



# Recruiter

The Magazine of the Air Force Recruiting Professional

## Healthy solutions

**Initiatives  
aim to bolster  
HP recruiting**

December  
2005

## Editorial staff

**Commander**  
Brig. Gen. Dutch Remkes

**Chief, Public Affairs**  
Lt. Col. R. Steven Murray

**Superintendent**  
Master Sgt. Bob Blauser

**Editor**  
Master Sgt. Dan Elkins

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

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

Correspondence should be addressed to AFRS/PA, 550 D STREET WEST STE 1, ATTN: EDITOR, RANDOLPH AFB, TX 78150-4527. Phone numbers are commercial (210) 565-4678, DSN 665-4678 or e-mail [afshqpa@rs.af.mil](mailto:afshqpa@rs.af.mil).

## cover



Air Force Recruiting Service officials are hoping to increase health professional recruiting through a variety of initiatives. For more on those, see Pages 12-13. (Photo by Senior Master Sgt. David Richards)

## Recruiter Spotlight

### Tech. Sgt. Brian Schulenberg

**Job:** Enlisted accessions recruiter  
**Squadron:** 314th Recruiting Squadron

**Duty station:** Newton, N.J.

**Hometown:** Council Bluffs, Iowa

**Time in AFRS:** Two years

**Time in Air Force:** 14 years

**Prior career field:** Services

**Hobbies:** Running and hunting

**What inspires you to do what you do?** Knowing that I am

helping others and having an impact in their lives

**What are your personal career goals?** To make chief master sergeant

**What hints can you give others about recruiting?** Hard work does pay off; maybe not immediately, but it will in a month or two.

**What is the best advice you have ever received?** Never give up, even when you are down.

**Personal motto:** To give anything less than your best is to sacrifice the gift.

**What do you consider your greatest achievement?** My greatest achievements are finishing two Community College of the Air Force degrees and earning my second silver badge.

**What do you believe young men and women look for in the Air Force?** They look for the challenge, education and quality of life the Air Force provides.

**What part of recruiting do you enjoy most?** I enjoy meeting new people and giving them the opportunity of making a positive change in their life.




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



**Brig. Gen. Dutch Remkes**  
Commander

# Wingman concept emphasizes service's most valuable resource

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

The Air Force Recruiting Service mission is to find and recruit high-caliber people to meet our enlisted and officer accession goals for fiscal 2006. This will present challenges for those new to recruiting as well as some of our seasoned recruiters. Our health professional recruiters will receive goals unlike what they've seen before. In order to overcome these challenges, we need to stick to the basics and maximize the use of available recruiting tools.

In recruiting, there are a variety of tools available to get the job done. And while we already do an excellent job providing the professional sales skills or Air Force specialty training needed to use those tools, we shouldn't lose sight of the most important part in the equation — people.

Our job is finding people. Once we find them and they have committed to the Air Force, we must manage them. In other words, we have to take care of our future Airmen. Equally as import, we must take care of ourselves.

A little over a year ago, the Air Force adopted a wingman concept in which Airmen are supposed to look out for each other. The need for that concept grows greater every day as our day-to-day operations lead to greater expectations. Greater

expectations lead to increased stress, not only in the workplace, but at home as well. Compounding that stress is the requirement to fulfill deployment taskings.

It's the responsibility of every one of us to look for signs of trouble. Don't be afraid to ask questions. If something doesn't feel right, ask again. We have to be able to recognize the signs of stress and take immediate steps to address concerns. Whether it's simply sitting down and talking about it, seeking the advice of your first sergeant, or taking advantage of one or more of the many support agencies available, we must all take care of our wingmen.

Taking care of each other becomes even more critical as we enter the holiday season. Increased financial obligations, finding child care while the kids are out of school or juggling calendars to visit the family can all add stress to what should be one of the most joyous seasons.

As many of you come together to celebrate the holidays, I ask that each of you remain vigilant. As we begin 2006, the challenges ahead are very real. Soon we'll be entering the months that historically are the most challenging for AFRS. Together, we'll get through it with great success by carrying forward the camaraderie you shared at your squadron annuals and taking care of your most valuable resource — your wingman.

## FM award winners

Two NCOs were recognized recently as top in their field as part of the Air Force Recruiting Service 2005 Financial Management Annual Resource Advisor of the Year Awards.

Master Sgt. Brian Huff earned top honors at the headquarters level while Tech. Sgt. Jeffrey Stover, 349th Recruiting Squadron, earned the recognition for the installation-level award.

They will represent AFRS at the AETC-level competition.

## Time-off award

The commander of Air Education and Training Command has approved an eight-hour AETC Civilian Team Time-Off Award for all civilian employees in recognition of their superior support of Hurricanes Katrina and Rita.

“Although the time off can be used any time, I’d like to encourage our civilian team members to use this award day during one of the family days before the end of the year to maximize family time and avoid the need to take personal leave,” said Gen. William R. Looney III.

AETC family days remaining in 2005 include Dec. 23 and 30.

## Marketing conference

The 2005 Air Force Recruiting Service Marketing and Public Affairs Conference takes place Dec. 11-16 in Austin, Texas, allowing squadron marketing personnel an opportunity to receive training and provide feedback on advertising.

Attending the conference will be squadron and group marketing and public affairs NCOs, marketing information managers and senior trainers.

As part of the conference, marketing personnel will meet individu-

ally with representatives from contract advertising agency GSD&M to discuss future advertising efforts. Recruiters wishing to provide input on advertising should contact their squadron marketing office.

## Promotion selection

Four members assigned to Air Force Recruiting Service are among the 1,371 majors selected by Air Force officials for promotion out of 7,439 considered by the lieutenant colonel line, biomedical sciences corps and nurse corps boards.

Those selected include:

Kathleen Craver	367th RCS
April Iacopelli	369th RCG
Tina Marie McConnell	347th RCS
Curtis McGiffin	339th RCS

## Holiday packages

Air Force Recruiting Service Public Affairs officials remind recruiters that their offices should not serve as collection points for holiday gifts and cards for members supporting worldwide operations.

School faculty and members of their communities who approach recruiters wishing to support deployed military members can choose from a variety of organizations as part of the America Supports You program.

“This program was not launched specifically to replace the ‘any servicemember’ mail program, but the Web site directs people to organizations who have volunteered to support the troops through e-mails,



Photo by Tech. Sgt. Brandon King

## Future foursome

From left, sisters Cecille Ann, Rhelita, Julierly and Maria Carazon Du walk through the Hill Air Force Base, Utah, museum air park on a trip with their recruiter to learn about Air Force history recently. The four sisters, recruited by Tech Sgt. Brandon King of the 368th Recruiting Squadron, leave for Basic Military Training Dec. 27.

## November Promotions

**Colonel**  
Richard Mallick HQ AFRS

**Major**  
Kimberly Boehm 345th RCS  
Brian Gerloff 333rd RCS

**Captain**  
Victor Harris 368th RCS

**Senior Master Sergeant**  
William Mundt 369th RCG

**Master Sergeant**  
Daniel Allen 333rd RCS  
Daniel Elkins HQ AFRS  
Jeffrey Geyer 330th RCS  
Junius Hebert 348th RCS  
Steven Lett 337th RCS  
Michael Linnane 333rd RCS

Wade Linney 314th RCS  
Eric Maxwell 313th RCS  
Kevin McCarson 367th RCS  
Rafael Perez Jr. 333rd RCS  
Craig Ploessl 345th RCS  
Michael Richards 317th RCS  
Stacy Richey 332nd RCS  
Rod Ruffing 368th RCS  
Victor Sanchez 333rd RCS  
John Scates 318th RCS  
Reginald Shafor 332nd RCS  
Jeffrey Stover 349th RCS  
Shawn Vincent 368th RCS

**Technical Sergeant**  
Michael Anderson 367th RCS  
Wendy Berry 345th RCS  
Mark Cisco 332nd RCS  
Michael Lapp 313th RCS  
James Lawless 317th RCS

Sandra Munguia HQ AFRS  
David Riddle 367th RCS  
Sonja Strausser 362nd RCS  
Jason Verbarq 361st RCS  
David White 338th RCS  
Robert White HQ AFRS

**Staff Sergeant**  
Kenny Booe 333rd RCS  
Jose Cruz 333rd RCS  
Frank Franklin 367th RCS  
Peter Knapp 348th RCS  
Xavier Maldonado 347th RCS  
Gary Miller 313th RCS  
Brian Paul 313th RCS  
Robert Payne 344th RCS  
Kristen Perry 317th RCS  
Justin Waite 336th RCS  
Jimmy Weaver 313th RCS

letters and care packages,” said Staff Sgt. Marti Ribeiro, AFRS Public Affairs NCOIC of community outreach.

Sergeant Ribeiro added that DOD suspended the “any servicemember” mail program due to security concerns and transportation constraints.

For more information, visit [www.americasupportsyou.mil](http://www.americasupportsyou.mil).

### New SECAF

Michael W. Wynne was sworn in Nov. 3 in front of 4,200 U.S. Air Force Academy cadets as the 21st secretary of the Air Force.

Mr. Wynne replaces Pete Geren, who served as the acting secretary of the Air Force since July 29.

“I am grateful for the opportunity to serve alongside America’s Airmen and their joint-service partners to keep our nation safe,” said Secretary Wynne.



Wynne

In this role, he is responsible for the affairs of the Department of the Air Force, including organizing, training, equipping and providing for the welfare of its nearly 370,000 men and women on active duty, 180,000 members of the Air National Guard and the Air Force Reserve, 160,000 civilians and their families.

Prior to appointment, Secretary Wynne served in the Department of Defense as the principal deputy under secretary of defense for acquisition, technology and logistics. He served in the Air Force for seven years, ending his service as a captain and assistant professor of astronautics at the U.S. Air Force Academy.

### Perfect Prom

Air Force Recruiting Service officials recently announced the cancellation of the Perfect Prom Sweepstakes for 2006.

Although the program was sound in terms of its community outreach effort, the prize format and its dol-

lar limitations did not conform to the intent of Title 31 of the U.S. Code, Section 1301. Specifically, the use of operations and maintenance funds by a third party to administer the program was deemed inappropriate.

AFRS Marketing Division officials said there are no current efforts at this time to continue the contest program. They will, however, continue to research other outreach initiatives for high schools with members of the advertising council.

### Force shaping

Twelve first and second lieutenants assigned to Air Force Recruiting Service are among the active-duty line officers in the 2002 and 2003 accession year groups under consideration for continued service at their three-year point as part of the service’s force management program.

A force shaping board is scheduled to convene at the Air Force Personnel Center April 3, 2006, to evaluate the officers for continued

service. The board will not consider officers with less than two years' current active service or 15 or more years of active service as of Sept. 29, 2006. The board will make its determination based on the information in the officers' central selection record and retention recommendation form.

For more information about the board and volunteer separation opportunities, visit the personnel center's force shaping Web site at [www.afpc.randolph.af.mil/retsep/shape.htm](http://www.afpc.randolph.af.mil/retsep/shape.htm) or call (800) 616-3775.

### Chief selects

Six Air Force Recruiting Service members are among the 589 senior master sergeants selected for promotion to chief master sergeant.

Those selected for promotion to the highest enlisted rank include:

Bill Cavenaugh	337th RCS
Elliot Clark	HQ AFRS
Mike DeGroot	343rd RCS
Will Johnson	360th RCS
Ron Neely	345th RCS
Fred Wilkes	HQ AFRS

A total of 2,580 senior master sergeants were considered for a 22.83 percent selection rate.

### Virtual commissary

Defense Commissary Agency officials announced its new virtual commissary service offering a new twist to product packaging for gift and special occasion baskets available through the Internet.

With titles like "Camouflage," "Drill Sergeant" and "Touch of Home," the baskets offer assortments of crackers, canned cheeses, cookies, candies and even beverages and coffee packs.

To access the virtual commissary, shoppers must pass through a secure portal found under the shopping link at [www.commissaries.com](http://www.commissaries.com). Personal information entered by the customer is validated to ensure they are an authorized shopper. Shipping and handling charges are similar to other Internet shopping sites, and charges will vary depending on the method of shipping selected, location and delivery option.

### Special events

National promotion platforms can now be requested online, streamlining the request process for local venues.

The Cross Into The Blue tour, Air Force Chopper bike and Air Force show cars are now accessible on the special events scheduling site. Before, squadron marketing offices submitted written requests to schedule events. Requests submitted online are confirmed once they have been approved by headquarters.

"This new process will make it quicker and easier for local squadrons to plan for their events," said Staff Sgt. Sal Torres, Air Force Recruiting Service marketing account executive. "The biggest change is

once the request has been approved, the event goes live on [airforce.com](http://airforce.com) for public viewing, providing information of when a tour is coming through their local area."

"These promotional tours are a great help for recruiters in the field," said Master Sgt. Marv Daugherty, NCOIC of events marketing. "They help draw a crowd to generate more leads and create opportunities to make a lasting impression."

### Quarterly awards

Air Force Recruiting Service announced its quarterly award winners for the third quarter.

The winners included Senior Airman Nicholas Abramow, 362nd RCS; Tech. Sgt. Tonya Harris, 362nd RCS; Master Sgt. Brett Nolte, 361st RCS; 1st Lt. Ross Kurtz, 344th RCS; and Mary Jane Currier-Wannyn, 313th RCS.

### Ricky Rudd retires

Ricky Rudd, the driver for the Air Force co-sponsored No. 21 Wood Brothers Ford Taurus race car, announced Nov. 8 his plans to retire following this season and more than 30 years of racing.

The Air Force is wrapping up its fifth year as a NASCAR co-sponsor, the last three of those with Mr. Rudd at the wheel. It was announced that same day that Ken Schrader will race the No. 21 car for the Wood Brothers next season.

## PME graduates

The following member graduated recently from the Air Force Senior NCO Academy.

Master Sgt. Thomas Smith                      332nd RCS

The following individuals are recent graduates of the Air Force NCO Academy.

Tech. Sgt. Kevin Fagin                              319th RCS  
Tech. Sgt. Thomas Farrill                          319th RCS

Tech. Sgt. Shiela Flinders	HQ AFRS
Tech. Sgt. Melissa Medina	364th RCS
Tech. Sgt. Kristofer Miller	330th RCS
Tech. Sgt. Craig Pahrman	364th RCS
Tech. Sgt. Ryan Pruitt	319th RCS
Tech. Sgt. Tina Schlein	367th RCS
Tech. Sgt. Brian Sullivan	319th RCS
Tech. Sgt. James Ware	319th RCS
Tech. Sgt. Brian Whitley	337th RCS

# Recruiter garners Sijan award

By Staff Sgt. Chuck Marsh  
361st Recruiting Squadron

Air Education and Training Command officials recently named a member of the 361st Recruiting Squadron as its nominee for the Lance P. Sijan U.S. Air Force Leadership Award to represent the command at the Air Force level. The Sijan award annually recognizes senior and junior officer and enlisted Airmen assigned to wing-level or below agencies who demonstrate outstanding leadership skills.

Staff Sgt. Andrew Gill, an enlisted accessions recruiter, is no stranger to awards. The Vancouver, Wash., recruiter was recognized as Airman of the year for Air Force Recruiting Service in 2004 and one of AETC's Outstanding Airmen of the Year for 2004; and earned the John L. Levitow Award while at Airman leadership school.

"My initial feeling when I heard I was selected to represent AETC for the award was pride. I was surprised and excited that I was selected above all the possible nominees," said Sergeant Gill. "It gives

meaning to what I do on a day-to-day basis."

Those day-to-day responsibilities include interviewing, screening and evaluating applicants for the Air Force, managing 35 members in the delayed entry program, focusing on various volunteer projects, and acting as a mentor at church, all while balancing his home life as well.

"With our lack of manning in the flight, Sergeant Gill took on a huge role and stepped up, covering his office partner's zone as well as his own and taking on other areas," said Master Sgt. Troy Jensen, D Flight chief. "His efforts have helped earn numerous flight and squadron accolades, including the top flight award for 2004 and an 'excellent' rating on an (inspector general) inspection."

He has consistently exceeded goals, recruiting 41 applicants to achieve 170 percent of his goal while helping his squadron meet its net reservations goal for 77 straight months.

"Sergeant Gill is one of our best, most consistent recruiters and that's apparent by his earning the coveted gold recruiting badge," said Lt. Col. Patrick McCormack, 361st RCS commander. "His drive and determination are a major part of his success in recruiting and his Air Force career overall. He is an inspiration not only in his work ethic, but his ability to balance his professional and home life."

Not only does Sergeant Gill motivate his fellow Airmen, but his 'can-do' attitude and drive shine through in all of his undertakings.

"Being a recruiter has absolutely helped motivate me," said Sergeant Gill. "The recruiting schoolhouse slogan is 'Boy Am I Enthusiastic!' With that statement, you must live by it to be successful in this job. You have to love your job, love your country, and most of all love your Air Force."

While he acknowledges the praises, Sergeant Gill said he is humbled and credits those with which he works and lives for his success.

"The person who motivates me is my wife, Miranda," said Sergeant Gill. "She has put up with long hours and weekend appointments, and never complains that it's not worth it.

"As for my flight, they are the best bunch of NCOs there are in the Air Force. They are always there to give advice to a young staff sergeant. My flight chief ... has taught me a lot about leadership, and I will take what I have learned in this assignment and apply it the rest of my Air Force career," said Sergeant Gill.



Photo by Staff Sgt. Quentin Pradier  
Staff Sgt. Andrew Gill conducts a tour of a C-17 Globemaster at McChord Air Force Base, Wash., with a member of the delayed entry program.

# Association recognizes recruiting

## DEPpers have rare opportunity to meet CSAF

By Staff Sgt. Terry Fike  
330th Recruiting Squadron

Pledging one's devotion to their country by reciting the Oath of Enlistment can be inspirational to most. This first step to becoming a member of the nation's military is special in itself, but this moment for 10 enlistees from the 330th Recruiting Squadron was made even more memorable during this year's Airlift/Tanker Association Convention and Symposium Oct. 28 in Nashville, Tenn.

Walking across the stage, the enlistees were greeted by almost 4,000 Air Force members, A/TA attendees and the Air Force's top military leaders. To the left of these future Airmen stood Gen. T. Michael Moseley, Air Force chief of staff, and to their right, Chief Master Sgt. of the Air Force Gerald R. Murray.

With a standing ovation and cameras flashing, some of the



Photo by Staff Sgt. Terry Fike

Chief of Staff Gen. T. Michael Moseley gives recruits the Oath of Enlistment during the Airlift/Tanker Association Convention and Symposium.

recruits admitted they were a little uneasy with all the attention.

"I was a little nervous to meet the chief of staff and chief master sergeant of the Air Force," said Scott Stevens, an enlistee from Hopkinsville, Ky. "It was such a huge honor to meet them."

For the recruiters, meeting their leaders was an extraordinary experience as well.

"It was humbling. Definitely

the highlight of my career," said Tech. Sgt. Robert Veuleman, 330th RCS standardization and training NCO and enlisted accessions flight chief. "I don't believe the recruits (realized) the gravity, what they were a part of, until they were on the stage."

Following the ceremony, the enlistees spoke with both the chief of staff and chief master sergeant of the Air Force.

## New enlistees swear in at 49ers game

By Staff Sgt. Connie L. Bias  
364th Recruiting Squadron

Seventy-six delayed entry program recruits swore into the Air Force Nov. 6 before a crowd of more than 70,000 at a San Francisco 49ers game.

The annual swear-in had its start in 2004, when 49ers entertainment director Lorie Murphy jumped at the chance to beef up the team's Military Appreciation

Game halftime show by teaming with the 364th Recruiting Squadron. Already, the enlistment oath has met huge success.

"The crowd response was overwhelming," said Ms. Murphy. "The event captivated the entire halftime show — the response was as loud as when the team scores a game-winning touchdown."

"Overwhelming" was also the word used by David Stivers, a 26-year-old college graduate enlisting

through the recruiting flight in Novato, Calif.

The appreciation he and his fellow recruits received from thousands of Americans at the 49ers game confirmed his Air Force pride and convinced him that he's making the right decision to enlist.

"The applause and standing ovations from the crowd made me very happy," he said. "The crowd was completely supportive."



# Supreme Court hears case on recruiters' access to colleges

By Jim Garamone  
*American Forces Press Service*

WASHINGTON — A case concerning colleges' right to receive federal funding but bar military recruiters from campuses because of disagreements over homosexual policy is scheduled to be argued before the Supreme Court this session.

The 1996 "Solomon Amendment" provides for the government to deny federal funding to institutions of higher learning if they prevent ROTC or military recruitment on campus. The court will hear a case this month arguing that the law impinges on the free speech rights of colleges and law schools.

"The Solomon Amendment establishes that for military recruiting, which is an important public function, to be done, the schools have to provide (the Defense Department) at least the level of cooperation that they give to other employers," said Bill Carr, the deputy undersecretary of defense for military personnel policy. "That's a reasonable quid pro quo, and federal funding being contingent on that seems reasonable, as well."

Officials at Air Force Recruiting Service fear a decision striking down the Solomon Amendment may have a far-reaching impact on recruiting across the country.

"People need to understand that the Solomon Amendment case

reaches beyond recruiting from law schools. Its immediate impact may be felt in that career field but the ripple effect will go far and very deep within the military community," said Lt. Col. Bill Boyce, AFRS judge advocate. "An adverse ruling will not bode well for relations between the military and civilians for years to come and be a major loss in our ability to openly meet



talented young professionals within our nation's educational system."

At the heart of the controversy is the military's "don't ask, don't tell" homosexual-conduct statute. The military's policy

prohibits homosexual conduct and forbids servicemembers from revealing homosexual orientation. The policy also forbids commanders from asking servicemembers about their sexual orientation.

However, many institutions of higher education forbid discrimination based on sexual preference. They look at U.S. laws governing the military's homosexual policy as discrimination. Before New York Rep. Gerald Solomon introduced his legislation in 1994, a total of 12 colleges and law

schools had banned military recruiters from their campuses, officials said, and others threatened to do the same.

Representative Solomon argued that it was hypocritical of colleges to accept federal money on one hand and deny the federal government access on the other.

In November 2004, the Court of Appeals for the 3rd Circuit ruled against DOD in a case brought by the Forum for Academic and Institutional Rights. The group, an association of law schools and law faculty, asked the court to enjoin enforcement of the Solomon Amendment because it abridged free speech. The court agreed, but halted injunction pending the government's appeal.

Without the Solomon Amendment, officials fear colleges would "find ways to make military recruiting just hard," Mr. Carr said in an interview. In the past, recruiters had to run "gauntlets" of protesters to get to interview rooms, he said.

That behavior "has a chilling effect on recruiting and, in turn, drives up recruiting costs," he added. "It makes recruiting harder, and recruiting is hard enough."

Mr. Carr said the military is following the law of the land. The don't ask, don't tell law "is a choice the nation has made about its military. And if the nation has asked that of the military and the military complies with it, then it is incongruous for the military to be punished for following the statutes."

Newly confirmed Secretary of the Air Force Michael W. Wynne talks about some of the early goals he has for the Air Force during an Oct. 28 interview in his Pentagon office.



Photo by Master Sgt. Jim Varhegyi

# SECAF: Integrity first

By Staff Sgt. C. Todd Lopez  
*Air Force Print News*

WASHINGTON (AFPN) — The newly confirmed Secretary of the Air Force has set a strong emphasis on both individual and organizational responsibility and accountability — one of his goals for his tenure.

“We have to ... continuously emphasize the integrity of purpose and integrity of the individual,” said Secretary Michael W. Wynne. “The Air Force core values are ... to be revered.”

Accountability is nothing new to the Air Force. It is inherent in the service’s core values – values memorized and recited by Airmen from their first few days in military training.

“If you think about it and move through them in a deliberate way, ‘integrity first’ is a very good way of saying let’s be accountable for our actions and let’s set personal standards and adhere to them,” said Secretary Wynne.

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**“If we can sustain the mutual respect and integrity, and have people accountable to the standard, we will drive away a lot of our critics.”**

**Secretary Wynne**

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Accountability in the Air Force stretches across many areas, from the individual actions of Airmen in the workplace to actions taken by those in the acquisition community that spend taxpayer dollars to equip the Air Force, said Secretary Wynne.

The secretary is looking to “put in place a governance and transparency so that we foster a process oversight that maybe we never had before. Say what you are going to do, and do what you say. Set a standard and then adhere to the standard. I think in (most places) it is already there,” he said.

In the past few years, there have been several issues that have

caused some to question the service’s commitment to its core values. Secretary Wynne says the formula for regaining and keeping confidence in the Air Force is simple.

“If we can sustain the mutual respect and integrity, and have people accountable to the standard, we will drive away a lot of our critics,” he said. “Our critics will become bored with people who set high standards and then adhere to those high standards.”

Mr. Wynne was sworn in as the 21st secretary of the Air Force Nov. 3 during a ceremony at the U.S. Air Force Academy in Colorado Springs, Colo.

# Reserve, Guard targeting more NPS

**By Master Sgt. Bob Blauser**  
*Air Force Recruiting Service*

Deploy to any location in the world now, and you'll see Air Force Reserve and Air National Guard Airmen standing alongside you carrying out the Global War on Terrorism. Although these professionals perform the same jobs as active-duty Airmen, recruiting them as members of our total force is a different job altogether.

The main difference between recruiting active duty versus recruiting for the Guard and Reserve is the type of people recruited, according to Chief Master Sgt. Loren Wright, the Air Force Reserve Command liaison at Air Force Recruiting Service. "The active duty recruits nonprior-service people and focuses attention on high schools," the chief said. "With Reserve recruiting, 60 percent of the accessions we get are prior service."

Because the majority of potential recruits are prior service, their reasons for wanting to join differ somewhat from active-duty recruits. Chief Wright said prior-service recruits join the Reserve not only because of a sense of duty, but because they miss the camaraderie they experienced while on active duty.

"The military attracts a certain type of people," said Chief Wright. "When you leave that type of an environment and you go into the civilian world, you notice a big difference, and you want some of it back. You want to be a part of the Air Force again, just in a different way."

Nonprior-service recruits are attracted to the Reserve and Guard for education benefits and to gain a skill they can carry over to the civilian world, according to the chief.

One of the most significant challenges facing the

Reserve and Guard today is shifting the paradigm of recruiting mostly prior service people to recruiting more nonprior-service.

"Eighty percent of the people who came into the Reserve used to be prior service. Now, that number is 60 percent," said Chief Wright. "Changing from recruiting prior-service to focusing more on nonprior-service has been a challenge."

Lt. Gen. John A. Bradley, chief of Air Force Reserve and commander of Air Force Reserve Command, identified several reasons for the reduced success in attracting separating members from the active force in testimony before the U.S. House of Representative Committee on Armed Services this summer.

He said the pool of active-duty separatees continues to shrink because of force reductions over the last decade. This has caused increased competition between the Guard, Reserve and civilian sector to attract these separating members. The current high operations and personnel tempos, coupled with a perceived likelihood of activation and deployment, are routinely cited as significant reasons why separating members are declining to choose continuing military service after separating.

Despite these challenges, AFRC recently exceeded its recruiting goal for the fifth consecutive year. This success is no accident according to Chief Wright, but rather the result of the reciprocity that exists between leadership and recruiters. "The leadership focuses on taking care of the bag carriers — the recruiters, and therefore recruiters want to take care of the leaders."



# HQ initiatives aim to boost HP production

By Master Sgt. Daniel Elkins  
*Air Force Recruiting Service*

With an aim of meeting the Air Force Medical Service requirements for health professionals for fiscal 2006, officials at Air Force Recruiting Service hope some of the initiatives put in place over the past several months will set the command up for success.

The health professions goal for fiscal 2006 is 1,321. This breaks down to 347 physicians, 357 nurses, 121 dentists, 165 biomedical science corps, 35 medical service corps, and 296 health professional scholarship program recipients.

Lt. Col. Thomas Haines, AFRS Officer Accessions Branch chief, likens the challenge of meeting that goal to runners preparing to run a marathon.

“The numbers can seem ominous, but recruiters shouldn’t look at the entire goal,” he said. “You have work toward the goal one health professional at a time; much like a marathon runner has to focus on the mile ahead rather than the finish line.”

Recognizing the growing need for health professionals, a variety of initiatives have been put into place in an attempt to spur production and garner greater support by applicants and influencers.

## OA flight chiefs

Beginning with this fiscal year, officer accessions flight chiefs at squadrons are now reporting to the production superintendent. Previously, they reported to a flight commander who was an Air Force health professional.

“OA flight commanders possessed the necessary technical understanding and firsthand experience of Air Force medicine to answer questions posed by health professions recruiters and potential applicants,” said Colonel Haines. “This made OA flight chiefs the only ones on production not working directly for the production superintendent, who brings to the recruiting process his or her knowledge and expertise.”

Squadron production superintendent positions



were created earlier this year with a primary job of driving production. AFRS operations officials said production superintendents are responsible for monitoring trends and making decisions based on production data.

## Processing time

The AFRS Operations Division is continually working to streamline the number of days required to process health profession applications. It critically reviewed the process for a fully qualified physician to join the Air Force and found that it took 280 days from the time a lead was received until the individual entered active duty.

They found that streamlining that process requires actions by both squadrons and the headquarters.

“Because those involved both in the field and at the headquarters control the process, we can take the necessary steps for minimizing the number of days



Photo by 1st Lt. Benjamin Silva

necessary to bring physicians on to active duty,” said Colonel Haines.

One of the changes included reducing the 17 days the headquarters averaged to select physicians and dentists from board-ready applications. The OA branch chief said that window is now 2-3 days.

Also streamlining the procedure was the addition of a centralized credentialing verification office in the application process earlier this year.

“This was a critical step in the process because it ensures that we bring in only the highest qualified physicians and that they can begin practicing immediately,” said Lt. Col. Cynthia Gibson, chief of medical officer accessions at AFRS.

Recruiters and squadrons control much of the remaining days in the process. Colonel Haines said that by meticulously preparing applications at the squadron level so that they’re board ready, more than a month can be eliminated from the process.

## Assignment offers

Another step taken by headquarters personnel was the ability to make preliminary assignment offers to physicians and dentists. Colonel Gibson said many of the cancellations by applicants who had already completed much of the process to enter the Air Force were due primarily to their assignment limitations.

“In fiscal 2004, 17 physicians declined entering the Air Force after completing their application and being selected because we were unable to match their assignment preferences with the needs of the Air Force,” she said. “By having this option, it saves time for recruiters and makes available a great sales tool.”

She added the number of cancellations has been reduced by working closely with the Air Force Personnel Center to offer an assignment up front.

## HP tours

Earlier this year, AFRS conducted its first health professions influencer tour in more than a decade. The tour was made up of individuals representing universities and medical centers and focused on what the Air Force can offer new health professionals — from loan repayment and scholarships to continuing education and leadership opportunities.

“The response to the HP tour was overwhelming,” said Staff Sgt. Marti Ribeiro, NCOIC of community outreach. “We were able to access several dentists and a few health profession scholarship participants as a direct result of the tour.”

With the success of that tour, AFRS has increased the number to three for 2006. Those tours take place March 14-17, April 11-14 and May 2-5.

Sergeant Ribeiro said one of the greatest benefits of the tours is that it takes little effort on the part of the recruiter.

“Aside from nominations, all we ask is that recruiters take tour guests to the airport, and we’ll do the rest,” she said. “It’s a great way to expose your best influencers to what the Air Force has to offer.”

Also, in September AFRS established procedural guidance allowing squadrons to fund health professions applicant tours for physicians and dentists, and their spouses.

Physicians and dentists must be fully qualified in order to be eligible for the tour and sign a preliminary assignment offer statement of intent. Applicant tours are intended strictly for “closing the sale” with an applicant, not a selling tool, said Colonel Haines. Tours must be coordinated with a squadron’s respective group headquarters and AFRS. For more information, refer to Procedural Guidance Message 724.



Photo by Dale Eckroth

Tech. Sgt. Shiela Flinders, Headquarters Air Force Recruiting Service NCOIC of broadcasting, and Ben Holland of Spotland Productions in Nashville, mix production tracks for the 2005 Red, White and Air Force Blue Christmas radio show. The program features country music star Lee Ann Womack (right).

# Air Force radio special features Lee Ann Womack

**By Dale Eckroth**  
*Air Force Recruiting Service*

Country music star Lee Ann Womack shares her favorite holiday memories and traditions in the latest “Red, White and Air Force Blue Christmas” radio special produced by Air Force Recruiting Service. The one-hour show features an in-depth interview with Ms. Womack along with songs from her “The Season for Romance” and “There’s More Where This Came From” CDs.

Tech. Sgt. Shiela Flinders, NCOIC of AFRS broadcast operations, co-produced the show at Spotland Productions in Nashville in November. “It’s

an honor to have Lee Ann Womack as our guest this year,” she said. “She adds warmth and sincerity to the holiday spirit.”

Ms. Womack says her thoughts and prayers are with those military members who can’t be home for the holidays. “I want them to know how much they’re doing for not only their families but for families all over the world,” she said. “They’re making such a huge difference — making their mark on the world and changing the world.”

The program was sent to more than 3,300 country radio stations including American Forces Radio and Television affiliates in late November. According to Jimmy Spacek, AFRS Marketing Division’s broad-



Courtesy photo

casting manager, recruiters need to personally contact station program directors in their area to make sure they received the program.

Each recruiting squadron also received 50 copies of the show, which may be used as a promotional item or hand delivered to stations.

“Red, White and Air Force Blue Christmas” is a public service program promoting goodwill in local communities by encouraging young people to achieve their goals through hard work and determination. The show includes public service announcements containing the message “You can do anything if you set your mind to it” from Ms. Womack along with Charlie Daniels, Toby Keith and Vince Gill.

“The program gives stations an opportunity to pay tribute to the men and women in uniform serving our nation around the world,” added Mr. Spacek. “It’s also our gift to program directors to help make their job a little easier over the holidays.”

The Air Force enjoys a great relationship with the



Graphic by Tech. Sgt. Deshan Woods

country music industry, said Mr. Spacek. “Red, White and Air Force Blue Christmas” traces its roots back to the 1970s when AFRS first produced “Country Music Time,” a weekly radio show featuring established and up-and-coming country stars. In the early 1990s, the program revamped its format to an annual Christmas special known as “The Gift,” and later renamed with its current title.

Ms. Womack has won multiple Grammy, Country Music Association and Academy of Country Music awards since releasing her debut album in 1997. Her biggest hit, “I Hope You Dance,” won the Grammy Award in 2001 for best country song as well as numerous CMA and ACM awards. The song is also included in “Red, White and Air Force Blue Christmas.” Last month, she added three more CMA awards to her credit, including album and single of the year, and best musical event for her duet with George Strait.

Kathy Mattea, Reba McEntire, Trisha Yearwood, Martina McBride, Vince Gill, SheDaisy, Toby Keith and Willie Nelson are a few of the many country artists who’ve appeared on the AFRS holiday shows.

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### Air Force Presence At Super Cross

Jan. 7, Anaheim, Calif.  
Angel Stadium of Anaheim

Jan. 14, Phoenix, Ariz.  
Bank One Ballpark

Jan. 21, Anaheim, Calif.  
Angel Stadium of Anaheim

Jan. 28, San Francisco, Calif.  
SBC Park

Feb. 4, Anaheim, Calif.  
Angel Stadium of Anaheim

Feb. 11, San Diego, Calif.  
Qualcomm Stadium

Feb. 18, St. Louis, Mo.  
Edward Jones Dome

Feb. 25, Atlanta, Ga.  
Georgia Dome

March 4, Indianapolis, Ind.  
RCA Dome

March 18, Orlando, Fla.  
Citrus Bowl

March 25, Detroit, Mich.  
Ford Field

April 1, Houston, Texas  
Reliant Stadium

April 22, Dallas, Texas  
Texas Stadium

April 29, Seattle, Wash.  
Qwest Field

May 6, Las Vegas, Nev.  
Sam Boyd Stadium