

Loftis Hall re-dedication

Maj. Gen. Garrett Harencak, Air Force Recruiting Service commander, and Master Sgt. Kimberly Williams unveil a mural showcasing Airman 1st Class Joel C. Loftis in a building re-dedication ceremony at AFRS headquarters Oct. 20. Located on Joint Base San Antonio-Randolph, Building 491 was once a dormitory, and was named Loftis Hall after the Airman who was killed during an attack at Rhan Rang AB, Vietnam, June 7, 1969. He was just 22 years old. Williams, Line Officer Accessions program manager, led the project to re-dedicate the building. Loftis left behind a budding music career and a new wife when he enlisted into the Air Force from his hometown of La Marque, Texas. The mural hangs in the AFRS entryway, not as a reminder of his death, but how he lived his life. (U.S. Air Force photos/Dale Eckroth)

Congrats

Congratulations to the following Headquarters Air Force Recruiting Service members on winning quarterly awards at the headquarters level.

2015 Second Quarter Award winners

NCO: **Tech. Sgt. Kristin Burton**, Operations
 Senior NCO: **Master Sgt. Cathy Ulmer**, Operations
 Civilian Category II: **Mary Hale**, Operations
 Civilian Category III: **Kenneth Raimondi**, Operations

2015 Third Quarter Award winners

NCO: **Tech. Sgt. TSgt John Ruiz**, Plans and Resources
 Senior NCO: **Senior Master Sgt. Jennifer Ontiveros**,
 Plans and Resources

Company Grade Officer: **1st Lt. Greg Anderson**,
 Operations

Civilian Category II: **Celia Llamas**, Plans and Resources
 Civilian Category III: **Kenneth Raimondi**, Operations

The following individuals have been selected as the Air Force Recruiting Service winners of the fiscal 2015 Gen. John P. Jumper and Information Dominance Awards. They will now compete at the Air Education and Training Command level.

Outstanding Administration NCO: **Staff Sgt. La Keisha Joseph**, AFRS

Outstanding Cyber Operations NCO: **Tech. Sgt. Robert Baker**, AFRS

Outstanding Cyber Systems NCO: **Staff Sgt. Xavier Baker**, 362nd Recruiting Squadron

Outstanding Cyberspace Support Senior NCO: **Master Sgt. Cedrick Drafton**, 360th Recruiting Group

Outstanding Cyberspace Field Grade Officer: **Maj. Tenoch Aztecatl**, AFRS

Outstanding Civilian Category III: **Michael Zapata**, AFRS

Gen. Edwin W. Rawlings Team Award (small team members): **James Herrick**, **Maj. Tenoch Aztecatl**, **Master Sgt. LaShonda Harris**, **Tech. Sgt. Daniel Gonzalez**, **Tech. Sgt. Corey Reichenberg**, **Tech. Sgt. Jared Johnston**, and **Tech. Sgt. John Ruiz**, all from AFRS.

The following Airmen have been selected by Air Education and Training Command as nominees for the sister services enlisted Professional Military Education.

Marine Corps Advanced Course: **Master Sgt. Michael Lear**, 372nd Recruiting Group, primary; and **Master Sgt. Thomas Kazmierski**, 369th Recruiting Squadron, alternate.

Navy Senior Enlisted Academy: **Master Sgt. Brantley Player**, 317th RCS, primary.

AETC submitted 22 nominees to Air Force, and of the eight selected to attend as primary candidates, two were from AFRS (25 percent). Of the three alternates AETC received, AFRS had one (33 percent).



DEP ceremony

Delayed Entry Program members from the 341st Recruiting Squadron H-Flight pose for a photo with the U.S. Air Force Air Demonstration Squadron Thunderbirds at the Wings Over Houston Air Show at Ellington Airport, Texas, Oct. 17. (U.S. Air Force photo/Senior Airman Jason Couillard)



Grand opening

The 364th Recruiting Squadron celebrated the opening of its flight-centric office in Roseville, California, Oct. 1. Surrounded by members of the Delayed Entry Program, from left are Staff Sgt. Michael Garlit, Staff Sgt. Nicholas Patton, Master Sgt. Lance Bautista, Master Sgt. James McNee, Lt. Col. Nick Callaway, Lt. Col. Joseph Egresits, Staff Sgt. Jessica Nelson, Tech. Sgt. Levi Overcash and Staff Sgt. Zachery Loven. (U.S. Air Force photo)



Senior Master Sgt. Jason DeFelice, 364th Recruiting Squadron production superintendent, cuts the cake at the grand opening. (U.S. Air Force photo)



Lt. Col. Joseph Egresits, 372nd Recruiting Group deputy commander, coins Tech. Sgt. Kristi Rieder, 364th Recruiting Squadron training NCO, for her work in making the grand opening a success. (U.S. Air Force photo)



Military salute

FOX 29 in Philadelphia closed city streets for a day to salute the military Oct. 9. Military service members were invited to enjoy free food and coffee. Lt. Col. George Peasant III, 314th Recruiting Squadron commander, (above) administers the oath of enlistment to future Airmen as part of the festivities. (U.S. Air Force photo)



Senior Master Sgt. Launia Terry-Hill, 314th RCS production superintendent, presents an Air Force Recruiting Salutes plaque to Jennaphr Frederick of FOX 29. (U.S. Air Force photo)



Lt. Col. George Peasant III, 314th RCS commander, speaks with Mike Jerrick of FOX 29 News before swearing in members of the Delayed Entry Program. (Screen capture)



Thanks to Harley

The 339th Recruiting Squadron presented an Air Force Recruiting Salutes plaque to Wolverine Harley-Davidson in Clinton Township, Michigan, Oct. 9, for their continued support of the squadron's motorcycle safety program. Pictured from left in the front row are: Staff Sgt. Charles Canfield, client service technician; Carol of Harley-Davidson; Lt. Col. Justin Tyree, commander; George De La Nuez, owner of Wolverine Harley-Davidson; and Master Sgt. Adam Forbes, first sergeant; and back row: Senior Master Sgt. Dale Graham, production superintendent; Ben of Harley-Davidson; Master Sgt. Fred Barrett, client service technician; and Jack Head, squadron logistician. (U.S. Air Force photo)



Learning about the mission

Maj. Gen. Roger Teague, Director, Space Programs, Office of the Assistant Secretary for Acquisition, visits with Tech. Sgt. Larissa Aldrich in Lakewood, California, Oct. 5. Teague spent the day visiting various offices of the 369th Recruiting Squadron to learn more about the recruiting mission, including the headquarters, D-Flight and the Los Angeles Military Entrance Processing Station. Since he was interested in learning how recruiters process a qualified applicant, he acted the role of a future Airman as Aldrich "prequalified" him. (U.S. Air Force photo)



The American flag

The 344th Recruiting Squadron organized a joint service flag hold for the American League Divisional Series between the Toronto Blue Jays and Texas Rangers at Globe Life Park in Arlington, Texas, Oct. 11. More than 120 joint service members from Fort Hood, Sheppard and Tinker Air Force Bases and the Joint Reserve Base in Fort Worth participated in the ceremony before a sell-out crowd of more than 48,000. The Sheppard AFB Honor Guard presented the colors. LEFT – Master Sgt. Ernest Rock, H-Flight chief, holds the part of the flag near Florida. (U.S. Air Force photos)



Master Sgt. Harry Kibbe and country star Aaron Tippin prepare to record the 2015 “Red, White and Air Force Blue Christmas” radio special at Spotland Productions in Nashville. The one-hour program is being distributed to country radio stations in the United States and the American Forces Network for airing during the upcoming holiday season. U.S. Air Force photo/Dale Eckroth)

AFRS holiday special features Aaron Tippin

By Dale Eckroth
Headquarters Air Force Recruiting Service

JOINT BASE SAN ANTONIO-RANDOLPH, Texas — From his early days performing in honky-tonks throughout South Carolina to making it big in Nashville, country star Aaron Tippin reflects on his 25-year recording career and shares his favorite holiday memories on this year’s “Red, White and Air Force Blue Christmas” radio special.

Hosted by Master Sgt. Harry Kibbe and produced by Air Force Recruiting Service, the one-hour program features songs from Aaron’s Christmas album, “A December to Remember,” along with one of his biggest hits, “Where the Stars and Stripes and the Eagle Fly.”

“Aaron is one of the most down-to-earth performers I’ve ever had the pleasure to work with; nothing was off the table,” Kibbe said. “He talked about ‘the good old days’ when he was trying to make money making music and how he loves giving back to service members by taking his show to military communities all over the world.”

This year AFRS is partnering with Connect 360 Multimedia to maximize marketing efforts to radio stations. The company specializes in strategic marketing of radio public service announcements, also known as PSAs.

According to Ken Raimondi, AFRS Broadcast manager, it was a natural fit for the company to market a “Red, White and Air Force Blue Christmas” since Connect 360 already markets PSAs produced by AFRS.

“The show, which was recorded at Spotland Productions in

Nashville, is part of our public service program,” Raimondi said. “It’s designed to inspire and engage our target audience and influencers with positive messages meant to help build communities and individuals.”

Raimondi explained that the nature of radio has changed and the Air Force is keeping up with that change.

“At one time, radio stations loved a program like our Christmas show because they could program it during the holidays and give their disc jockeys some time off,” he said. “That’s still the case with many independent stations. However, stations owned by larger companies have less control over what they play.”

Five 30-second PSAs are packaged with the Christmas show and focus on fitness, a drug-free life and a “thank you” to veterans recorded by Tippin. Country group Lady Antebellum also recorded a message on the importance of accepting diversity.

Now in its 14th season, a “Red, White and Air Force Blue Christmas” will be made available in November to country stations and their websites, including the American Forces Network. The show will also be streamed at www.soundcloud.com/airforcerecruiting.

In 2014 the program won the prestigious Department of Defense Thomas Jefferson award for best radio entertainment program.

“It’s a really tough competition and one that we were fortunate to win,” Kibbe said. “The award speaks to the hard work everyone puts into making a ‘Red White and Air Force Blue Christmas’ such a fun show to listen to.”



Certified

Tech. Sgt. Ricardo Rodgers, 332nd Recruiting Squadron, receives his recruiter certification from Senior Master Sgt. John Roy, 332nd RCS production superintendent, in Huntsville, Alabama, Oct. 21. (U.S. Air Force photo/Master Sgt. Daniel Ramsey)

Certified

Staff Sgt. Donald Porter receives his recruiter certification from Senior Master Sgt. David Jackson 338th Recruiting Squadron production superintendent, in Springfield, Ohio, Oct. 8. (U.S. Air Force photo)



Graduation ceremony

Members of the 341st Recruiting Squadron welcomed new recruiters to their squadron at the Recruiting School graduation at Joint Base San Antonio-Lackland, Texas, Oct. 21. From left are: Chief Master Sgt. Mark Bennett, 341st RCS superintendent; Staff Sgt. Domonique Edwards, new Austin, Texas, recruiter; Master Sgt. Mark Caldwell, 341st RCS D-Flight chief; Master Sgt. Robert Isarraraz, Austin recruiter, and Staff Sgt. Ryan Toon, new G-Flight recruiter. Caldwell was the guest speaker at the graduation. (U.S. Air Force photo)



Points of Light

Tech. Sgt. Jason Long, 341st Recruiting Squadron A-Flight (standing left) was a member of the color guard ceremony for the Points of Light 25th Anniversary Tribute in Houston Oct. 20. Points of Light was founded by President George H. W. Bush to highlight volunteerism and service. The president and Barbara Bush had their photo taken with the color guard before the ceremony. (Courtesy photo)



Larger than life

Members of the 311th Recruiting Squadron are shown on the giant screen at First Energy Stadium in Cleveland, Ohio, during a military appreciation event at the Browns vs. Broncos game Oct. 18. From left are Staff Sgt. Sean Morris, Staff Sgt. Eddy Spoor, Staff Sgt. Sergio Melendez, Tech. Sgt. Lucas Bistor, Master Sgt. Cori Branstetter, Tech. Sgt. Ryan McFall, Tech. Sgt. Daniel Santel, Staff Sgt. Brian Langer, and Tech. Sgt. David Phillips. (U.S. Air Force photo)



Tech. Sgt. Ryan Breaux, 361st Recruiting Squadron, speaks to students at Glide High School in Glide, Oregon, during the presentation of a UV safety goggle sanitizing cabinet. (U.S. Air Force photo)

The value of precision marketing

By Tech. Sgt. Ryan Breaux
361st Recruiting Squadron

When I arrived at my recruiting assignment in Roseburg, Oregon, I quickly realized that I needed to get deeply involved in the community to achieve my full potential as a recruiter. Since this zone was previously vacant, I made it a point to ensure everyone knew the Air Force was in town.

Zone canvassing is great, but nothing has promoted my cause better than the precision marketing that I've been able to use to my advantage.

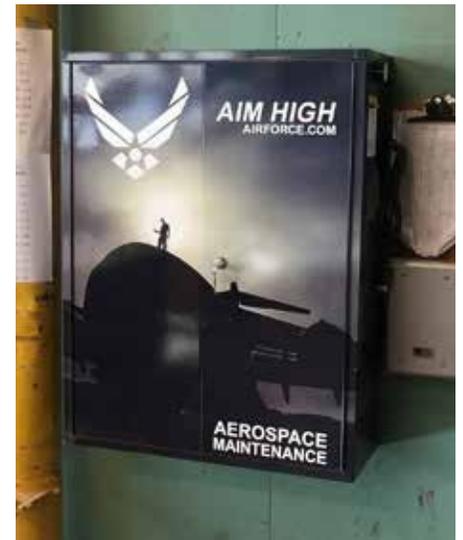
To begin, I dove headfirst into my schools. I set out to establish rapport with as many faculty members as possible. This was important because it built trust, and that trust is what opened critical lines of communication.

A prime example of precision marketing is my experience with Glide High School. This is a small school on the outskirts of my zone. Through frequent visits, I was able to meet and earn the confidence of the vo-tech teacher, Ben Kercher. When I found out his classes needed a UV safety goggle sanitizing cabinet, I made it my mission to get him one. The cabinet not only had to fill his school's need, but the Air Force's as well.

The solution to both needs was a custom Air Force-wrapped UV sanitizing cabinet. The cabinet far exceeded the expectations of Mr. Kercher and the school, and the presentation solidified my relationship with them.

The cabinet is now hanging in the vo-tech class. Every time the students get their UV safety goggles or return them to the cabinet, they see "Air Force." And in our efforts to get more applicants focused on Science, Technology, Engineering and Mathematics, these are exactly the students we need to reach. This marketing effort is a clear "win-win."

We were able to make a lasting impression through effective school programs and precision marketing. This was a major success for us and it came about by building all of the right connections in my new community. I would encourage any new recruiter to get out into their zone and work on building those critical relationships as early in their tour as possible.



The Air Force-wrapped UV safety goggle sanitizing cabinet at Glide High School. (U.S. Air Force photo)



NHL opener

Members of the 311th Recruiting Squadron performed color guard duties at the home opener for the Pittsburgh Penguins at Console Energy Center in Pittsburgh, Oct. 13. From left are: Tech. Sgt. Christopher Beck, Pittsburgh Military Entrance Processing Station liaison NCO; Staff Sgt. Justin Mulholland, B-Flight recruiter; Master Sgt. Troy Shullick, B-Flight chief; and Tech. Sgt. Stephen Castleberry, A-Flight recruiter. (U.S. Air Force photo)



Before the game

Members of the 314th Recruiting Squadron were invited to post the colors and the pre-game ceremony at Wells Fargo Arena in Philadelphia, Oct. 16, for the Philadelphia 76ers vs. Washington Wizards game. From left are Master Sgt. Jason Rodriguez, Staff Sgt. Jared Carluen, John Wall (point guard for the Wizards), Tech. Sgt. Darius Perry, and Staff Sgt. Ralph Hall Gonzalez. (U.S. Air Force photo)



Manufacturing Day
Staff Sgt. Tynesha Leverson, 317th Recruiting Squadron B-Flight, speaks to high school students at the ECPI University Manufacturing Day in Virginia Beach, Virginia, Oct. 9. The school hosted more than 400 high school students, representing approximately 30 area schools. The day is intended to inspire the next generation of manufacturers. (U.S. Air Force photo)



Career fair

Tech. Sgt. Richard Sandoval, 344th Recruiting Squadron line officer recruiter, and Capt. Deanna Franzen, 344th RCS operations flight commander, speak with a potential lead at the University of Texas at Tyler Engineering Career Fair, Oct. 2. They gathered more than 20 potential engineering line officer leads. (U.S. Air Force photo)



Skate It Up

Members of the 341st Recruiting Squadron F-Flight participated in the Second Annual Skate It Up competition at North Houston Skate Park in Houston, Oct. 3. The squadron was one of the event sponsors at the biggest skate park in North America, and three Delayed Entry Program members also assisted. From left are Staff Sgt. Robert McGonagle; Master Sgt. Frank Wallace, F-Flight chief; and Staff Sgt. Justin Auske. (U.S. Air Force photo)



Coined by the commander

Tech. Sgt. Lakeydra Houston, 341st Recruiting Squadron H-Flight, is coined by Col. Patricia Sergey, 369th Recruiting Group commander, in Houston, Oct. 16. Sergey toured various offices in H-Flight. (U.S. Air Force photo)



An Air Force family

Staff Sgt. Danny Watson, 344th Recruiting Squadron, stands with his wife, Airman Brianna Watson, at her Basic Military Training graduation at Joint Base San Antonio-Lackland, Texas, Oct. 9. She joined from her husband's office in Texarkana, Texas. (U.S. Air Force photo)



Lifesaving skills

When Tech. Sgt. Nicholaus Abramow (left) of the 342nd Recruiting Squadron provided hands-on Self Aid Buddy Care training to Tech. Sgts. Travis Hogan and John Mass (right), Sept. 16, Mass didn't realize those skills would be put to the test just days later. Mass saved the life of a fellow 342nd RCS Airman when they were TDY to Puerto Rico, Oct. 2. While they were eating lunch, Tech. Sgt. Phillip Pierce began to choke on his food. Mass immediately performed the Heimlich maneuver four times, dislodging the food that was blocking Pierce's airway. (U.S. Air Force photo)



Air Force opportunities

Staff Sgt. Brandon Hilsheimer and Airman 1st Class Tyler Pangonis talk about Air Force opportunities and benefits to attendees at the Schuylkill County College Fair at Pottsville High School in Pottsville, Pennsylvania, Oct. 13. Hilsheimer is assigned to the 314th Recruiting Squadron B-Flight, and Pangonis was participating in the Recruiter Assistance Program. (U.S. Air Force photo)



Supporting school sports

Tech. Sgt. Jenifer King, 337th Recruiting Squadron, stands with Bill Edmundson, coach of the Rosewood High School Wrestling team, and two of his team members in Goldsboro, North Carolina, Oct. 15. King presented wrestling championship belts to the school; their tournament has been renamed the USAF-Rosewood Eagles Wrestling Invitational. One belt, which Air Force recruiters can use as a promotional item at any time, will stay in the school's display case. The other belt will go to the championship team (in their display case) each year, with the school's name engraved on the belt. Every year, the belt will come back to Rosewood for the tournament champion. The belt is designed to feature 12 years' worth of champions on it. King started this initiative on her first day on the job. She worked the Rosewood invitational before she ever stepped foot into her office in February 2014. (U.S. Air Force photo)



Supporting the mission

During the annual Air Force Special Operations Rucksack March, Master Sgt. Ismael Villegas (left) and Senior Airman Christopher Ruiz (right) of the 24th Special Operations Wing met with Staff Sgt. David Hatch, 341st Recruiting Squadron G-Flight, for a school visit in Beaumont, Texas, Oct. 7. The 24th SOW is based at Hurlburt Field, Florida. (U.S. Air Force photo)



A show of support

Staff Sgt. Dan Cunningham (left) of the 336th Recruiting Squadron is shown at the groundbreaking for a Habitat for Humanity home in Daytona Beach, Florida, for Navy Gulf War Veteran Mario Figueroa, Oct. 19. (U.S. Air Force photo)



Good sportsmanship

Staff Sgt. Robert Purcell, 339th Recruiting Squadron, presented the squadron's first Sportsmanship Awards at the East Grand Rapids vs. Lowell High School football game in Lowell, Michigan, Oct. 16. The 339th RCS plans to award this honor at rivalry games throughout the squadron. The first players to accept the award were Evan Mierendorf of Lowell, No. 97, and Brenden Oosse of East Grand Rapids, No. 54. The players are with their parents. (U.S. Air Force photo/Airman 1st Class John Mitchell)



Ultimate football

Members of the 339th Recruiting Squadron competed in a friendly game of ultimate football to build morale and stay fit at Selfridge Air National Guard Base, Michigan, Oct. 8. Pictured from left in the front row are: Maj. Steven Hatcher, operations commander; Master Sgt. James Asedo, H-Flight chief; Capt. Adrian Law, support commander; Kelly Adkins, unit program coordinator; and Lt. Col. Justin Tyree, commander; back row: Master Sgt. Adam Forbes, first sergeant; Master Sgt. Chosniel Jefferson, personnel; Master Sgt. Fred Barrett, client service technician; Senior Master Sgt. Dale Graham, production superintendent; Master Sgt. Damian Vandevender, senior trainer; Senior Airman Daniel Doss, Logistics; Staff Sgt. Jose Porrás, operations NCO; and Master Sgt. Mark Winters, operations flight chief. (Courtesy Photo/Sarah Porrás)



High school visit

Sandy Harrison, principal of Mosley High School in Panama City, Florida, is visited by Staff Sgt. Brian Davis, 331st Recruiting Squadron C-Flight, and Lt. Col. Jonathan Austin, 331st RCS commander, Oct. 21. Mosley is the largest school in Bay County, Florida. (U.S. Air Force photo)



Half-marathon

Members of the 337th Recruiting Squadron participated in the Myrtle Beach half-marathon Oct 18. From left are Master Sgt. Steve Dagnan, recruiter; Capt. Tony Brunson, support flight commander; Lt. Col. Cary Belmear, commander; Staff Sgt. Ar'Braysha Williams, personnel; Master Sgt. Aaron Akridge, D-Flight chief; Master Sgt. Phil Davey, line officer recruiter; Senior Master Sgt. Frank Staud, production superintendent; Chief Master Sgt. James Lucas, superintendent; and Staff Sgt. Jason Gilley, operations NCO. Among the 337th RCS runners, Gilley finished first with 1:54 and Lucas was second with 2:02. (U.S. Air Force photo)



Wingman Day

Members of the 331st Recruiting Squadron participated in the 3rd Annual Fire Muster at Maxwell Air Force Base, Alabama, Oct. 15. The Wingman Day activities included such activities as a litter carry, water jousting and bucket brigade. More than 28 teams participated. Playing the role of patients are Tech. Sgt. Brandaun Love, line officer recruiter; Staff Sgt. Tiffany Thompson, client system management NCO; Tech. Sgt. Veronica Black, standardization and training NCO; and Tech. Sgt. Christopher Corpening, operations NCO. (U.S. Air Force photo/Master Sgt. Clarence Loveless)



Europa Games

The 362nd Recruiting Squadron coordinated displays at the Europa Games and Fitness Expo in Phoenix, Oct. 9-11. More than 5,000 people attended the event which featured martial arts competitions, physique and body building, CrossFit competitions, Zumba and several fitness vendors. At left, Staff Sgt. Michael Garrison, 56th Civil Engineer Squadron Explosive Ordnance Disposal, shows a young visitor an EOD robot. (U.S. Air Force photo)



Tech. Sgt. Nichole Yazzie, 362nd RCS D-Flight, poses with a Military Working Dog from the 56th Security Forces Squadron, Luke Air Force Base, Arizona. (U.S. Air Force photo)



Staff Sgt. Jessica Keller, 56th SFS, provides a K-9 demonstration at the Air Force recruiting booth. (U.S. Air Force photo)

**Walk for wishes**

Staff Sgt. Serafin Rosa and Staff Sgt. Marvin Contreras, 362nd Recruiting Squadron G-Flight, walked with their Delayed Entry Program members in the Tucson Walk for Wishes at the University of Arizona, Oct. 18. (U.S. Air Force photo)

**Wally Ball challenge**

The Air Force Recruiting Service Top III organized their quarterly Wally Ball Tournament at Joint Base San Antonio-Randolph, Texas, Oct. 16. AFRS members engaged in some fast-paced competition. Any out-of-town readers who are visiting San Antonio and want to play should contact Master Sgt. Johnny Martinez to set up a game. From left are Staff Sgt. Eric Erwin, Tech. Sgt. James Gill, Staff Sgt. Ashley Brown, Master Sgt. Spencer Clark, Tech. Sgt. Estrid Serrano, Martinez, Master Sgt. Scott Mcafee, Maj. Michael Crowl, Tech. Sgt. Paul Garces, Master Sgt. Lashundra Howard and Chief Master Sgt. Edward Edgar. (U.S. Air Force photo)



DEP swear-in

Maj. Gen. Jerry P. Martinez swears in 331st Recruiting Squadron Delayed Entry Program members at the Geico 500 at Talladega Super Speedway in Talladega, Alabama, Oct. 25. Martinez is the director of Operations, Headquarters Air Mobility Command, Scott Air Force Base, Illinois. (U.S. Air Force photo/Master Sgt. Michael Goodman)



Tailgate party

Headquarters Air Force Recruiting Service hosted a tailgate party Oct. 9 at Joint Base San Antonio-Randolph, Texas. Approximately 50 people attended, many of them wearing jerseys from their favorite NFL team. Activities included a corn hole tournament for bragging rights. (Courtesy photos/Master Sgt. Soren Pease)