiting to work in the marketing shop, since I am pursuing a degree in the same area.

**What hints can you give others about recruiting?** You can only know how recruiting is from the inside, so take the criticism lightly; additionally, you are the only one who can make or break your experience.

**Personal motto:** "Keep it real and stay true to yourself."



# AFRS tests new hometown shipping program

*Commander initiative allows applicants to ship directly from their home to BMT*

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

**A**ir Force Recruiting Service began a test program last month to ship applicants to basic training from their hometowns.

The program, called hometown shipping, aims to eliminate the need for applicants to visit a military entrance processing station a second time.

This AFRS-commander initiative would allow the recruiter to complete the necessary documents for applicants prior to shipping to basic training. The DEPper would then swear-in with the help of an active-duty or retired officer in the local area, or if none are available, the DEPper would swear-in via teleconference with the squadron's operations officer. Then either the recruiter or the DEPper's family could take the newly sworn-in trainee to the airport to see him or her off.

"We've had great feedback from the field on

this program,” said Master Sgt. James Chenaille, chief of enlisted standards at AFRS Headquarters.

According to Sergeant Chenaille, some families are far away from the closest MEPS and are unable to go with the DEPper when he or she swears onto active duty and ships out for basic training.

“Right now we’re testing the program in three locations: Lubbock, Texas, Las Vegas and Billings, Mont.,” he said. “We want a variety of environments to test this program. We chose Montana, which is pretty remote, and Las Vegas, which is the exact opposite.”

Even though Las Vegas is a heavily populated area, the closest MEPS is an hour away by airplane.



“This program lets applicants spend their last night at home with their friends and family,” said Master Sgt. Timothy M. Hanko, a 368th Recruiting Squadron enlisted accessions recruiter in Las Vegas. “Applicants and their families love it.”

Sergeant Hanko also likes the ability to see the applicant’s progression from beginning to end. “Now we get to see them off to BMT, it’s pretty rewarding,” he said.

Besides the opportunity it provides families and recruiters, the program also saves the Air Force money, Sergeant Chenaille said. According to the standards senior NCO, this program also eliminates the additional transportation and lodging costs incurred during an applicant’s second visit to MEPS.

The results of the test program will be available next spring.



# Potential applicants choosing to go online

By Senior Airman Madelyn Waychoff  
Air Force Recruiting Service

Chatting online during work is typically not allowed in most business settings and is highly frowned upon by management. The minutes and sometimes hours hastily toiled away catching up on plans at the end of the day or covertly gossiping about the person in the cubical next to you often equates to nonproductive manpower.

For a team of five people at Air Force Recruiting Service headquarters, however, spending eight hours a day chatting online and answering e-mails on subjects as varied as the 250-plus people they interact with on a daily basis directly produces recruiting leads.

“We chat with people from all over the world wanting to join the Air Force,” said Frank Radis, an interactive adviser. “Sometimes we maintain seven to eight chats at one time, and talk with both recent high school graduates and doctors. You need to have a broad Air Force knowledge base to do this job.”

“There’s nothing we can’t answer,” added fellow adviser Max Sellers.

The chatters work out of a small office at recruiting service headquarters. All are retired Air Force recruiters with more than 50 years’ combined experience and boast a history of Blue Suit awards and gold and silver badges. They come from a variety of recruiting backgrounds, to include enlisted, officer and health professional accessions, military entrance processing station liaison and recruiting flight chief.

The program, which began in 2003, has grown by leaps and bounds, Mr. Radis said. “Since we started, we’ve had to begin a night shift and a lunch shift. Now we’re open from 8 a.m. to 9 p.m.”

## *Chit Chat Top 10*

*The Top 10 questions chatters get from prospective applicants*

1. Do you take prior service?
2. Can single parents join?
3. How do I become a pilot?
4. How do I apply for Officer Training School?
5. How do I get a recruiter to call me?
6. How do law violations and my credit history affect my eligibility?
7. What disqualifies you medically?
8. Does the Air Force have special forces?
9. How does the Air Force compare to the Army, Navy and Marines?
10. Does the Air Force have continuing education programs?

Each year the program has also seen more people choosing to go online to talk with chatters or e-mail questions. The chatters recently reached a single day, all-time high that was set in February — they communicated with 378 people in one day, breaking the former record of 362.

“We’ve also completed 12,000 more chats

than we did last year,” said Jim Askins, AFRS interactive adviser. In June alone, the team answered 2,622 e-mails and conducted 5,122 live chat sessions.

In addition to all this, each month the number of chats almost doubles from the previous year. With e-mails, the chatters are required to send an answer within 24 hours, but most are answered within three.

The chatters not only answer questions from potential recruits, they also assist recruiters in finding leads.

“We take basic interviews and prequalify people,” Mr. Sellers said. “We want to motivate people to contact recruiters, but help the recruiters at the same time by letting applicants know ahead of time if they are qualified to enter the Air Force.”

The men also work with delayed entry program members, their families, as well as influencers who have questions about jobs or basic training.

They also answer questions by active-duty members from all services wishing to transfer into the Air Force or become officers.

“There is no other

avenue in recruiting service where you get the chance to talk to this many people,” Mr. Radis said. “More than half of the leads in recruiting come from airforce.com. The people we’re recruiting now are very Internet savvy and prefer to contact the Air Force online first.

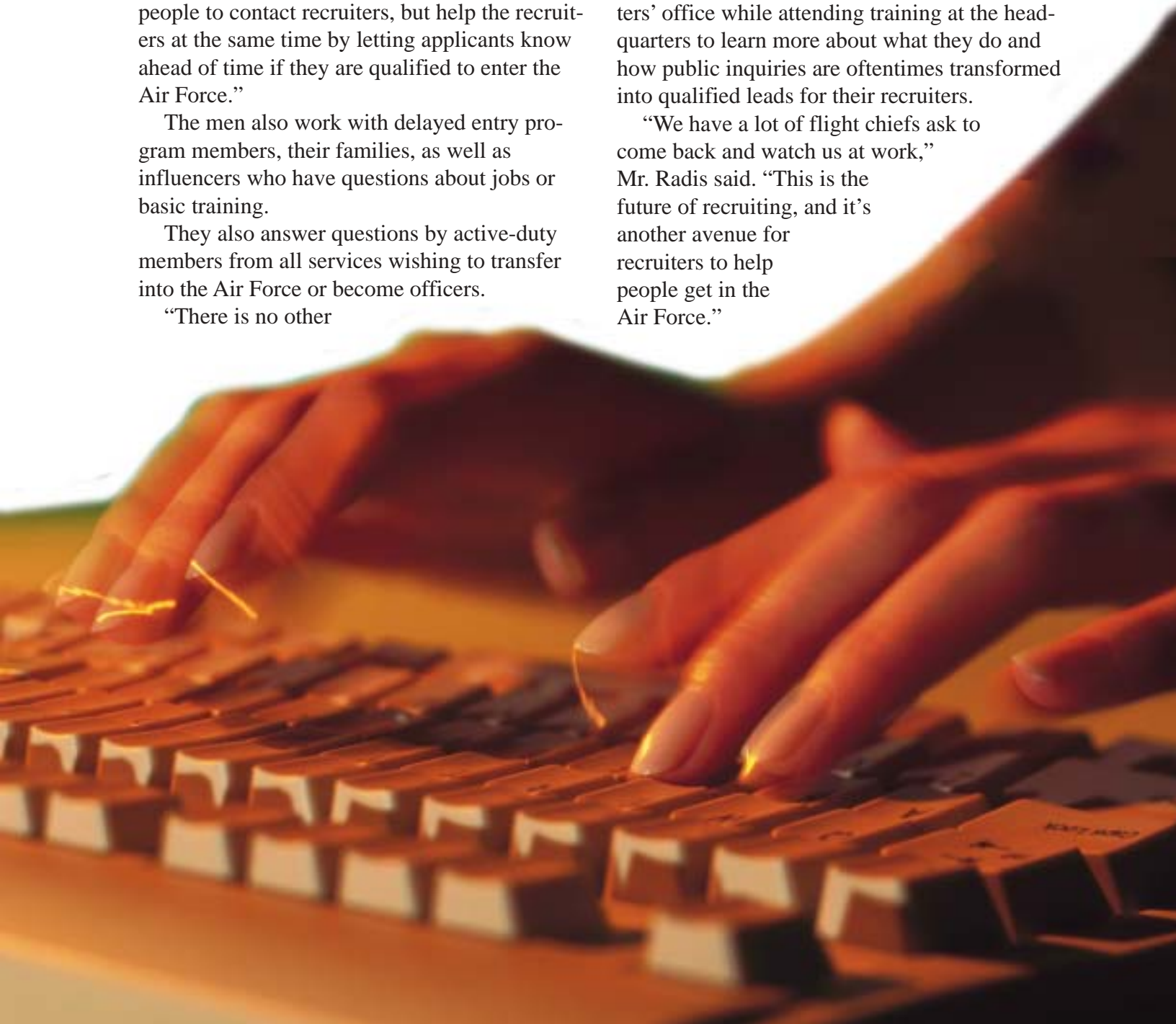
“Applicants say they feel more at ease coming online because there is less pressure, and they can validate what recruiters have told them. They have direct access here.”

Recruiters aren’t averse to their advice being validated in chat rooms either, according to Mr. Askins. “The response has been very warm.”

Flight chiefs have a chance to visit the chatters’ office while attending training at the headquarters to learn more about what they do and how public inquiries are oftentimes transformed into qualified leads for their recruiters.

“We have a lot of flight chiefs ask to come back and watch us at work,”

Mr. Radis said. “This is the future of recruiting, and it’s another avenue for recruiters to help people get in the Air Force.”



# 'Mile-high' city goes extreme

Air Force teams up with Dew Action Sports Tour to capture new audience





**By Staff Sgt. Lesley Waters  
367th Recruiting Squadron**

Frontside 180-degree flips, kickflip backside lipslide, frontside half-cab kickflip, gap down to frontside nose grind, switch backside 50-50 and a switch flip up the gap. These were just a few of the moves Denver, Colo., fans saw at the skateboard park finals during the Dew Action Sports Tour at the Pepsi Center July 7-10.

Air Force Recruiting Service, working with Clear Channel Radio, has established an advertising presence at these events with booths, RAPTORS and other marketing tools.

“What we are doing is utilizing another avenue to interact with young men and women who fall into our target audience,” said Col. Brian Madtes, AFRS director of marketing. “Extreme sports is where the youth are found. This is ideal for those jobs that we are looking to fill, especially combat controller and pararescuemen.”

The Dew Action Sports Tour consists of multi-sport events, to include skateboard park, skateboard vertical freestyle motocross, BMX dirt, BMX park and BMX vertical. Each event includes a practice session, followed by an open round where riders qualify for the event before heading into the preliminaries and onto the finals.

The skateboard park event kicked the tour off as skaters showed their technical skills and “go big” combinations from the ledges, rails and gaps available on the park course. The top seven riders then moved on and participated in a five-minute “controlled-chaos” jam session eventually leading to an overall winner being crowned.

This was the second of five stops for the Dew Action Sports Tour. The tour now heads to Portland, Ore., for the Vans Invitational Aug. 18-21. For complete coverage, visit the Dew Action Sports Tour Web site at [www.DewActionSportsTour.com](http://www.DewActionSportsTour.com).

Ailo Gaup, from Kongsberg, Norway, waves to the Denver, Colo., crowd as he pulls a 360 on his bike during the FMX/freestyle motocross open qualifier round of the Dew Action Sports Tour July 7. The Air Force pays for advertising during television coverage of the traveling Dew Action Sports Tour. (Photo by Staff Sgt. Lesley Waters)

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