



# Recruiter

The Magazine of the Air Force Recruiting Professional



## Blue Suit XXVII

Recognizing  
the best of the best

November  
2005

## Editorial staff

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Brig. Gen. Dutch Remkes

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

**Superintendent**  
Master Sgt. Bob Blauser

**NCOIC, Public Affairs**  
Tech. Sgt. Dan Elkins

**Editor**  
Staff Sgt. Marti Ribeiro

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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 afrshqpa@rs.af.mil.

## cover



Air Force Recruiting Service recently recognized the winners of Operation Blue Suit XXVII. Photo by Richard McFadden.



Air Force Recruiting Service

## COMMANDER'S ACTION LINE

**Q:** I have heard that the new chiefs coming into the superintendent positions at the recruiting squadrons are receiving \$450 special duty pay, while those in tier two recruiting positions are having their special duty pay reduced to \$300 a month. Does the recruiting leadership believe this to be fair to those who have been working in recruiting for many years?

**A:** Special Duty Assignment Pay for recruiters is not determined by the number of years an Airman has been assigned to recruiting, but is based on a designated duty within the recruiting force. An Air Force SDAP review board meets annually to review all SDAP authorities and considers

any modifications submitted by each major command.

The Air Force currently authorizes SDAP for all Airmen assigned to 8RXXX enlisted billets. SDAP rates for recruiters fall into five categories ranging from \$150 to \$450 monthly.

Recruiters permanently assigned at squadron level as production recruiters, flight supervisors or superintendents receive \$450 per month as a SD6 level recipient. These recruiters serve in a designated duty involving the performance of extremely difficult tasks or duties demanding an unusual degree of responsibility. I feel this is appropriate and meets the intent of the SDAP program. We need to remember that it takes the effort of everyone in Air Force Recruiting Service to make goal.

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

## Combined Federal Campaign



The 2005 CFC runs through Dec. 15. Visit [www.opm.gov/cfc](http://www.opm.gov/cfc) for information on how to give monetary donations to various charities.

# New chief of staff sets direction

By Gen. T. Michael Moseley  
*Air Force chief of staff*

Sept. 2, 2005

We are a nation at war. Today marks the 1,426th day we've been fighting Operation ENDURING FREEDOM. World War II lasted 1,347 days. We've now been fighting the Global War on Terror for two and one-half months longer than World War II. From the day Operation DESERT STORM kicked off, Jan. 17, 1991, the Air Force has been in continuous combat. For 14 years our enemies have shot at us and for 14 years we've returned the favor. But no matter how long the road, we must never lose our focus on winning this fight.

Today, we are engaged more than ever — from across the globe to here at home. From taking the fight to the enemy in Iraq; to rebuilding lives in the wake of Hurricanes Katrina and Rita; to controlling satellites on the other side of the world; to fighting forest fires in the Rocky Mountains; to patrolling the skies over America — we can be proud of the work our Air Force is doing to protect our country. I'm incredibly proud to be a member of an Air Force family that has more than 106,000 Airmen assigned or deployed in 64 countries, on every continent, and in every time zone throughout the world.

We have handled each and every task brought before us with lethal efficiency. It is an honor to

**I'm incredibly proud to be a member of an Air Force family that has more than 106,000 Airmen assigned or deployed in 64 countries, on every continent, and in every time zone throughout the world.**



Gen. T. Michael Moseley

work and fight alongside Air Force Airmen in service to our republic. The 684,000 active, Reserve, Guard, and civilians of the U.S. Air Force are truly a total force. We stand alongside our Army, Navy, Marine Corps, Coast Guard and Merchant Marine brethren ready to answer the nation's call. We fight together. We triumph together. Our promise to the joint team is that as Airmen we will always be the best in the world at what we do: dominating air and space from 1 inch above the ground to 100,000 miles above the earth.

Today, we have three major challenges facing our Air Force. First and foremost is accomplishing the combatant tasks the president and secretary of defense assign. These tasks will be ones we've done before and ones we've

never undertaken. Second, we must preserve that which makes us the most feared Air Force in the world — our people.

Our culture of excellence must continue to develop Airmen — Airmen who are the most adaptable, most skilled, most professional, and most lethal the world has ever known. Third, we face the difficult task of operating the oldest inventory in the history of the U.S. Air Force. My senior leadership will work to break this vicious cycle. I need you, our Airmen on the line, to continue making the mission happen.

As we work toward a more secure, more peaceful tomorrow, look around. Behind us you'll see a proud, rich heritage, and in front of us is a limitless horizon. So let's push it up, go to work and make the mission happen.

## Supercross national sponsorship

Air Force Recruiting Service officials have signed on to sponsor 15 Supercross events during 2006.

The first event is scheduled Jan. 7, 2006, in Anaheim, Calif. AFRS is working to incorporate Supercross footage with the Red Flag Air Force IMAX movie footage to build a 30-second, mini-movie for the megatron at these events. AFRS is also developing a traveling booth display to include combat controller and pararescumen motorcross-style motorcycle equipment to travel with the Supercross circuit.

## Tuition assistance on-line

Air Force members no longer have to stand in line to accomplish a tuition assistance request. Members can now complete this request directly from their workstation through the Air Force Virtual Education Center without having to visit their local education center.

AFVEC is the Air Force's site for providing information about education benefits. The purpose of this site is to provide students one-stop-shopping for all higher education needs, according to AFVEC officials. In addition to the online TA request, AFVEC offers a wide array of online services allowing students to actively participate in all aspects of their education.

These services are offered to encourage progress of each educational endeavor the student chooses to participate in; whether it is requesting tuition assistance, working toward their Community College of the Air Force degree or testing for professional military education completion.

Individuals may access AFVEC directly through the Web site at <https://afvec.langley.af.mil> or through the Air Force Portal. New "My AFVEC" users will be required to create an account. Upon successful registration, Air Force members

can select the "Request TA" option to begin the process of requesting tuition assistance. In addition, a PowerPoint tutorial has been made available in this section to provide instructions on how to process an online TA application.

## Combined Federal Campaign

The 2005 Combined Federal Campaign continues through Dec. 15.

Exact dates and campaign goals are established in each geographic area by the local federal coordinating committee and are available through the local installation CFC project officer.

On average, one in four federal employees or their dependents will benefit from the campaign charities this year, CFC officials said. Donors may designate which charity, or charities, receives their money by filling out a pledge card.

Air Force Recruiting legal offi-

## PME graduates

The following student graduated from the Air Force Senior NCO Academy in September.

Master Sgt. Mark Bennett                      362nd RCS

The following students graduated from the Air Force NCO Academy in September and October.

Tech. Sgt. Christopher Sutton	313th RCS
Tech. Sgt. Patrick Latour Jr.	313th RCS
Tech. Sgt. Mark Stromberg	314th RCS
Tech. Sgt. Paula Thomas	314th RCS
Tech. Sgt. Joseph Germain	331st RCS
Tech. Sgt. Harold Simpson	331st RCS
Tech. Sgt. Jason Harrison	332nd RCS
Tech. Sgt. David Hopson	332nd RCS
Tech. Sgt. Cara Dark	333rd RCS
Tech. Sgt. Mark Getsy	333rd RCS

Tech. Sgt. Edward Weaver	336th RCS
Tech. Sgt. Brian Moore	337th RCS
Tech. Sgt. Gregory Lyles	337th RCS
Tech. Sgt. Alexis Brown	338th RCS
Tech. Sgt. Tracie Timmerman	342nd RCS
Tech. Sgt. Donald Erickson	342nd RCS
Tech. Sgt. Catherine Milam	347th RCS
Tech. Sgt. Steven Hesterman Jr.	362nd RCS
Tech. Sgt. Mark Cotter	364th RCS
Tech. Sgt. Michael Watkins	364th RCS
Tech. Sgt. Joshua Bennett	367th RCS
Tech. Sgt. Kandice Butelli	367th RCS

The following students graduated from Airman Leadership School in September.

Senior Airman Carlos Aragon	362nd RCS
Senior Airman Bruce Forman	338th RCS
Senior Airman Ronnie Thomas	338th RCS

## October Promotions

**Senior Master Sergeant**  
Charles Lamer Jr. 360th RCG

**Master Sergeant**  
Lee Eppler 311th RCS  
Reginald Shafor 331st RCS  
Robert Tilghman Jr. 331st RCS  
Eric Maille 336th RCS  
Todd Bulmer 339th RCS  
Roberta Kavanaugh 342nd RCS  
Michael Lester 342nd RCS  
Eric Agney 345th RCS  
Richard Agney 345th RCS  
Jerry Waller 348th RCS

Jacqueline Kelley 349th RCS  
Lawana Palmer 364th RCS  
Richard Hunter 367th RCS  
Richard Rose 367th RCS  
Steven Schmidt 367th RCS  
Steven Oddon 372nd RCG

**Technical Sergeant**  
Shaughn Miller 313th RCS  
Michael McDonald 318th RCS  
Robert Thaxton 330th RCS  
Latour Hairston 336th RCS  
Dontrell Wiggins 337th RCS  
Eric Jackson 338th RCS

Louis Becerra III 341st RCS  
Marvin Waterman 341st RCS  
Tamickco Jackson 348th RCS  
Martin Redenius 349th RCS  
Bradley Garner 362nd RCS  
Willie Torres HQ AFRS

**Staff Sergeant**  
Steven Hilliard 311th RCS  
Michael Williams 314th RCS  
Kerrey Allen 338th RCS  
Clinton Salica 347th RCS  
Justin Gress 362nd RCS  
Niles Velin 368th RCS

cials remind military personnel that fund-raising while in uniform is a very limited endeavor. Specifically, military personnel may assist fund-raising efforts in support of the CFC and the Air Force Association.

When out of uniform, recruiting personnel are also advised to limit fund raising efforts to those causes that are consistent with the ideals of a professional military organization.

For more information, visit the CFC Web site at [www.opm.gov/cfc](http://www.opm.gov/cfc).

### 'Families First'

The Military Surface Deployment and Distribution Command in Alexandria, Va., is developing a new process called "Families First," scheduled to launch Feb. 1, 2006.

Families First is designed to alleviate some of the stress of moving by involving servicemembers in the process and giving them a voice in how their personal property is moved.

Working closely with the military services, the Office of the Secretary of Defense and Congress, SDDC partnered with the trade associations of the American moving industry to create the program.



Photo by Tech. Sgt. Eric Petosky

### Chicago Air and Water Show

Tech Sgt. Cal Ramirez, 347th Recruiting Squadron enlisted accessions recruiter in South Holland, Ill., speaks to prospective applicants at the Chicago Air and Water Show, Aug. 20. Aside from handing out promotional items and literature at the RAPTOR booth, Sergeant Ramirez and other members of the 347th RCS coordinated a 30-person delayed enlistment program swear-in at show center during an F/A-22 Raptor fly over. The show was a resounding success, netting recruiters 125 age-qualified leads and giving tens of thousands of air show spectators a positive impression of the Air Force.

Presently, transportation service providers are selected based on cost, with little consideration for performance.

Under “Families First,” transportation offices will use a “best value” approach that focuses on performance. Moving business will be awarded to transportation service providers who do the best work, as measured by the customer. The customer will exercise his or her voice by completing a Web-based customer satisfaction survey to measure the performance of their movers.

Transportation service providers providing the best service will receive the most business. This emphasis on customer satisfaction is expected to stimulate better quality work from all transportation service providers.

### **Tricare extended care option**

Tricare’s Extended Care Health Option became available for qualifying beneficiaries of active-duty family members Sept. 1.

This new program delivers financial assistance and additional benefits, including supplies and services, beyond those available within

Tricare Prime, Tricare Standard or Tricare Extra. The benefit also increases the monthly government cost share from \$1,000 to \$2,500 per eligible family member. Additionally, homebound beneficiaries may qualify for extended in-home health care.

The health option requires all eligible beneficiaries to enroll in the exceptional family member program of their sponsors’ military service and to register with their regional contractor or overseas Tricare area office to obtain ECHO benefit authorization.

For more information about ECHO benefits, eligibility requirements, updates, and EFMP registration, beneficiaries may refer to the ECHO Fact Sheet, or visit [www.tricare.osd.mil/echo](http://www.tricare.osd.mil/echo).

### **Air Force Climate Survey**

Airmen have the power to shape the Air Force of the future through the 2005 Air Force Climate Survey.

The survey, entitled “Speak Today, Shape Tomorrow,” provides a unique total force perspective and includes active-duty, Reserve, Air National Guard and both appropriated and nonappropriated funded

civilians. The identities of each participant are protected and every response is reviewed for consideration.

The survey is available and can be accessed, from work or at home, through Nov. 23 online at <https://afclimatesurvey.af.mil>.

### **AFAS relief fund**

In the aftermath of Hurricanes Katrina and Rita, the Air Force Aid Society has established a nationwide relief fund to help those Air Force families affected by the hurricanes.

Donations to the AFAS Hurricane Relief Fund will be accepted directly from individuals, corporations and organizations, both military and civilian. Monetary contributions may be made by check or credit card.

Credit card donations may be made by calling 1-703-607-3073 or 1-800-769-8951 or by a secure online credit card form located on the AFAS Web site: <http://www.afas.org>. Checks should be made out to the Air Force Aid Society and reference the hurricane relief fund.

## **Recruiter Spotlight**

### **Staff Sgt. Phillip Campo**

**Job:** 344th Recruiting Squadron nurse recruiter

**Duty station:** Bossier City, La.

**Hometown:** Houma, La.

**Time in the Air Force:** 10 and one-half years

**Time in AFRS:** Five years

**Prior career field:** 2F051 (Fuels)

**What inspires you to do what you do?** Satisfaction of the people you help

**What are your personal and career goals?** Become a school teacher and inspire children in another way, such as I do in recruiting

**What hints can you give to others about recruiting?** Say what you will do; do what you say

**What is the best advice you have ever received?** Never give up; it could always be worse



# Recruiters exceed EA, OTS goals

## *Fiscal 2006 calls for increase in all accessions*

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

The Air Force exceeded its fiscal 2005 enlisted recruiting goal by sending 19,222 young men and women to Basic Military Training. But, the service continues to struggle in finding enough physicians, dentists and nurses to meet its health professions goal.

Air Force Recruiting Service began the fiscal year with an already reduced recruiting goal of 24,465 as part of the Air Force's force-shaping measures to meet the congressionally mandated end strength of 359,700 servicemembers. End strength is the limit set by Congress on the number of people the military can have on active duty. The AFRS goal was reduced further in January 2005 to 18,900 new recruits.

"This was a challenging year for Air Force recruiting," said Brig. Gen. Dutch Remkes, AFRS commander. "We had to scale back enlisted accessions recruiting in order to meet the Air Force's manning needs, yet we remained successful at recruiting a diverse, high-quality force representing the best our country has to offer."

Recruiting service was successful this past fiscal year in recruiting line officers and chaplains. AFRS recruited 727 line officers against a goal of 720. Line officers include pilots, navigators and other officers in technical and non-technical fields. AFRS also recruited 35 chaplains against a goal of 31.

"Officer Training School recruiting was very successful, perhaps even too successful," said

Lt. Col. Dan Woolever, AFRS Operations Division chief. "Our recruiting is so aggressive; we're nearly two years ahead in our selects."

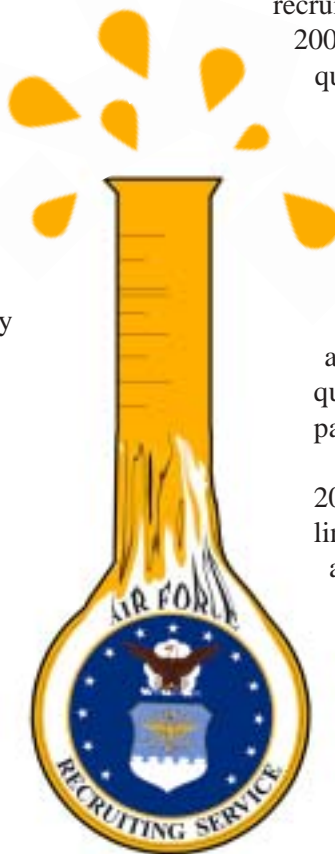
Colonel Woolever said that AFRS received an OTS goal reduction in October 2004. That reduction lowered the goal almost to the number of applicants already selected for the fiscal year. He said the Air Force wanted to reduce the goal even further, "but we needed to honor contracts, either verbal or written, of those folks selected."

Although successful in recruiting line officers, the command continues to struggle with finding enough health professionals to meet its goal. AFRS recruited 753 health professionals in fiscal 2005. Officials said a limited pool of qualified applicants combined with a growing need in the civil sector makes competing for these resources even more challenging.

With the start of the new fiscal year, General Remkes emphasized that America's Air Force needs hundreds of physicians, dentists, nurses and pharmacists as well as people qualified for special operations, such as pararescue and combat control.

The enlisted accessions goal for fiscal 2006 is 30,750 new recruits. The goal for line officer recruiting is 485, representing a reduction from fiscal 2005 due to continued force-shaping measures. AFRS officials expect the requirements for HP recruiting to increase from last year's goal of 1,123.

"We will continue to emphasize HP recruiting, but this doesn't mean we'll put OTS on the backburner," Colonel Woolever said. "We will still need to gain access to quality OTS applicants and keep all recruiting practices well honed. Most important for OTS is the continued recruiting of technical experts as well as emphasis on minority recruiting."





**“I’m a recruiter because I bleed blue. I believe the Air Force sets you up for success, and I too, spread the word and make a difference.”**

**Staff Sgt. Randall Janson Jr.**  
336th Recruiting Squadron enlisted accessions recruiter

# Recruiting names Operation Blue Suit XXVII winners

Air Force Recruiting Service recently recognized the winners of Operation Blue Suit XXVII. The program recognizes the Air Force’s top fiscal 2005 recruiters worldwide.

Operation Blue Suit was initiated in 1979 to stimulate production in critical Air Force recruiting programs. Originally designed to enhance enlisted recruiting efforts during the traditional crunch months of

February through May, the program proved so successful it was expanded over the years. Blue Suit now recognizes the top 12 enlisted and officer accessions recruiters from among nearly 1,800 recruiters around the world.

AFRS honored the Blue Suiters and their spouses during a number of events in San Antonio the first week of October. Long-time Blue Suit supporters such as the Greater San Antonio Chamber of Com-



**“I joined recruiting for the challenge and I stay because it is the best job in the Air Force.”**

**Tech. Sgt. Kenneth Adamczyk**  
318th Recruiting Squadron officer accessions recruiter



**“I’m inspired by former President John F. Kennedy’s saying ‘Ask not what your country can do for you, but what you can do for your country.’”**

**Tech. Sgt. John Cornejo**  
369th Recruiting Squadron dental recruiter





**“I became a recruiter because I’ve had an awesome Air Force career and I wanted to share it with others by providing them an opportunity to join.”**

**Tech. Sgt. Carrie Rios**  
362nd Recruiting Squadron enlisted accessions recruiter

ers

merce and many others pitch in to honor the Air Force’s top recruiters with awards, receptions and recreational activities.

“Unlike the industry’s high-paid sales force that is often paid extra for its success, we have a highly prestigious ‘ceremony of thanks’ for our ‘12 outstanding Airmen,’” said Lt. Col. Dan Woolever, AFRS Operations Division chief.

The winners were nominated from their assigned recruiting groups and selected by a board based upon their performance in meeting assigned recruiting goals, leadership and other professional qualities.

“These 12 recruiters did an outstanding job,” said Brig. Gen. Dutch Remkes, AFRS commander. “Their combined efforts put more than 180 new Airmen and more than 60 health profession officers in a blue suit this past year.”



**“My inspiration is the men and women who get up every day and serve our country.”**

**Tech. Sgt. Richard Cuddeford Jr.**  
343rd Recruiting Squadron dental recruiter



**“My motto is to make the most out of what you have, and above all, be happy.”**

**Tech. Sgt. Russell Benigno**  
333rd Recruiting Squadron enlisted accessions recruiter



**“I would like to stay in recruiting. It is very rewarding to see the difference the Air Force makes in so many lives.”**

**Master Sgt. Gerri Miller**  
318th Recruiting Squadron enlisted accessions recruiter



“The best advice I ever received was ‘believe nothing of what you hear and only half of what you see.’”

**Master Sgt. Steven Schmidt**  
367th Recruiting Squadron nurse recruiter

This year’s Blue Suiters are:

- Staff Sgt. Randall Janson Jr., 336th RCS/Enlisted accessions recruiter
- Tech. Sgt. John Cornejo, 369th RCS/Dental recruiter
- Tech. Sgt. Carrie Rios, 362nd RCS/EA recruiter
- Master Sgt. Gerri Miller, 318th RCS/EA recruiter
- Master Sgt. Steven Schmidt, 367th RCS/Nurse recruiter
- Tech. Sgt. Kathleen McCool, 341st RCS/EA recruiter
- Tech. Sgt. Russell Benigno, 333rd RCS/EA recruiter
- Tech. Sgt. Richard Cuddeford Jr., 343rd RCS/Dental recruiter
- Master Sgt. David White, 311th RCS/Dental recruiter
- Tech. Sgt. James Bell, 330th RCS/Physician recruiter
- Tech. Sgt. Raymond Gonzales, 343rd RCS/Health profession recruiter
- Tech. Sgt. Kenneth Adamczyk, 318th RCS/HP recruiter



“My best recruiting tip is to surround yourself with successful people and stay away from negativity.”

**Master Sgt. David White**  
311th Recruiting Squadron dental recruiter



“My personal motto is to not worry about tomorrow until I’ve taken care of today.”

**Tech. Sgt. Raymond Gonzales**  
343rd Recruiting Squadron officer accessions recruiter



“My best recruiting tip is to be perceptive, be persistent, and always be prepared.”

**Tech. Sgt. James Bell**  
330th Recruiting Squadron physician recruiter



“The best advice I ever received was quit worrying about numbers and just do your job — everything will fall into the place.”

**Tech. Sgt. Kathleen McCool**  
341st Recruiting Squadron enlisted accessions recruiter

# View from the Top

## Thank you for your efforts

**Gen. William R. Looney III**  
*Air Education and Training  
Command commander*

RANDOLPH AIR FORCE BASE, Texas (AETCNS) – I can not tell you how proud I am of everyone in Air Education and Training Command for your outstanding support of national recovery efforts after Hurricanes Katrina and Rita devastated the Gulf Coast Region. Thank you.

Your hard work and generosity continue to make a significant difference. It is wonderful to know that when a crisis or disaster happens, the “First Command” is ready and willing to lean forward to help wherever needed.

Everyone stepped up to the challenge. More than 500 AETC members deployed to support the stateside humanitarian efforts, with thousands more volunteering their services at their base. Sixty-six people are still deployed to various locations and willing to stay as long as it takes.

Throughout the command men, women and children volunteered to help others in their time of need.

Whether it was providing food, water and other supplies, or sending equipment and people to assist with recovery efforts, you did an exceptional job.

My hat goes off to everyone at Keesler AFB, Miss., and detached units who endured the wrath of

Hurricane Katrina. Many experienced significant property losses. With damage to Keesler property estimated at \$800 million, you have experienced losses most of us will never know.

Not only did you experience the wrath of the storm, but you went from being “victims” to being volunteers. Hundreds of Keesler residents, including trainees, worked countless hours getting the base back to normalcy and helping the surrounding communities recover.

Keesler has so many wonderful stories — from a baby delivered by Caesarean section, using flashlights for illumination, to a wedding held outside one of the shelters just days after Hurricane Katrina hit. There are countless other stories of the human spirit overcoming tragedy.

Every AETC base participated in helping those in need, and some are still assisting recovery efforts.

Our airlift at Altus AFB, Okla., and Little Rock AFB, Ark., transported almost 1.7 million pounds of humanitarian aid, as well as equipment and people to support recovery efforts. Little



General Looney

Rock AFB was also selected to be the hub for international aid and coordinated the logistics for nearly 4 million pounds of humanitarian aid from countries around the globe.

We set up the Federal Emergency Management Agency at Maxwell AFB, Ala., as the distribution point for supplies and equipment being sent to areas affected by the hurricanes.

Lackland AFB partnered with the city of San Antonio to shelter and care for more than 10,000 people displaced by Hurricanes Katrina and Rita.

These efforts included helping off-load passengers airlifted to the base, providing medical assistance, and transporting displaced persons to shelters and hospitals around the city.

Several other AETC bases housed those displaced by the hurricane. Many of our folks even opened their homes to those in need. Others left their homes and families to go where their skills were needed.

In appreciation for your hard work, I have designated Nov. 14 as a command down day.

We are truly blessed in AETC to have such highly motivated, talented and dedicated warriors who make it happen every day.

I could not be more proud of the people in this great command. Thank you and keep up the great work.



# Response to Rita minimizes impact

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

In the wake of the devastation and resulting stoppage of operations experienced during Hurricane Katrina, Air Force Recruiting Service officials applied lessons learned while facing Hurricane Rita. In September AFRS used these lessons to minimize interruptions with applicant flow while meeting the needs of recruiters and their families.

“There are some things you want experience in, but unfortunately evacuation is not one of those,” said Col. Mark Wasserman, 369th Recruiting Group commander. “However, we were able to take away from the 348th Recruiting Squadron response to Hurricane Katrina what was necessary to make evacuation efforts for Hurricane Rita a success.”

While still cleaning up after Hurricane Katrina in August, those along the Gulf Coast watched as Hurricane Rita gained Category 5 strength on a northwest track initially placing Galveston and Houston, Texas, directly in its path. In response, the 341st RCS commander took quick actions in the days leading up to the projected landfall to evacuate AFRS people in its path and implemented measures to ensure those scheduled to leave for Basic Military Training were accounted for and safe.

“Predicting hurricanes and major storm systems is not an exact science, and as good as weather forecasters may be, they’re still not perfect. The consequences of making the wrong decision could be catastrophic. You have to err on the side of caution.

Simply put, it's classic operational risk management," said Lt. Col. Andrew White, 341st RCS commander, of the 175 active duty and family members evacuated.

The 341st RCS also ceased military entrance processing station operations in Houston to allow recruiters, MEPS staff and Airmen on recruiter assistance duty, time to prepare their families to evacuate. In doing so, many spent far less time in the traffic gridlock experienced on Interstates 10 and 45.

During the evacuation, some members of the delayed entry program scheduled to leave for basic training were delayed due to contract bus services and hotel rooms being pulled to support federal evacuation efforts. However, Navy recruiters offered up extra rooms to accommodate the Air Force shippers until additional buses were available the next day. The 341st RCS operations members also worked with the 369th RCG to identify quick-ship applicants and gather necessary documents should the hurricane have an extended impact on MEPS operations in Houston. That wasn't required.

With most of the personnel relocated to various Air Force lodging facilities at Lackland Air Force Base, Texas, and in the San Antonio area, Hurricane Rita instead turned north, weakening to a Category 3 and making landfall in southern Louisiana. While not packing the punch originally expected, hurricane-force winds still swept the eastern Texas coastline leaving in its wake damage to a handful of recruiting offices and the homes and personal belongings of AFRS people assigned to both the 348th RCS and 341st RCS.

The 341st RCS commander added that the success of the evacuation was the result of a team effort that included great support from the recruiting group, MEPS Command and Lackland.

Although the process of rebuilding personal lives continues for some recruiters and their families, they don't have to do it alone.

"We worked hard to ensure evacuated recruiters and their families understood that although some of them live a long way from a base, they are still part of the Air Force family. In the Air Force, we take care of family. Tough times make strong families even stronger. We're certainly seeing that here," Colonel White said.



# AFRS resurrects ad council

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

Changes to the direction and expanding role of the Air Force Recruiting Service Advertising Council were among the issues discussed by members during its August meeting.

The council met to discuss issues across the entire marketing spectrum and set its course for the upcoming year.

The purpose of the advertising council is to make specific recommendations to help define the philosophy and direction for advertising objectives, campaigns and products, said 1st Lt. Angela Jimdar, advertising branch chief for marketing.

The ad council is made up of eight marketing members from various recruiting squadrons and two members from the AFRS Headquarters marketing staff, who serve as advisers. Together, they are responsible for evaluating current marketing tools and programs to include literature projects, sales promotional items, special events and convention schedules, marketing training, and other advertising tools, programs and strategies.

The responsibilities represent an expanded scope, said Lieutenant Jimdar.

“The council critically evaluates all programs under marketing from field events and the creative process down to what images are used in advertising,” she said.

The council also reviews and recommends adjust-

ments to the annual advertising plan and represents the field by consolidating and presenting inputs.

“That’s the important thing — the direction of overall national campaign relies heavily on the valuable input from the field,” said Master Sgt. Joe Hunter, AFRS advertising account executive. “The eight members from the squadrons serve as representatives for their respective groups and are the liaison between recruiters in the field and the advertising branch at the headquarters.”

Sergeant Hunter said the council is made up of marketing NCOs because they possess the experience necessary to determine if a particular marketing program is effective at the squadron level.

Council member Staff Sgt. Holly Schwartz, 347th Recruiting Squadron, believes that experience affords valuable insight.

“Our greater understanding of recruiting in the field is what we bring to the table,” she said. “Because we’ve conducted school visits and have had to market ourselves in a zone, we know what





works best and can draw on that experience to provide better feedback as well as track the success of changes implemented.”

Although the council does not work directly with contract advertising agency GSD&M, Lieutenant Jimdar pointed out that the role of AFRS account executives during the council sessions allows the headquarters to consolidate ideas and present those to the ad agency.

The next meeting of the ad council takes place as part of the AFRS Marketing and Public Affairs Conference Dec. 11-15. Agenda items to be discussed at that meeting include national advertising buys, national sponsorships, technology education, centers of influence and AFRISS.

“It’s important that if recruiters in the field have innovative ideas or can identify issues that need attention, they should relay that information to their ad council representative in time for it to be addressed at the December meeting,” Sergeant Hunter said.

AFRS/PA  
550 D Street West Ste 1  
Randolph AFB TX 78150-4527

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#### 2005-2006 Snocross schedule

- |                |   |
|----------------|---|
| Nov. 25-27     | Amsoil Duluth National, Duluth, Minn.   |
| Jan. 14-15     | Polaris Canterbury Snocross, Shakopee, Minn.                                  |
| Jan. 28-Feb. 1 | Winter X Games, Aspen, Colo.  |
| Feb. 10        | U.S. Air Force Eastern National, Buffalo, N.Y.                                |
| Feb. 11-12     | Vernon National, Vernon, N.Y.   |
| Feb. 18-19     | Ski-Doo Grand Prix de Valcourt, Valcourt, Quebec, Canada                      |
| Feb. 25-26     | U.S. Air Force Park X Snocross, Park X, Hill City, Minn.                      |
| March 4-5      | Oneida Bingo and Casino Ultimate Lambeau Leap, Lambeau Field, Green Bay, Wis. |
| March 17-19    | Nielsen Enterprises Grand Finale, Lake Geneva, Wis.                           |