

Combat Camera's TSgt Sean M. Worrell Wins 2008 Public Affairs 'Best of the Best'



The highest award for individual performance in the Air Force's Public Affairs community, which encompasses broadcasting, bands, and multi-media personnel, as well as those in public affairs, was presented Saturday, May 2, at Wright-Patterson AFB, to Technical Sergeant Sean M. Worrell of the 1st Combat Camera Squadron, Charleston AFB, South Carolina.

The trophy, a \$1000 check, and a lifetime membership in the Air Force Public Affairs Alumni Association was presented during the association's annual membership meeting banquet by treasurer Jim Hart.

Sergeant Worrell, who has been on active duty 16 years, was selected for the honor by a panel of judges convened by the Secretary of the Air Force, Office of Public Affairs, based on his exceptional technical, leadership, and managerial skills. Those skills were employed in a variety of assignments, including directing a documentary of 10 joint combat operations that led to the capture of 214 high-value individuals; documenting a three-day operation in Iraq, discovering a weapons cache and stopping an IED explosion saving the lives of eight soldiers. He also documented combat operations of 37 classified Special Forces missions and was awarded the Army Combat Action Badge.

The award has been presented annually since 1995 and the names of the recipients are maintained on the perpetual trophy in the Pentagon.

Board Expands, Caldwell, Gura Appointed

Major actions were taken by the AFPAAA Board of Directors at Wright-Patterson during the Annual Membership Meeting. A twelfth elected seat was added to the board and the retiring SAF/PA Deputy Director, Colonel Mike Caldwell, was appointed to the seat effective with the date of his retirement.

"We had an opportunity to make a significant addition to the board with someone who is closer to the active force, the guard, and reserve than any of our current board members," said Board Chairman Sam Giammo. "Mike wanted to contribute to AFPAAA and we acted."

Outgoing chairman Pete Peterson, with a year to go on his term, chose to leave the board and John Gura was appointed to the slot. Al DeFend was elected to the board and current members Neil Buttimer, Sam Giammo, C.B. Kelly, and Christine Queen were reelected. Their two-year terms began July 1.

Reappointed were Jim Hart as treasurer and John Terino as Communications Chairman and board member. Officers for the year that began July 1 are Sam Giammo, board chairman; Christine Queen, president; Bud Ross, vice-president; and John Terino, secretary.

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News
&
Notes

July 2009

Linda Arnold Gets McRaney Distinguished Service Award



2009 Brigadier General Mike McRaney Distinguished Service Award winner Linda Arnold beams along with (l to r) 2008 recipient John Terino, AFPAAA President Sam Giammo, and Mike McRaney.

Linda Arnold was presented the Brigadier General Mike McRaney Distinguished Service Award for exceptional service to the Air Force Public Affairs Alumni Association at the dinner in the Museum of the United States Air Force May 2, that concluded our 16th Annual Membership Meeting.

The McRaney Award, named after AFPAAA's first board chairman, was established in 2000 as a means of recognizing individual contributions to AFPAAA that far exceed what would be expected of a member.

Linda received the award because of her years of dedicated support and service to AFPAAA.

She has been a member of the board of directors, including serving as its secretary, vice president, president and chairman. She cochaired two annual meetings. From 2001 until 2008 she established the system for and handled the registration for the annual meetings.

Linda was instrumental in creating a plan that resulted in thousands of dollars of corporate support for annual meetings and the association's endowment fund. The corporate support she facilitated enabled our annual meetings to be of high quality while keeping registration fees at an affordable, attractive level.

Kodlick New SAF/PA As McDew Moves Up

Colonel Les A. Kodlick is the new Air Force Director of Public Affairs replacing Major General Darren W. McDew. General McDew, who was a strong advocate of having a Public Affairs professional in the SAF/PA slot, is now the Vice Director for Strategic Plans and Policy of the Joint Staff.

Colonel Kodlick is the first career PA appointed to the SAF/PA post since Ron Rand's retirement in 2003.

He received a bachelor of science degree and was commissioned in 1984 through ROTC at Northern Arizona University. After going to undergraduate pilot training, he entered Public Affairs as the deputy director at ROTC headquarters in 1985.

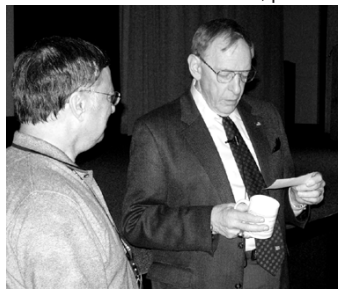
The colonel has served in wing, numbered air force, major command, Air Staff and joint staff positions. He has been a commander three times, including a combat tour at Bagram Air Base, Afghanistan. He has been an account executive for Hill & Knowlton, Inc. as part of the Air Force's Education With Industry program.

He has been Director of Public Affairs at Alaskan Command and Air Force Space Command. He comes to the Pentagon from serving as the Chief of Public Affairs, U. S. Strategic Command. Colonel Kodlick also served as a National Defense Fellow and an Associate at the Institute for the Study of Diplomacy, Edmund A. Walsh School of Foreign Service, Georgetown University, Washington, D.C.



AFPAAA Donates \$500 To Museum

A check for \$500 from AFPAAA was presented to the director of the National Museum of the United States Air Force, Charles D. Metcalf, Maj. General, USAF, Ret. by Sam Giammo. The director, prior to



our tour, explained the museum's growth plans to house aircraft under restoration as well as those added to its collection year after year.

The museum relies in part on donations to continue its role in educating the public about the history, evolving role, and future of the Air Force and of military aviation. Donation guidelines are available at: <http://www.nationalmuseum.af.mil/collection/guidelines.asp>

Check Out New Media And The Air Force

Blogs, twitter, You Tube, and everyone in the Air Force part of Public Affairs; it's not the same communications environment many AFPAA members were part of.

With research showing the web emerging as a primary source of information, SAF/PAs Air Force Public Affairs Agency Emerging Technology Division is charged with making Air Force Public Affairs proactive and ensuring the truthful representation of the Air Force is conveyed online.

Because of the broad reach of the web, communicating with the media and the public is no longer limited to Public Affairs; everyone in the Air Force is now encouraged "to use new and social media to communicate" about their areas of expertise.

Get up to speed with a You Tube video: <http://www.youtube.com/watch?v=yKrgbHI4rys> and a booklet: <http://www.af.mil/shared/media/document/AFD-090406-036.pdf>

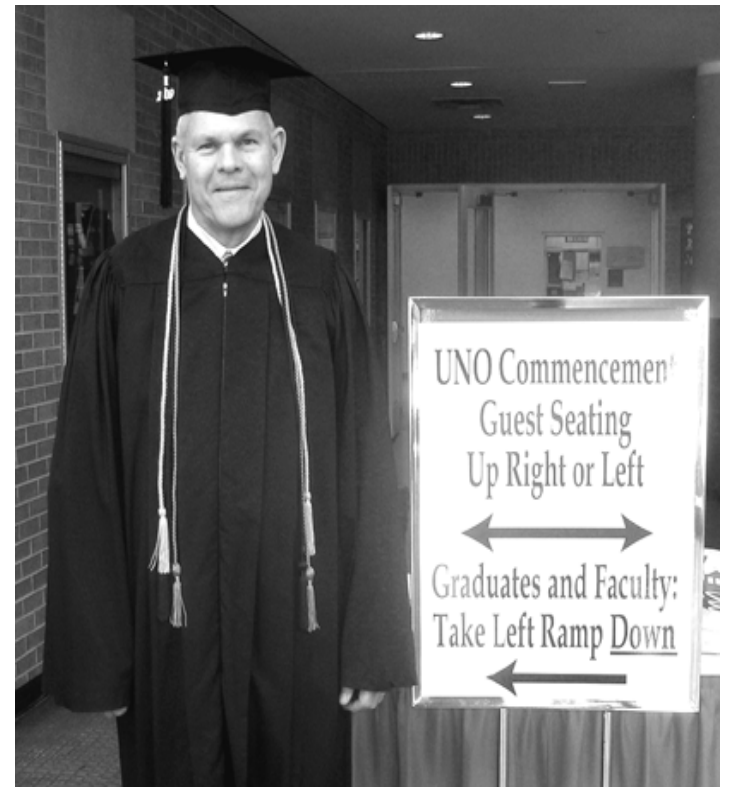
Mike Caldwell, Dave Shea Receive President's Awards

Mike Caldwell and Dave Shea were presented AFPAAA President's Awards at the 16th Annual Membership Meeting at Wright-Patterson AFB. The presentations were made by Sam Giammo on behalf of himself and the past presidents of AFPAAA.

Mike was cited for his skillful leadership in difficult times at the highest levels of Air Force Public Affairs, and work in successfully managing a shrinking PA career field while supporting critical deployments. He was also recognized for his consistent and unwavering support of AFPAAA despite his many other commitments.

Dave was honored for his innovations in military and civilian public relations. He spearheaded significant award-winning Air Force Public Affairs programs, and has helped nurture and support AFPAAA from its inception. He was also recognized as a mentor and role model for those who served under his leadership, and as co-author of an insightful media relations handbook.

Each received a certificate holding a fragment of aerospace history from the dawn of the space age - a piece of the original Pad A, Complex 26 gantry at Cape Canaveral Air Force Station from which Explorer 1 roared into orbit on January 31, 1956 as America's first space launch.



Forty Years Of Perseverance Pays Off - Dave Smith's educational odyssey began in 1970 at Phan Rang Air Base, Vietnam, when he helped his boss, Major John Tabor, to "keep gainfully employed in his copious free time," by filling the last required slot in a class Tabor was teaching for the University of Maryland. "Many years and many colleges later - Oklahoma University, Saint Mary's College-Omaha, Thomas Nelson Community College, the Community College of the Air Force, Thomas Edison State College - I received a Bachelor's Degree in Communications from the University of Nebraska-Omaha as a proud member of the Class of 2009," Dave said. Way to go Dave! We share your pride of accomplishment and why you opted to go to Omaha to wear your mortar and robe instead of joining us at Wright-Patterson.

From The President's Pen _____

Just as all past presidents of the Air Force Public Affairs Alumni Association, I will need the assistance of you, the membership at large, as well as the Board of Directors for us to continue to grow and make a difference.



Since our founding in 1993 we have grown and changed. Originally our focus was primarily social – keeping Public Affairs people in touch with one another. We soon started supporting Public Affairs in more tangible ways while encompassing the Broadcasting and Band career fields, and most recently, when it was brought under the Public Affairs tent, the Multimedia field. That last addition was certainly “front and center” with the selection of TSgt Sean Worrell who was presented the Best of the Best Award at our Annual Membership Meeting at Wright- Patterson AFB.

Why am I saying this? It's because a recurring question at our Annual Membership Meetings is “What are you doing to get more members - younger members?” And, every president has answered with words to the effect “If the Association is to survive and prosper, younger public affairs professionals with fresh new ideas and energy must step forward and assume the mantle of leadership.”

That's a big recruiting task. The AFPAAA board can't do it alone. That means we all need to get involved.

With the career field continuing to shrink we all need to start asking ourselves: Who were the military and civilians I used to work with? Are they members? – that's easily determined by checking our print and on-line directories. Then we need to contact them and urge them to join. Consider, as several members have done, giving them a gift membership. If you don't have contact information, forward their name with their career specialty to me - cjqueen@comcast.net - and we'll start locating them.

There were a number of new faces at Wright-Patterson, which was so ably managed by Pete Peterson; next year, we look forward to even more new faces at our meeting in Orlando at The Caribe Royale Hotel. Tom Halbert is putting that program together and the hotel has amenities which offer a wonderful opportunity to have an extended family vacation (www.cariberoyale.com/).

My challenge as your new president is to keep AFPAAA going and growing; with your help we can do it. Have a wonderful summer and reach out to non-members, we need them in AFPAAA.

– Christine Queen

Lord Guard & Guide

William B. Allison

Bill Allison, who had a 30-year Air Force career, died May 8 of complications following heart surgery. He flew transports for Military Airlift Command and gunships in Vietnam.

When there was a shortage of O-6s in Public Affairs Bill was directed into the career field. He served with distinction as Director of Public Affairs for Pacific Air Forces and at SAF/PA, first as Chief of Public Information, then as Chief of Security Review. He retired as a colonel.

Bill is survived by his wife, Judy L. Allison; daughter, Debbie L. Allison; son, William L. Allison; and grandson William T. Allison.



My wife, Judy, and I have been friends of the Allison's ever since we first served with them in Hawaii from 1974 to 1977. Bill was Director of Information for Pacific Air Forces and I was Chief of Information for the 15th Air Base Wing at Hickam. We worked many events together, including Vice Premier Ky transiting after the fall of Saigon, and Operation Baby Lift of the orphans from Vietnam. We served together again at the Pentagon in 1978 when Bill was Chief of Public Information. After retiring from the Air Force, he continued to work into his early 80s until shortly before his heart surgery.

Diligent and kind, Bill was a stalwart leader who always had your back covered. You could depend on him, and many people did. He is greatly missed.

– Mike Heininger

Bill was a hard worker, a good organizer and, a very efficient boss of a function that most PAOs run from. He headed Security Review while I was director, a function that can cause lots of problems for a Director of Public Affairs.

No one -- especially very senior staff officers and high-level civilian appointees -- like to have someone else change their words or repress their brilliant thoughts. I can't recall ever having that kind of crisis while Bill headed Security Review.

When major changes were directed by another staff function or OSD or State or the White House, Bill Allison interacted with the author and, often directly with the person for whom the material had been prepared. He stood his ground, but did so in a manner that never caused us serious or long lasting problem with the senior generals and their civilian counterparts.

– Jerry Dalton

Robert A. Brus

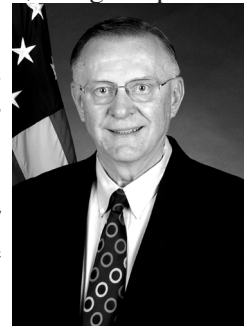
Bob Brus, a Lifetime Member of AFPAAA, died peacefully March 23 at his home in Severn, Maryland after an extended battle with lung cancer. He was 66.

A native of Manning, Iowa, he had a bachelor's degree in journalism from Drake University and a master's degree in communication from the University of Northern Colo-

rado, and was a graduate of the Department of State Foreign Service Institute. He served in numerous public affairs positions throughout the world. After retiring from the Air Force he was director of community relations for an advertising and public relations firm.

Bob joined the faculty and staff of the Defense Information School in November 2003 as an instructor for the in-resident Public Affairs Officer Qualifying Course (PAOQC) and as a member of the team developing the new PAOQC distributed learning course, designed primarily for Guard and Reserve officers.

He is survived by his wife, Judy; sons Matt, Andy, and Ryan, and numerous grandchildren. The family asks that expressions of sympathy in Bob's memory may be made to the following: Disabled American Veterans <http://www.dav.org> Hospice of the Chesapeake <http://www.hospicechesapeake.org> St. Jude Children's Research Hospital <http://www.stjude.org/donate>



I remember Bob from my days at USAFE/PA. Bob was the 3rd AF/PA at the time and we talked often on about PA issues affecting the European theater. He led a group of great wing PAs in the United Kingdom. He approached every day with zeal, enthusiasm, and dedication. He worked hard and made our great mission of Public Affairs a lot of fun.

He was part of the Distance Learning team at DINFOS - there was no one more qualified than Bob to take on that mission - and had great success in that effort. In the 70s, 80s and early 90s, if there was a hot spot in the world Bob Brus was the PA on the scene. He was a great leader and mentor who will be missed.

Please keep his wife Judy and sons Matt, Andy and Ryan and their families in your thoughts and prayers.

– Mike Caldwell

Another good friend and PA pro has left us. May God rest his soul.

– Art Forster

Bob was one of the true gentlemen of our profession. Always calm, always focused, always with a positive and a smile and his dry wit that made everyone around him comfortable.

It was an honor to work with him, to get to know Judy and his family, and to benefit from his hard work and immense professionalism. I remember many times when he and I talked of serious issues and he always had a well thought out solution ready.

My thoughts and prayers go to Judy and the family. I will always remember Bob as a strong and trusted friend who significantly raised the professional level of Air Force Public Affairs. He will be missed by us all.

– Mike McRaney

Bob was a gentleman, a professional and a smart PA with a great sense of humor. He will be missed!

– Joe Purka

Bob Brus was one of the Info officers in ATC when I was the Director at Randolph — a very knowledgeable officer who was well liked and respected by his co-workers and the news media with whom he came into contact. His is another great loss to the AF PAO family.

– Jerry Dalton

Alan E. Goldsmith

Al Goldsmith, who began his Air Force career as an aviation cadet in 1942, died December 22 in Walnut Creek, California. He was 85.

Before entering Public Affairs, Al accumulated more than 5,600 hours in open-cockpit trainers, B-17 and B-25 bombers; C-46, C-47, C-54, and C-118 transports; and P-61 and F-82 fighters. He served in combat during World War II, Korea and Vietnam. Other assignments included England, France, Germany, Japan, Korea, the Philippines, and Thailand. He served in the Pentagon and retired in 1973 as a lieutenant colonel.

After his Air Force career, he worked in management and management consulting.

He is survived by his wife, Katsue, a number of sons and daughters, their various spouses, and many grandchildren, nieces and nephews.



Kenneth E Grine

Ken Grine, an AFPAAA Lifetime Founder, who was born in Floreffe, Pennsylvania, died January 14, in Satellite Beach, Florida. He was 87.

The route he took to a military career that ended in the Air Force Information field was a bit unusual. It began in high school in Elizabeth, Pennsylvania, at a Citizens Military Training Camp - authorized by the National Defense Act of 1920 and held for a month each summer at approximately 50 Army bases during the years 1921 to 1940. Participation in this program differed from the National Guard and Reserve by allowing male citizens to volunteer for basic military training without incurring a commitment of being able to be called for active duty. By completing four successive camps participants became eligible for commission as second lieutenants.



Ken first attended in 1936 to train in the Horse drawn Artillery, the next year he was in Horse Cavalry. In 1938 he joined the Pennsylvania National Guard and, as a private, was a Motorcycle Dispatch Rider.

While attending California State Teachers College, California, Pennsylvania, he was called to active duty in February 1941, and, as a corpora, he was a message center chief in Signal Company.

He enlisted in the Army Air Corps in June 1941, becoming an aircraft mechanic, crew chief, and Link Trainer instructor as a sergeant. Ken was commissioned through OCS in December 1942 and served in various capacities at Greenwood Army Air Base, Mississippi, including Squadron Aircraft Engineering Officer, before shipping

to Barrackpore Air Station, India for the remainder of the war.

In November 1947, he completed the Advanced Public Information Officer's course at Craig Field, Alabama, and had assignments at Hamilton AFB, with the 315th Air Division in Japan during the Korean War, and at Air Research and Development Command in Baltimore, Maryland. Ken helped publicize the Air Force's efforts in 1948's Operation Haylift, which dropped feed to cattle stranded in snow in Utah.

He spent five years, beginning in 1957, heading the Information office at the Air Force Missile Test Center, Patrick AFB, FL, where he was instrumental in opening Cape Canaveral to the news media, getting security relaxed for, the historic December 1957 Vanguard launch and John Glenn's February 1962 Mercury flight.

In April 1961, Ken was the was the first military public relations person to be presented the Aviation/Space Writers Association Public Relations Trophy. He retired as a lieutenant colonel in 1962. He was then employed by the Missile and Space Systems Division of Douglas Aircraft Company as Public Relations representative at Cape Canaveral.

Ken is survived by his wife of 48 years, Barbara. Memorials may be made in Ken's name to Holy Apostles Episcopal Church Memorial Fund, 505 Grant Ave., Satellite Beach, FL 32937.

Domenico 'Nick' Strangio

Nick Strangio, a long-time member of AFPAAA, passed away in November in Oxnard, California, after a brief illness. He was 80.

He was born in San Luca, Reggio Calabria, Italy, and came to the United States in 1940 with his family when they settled in Sacramento. After completing high school he joined the Army in July 1946. Five months later he was on his way to Berlin, Germany as a member of the newly formed "D" Troop, 16th Constabulary Squadron. The United States Constabulary was a unique unit, which with the 1st Infantry Division, formed the deterrent to Communism in Germany and Austria, performing many of the functions necessary for society to function that the German and Austrian governments, which were decimated by the war could not perform. Nick remained with "D" Troop until it was deactivated in November 1950.



Nick transferred to the Air Force and had many assignments, including Mitchell AFB on Long Island and Templehof AB, Germany. He retired in 1966 as a Master Sergeant.

He worked briefly as public relations director for the Sacramento Metropolitan Chamber of Commerce before becoming the Public Affairs Officer and heading the Presentations Division of the Naval Ship Weapon System Engineering Station, Port Hueneme, California. He retired in 1987 with 40 years of combined federal service.

For many years he owned and operated Nick and Franco's, a popular Italian restaurant in Port Hueneme where he welcomed family and friends.

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Nick was very active in the community and his church, including the Oxnard Boys and Girls Club and serving as president of the Port Hueneme Chamber of Commerce. He was also a past Grand Knight of the Oxnard Knights of Columbus.

He is survived by his wife Ernestine (Jean), daughters Susan and Linda and their husbands, seven grandchildren, and his brother Frank and sister Delia. Memorials to Nick may be made through donations to St. Jude's Children's Hospital <http://www.stjude.org/donate>

Nick and I had a friendship that lasted more than 50 years. We first met in the fall of 1958 at Mitchell AFB when our boss was Ray West. The late Ross Miller was also on board. Nick was NCOIC of the Public Information Office and I was the editor of the newspaper, the Mitchell Beacon. We had a friendly, yet professional relationship, and we never in over three years disagreed on anything.

Nick was modest to a fault and ran the office to perfection. Through his efforts and uncanny way of dealing with reporters Mitchell had a foot in the door with the area newspapers.

We were continually corresponding, chatting on the phone or exchanging e-mails. At the AFPAAA meeting we always shared a table. He was a man who loved his family with a passion and when his daughters both married in Germany he made frequent trips to see them and share his vacations with them. He and his wife, Jean, shared a marriage of more than 50 years. Nick will be sorely missed by all who knew and loved him.

– Paul (Dutch) Collins

Reed M. Switzer

Reed Switzer, one of the Air Force's pioneer senior NCOs, died March 3 at his home in the San Antonio, Texas, suburb of Marion. He was 86.

He was born in the Nebraska hamlet of Meadow Grove and was working in San Francisco shipyards when he was drafted into the Army as an infantryman. At a replacement depot in England in 1943 he surrendered his rifle for a desk and typewriter and was assigned to the European Theater Office of Public Relations in London. He worked in the War Correspondent's Office for the ETO and later SHAEF in London, Paris and Germany.

Reed became friends with legendary war correspondent Ernie Pyle. He described Pyle as "very down to earth and easy to know." Reed helped him answer the huge volume of fan mail he received. When Pyle went to the Pacific he and Reed maintained their friendship by exchanging letters. Ironically, the last letter he received arrived several days after the correspondent was killed. Reed rubbed elbows with and assisted famous members of the media and entertainment industry who served during WW II, including director George Stevens and columnist Herb Caen, who were Lt. Colonels, and Captain Burgess Meredith, who would play Pyle in *The Story of G.I. Joe*.

He reenlisted when he returned home in 1946 and remained in uniform until retiring as a Chief Master Sergeant in 1973. He served throughout the world with assignments that included Okinawa, England, and Hawaii.

His two hallmark assignments were as the Air Force Orientation Group's senior NCO and his final tour at the USAF Military Personnel Center as the Palace Info enlisted counselor counterpart to Don Burgrabbe "Of all the jobs I had in the service, I think Palace Info was the most satisfying. You were able to do a lot of things for a lot of people."

In retirement, Reed worked for Air Force Recruiting Service's Advertising Division. A passionate baseball fan, he was official scorer for the San Antonio Missions - a minor league team in the Dodger organization - from 1979 to 1993, recording more than 1,000 games.

Survivors include his sons Bruce and Gary, of Marion and Live Oak, Texas. Reed was laid to rest with his wife Goldie, who died in 1999, at Fort Sam Houston Cemetery on March 13.

Reed and I first worked together at Hq SAC during the late 1950's when he was a master sergeant and I was a captain. He was the epitome of an NCO. Tell him what had to be done and when, and



Reed Switzer accepts Chief's stripes from Director of Information Major General Ben LeBailey at the Air Force Orientation Group in April 1965; he was one of the career field's first Chiefs.

he was off. He always produced superior work with what appeared to be little effort. He was an outstanding role model, teacher and mentor for younger airmen — and even a few captains, majors, etc.

Reed had a great sense of humor which made instant friends, especially among the news people who generally didn't understand the AF very well.

The country has lost a patriot. The Air Force - and especially its Information/Public Affairs family - has lost one of its preeminent practitioners and role models. Marion and I have lost a dear friend and associate.

– Jerry Dalton

I had the pleasure of working "for" Reed when we were with the USAF Orientation Group at Wright-Patterson AFB in the 60's. I was a major and undoubtedly one of many officers who, in fact, worked for him by being guided by his wisdom and considerate input. Never one to push a point, he would offer advice indirectly - usually by saying something like, "I wonder if such and such would happen if we did such and such." He probably prevented more mistakes among the Public Affairs officer corps than anyone will ever know.

One of Reed's favorite expressions (and he had many) was, "Don't fail to miss it!" I wonder how many of Reed's associates over the years have put this comment into their permanent repertoire; I have and I think of Reed every time I use it.

I think all who encountered Reed considered themselves good friends of his. He was one of God's chosen and he obviously will be remembered by many for many years.

– Dick Kimball

I feel privileged to have worked with Reed as a volunteer in the Retired Activities Office (RAO) at Randolph. I really enjoyed his 'war stories'; told with enthusiasm and usually interspersed with a little humor. He came in close contact with many now-famous personalities, including Charles Kuralt, Andy Rooney, Tommy Lasorda, & Sandy Koufax. He was well-versed in many subjects, and could recite many poems, including Robert Service's quite lengthy 'The Shooting of Dan McGrew'. Condolences to the family, and farewell, old friend. We'll miss you dearly.

– Lee Butler

I enjoyed Reed's friendship for many years. We first met in Hawaii in the late 60's when we were assigned to the Public Affairs office for HQ PACAF. While there we worked

on many projects together among them managing the press center for the White House press corps who traveled with the President.

One afternoon we were returning to Hickam after a meeting at the Ilikai Hotel to set up the press center. Stuck in traffic, Reed motioned for me to get in the left hand lane. I moved my topless MG into the lane next to the median but had failed to notice the sprinkler system watering the flowers. The red light stopped us, I got drenched and he stayed dry. Reed roared with laughter. He told me, "See Lieutenant, sometimes you must question even those you trust the most." I never forgot that lesson.

Later, we were both assigned to Hq Strategic Air Command (SAC) Public Affairs office. One evening I ran into Reed and his father shopping in a grocery store in Bellevue, NE. Reed and his father went before me in the check-out line. Reed paid for his groceries and his dad walked away but Reed didn't move. The cashier asked if there was something else Reed wanted. Reed said, "Yes, my pumpkin, your sign says all children get a free pumpkin. There's my dad, I want my pumpkin." He got the biggest kick of watching the stunned cashier's reaction.

HQ SAC had a mantra, "What have you done for SAC today?" that, because it was said so often, was not taken too seriously. Through the years, Reed and I used it as a greeting anytime we called or met. After he retired, I found it on a handwritten note taped to bookend on my desk in Air Force Recruiting Service. I knew Reed had been there. I still have that bookend with the taped note in my home office.

While working in Air Force Recruiting Service, Reed established a data base that contained all the names of high school seniors in the country for the Air Force to mail recruiting letters periodically. The Air Force was the first service to do so. Also, Reed established the first military recruiting 1-800 number: 1-800-423-USAF.

Reed enriched the lives of those he touched. I'm blessed because he touched mine. Farewell dear friend, may heaven's angels guide your way. By the way, what have you done for SAC today?

– Tim Talbert (TX)

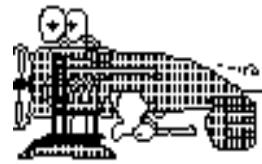
Reed was a great friend to my mother, Jeanine, for the last nine years. I called him her "Sunday Friend", as he liked to drive to see her almost every Sunday just to have dinner together and talk and listen to big band music, or read or do the puzzle together. Jeanine said that he was a terrific singer and knew all the words. Reed often spent some holidays with our family, and I know he will be missed by my mother. I offer my sympathies to his sons and grandsons.

– April Fehik

Reed was a volunteer member of the Retiree Activities Office at Randolph. I would spend an afternoon with him each year during the Retiree Council meetings.

Now, Reed rejoins Dinny Dinsmore and Don Burgrabbe. Reed and Dinny were a standoff in story telling; and Public affairs had no greater friends than Reed and Don with Palace Info.

– Chuck Lucas



**Prop Wash
&
Jet Blast**



Welcome Aboard To . . . *Ann Peru Knabe, Les Kodlick, Charles Muston, Jeff Schoen, Steve Staedler, Elizabeth Stoeckmann, Lauri Turpin, and Jonathan Young.*

New Lifers . . . *either by joining or upgrading their membership status, we recognize J. Robert 'Bob' Ballew, Claude 'Brad' Bradshaw, Michael G. Conley, Michael T. Devine, Carla S. Sylvester, and Sean M. Worrell.*

Harry Was "Iced" . . . *Former longtime voice of the Air Force Band Harry Gleeson regretted not getting to Wright-Patt. An announcer nationally for U. S. Figure Skating since 1992, he had to be in Buffalo to advocate a major piece of legislation before the body's governing council.*

It's Free, Spread The Word. . . *to all you know, military or civilian, active Air Force, Air Force Reserve, Air National Guard who are in the Public Affairs, Broadcasting, Multimedia, or Band career fields and are not yet associate members of AFPAAA; the board of directors has provided free, two-year, memberships for new associate members so they can get acquainted with us. The membership application is readily available at our web site: <http://www.afpaaa.org/membership.html>*

A Word Of Thanks . . . *from Christine Queen to the spouses and members who came to the rescue at the last minute to help her put together the welcome packets and man the reception/ registration desk at Wright-Patterson.*

The Honors Keep Coming . . . *for 2007 Best of the Best recipient, Lt. Colonel John Thomas. As commander of the 338th Training Squadron at Keesler AFB, he accepted on behalf of his squadron the first General William R. Looney III Training Squadron of the Year award from AETC Commander, General Stephen Lorenz.*

Freitag Delivers 'Must Read' Primer For PR Practitioners Headed For Foreign Shores

For many years, the central focus of Air Force Information/Public Affairs was "telling the Air Force story to the American public," with internal information and community relations receiving secondary emphasis.

In foreign countries, for the most part, our bases were enclaves, divorced from the local population - separated by language and culture. The com-rel function was aimed at showing our hosts that we were good neighbors, there to help defend them, and, when distasteful incidents occurred, to respond quickly to mitigate the offensive act. Not so now.



The recent decision by the United States not to release the Abu Graib photos clearly demonstrates how much the world has changed and the key role public relations plays in the exercise of national power. Clearly, the PR impact that releasing those photos would have in the Muslim world and the reactions they were likely to trigger were the critical factors in the decision that was made.

At all levels of government, and especially with America's military engaged directly in the Middle East as well as active in the rest of the world, the need for consideration of and practicing effective public relations is an absolute necessity.

AFPAAA member Alan R. Freitag has brought that into sharp focus in "*Global Public Relations: Spanning Borders, Spanning Cultures*" which brings together the key principles, processes, and frameworks of international public relations.

It makes clear that the narrow view of public relations, which was often framed within the practitioner's own background, simply will not be adequate to address contemporary situations.

A very broad view, encompassing the social, political, economic and cultural factor involved, is required.

Alan is able to put this concept across because of his background in the real world and academically. During his Air Force career he spent ten years in Europe and two at PACAF in Hawaii.

He was involved in media activities surrounding the reunification of Germany, the collapse of the Soviet Union and the Warsaw Pact, the restructuring of NATO's military, the opening of NATO to Eastern

and there is extensive discussion of how to recognize what is the real message being sent when conversing with a person of a different culture.

Of particular interest to military Public Affairs people bound for Iraq, Afghanistan, and other countries in that region would be the chapter on the Middle East. The public relations goals of nations such as Saudi Arabia, the United Arab Emirates, and Israel are covered.

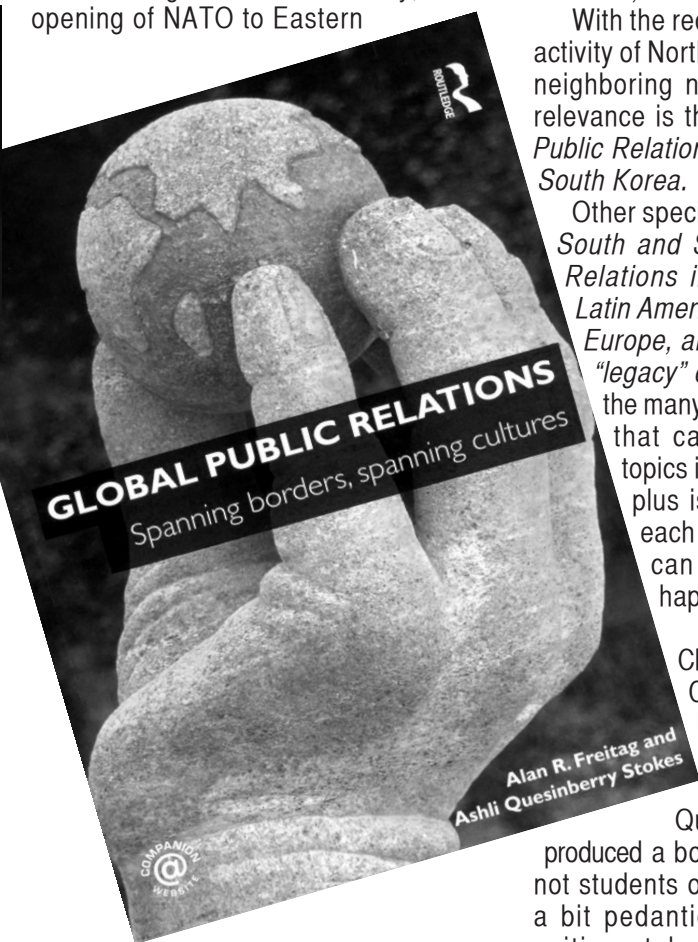
With the recent nuclear and missile activity of North Korea and its effect on neighboring nations, also of current relevance is the chapter *Evolutionary Public Relations in China, Japan, and South Korea*.

Other specific areas addressed are *South and Southeast Asia, Public Relations in sub-Saharan Africa, Latin America, Central and Eastern Europe, and Western Europe and "legacy" countries*. In addition to the many references and sources that can be used to explore topics in greater depth, another plus is the web site listing in each area chapter so readers can see what is currently happening.

Alan, who is Associate Chair of the Department of Communication Studies, University of North Carolina, Charlotte, with coauthor Assistant Professor Ashli

Quesinberry Stokes, has produced a book that those who are not students or academics might find a bit pedantic, both in format and writing style. But, that should not deter anyone from using this text to broaden their understanding and ability to be effective public relations practitioners in the global environment that must be dealt with today, particularly by Air Force and other military service Public Affairs people. If you are in Public Affairs, this is a book that should be read.

Get your copy at a discount while helping AFPAAA through our bookstore link to amazon at: <http://www.afpaaa.org/bookstore.html#Search>



Europe, the attempted Russian coup, the Conventional Forces in Europe Treaty, and NATO's involvement in the Gulf War.

After leaving the Air Force he sought to study the factors behind the successes and failures he had seen while on active duty and earned a Ph.D. in mass communication, specializing in public relations, from Ohio University's E.W. Scripps School of Journalism in 1999.

One of the major pluses in this book is its emphasis on cultural differences and sensitivities. Examples are given



Photo Album

16th Annual Membership Meeting

A-F — **Public Affairs** —
— **Alumni Association** —

Wright-Patterson AFB, Ohio - April 30-May 2, 2009



The Air Force Public Affairs Alumni Association gratefully acknowledges the following corporations whose support enabled the success of our 16th Annual Membership Meeting

~

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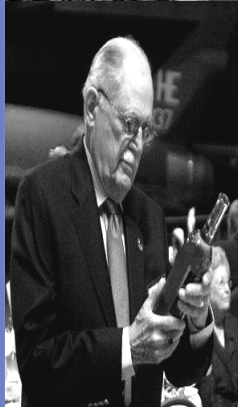
The Everett Group

Wells Fargo Bank



Attendees

Dick & Ann Abel
Pete & Judy Alexandrakos
Linda & Jack Arnold
Don & Jeanne Brownlee
Neil & Connie Butimer
Mike Caldwell
Fred Coleman
Paul Collins
Jim & Ginny Corcoran
Wayne Corbett
Michael & "Sam" Cox
Jerry & Marion Dalton
Alan DeFend
James DeFrank
Mark & Janet Foutch
Rick & Ann Fuller
Sam & Dawn Giammo
Robert Glymph
Jack Gregory
Mike Griffin
John Gura
Tom Halbert
Jim & Patty Hart
Pete Hefler
Bob Herman
Robin Holloway
Hank Hufnagel
Doug Kennett
John Kirkwood
Bill Knowlton
Pat & Cathy Maloney
Chuck & Teri Manker
Gayle Maxey
Brien McMahon
Larry & Karen McCracken
Mike McRaney
Mike Miley
Chuck Muston





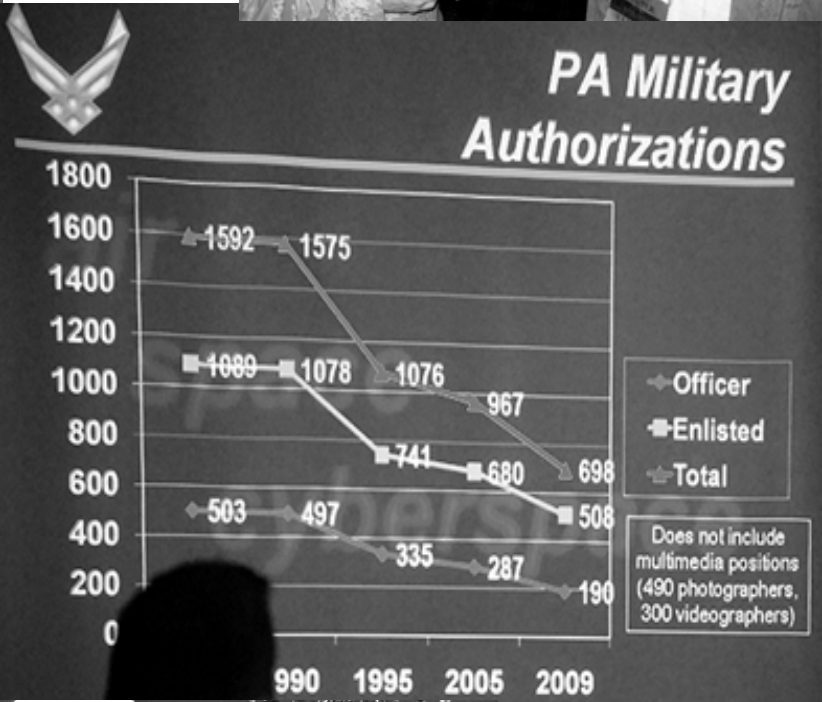
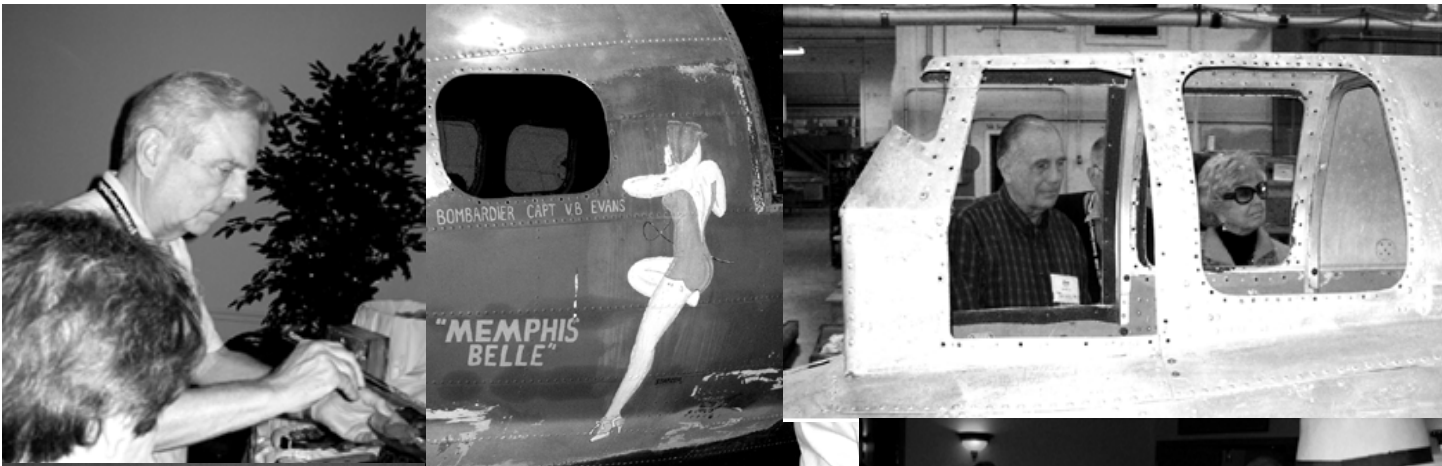
Attendees

*Neil & Lynne Norum
 John Peters
 Pete Peterson
 Christine Queen
 Tom Quinlin
 Jim Ragan
 Robert Ramirez
 Ron Rand
 Jim Reinhard
 Ed & Karen Robertson
 Ken Rogge
 Bud & Hilda Ross
 Bub & Cheryl Rothgeb
 Dave & Carol Schillerstrom
 Dave Shea
 Hal Smarkola
 Ernie Stepp
 J. W. Swanberg
 John Terino
 Lou Torraca
 Roy Whitton
 Janis Witt
 Ed & Elizabeth Worley
 Sean Worrell
 Charles & Vicki Wynne*

Photo Credits

*Don Brownlee
 Mike Miley
 John Peters
 Pete Peterson
 John Terino
 Lou Torraca
 Roy Whitton*

more 



**Minutes of the Air Force Public Affairs Alumni Association
16th Annual Membership Meeting
Saturday, May 2, 2009
Hope Hotel & Convention Center, Wright-Patterson AFB Ohio**

President Sam Giammo called the meeting to order at 1:30 p.m. EDT and Secretary Bud Ross advised the gathering that the necessary 10 percent of the membership were present to form a quorum.

Board of Directors Members Present:

Pete Peterson, Chairman	Hal Smarkola
Sam Giammo, President	Neil Buttimer
Christine Queen Vice President	Larry McCracken
Jim Hart, Treasurer	Dick Abel
Bud Ross, Secretary	Hank Hufnagel
John Terino, Communications Chair	

Absent: C.B. Kelly

Secretary Ross read the names of members of the Air Force Public Affairs community who had died since the last Annual Meeting. A moment of silence was observed following the reading of our deceased colleague's names:

Robert Brus	Jim Sherman
Kenneth Grine	Bob Stickland
Mark Gilman	Nick Strangio
Alan Goldsmith	Reed Switzer
Art Jungwirth	Red Viguerie
Joseph Lavigne	Betty Jane Williams
Werner Lucke	Eleanor Wurth

Parliamentarian

President Giammo announced the appointment of Mike McRaney as parliamentarian.

2008 AFPAAA Annual Membership Meeting Minutes

The president asked for approval of the 2008 Annual Membership Meeting minutes. There was a motion, a second and approval by voice vote.

Treasurer's Report

Treasurer Jim Hart presented the financial report. The total assets at fiscal year end, September 30, 2008, showed a value of \$239,292.10. This compares to total assets of \$275,402.39 for the same time in 2007. (Total endowment funds at FY year end 2008 were \$206,518.63 versus \$250,610.42 in FY 2007)

Total value of gifts to the endowment fund to date is \$120,757.89

Second quarter FY 2009 assets as of March 31, 2009 were \$226,449.98. The Endowment portion has dropped to \$181,686.54. The investment fund has started to come back. The investment committee comprised of Hank Hufnagel, Jim McGuire and the Jim Hart meet at least quarterly as required by the by-laws to review fund status with the organization's investment company, NWQ Investments. Sixty percent of the investments are in equities and forty per cent are in cash/bonds or equivalents. The dramatic turndown in the market has obviously affected values. However, lost values are unrealized losses since we still hold them. Funds are audited quarterly by a CPA firm. All expenditures are approved by the board of directors.

Twenty-six members have become Centurion contributors of \$100 each since the last annual meeting.

Treasurer Hart gratefully recognized the sponsors of the 2009 Annual Meeting:

Security Service Federal Credit Union-John Worthington & Wells Fargo Bank-Linda Arnold: Ice Breaker Reception

Rockwell Collins-Woody Hogle & Tom Hobson: President's Awards Luncheon

Raytheon Company-Dave Shea: Director's Lunch

Embry Riddle-Aeronautical University-Pat Mullaney & Mike Terrill: Break Refreshments

Lockheed Martin-Ron Rand & Joe Wagovich: Banquet Reception and Transportation

Pratt & Whitney-Jay DeFrank: Banquet, Wine, and Open Bar

The Everett Group-Dr. Steve Everett, CEO: General Sponsor

Mike and Susan McRaney: Banquet Table Place Setting Flowers

A motion to approve the Treasurer's report was made and seconded. The motion carried.

Committee Reports

Membership

Neil Buttimer reported the Association membership was at 651 members, a slight decrease from last year. AFPAAA maintains a core group of about 465 full (Annual, Lifetime Founder and Lifetime) members. There are 191 associate members. We remain fairly stable in active members. New members are basically replacing non-renewals. The best way to increase members is for current members to recruit others. Dues are the same today as when we started the organization - \$50 for three year membership, \$25 for one year membership. We continue to offer complimentary membership to current active duty, civil service, and reserve members serving in the public affairs/bands/broadcasting/multimedia career fields. The board at its April 30, 2009 meeting approved extending this offer to first-time members.

AFPAAA has had excellent support from SAF/PA, especially Deputy Director Col Mike Caldwell. Colonel Caldwell, who was there to represent SAF/PA, was applauded for his efforts.

Renewal notices were sent to 109 members. We have received 77 renewals. This translates to a 72 percent renewal which is just short of our 75 per cent goal.

The annual 2009 directory mailed in February was printed through the generosity of BAE Systems again this year. Randy Morger retired from BAE but had budgeted for the printing the year after he left. BAE Systems again printed the directory. We are hopeful they will continue this contribution. The directory is also on line. Updates can be made easily by sending an e-mail to update@afpaaa.org that will go to both John Gura and Neil Buttimer.

Website/Oral History

John Gura encouraged the members to obtain their newsletter on line. He also encouraged members to check directory information for accuracy. Lastly he noted again this year viruses have infected member e-mail addresses. He advised members not to open attachments from unknown e-mail senders and to install security programs such as NOD32.

Communications/Newsletter

John Terino reported the Association newsletter is doing well and is getting out on time. He asked for the following assistance:

- a. News about the members.
- b. Inputs for the Prop Blast & Jet Wash column.

CONTINUED 

Directory Updates



Directory Updates

Additions

Knabe, Ann Peru

Lt Col (Associate) 507 Fairview Circle, Waterford WI 53185, (414) 467-9168; Business: Univ of Wisconsin, Comm. Dept., 800 W. Main St., Whitewater WI 53190-1790, (414) 467-9168; E-Mail: thinkpr@wi.rr.com

Kodlick, Les A.

Colonel, Business: Director, Public Affairs, SAF/PA, 1690 Air Force Pentagon, Washington DC 20330-6061, (703) 697-6061; E-Mail: k2bonnie@aol.com

Muston, Charles E.

CMSgt (Associate) 2604 Eagle View Dr, Beavercreek OH 45431, (937) 426-1790; Business: ASC Public Affairs, Wright-Patterson AFB OH, (937) 255-3266; Fax: (937) 785-4155; E-Mail: cmuston@woh.rr.com

Schoen, Jeff

Capt (Associate) 518 Box Elder Lane, Grafton

WI 53024, ; Business: Patriot Mortgage, 1005 Washington St., Grafton WI 53024, (414) 899-4163; E-Mail: jschoen@patriotms.com

Staedler, Steve

TSgt (Associate) 2521 S. 89th St., West Allis WI 53227, (414) 327-4489; Business: LePoidevin Rickinger Group, 245 South Executive Dr., #365, Brookfield WI 53005, (414) 737-3044; E-Mail: jsstad@sbcglobal.net

Stoeckmann, Elizabeth

GS-12 (Associate) 208 Lamplight Court, O'Fallon IL 62269, (608) 216-6556; Business: ScottAFB, IL; E-Mail: elizabeth.stoeckmann@us.af.mil

Turpin, Lauri

Capt (Associate) 412 Yaupin Dr., Southport NC 28461, (910) 363-4072; Business: Brunswick Nuclear Plant, BNP01, 8470 River Road SE, Southport NC 28461, (910) 599-4804; E-Mail: lauriann@hotmail.com

Worrell, Sean M.

TSgt (Life Member) Business: Combat Photographer, 1st Combat Camera/SCPC, Charleston AFB SC 29418

Young, Jonathan

SrA (Associate) 357 W. 54th St., Apt. 32, New York NY 10019, (646) 705-2268; Business: Photo Journalist 105th AW, 1 Maguire Way, Newburgh NY 12550, (845) 563-2076; E-Mail: jonathan@JOYOcreative.com

Directory Changes

Abel, Richard F.

Business: Leadership is ALL About People (757) 868-4339

Arias, Donald

Business: AF Special Operations Command, 229 Cody Ave., Ste. 103, Hurlburt Field FL 32544, (850) 884-2864; Fax: (850) 884-7249; E-Mail: donald.arias@hurlburt.af.mil

Board of Directors

Election Results

Reelected to two year terms:

Christine Queen C.B. Kelley
Neil Buttimer Sam Giammo

New member initial two year term: Alan Defend

Expansion of Board Membership

The board amended the by-laws to increase the elected board members from 11 to 12. There will continue to be an additional appointed member for a total of 13. The reason for this action was to open opportunities for additional younger members to help build future leadership in the association.

Leadership Succession

The Board approved the following to take effect July 1:

Pete Peterson to leave the board
Sam Giammo to assume the Chairmanship
Christine Queen to become President
Bud Ross to become Vice President
John Terino to become Secretary and continue as
Communications Chairman
Jim Hart to be Treasurer

2010 Annual Membership Meeting

Next year's annual meeting will be in Orlando, FL April 22, 23, and 24, 2010 at the Caribe Royale Hotel. This is an all suite hotel at the rate of \$109 a night which Tom Halbert, meeting chairman, has been able to negotiate (rates are good for two days before and three days after meeting dates). All meetings will be at the hotel. Some of the program is yet to be determined. The Military Hotel, Shades of Green, was not competitive or flexible for our purposes. Ground and air transportation are abundant.

2011 Annual Membership Meeting

We are looking at Fairfield, CA –Travis AFB

New Business

Don Brownlee is looking for the other half of the C.B. Kelly wing

sculpture that was given to AFPAAA. If anyone knows its whereabouts, last known to be at the Air Force Academy, please contact him or C.B.

General Dalton reported the Retired Chief Master Sergeant Dave Smith, who has religiously attended every annual meeting, was at this very time receiving his bachelors degree from the University of Nebraska. He also related the San Antonio Express obituary of Reed Switzer reported he was the long-time scorer of the class AA baseball team, The Missions. The article reflected that managers, players and the media agreed he never made a scoring error, a rather unique status in baseball.

Roy Whitton suggested inviting nearby public affairs folks to our next annual meeting.

State of the Association

President Giammo noted that it was fitting that we were gathered in Dayton on the 100th anniversary of the first military flight.

He thanked Chairman Pete Peterson for his efforts in heading the annual meeting which was presented many challenges. He also lauded Vice President Christine Queen who arrived early to help and Chuck Manger who arranged transportation and restaurant seating.

He introduced board members and officers. He noted that the association continues to be solid in membership and finances, even though the recent downturn in the economy and investments has been a challenge. He noted the Air Force public affairs community continues to decline in numbers, thereby reducing the pool of potential AFPAAA members while the age of AFPAAA members continues to rise. He remarked that efforts to recruit currently working public affairs, bandsmen, broadcasters, and multi-media personnel have produced some results. Nonetheless, he urged continued efforts on all members to recruit more members.

Centurion Drawing

Best of the Best award winner, TSgt. Sean Worrell, drew the names of Alan Defend and Jim Reinhard for three nights free lodging.

Adjournment

A motion was made to adjourn the meeting, seconded, and the motion was approved by a voice vote of the membership.

Directory Updates



Directory Updates

Bailey, Anita
E-Mail: anitals@windstream.net

Banda, Sara
155 East 31st St., Apt. 9E, New York NY
10016, (917) 405-0525

Blackburn, Julie
CMR 418 Box 2698, APO AE 09058; E-Mail: momcube@mac.com

Boyd, Thomas J.
E-Mail: boydtj@zoominternet.net

Brown Sr., Michael A.
5007 C Victory Blvd., Yorktown VA23693, (757) 876-6589; Business: BoozAllenHamilton Inc., Suite 400, 5800 Lake Wright Drive, Norfolk VA 23502, (757) 203-5508; Fax: (757) 865-0598; E-Mail: michael.brown76@cox.net

Cavanaugh, Shirley R.
E-Mail: nitnoy@hawaii.rr.com

Childress, Harry M.
E-Mail: hrrchildress@gmail.com

Coleman, Fred
Business: General Dynamics Information Technology, 5100 Springfield Pike, Ste. 509, Dayton, OH 45431, (937) 255-4989; Fax: (937) 656-7057; E-Mail: fcoleman@woh.rr.com

Davis, Charles E.
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DeFend, Alan E.
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DeFrank, James
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Dennard, Beth
525 Villa Dr., Seabrook TX 77586, (281) 474-5818; Business: Beth Dennard Licensed Professional Counselor, 525 Villa Dr., Seabrook, TX 77586; E-Mail: bdennard@BrightFuturesLLC.com

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E-Mail: larry.greer@osd.mil

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Grossman, Barry
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Lt Col

Macaluso, Don
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McKenna, Sean
Lt Col 407 Canadian Trl, Mansfield TX 76063, (210) 685-4083; Business: Commander, 344th RCS, 3030 Matlock Rd., Ste. 210, Arlington TX 76015, (817) 640-6057; E-Mail: sean.mckenna@us.af.mil

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Ragan, James H.
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Whitaker, Johnny
1515 Hunterglenn Dr., Aledo TX 76008, (817) 599-7138; Business: Director of Marketing & International Communications, Lockheed Martin Aeronautics Company, Fort Worth TX, (817) 762-1440

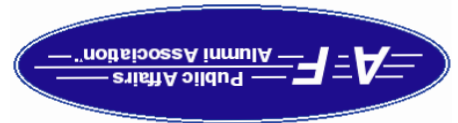
Worthington, John A.
239 Roseheart, San Antonio TX 78259, (210) 490-6478

Wynne, Charles 'Chuck'
Colonel (Ret. 2006) 7408 Rooses Way, Indianapolis IN 46217, (317) 885-2460; Business: National Collegiate Athletic Association; E-Mail: vicsnotes@yahoo.com

Air Force Public Affairs Alumni Association News & Notes, John Terino, editor, is published quarterly for members by the Air Force Public Affairs Alumni Association, P. O. Box 447, Locust Grove, VA 22508-0447. On-line subscriptions are available at www.afpaaa.org. **Membership Information:** Individuals 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:** \$300 for life membership (payable in four quarterly \$75 installments). \$25 for one-year membership or \$50 for a three-year full membership. \$10 for one-year or \$20 for three-year associate membership. Membership applications are available at www.afpaaa.org. **Board of Directors and Officers:** Chairman, Sam Giammo; President, Christine Queen; Vice President, Bud Ross; Secretary, John Terino; Treasurer, Jim Hart; Dick Abel, Neil Buttner, Mike Caldwell; Alan DeFend, John Gura, Hank Hufnagel, C. B. Kelly, Hal Smarkola, John Terino. **Committee Chairmen:** Annual Meeting, Bud Ross; Communications, John Terino; Development, Joe Purka; Elections, Kathy McCollom; Finance, Jim Hart; Membership, Neil Buttner; Oral History, John Gura; Web Site, John Gura.

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**Air Force Public Affairs Alumni Association 16th Annual Membership Meeting
Wright-Patterson AFB, Ohio April 29 - May 2, 2009**

