

Elections Key AFPAAA Leadership Succession; Five Board Seats Open

The first AFPAAA board election affecting leadership progression will take place this spring when members select five people to serve two-year terms on the Board of Directors.

Any Full Member – retired/separated military or civilian – in good standing can be nominated for the Board. The names of

proposed nominees must be received by the nominating committee in writing with a postmark of not later than March 6.

Only three of the four incumbents – John Gura, Joe Purka, and John Terino – are seeking reelection. Mike McRaney, after serving as board chairman since the Association's founding, is stepping

down. "Under the revisions to AFPAAA's bylaws that became effective following last year's Annual Membership Meeting he will be an ex-officio member of the board and we will continue to benefit from his counsel," AFPAAA President Jim Hart said.

The fifth seat is vacant. It was held by Ron Sconyers who resigned

because of job requirements in December.

As part of the succession plan in the revised bylaws, after the ballots from the election are counted and with the concurrence of the board, the current president, Jim Hart, will become board chairman. If they are reelected, vice-president John Gura will become president and current secretary Joe Purka will become vice-president for the July 2000 through June 2001 period.

The position of secretary will be filled by vote of the board by one of the other board members following the election.

"People who are willing to work hard at doing the daily tasks that keep AFPAAA going and who can move into leadership positions are needed," President Jim Hart said.

"Being a Board member sounds nice, but there is a lot more to running AFPAAA than the general membership sees."

"We need candidates who have recently retired as well as the older retirees. We'd like to have a mix from the enlisted, civilian, and officer communities, including broadcasters and band members," he said.

Candidates from among current Full Members in good standing, including self-nominations, can be proposed by members for placement on the ballot.

Nominations should include a short biography that includes the person's retirement date, career highlights, current occupation, etc., and a head and shoulders photo. They should be sent to:

Mike McRaney

**AFPAAA Nominating Chairman
2400 Old Gun Road East
Midlothian, VA 23113**

Voting will be by mail. The ballots will be mailed to Full Members by May 1 and must be returned by May 25. Results of the election will be announced at the Annual Membership Meeting June 17 and will be posted on the AFPAAA web site– afpaaa.org – and carried in the August issue of *News & Notes*.



The first Public Affairs specialty badges sponsored by the Air Force Public Affairs Alumni Association were presented at the Defense Information School, Fort Meade, Maryland, during December graduation exercises to 14 Air Force PAs by Air Force Director of Public Affairs Colonel Ron Rand (back row, second from left) and AFPAAA Board of Directors Chairman Mike McRaney (back row second from right).

The badges were purchased with a substantial donation by an Association member who desires to remain anonymous. The funds

that were donated will provide badges to Air Force DINFOS graduates for several years.

The graduates were - back row: Lt. Colonel Henry Moore,



DINFOS; Colonel Rand; 1st Lieutenant Philip Nizoloski, National Guard Bureau; 2nd Lieutenant Khalid Cannon, Fairchild AFB; 2nd Lieutenant

Johnny Rea, Randolph AFB; and 1st Lieutenant John Cooper, Barksdale AFB; Mike McRaney; and Louis Timmons, SAF/PA.

In the front row are 2nd Lieutenant David Wilson, McChord AFB; 2nd Lieutenant Autumn Flack, Schriever AFB; 2nd Lieutenant June Grunewald, Eielson AFB; 2nd Lieutenant Enid Perry, National Guard Bureau; 2nd Lieutenant Christopher Watt, Vandenberg AFB; 2nd Lieutenant Renita Carter, Keesler AFB; 2nd Lieutenant Christine Kunz, Dover AFB; and 2nd Lieutenant, Kallie Quinn, Ellsworth AFB.

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AFPAAA Oral Histories Presented to PRSA

Terry Hemeyer: An Upbeat PR Career Began With A Downbeat

by Chuck Lucas

With a bachelor's degree in Music Education in one hand and an Air Force ROTC commission in the other, Terry Hemeyer left Ohio State in 1960, eager for an assignment as an Air Force band leader.

When orders came to report to supply school at Amarillo, Tex., it was not exactly the tune he expected to play.

"I was in shock."

Hiding his baton, Hemeyer aced the 90-day supply course and became the Supply Officer at Kincheloe AFB, Mich.

"Once I got through the first six months I enjoyed the Air Force, but I still had the intent to get into the music program."

His additional-duty role as club officer and a little initiative provided the channel he needed.

"The NORAD Band out of Colorado Springs was touring Canada and they hit Sioux St. Marie, Mich."

Hemeyer got the dance band to play at the club. It gave him an opportunity to have a long talk with the band leader.

"One thing led to another and after three years at Kincheloe, my next assignment was at NORAD." He was the band's assistant conductor and public affairs person. Hemeyer then moved on to the Air Force Academy Band in a similar role.

"I had the dance band and combos and I had the drum and bugle corps . . . and was also booking the band and getting it exposure."

His increased involvement in public appearances prompted an organizational change, placing the band under joint supervision of the Public Affairs Office and the Commandant of Cadets.

He went to Vietnam in 1969 as 7th Air Force Chief of Internal Information.

"There was a guy named Irv Breslauer, who was the colonel. And there was a major named John Barbado. I'm sitting outside the colonel's office . . . the door was open and I hear: 'What the heck is this guy doing here? What has he ever done to be qualified.'"

As Barbado left, he looked at Hemeyer and said: "You might not want to go in there." However, Breslauer was all smiles.

"Welcome boy. We've been waiting for you. Man, get out there and do a good job."

Hemeyer's responsibilities included the command's newspaper, The 7th Air Force News. Terry was proud of the newspaper. "We wanted to do something different . . . I think we were the first base newspaper that published battle damage . . . The paper went to all bases in Vietnam and we wanted to show them the reality of what we were doing there . . ."

He moved on to Hq EUCOM in Stuttgart, Germany. Navy Capt. Pickett Lumpkin was in charge.

"Lumpkin was a super public affairs guy . . . he was the oldest captain in the Navy, and very respected. He had a good rapport with Air Force generals."

Lumpkin told Hemeyer, "Look son, I'm not going to tell you what to do. You are big enough to figure out what you need to do here. His motto was 'Sail your own course, but don't lose sight of the fleet.'"

Army Gen. Alexander Haig went to EUCOM from the White House.

"He was in a holding pattern (for three or four months). He was going to take over SHAPE from Gen. Andrew Goodpaster. It was a very

The Public Relations Society of America (PRSA) received 30 volumes of AFPAAA oral history transcripts at its National Conference in Anaheim, California, October 24.

Former AFPAAA board of directors member Ron Sconyers (left in picture) presented the volumes to the PRSA Foundation President, Joe Curley.

AFPAAA's oral histories provide first person insights into the evolution of military public relations from the onset of World War II through Desert Storm to the middle of this decade.

The transcripts will be available to PRSA members and those conducting research at PRSA's library in New York City. Boston University College of Communication, the University of Florida College of Journalism and Communication, San Diego State University, Purdue University, the University of Texas, and the United States Air Force Academy have also received transcripts.

The goal of the project, which delicate situation. I don't think it had ever happened before."

Hemeyer's assignment was to handle the media for the change of command and to get Haig off on the right foot in Europe.

"General Goodpaster was not happy about this at all . . . He wanted to stay there. He loved it . . . A very senior four-star general giving up his command to a four-star general who had been a lieutenant colonel five years before was dicey . . ."

"The day of the change-of-command ceremony, I got a call and was told Goodpaster didn't feel well. He didn't show up . . . We had to do it with a straight face and we did. Somehow it came out okay."

After four years at EUCOM, Terry went to a training-with-industry program with Hill and Knowlton in New York.

He then went to the Pentagon to join the Public Information staff at SAF-OI under Col. Bill Taylor.

Terry told SAF-OI director Brig. General Jerry Dalton about the media training offered at Hill and Knowlton to executives and industry people who had high profile dealings with news media.

began five years ago, is to collect and preserve first-person accounts of significant Air Force, national, and international events from the public affairs perspective of those who were on the scene.

Among the oral histories presented to PRSA were those of John Dillin, one of the founders of the Florida Public Relations Society;



philanthropist Barney Oldfield; TV and movie producer Bill Coleman, who was instrumental in putting together press operations for America's first space shots; and Ed Robertson, who was the Director of Public

Affairs when Chief of Staff General Mike Dugan was abruptly dismissed for comments to news media during the Gulf War.

Transcripts are available for a tax deductible donation of \$25 each. A full list of transcripts and ordering information is on AFPAAA's web site: www.afpaaa.org or write to:

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

He suggested similar training for the Air Force's top staff.

"We need to do something more than just sit down and tell them what the questions are . . . They need to know how to answer the questions, too."

His proposal was endorsed by Dalton and "eventually every general officer was run through the program. We were fortunate that the Pentagon had a quality broadcast TV studio and a talented guy name Dave Levi running the place."

Hemeyer was selected for below-the-zone promotion to colonel in 1979, but he chose to retire before pinning on his eagles to start a second career as vice president of public relations for Pennzoil Co., in Houston and spent 10 years on its Board of Directors.

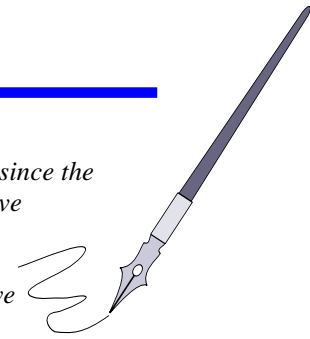
He joined Edelman Public Relations Worldwide in 1996 as executive vice president and general manager of the Houston office. More recently he became professor of Management at Rice University.

Terry and his wife, Gloria, live in Spring, Tex.



Terry Hemeyer in 1996 prior to leaving Pennzoil to join Edelman Public Relations Worldwide.

From The President's Pen



I'm bullish on AFPAAA! As members, you should be too. We have come a long way since the idea of creating this association was first discussed seven years ago. Many people have contributed their time, talents, and money to build what we enjoy today.

As I assess the state of AFPAAA I am struck by the fact that in a relatively short time we have built a very successful organization that is strong and growing, thanks to those visionaries who helped create it. We continue to benefit from their leadership today. Here are a few of the things all of us can point to with pride as members of the Air Force Public Affairs Alumni Association.

Membership – Good membership growth is essential to building a strong organization. We are now at the highest level ever, with 683 members living in 46 states and nine countries overseas. We continue to receive upgrades to Lifetime memberships. Just since our last newsletter we have gained five new Lifetime members for a total of 29. Congratulations and our thanks to Jim Fillmore, George Larrieu, Eddie Lee, Bud Ross and Joe Wagovich for upgrading their memberships to Lifetime. Nine other members are in the process of upgrading.

Finances – Good money management also builds a strong organization. As of December 31, 1999 we had received donations of \$51,145 to The Endowment Fund. This grew to \$60,500 through our investment program and we have another \$23,000 in pledges toward our goal of \$300,000. In addition, we currently have \$68,000 in our bank account and CD's. AFPAAA is in good financial shape.

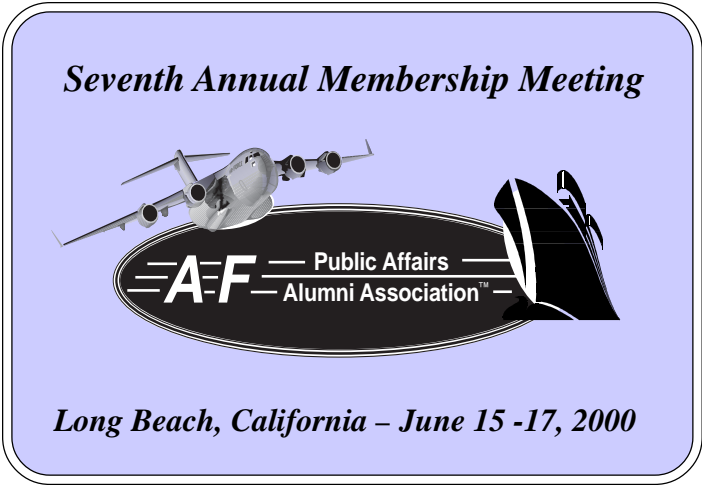
Member Services – From the day AFPAAA was formed your board of directors has focused much of its efforts on developing services for our members. If you would like to review them, go to our web site at www.afpaaa.org/memsvcs. Some members have told me that this newsletter and our annual directory alone are well worth the dues. In addition we publish Oral Histories of PA leaders, "So You're Looking For Another Job . . ." and "Tips for Transition" to the civilian work-place, and AFPAAA helps members save money on books when ordered from our web site Bookstore. The PA Alumni Forum is a valuable communication tool for discussing ideas or issues and seeking counsel from other Public Affairs professionals. As a member you have special access to online Air Force PA resources and current news through USAF TODAY. Our AFPAAA Store is now online and it carries a line of logo items including caps, coffee mugs, lapel pins and shirts. Useful member services that add value are the foundation of a strong organization.

Annual Meetings – Each year we sponsor an annual meeting with excellent speakers, fine food and great fellowship at very interesting places and more features that keep members coming back. Our next meeting will be June 15-18 at Long Beach, California. This year there will be more time for networking and we have increased the number of activities such as panels, briefings, and tours. The 2001 meeting will be in Washington, DC. Through corporate sponsorships and the services of volunteers we are able to keep the meeting content high and the registration price low while providing plenty of time for sight-seeing and visiting with old friends and fellow PAO's. Well planned meetings help keep an organization strong.

Sometimes it is a productive exercise to stop, look around and just count your blessings. Because of strong leadership and a great group of members we are blessed as an association! I know most of you are involved with other organizations so you have a number of benchmarks against which AFPAAA can be measured. As you think of your membership in AFPAAA, I hope you will consider the benefits highlighted above, even if you don't use them all.

It's especially heartening to know from the letters and E-mails we receive that our members appreciate what we are doing. Recently, Colonel Len Brady, USAFR (Ret) made a substantial pledge to the Endowment Fund and he wrote: "This check and pledge are important to me because I owe much to the Air Force and my fellow public affairs officers . . . I have watched AFPAAA grow and I believe that the organization is important and that its leaders have been true to its mission, benefitting both the alumni and the career field." Thank you Len, both for the gift and your confidence in what we are trying to do for our members.

– Jim Hart



Headquarters for AFPAAA’s Seventh Annual Membership Meeting is the WestCoast Long Beach Hotel. A group rate of \$92 plus tax is available. Call (562) 435-7676 – sorry, no 800# available – be sure you say you are with the Air Force Public Affairs meeting in June. Lodging reservations and expenses are the responsibility of attendees. Appropriate casual attire – no shorts, t-shirts, or tank tops, please - is the dress for all daytime activities; coat and tie please for the Saturday reception and dinner. The schedule for the meeting is:

3:35 PM - AFRTS Broadcast Center Briefing
 4 PM - No-host Social Hour
 Special tours, TV show attendance available

Thursday, June 15

3 PM - Registration opens WestCoast Long Beach Hotel
 4 PM to ? - No-host icebreaker WestCoast Long Beach Hotel
 Special tours, TV show attendance available

Friday, June 16

8 AM - Sit-down Breakfast & Presentation by Boeing
 9:30 AM - Boeing C-17 Production Line
 11 AM - Sea Launch Facility
 12:15 PM - Luncheon & Presentation - TBA
 1:45 PM - USAF Space & Missile Center Briefing
 2:40 PM - Edwards Flight Test Center Briefing

Saturday, June 17

8:30 AM - Panel “Hollywood Blue Suits”
 9:40 AM - Today’s Air Force in the Movies Briefing
 10:20 AM - PR/PA Case Study
 11:30 AM - Current PA Hot Spots Briefing
 12:30 PM - SAF/PA Director’s Lunch
 2:00 PM - Annual Membership Meeting
 3:30 PM - No Activities Scheduled
 6:30 PM - Reception & Banquet - Queen Mary

Sunday, June 18

Depart Long Beach

Advance registration fee for members is \$100 (includes one breakfast, two lunches, gala reception & dinner, memento, and registration package); advance registration for nonmembers is \$125 (includes a one-year Full membership or three-year Associate membership, as appropriate). On-site registration is \$125 for members and \$150 for nonmembers. Spouse/guest registration either in advance or on-site is \$85. **Advance registration for the meeting must be received NLT June 1.**

Note: Please call the WestCoast Long Beach Hotel directly for room reservations (562) 435-7676.

Air Force Public Affairs Alumni Association Seventh Annual Membership Meeting Registration

Name: _____ **Phone - Home:** _____ **Office:** _____

Address: _____ **City:** _____ **State:** _____ **Zip:** _____

Spouse’s Name: _____ **Fax:** _____

Please make your check payable to:

I am retired: _____ **I am on active duty:** _____

Air Force Public Affairs Alumni Association
and mail to:

Please make ___ **member reservation(s)** @ \$ 100 _____

Air Force Public Affairs Alumni Association
 P.O. Box 540
 Fairfax, VA 22030-0540

Please make ___ **spouse/guest reservation** @ \$ 85 _____

Please make ___ **nonmember reservation(s)** @ \$ 125 _____

Total number of reservations _____ **Total enclosed \$** _____

Kevin & Miki Krejcarek: AFPAAA's Family Affair

AFPAAA now has a father-daughter active duty PA duo thanks to Lt. Colonel Kevin Krejcarek's gift membership to his daughter, Lieutenant Miki Krejcarek.

Unlike daughter Miki, who took a detour before entering the career field, Public Affairs has been dad Kevin's forte from day one. "I think I've been serving longer in Public Affairs than anyone else currently on active duty," said Kevin, a Lt. Colonel who is chief of plans and policy in the U.S. Pacific Command's Office of Public Affairs. Kevin's career began when he enlisted in 1970.

During his enlisted years he rose to the rank of SSgt. Until he was commissioned through OTS in 1979, he served primarily as a broadcaster with AFRTS in Greenland, Japan, Korea, and on Wake Island during Operation New Life.

Why did Kevin seek a commission? "During my first assignment I was challenged by then Captain Bill Wallisch to get my degree. He was the one who got me on the road to night school and it paid off," he said.

Kevin has had his share of memorable assignments – Fairchild AFB during the Mt. Saint Helen eruption; Hickam AFB during the stay of deposed Philippine President Ferdinand



During Desert Storm Kevin was deputy director of the Joint Information Bureau at Dubai and was promoted to Major by the skipper of the USS Princeton.

Marcos; Addis Ababa, Ethiopia during the search for Congressman Leland; and Dubai during

Operations Desert Shield and Desert Storm. "When an unheard of TDY comes along, many people stay away . . . I've volunteered because that's where the action is. It's these places and TDYs where



The family got together in Hawaii for Christmas and New Year's when this picture was snapped.

I've learned more than in a desk job," Kevin observed.

Miki took a less direct route than her dad into Public Affairs and her assignment at Luke AFB as Chief of Community Relations. Born at Yokota Air Base in 1975 she saw a lot of the world as Kevin's assignments took the family to a variety of places that included Utah, Washington, South Dakota, Germany, and Hawaii.

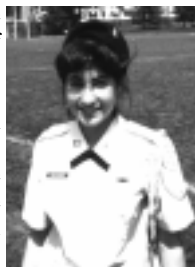
She was in the top one percent of students in South Dakota in 1994 when she graduated from Rapid City Central High School. "Growing up in the military and being exposed to Air Force Junior ROTC in high school were two factors that guided me toward being in the military," she said. Miki wanted to become a veterinarian when she

enrolled at the University of Wisconsin - Madison to major in bacteriology. At the same time she enrolled in AFROTC. That quickly changed when she realized that Air Force vet careers were limited - in her sophomore year she switched to Army ROTC.

By her junior year her interest had shifted to journalism; she changed majors and re-enrolled in AFROTC. She is happy with the decision. "I really enjoy working in Public Affairs . . . keeps me on my feet. You reach into the bag and pull out something different every day."

Kevin is happy too. "My daughter's choosing the military was her own decision. But I'm glad she can be in PA too so I can be her mentor."

she saw a lot of the world as Kevin's assignments took the family to a variety of places that included Utah, Washington, South Dakota, Germany, and Hawaii.



Miki was a flight commander in JROTC at Ramstein AB in 1992.

Lord Guard and Guide...

Ben R. Fern

Ben Roe Fern died from a stroke late last year at his home in Satellite Beach, Florida. He was 82.

Part of the World War II generation, Ben was born in Milford, Ohio, and attended Arizona State University.

He joined the Army Air Corps in 1942 and was commissioned through the Aviation Cadet Program. During WW II Ben piloted C-46s, C-47s, and C-82s in Arabia in the China-Burma-India Theater.

After the war he continued his military career as an Information Officer, retiring in 1962 as a Lt. Colonel. His association with the Air Force continued for another 17 years in the civilian position of Chief of Security Review for Air Force Systems Command at Andrews AFB.

Ben is survived by his wife, Marguerite whom he met during WW II while in training in Miami; and two sons, Robert and Donald.

Ben Fern – A Special Friend

I first met Ben at an AFSC Public Affairs conference in '67. Since '66 I had been assigned as PA Director for AFSC's Special Weapons Center. Ben was at AFSC Headquarters, a valuable fixture: Mr. Security Review! He was the guy to call to get the ungarbled word about what we could or couldn't say.

Ben was, to say the least, comfortable with the status quo. So, when it came to changing a policy or procedure, I soon learned I had to have my act together. When we disagreed, he'd assure me that he'd 'run it up the flag pole.' Win or lose, he'd always call back with the reasoned answer.

Our paths crossed again when I returned to Systems Command as PA Director, Space and Missile Test Center.

On the front burner was planning the announcement that the Air Force would be launching Space Shuttle orbiters from Vandenberg AFB. Ben was still security review chief and in the thick of efforts to get us enough information to deal with the inevitable public and media interest in the Shuttle having two launch bases - NASA's on the East coast and DoD's on the West Coast. Ben knew the need and delivered.

When I joined Hq AFSC/PA as Media Relations Chief – you guessed it – Ben was Security Review Chief. We came to know each other as more than colleagues. His conversations, usually at lunch at the Andrews club, were always marked with good humor; never did I detect an iota of ill-will.

He could spin some delightful yarns disguised as insight or "wisdom." They were actually that – we just didn't realize it then. Ben would discuss his World War II – "the big one" – experiences only when we asked. When he did that, we each gained from his personal experiences, and he helped us realize it was indeed "the big one."

He loved his house in Florida and looked forward to retiring there and enjoying life with Marguerite – with no Beltway hassles. Ben achieved those goals and another one; giving those who worked with him fond memories of knowing and respecting Mr. Security Review.

Ben was fun to work with, and I felt he was "eternal." I'm sad that he's gone.

– John Duemmel

Ivan L. Haines, Jr.

Ivan Lee Haines, Jr., who was a clarinetist with the Air Force Band for 25 years, died at the Skyway Manor assisted living facility in Annapolis of complications from a stroke, October 31. He was 90 years old.

He was born in Canada and was raised in Ohio. Most of his military

career was spent in the Washington, DC area. He retired from the Air Force in the 1960s and lived in Annapolis.

Ivan is survived by his wife of 56 years, Viola; a son Roger L. Haines, Sr.; three grandchildren; 10 great-grandchildren; and one great-great-grandchild.

Air Force Public Affairs Alumni Association Directory Update – February 2000

William C. Anderson
Lt Col
Retired: 1964
Home: 1114 Estates Dr.
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Phone: (707) 399-9029
E-Mail:
lovableandy@compuserve.com

Linda Arnold
CMSgt
Retired: 1997
Home: 1831 Parhaven Dr.
San Antonio, TX 78232
Phone: (210) 496-9732
Business: Executive Sessions
1831 Parhaven Dr.
San Antonio, TX 78232
Phone: (210) 496-6097
Fax: (210) 496-6097
E-Mail: larnold777@aol.com

Brett Ashworth
Capt
Associate
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Warrensburg, MO 64093
Phone: (660) 422-6851
Business: 509BW/PA
509 Spirit Blvd. Suite 111
Whiteman AFB MO 65305
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Fax: (660) 687-7948
E-Mail:
william.ashworth@whiteman.af.mil

Anita Bailey
SMSgt
Associate
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Business: HqAFR
255 2nd Street
Bldg 220 Room 137
Phone: (912) 327-1754
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J. Robert 'Bob' Ballew
Major
Retired: 1999
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Phone: (801) 547-1175
E-Mail: catballew@uswest.net

Jacqueline C. Banks
GS-7
Associate

Home: 1014 Blue Stem Rd.
Enid, OK 73703
Phone: (580) 237-1713
Business: 71 FTW/PA
Vance AFB, OK
Phone: (580) 213-7476
E-Mail:
jacqueline.banks@vance.af.mil

Michael S. Beeman
(Lifetime Founder)
SMSgt/GS-14
Retired: 1994
Home: 67D New England Ave
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Phone: (908) 918-1148
Business: Public Affairs Officer
FEMA Region II
26 Federal Plaza Rm1337
New York, NY 10278-0002
Phone: (212) 225-7764
Fax: (212) 225-7281
E-Mail: mike.beeman@fema.gov

Darren W. Berry
Capt
Associate
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MacDill AFB, FL 33621-5502
Phone: (813) 828-2217
Fax: (813) 828-3653
E-Mail: darren.berry@macdill.af.mil

Temple H. Black
Lt Col
Retired: 1999
Home: 1009 Cheval Pl.
Kenner, LA 70065
Phone: (504) 461-9065

Monty Bodington
Lt Col
Retired: 1978
Home: 5808 Newbury St.
Warrenton, VA 20187
Phone: (540) 347-0403
Business: North American Precip
Syndicate
1819 L Street N.W., Ste 800
Washington, DC 20036
Phone: (202) 347-5000
Fax: (202) 347-2125

Len Brady, Jr.
Col
Associate

Home: 1821 Parfet Estates Drive
Golden, CO 80401-1774
E-Mail: lbrady@ibm.net

Donald A. Braga
SMSgt
Retired: 1981
Home: 822 Halewood Drive
Houston, TX 77062
Phone: (281) 480-1742
Business: City of Houston Safety Office
2700 Dalton
Houston, TX 77017
Phone: (713) 641-7833
Fax: (713) 847-5177
E-Mail: dbraga@iwl.net

Irving H. Breslauer
Col
Retired: 1973
Home: 8 Prairie Crest Dr.
Santa Fe, NM 87505:

Marna Bunger
Civ
Retired: 1986
Home: 456 12th St., Apt 2
Brooklyn, NY 11215
Phone: (718) 832-0822
E-Mail: marna@bungers.com

Napoleon Byars
Lt Col
Retired: 1998
Home: 9510 Sailcloth Place
Burke, VA 22015
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Works, Inc.
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Associate
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E-Mail: kimberly.clow@ramstein.af.mil

Paul Cole
CMSgt
Retired: 1983
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Cibolo, TX 78108
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Michael G. Conley

Col
Retired: 1996
Home: 7227 Gentian Ct.
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Monuments Commission
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Charles D. Cooper

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Tammy Cournoyer

MSgt
Associate
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Seoul Bureau
Phone: DSN 721-7131
Fax: DSN 721-7134
E-Mail: cournoyert@mail.pstripes.osd.mil

Annette Crawford

MSgt
Retired: 1996
Home: 8011 Grimchester
Converse, TX 78109
Phone: (210) 945-0582
Business: Executive Director Boys
Hope Girls Hope
100 Citibank Dr.
San Antonio, TX 78245
Phone: (210) 357-8566
Fax: (210) 677-7446
E-Mail: pollyanna@msn.com

Jan F. Dalby

Lt Col
Retired: 1993
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Tempe, AZ 85283
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JAVA'S UP...

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Air Force Identity, Symbol In Transition

by Senior Airman A.J. Bosker
Air Force Print News

As the Air Force continues its transition to the expeditionary aerospace force, it is focusing its identity to help with recruiting and retention in the new millennium. As part of this effort, officials said they are working to establish a single, compelling theme and symbol to represent the Air Force to its members and the public.

"We want to ensure our core identity is part of our culture and is understood by our own people and the citizens we serve," said Gen. Michael E. Ryan, Air Force chief of staff. "As we enter the 21st century, our identity — who we are, what we do and what we believe — will represent both our heritage and our future.

"We know who we are and what we do," he said. "We want others to know, and we want them to support our Air Force."

Secretary of the Air Force Whit Peters said, "We know Air Force men and women take great pride in what they do. Our identity effort crystallizes what they're thinking. It will foster unity in the Air Force and help the American public understand the worthy work we do — from fighting the nation's wars to peacekeeping to humanitarian relief."

How is the Air Force determining how to express its identity?

"By doing a lot of research," Col. Ron Rand, Air Force director of public affairs, explained.

With the help of a private corporate identity firm, Siegel & Gale, the Air Force spent the past year conducting research among the service and the public to capture the common elements of its identity that have great meaning to bind its people together.

The Air Force committed approximately \$150,000 to research internal and external audiences to determine current

understanding and beliefs held about the Air Force, and approximately \$655,000 to hire Siegel & Gale to help interpret the research and ensure its identity is effectively communicated to Air Force members and potential recruits.

"Since last February, we've conducted seven surveys, held 68 focus groups and interviewed 13 retired four-star generals and 110 other people," Rand said. "We've taken input from about 10,000 people. Of this number, 7,500 were enlisted members, officers, and civilians in the active force, Air National Guard and Air Force Reserve.

The other 2,500 were members of the general public."

This extensive research was used to find strengths and weaknesses in Air Force identity, Rand said. "We found that our people generally feel allegiance to the unit they belong to and to their job, more than they feel part of one big organization."

Research also showed that instead of one unifying theme, the Air Force has many different ways of expressing its identity, he said. In addition, there was little consistency in the visual representation of the Air Force.

"If you look at our base welcome signs, you don't get as much a sense of the Air Force as you do of the units behind the gates," Rand said. "The same applies to our aircraft, our newspapers and home pages, and even our uniforms.

"Unless you have really good eyes and can read the U.S. Air

Force tape on someone's battle dress uniform, you may not know what service he or she represents," he said.

"As for our aircraft, which are seen by millions of people, the tail markings tend to represent the wing and the command. You have to look pretty hard to see U.S. Air Force on our aircraft."

To overcome these inconsistencies, Siegel & Gale identified the four prevailing themes

that emerged from the research: individual achievement, intelligence and technology, core values, and mission. They recommended the focus of the identity be the vital mission the

Air Force performs around the world, because it was the theme that surfaced with the most passion throughout the research. The other three themes will support the mission focus, Rand said.

In characterizing the mission, Siegel & Gale concluded the Air Force is a world-class, mission-ready organization. From this, they recommended the theme "World Ready." They also devised a symbol that captured both the heritage and future of the Air Force. These were presented to Air Force leaders in November. After much discussion, the secretary and chief of staff asked that more development work be done on both the theme and the symbol.

While theme alternatives are still in development, the proposed symbol updates the Hap Arnold wings and star with a more modern, angular design.



U.S. AIR FORCE

An artist's rendition of the proposed new United States Air Force Logo

Three New Items Offered In AFPAAA Store

For a nominal donation members of the Air Force Public Affairs Alumni Association have three new ways to show friends and acquaintances they belong to AFPAAA.

An elegantly simple lapel pin/tie tac in dark blue and silver that will look good on a suit or blouse is now available for just \$5 shipping included.

For when you are outdoors — on the golf course, strolling through a mall, or relaxing in a deck chair on a cruise ship — a white cap embroidered in blue is just the thing to keep the sun out of your eyes. The caps are \$13 delivered to your home.

The third item is a coffee mug that not only touts AFPAAA but has the Public Affairs career field

badge prominently displayed. The mugs are white with the design in



"Many people believe the Hap Arnold emblem is the official Air Force symbol, but it isn't," Rand said. "We don't have an official symbol, and never have had one. With the transition to the EAF and a new millennium, our leadership decided the timing is right to modernize our identity and give us an official symbol which will preserve the heritage of the Arnold wings."

During research, Air Force and public audiences saw various meanings in the new design.

"Most saw an eagle in flight and a medal of valor," he said. "Enlisted members saw their stripes and officers related to the star. Air Force people and civilians alike identified the new symbol with the Air Force's leading edge, aerospace mission.

Don't expect to see changes throughout the Air Force immediately, according to Rand. "There are no final decisions on any of this yet," he said. "We're still working through all the options on the development of the theme, the use of the symbol, and the implementation of both.

"There is no intent to repaint the fleet or change all our base signs overnight," Ryan said. "When we reach a final decision on our identity, we're going to try it on for awhile as we develop a plan to roll it out with minimal disruption and cost."

"We're trying to encapsulate the essence of what it means to be in the Air Force," Peters said. "The Air Force is a wonderful organization. It offers extraordinary opportunities beyond the monetary and the educational benefits that we have been using in recruiting.

"The Air Force is a fast-paced, fun, tough, and rewarding environment. It's about teamwork, patriotic service, and belonging to a world-class organization ready to respond anywhere in the world in a matter of hours. That's what we're trying to communicate. My hope is that this identity effort will do that."

blue and charcoal. The mugs are \$10 with shipping included.

These items, as well as AFPAAA golf shirts, can be ordered from the AFPAAA store on our web site at: www.afpaaa.org Or, send a note specifying what you want and a check payable to AFPAAA to:

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Preparation Key To Post Air Force Career . . .

How and when do you get ready to leave the Air Force? Interesting questions for those on their initial tour of service, as well as those approaching the end of their careers, to consider.

Casey Mahon, who took early retirement as a captain in 1997 and is now Executive Director of College Relations at Red Rocks Community College, Lakewood, Colorado, offers some answers based on his experiences.

"For those on active duty, regardless of when they will separate or retire, they need to constantly think of their post Air Force life. I was fortunate to have good jobs and great opportunities while wearing the blue, all of which were extremely helpful in building an assortment of resumes."

Casey knows not everyone will have whiz-bang assignments, but that is not important. What counts is what you did in the assignment and how you put it into your resume.

"Use the condition, action, result method with quantitative and qualitative data and make sure it relates to the job you are applying for," he says. He also recommends taking advantage of civilian world networking opportunities provided by membership in PRSA or IABC.

"I found first-hand that having an undergraduate and a masters in the communications field can be a tiebreaker," Casey said. "And take advantage of the Transitional Assistance Program. Steve Smith, the TAP Coordinator at the USAFA, did an incredible job with me. I was concerned of the rumors and perceptions that new military retirees have to start at the bottom and work their way back up," he said. "With two small children I had to hope I would come close to

my military salary and benefits."

The results? Casey had sent about 20 resumes when he got his first telephone interview, followed by an all-expense trip for a panel interview, and finally another trip to meet the CEO and executive staff.

"Steve told us in the TAP classes never to accept the first job offer, but once he heard what I was offered he said to forget what he told me," Casey recalled. "This turned into my first job as director of public relations at a medical center in Ames, Iowa."

When Casey and his wife decided they wanted to return to Colorado, he began a non-active, "lazy" job search.

"I guess over the span of six months I responded to about 15 job openings. As with the first job, my first interview on this run turned into a tremendous offer; I called Steve again for advice and he said something to the effect that I'm breaking all of the rules he teaches!"

Casey guesses his successes are out of the ordinary; however, he believes "that filling the holes while still on active duty helped put me where I am today." He is willing to share his experiences and help others if he can. He can be reached by e-mail at: csmahon@aol.com.

For more job hunting and career transition insights consider obtaining "So You're Looking For Another Job . . ." for \$25 and "Tips For Transition" for \$8. These publications were prepared exclusively for the Association and are only available from AFPAAA via our web site at: www.afpaaa.org Or, send a check payable to AFPAAA for the appropriate amount to:

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. . . That Could Lead To Job With Anteon In Dayton

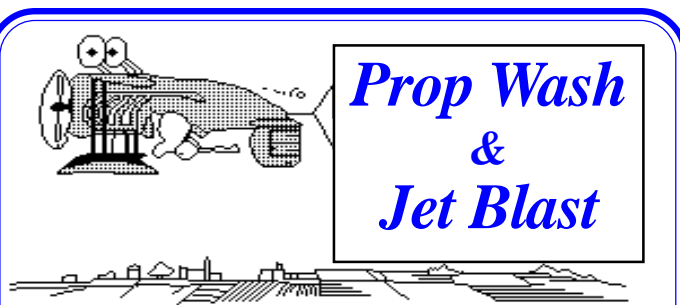
Retired CMSgt Fred Coleman, now with Anteon Corporation in Dayton, Ohio, reports that his company frequently needs to hire people with prior Air Force public affairs experience. The jobs are defense contractor positions and the pay range is negotiable.

Public Affairs professionals that are interested in working in the Dayton area are encouraged to send their resumes to:

Anteon Corporation
Attn: Mike Griffin
5100 Springfield Pike
Suite 509
Dayton, OH 45431-1264

Resumes can also be e-mailed to: fc Coleman@dayton.anteon.com or faxed to (937) 256-1422.

Additional information on these positions can be obtained from Mike Griffin or Fred Coleman at (937) 256-0194 or DSN 785-4689.



Five For Life . . .

Special recognition to Jim Fillmore, George Larrieu, Eddie Lee, Bud Ross, and Joe Wagovich who have upgraded to Lifetime Member status.

Welcome Aboard To . . .

Darren Berry	Virgil Hopper
Donald Braga	Sam Hudspath
Bill Dempsey	Miki Krejcarek
Howard Ellis	David Malakoff
Joan Ferguson	Rick Patrick
Angela Hicks	Walt Rice

Cathy Segal

Korean Network Needs Help . . .

All Air Force Broadcasters who served at AFKN, are asked to help with the network's 50th anniversary. Celebration planners are working on bringing an original member of the six-man team that deployed from Japan in the early days of the war to Korea. They are also looking for airchecks, copies of local programming (news, CI, etc.), or photos from the past 50 years - especially artifacts from 50s to the 70s. Contact Army Sgt. Mike Lavigne via e-mail at: LavigneMJ@AFKN.KOREA.ARMY.MIL

Movin' Up; Movin' On . . .

Congrats to Ron Rand and Jack Rives on selection to Brigadier General . . . Casey Mahon at Red Rocks Community College, Lakewood, Colorado, as Executive Director, College Relations . . . Kathy McCollom is with Avalon Integrated Services in Rosslyn . . . Bob Morris now Director, Institutional Advancement for Germanna Community College, which has campuses in Fredericksburg and Locust Grove, Virginia . . . Lynn Lucchetti retired from AFRES and looking for more worldwide adventures after her recent trip to the Galapagos Islands.

Second SOCAL Social Succeeds . . .

John Gura reports 24 people were at the second Southern California AFPAAA mixer, Friday, Nov. 12. The group, which convened at our Annual Membership Meeting site, the WestCoast Long Beach Hotel, included the Commander of the AFRTS Broadcast Center at March, Colonel Ray Shepherd and his wife; Ron Lamb, the Manager of Communications at TRW's Space & Technology Division; Lt. Colonels Bob Potter and Bruce Gilman of the Space & Missile Systems Center and AF's Entertainment Liaison Office; C.B. Kelly, who was in between tramp steamers; and Boeing's Rick Fuller and wife, who have since headed for Washington, DC.

Omission . . .

We failed to mention in the last issue that Lt. General Woody Hogle is commander of Air Mobility Command's 15th Air Force at Travis, AFB.