



Donors Recognized: At the Seventh Annual Membership Meeting in Long Beach, California, Larry McCracken, Ed Robertson, John Gura, and Jim Ragan were recognized for their more than \$8,000 in pledges toward the AFPAAA Endowment Fund's goal of \$300,000. The Endowment Fund has received donations and pledges totalling \$129,000. See pages 4-5 for the minutes of the meeting and pages 6-8 for photos of the three days of activities.

New Era In AFPAAA Leadership As Hart, Gura, Purka, & Smith Take Office

On July 1, for the first time since its founding, none of AFPAAA's top four officers was one of the original officers.

"This is significant for us," said new Chairman of the Board Jim Hart. He replaced Mike McRaney who was chairman since AFPAAA was founded.

"The leadership succession mechanism we put into place in the by-laws two years ago, is working. We will now move people along in

the key offices, allowing for new ideas and fresh viewpoints.



In addition to Hart, taking office on July 1 were John Gura, president, Joe Purka, vice president, and Dave Smith, secretary. Pete Alexandrakos will continue in the post of treasurer.

Hart had previously served as

president, and Gura and Purka advanced from vice president and secretary. Smith becomes an officer in his third term as a member of the board.

At the Board of Directors meeting on June 17, the existing committee heads were reappointed.

They are John Terino, communications; Kathy McCollom, elections; Dave Schillerstrom, endowment fund; Neil Buttimer, membership; and Jim McGuire, special events.

Alumni Reception At AFA Sept. 13

The annual Washington gathering of Public Affairs, Broadcasting, and Band Alumni at the Air Force Association Aerospace Symposium will be on Wednesday, September 13.

Instead of a reception and luncheon, this year there will be only a reception from 2 to 4 PM in Virginia rooms B & C of the Marriott Wardman Park Hotel.

As in the past, the gathering of alumni will be the vehicle for the presentation of the Arno Leuhman

Scholarship.

The hotel is on Woodley Road off of Connecticut Avenue. Parking is usually at a premium at the hotel and those attending should consider using the Metrorail's Red Line. The Marriott is at the Woodley-Park Zoo stop.

Golf Tournament Set

SAF/PA's Annual Golf Tournament begins with a shotgun start at 2 PM, Friday, September 15, at the Andrews AFB West Course. Cost, including green fees, carts, and a barbecued

chicken & ribs dinner at 6 PM, is \$48 for military/DoD personnel; \$29 for club members; and \$59 for non-DoD guests. For just dinner and the awards ceremony the cost is \$15. Reservations and payment must be made in advance. Your non-refundable checks should be payable to the SAF/PA Morale Fund. For full details call Lt. Colonel Henry Moore at 703-696-9148 or by e-mail to: henry.moore@pentagon.af.mil; or TSgt. Yolanda Anderson at 703-696-7832

Endowment Fund Near 50% Of Goal; Are You A Player?

"It's not how much you give, but that you're a player. We're almost half-way to our goal of \$300,000 and only 50 of 662 members – less than 8% – have donated. It's time we heard from the silent 600," Endowment Fund chairman Dave Schillerstrom said.

With donations received and pledges totalling \$129,000, Dave has real concerns. "We need to reach our goal as quickly as possible to make sure AFPAAA is around, strong and vibrant, to support its current and new members in the years ahead. We've kept dues low to attract and retain members, and in the past used donated funds and services to cover our major

expenses, such as printing and mailing. But the reality is corporate donations have dwindled. We must now be able to pay our own way."

"The Endowment Fund is invested in a stock mutual fund and bonds designed to generate an income stream to supplement dues so we can provide quality services to our members without outside support," Dave explained. "It's really up to us, the current members of AFPAAA, to get this done – soon and for all time – for our Association."

"While we welcome 'big hitters' – those who can afford and are motivated to donate thousands of dollars – smaller donations add up quickly. Best of all, no matter what the amount, all donations are tax deductible," Dave said. "Stocks, real estate, or other appreciated assets carry their current value for charitable donation calculations while the donor avoids capital gains income – a stock valued at \$5000 with a cost basis of \$1000, donated to AFPAAA, is a \$5000 charitable deduction instead of a \$4000 capital gain if sold."

"If half of our 600 silent members gave \$500 over five years, we'd be at our goal. I urge every member to search their heart for a giving level that suits them and to become a player," Dave said. "It's truly something worth doing."

(Use the enclosed brochure to guide you in making donations. To those who have already pledged, a gentle reminder to keep yourself current.)



LINKS

Stories From The AFPAAA
Oral History Project



Gil Billings: Syntax Master Extraordinaire

by Chuck Lucas

Four years supporting the Atomic Energy Commission's nuclear testing on Eniwetok and Bikini, three tours in Vietnam and a four-year tour at European Command headquarters are among the highlights of Gil Billings' 34-year Air Force public affairs career.

"I was originally going to be a doctor, like my father. But, I think these things happen to you for a reason. I had a ball. I was able to take my wife and children to Japan, Germany, England – all over, and give them an experience that you can't produce."

Billings earned his master's degree in journalism at the University of North Carolina following World War II and before his recall to active duty during the Korean War. A four-year tour at Burtonwood, England, was highlighted by a friendship with Alistair Cooke, "a sub-editor with the Manchester Guardian. He was out at the base frequently."

Community relations was the priority issue. "The English love yellow journalism, tabloid newspapers, scandals. You learn very rapidly, don't comment on a story and it's forgotten the next morning."

He arrived at New Mexico's Los Alamos Scientific Laboratory in 1955 as a historian. "It was a fantastic job. We did not wear uniforms. You were not allowed to use rank. You worked with some of the top nuclear scientists on a first name basis."

Deployed to the South Pacific for six months at a time, he witnessed some 20 test explosions, including the first hydrogen bomb. "There were 25,000 men involved. No women. Volleyball was a must, every night at 5 o'clock. I don't care what was going on, you stopped everything to play volleyball for two hours."

"We tested at Eniwetok and Bikini, the big stuff at Bikini. I went to all of them. We thought this was the only answer to warfare.

There was very little thought given to after effects that we might be getting from radiation. I've had none of it."

Billings completed Air Command and Staff College before reporting to 5th Air Force at Fuchu AB, Japan, in 1961.

"Our main job was to please Col. Dean Hess, who was not the world's most experienced public affairs officer. He was pretty famous because 10 years earlier he and his wingmen had held off the entire North Korean army during the invasion." Hess was replaced by Col. Milt Frank who had "the ability to know what to do about a story and how to take advantage of situations so that it made us look better."

The focus on Southeast Asia was building. "General Maxwell Taylor stopped in Tokyo, en route to Saigon, and we hosted a press conference for him. "Lo and behold, he spoke Japanese. When we got to Saigon, he spoke in French."

The infamous Five O'Clock Follies had its origin during this period. "We started those briefings because Malcolm Browne from Time magazine asked for them. We just met informally and talked about what was going on. I think after Roger Bankson got there, the briefings were set up on a permanent basis. They were very, very good attempts to tell the truth. Only, we didn't always know what the truth was."

Billings went back and forth to Vietnam, first in media relations, then with the Southeast Asia Treaty Organization.

Before his third tour, in 1969, when he "replaced Jerry Dalton as the executive officer to General Gordon Hill," he manned the public affairs desk in the National Military Command Center. "It had been set up at President Kennedy's direction because he wanted one place in the Pentagon he could call and get all the information he needed."

It was from the command center

that MAC-V would receive weekly casualty figures. MAC-V was not permitted to do its own arithmetic. "I would call every Wednesday night and give the KIA, MIA figures, and they would release them the next morning." Each of the services reported its casualties to the Pentagon where the figures would be tabulated by OSD public affairs and then passed to the National Military Command Center staff.

General Andrew Goodpaster was the Supreme Allied Commander, Europe during most of Billings' tour at EUCOM (1970-75). "He was an absolute genius in using his public affairs troops properly in handling stories. I don't think the world ever knew how weak

EUCOM was at that time because of Vietnam."

"I think that each of the services had a patron saint of Public Affairs Officers. Without a doubt, it was Barney Oldfield of the Air Force, General Winant 'Si' Sidel for the Army, and Capt. Pickett Lumpkin for the Navy. They were all my idols. I worked for each one of them and felt they were absolutely fantastic and their names should be on a monument somewhere."

Billings, who was on the editorial staff of the Raleigh newspaper in his native North Carolina before his recall to active duty 1951, returned to the newsroom in Morganton, N.C. when he retired in 1976. He died January 14, 2000.

McRaney Honored With AFPAAA Distinguished Service Award



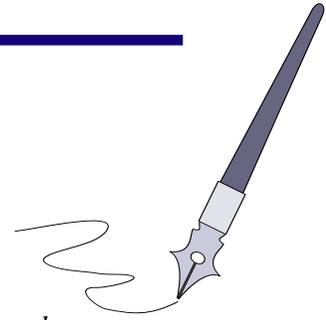
The Air Force Public Affairs Alumni Association's first Distinguished Service Award was presented to Mike McRaney at the gala banquet that closed the Seventh Annual Membership Meeting in Long Beach, June 17. Mike's successor as Chairman of AFPAAA's Board of Directors, Jim Hart, made the presentation. The newly established award was given to Mike, who had been chairman since our founding and served as president for the first six years, for his extraordinary work in getting AFPAAA off the ground and building it from its inception with six people to the 662 members it has today.

"Mike's efforts, along with those of the other members of the organizing committee who shared the vision of what AFPAAA ought to be, made us what we are today,"

Hart said. "He put in many hours behind the scenes that enabled AFPAAA to succeed; we wouldn't be here tonight if he had not given so much of himself to this organization."

Honored with Mike was his wife, Karen, who has been a willing volunteer worker at all the Annual Membership Meetings and who hosted working activities of the Board of Directors and officers. She was presented a decorative clock.

From The President's Pen



I now know what, "That's a hard act to follow," means.

To take on AFPAAA's presidency following Mike McRaney and Jim Hart is a daunting - if not foolhardy - task. Those two have been the very core of this association, serving as its "heart" and "conscience" from the beginning. Any success we enjoy today, is primarily due to their generosity and vision.

So, my job is relatively simple, "Try not to screw it up!"

The good news is that both Mike & Jim are still very much involved. Mike as an ex-officio board member and Jim as Chairman of the Board. I'm counting on their wise counsel as we try to build on the strong foundation they have fashioned.

What are my goals? Nothing fancy. I want to seek out affiliations that will strengthen our financial and membership base. And, I want to expand member participation.

In short, we need more of you to get involved. We need your energy and creativity. At the same time we need to affiliate or cooperate with other organizations in ways that will help us grow. You'll be hearing more about these ideas in the months to come.

But, in the meantime - in the name of increasing YOUR participation - I'd like to hear what you think about a few things.

For instance: On the front page of this newsletter you'll find an encouraging update on the status of our Endowment Fund. We're nearly half-way to our goal! Yet, only a relatively small percentage of members have pledged their support. Do you understand why we need an endowment fund? How can we encourage more members to contribute?

What else should the Association do to prepare for the future?

At our Long Beach meeting, Mike Beeman & Al Eakle volunteered to recruit more enlisted members. What a timely offer! Do you have any ideas that will help them - and the Association - encourage people to join?

What kind of projects or programs would you like to see the Association sponsor? Would you be willing to actively work on any project you suggest?

Please share your ideas and suggestions by e-mail to: johng@afpaaa.org or by postal mail to: AFPAAA-Suggestions, P.O. Box 540, Fairfax VA 22030-0540, or start a discussion on our on-line Forum by signing up at: <http://www.afpaaa.org/forum.html>.

Finally, it's not too soon to set aside April 19, 20, 21 to attend our 2001 Annual Meeting at the Hilton Alexandria Old Town. Some basic information is already on-line at: <http://www.afpaaa.org/2001meet.html> and we will be updating it regularly.

The coming months should be a lot of fun. I seek your suggestions, ideas and involvement. At this time next year, if we are a little stronger and a little more proactive, I trust you will be pleased. I will be ... and I won't have screwed it up!

- John Gura

Minutes – Seventh Annual Membership Meeting

Air Force Public Affairs Alumni Association

Saturday, June 17, 2000
WestCoast Long Beach Hotel
Long Beach, California

Call to Order: The Seventh Annual Membership Meeting of the Air Force Public Affairs Alumni Association was called to order at 2 p.m., Saturday, June 17, 2000 at the WestCoast Long Beach Hotel, Long Beach, California., by Jim Hart, President.

Quorum: In response to the president's request, Joe Purka, secretary, reported that 60 full members were in attendance, thus fulfilling the quorum requirement of 10% of the total number of full members of the association.

Remembrance: Jim Hart asked all members to pause and remember members of the Public Affairs, Broadcasting and Band communities who have passed away, including Gil Billings, William Capers, Thomas Corrigan, Ben Fern, Ivan Haines, Gil Herman, George Jeck, Stan Jensen, Verna Kellogg, Al Lynn, Bill Mack, Bob Markley, Hans Ostertag, Bernard Peters, Tex Taylor, Shale 'Bud' Tulin and Irv Ziff. Additional names added from the floor included Jack Rose and Tom Rhone. Eugene Zuckert, former Secretary of the Air Force was also remembered.

Treasurer's Report: Before calling upon the Treasurer for his report, Jim Hart noted that Pete Alexandrakos has performed admirably in his volunteer duties, and Pete's work warranted public applause.

Pete provided a 15-month report to cover the period since the Sixth Annual Membership Meeting report. The balance on 1 April 1999 was \$61,629.30. Income during the 15-month period included membership dues, annual meeting registrations, investment interest, donations and referral fees totaling \$35,508.17. Expenses totaled \$25,894.71 resulting in a balance of \$71,242.76. As the result of a decision by the Board of Directors, maturing Certificates of Deposit in the amount of \$49,064.44 were transferred to the Endowment Fund, as the return on invested funds provided a greater return than CDs. This brought the balance of funds as of May 31, 2000 to \$22,178.32.

The treasurer made note of several donations that helped defray association costs. Among these were donations for the American Walnut Clocks used to recognize Endowment Fund giving levels, donations by former SAF/PA directors for SAF/PA golf tournament prizes, and approximately \$1,700 in services provided by Sanders, A Lockheed-Martin Company in printing the 1999 AFPAAA Membership Directory. The treasurer also noted that 86% of all expenses went for the direct benefit of association members or in support of Air Force Public Affairs, and that only 14% of the expenses were for administrative purposes.

A motion to approve the treasurer's report was made by Nick Strangio, seconded by Karen Miller. The motion was approved unanimously.

Membership Report: Pete Alexandrakos reported on membership in place of the membership chairman, Neil Buttimer, who was unable to attend. Pete reported that two new members signed up during this Annual Meeting, bringing the membership total to 655. In addition, this year, there were 202 membership renewals out of 249 eligible for an 81.1% renewal rate.

Doug Kennett inquired as to whether the Board asks people why they elect not to renew their membership. Pete indicated that in follow-up renewal letters, the membership chairman asks those who do not renew to provide their reasons. Generally, there is no response. Jim Hart mentioned that when Board members call members who have not renewed, the reasons are varied, but a certain percentage does not view membership as meeting their personal needs.

Nick Strangio inquired concerning the Board's effort in recruiting new members. Pete indicated that the board had approached AFMPC to obtain lists of individuals approaching separation or retirement, but were advised that this would violate the Privacy Act. Jim Hart responded that we have used direct mail successfully, but the most effective method is personal contact by Association members. Dave Smith added that membership applications are on the web site, making it easy for individual members to provide applications to potential members, or to give 'gift memberships.'

Mike Beeman announced from the floor that he was donating \$500 this year to pay for memberships for young enlisted members and he would add \$500 again next year. Mike was applauded for his generosity.

Publications: John Terino noted that the new newsletter printing contract provides a better product at a lower cost, but it still costs the association between \$1,000-\$1,500 each quarter to print and mail the newsletter. John also noted that the Annual Membership Directory has been printed through the generosity of Sanders, A Lockheed-Martin Company and that Sanders would continue to publish the annual directory. John Terino noted that this saves the association \$1,500-\$1,700 annually.

Oral History: John Gura noted that an added value to the Oral Histories are the articles, based on the histories, written by Chuck Lucas for the AFPAAA newsletter. John also noted that three oral histories are in production: William C. 'Andy' Anderson, Reade Tilley and Don Burgrabbe, and that he planned to do two more interviews during the weekend: Bonnie O'Leary and Betty Jane Williams. A question from the floor concerned Barney Oldfield; John responded that Barney's presentation was taped and would be considered as a supplemental history.

Web Site: John Gura also provided an update on the AFPAAA web site. In polling the audience, it was determined that most members have Internet access, and of those, most have visited the AFPAAA link. Bob Hunter asked about web site affiliation to potentially increase revenue. John responded that we currently derive income from sales through Amazon.com and the AFPAAA cyber mall. John Terino added that members who plan to order flowers, records, books, etc., should go through the AFPAAA site, as the association receives revenue from purchases made in this manner. John Gura also noted that address, phone number, job, and e-mail address updates could be made to the directory by sending an e-mail to: update@afpaaa.org

2001 Annual Meeting: Jim McGuire briefed that next year's annual meeting would be held in the Washington D.C. area, April

19-21, 2001. The headquarters is at the Hilton Old Town Alexandria Hotel, which is across the street from the King Street Metro station, facilitating transportation around the D.C. area. The hotel, which has recently opened, has offered a group rate of \$117 per night.

Endowment Report: Jim Hart presented the report in place of endowment chairman, Dave Schillerstrom, who was unable to attend. Jim indicated that 49 donors have made contributions totaling \$104,510 toward the association's \$300,000 goal and that the market value of those donations now approached \$115,000. Jim outlined the rationale for transferring maturing CDs into the investment account and Pete Alexandrakos described the investment strategy.

Board Elections: Mike McRaney announced the results of the election of members to the Board of Directors. Reelected to the board were John Gura, John Terino and Joe Purka. Elected to fill vacancies on the board were Jim McGuire and Larry Greer. Jim Hart then outlined the succession plan previously approved by the board. Jim Hart, as president, will move up to assume the role of chairman; John Gura moves up from vice president to president; and Joe Purka moves up from secretary to vice-president. During the meeting of the Board of Directors that will follow the Annual Meeting, the board will select a secretary to replace Joe. This succession sequence allows the board to observe individuals in various roles to assess whether they are prepared to assume greater responsibility.

State of the Association: Mike McRaney noted that the organization has been successful during the 7 years since its inception because there are many individuals willing to give their time, talent and support to the organization and that the current board is doing a magnificent job. He cited individual board members by name and their contributions in the areas of leadership, generosity, financial management, newsletter and directory publication and membership recruitment and retention. Mike noted that there were others who also made significant contributions to the success of the organization: Dave Shea, for making a facility and conference call capability available for board meetings; Alice Price, who prepares the certificates of membership; Keith Ferris, whose artwork is represented on the membership certificate; and many, many others. Of significant note is the generosity of our corporate sponsors which is one of the reasons why the association has progressed to where it is today. Along with other support, these corporate sponsorships allow the association to keep the annual meeting registration costs at a reasonable amount.

Mike stated that early on, the Association made a commitment to not take on anything that we couldn't do well. In his estimation, AFPAAA has lived up to that commitment. The association has provided strong support to SAF/PA, including, among others, sponsorship of the Best of the Best Award, funding the minting of PA Triad coins, grants for PRSA and IABC accreditation, and providing PA badges those new to the career field. The association also provides value to its members through the newsletter, annual directory, annual meeting, web site and oral history program.

To keep the organization viable and strong, we will need to keep our leadership strong and today we are in good shape in that area. Membership is approaching 700 and recruiting

and retention will remain important in the years ahead. To keep the organization strong, we need to continue to build our membership base, explaining the reasons to join and the reasons to stay. Mike stated that although he was stepping down as chairman, that he would continue to be involved as long as he could do so.

New Business: Betty Jane Williams inquired concerning the ability of members to deduct expenses and costs from their federal income tax. John Terino and Pete Alexandrakos explained that AFPAAA is a veterans organization operating as a 501 c. (19) organization. Under these IRS rules, charitable contributions are fully deductible minus the cost of goods or services. Most individuals attending the annual meeting could not deduct expenses as a charitable contribution; however, those in a professional status (public relations, freelance writers, etc.) could deduct annual meeting expenses as a business expense.

Jerry Dalton asked that the Board adopt a 'no more coffee mugs' policy and consider other items as memorabilia for the annual meetings.

Jim Hart noted that Ron Rand had agreed to make the survey used in the Air Force Corporate Image project available to give the membership the opportunity to express their opinions. The responses would be provided to Ron for his information by the association.

Ben Scarpero asked if there were other steps the association could take to support the efforts General Rand outlined in his presentation. After an extensive discussion, Jerry Dalton moved that the organization go on record in support of the new identity program and this should be presented to the Chief of Staff and Secretary of the Air Force in the form of a letter. Rick Fuller and Doug Kennett seconded the motion. The motion was passed by voice vote.

There being no further business, Roy Whitton motioned to adjourn; seconded by Bud Ross. The motion was passed and the Seventh Annual Meeting of the Air Force Public Affairs Alumni Association was adjourned at 3:35 p.m.

Respectfully submitted,
Joseph W. Purka, Jr.
Secretary

JAVA's UP . . .

and there's no better way to enjoy it, tea, or any other beverage than in your own white, 11 oz. ceramic AF Public Affairs Alumni Association mug featuring a blue and gray design that prominently displays the Public Affairs Career Field Badge. Just a \$10 donation that includes shipping gets you one. Stop in at the AFPAAA on-line store at: afpaaa.org. Or, send a note with your name, address, how many mugs you want, and a check payable to AFPAAA to:

AFPAAA - Store
P. O. Box 540
Fairfax, VA 22030-0540



*Pete and Judy Alexandrakos
Al Audick*

Mike Beeman

Don and Alice Burggrabe

Paul and Elizabeth Cole

Dutch and Helen Collins

Katie Cutler

Jerry and Marion Dalton

Ted and Becky Daniel

Sally Davidson

Tim Dougherty

Chuck Davis

Al Eakle

Mark Foutch and Janet Charles

Bill Frensley

Rick and Ann Fuller

Jerry and Kathy Garner

Sam and Dawn Giammo

Don and Peggy Gilleland

Bruce Gillman

John and Kathleen Gura

Jim and Patty Hart

Pete and Janet Hefler

Bob and Pat Hermann

Gerry and Ann Hickman

Sam Highley

Hank Hufnagel

Bob and Mary Hunter

Frank and Lita Jennings

Ray Johnson

C.B. and Artie Kelly

Doug Kennett

Stephanie Langton

George Larrieu

Matt Lipartiti

Ron Marlar

Larry McCracken

Mary and Stephen McLeod

Jim McGuire

Mike and Karen McRaney



Seventh Annual Meeting



Long Beach, California

Membership Meeting

**Public Affairs
Association™**



June 15-17, 2000



- Norman and Linda Medland*
- Karen Miller*
- Fred and Joyce Morgan*
- Neil and Lynne Norum*
- Bonnie O'Leary*
- Barney Oldfield*
- Jack and Jean Oswald*
- Maxine Overstreet*
- James Pepper*
- Pete Peterson*
- Bob Potter*
- Charlie Powers*
- Joe and Dee Purka*
- Christine Queen*
- Jim Ragan*
- Brig. Gen. Ron Rand*
- Ed and Karen Robertson*
- Brig. Gen. Mark Rosenker*
- Bud and Hilda Ross*
- Rick and Cheri Sanford*
- Ray Santangelo*
- Mark Sardelli*
- Ben Scarpero*
- Rudy and Inesa Schmelz*
- Ray and Brenda Shepherd*
- Alan Shoemaker*
- George Sillia*
- Jim and Micki Skarston*
- David and Carolyn Smith*
- Nick and Jean Strangio*
- Harry and Carol Sunderland*
- John and Barbara Terino*
- Lou Torraca*
- Gil and Jeannie Whiteman*
- Larry Whitley*
- Roy and Kay Whitton*
- Betty Jane Williams*
- Joe and Audrey Wilson*
- Brig Gen William Wilson*
- Mike Young*

*Photos Thanks To:
Don Burgrabbe
Dutch Collins
Sam Giammo
Karen Miller
Bonnie O'Leary
Ray Santangelo
Ben Scarpero
Roy Whitton*



Members Vote Support Of AF Identity Program

Following a motion from the floor, AFPAAA members voted virtually unanimously that the Association send letters expressing support of the new Air Force identity program to the service's secretary and chief of staff. The motion followed a thorough briefing on the subject by Director of Public Affairs Brigadier General Ron Rand.

General Rand carefully laid out the rationale for the effort. He showed through a variety of examples, including base entrances and aircraft, that there was a lack of common symbolism throughout the service. That lack of common focus currently permeates the image that Americans, both in and out of the military, have of the Air Force.

The identity program, the General explained, seeks to achieve a common focus by developing a greater sense of unity among members of the Air Force to help retention and general esprit. It is also designed to promote a clear understanding of the service in the civilian community that will translate into support and more



successful recruiting.

General Rand said the latest tools of opinion research and marketing were used in creating the still evolving identity program. Data from numerous focus groups and surveys was a major part of the development process used in creating the new logo and the identity program. Increased recognition of its competency as the Air Force's professional communication arm, resulted in the recent transfer of responsibility for recruiting advertising to Public Affairs.

In letters to the SECAF and CSAF, Chairman of the Board of Directors Jim Hart said AFPAAA was "on record in support of the new identity program" and "We also applaud the decision . . . to assign responsibility for recruiting advertising to the Office of Public Affairs."

The Symbol Explained . . .



U.S. AIR FORCE

The U.S. Air Force symbol honors the heritage of our past and represents the promise of our future. It retains the core elements of our Air Corps heritage – the "Arnold" wings and star with circle — and modernizes them to reflect our aerospace force of today and tomorrow. The symbol has two main parts.

In the upper half, the stylized wings represent the stripes of our strength – the enlisted men and women of our force. They have been drawn with great angularity to emphasize our swiftness and power, and they are divided into six sections which represent our core competencies – aerospace superiority, global attack, rapid global mobility, precision engagement, information superiority, and agile combat support.

In the lower half there are a sphere, a star and three diamonds. The sphere within the star represents the globe. It reminds us of our obligation to secure our nation's freedom with Global Vigilance, Reach and Power. The globe reminds us of our challenge as an expeditionary force to respond rapidly to crises and to provide decisive aerospace power, worldwide.

The area surrounding the sphere takes the shape of a star. The star has many meanings. Its five points represent the components of our one force and family – our active duty, civilians, Guard, Reserve and retirees. The star symbolizes space as the high ground of our nation's aerospace force. The rallying symbol in all our wars, the star also represents our officer corps, central to our combat leadership.

The star has been framed with three diamonds which represent our core values – integrity first, service before self and excellence in all we do. The elements come together to form one symbol that presents two powerful images – at once it is an eagle, the emblem of our nation, and a medal, representing valor in service to our nation.

Want More AF News? Check Out AFPAAA's Web Site Or Go Direct

Want to keep up with the identity program, the Air Force's master plan, changes in pay, medical care, equipment, everything else going on in the Air Force? It's easy if you can connect to the internet.

You can directly access Air Force information from the following sites:

The U.S. Air Force Official Web Site - Air Force

<http://www.af.mil>

AFI 35-1-1 -Air Force Public Affairs Policies and Procedures

<http://afpubs.hq.af.mil/pubfiles/af/35/afi35-101/afi35-101.pdf>

U.S. Air Force Strategic Communication Plan for 2000

<http://www.issues.af.mil/commplan2000.html>

Air Force Doctrine Document 2-5.4 - Public Affairs Operations

<http://www.doctrine.af.mil/Library/document.asp?doc=2-5.4>

U. S. Air Force Print News - Provided by Air Force News Service

<http://www.afnews.af.mil/products/afns.htm>

To sign up for the list, simply fill out the online form at:

<http://www.af.mil/news/afnssub.html>

U.S. Air Force Online News

<http://www.af.mil/newspaper>

To sign up for the list, simply fill out the online form at:

<http://afproducts.ease.lsoft.com/archives/USAFONLINENEWS.html>

U.S. Air Force Public Affairs Media Memo

<http://www.afnews.af.mil/products/afns.htm>

To sign up for the list, simply fill out the online form at:

<http://afproducts.ease.lsoft.com/archives/afmediamemo.html>

Air Force Policy Letter Digest

<http://www.af.mil/lib/policy/index.html>

To sign up for the list, simply fill out the online form at:

<http://afproducts.ease.lsoft.com/archives/afpolicy.html>

Another way to reach these sites is the our web site at: www.afpaaa.org - you can tie into virtually all of the above sites via the links we have established.

Lord Guard and Guide...

Gilbert M. Billings

Gil Billings, a Lifetime Founder of the Air Force Public Affairs Alumni Association, died January 14. He retired as a Lieutenant Colonel in 1976 (see Links on page 2 for more details of his career). Here, some friends remember Gil.

"Gil and I first met in Vietnam when he arrived at MAC-V Hq to replace me as Executive to the Chief of Information – at that time Brigadier General L. Gordon Hill. The Hq had insisted on a ten-day overlap.

"After processing in; locating his billeting; getting uniforms issued, tailored and properly adorned; Gil arrived at MAC-V early on his third day in country. He was intense and quite eager to get on with the job.

"I had prepared a series of 3x5 cards – each with a different subject, on who to contact and what to do re various events/activities/procedures that might arise. We spent the first day meeting people in the Office of Information, the Chief of Staff's office, and generally getting the lay of the land.

"On his second day in the office, Gil insisted on taking over my desk, answering phone calls, reviewing incoming and outgoing mail, issuing directions to our Adjutant and his admin staff.

"He was a very quick and thorough learner and rather low-key. At noon, he calmly suggested he didn't need me any more and that I should take off. He really didn't need me.

"Gil and I had a few drinks and meals together in the next few days, but I didn't return to the office except for a medal presentation and goodbyes. I have never seen anyone who mastered his new job as quickly . . . He did a superb job."

– Jerry Dalton

"I worked for Gil at EUCOM in Germany. What a great boss and family man. He was laid back, compassionate, unexcitable, understanding, yet a demanding boss who gave you almost enough rope to hang yourself.

He knew how to correct, to teach and encourage without ever raising

his voice. Not once did I ever see him panic or get overly excited about his bosses or their demands. His even handed, even keeled approach to every task was a lesson in patience and perspective for everyone who walked around us.

"Gil loved to party, enjoyed his family tremendously, was generous to a fault and smoked a mean pipe. In some ways he adopted Terry Hemeyer and me as his 'personal projects' and seemed to enjoy our faults and failures as much as he did our successes.

"He stood by us when we, as Majors, pulled practical jokes on our tyrannical, O-6 Army, straight laced deputy PA director . . . like when we screwed and glued shut the middle locking drawer of his much adored, 10 drawer, heavy oak, German made, executive desk.

"He laughed almost as hard as we did at the Army Colonel's swearing he would have the CID catch the criminals who did it. Only he and Navy Captain Pickett Lumpkin could call off the dogs before Terry and I were locked up.

"Gil was always quick with a helping hand, he worked us bachelors (Terry and me) hard and then sent us off to play just as hard with the understanding we would tell him all the details of our exploits when we returned.

"Only fond memories exist of the best boss I ever had – Gil Billings. We'll miss him."

– Mike McRaney

"Gil was my mentor. When I, a Second Lieutenant with three weeks of service experience, showed up at Fuchu Air Station, Japan, he took me under his wing and kept me mostly out of trouble - except for the times I insisted I knew what I was doing - and taught me how to be an effective I.O.

"One thing he always got a kick out of was my saluting of the Red Cross workers. My theory was, since I was the only Brown Bar on the base, when I saw someone with metal on their epaulets or collar it was prudent to salute. I still think it was the right thing to do . . . and Gil really enjoyed it!"

– John Gura

George G. Jeck

George Jeck, a Lifetime Founder of AFPAAA, who was a fixture at our Annual Membership Meetings, died earlier this year after a lengthy illness.

George served in many assignments, including Hickham AFB in the mid-1960s, prior to his retirement as a Major in 1972.

Thomas H. Rhone

Tom Rhone, one of the first Senior and Chief Master Sergeants in Air Force Public Affairs, died June 3 in Phoenix after a lengthy bout with alzheimers disease. He was 85.

Tom's Air Force career stretched from World War II until his retirement in 1964. He was chief of the joint service Press Liaison Office in Tokyo from 1959-1963.

He joined Litton Industries after his retirement and became the company's advisor to the German Air Force/Navy pilot training program for the F-104 Starfighter at Luke AFB, Arizona.

For Tom, it was more than a job, it was an opportunity to build a permanent friendship between the German military and the communities that are in the Phoenix area, particularly those adjacent to Luke AFB. This was not an easy task.

Memories of World War II were strong in the area and there were strong feelings of opposition to the training of the German pilots by the United States, especially as the number of retirees in the Phoenix grew.

Charitable events such as soccer matches between the German pilots and the United States Air Force Academy and Christmas Caroling grew into the International Friendship Foundation.

Tom coauthored two books about the successful training program at Luke. Sales of the books provided the financial base of the foundation.

The foundation also funded a foreign student exchange program with Arizona State University.

While the pilot training program ended in 1984, the work of the foundation Tom helped found continues with donations flowing

Our Members In Print



Published in The Orlando Sentinel on July 30, 2000

Way past time to revitalize our military

By Donald L. Gilleland
Special to the Sentinel

Have you noticed the proliferation of articles written and published by newly retired admirals and generals about the deplorable state of our military forces?

These include retired Rear Adm. Mark Hill Jr. of the Navy and Marine Gen. Anthony C. Zinni, who officially will retire Sept. 1.

Suddenly it has become fashionable for them to "speak up." I love all of these recent polemics. What I don't understand is why they all waited until they retired to express themselves so eloquently. Their positions would be so much more powerful, more persuasive and more effective if stated publicly while they were still on active duty and came with some considerable risk to their retirement or promotion.

Not very many three- or four-star generals or admirals take a principled public stand before Congress to criticize forcefully their civilian leaders and the policies that get us bogged down in quagmires such as Vietnam and other misadventures around the globe. They just salute smartly and do the best they can to implement ill-advised policy decisions that they not only know are wrong but know are detrimental to the health of our nation. Many junior officers don't respect the guys at the top any more because too many of those guys at the top put their careers ahead of all other considerations, including the welfare of their service and the security of our country.

to Phoenix charities such as the Westside Food Band, Gomper's Rehabilitation Center, Foundation for Blind Children, St. Vincent DePaul Society, and the Glendale Boys Club each year.

He also initiated a sister city program between the City of Glendale, which is near Luke AFB, and the City of Memmingen in Southern Germany.

John G. Rose

Jack Rose, whose voice was always heard at our Annual Membership Meetings, passed away in Florida on the eve of this year's meeting.

Jack was a World War II veteran who was a B-24 Liberator bombardier in the Pacific theater. Among his 54 missions was the

Tom's work was recognized by the Aviation & Space Writers Association in 1974 and he received Germany's highest award presented to a civilian, the Distinguished Service Cross, in 1983.

Memorial contributions in his name may be sent to Hospice of Luke, 56 Medical Group, Attn: Lt. Chisolm, Luke AFB, AZ 85309.

longest of the war until the B-29 entered service - a 14 hours 45 minutes strike from Noemfoer Island against Balikpapan, Borneo. He returned to the United States on December 7, 1944 and was an instructor for the rest of the war.

He retired in 1971 as a Colonel.

Irwin W. Ziff

The Public Affairs Community and the world lost a man of many talents when Irv Ziff died of cancer of the esophagus May 3.

Irv's accomplishments spanned the worlds of aviation, diplomacy, White House service, veteran's affairs, and stage, screen, and television - not bad for a kid from the

Bronx. Best of all, he had a great sense of humor that made the toughest situations tolerable.

His first military experience was when he enlisted in the Navy while a senior in high school in 1945 and was assigned to the V-12 unit at the University of Maryland which he recalled in the following words, "The

For instance, for 10 years before I retired from General Dynamics in 1994 as corporate director of public affairs, I went to the annual Association of the U.S. Army meetings in Washington. Every year at those meetings, I listened to an Army chief of staff tell us that we were the best-trained, best-equipped and most professional fighting force in the world and that we would continue to meet all our national security challenges.

That was and still is nonsense.

In 1970 we had 3.1 million men and women serving in our armed forces, and we were prepared to fight simultaneously in a two-and-a-half war scenario: one major war in Asia, one major war in Europe and a hot spot somewhere else on the globe. Then, after the war in Vietnam, we began to dismantle the military. By 1990, we had only 2.1 million men and women in uniform. And, instead of being ready to fight a two-and-a-half war scenario, it took us six months to gear up to fight a 100-hour ground war in Kuwait. On Jan. 31, 1999, we had only 1.3 million men and women in uniform, and we were spread thin throughout the world. In mid-1999, after a relatively brief air campaign over Kosovo, the Defense Department announced that it had to call up the Reserves and National Guard.

Our military force has always been one of the strongest instruments of national power, but President Clinton has our military serving in more than 100 locations throughout the world, often as little more than an adjunct to the Peace Corps. That is perhaps worthy and honorable but not the purpose of a world-class fighting force. If we have to call up the Reserves and National Guard to support a NATO mission in one tiny part of the world, can you imagine what we will have to do if a really major conflict begins -- say in Korea or some other hot spot -- one that involves a protracted ground war?

I'm waiting for a sitting chief of staff or chairman of the Joint Chiefs of Staff to stand up before Congress and explain how successive presidents have dramatically dismantled what was once an extremely formidable military power; how we are no longer prepared to meet the kind of challenges we have customarily shouldered. I want to hear them explain why we must, as a nation, take immediate and drastic steps to revitalize our military forces, equip them with the latest technology, provide them with an adequate budget that includes enough money to recruit and train enough qualified people to meet our realistic needs,

highlights of my Boot experience were: The introduction to non-Kosher food; my rescue of a fellow Boot from drowning during our swim test; and my selection as Boot company guidon bearer If they would have issued live ammunition during Boot Camp, I might have shot myself"

His Air Force career began during the Korean War as an Aviation Cadet and was commissioned a navigator-bombardier. He served in many assignments, including four years as an assistant air attache at the United States embassy in Paris.

He retired from the Air Force in 1973 as a Lieutenant Colonel, but soon to return to public service and a string of accomplishments in his true love, acting.

Irv was named to the White House Advisory Council on Veterans Affairs by President Ford and to the Holocaust Museum Committee by President Carter. He served as the national executive director for the Jewish War Veterans.

In 1977, the Brooklyn College graduate, who had acted in the New

York's Yiddish theater when a young man, began his professional acting career. He was extremely versatile, equally at home as a leading man, in



a supporting role, or as a character actor in everything from Shakespeare to murder mysteries in venues that ranged from the Kennedy Center to dinner theaters to network television. Irv's credits included hosting the children's show *Sunshine Store*

on WRC-TV, in Washington; appearances in the films *Diner* and *Species 2*; and the Homicide, Life on the Streets television series.

His wife of nearly 40 years, Dr. Selma Ziff, died in 1989. He is survived by four children, Dr. Melody Ziff, of Fairfax; and Amy and Elizabeth Ziff, of New York City; David Ziff, of Arnold, Md., and three grandchildren.

Irv was buried at Arlington National Cemetery. The family asks that donations in his memory be made to a theatrical, military, or Jewish organization of choice.

and enough to increase training and improve supply, maintenance and logistics support.

I want to hear a persuasive argument from the highest-ranking military officers, insisting that these steps be taken immediately, now, this very moment.

We can't wait another day. Pilots are leaving the military in droves, and every service is having a difficult time meeting its recruitment goals. We need to restore the luster that was once part of wearing a military uniform and take community pride in our servicemen and women. But, mostly, we need to return to a reality-based national-defense posture. If we're going to maintain our position as the only major world power, able to provide global humanitarian relief while still providing adequate national security for our own citizens, we simply cannot allow our military to continue to disintegrate.

Donald L. Gilleland of Melbourne retired from the Air Force as a lieutenant colonel in 1984, after serving eight years enlisted in the U.S. Navy and 22 years commissioned in the Air Force.

Published in The Sarasota Herald-Tribune on June 23, 2000

On Jane Fonda's late apology

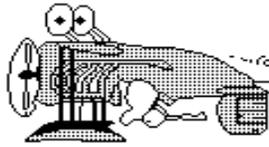
My day was made Wednesday when I saw the photo and caption "Hanoi Jane" photo a 'terrible' memory" in the Herald-Tribune. Jane Fonda now regrets allowing herself to be photographed in Hanoi by the North Vietnamese while she was sitting in one of that country's anti-aircraft gun carriers with North Vietnamese soldiers. It galvanized such hostility. It was the most horrible thing I could have done. It was just thoughtless."

She is absolutely correct in all her comments at this date, 28 years later.

She brought on severe additional pain and torture to many American prisoners of war in the Hanoi area who refused to see her during her communist propaganda visit that defamed the American fighting men and our gallant POWs. In my estimation, she gave aid and comfort to the enemy.

I believe she is still the scorn of 99.1 percent of all veterans from World War II to the present. It will take a much more sincere apology to clear her name from contempt by former honorably serving service personnel.

Jack R. Olsen



Prop Wash & Jet Blast

New Lifers Times Four . . .

Congrats to Paul Cole, Don Hessenflow, Bill Johnson, and Ron Rand who have upgraded to Lifetime Member status.

Welcome Aboard To . . .

Bill Barksdale	Ron Marlar
Jim Benson	Steve Murray
Karen Cordevant	Ronald Scharven
Tim Dougherty	Richard Shelton
Autumn Flack	Jim Skarston
Tom Giannazzo	John Toniolli

Author, Author . . .

Dutch Collins with sports, historical, and veteran's affairs stories in Ohio's *Bellville Star* and *The Morrow County Sentinel*. . . Jon Allen penned "NOT FOR CONTRIBUTION – A Treasury of Public Relations/ Public Affairs Anecdotes;" it's available through our web site at: afpaaa.org – click on AFPAAA Mall then the bookstore to place your order . . . John Peters, PAO for the Naval Facilities Engineering Command's Atlantic Division in Norfolk, received the Society of American Military Engineers' 1999 Toulmin Medal for the two best articles published in the society's magazine, *The Military Engineer*.

Movin' Up, Movin' On . . .

R. J. Hayes named general manager of Middle Tennessee's Regional Hands-On-Science Center; reports son Guy is a 2nd Lieutenant with the B-1B wing at Ellsworth AFB . . . Randy Morger, formerly its manager of public information, selected by Sanders, a Lockheed Martin Company, to succeed Marv Braman who retired April 30, as director of Communications and Administrative Services; . . . John Worthington now senior vice president of corporate communications at Security Service Federal Credit Union, San Antonio; he was its vice president of marketing.

Remember The 'Big One' . . .

World War II, that is. We owe a lot to those who kept this country free by winning that struggle between good and evil. Honor them with a donation to the World War II Memorial being built in Washington. For information on the memorial and how you can make a tax-deductible contribution call 1-800 639-4WW2 or log onto the internet at: www.wwiimemorial.com

And The Air Force Memorial . . .

AFPAAA has gone on record with the National Capital Planning Commission to support the Air Force Memorial stating "The Arlington Ridge site is significant to the men and women of the Air Force because it's several hundred yards from where the first military flight took place on Fort Myer. Perhaps even more significantly, the site is also close to Arlington National Cemetery, where so many brave Air Force veterans lay in their final resting-place." For current info check the

web site: airforcememorial.org; send tax deductible donations to Air Force Memorial Foundation, 1501 Lee Highway, Arlington, VA 22209-1198 or use the United Way/CFC at agency 2101.

We Express Our Gratitude To . . .

The following corporations and individuals generosity helped make our meeting in Long Beach be an outstanding success: Air Force Association - Dan Marrs; Anadarka Corporation - Tony Canino; The Boeing Company - Larry McCracken; The Boeing Company, Long Beach - Larry Whitley & Rick Fuller; Chevron - Mickey Driver; CMS Energy - Shari Stafford; Conoco, Inc. - Sondra Fowler; Cooper Industries - Evelyn Blakely; Duke Energy - Jan Huber; Exxon/Mobil - David L. Baird, Jr.; Lockheed Martin - Hugh Burns; Northrop Grumman - Jim Reinhard; and Jim and Patty Hart . . . also to the committee that did the hard work of putting the meeting together: Lt. Colonel Bob Potter, co-chairman; Major Mary McLeod, program; Rick & Cheri Sanford, hospitality & tours; Lt. Colonel Bruce Gillman, banquet & protocol; Karen Miller, registration; Norman Medland, door prizes; George Sillia, arrangements & media Relations.

Friends Passing . . .

If you were in SAF/PA between 1986 and 1997 and did business with the 'front office', you knew you had a friend in Topsy Taylor. Regrettably, Topsy, 67, lost her battle with breast cancer on July 16th. Since retiring from the Government, she had been the Washington Office Manager for GEC Plc. . . . Secretary of the Air Force Eugene Zuckert, a true believer in Public Affairs, died on June 5th at the age of 88. Jerry Dalton offers the following remembrances: "General Ben LeBailey, Secretary Zuckert and I were talking at a Secretariat Dining Out when General LeMay came up. He asked the Secretary if all the people present worked in the Secretariat. Zuckert rather proudly said "Yes." LeMay pulled a draw on his ever-present cigar, and said, "You've got too many people working for you. I now know where the Air Force's fat in Washington is." Before Zuckert could say anything, LeMay walked away." also "Zuckert was a pretty good squash player, and he often played a game against SecDef McNamara in the Pentagon Athletic Club. One day a reporter said he urgently need to talk to Gen. LeBailey. I told him to come on up. The reporter was very secretive and insisted on shutting the door when he went to Gen Ben's office. A minute later, the door opened and Gen Ben said he had to see the Secretary and for me to entertain the reporter for a few minutes. He returned with that big LeBailey smile on his face. "You're right that Zuckert and McNamara had a big run-in yesterday, but Zuckert's job isn't in jeopardy. He smashed McNamara into the wall in PAC yesterday during a squash match, and McNamara broke his glasses and badly bruised his arm." That was the 'big run in.' As you know the Bamboo Telegraph works fast in Pentagon, and we later had queries from another dozen or so reporters about the big run in between SecAF and SecDef." We lost a good man in Gene Zuckert!

What Happened To Old Whatsizname . . .

Chris Hoppin working on a book about first and last grads in classes at the military academies. If you have any anecdotes or info about top dogs or anchors send them to Chris at 196 Seashore Ave., Peaks Island, Maine 04108 or e-mail to: choppin@aol.com. Questions? Call or fax to: 207 766-2311