

Annual Membership Meeting  
San Antonio, May 8-11, 2014



## ALERT! ALERT! ALERT!

Because of changes in San Antonio's Fiesta schedule that affect our planned activities, the dates of the 2014 Annual Membership Meeting have been changed to May 8-11. We apologize for any inconvenience this causes. Full details and registration information are on pages 5-6 or on our web site at: <http://www.afpaaa.org/annualmeet.html>



**Public Affairs  
Alumni  
Association™**

**News  
&  
Notes**

January 2014

## *Five Wounded Warrior Sponsorships Available At San Antonio Dinner*

Five opportunities remain to honor and help rehabilitate wounded warriors by sponsoring them at our 21st Annual Membership Meeting's banquet in San Antonio, Saturday, May 10. Each \$120 sponsorship will be for either two warriors or a warrior and an escort.

AFPAAA has worked with the San Antonio Military Medical Center's Warrior and Family Support Center to extend the invitations as

part of the rehabilitation program that includes assisting the warriors in feeling comfortable in social settings.

Sponsors will meet their duo prior to the reception and banquet. They will have reserved seating at a table for eight and the option of filling the remaining seats with whomever they wish. If you want to be a sponsor, contact Linda Arnold now at [arnold777@satx.rr.com](mailto:arnold777@satx.rr.com)

and documentaries on a third wall, the funds will be used for a LED display that features PA activities and personnel on another wall, and an exhibit of the Air Force in current movies

and documentaries on a third wall. It was requested that a permanent plaque crediting AFPAAA's for its support of the refurbishment be provided.

## **AFPAAA Offers Funds For SAF/PA Conference Room Update That Will Honor PAs Who Died In Line Of Duty**

Pending approval of the Air Force General Counsel, AFPAAA's Board of Directors has authorized funds to update SAF/PA's conference room.

In a letter to SAF/PA Director Brigadier General Les Kodlick, AFPAAA Board Chairman Mike Cox said, "I am pleased to

report that the Air Force Public Affairs Alumni Association will provide funding up to \$3,000 for development and installation of the SAF/PA Conference Room exhibit honoring PA team members who have died in the line of duty."

In addition to the memorial

## **Six Seats Open For Upcoming Board Of Directors Election; Nominations Due Feb. 1**

AFPAAA's Board of Directors election is in three months. Any Full Member of AFPAAA in good standing can run for one of the six open seats, which carry a two-year term beginning July 1.

Potential candidates should make their candidacy known by February 1 to the nominating committee headed by Mike Cox. E-mail nominations should be sent to: [mhc2020@sbcglobal.net](mailto:mhc2020@sbcglobal.net)

Those seeking office should include a short, one or two paragraph resume/biography that would

encourage members to vote for them if accepted by the committee for placement on the ballot.

It should briefly sketch their qualifications; how they have supported AFPAAA, and why they want to be on the Board of Directors. A head and shoulders picture, either jpeg or TIFF format, or a print suitable for scanning, should be provided.

All potential candidates should understand that implicit in board membership is their willingness to enter the leadership progression to become secretary, vice president,

and ultimately chairman of the board.

Election ballots will be in the April issue of AFPAAA News & Notes and on-line voting via the AFPAAA web site will also be available at that time. Election results will be announced during the business session of AFPAAA's 21st Annual Membership Meeting, Saturday, May 10, in San Antonio, Texas.

The six incumbents, Dick Abel, Judy Bivens, Larry Clavette, John Gura, Jim Hart, and Johnny Whitaker, will seek reelection.

# Lord Guard & Guide

## Hugh P. Burns

Hugh Burns died at his home in Lorton, Virginia, on November 2, after a lengthy battle with cancer. He was born in Patterson, New Jersey, and grew up in Greenbelt, Maryland. After graduating from DeMatha High School, he attended the University of Maryland graduating in 1962 with a commission as an Air Force officer. He earned a Masters degrees in Public Administration from Central Michigan University and in Communications from Boston University.

Among his many assignments in a 22-year career Hugh served at the Joint Casualty Resolution Center in Thailand, and two tours at the Pentagon. He retired as a lieutenant Colonel.

In 1985 Hugh joined the Lockheed Corporation as Corporate Director of News and Information. When Lockheed and Martin Marietta merged he became Director, Marketing Communications, a position he held until he retired in 2001.

He is survived by his wife Teresa and children Dany, Brian, Mary, and Chris. Donations in Hugh's memory can be made to the Multiple Myeloma Research Foundation, 383 Main Ave., 5th Floor, Norwalk, CT 06851, or [www.themmr.org](http://www.themmr.org)

It was my great good fortune to know and work closely with Hugh Burns for forty years. He was my colleague, mentor, and dear friend during much of my Air Force career and throughout my years with Lockheed Martin.

I met Hugh in Thule Greenland following the 1968 B-52 nuclear accident. DoD had resolved to avoid the PA mistakes made two years earlier at Polomares, Spain, and Colonel Al Lynn and Hugh were on the first team to Thule from SAC Headquarters. The same day, Colonel Bill Helmantoler and I left from Washington on a Super Constellation loaded with Washington-based reporters. In 24-hour darkness and minus 75 temperatures, Hugh and I ran an around the clock press center; arranged photo runs by dog sled to the crash site; refereed at our extensive filing center (typewriters and one open phone line to Washington); somehow avoided being trampled in OSD vs SAC contests between Colonels Bill and Al; and became life-long friends.

We were classmates in 1970 at the Boston University AFIT Masters program, and together again at PACAF Headquarters in 1978. Our wives, Kay

and Teresa, also became close friends.

As Lockheed's Corporate Director of News and Information, he earned the trust and respect of everyone in Washington who covered the defense industry.

In 1986, Hugh called me to say Lockheed had bought a large defense electronics company, Sanders Associates, in New Hampshire. A year later, knowing I was ready to retire, Hugh called again to ask if I'd like to meet with the Sanders CEO. I joined Lockheed and for the next 14 years my good friend was a constant source of assistance and wise counsel — covering my six o'clock at Corporate Headquarters.

On November 2, I lost a much loved and respected friend. Those who gathered to celebrate Hugh's life shared common recollections: he possessed incomparable personal and professional integrity; he was someone who actively sought tough challenges which he always met with great skill and unfailing good humor. Despite his many successes, he was always known for his self-effacing manner. Finally, Hugh was a man of great strength and courage — which he demonstrated throughout his arduous struggle with multiple Myeloma.

I'll always be indebted to Hugh Burns, my esteemed colleague, mentor, and good friend. Our prayers are with Teresa and all the Burns family.

— **Marv Braman**

*Although I never had the opportunity to work with Hugh while we were on active duty, we became friends and colleagues in the defense industry. He was with Lockheed in its Washington office when I was in my final year before retirement in 1988. He was extremely generous with his time and advice on making a smooth transition from the Air Force to a PR position with Hughes Aircraft Company. I'll never forget his kindness.*

*We lost another giant in Air Force public affairs. Rest in peace, my friend.*

— **Dave Shea**

Hugh and I never served together during our Air Force careers except for a brief time in the Pentagon, it was ironic that we would connect during our "after-life" in the Washington, DC aerospace community. My company, Aerojet, provided space propulsion systems for Lockheed-Martin's Titan launch vehicles, so to coin an aerospace term, it was my position to "suck up" to the prime. During that time, Hugh and I, without either one of us knowing it, within two weeks of

each other bought retirement homes in Swan Point, Maryland. During the ten years that followed, Jeanne and I really got to know and appreciate Hugh and Teresa in a close, personal relationship. We boated together on the Potomac River, shared remembrances of our Air Force experiences, and talked very candidly about our feelings regarding family, religion, and our desire to "pay it forward" to those who had mentored us during our careers. Selfishly, I admit that I also relished the opportunity to beat Hugh in our games of SCRABBLE and RUMMIKUB during frequent weekend get-together, the one time that the sub-contractor got the upper hand on the prime! I miss Hugh. Our personal relationship was short-lived, but it will be long remembered.

— **Don Brownlee**

*In 1974, I succeeded Hugh as the Public Affairs Officer for the Joint Casualty Resolution Center (JCRC), headquartered at Nakhon Phanom, Thailand, about four miles from the Laotian border.*

*It was our job to locate, exhume and repatriate remains of Americans Missing in Action in Southeast Asia. I accompanied search and recovery teams all over South Vietnam during my tour of duty. Everywhere I went, I was treated as a professional, with courtesy and respect, principally because of the incredible esteem American, Thai, and South Vietnam military officials had for the work Hugh Burns had done before me.*

*Whenever Hugh or I were in Saigon, the American Embassy relied on us to be its spokesmen on casualty resolution matters. I was proud of the work we did, because we helped bring closure to many of the families of those missing in action. Nothing else we ever did in the military could compare to that.*

*Whatever success I had during my tenure was possible because of the professionalism Hugh Burns brought to the job, which set the stage for my work. My time with the JCRC was the absolute highlight of my military career. I suspect it may well have been the same for Hugh, because he was a consummate professional who knew that the work we did was incredibly important to the families of those who were Missing in Action.*

*I'm sure Hugh will be missed by his friends and colleagues throughout the Public Affairs community.*

— **Donald Gilleland**

Hugh was a friend and a loyal, professional team member when I was SAF/PA director. Losing Hugh is a loss for the entire PA team. He will be missed and I am reminded "absent from the body and present with the Lord."

— **Dick Abel**

# From The President's Pen



*Happy New Year!*

*I hope everyone had a great Holiday Season! 2013 had its challenges and surprises and I expect we will see the same in the coming year.*

*Our DoD and Air Force leadership has started addressing personnel costs within the Defense and individual services budgets. The latest figure being cited is 50% of the annual budgets go to personnel related expenses. We all know what's coming – possible benefit reductions and force reductions.*

*Recently, the Board participated in a conference call with SAF/PA Director Brigadier General Les Kodlick. General Kodlick was very candid in his discussion of the future of Air Force Public Affairs. He praised the cadre of future leaders of our career field but, at the same time, warned of the extreme challenges they will be facing to “do more with less”. Sound familiar?*

*I extend your Board's apologies for the unexpected change of date for our Annual Meeting to May 8-11. When San Antonio extended their Fiesta celebration to include our original dates and Lackland decided to stand down on the Friday of our meeting, we realized it would be impossible to put together an interesting and appropriate program for you. With the new dates, Linda Arnold and her committee are back on track to host one of the best gatherings ever.*

*This issue of “New and Notes” contains everything you need to know about our annual meeting. Please take this opportunity to register early. You can register online or by using the form and following the instructions on pages 5 & 6. And we urge you to consider sponsoring a Wounded Warrior at our annual banquet.*

*– Phil Ratliff*

# PRSA's Moving Veterans Forward Initiative Aids Those Leaving Military Public Affairs In Employment Search

The Public Relations Society of America (PRSA) announced on November 11 a Moving Veterans Forward initiative to assist military public affairs professionals in transitioning from the military to the civilian workforce.

"I am so proud to have the opportunity this Veterans Day to introduce this incredible program to our military personnel," said PRSA Chair and CEO Mickey G. Nall, APR, Fellow PRSA. "The men and women in our military ranks have made great sacrifices to serve America; this is but a small thank you from us to them for their dedication."

Transitioning from military to civilian life can often be a challenge, Nall observed. Many men and women find it difficult to explain how their military skills translate into civilian

roles. This difficulty is reflected in the higher than average unemployment rate of military men and women.

The initiative provides tools for those leaving the military and civilian employers.

For those exiting the military who qualify, PRSA offers a free one-year membership and a career toolkit that includes such things as resume writing tips, networking information, and job interviewing tips and techniques.

There is also an employer toolkit that will help those unfamiliar with military life by explaining military culture, the different types of military service, and how to convert military into civilian qualifications. Additional resources include information on:

- How to create a culturally sensitive new hire orientation plan.

- Various tax incentives offered for hiring veterans.

- Creating a veteran-friendly workplace.

The toolkits will educate and prepare the job seeker and the employer throughout the hiring process.

To encourage those leaving the military to take advantage of the program, the Moving Veterans Forward initiative includes personal tips, recommendations, and success stories from those who have effectively transitioned to successful public relations careers.

The toolkits and other resources, as well as the complimentary PRSA membership criteria can be viewed at the Veterans Moving Forward section of the PRSA web site: <http://www.prsa.org/jobcenter/military/>

## Dick Abel Elected To FCA Hall of Champions

Dick Abel, a member of AFPAAA's Board of Directors has been elected to the Fellowship of Christian Athlete's (FCA) Hall of Champions. He was selected with San Diego area wrestling coach Jose Campo, former Texas A & M and Sam Houston State baseball coach Mark Johnson, and FCA Lacrosse and FCA Maryland board of directors chair Frank Kelly III. There are now 82 people in the Hall.

"This is a tremendous class entering the Hall of Champions," Les Steckel, FCA President and CEO said. "These four men have spent decades making a tremendous impact on the world for Jesus Christ through the Fellowship of Christian Athletes. They epitomize

FCA's core values of integrity, serving, teamwork and excellence." Plaques with a sculpted likenesses of the inductees are in the Hall of Champions in FCA's National Support Center in Kansas City, and each of them received a replicas of their plaques.

Abel's ties to the Fellowship of Christian Athlete's date to his days as an assistant football coach at the United States Air Force Academy in the 1960's. He has



been active with and initiated FCA programs wherever he has been. Dick developed FCA's inner city outreach and ministry to women athletes. Under his leadership, computerization of FCA camp registration and merchandise was initiated.

He served on FCA's Virginia state board and the national board, and was national president from 1988-92.

The Hall of Champions was established in 1991. Those in the Hall are considered volunteer "All Stars" who have given above and beyond the call of duty and have upheld the Four Core Values of FCA – Integrity, Service, Teamwork and Excellence.

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**Membership Information:** Those who have served in Air Force Public Affairs, an Air Force Band, as an Air Force Broadcaster, or in the multimedia career fields, as either military or civilian, are eligible for *Full Membership*. Current or former members of those career fields, still on active duty, or in the Guard or Reserve are eligible for *Associate Membership*. **Membership Rates:** Lifetime \$300 (payable in four quarterly \$75 installments); Full Membership, one-year \$25 or three years \$50. Associate Membership, one-year \$10 or three years \$20. Membership applications are available at [www.afpaaa.org](http://www.afpaaa.org) **Board of Directors and Officers:** Chairman, Mike Cox; President, Phil Ratliff; Vice President, Clem Gaines; Secretary, Larry Clavette; Treasurer, Jim Hart; Dick Abel, Judy Bivens, Jay DeFrank, Tom Dolney, Art Forster, John Gura, John Terino, Johnny Whitaker. **Committee Chairmen:** Annual Meeting, Clem Gaines; Communications, John Terino; Development, Joe Purka; Elections, Kathy McCollom; Finance, Jim Hart; Membership, Neil Buttimer; Oral History & Website, John Gura.

## Annual Meeting Registration



**SAN ANTONIO \* MAY 8-11, 2014**

**Please Print. Items 1-9 are required.**

1. Name: \_\_\_\_\_
2. Address: \_\_\_\_\_  
\_\_\_\_\_
3. E-Mail: \_\_\_\_\_
4. Phone: (\_\_\_\_) \_\_\_\_\_
5. Cell/Mobile Phone: (\_\_\_\_) \_\_\_\_\_
6. Guest Names: \_\_\_\_\_  
\_\_\_\_\_
7. How do you want name(s) to appear on badges?  
\_\_\_\_\_

8. Are you a new member?  Yes  No
9. Is this your first Annual Meeting?  Yes  No

10. **Full Registration:** Includes all events on Thursday, Friday & Saturday
- |  |                                     |
|--|-------------------------------------|
|  | Members ____ x \$175 = \$ _____     |
|  | Guests ____ x \$160 = \$ _____      |
|  | Non Members ____ x \$250 = \$ _____ |
11. Indicate meal choices for Saturday Banquet \_\_\_Beef \_\_\_Chicken
12. How many in your party on the Base tour on Friday, May 9? \_\_\_\_\_
- (If making Full Registration(s) skip to #19. Optional Dinners)*

### Individual Event Registration:

- |                                                                                                                   |                                    |
|-------------------------------------------------------------------------------------------------------------------|------------------------------------|
| 13. <b>Ice Breaker Reception ONLY - Thurs, May 8</b>                                                              | Members ____ x \$15 = \$ _____     |
|                                                                                                                   | Guests ____ x \$15 = \$ _____      |
|                                                                                                                   | Non Members ____ x \$20 = \$ _____ |
|                                                                                                                   |                                    |
| 14. <b>Base Tour ONLY - Friday, May 9</b><br>Includes Transportation & President's Luncheon                       | Members ____ x \$70 = \$ _____     |
|                                                                                                                   | Guests ____ x \$70 = \$ _____      |
|                                                                                                                   | Non Members ____ x \$80 = \$ _____ |
|                                                                                                                   |                                    |
| 15. <b>President's Luncheon ONLY - Fri, May 9</b>                                                                 | Members ____ x \$30 = \$ _____     |
|                                                                                                                   | Guests ____ x \$30 = \$ _____      |
|                                                                                                                   | Non Members ____ x \$40 = \$ _____ |
|                                                                                                                   |                                    |
| 16. <b>Re-Bluing Briefings &amp; SAFPA Lunch ONLY - Sat, May 10</b><br>Includes Lunch & Annual Membership Meeting | Members ____ x \$45 = \$ _____     |
|                                                                                                                   | Guests ____ x \$45 = \$ _____      |
|                                                                                                                   | Non Members ____ x \$55 = \$ _____ |
|                                                                                                                   |                                    |
| 17. <b>Annual Reception &amp; Banquet ONLY - Sat, May 10</b>                                                      | Members ____ x \$70 = \$ _____     |
| 18. Indicate Banquet meal choice(s) _____ Beef _____ Chicken                                                      | Guests ____ x \$70 = \$ _____      |
|                                                                                                                   | Non Members ____ x \$80 = \$ _____ |

19. **Optional Dinners - Friday, May 9 (See Reverse for details)**      Optional Dinner Total = \$ \_\_\_\_\_
- Did you miss anything? Please check.**      **Total to be Remitted \$ \_\_\_\_\_**  
 Remember, Items 1-9 are required.      *(Enter amount at #22 on reverse.)*

**See Reverse for Optional Dinner & Payment details.**





*Welcome Aboard To . . . new members Alan Peissig, Darrell L. Reedy, and Jon Rosell.*

*Sequestration's Impact . . . "Air Force readiness has suffered an "increased level of risk' because of sequestration," according to Under Secretary of the Air Force Eric Fanning.*

*Describing the readiness situation as "murky," Fanning summarized the risk decreased readiness could mean for the Air Force.*

*It's the "risk that fewer of our Airmen and fewer of our planes will come back (from operations)."*

*The Air Force sees readiness as aircraft and Airmen ready to respond at a moment's notice.*

*"We have to be able to move right away," he said. "The sequester does not allow us to maintain our readiness model through the next five years."*

*Under sequestration, the Air Force, along with its sister services, have to make significant cuts rapidly.*

*"There's no ramp built into sequestration. The cuts are instantaneous." To meet the cuts required by sequestration, the Air Force will have to cut approximately 25,000 Airmen and 550 aircraft.*

*"We don't get savings by taking a squadron from*

*every fleet," he said. "You have to take the entire fleet and everything that surrounds them. It's a tremendous hit for readiness; all the services are feeling it," Fanning said.*

*Our Condolences . . . to Harry Zubkoff, whose wife Jeanette passed away on November 30. The Zubkoffs were married for 70 years.*

*Deborah Lee James . . . is the new Secretary of the Air Force. She replaces Acting Secretary Eric Fanning, who has led the service since the retirement of Secretary Michael Donley in June. She is the second woman to be SECAF; Sheila E. Widnall held the post from August 1993 until October 1997.*



*We Mourn . . . Brigadier General James Robinson "Robbie" Risner who passed away October 22 at the age of 88.*

*A Korean War ace credited with eight MiG-15s, he was an F-105 pilot in Vietnam. Shot down twice: rescued the first time but captured the second time, Risner spent 7 1/2 years as a POW, three years of that time in solitary confinement.*

*Another Centurion . . . thanks to Lifetime Founder member Wayne Corbett for his donation to AFPAAA's Centurion Fund. Centurion donations go to our endowment which supports the future operations of the association.*

## **Jerry Dalton's And Vegas Speaker Gail Peck's Active Duty Careers Recognized**

The Air Force Public Affairs Agency has selected for inclusion in the Veterans In Blue project AFPAAA Lifetime Founder and former SAF/PA Director Brigadier General H. J. 'Jerry' Dalton and retired Colonel Gaillard 'Gail' Peck, who briefed us in Las Vegas about the establishment of the MiG squadron at Tonapah that enabled more than 6,000 Air Force, Navy, and Marine pilots to be trained to counter potential adversaries.

With the motto 'Every Airman Has A Story,' the project showcases Air Force veterans, enlisted and officer, old and new who have helped shape the service. In November, the Air Force Public Affairs Agency launched Volume Four of the project, which includes Dalton and Peck. The volume encompasses a portrait collection of men and women who have aided in making the Air Force what it is today – the best in the world.



Through the Veterans in Blue project, the individuals share their personal stories of how the Air Force has made a difference in their lives. These stories range from World War II to Operation Iraqi Freedom.

The portraits are displayed in the Pentagon on the 5th floor, in the 'A' ring, between the 8th and 9th corridors.

For those who don't have the opportunity to view the Pentagon display, the stories of Dalton and Peck, as well as those of 31 other honorees, are available on the internet on the Veterans In Blue web site at: <http://static.dma.mil/usaf/veterans/index.html>

# *After 63 Years, Early Bird's Wings Clipped As Pentagon's Current News Operation Ceases*

For older members of the Air Force Public Affairs Alumni Association a significant part of their past has died – as of November 1, the Current News Early Bird, which first flew in 1950, would fly no more.

The publication succumbed to the advances that have revolutionized communications technology and pressures and complaints from publications whose materials were being copied.

“The No. 1 driver behind this decision is change in the business model for news corporations,” Army Colonel Steve Warren, director of Pentagon press operations, wrote in a memo explaining the decision. “Every news outlet is now online.”

Online-only publications and pay walls changed what it meant

when the Early Bird republished an article.

During the Vietnam war and the years that immediately followed the Early Bird was a “must see” for senior officers and officials in the Pentagon and service headquarters and commands everywhere.

With the deepening involvement of the United States in Vietnam, the impact of the news media's increased coverage of the war on the support, of both the Congress and the American people in general, grew greater and greater. In response to the increased coverage, to keep military leaders informed, multiple editions of Current News were distributed throughout the day; the first of the day being the Early Bird with the yellow first page.

The Early Bird was intended to deliver defense and defense-related news to the headquarters activities of the Department of Defense, but circulation soon ballooned to include White House and National Security Council officials, members of Congress and other federal agencies. By 1980, 6,500 copies of the Early Bird were printed, on average, every weekday in an on site printing plant.

AFPAAA member Harry Zubkoff, who ran the Current News operation from the day it started until his retirement 36 years later, put its demise in perspective, “Don't mourn the passing of this iconic publication. It served its purpose and it had its time, and for a while it made a difference.”



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