

January 2006

Six Seats Open On AFPAAA Board

The terms of six members of the AFPAAA Board of Directors will expire at the end of June. Incumbents Tom Halbert, Jim Hart, Hank Hufnagel, and Pete Petersen, intend to run for another two-year term on the board. Board Chairman Charley Powers and Ron Rand, who was appointed to fulfill the remainder John Gulick's term, will not seek reelection. Gulick died suddenly in 2004.

USAF Creates Two-Star Communications Director; One-Star Deputy Is PA Director

Major reorganization and expansion of Air Force Public Affairs and other communications assets, scheduled for completion by July 1, is underway. It is aimed at making them an integral part of operational planning, improving recruiting and internal communications, better informing Americans of the Air Force's engagement in the global war on terrorism and support to the nation, and increasing effectiveness in dealing with national and international news media in Washington, DC.

Eventually a two-star general will be Director of Communications, with a one-star deputy. Brigadier General Erwin F. Lessel III and Col. Michelle D. Johnson have been assigned to those positions. The deputy will also serve as the Director of Public Affairs.

"By ensuring Air Force Public Affairs professionals have an active role in all significant operational planning, decision and assessment points, the Air Force will have a formidable communication ability to proactively provide accurate, timely, and focused information that its publics need to see and hear," said Air Force Chief of Staff, Geneneral T. Michael Moseley.

The revamping will nearly double the size of the current structure, focusing "on integrated communication with people assigned to major areas of future operations, current operations, and outreach."

According to the Air Force, "The new organization will gain a highly qualified media expert to advise senior leadership on communication strategies and a communications integrator to ensure all efforts are planned and synchronized across the Air Staff for maximum effect."

General Lessel was Director of Plans and Programs at Headquarters Air Force Materiel Command, Wright-Patterson AFB, Ohio. Prior to that he was Deputy Chief of Staff for Strategic Communications of Multi-National Forces Iraq in Baghdad. Colonel Johnson was Director of Personnel, Air Mobility Command, Scott AFB, Illinois.

Full Members of AFPAAA can run for one of the six seats by informing Board Chairman Powers, who heads the nominating committee, of their intentions. Their nomination request should include a short, three or four paragraph resume/biography that promotes their candidacy and would encourage members to vote for them. It should outline their qualifications, what they have done to support AFPAAA, and why they want to serve on the Board.

Election ballots will be sent to the membership by May 1. The outcome of the election will be posted on AFPAAA's web site – www.afpaaa.org – by June 20.

The newly elected board members will begin their term on July 1.

All Roads Lead To Baltimore's Inner Harbor & DINFOS For 13th Annual Meeting, May 4-6



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Annual Membership Meeting:

What's Right, What's Wrong – Sound Off

To make our Annual Membership Meetings more interesting and meaningful to you, your Board of Directors needs to know what you like and don't like about the meetings. Please complete the questionnaire below and mail it to Christine Queen, Attn.: AFPAAA, 400 Avondale Drive, East Peoria, IL 61611. Or, go to the AFPAAA web site (www.afpaaa.org) and complete the questionnaire on line.

1. How long have you been a member of AFPAAA? _____ (Number of Years)

2. Where do you live? (Please check one)

Northeast East Coast Southeast Midwest Southwest
 Northwest West Coast Alaska or Hawaii Outside the US

3. Have you attended an AFPAAA Annual meeting in the last 5 years? _____ Yes _____ No

If you answer no, please skip to question #8

4. How many AFPAAA Annual meetings have you attended in the past 5 years? _____

5. Where was the last AFPAAA Annual meeting you attended held?

1994: San Antonio, TX 1998: Wright Patterson, OH 2002: San Antonio, TX
 1995: Colorado Springs, CO 1999: Satellite Beach, FL 2003: Las Vegas, NV
 1996: Hampton, VA 2000: Long Beach, CA 2004: Destin, FL
 1997: Las Vegas, NV 2001: Alexandria, VA 2005: Tacoma, WA

If you answered Tacoma, WA, please skip question #6

6. Why did you not attend the meeting in Tacoma in 2005?

Location Cost of Travel Cost of Hotel Other Commitments
 Other (Please explain) _____

7. What do you like most about AFPAAA Annual Meetings?

Seeing old friends. Learning about today's USAF. Other (Please explain) _____

8. What do you like least about AFPAAA Annual Meetings?

Locations Cost of Travel Cost of Hotels Uninteresting Programs
 Other (Please explain) _____

9. How do you suggest we improve attendance at our Annual Meetings?

If you are a regular attendee at our Annual Membership Meetings, your part is complete and we thank you for your participation. If you are not a regular attendee, please answer Question #10.

10: Why have you chosen not to attend AFPAAA Annual Meetings?

For Membership Confirmation Only, Your Name Please: _____

From The President's Pen



As we start 2006, there are some very real challenges facing AFPAAA: declining membership; reduced attendance at our Annual Meetings; and the loss of some of our corporate sponsors. Your board of directors is currently working on those challenges, but we can't do it alone. We need your help to find solutions. Here are some things you can do.

On the opposite page is a survey to find out why we don't have more people attending the Annual Membership Meeting. Whether you have or have not attended, please take the time to complete it and mail it to Christine Queen, or just go to our web site at www.afpaaa.org and complete the survey on-line. You can also encourage any members you know, especially those who haven't attended in recent years, to give us their thoughts. We will have the results available for you at the 2006 Annual Meeting.

We have recently lost some of our corporate sponsors. They were a valuable source of funding for AFPAAA. In the past, those contributions have been used to offset part of the annual meeting costs and keep our registration fees lower than they would otherwise have been. We need your help in finding new corporate sponsors who might respond to an appeal for donations. If you know of a company you think would be receptive to a solicitation from AFPAAA, please let Jim Hart and Ron Rand know about it. They will take it from there. No contribution is too small.

On pages 4 & 5 there is information about and the registration form for our 2006 Annual Membership Meeting at Baltimore's Inner Harbor, May 4-6. (You can also find the info on the web site). John Gura has found us a great hotel. It is a wonderful location with lots to see and do. Mike Gannon and his team are working on a fabulous meeting program.

I ask you to help make the Annual Membership Meeting experience even better by talking to your friends and encouraging them to join us. We have a lot of members who have never been to a meeting as well as others who attended a numbers of years ago but haven't attended in recent years. Baltimore is a great opportunity to catch up with old friends and meet new ones. Even if someone can't attend the entire weekend, with our new Pick & Choose Event Pricing they can make it to one or two events without paying the full fee. If each of us who usually attends brought just one new member, we would have a record turnout. Sometimes all it takes to get someone to attend is for them to be asked.

And last, but certainly not least, your entire Board of Directors, Officers, and Committee Chairmen join me in wishing you and your family a happy, prosperous, and healthy 2006.

*See you in Baltimore,
Linda Arnold*

DINFOS Tour Highlights Annual Membership Meeting

AFPAAA'S 13th Annual Membership Meeting will start at noon, Thursday, May 4th when registration opens at The Wyndham Baltimore - Inner Harbor Hotel. At the same time, the AFPAAA Board of Directors will meet and members are welcome to sit in.

The traditional "no host" ice breaker is scheduled for 4 PM or whenever two or more attendees gather in the bar. Thursday evening is open for members to socialize with old friends, have a leisurely dinner, or take advantage of the sites and activities of Baltimore.

Friday morning, we'll board buses for the short drive to DINFOS.

Whether it was Fort Slocum on Long Island Sound, Fort Benjamin Harrison near Indianapolis, or the current iteration at Fort Meade, Maryland, most AFPAAAers have unique memories of the time we spent at the Defense Information School. We all will have a chance to recall what it was like "back then" while we tour and are briefed on the current facilities and curriculum that is training people who have most likely never used and may not have ever seen a typewriter or a LP.

While at Fort Meade we'll hold the President's Luncheon at the officer's club. Friday evening is open.

Saturday's activities will be at the hotel. A buffet breakfast will be followed by several presentations. Then there will be the SAF/PA Director's Luncheon and the general membership meeting. That evening we will have our annual reception and banquet.

Pick & Choose Offers Flexibility To Those Who Can't Attend All Meeting Events

So, you want to get together with old friends, but you can't make it on Friday or even Saturday morning, and you feel that paying the registration fee for the Annual Membership Meeting is too much if you are only going to the reception and banquet? Or, you can only make it for the DINFOS Tour and Presidents Luncheon on Friday?

Not to worry.

This year you can come and go as your personal schedule permits, pay for the events and meals you will attend, see old friends and not pay for things

you don't participate in (see registration form on opposite page).

"We've put together a very flexible, Pick and Choose fee schedule for Baltimore," said AFPAAA President Linda Arnold.

"After reviewing comments from a number of members, it was clear we needed to do something for our members who wanted to come to the annual meeting but couldn't attend the full program; breaking the fees down into packages was the answer. This should enable more people to attend."

How About A Fish, A Concert, Pasta!

Baltimore. What are we going to do in Baltimore?

The answer is: Plenty! Whatever your interest, Baltimore provides something worth your time. Are you a history buff; if so, stroll from the hotel to the USS Constellation, the last all sail warship built by the Navy.

For the literati there is the Edgar Allan Poe House and Museum and you can walk by H. L. Menken's home (unfortunately, it's closed).

If good music strikes a cord with you, the Baltimore Symphony offers two dissimilar programs. It will have a Doo Wop! concert on Friday, May 5, and, on the following night, The Lure of the Diva.

Should you have an ichthyological bent, Baltimore's National Aquarium is really terrific (Washington, DC's is not nearly as good).

For the baseball lover, there is bad news and good news. The bad news is that Camden Yards will be empty with the Orioles on a road trip. The good news is that the Washington Nationals are just down the road at RFK stadium. They will be hosting the Florida Marlins Wednesday and Thursday nights and the Pittsburgh Pirates the following two nights and on Sunday afternoon.

No visit to Baltimore would be complete (unless you are on a serious diet) without a stop in its Little Italy neighborhood – the food is great, the stores fascinating, and the ambiance unmatched.

There is something for everyone in Baltimore. To find out more about this fascinating city and its attractions go to: www.baltimore.org/visitors/v_seedo.html and download the Baltimore Attractions .pdf file.

Low Air Fares To Baltimore; Train An Option On East Coast

Where Southwest goes, the airfares are low – and BWI Airport is a very busy place for Southwest Airlines. That's good for everyone who will fly to AFPAAA's 13th Annual Membership Meeting.

Even better, to compete with Southwest many other carriers feature low fares. So, depending on your departure city, you may be able to fly your airline of choice at a bargain fare.

But, don't delay. Book early to ensure you get a good deal. Hit the internet at orbitz.com, travelocity.com, expedia.com, or the search engine or airline site of your choice to find the best fare and lock it in now.

Southwest is not found on the multiple airline search engines; to check its prices go to www.southwest.com The same applies to

Jet Blue, which does not fly to Baltimore but does go into Dulles from the West Coast.

Occasionally you can get a better fare to the Washington-Baltimore area by going into National or Dulles. If you do, keep in mind that it takes an hour-plus from National to our hotel at Baltimore's Inner Harbor and closer to two hours from Dulles.

Taxis are pricey from either airports, so the cost of getting to Baltimore could wipe out what you save on your airfare and then some.

For those on the East Coast, particularly the Boston-Washington corridor, who prefer to avoid airports Amtrak has a variety of trains to Baltimore and Washington.

Registration Form

Name: _____

Address: _____

Phone #: _____

E-mail Address: _____

Name(s) of guest(s): _____

Are you a new member of AFPAAA?: _____ Is this the first annual meeting you have attended?: _____

How do you want your name(s) to appear on your name badge(s): _____

Do you or your guests have special needs? Please specify: _____

How many in your party will take the tour of DINFOS on Friday, May 5th? _____

Full Registration

(Includes all events on Friday and Saturday
except optional tours. Must be registered by 4/18/06)

Members Attending _____ X \$150 = _____
Guests Attending _____ X \$140 = _____
Non-Members Attending _____ X \$200 = _____

Partial Registrations

Trip to DINFOS – Friday

(Includes Presidents Lunch and transportation)

Members Attending _____ X \$ 55 = _____
Guests Attending _____ X \$ 55 = _____
Non-Members Attending _____ X \$ 90 = _____

President's Lunch Only – Friday

Members Attending _____ X \$ 30 = _____
Guests Attending _____ X \$ 30 = _____
Non-Members Attending _____ X \$ 40 = _____

Saturday Breakfast, Briefings, & Membership Meeting
(Membership Meeting is free to all Members)

Members Attending _____ X \$ 25 = _____
Guests Attending _____ X \$ 25 = _____
Non-Members Attending _____ X \$ 30 = _____

SAF/PA Director's Luncheon – Saturday

Members Attending _____ X \$ 30 = _____
Guests Attending _____ X \$ 30 = _____
Non-Members Attending _____ X \$ 40 = _____

Reception & Banquet – Saturday Evening
of Beef _____ # of Chicken _____

Members Attending _____ X \$ 50 = _____
Guests Attending _____ X \$ 50 = _____
Non-Members Attending _____ X \$ 60 = _____

Total Remitted = \$ _____

Please make your check or money order payable to AFPAAA and mail it with your completed registration form to: Linda Arnold, Attn: AFPAAA, 1831 Parhaven Drive, San Antonio, TX 78232. Registrations received after April 18, 2005 will be charged a \$25 (per attendee) late registration fee.

Hotel: The Wyndham Baltimore-Inner Harbor Hotel, 101 West Fayette St., Baltimore, MD 21201.

Reservations: 1-800-996-3426. Our group rate is \$120 per night plus tax. Reservations must be made by April 18, 2006 to get the group rate. Ask for Group Code: Air Force Public Affairs Assn. Or, go to the AFPAAA website and click on the hotel link to make reservations on line, find driving directions, or get more information. If you are not a "Wyndham By Request" member, contact them at www.wyndham.com or 1-800-996-3426 and join. There is no charge to join and they will place a free snack and beverage of your choice in your room for your arrival.

Lord Guard & Guide . . .

Sarah Small

First Lieutenant Sarah Small, 25, an Air Force public affairs officer assigned to Langley Air Force Base, Virginia, died September 19, in Egypt, while supporting Exercise Bright. The contractor driver of her vehicle fell asleep, causing an accident that killed her and seriously injured two other airmen from Eglin Air Force Base, Florida. Lieutenant Small, was a graduate of Oakton High School in Vienna, Virginia, and the Virginia Women's Institute for Leadership (VWIL) at Mary Baldwin College in Staunton, Virginia. She was the first VWIL graduate to die while serving on active duty.

Jack Jones

Senior Master Sergeant Jack Jones, a Broadcaster, who, prior to his retirement, served as Special Events Chief in Wiesbaden from 1974 to 1977 passed away recently. He is survived by his wife Simone; daughter, Lydia; and two grand children.

Joe Shosid Remembered

(Joe Shosid, an AFPAAA Life Member, passed away in August, the obituary we ran did not address his work at SAF/PA)

Joe was an invaluable help to me as my MA since we had known each other for 20 years or so. As a result of his presidency of AFA and his job with Representative Jim Wright, he knew and was on good terms with all of the major commanders and senior staff people in the Pentagon. He was a great ambassador for the Info/PA Program, plus he also knew many, if not all, Reserve PA Officers, both those in units and those in MA jobs around the country. His advice concerning placement of such officers was especially helpful. Finally, on occasion, he made sure that Jim Wright always went out of his way to say good things about the AF PA program/activities to the Chief Secretary and major air commanders.

— Jerry Dalton

Need A Few Ruffles & Flourishes; Planning A Parade? The Music Is Only Keystrokes Away

Whether it is the Star Spangled Banner, The Air Force Song, or Taps, finding a good rendition of them or any other military music is always a chore – but not any more.

Thanks to Air Combat Command's USAF Heritage Band of America you can get just about any U.S. military music you need for any appropriate occasion via a simple computer download.

To get the music as well as all the particulars on how it should be used and helpful hints for downloading go to: www2.acc.af.mil/music/afsongs/

The files are in MP3 and RealAudio® stereo hi-fi format. They aren't set up for streaming; the idea isn't for you to play the music, it's to help you download and save it so you can create taped ceremonial sequences from it.

An extensive selection of pieces is available, including general ceremonial music, as well as that for the specific needs of the Army and Air Force, and the Navy and Marine Corps.

Many marches and a variety of patriotic and other music are also on the site.

AFPAAA Welcomes Ten New Members

Four Full and six Associate Members have joined AFPAAA since the last newsletter.

The Full Members are Senior Master Sergeant/GS11 James "JC" Corcoran, Major/GS12 Robert M. Hood, Lieutenant Colonel Frank Urben, and Master Sergeant Danny Weaver.

Captain John Haynes, Lieutenant Colonel Byron L. James, Master Sergeant William Sharp, First Lieutenant Alyson M. Teeter, Major Kelley Thibodeau, and Staff Sergeant Kevin J. Tomko have become Associate Members.

Woody Hogle Named Rockwell Collins VP

Former SAF/PA Director Walter S. "Woody" Hogle, Sr., is now Vice President and General Manager of Rockwell Collins' Integrated Systems, Government Systems, Cedar Rapids, Iowa. Previously he was with Affiliated Government Systems in Alexandria, Virginia.

He left SAF/PA to command the Air Force's first operational wing of C-17s at Charleston AFB, South Carolina. Subsequent assignments included Vice Commander of Air Mobility Command and Commander of 15th Air Force. He retired as a Lieutenant General.

Hefler Parks Bus, Honored By NPTA

Railroad devotee Pete Hefler ended his 20 year post Air Force transit career when he retired May 31 from Portland, Maine's METRO. At its annual meeting in December, Pete was inducted into the Northeast Passenger Transportation Association's Hall of Fame for advancing and improving transportation in New England. Ironically, his transit career was mostly involved in bus operations.

Where Is Jack Cross?

Jack Arnold would like your help in finding retired Senior Master Sergeant Jack C. Cross. Jack doesn't have much to go on except that SMSgt Cross was the Armed Forces Radio/TV Station manager in the Azores in 1969.

If you have any information about Sergeant Cross either e-mail Jack Arnold at: jarnold757@satx.rr.com or call him at: 210 496-9732,

Board Adds Twelfth, Non-Elected Seat; Newsletter Editor Named

A twelfth seat, designated for the Chairman of the Communications Committee/Newsletter Editor, has been added to the AFPAAA Board of Directors. John Terino will fill that position.

"Communications is at the heart of everything we do for the members," explained Board Chairman Charley Powers. "The creation of this non-elected seat ensures that the board has the full benefit of that persons expertise and that our communications efforts will be fully coordinated." The Communications Chairman board seat is for a two-year term that can be renewed at the

discretion of the board. "In addition to being the editor of the newsletter," Charley continued, "the Communications

Chairman will coordinate with the Public Relations Chairman and the Web Site Director who are the other members of the committee."

"John brings a wealth of experience, and extensive knowledge of AFPAAA to the board and the editorship of the newsletter" Charley observed.

He was one of the founders of the association, edited the newsletter for seven years, and was a member of the board of directors, serving as secretary for five years.

On active duty he edited Defense magazine, twice winning the National Association of Government Communicators' Blue Pencil Award. He was product information manager for General Electric's Space Systems Division. His articles have appeared in many publications, including Aerospace Daily.

Your Newsletter:

New Look, New Commitment; Inputs Needed To Make It Work

The Air Force Public Affairs Alumni Association is about us, the people who served in the Information, Public Affairs, Broadcasting, and Band career fields; and that's who this newsletter should be about, us, the members of AFPAAA. And, with 600 or so members, as well as our many events and activities, there should be enough material to publish our newsletter on a quarterly basis.

That's what we are committed to, a regularly published newsletter about the members of AFPAAA, and things of interest to us. With this issue you see a looser, more informal newsletter aimed to be visually and editorially more pleasing.

Now its up to us to get the newsletter out. Yes, us. I need your help in gathering the news and notes about AFPAAA's members. Have you moved, been promoted, changed jobs, retired, published a book or article, married or remarried, done some globe trotting of note? Whatever, it is , send it in. E-mail to: terinocom@earthlink.net or snailmail to John Terino, 5412 Aylor Road, Fairfax, VA 22032-3805. Let me hear from you.

- John Terino
Editor

Don't Delay, It's Time To Renew Your Membership

Last month 175 AFPAAA members, about one fourth of the annual one and three year members, were notified that their memberships would expire at the end of last month.

The Association has been able to hold the line on dues; they are the same as when AFPAAA was formed twelve years ago. Renewing members are urged to send their checks quickly to save AFPAAA the time and expense of mailing reminders.

As well as keeping dues current, members need to let us know when they move or change jobs. With frequent moves, there are now more than a dozen members for whom we don't have a current address.

The newsletter's mailing label indicates the year through which your dues are current. An "A" following the year indicates Associate member, "LF" means Lifetime Founder, "L" is a Lifetime Member

San Antonio AFPAAAers At Price Open House



and "L*" that the member has remaining payments for Lifetime Membership.

Questions about renewals can be sent to Membership Chairman Neil Buttmer at: neilbuttmer@afpaaa.org or by calling him at (540) 972-0083.

AFPAAA members from the San Antonio area gathered at the new home of the "Moms Mabley of Public Affairs"—so named by Bud Rothgeb – Alice Price, and her husband Harry, December 5. The Price's had an open house to mark their move earlier in the year to the Lone Star State. In addition to Frank Jennings and Mike Gallagher, pictured at left

with fellow Lifetime Founder Alice, other members of the Association and Public Affairs community at the party were Don Hessenflow, Jack Geese, Mynda McGuire, and Debbie Blackburn.

Air Force Public Affairs Alumni Association News & Notes is published quarterly for members of the Air Force Public Affairs Alumni Association. On-line subscriptions are available at www.afpaaa.org. **Membership Information:** Individuals who have ever served or are currently serving in Air Force Public Affairs, an Air Force Band, or as an Air Force Broadcaster, military or civilian, on active duty, or in the Guard or Reserve are eligible for membership. **Membership Categories:** Full Members – former Air Force Public Affairs, Broadcasters, or Bandsman, military or civilian, retired or separated. Associate Members – current or former Air Force Public Affairs, Broadcasters, or Bandsman, military or civilian, still in service. Adjunct Members – spouses, widows, and widowers of those eligible to be Full or Associate Members. Affiliate Members – a limited number of persons (U. S. citizens only) not eligible for membership under any of the above categories may become a member upon favorable recommendation by the Membership Committee and approval by the Board of Directors. **Changing Categories:** Members may change categories at any time as circumstances permit. They must notify the Membership Committee of their new status. **Membership Rates:** \$300 for life membership (payable in four quarterly \$75 installments). \$25 for one-year membership or \$50 for a three-year membership (full, adjunct, and affiliate). \$10 for one-year membership (associate). \$20 for three-year membership (associate). **Membership Applications:** Available at www.afpaaa.org Completed forms and check or money order should be sent to: *Air Force Public Affairs Alumni Association, P. O. Box 447, Locust Grove, VA 22508-0447.*

Officers & Board of Directors

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Vice President – Tom Halbert
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