

AFPAAA Supports Air Force PAs In Operation Allied Force

A-F — Public Affairs —
— Alumni Association —
News & Notes — Summer '99



Donors Recognized: At the Sixth Annual Membership Meeting in Satellite Beach, Florida, Sam Lessey, Jr., Dave Smith, Roy Whitton, Jerry Dalton, Mike Terrill, and Mike McRaney were recognized for their more than \$17,000 in pledges toward the AFPAAA Endowment Fund's goal of \$300,000. The Endowment Fund has received donations and pledges totalling more than \$63,700. See pages 4-5 for the minutes of the meeting and pages 6&7 for photos of the three days of activities.

Southern Cal Mixer A Success

Plans for a social event for Southern California AFPAAA members became reality on the evening of March 11 at the Museum of Flying in Santa Monica.

John Gura reports the 'regional' social meeting – a first he believes for the Association – drew 16 retired, active duty, and reserve forces members and spouses from the LA area.

The group socialized, had a museum tour and adjourned – with some taking advantage of the museum's elegant DC-3 restaurant/bar for dinner . . . and more story swapping.

More than half of the 50 AFPAAA members invited responded. Among those attending were: Rick Fuller - through whom his employer, The Boeing Company, graciously sponsored the social hour hors d'oeuvres,

Bruce Gilman, C. B. Kelly, Barney Oldfield, D. J. Sadler, and Rick Sanford. Ranney Adams of the AF Research Lab at Edwards AFB came the longest distance.

The group agreed the successful gathering warranted having another "SoCal Mixer" in about three months. If you are in that area, watch the AFPAAA web site: www.afpaaa.org for details.



Conviviality: Artie Kelly, wife of C. B. Kelly; Rick Fuller; and D. J. Sandler, a reservist with SAF/PA's Western Region Office chat during the SoCal Mixer held in the Museum of Flying in Santa Monica, March 11.

AFPAAA has gone on record to praise the work Air Force Public Affairs men and women during the Kosovo Crisis and offer its support to them. An April 5 letter to SAF/PA Director Colonel Ron Rand from Board Chairman Mike McRaney said, "Wartime public affairs is always a challenge . . . For many reasons,

Millennium Meet Site, Dates Set

It won't be on New Year's Day 2000, but AFPAAA's Millennium Annual Membership Meeting will be 'an affair to remember' for all who attend it in Long Beach, California, June 15-17.

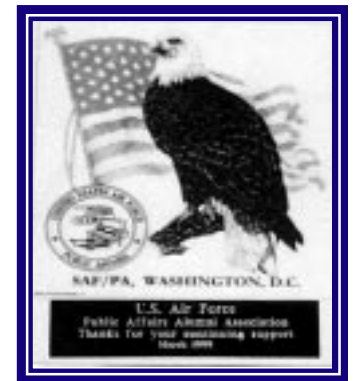
John Gura, who is the on-site chairman, has already lined up a tour of Boeing's C-17 production line, a 'USAF in the Movies' presentation, and our reception and dinner in the First Class Lounge of the Queen Mary! He promises many more surprises.

Headquarters for the gala event is the *WestCoast Long Beach Hotel* which is on 10 acres of lush landscaped grounds within 30 minutes of many Southern California attractions. It's on the water with a shuttle to the new Aquarium of the Pacific and other sites on the other side of the harbor. The address is 700 Queensway Drive Long Beach, CA 90802. Room reservations can be made now at the AFPAAA rate of \$92.00 + tax, single or double occupancy – the regular room rate is \$140 + tax. The AFPAAA rate is good up to three days before to three days after our meeting. Call (562) 435-7676 and tell them you are with the Air Force Public Affairs meeting in June 2000.

Operation Allied Force appears more of a challenge than usual, and Air Force PAs are obviously playing a very key role . . . working hard and around the clock to keep the news media, the international community and the families of all Air Force personnel involved informed about Air Force operations in Europe and stateside . . .

"Please convey our compliments to headquarters and field PAs for the outstanding job they are doing. . . We want them to know all Air Force Public Affairs alumni strongly support the active duty, Reserve, Guard and civilian PAs and the difficult job they have been called to do. We are with them and your leadership team in spirit at every step.

"We also stand ready to assist in any way we may be of service. Just give a call and we will accomplish any special assignment you need."



PA Thanks

"For all the things you do for the Public Affairs community," were the words of SAF/PA Director Colonel Ron Rand when he presented the bookend above to the Air Force Public Affairs Alumni Association at its Annual Membership Meeting May 1. He said AFPAAA was a strong contributor to boosting morale in the PA community

Time To Vote

If you are eligible to vote in the Board of Directors Election – a Full Member of AFPAAA in good standing – please complete and return the ballot you received with this newsletter in the envelope provided by June 15. Four Board slots are open.

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Al Hatcher: Syntax Master Extraordinaire

by Chuck Lucas

In the military, the job title “Special Assistant” is usually given to individuals who are in a holding pattern pending a new assignment, frequently because of less than distinguished service. However, when you are Special Assistant to the Air Force Chief of Staff and are kept in that position for three consecutive chiefs, you are somebody special.

That describes Albert D. Hatcher, Jr., when he retired in 1971 as a Colonel after a 30-year Air Force career, the last 25 in public affairs.

The success or shortcomings of the leadership are often attributed to public utterances and it has been said that behind every good leader, there’s a good speech writer. While the Air Force does not admit to

harboring speech writers, few public affairs staffers escaped the task. And Al Hatcher was a master of that art.

His ‘clients’ included Air Force legends Twining, White, LeMay, McConnell and Ryan, and Quarles and Douglas among the civilian leaders he wrote for.

A Shreveport, Louisiana, native, Al became an Air Force advocate in the ‘30s as he watched aircraft operations at Barksdale Field. He saw service in the Pacific as an aircraft maintenance officer during World War II. But it was the switch to public affairs after the war that gave him the opportunity to shine and earn the respect of his peers. His early mentors at Air Training Command in the then Information field included Russ Tarvin and

Dinny Dinsmore.

His prowess at writing position papers took him to the United Nations Command Military Armistice Commission in Korea in 1954. Al moved to the Secretary of the Air Staff at the Pentagon, heading the Presentation Support Division in doing presentations for senior commanders and Capitol Hill.

When the space mission at SAC’s Vandenberg AFB raised PR differences between DoD and the Air Force, he was Reade Tilley’s choice to soothe DoD. “Military application of space was . . . an unwelcome development in the eyes of a lot of very sensible critics who saw it as an unbalancing development that would contribute more to destabilization of the global

situation . . . All of them eventually turned around,” Hatcher recalls. This was when a new term was coined that became part of the Air Force’s current vocabulary. The term was *aerospace*.

“ . . . Frank Jennings, coined the word in 1957 . . . It applied to the indivisible and continuous character of an operational medium beyond the surface of the earth . . . He saw that as the legitimate province of the Air Force.”

After a two-year tour with U.S. Southern Command in Panama, Hatcher returned to the Pentagon in 1963 as a special assistant to Air Force Chief of Staff Gen. Curtis E. LeMay. He remained there during Gen. John P. McConnell’s tenure and through the first two years of Gen. John D. Ryan; his last seven

Fuchs Book Shows Food Expands More Than Waistlines

What do your thoughts turn to when you leave the job – the kids, golf, movies, hobbies? How about food?

For a while, that’s what Ron Fuchs thought about when he left his office as Vice President for Corporate Communications of Packard Bell NEC.

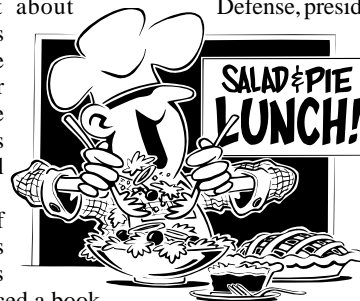
But instead of extending his waist line his thoughts produced a book.

“You Said a Mouthful: Wise and Witty Quotations about Food,” is a collection of quotes on or about food. Ron says, “it reaches beyond the breakfast counter and mahogany dining table” to places

we normally don’t associate with gastronomic delights.

He shows how food has moved into our courtrooms – the Twinkie Defense, presidential politics – how do you spell potato? and many other normal and not so normal aspects of our lives. While he quickly points out “It’s no great American novel,” Ron says it was a fun project.

The publisher is St. Martin’s Press and the ISBN is 0-312-14773. It can be purchased through AFPAAA’s web site link to Amazon.com. by logging on to: www.afpaaa.org



Do It Now !

The AFPAAA Membership Directory will be published and distributed in August. Without your input there will be errors.

Check your listing in the 1998 printed directory – better yet, check our on-line directory by logging onto: www.afpaaa.org

If corrections are needed, let us know; either via the web site or by dropping a note to: AFPAAA, P. O. Box 540, Fairfax, VA 22030-0540

years of active duty.

He found LeMay indifferent toward many public appearances. “He expected his speech writers to follow the policy guidelines that SAFOI had set up pretty fully and he had not a whole lot of input.” LeMay said his “primary reward for everything I did in the Air Force was the opportunity to operate as a professional among professionals in the service of our country.”

McConnell was more politically oriented. “He was not subservient to the politicians but he was sensitive to their concerns . . . He was a good story teller . . . a very colorful speaker with a good vocabulary . . . He would stick strictly close to the text.”

Hatcher said Ryan was the best of the three when speaking to an audience. “He had such a

tremendous grasp of the subject. There was nothing that you could tell him about the Air Force that he didn’t know more about than you did . . . When he got up to say a few words, he said them with a conviction that was evenhanded, impressive, convincing.”

In accompanying the chiefs on speaking engagements, Hatcher said he learned more from responses in the Q&A sessions than the audiences did. “Those were good trips. It told me a lot that I needed to know about what they said.”

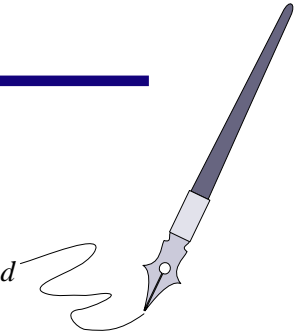
Looking back, Hatcher said, “It was an experience that I wouldn’t trade for anything . . . It didn’t just average out to a good experience, it averaged out to be a remarkable opportunity.”

Al and his wife, Mary, reside in San Antonio.



Al Hatcher receives the Legion of Merit and congratulations on his retirement from CSAF General John D. Ryan

From The Chairman's Pen



How do you know you're attending AFPAAA's Annual Membership Meeting?

This year it was by the noise at the hotel bar in Satellite Beach, Florida. Stories, greetings, stories, toasts, stories, shouts, stories, laughter, and more stories marked AFPAAA's Sixth Annual Membership Meeting when more than 110 members and guests assembled in the sunshine state for one of our more interesting gatherings.

This meeting was made special by a fascinating panel discussion of the public affairs work done during the early space exploration years. Ken Grine, Bob Hermann, Bill Coleman and Mark Foutch recalled those early days when there were no PA rules or guidance for space operations. These guys set the pace, making the rules and setting the standard for what is known today as one of the premier military public affairs efforts of all time. Their stories, told with humor and passion, lasted almost two hours and not a soul left the room. Thanks to John Gura for putting together and moderating a great forum.

Afterwards, at lunch, we almost saw a Titan boosted satellite launch; but low clouds allowed only a brief 5 or 6 seconds before it disappeared. Unfortunately, we learned later the second stage malfunctioned and it went into an incorrect orbit. Then it was off the Space Museum at the Cape for a quick view of old launch pads, launch control block houses, space vehicles and many photos of the pioneer days of space exploration.

This was the last year for Vice President Dave Shea as Mr. Annual Meeting. For six years he has put together wonderful meetings – organizing and implementing thousands of details – all so we could have meaningful programs and good times. Thanks from all of us Dave for your great work.

During my remarks at the business session of the meeting, I shared with those attending the four factors I feel are needed to keep our Association alive and well. First, a steady input of new members and a healthy renewal of current memberships. We have a strong program under the leadership of Board Member Joe Purka which has already shown excellent progress pushing our membership above 600.

Second, we need financial security for our future. Our Endowment Program, under the great leadership of Dave Schillerstrom and Jim Hart, has us on a strong path toward our five year goal of \$300K. As we go to press we have \$ 63,785 in donations and pledges.

Another factor critical to AFPAAA's future success is interesting, fun programs of value and importance. The entire board is constantly working to offer such to you. Next year's annual meeting in Long Beach, California promises to be a strong part of our Year 2000 program effort. Board Member John Gura has already done lots of planning, including very early hotel registration forms – just visit our web site at www.afpaaa.org for the details. Many parts of the program, including a tour of Boeing's C-17 plant and dinner on the Queen Mary are already being worked. It promises to be a great meeting and our goal is to have between 150 and 200 members in attendance.

Fourth, we must have strong, consistent and willing leadership. The board has addressed that by approving a leadership succession plan putting into the bylaws the means to recruit and develop new leadership.

Let's all aim at two important goals for 2000. First, make plans NOW to attend the June 15-17 meeting in Long Beach. Secondly, consider a tax deductible donation when you are contacted to contribute to our Endowment Fund and help preserve the future of our Air Force Public Affairs Alumni Association.

– Mike McRaney

General – The Sixth Annual Membership Meeting of the Air Force Public Affairs Alumni Association was called to order at 8:30 a.m. on Saturday, May 1, 1999, at the Ramada Oceanfront Resort, Satellite Beach, Florida, by the Association’s President and Chairman of the Board of Directors, Mike McRaney.

Quorum – In response to the Chairman’s inquiry, Secretary John Terino said the more than 60 full members attending the meeting met the quorum requirement.

Remembrance of Deceased – Mike McRaney asked all present to pause and remember members of the Public Affairs, Broadcasting, and Band communities who had passed away, including Hal Braun, Chuck Burlingame, John Dillin, Joan Farrow, Maston Jacks, Walt Lang, Mark Richards, and Jim Tilton. Ken Grine added Norman Caisse and Roy Whitton added Bill Hodson.

Treasurer’s Report – Pete Alexandrakos reported that since the financial report at last year’s meeting, the general fund of the Association has grown by almost \$10,000 to \$61,629.30. This is exclusive of this year’s Annual Membership Meeting receipts and expenses. Of the total, \$57,464.63 is invested in certificates of deposit to provide a source of operating funds as needed. Despite the fact that this is a transition year - we are now paying for printing, postage, and other expenses associated with publications that were covered by Duke Energy through the efforts of Jim Hart until the end of 1998 - we have not had to tap our reserve funds yet. He noted that since last year’s meeting 82.8% of the money spent by AFPAAA directly benefit the members with only 17.2% spent for administration. Much of this fine ratio can be attributed to the donated services of the board members, committee chairs, officers, and other volunteers.

Fred Morgan asked why we were in CDs and not in higher yielding instruments. Pete explained that the Board has the obligation to be conservative over the short term, hence CDs for the general fund. The endowment fund, on the other hand, is invested in higher yielding stock and bond mutual funds for long term growth.

Membership – Joe Purka reported we have 650 members on the books but that with 53 renewals still outstanding that figure will soon fall to just over 600 shortly. More than 1,000 solicitation letters have gone

out during the past year to IMAs, Reservists, and active duty potential members. The IMA mailing is complete and 12.8% of that group has joined. The responses for Reservists are still coming in and the active duty letters were mailed last week. It appears that those who are eligible for membership just need to be invited to join. He asked for members to get feed-back from those who are not renewing as well as those who are not interested. We need to know why so we can, where possible, make adjustments to AFPAAA. Contact Joe or Neil Buttimer with that information, updates to directory listings, etc. via the web site at www.afpaaa.org

Oral History Program – John Gura said the Oral History Program is in a lull. Thirty-three have been published, seven are in the pipeline. The latest published

Actions On Members’ 1998 Meeting Items

Item – Contact area members for ‘99 Meeting.



Action - Done. Several members of the Board of Directors called virtually all members in Florida to personally invite them to the Meeting.

Item – Ask SAF/PA to provide Bosnia and other ‘Hot Spot’ PAs for ‘99 meeting.



Action - Complete. SAF/PA provided a ‘Hot Spot’ PA to discuss experiences with us.

Item – AFPAAA sponsor the PA badges awarded to AF graduates at DINFOS.



Action - Complete. A several-year supply of PA badges was bought using a \$600 donation from a member who wishes to remain anonymous.



is Boone Rose. We are pursuing three others. Our policy is to get them on tape and then process them.

Publications – John Terino reported that the next newsletter is due by the end of May and that the directory will be published and mailed with the August issue of the newsletter. He asked members to carefully check their data in the current directory or in the latest listing at www.afpaaa.org. We are continuing to strive to keep costs down.

Web Site – John Gura explained that he extensively tests all things that are on the web site for compatibility with servers and systems. He asked that those who have had problems either downloading the newsletter from the website, or with anything else, contact him via e-mail, explain what the problem is, and he will work it.

An attempt will be made to establish a link between our site and the Air Mobility Command site for space available travel.

Annual Meeting – Dave Shea, who is stepping down as annual meeting chairman, was recognized for his outstanding efforts over the years in managing the annual event.

Don Gilleland and Roy Williamson were thanked for their on-site coordination efforts that made this year's meeting a resounding success.

The site of the year 2000 meeting has been set in Long Beach, California, June 15-17, 2000. John Gura said it would be at the harborside *WestCoast Long Beach Hotel* across from the new Aquarium of the Pacific. Dinner will be on the Queen Mary in what used to be the First Class Lounge. John Gura said reservations can be made now by calling 1-800- 426-0670 or (562) 435-7676 and asking for the Air Force Public Affairs Alumni Association rate.

Development & Endowment Fund – Dave Schillerstrom reported that nearly \$38,000 had been contributed, with more than \$20,000 in additional pledges. On April 26, the actual value of the fund was more than \$43,000 (an additional \$5,300 in donations and pledges was received at the meeting).

We are off to a good start, but there is still a lot of work to do. Individual contacts, which are time consuming, are the best way to get contributions. This is a great association and we need your help.

Mike McRaney expressed his appreciation for all the support that has been given so far. He said that one of the factors that makes an organization such as AFPAAA fail is the lack of money and that the Endowment Fund is designed to avoid that pitfall.

Chairman's Report – Mike McRaney reported that four things make for a successful organization: steady growth of membership; money; programs and activities; and leadership. We have strong programs going in each of those areas.

Joe Purka is working the membership and we are reaching a lot of potential members through his efforts.

The Endowment Fund has been established and the Board is solidly behind it with donations and pledges - we don't ask you to do something we haven't done ourselves - we'll accept pledges, stock, land, anything you want to give us; we'll find a way to get it into our Endowment Fund.

We have a lot of programs going, many of them in support of the active Air Force Public Affairs family - badges, Best of the Best, DINFOS recognition. For all our members we have our newsletter, web site, annual meeting, Tips for Transition, etc., and we are open to suggestions for additional worthwhile programs if there are people willing to work them.

We have a leadership succession program in place, but it will only succeed if people step forward to make it work. Some people have already volunteered their assistance.

If we continue to do these four things well our future is assured and we will be able to serve and respond to the desires of you, the members, now and twenty or thirty years in the future.

We are looking forward to a big turnout for next year's meeting at Long Beach - 150 to 200 people.

Comments From The Members – Ron Rand said that he would like to provide each PA office with a copy of the AFPAAA Directory.

Adjournment – With no other business to be conducted the meeting was adjourned.

John G. Terino
Secretary

Lord Guard and Guide...

We extend our condolences to Barney Oldfield on the death of his wife, Vada, on February 15 after an 11-year struggle with Alzheimer's. Barney has established a perpetual annual grant of \$20,00 in her name that will go to the University of Nebraska Medical Center for Alzheimer's research.

Harold K. Braun

Harold K. 'Hal' Braun, 80, died in Gulfport, Mississippi, February 22.

Hal retired in 1965 as a Senior Master Sergeant with 23 years of service. He then became Public Affairs Officer for the U.S. Navy

Construction Battalion Depot in Gulfport, for nine years. A native of Wisconsin, he is survived by his wife, Edith, known as Ellie; five sons and 10 grandchildren. He was buried in Biloxi National Cemetery.

John Dillin

John W. Dillin, an early and staunch supporter of AFPAAA, died shortly after his 89th birthday.

He served with 12th Air Force's 57th Bomb Wing in Italy in WWII in intelligence but he quickly expanded his activities to use his PR and journalism background.

This led to his being commended by Lt. General Ira Eaker "for exceptional public relations work." John was a reserve officer who retired in 1969 but continued

work as an Air Force Academy Liaison officer in central Florida until 1995. In 1970 he was designated as the 'Most Outstanding Liaison Officer in the Nation; 25 years later he was cited as the 'Most Outstanding Retired Liaison Officer in the World.'

He was one of the founders of the Florida Public Relations Association in 1938. Its highest award, which he was the first to receive, is named after John.

Joan Farrow

Joan Farrow, who for most of the 1960s and '70s was a Community Relations Advisor (CRA) for the United Kingdom's Ministry of Defense for the 20th Tactical Fighter Wing at RAF Wethersfield, Essex, and for the 48th Tactical Fighter Wing at RAF Lakenheath, Suffolk, died of stroke following surgery for a broken leg January 26.

Her association with the military began in WWII as a teenaged driver for the British Army. After the war she served with the Red Cross in

Egypt, Malta, and other posts.

A staunch upholder of traditional British standards, Joan could be irascible, but those who knew her best will remember her strong friendship and often outrageous sense of humor. She was buried in her home village churchyard in rural Suffolk. Reminiscences may be sent to her sister, Mrs. Enid Adams, Foresters Cottage, Risby, Bury St. Edmunds, Suffolk, IP28 6RR, England.

— Mark Foutch

Walter N. Lang

Walt Lang made a lot of people look good, including me, when he was at the American Forces Information Service, and others at Air Force Systems Command and DoD.

He was a ball of nervous energy and was willing to do the tedious and dirty work as well as the fun and glamorous jobs. A true asset to any office he worked in.

Walt was instrumental in helping DoD's *Defense* magazine win two first place and its *SSAM* newspaper one first place National Association of Government Communicators

Blue Pencil Awards in 1982 and '83.

A frequent contributor to *National Defense* magazine, he wrote two books of military history, and had worked on Capitol Hill. Walt was a craftsman with words and tools too – he was an accomplished woodworker.

Walt died of cancer at the age of 61 in Arlington Hospital on February 15. He is survived by his wife, Paula, of Falls Church, Virginia; four children; four grandchildren; and two sisters.

— John Terino

Material removed from this online issue of the newsletter included Membership Directory updates that have already been updated in our online directory and photos from our 1999 meeting that can be viewed online at www.afpaaa.org/album99.html.

PA's First CMSgt, Chuck Burlingame Passes On

It happened 48 years ago, when I was a newly minted, wet-behind-the-ears Second Lieutenant, but I remember it like it was yesterday.

I was at my desk in the tiny Public Information Office of a newly reactivated bomb wing at March AFB. My experienced NCOIC needed a major operation. Our wing was moving to Lake Charles, Louisiana, to reactivate an abandoned WW II base without a hospital, so he was being transferred. Personnel said a well-qualified replacement was coming.

A knock at the door and my "Come in, please" produced a young, handsome, immaculately dressed tech sergeant who threw me a smart salute.

"Technical Sergeant Burlingame, Charles F. Jr., reporting for duty, sir."

I returned his salute, shook his hand, and offered him the only other chair. His rows of ribbons said he was as a WWII veteran. He had been in the Navy.

"What kind of PIO work did you do?"

He said he began as an aviation machinist, was a Link trainer instructor, and flew as a panel engineer on multi-engine aircraft. He had been recalled with an AF Reserve unit in Minneapolis.

"Did you work for the newspaper or a radio station or an ad agency there?"

"No sir, 'I was an Arthur Murray Dance Instructor.'"

His information experience was a few months in the reserve unit. It appeared this was going to be the blind leading the blind. Boy, was I ever wrong!

Fortunately, for me and for the Air Force, Chuck Burlingame's common

sense made up for what he lacked in experience. His friendly smile, calm demeanor, self-confident assurance gave him outstanding ability to work with and bring out the best in people.

The wing moved to Lake Charles and Chuck and I learned as we went along. I depended more and more on Chuck, particularly when our first new troops arrived in the office. He set high standards and insisted that everyone meet or exceed them. While he didn't take himself too seriously, he took his job mighty seriously. It wasn't long before he was teaching young airmen that which he had just recently learned.

Typewriters were in short supply, and we shared our old machine with several other wing offices. We had several desks and chairs and two phones; that was about the extent of our equipment.

One morning, Chuck said he had a meeting downtown, got in a truck with an airman, and disappeared for several hours. He paid a get-acquainted visit to the Naval Reserve Center in Lake Charles and shared sea tales and several cups of coffee with the senior Chief Petty Officer. The two returned carrying two new typewriters; a third was on the truck, as well as a 16mm projector and screen, a speed graphic camera outfit, and a huge stack of office supplies – Chuck got it all with a hand receipt.

When the local CBS radio outlet suggested a daily report of base news, Chuck talked the weather guessers into letting us use the telephone booth-size soundproofed studio in Base Ops they had to air weather forecasts. He was the

chief author and announcer. Our big challenge was starting a base newspaper. No one was interested. Chuck convinced a woman who sold ads for a free publication that our paper could be her gold mine. A printer 65 miles away agreed to give us two-month 'trial.'

Chuck organized and trained the staff. The first issue of the Lake Charles Skyway Times was a full-size 64-pages that was very well received on base. The publisher made money and the 60-day trial was extended indefinitely.

One of Chuck Burlingame's greatest strengths was being able to represent me and our office – I never worried when he talked to the wing commander, senior members of the wing staff, the mayor, or the Chamber president. He had their confidence, and he certainly had mine!

When he left for SAC Headquarters at Offutt AFB it was a sad day for our office and for me personally, but having learned so much under his patient tutelage I was totally confident of making it without him. It's never been a secret that whatever success I may have had in my career, much credit for it rightfully belongs to Chuck Burlingame.

At South Ruislip RAF Station in the UK, Chuck and Patricia, and their fine young family, charmed the English people and officials. He returned to Hq SAC, continued to excel, and was among the first chosen for the new grade of E-8. He was in the first group to be Chief Master Sergeants and the first E-9 in the Information career field.

In 1962, Chuck was Sergeant Major at Command Services Unit – the predecessor of AF News – formed at

Bolling AFB. His skill at building an organization from the ground up was evident. CSU soon was known as the best thing that had ever happened in the Air Force Information program.

Several times during his career Chuck was offered good civilian PR jobs which he turned down. He hung up his AF blues in May 1964 and joined the top-rated PR staff of North American Aviation (now Rockwell). He stayed until 1971, then became National Public Relations Manager for Toyota America. In 1986, he retired and returned to Montclair, Virginia.

Chuck was always a family man. He was with his children at all of the important times in their lives. The family went to church together each week, and Chuck taught Sunday School. He and Pat, sang in choirs – in AF chapels and civilian churches – for more than 40 years. Chuck was rightly proud of Pat and their four children, each of whom have had careers as successful as his.

Chuck, 75, died at his home in Montclair, Va., February, 13, and was buried March 1 at Arlington National Cemetery with full military honors.

In addition to Pat and his children, Chuck is survived by six brothers and sisters and six grandchildren.

Up until his illness, one of Chuck – the former Arthur Murray Dance Instructor – and Pat's favorite pastimes was ballroom dancing. They always cut a pretty figure. Come to think of it, he was pretty adept at tap dancing, too, something often required of PA/PR people!

– Jerry Dalton

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SSgt. William M. Hickman, Jr. 'Best of the Best' For 1998

SSgt. William M. Hickman, Jr., NCOIC, Production, Det. 8, AFNEWS, Aviano AB, Italy, was selected to receive the 1998 *Best of the Best Award* sponsored by the Air Force Public Affairs Alumni Association.

The award recognizes the outstanding officer, civilian, or enlisted person from among all bandsmen, broadcasters, and PAs. The winner is selected on the basis of their professional excellence and significant contributions to the Air Force mission.

AFPAAA Board Chairman Mike McRaney and SAF/PA Director Colonel Ron Rand presented the award to a clearly totally surprised Sgt. Hickman.

He was chosen for his efforts in coverage of NATO flights over Albania and the Marine downing of the ski gondola that killed 20 people that provided a conduit to the public for the commander's messages. He also developed the technique for sending digital audio stories from remote locations on laptops and trained other broadcasters to do it. He initiated a training program to turn specialized print journalists into top-notch radio commentators.

SSgt. Hickman was also a key player in establishing successful Italian-American community relations at Aviano where he masterfully emceed in English and Italian a ceremony attended by 200 distinguished visitors and local mayors. This effort gave the Air Force the spotlight from Venice to Trieste.

He educated other Public Affairs practitioners to think of the increased effectiveness they could



SSgt. William M. Hickman, Jr. holds the 'Best of the Best' trophy and his AFPAAA Membership certificate which were presented to him at the World Wide Public Affairs Conference by SAF/PA Director Colonel Ron Rand and Chairman of the Board Mike McRaney.

achieve by working one story for multiple audiences. SSgt. Hickman's work produced a 400% increase in television products and a 200% increase in radio news delivered to AFTV News, AFN-Europe and the Regional News Center-Ramstein while staffed at only 50%.

The *Brigadier General Harry J. Dalton Award* winner, for the third consecutive year, was Air Combat Command's Office of Public Affairs, Langley AFB, Virginia.

The Dalton Award recognizes the outstanding major command public affairs program, measured in terms of how effectively it integrated research, planning, innovation, execution, and evaluation to perform effective public affairs programs in support of the Air Force mission.

Hey, Cold Warrior! Time To Get Your Recognition Certificate

Cold Warriors, now you can get your due – at least on paper. It's yours for the asking.

And it doesn't matter if you were in an operational unit, a support outfit, overseas or stateside, in uniform or a civilian employee, or whether you were shot at or not.

Here's the skinny.

The Cold War Recognition Certificate was established by Congress in the fiscal 1998 National Defense Authorization Act for all members of the armed forces and federal government civilian employees who faithfully served the United States during the Cold

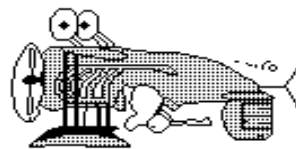
War era, September 2, 1945, to December 26, 1991.

DoD has tabbed the Department of the Army as the executive agent for the Cold War Recognition Certificate program.

You can learn more about the Cold War Recognition Certificate program from the home page the Army has set up at:

<http://coldwar.army.mil>

Requests for certificates will be accepted by Internet, fax or mail, beginning. You must certify that you served both faithfully and honorably, whether as a member of the U.S. armed forces or as a federal



Prop Wash & Jet Blast

New Lifer . . .

Congrats to Donald Bishop who has upgraded to Lifetime Member status.

Welcome Aboard To . . .

*Peter Agrafiotis
Bruce Alexander
Sandra-Carol Allen
Jacqueline Banks
Tom Beell
David Cannon
Moe Casey
Barbara Claypool
Chris Cleaver
Cali Coulthard
Stevell Dorr
George Fillgrove
Rob Fortenberry
Laurent Fox
Katherine Gandara
Robert Gladman
Sidney Goehring
Diane Green
Nicole Greenwood
Art Haubold
William M. Hickman, Jr.*

*Victor Hines
Gregory Holmes
Susan Idziak
Ange Jaskiewicz
Ray Johnson
Vic Johnston
Mike Kinchen
Beverly Lee
Jim McGuire
Jim Montgomery
Edward Orgon
Mike Orlando
Joe Panvini
Wayne Perry
Frank Smolinsky
Jerry Stringer
Joan Strong
Anne Toulouse
Andrew White
Charles Widener
John D. Williams*

Selected . . .

Air Force Reserve PAs Janet Tucker (SAF/PAZ), John Dumoulin (HQ AFSPC/PA), and Rob Coffman (HQ USAF/REIP) to be promoted to Colonel . . . Mack McLaurin (SAF/PAI) to attend Air War College this summer.

Movin' Up, Movin' On . . .

Ron Fuchs named Vice President for Corporate Communications of Packard Bell NEC . . . Rick Fuller – the retired MSgt – now CIA (Certified Internal Auditor) says it sort of makes him want to turn up his collar and put on sunglasses . . . Randy Morger named Public Information Manager for Sanders Communications and Administrative Services.

The mailing address for requests for the certificate is:

**Cold War Recognition
4035 Ridge Top Road
Suite 400**

Fairfax, Virginia 22030

The fax number is (703) 275-6749.

The electronic mail address is:

coldwar@fairfax-emh1.army.mil

Requests by e-mail it will not be acted upon until the Fairfax office receives your supporting documentation – within one year by fax or by mail. If you need additional information call the Cold War Recognition Certificate help desk at (703) 275-6279.