

Public Affairs' Lt. Colonel Tadd Sholtis First Air University Ph.D

Lieutenant Colonel Tadd Sholtis, a Life Member of AFPAAA, made history when he was awarded the first Ph.D degree granted by Air University. The doctorate of philosophy in military strategy was conferred November 14.

An Air Force Academy graduate, Colonel Sholtis already had an MA in English literature from Pennsylvania State University, an MS in strategic intelligence from the National Defense Intelligence College, and was a graduate of the Air Force's School of Advanced Air and Space Studies (SAASS) before beginning undertaking his Ph.D. It was SAASS that triggered that effort.

"I really enjoyed SAASS, the seminars, the chance to interact, it was a really good experience for me," he said.

After SAASS, he was chief of the Air Force press desk for a year. Then he deployed to Afghanistan for a year as military public affairs officer for Army Gen. Stanley McChrystal, commander, International Security Assistance Force and U.S. Forces Afghanistan.

"Those two assignments gave me a deep immersion in the way various groups... talk about military operations and come to define strategy," he said.

Titled "Obama In Afghanistan: Strategy As Critical Discourse In America's Longest War" his dissertation explores the relationship between how people discuss strategy and how it is shaped, focusing on the first two years of President Barack Obama's administration.

"I spent a year in the middle of things in Afghanistan, and I was already familiar with the primary sources. I had the background from my own experience," he said. "I wanted to write on something that was timely and fairly important from a major military experience."

Sholtis said people think strategy is a product, a solution to a problem. He found strategy is a process based on the way



Lieutenant Colonel Tadd Sholtis is congratulated by Lieutenant General David S. Fadok, Commander and President, Air University, for earning the first doctorate degree awarded by the school. Looking on is former NBC Nightly News anchor Tom Brokaw who was awarded an honorary degree.

everyone, from politicians and senior military officials down to newspaper reporters and service members in the field, talks about what they are doing.

"That conversation is constantly ongoing, and the strategy is changing and being interpreted," he said. "Strategy's success or failure is measured by the way people talk about it."

Colonel Sholtis is now deputy director of public affairs for Air Combat Command.

Nominees Sought For Board Seats

Six seats are open in AFPAAA's Board of Directors election which will be held in three months. Successful candidates will serve two-year terms beginning on July 1, 2012.

Full members of AFPAAA can run for the open seats by making their proposed candidacy known via e-mail to Chairman of the Board, Bud Ross, by February 1, at: budross@afpaaa.org To be considered for placement on the ballot, potential candidates should send a short, three or four

paragraph resume/biography outlining their qualifications, how they have supported AFPAAA, and why they want to be on the Board of Directors, which includes the possibility of being an officer of AFPAAA. A head and shoulders picture should be provided.

Ballots will be in the April AFPAAA News & Notes. Election results will be announced at the business session of the 19th Annual Membership Meeting, May 5, in St. Louis.



Doug Kennett Honored With Lyman Award



More than four decades of outstanding work in Air Force Public Affairs and industry were recognized by the Aerospace Industries Association presentation of the Lauren D. Lyman Award to AFPAAA Lifetime Founder Doug Kennett. The presentation was made in Washington, D.C. at AIA's Annual 47th Year-End Review and Forecast luncheon December 14.

The award is named after Lauren "Deac" Lyman, a Pulitzer-prize winning aviation reporter for the New York Times who later had a distinguished career as a public relations executive with United Aircraft, a predecessor to United Technologies Corporation. First awarded in 1972, the prize goes to a journalist or public relations professional in aviation who exhibits Lyman's high standard of excellence.

"Doug faced some tough, high-pressure media environments during his career," said Marty Hauser, UTC director of government communications. "He always faced them with one goal in mind - to ensure journalists got the facts they needed and access to tell the aerospace story, both good and bad."

In his Air Force career, Doug handled many high profile media situations, including a 1969 commercial aircraft hijacking in Korea, and calming public fears of potential microwave hazards from a new Air Force ballistic missile warning radar in 1979. The latter earned him the Aviation and Space Writers award as the top public information officer in the federal government.

As director of public affairs for the Air Force Systems Command, Doug led all aspects of media access for the then controversial B-2 Stealth Bomber. As a senior Defense Department briefer, he was lead spokesman for Secretary of Defense William J. Perry trips to former Communist countries in Eastern Europe and to Rwanda in the aftermath of genocide.

He joined McDonnell Douglas Corporation in 1996, coordinating the surprise announcement of the merger with The Boeing Company. He was vice president of communications for Boeing's Aircraft and Missiles division in St. Louis before returning to the Washington, D.C. office in 2002. He retired from Boeing in December 2010.

Special Report

Professional Development Seminar

Air Force Public Affairs held its Professional Development Seminar November 15-17 in Alexandria, Virginia. Former SAF/PA Director of Public Affairs Jerry Dalton was invited to participate, below are his observations.

This was the first conference that had representatives – officer, enlisted and civilian; active duty, Reserves and Guard – from throughout the AF in the CONUS as well as overseas. Equally important, it included Public Affairs people from all levels of command and specialties within Public Affairs: broadcasters, all USAF Bands, and photographers and videographers from three active duty and one Reserve Combat Camera Squadron.

There were about 350 PA people, ranging in grade from airman 2nd class to colonel, plus Brigadier General Les Kodlick and many civilians, attending.

Great, very supportive remarks were delivered by the Secretary of the Air Force, the Assistant Secretary of Defense for Public Affairs, and the Assistant Vice Chief of Staff of the Air Force. It is obvious that the Air Force Public Affairs program has top level support and is considered an essential element of successful command.

The seven civilian speakers, from a former PRSA president and the former vice chairman of Hill & Knowlton to authors of social media and communications techniques books, were right on target. Each knew this Air Force audience; what they had to say was especially pertinent and to the point.

The seminar's breakout sessions were repeated to allow attendees to go to all and benefit from the small group discussions. The MAJCOM PA Directors also had time on the agenda to meet with their people.

Innovative things Air Force Public Affairs has done and is doing that were discussed included:

- Quarterly research called the Air Force Confidence Index, that measures public attitudes toward USAF. This is a breakthrough!
- A comprehensive study on *Where Airmen Get Information*.
- Trademarking the AF symbol, plus more than 1,299 others such as the AF Coat of Arms, the Hap Arnold Wings, unit patches, occupational badges, and the Thunderbirds' logo. There are currently 130 vendors licensed to manufacture and produce items bearing Air Force trademarks, that is a big money maker for the Moral Welfare and Recreation fund.
- The AF Public Affairs Agency in San Antonio performs a number of support activities for AF/PA. For example, they have slots for two E-9 musical arrangers. If a base or command puts together a Power Point briefing or a video about their unit, the arrangers will write an original score that can be used without the need for costly and time-consuming permissions from copyrighted owners of other music.

Chuck Fowler Co-Authors Picture Chronicle Of Little Known Patrol Boats



If you were at AFPAAA's 12th Annual Membership Meeting in Tacoma, Washington, you may recall the Air Force Korean War era patrol boat, P520, we saw (above). Now, that piece of floating Air Force history is part of the little known story of patrol craft operated by the Army and the Air Force, as well as those of the Navy and Coast Guard, told pictorially in AFPAAA member Chuck Fowler's third maritime history book, *Patrol and Rescue Boats on Puget Sound*. The boats were used to pick up downed aircrew members. P520 was restored by a Long Beach shipyard owner and former Korean War era Air Force crash-rescue boat crewman. Chuck, who was a SAC information officer, lives in Olympia, Washington. He is active in the Puget Sound Maritime Historical Society and made sure P520 was docked in Tacoma in 2005 for AFAAA members to tour. His other books, "Tall Ships on Puget Sound" and "Tugboats on Puget Sound," have sold more than 6,000 copies; all his books are published by the nationwide local history press, Arcadia Publishing.

I was impressed!

This was the best, most complete Air Force Public Affairs conference I have ever attended.

My role was that of Senior Mentor. I was charged with meeting and talking to as many people as possible. The seminar had a wonderful program with top-notch speakers delivering important insights and sessions with the chance to exchange information and experiences, but the most important thing I observed was the quality of the people across the Public Affairs spectrum.

They were great, showing sensational enthusiasm for the Air Force and Public Affairs despite manning shortages and many wartime commitments abroad. Their experience level is up too. Most of the folks with whom I talked said their commanders really get what Public Affairs is all about and give them the support they need.

They have concerns, as we all do, about future unknowns, particularly the probable cuts in the DoD/AF budget and the possible further downsizing, closing additional bases, etc.

They are proud to have Les Kodlick as their leader and hope that when he leaves he will be replaced by another experienced PA.

From The President's Pen



It's clear to everyone by now that big changes to our military services are inevitable. The most important question is, will our reduced and reconfigured forces be able to accomplish any future missions the civilian leadership calls upon them to perform?

It's 'way too easy to say, "Just size the force to fit the strategy," or "Just say 'no' when a President asks if an unanticipated mission is do-able." But our history is full of instances where an unprepared military has been ordered into battle in places and for objectives that were not thought of, or actively denied, shortly before. Our own adversarial political process too often has delayed readiness measures, helping to bring on a crisis because an adversary senses opportunity, forcing leaders to respond anyway and putting our forces at great risk.

Korea, June 1950, is a prime example.

True, our intelligence capabilities are hugely better than in those days. Our world is much more interdependent economically. And with any luck the lessons of history have been learned. Our leaders, we hope, will engage wisely and constructively with the rest of the world without signaling irresolution or engaging in conflict beyond our capacity to respond. So-called "soft power" will be put to an unprecedented test. Air, space and sea power will grow in importance (but probably not in size) and active duty land forces will likely shrink. Allies and adversaries might change in capabilities and intentions. We are in for "interesting times," for sure.

But people, as always, will be key. The new programs and policies must not only save money, they must continue to attract and retain qualified, dedicated people. Our members are informed, articulate and still dedicated to the mission. While AFPAAA itself cannot lobby, all of us as individuals should try to stay abreast of proposals going before Congress and add our voices to the debate. Work through member organizations of the Military Coalition such as MOAA, American Legion, and the Air Force Association, and communicate individually with your own U.S. Senators and Representatives. Write op-ed articles, blog, whatever. Just share your views and expertise. We can't afford yet another "hollow force" episode.

One likely impact of reduced defense spending might be a reduction in corporate support for AFPAAA's annual meetings. Thanks to Treasurer Jim Hart, AFPAAA's leadership anticipated this years ago, establishing an endowment fund that someday could be called upon to produce income to make up for this shortfall. Your contributions to the Centurion Fund keep us on target. We will continue to provide the best annual conference experience at lowest possible cost. Check hotel registration information on page four, and we'll see you in St. Louis May 3-5!

– Mark Foutch

Make Your Hotel Reservations Now For Annual Meeting

Details for our 19th Annual Membership Meeting, May 3-5, in St. Louis, Missouri, are being worked out, but it's not too early to make hotel reservations to take advantage of great AFPAAA rates.

The Hilton St. Louis Frontenac is the meeting headquarters. Our special rate is \$85 per night plus tax. Call 1 800 325-7800 or 314 993-1100 and ask for the AFPAAA rate (Group Code: AFPAA). Reservations must be made by April 19 for the AFPAAA rate. Cancellations

can be made until 4 PM day of arrival. The hotel website is: www.stlouisfrontenac.hilton.com

Our discounted rate is good for 3 days before and 3 days after our meeting. That gives us up to six additional days to take advantage of the many sites and activities available in the St. Louis area, such as the Gateway Arch, a St. Louis Cardinal baseball game, the Budweiser Brewery and its famous Clydesdale horses, or a narrated

cruise down the Mississippi on a 19th century paddle-wheel boat replica.

Annual Meeting Chairman Linda Arnold and On-site Chairman Pat Maloney are working with Air Mobility Command at Scott AFB on possible tours and "re-Bluing" briefings, as well as optional activities, including golf.

Full details—from the ice breaker reception Thursday, May 3, to the closing banquet Saturday, May 5—and the meeting registration form will be in April's News & Notes.

Directory Updates



Directory Updates

Additions

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Lord Guard & Guide

Marvin J. Harris

Marv Harris died December 9th in Alexandria, Virginia, after a lengthy struggle with cancer. He was 67 and was interred in a family cemetery in Asheville, North Carolina.

Marv had two distinguished careers of service to the United States; first in the Air Force, and then with the Military Officers Association of America.

He graduated in 1966 from Principia College, Elsah, Illinois, and was commissioned in the Air Force that August. During the next 30 years he served in a variety of positions that included White House Military Social Aide to the President, Chief of Air Force Media Relations and Deputy Director of Air Force Public Affairs in the Pentagon. His last assignment before his retirement as a colonel in 1996 was Deputy Director of the American Forces Information Service.

Marv then became Director of Public Relations for the Military Officers Association of America, a post he held until June 2011. "Marv loved MOAA, our members and our mission," Vice Admiral Norb Ryan, Jr., MOAA President said, "and he made huge contributions during the past 15 years . . . he will be sorely missed and will always be part of the MOAA family." Prior to his passing, MOAA renamed its top annual council and chapeter communications award *The Colonel Marvin J. Harris Communications Award*; Marv was very proud of that honor.

He had Masters Degrees in Business from Eastern New Mexico University and in Public Relations from American University. He was a graduate of the Armed Forces Staff College and the Air War College, and was nationally accredited by the Public Relations Society of America. A lifelong member of The Christian Science Church, Marv is survived by his mother, Ethel Lee Harris, of Alexandria, Virginia. Memorials to Marv may be made by contributing in his name to the Military Officers Association of America's Scholarship Fund.

He was known as "Marvelous Marv," a richly deserved sobriquet. I first met then Captain Harris in 1972 when we were at separate bases in South Korea. I recognized his leadership and potential right away when his office received an "Outstanding" from the 314th Air Division Office of the Inspector General. How many of us, I wonder, can lay claim to that accomplishment? I can't. Over the years, Marv moved on to more and more challenging assignments – all accomplished in the same outstanding manner as in Korea. Although he claimed me as a mentor, it was I who learned a lot from Marv. Rest in peace, dear friend.

– Dave Shea

What a shock! I hadn't seen Marv for some time so I did not know he was in poor health. Marv was one of the true professionals of the PAO's I know. I always enjoyed his company and his insightful mind on communications matters. This is a real loss to MOAA and to our Public Affairs community.

– Art Dederick

My friend Marv. Who could ever match the quiet, gentle, consummate and precise professional manner of Marv? My late Mom once commented "Colonel Harris was the most professional and polite officer she met at the party" after one of our SAF/PA socials she attended, and compliments didn't come easily from her. Marv was a good friend, a reliable and wise advisor and always an enjoyable and fun colleague to be around. He was a private man. You are missed Marv and God rest your soul.

– Mike McRaney

Colonel Marv Harris had a distinguished career in Air Force Public Affairs that spanned from the White House to the Pentagon, and then continued to serve the military after retirement. My time with Marv came while he was Deputy Director at SAF/PA during four of the most challenging years when General Tony McPeak was CSAF and the Air Force was downsizing, following Desert Storm. Not only did Marv provide outstanding leadership to the public affairs team, but he also served several SAF/PA directors during those years, and was a critical link between them, CSAF, and the Secretary. I watched him do amazing work. I admired his finesse and ability to keep things running smoothly as we navigated the rough seas of dramatic change in the "front office" and all of PA. Through it all, he was calm, proud, professional, and passionate in his support of those who made U. S. Air Force Public Affairs work. Marv, you were a dear friend and will be missed by all of us.

– Jim Hart

We've all lost a real PA professional and a great friend. Marv took it to a new level wherever he served. He left a legacy with the Air Force and then with the Military Officers Association of America. We'll miss him and his continuing contributions to our profession. Our sincere condolences go to his family and his many friends.

– Mark Foutch

The USAF Public Affairs and retired military communities lost a true leader, mentor and friend when Marv Harris passed. I was proud to have served two Pentagon tours with Marv and to learn from one of the best PAO's the Air Force ever had. Marv was always cool under fire and provided our Air Force senior leaders with not what they wanted to hear but what they needed to hear. He

was a behind-the-scenes guy by choice and never sought the spotlight for himself. Marv was committed to the professional development of his officers and NCOs and spent much of his time making us all better. We'll miss you, Marv -- you will not be forgotten!

– Art Forster

Marv was the consummate professional and a cherished friend and mentor. He was an outstanding patriot for his country and never tired of helping the active and retired military. Many knew him as a gentleman personified with a great sense of humor.

He encouraged me to go into Air Force Public Affairs while I was visiting the Pentagon serving as an aide to a general officer. I later served with him in SAF/PA and when he was Director of Public Affairs at Air Training Command. I never stopped learning from him. When I had lunch with him over a year ago, he was still giving me good advice.

Defense officials and commanders of every rank respected and called on Marv for counsel. He knew everyone and was extremely wise and knowledgeable. He could handle the most incredible problem or unique situation from protocol concerns to media advice on critical defense issues.

When I was Chief, Community Relations in the extremely socially active San Antonio area, Marv was known as "Mr. Protocol". There's no one who knew how to "work a room" better than Marv. Before you entered the room, Marv could present a mental ops plan of who to talk to, in what order and even how to attack the best food on the banquet table—always go for the large shrimp!

After retirement, Marv continued to serve the military as the Public Relations Director for the Military Officers Association of America. Again, Marv was the one many of the retired would seek personal assistance from during family hardships and tragedies.

Our condolences go to his beloved mother and family. We will miss this gentleman greatly!

– Sam Martin

FIRST CLASS POSTAGE

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*Get Great Hotel Rates For
Our Annual Membership
Meeting In St. Louis
May 3-5
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