

INSPIRE



ENGAGE



RECRUIT



# BEHIND THE BADGE

THE OFFICIAL MAGAZINE OF THE U.S. AIR FORCE RECRUITING SERVICE

MAY 2020



## Behind the Badge

### ABOUT US

Behind the Badge is a digitally published, monthly magazine catering to the recruiting community. It is an official publication of the Air Force Recruiting Service Public Affairs Office.

### SUBMIT

Behind the Badge welcomes submissions from all recruiters and those working in the field. Photos, videos, story ideas, commentaries, suggestions and criticisms are all welcome, although publication is not guaranteed.

To submit email us at:  
[afrshqpa@us.af.mil](mailto:afrshqpa@us.af.mil)

Submission deadline for next issue:  
**May 29, 2020**

## FROM THE EDITOR



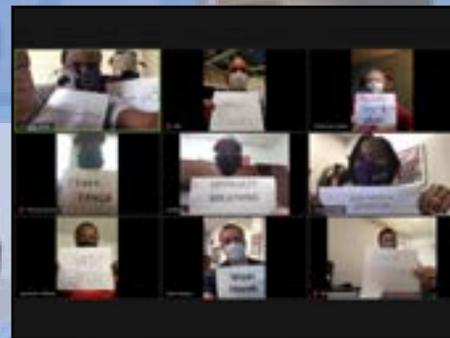
Well it certainly has been an interesting month. In the last issue we introduced the first virtual promotion and now life in recruiting is virtually all virtual. We are doing virtual swear-ins, virtual promotions and even have facilitated virtual flyovers.

Through innovation we have found ways to continue conducting business and some of things we are doing now during COVID-19 will probably be here to stay in one form or another.

Working at home is certainly interesting and video calls have become a new way of life. While physical distancing is still a priority during this pandemic, Video calls allow some social aspects to our days.

This edition of BTB is story heavy and highlights many of the innovations that have happened during the pandemic. People have also found ways to give back to those on the front lines. It's as American as apple pie for people to stand together and find ways to contribute to helping those in need. Whether it is donating scrubs to front line hospital workers or sewing face masks, AFRS Airmen have found a way to help.

Please stay safe and continue doing what you do, bringing in the best and brightest into the U.S. Air Force.



### ON THE COVER

A photo illustration depicting a typical work environment during the COVID-19 stay at home order. On the computer screen Reserve recruiters from Team Charleston throw up signs with their message during a Joint Base Charleston Zoom call. Each sign carries a message pertaining to the COVID-19 pandemic. (U.S. Air Force graphic by Michelle DeLeon)

### Deadlines:



# Air National Guard Recruiting joins newly merged Total Force Lead Refinement, Call Center

By Master Sgt. Chance Babin,  
AFRS Public Affairs

JOINT BASE SAN ANTONIO-RANDOLPH, Texas – Air Force Recruiting Service’s strive to become an integrated recruiting enterprise took a big step forward as Air National Guard Recruiting and Retention signed on to be part of the newly merged Total Force Lead Refinement and Call Center beginning April 15, 2020.

“Transitioning to the integrated lead refinement and call center is a major milestone in the Air National Guard’s Total Force recruiting initiatives,” said Brig. Gen. April Vogel, Director of National Guard Bureau’s Manpower, Personnel, Recruiting and Services. “Additional integration efforts we are currently pursuing include joining the Air Force national marketing and advertising contract, integrating

positions into the AFRS staff, and conducting a pilot study to identify opportunities to integrate with Air Force recruiting squadrons.”

The Total Force Lead Refinement and Call Center will provide the ANG with a needed service, since its marketing contract recently expired. The ANG call center was managed by a commercial vendor from August 2018 until July 2019. After July 2019, the calls were managed organically by the ANG Marketing Branch.

“The ANG integrating with the Total Force Lead Refinement and Call Center is innovative because it creates a virtual connection for applicants and provides seamless and continuous access to information.” Vogel said. “By capitalizing on the existing call center infrastructure, the ANG will be able to offer callers extended service hours to include

nights and weekends.”

It will also enable the Air Force to have one voice in conveying the Air Force message.

“By joining the integrated lead refinement and call center, the Air National Guard helps to create a consistent experience for prospects across components – Guard, Reserve, and Active Duty,” said Col. Nashid Salahuddin, ANG Recruiting and Retention Division chief.

“This is a big win for the Air Force since it provides for a single message to the public, and that is the Air Force provides part-time and full-time jobs, in and out of a uniform,” said Senior Master Sgt. Randy Rodriguez, an Air Force Reservist who is the AFRS Integration Cell project manager for call center integration.

A big part of having one message to potential recruits

**ANG CONTINUED ON PAGE 9**



The Total Force Recruiting Integration Cell during their first meeting in May 2019. The Air Force Recruiting Service Total Force recruiting enterprise partners include regular Air Force, Air Force Reserve, Air National Guard, Air Force Academy admissions, Air Force Civilian Service and Air Force ROTC. Air National Guard Recruiting and Retention was the first partner to sign on to be part of the newly merged Total Force Lead Refinement and Call Center beginning April 15, 2020.

# AFRS squadron uses virtual bingo as a resiliency tool to boost morale during COVID-19

By Master Sgt. Chance Babin,  
AFRS Public Affairs

NASHVILLE, Tenn. – During the COVID-19 pandemic, Air Force Recruiting Service Airmen have found innovative ways to virtually accomplish the mission. They are also finding ways to bring virtual resiliency to their squadron and family members.

Recruiters set up a game of virtual bingo to fill the social void left in some households and bring everyone together April 24, 2020. The idea was to maintain physical distancing while bringing back the social aspects of being together.

“My wife and I were talking one morning about how to give service members a boost of morale during this COVID-19 crisis our country is now facing,” said Tech. Sgt. David Loving, a recruiter with the 332nd Recruiting Squadron. “We agreed virtual bingo would be one such outlet. My wife, who is one of the 332nd Recruiting Squadron key spouses, agreed to help host and get families involved, because many family members are stuck at home with little to do.”

After a little research, the Lovings set their plans into motion.

The 332nd RCS Booster Club agreed on providing two free meals at this year’s squadron annual awards banquet to the winner of the championship round of bingo.

One of the squadron’s recruiters, who is also a disc jockey, agreed to provide music in the short intermission between the first preliminary game and the second championship game.

“With any luck, this opportunity will spark more virtual interaction with service members and families alike and boost resiliency,” Loving said.

“Most people I talked to



Tech. Sgt. David Loving and his wife Jennifer found an innovative way to bring their squadron and family members together to build resiliency. Loving, a recruiter with the 332nd Recruiting Squadron, Nashville, Tennessee, set up a game of virtual bingo to fill the social void left in some households and bring the squadron and their families together April 24, 2020. (Courtesy photo)

afterwards enjoyed giving their families something to do besides the status quo,” he added. “Some people decided to stay on the Zoom call after the games were over to socialize, which is really what this night was about. So I am very pleased with the outcome.”

The bingo event had about 20 Zoom callers with approximately 40 squadron members and their families involved.

“A lot of people said their children had fun dancing to the music during intermission, and that certain parts of the family bingo were hilarious,” Loving said. “I would be willing to do the event again especially if social distancing continues. Maybe next time I could turn it into a ‘family game night’ instead of just bingo.”

The big winner for the night was Tech. Sgt. John Goff, who won the final game.

“We had fun. It was good to see everyone involved laughing, joking and enjoying their time

during this quarantine,” Goff said. “My whole family was there. I have two daughters, Emma, 10, and Addison, 7, who both took turns selecting the numbers for each game.”

Although Goff won the bingo game and the meals donated by the squadron’s booster club, he said everybody who participated and boosted their resiliency were the real winners.

“Resiliency is very important. It’s what makes us successful in the military, no matter what career field you are in,” Goff said. “You have to be able to adapt and overcome and find ways to cope with unexpected circumstances. This event brought everyone together.”

“We had all positions of senior leadership on down to the newest recruiters. In this career field you are geographically separated from most of the squadron, so events like this allows us to come together, interact and meet new people.”

# Air Force Recruiting expedites virtual teleconferencing tool amid COVID-19

By Master Sgt. Chance Babin,  
AFRS Public Affairs

JOINT BASE SAN ANTONIO-RANDOLPH, Texas – Air Force Recruiting Service has been working on ways to perform recruiting activities virtually. With the COVID-19 crisis, many of those plans are being expedited to allow AFRS recruiters to continue working to inspire, engage and recruit the best and brightest to serve in the US Air Force.

Recently, AFRS collaborated with Zoom for Government to create an innovative virtual teleconferencing option for recruiters everywhere to have secure meetings with potential applicants seeking opportunities in the Air Force.

The VTC's intent is to connect applicants, recruiters, support personnel, leadership, and DoD civilian counterparts under one umbrella.

"It is a cultural change in the way we are able to recruit and engage within AFRS and with our civilian applicants," said Tech. Sgt. Mary Schroeder, 314th Recruiting Squadron, training and marketing NCO, Mechanicsburg, Pennsylvania. "We are able to now have an alternate means of communicating that is secure and approved by the Department of Defense. Any applicant or recruiter now has the ability to connect on a common virtual location using any device from any location."

With the COVID-19 pandemic, military travel has been extremely limited and recruiters have found innovative ways to continue working toward their goal.

Air Force recruiters are faced daily with challenges and often work long hours travelling to meet recruits,



Maj. Gen. Jeannie Leavitt, Air Force Recruiting Service commander, recently coined Tech. Sgt. Mary Schroeder, 314th Recruiting Squadron, training and marketing NCO, Burlington, New Jersey, and her team, April 15, for developing a virtual teleconferencing idea with collaboration from Zoom for Government. (Courtesy photo)

conduct training and complete other tasks in their daily life.

"We have a very unique mission within AFRS, one that no other command in the Air Force has," Schroeder said. "Having the ability to connect with potential applicants using any device on a secure and authorized platform to conduct recruiting business is paramount. Now, as we navigate through this pandemic, VTC must be the primary source for all meetings, collaborations and recruiting activities with applicants."

The VTC concept is something Schroeder has been wanting to have become a reality from her experiences as a recruiter.

"The idea was sparked by my personal experiences as an enlisted accessions recruiter followed by a health professions recruiter and now as a trainer," Schroeder said. "I was limited in my ability to recruit as a geographically separated member."

In June 2019, her VTC idea was submitted to the AFRS Innovation Cell. The Innovation Cell takes in

ideas from the field and helps facilitate those ideas by finding the correct people to help coordinate and develop the idea before it is presented to AFRS leadership.

"The process was lengthy because research and due diligence had to occur – researching the companies that have the capabilities required to support the vision then narrowing them down to those that were DoD approved," Schroeder said. "After that was accomplished, the real work began with workshop visits, company evaluations and cross checking with other DoD entities currently using the same products."

Schroeder's idea was a family affair. Her husband was the subject matter expert as he spent 12 years within recruiting service as a client systems technician. After looking at several options, Zoom was chosen, in part due to its security.

"Unlike the two commercial options Zoom offers, Zoom for Government meetings are only conducted over two servers located within the continental United States," said Staff Sgt. Kevin Schroeder, 622nd Contingency Response Squadron, Joint Base McGuire-Dix-Lakehurst, New Jersey. "With the free options offered there's a high risk of data being sold to third parties and being shared. As for safety of using this platform, if policy governing the usage of this product is vetted and set in place, I don't see any issues arising in the future."

Zoom for Government is approved under the US Federal Risk and Authorization Management Program (FedRAMP), with the sponsorship of the US Department of Homeland Security. This authorization allows

**VTC CONTINUED ON PAGE 13**

# Air Force Recruiting, 4th Fighter Wing help fill void at NASCAR iRacing with innovation

By Master Sgt. Chance Babin,  
AFRS Public Affairs

SEYMOUR JOHNSON AIR FORCE BASE, N.C. – A resourceful group of Airmen here figured out an innovative way to provide a simulated Air Force flyover to NASCAR's simulated racing series.

NASCAR racing fans are known for being patriotic, which is why Air Force Recruiting Service has been an active partner with NASCAR for nearly two decades.

On a normal race day, Airmen litter the raceway pitching opportunities to serve in the Air Force, singing the National Anthem, performing flyovers and conducting mass enlistments.

During the COVID-19 pandemic, NASCAR, like all other sports – has taken a break until the safety of fans and competitors can be assured, leaving a void for sports fans.

But the race must go on, so NASCAR filled the void for fans with iRacing, a computer-based simulation featuring NASCAR race drivers.

That meant the Air Force was also challenged to find a way to provide the flyover at the end of the National Anthem.

"The Air Force flyover is a NASCAR iconic moment prior to every race," said Master Sgt. Sean Christian, Air Force Recruiting Service noncommissioned officer in charge of special events. "That's when the 4th Fighter Wing really showed its creativity and brought a great idea to reality."

The wing's maintenance squadron and training squadron were determined to bring their



A view from the cockpit during a four-aircraft formation during a Virtual Reality flyover during the iRacing NASCAR Pro Invitational hosted by the Richmond Raceway April 20, 2020. The 4th Fighter Wing, Seymour Johnson Air Force Base, North Carolina, performed the VR flyover, something they had never done before. (Courtesy image)

jets to the virtual sky over the eNASCAR Pro Invitational recently at the Richmond Raceway in North Carolina.

"When FOX began televising iRacing in place of the live races postponed due to COVID-19, the virtual race was complete with a pre-race concert, invocation and the National Anthem," said Lt. Col. Darrell Chase, 4th Aircraft Maintenance Squadron commander, who described his family as a NASCAR family. "The first race featured Dylan Scott singing our National Anthem from his garage. FOX posted a virtual reality graphic of our American Flag as he finished, but there was no flyby. It was way too anticlimactic."

Chase did what people around our nation and within the military have been doing during the COVID-19 crisis. He came up with an innovative idea to work around an issue.

"We gave birth to the VR flyby idea," Chase said. "We were in

a unique position to execute it because we have the non-classified VR training set-up for student pilots. I pitched the idea to wing leadership and the rest is history."

Before history could be made, the idea of doing a VR flyover moved to the simulator folks. They began watching iRacing to determine if it could be done. They had never done a formation in the simulator.

When Maj. Meghan Booze, 4th Training Squadron assistant director of operations and innovation, heard about the idea for her team to attempt doing a VR flyover she was excited for the new challenge. The first challenge was to figure out was how they could do this, while social distancing.

"The 4th Training Squadron was very excited about this unique opportunity to train to something we had never attempted before in virtual reality," Booze said. "We

**FLYOVER CONTINUED ON PAGE 9**

# Recruiting Service Airmen help medical professionals on COVID-19 front lines

By Master Sgt. Chance Babin,  
AFRS Public Affairs

NASHVILLE, Tenn. -- During this unprecedented COVID-19 pandemic, people from around America are finding innovative ways to contribute to those working on the front lines and Air Force recruiters are no different.

Staff Sgt. Brandon McKeever, 342nd Recruiting Squadron, B-Flight recruiter, learned about the needs of a local hospital while he was talking to one of his nurse applicants and found a way the Air Force could help.

"The applicant mentioned a shortage of supplies and necessities," McKeever said. "She said in some cases her coworkers were having to switch out scrubs multiple times a day."

This sparked an idea for McKeever, who knew there were boxes of special promotional items in his storage closet that could be used on the front lines of the COVID-19 battle.

"We've had countless boxes of scrubs in our office since I arrived here in Nashville," he said. "They are branded with the Air Force logo and Air Force Health Professions."

McKeever reached out to Vanderbilt Medical Center to see if our scrubs could be utilized.

"I decided on Vanderbilt because it is the focal point for the COVID-19 response to cases in the Central Tennessee area," he said. "My flight has done a few presentations and conducted business with Vanderbilt University Medical Center or Vanderbilt University on a few occasions, so it seemed like the most logical place."

He noted that most health care facilities have regulations on what



A Healthcare worker at the Vanderbilt University Medical Center in Nashville, Tennessee, wearing scrubs that were donated by recruiters from Air Force Recruiting Service. (Courtesy photo)

scrubs they can wear unless branded with their own logo. But during this pandemic the rules have changed due to tremendous shortages of private protective equipment.

"They were genuinely excited for the donation," he said. "There has been a huge outreach of people donating handmade face masks, but for us to be in the position to donate as many sets of scrubs as we did was undoubtedly extremely helpful and needed during these times."

"We are very appreciative at Vanderbilt University Medical Center to receive these scrubs," said Teresa L. Dail, a nurse who is the chief supply chain officer at Vanderbilt University Medical Center. "They came right at the time we were talking about the need to ensure our clinical staff caring for COVID-19 patients could start wearing scrubs, provided and laundered by the hospital, versus wearing their traditional uniforms to and from the hospital,"

"The staff was overwhelmed by

the generosity and quickly embraced wearing them, with pride, in our emergency department," Dail continued. "This donation allowed us to focus funds on other much needed supplies to help support our staff and our patients."

McKeever and Tech. Sgt. Joe Czito, a recruiter from his flight, loaded one of their vehicles with eight boxes of scrubs, totaling about 600 sets. Once the scrubs were safely delivered, the hospital sent the scrubs out to be laundered before being disseminated to the field for use.

McKeever's resourceful thinking lead to other recruiting flights donating gear to the front lines, which he acknowledges was special.

"I felt a sense of pride. If something like this is in any way able to help anyone stay safe, it is all worth it," he said. "We are in a time where a lot of us may be feeling helpless with ways we are able to help or provide support so it makes me feel good that I was able to contribute."

McKeever said has received nothing but positivity from his peers and leadership.

"I'm glad I work in an environment where things like this are encouraged for our Airmen to do," he said. "This promotes our Airmen to find ways to support their communities."

Vanderbilt University Medical Center expressed their appreciation.

"We have been overwhelmed by the generosity of organizations like yours that have embraced the willingness to support our front line staff who are truly heroes – just like you and your colleagues in the Air Force and the Armed Forces. Thank you from the bottom of our hearts!" Dail said.

# AETC announces 2019 annual award winners

Air Education and Training  
Command Public Affairs

JOINT BASE SAN ANTONIO-  
RANDOLPH, Texas -- Air  
Education and Training Command  
named their 2019 annual award  
winners live on the command's  
Facebook page Apr. 6.

Winners in 18 categories were  
announced by the AETC command  
team of Lt. Gen. Brad Webb and  
Chief Master Sgt. Julie Gudgel  
virtually due to the COVID-19  
virus.

"This year's competition was  
simply one of the best I've seen," said  
Lt. Gen. Brad Webb, commander  
of AETC. "We couldn't be more  
proud of our winners – they truly  
represent the best of the best in the  
First Command."

The AETC winners are:

**Airman of the Year:** Senior Airman  
Brianna Benko, 59th Dental  
Support Squadron, JBSA-Lackland,  
Texas

**NCO of the Year:** Tech Sgt.  
Jeremiah Camper, 369th  
Recruiting Squadron, Agana,  
Guam

**SNCO of the Year:** Senior Master

Sgt. Clayton Greenwell, 802nd  
Security Forces Squadron, JBSA-  
Lackland, Texas

**CGO of the Year:** Capt. Dustin Gooden,  
97th Civil Engineer Squadron, Altus  
AFB, Okla.

**FGO of the Year:** Maj. Sara Nazarechuk,  
502nd Logistics Readiness Squadron,  
JBSA-Lackland

**First Sgt. of the Year:** Senior Master  
Sgt. Daniel Burton, 58th Training  
Squadron, Kirtland AFB, N.M.

**Honor Guard Member of the Year:**  
Airman 1st Class Sidney Wells, 42nd  
Force Support Squadron, Maxwell  
AFB, Ala.

**Honor Guard Program Manager of the  
Year:** Staff Sgt. Christopher Johnson,  
47th Force Support Squadron,  
Laughlin AFB, Texas

**Military Training Instructor of the  
Year:** Master Sgt. Bobby Johnson,  
Officer Training School at Air  
University

**Military Training Leader of the Year:**  
Technical Sgt. Landon Spaulding, 81st  
Training Support Squadron, Keesler  
AFB, Miss.

**Recruiter of the Year:** Tech Sgt.  
Jeremiah Camper, 369th Recruiting  
Squadron, Agana, Guam

**Civilian Non-Supervisory Category  
One:** Ms. Jocelyn Lombard, 559th  
Medical Squadron, JBSA-Randolph,  
Texas

**Civilian Non-Supervisory Category  
Two:** Ms. Meghan Myers, 82nd  
Medical Support Squadron,  
Sheppard AFB, Texas

**Civilian Non-Supervisory Category  
Three:** Ms. Nancy Hansen, 59th  
Dental Support Squadron, JBSA-  
Randolph, Texas

**Civilian Non-Supervisory Category  
Four:** Dr. John Hinck, Ira C Eaker  
Center for Leadership Development,  
Air University

**Civilian Supervisory Category  
One:** Mr. Robert Perales, 502nd  
Logistics Readiness Squadron, JBSA-  
Lackland, Texas

**Civilian Supervisory Category  
Two:** Mr. Richard Alter, 17th Civil  
Engineer Squadron, Goodfellow  
AFB, Texas

**Civilian Supervisory Category  
Three:** Ms. Theresa Casey from 559th  
Trainee Health Squadron, JBSA-  
Lackland, Texas

**Civilian Supervisory Category Four:**  
Mr. Reagon Schaupp, Air Command  
and Staff College, Air University

## Total Force paint scheme on display at Indy



The Air Force's Total Force was  
on display at the virtual iRacing  
series First Responder 175 May  
2, televised live on NBCSN. Air  
Force driver Conner Dailey took  
home 2nd place at the 70-lap, 175-  
mile race on the world-renowned  
2.5-mile oval at Indianapolis  
Motor Speedway, home of the  
104th Indianapolis 500. (Courtesy  
image)

# Agile shipping methods required to get future Airmen to basic training

By Wes Fleming,  
AFRS Public Affairs

JOINT BASE SAN ANTONIO-RANDOLPH, Texas -- Travel restrictions, cancelled flights and social distancing guidelines due to the COVID-19 pandemic aren't getting in the way of the Air Force Recruiting Service's mission.

As the world is telling people to stay at home, the Air Force is finding new and diverse ways to ship applicants to Basic Military Training.

"Today's Air Force calls for our recruiting team to adapt to the constant changes in their current needs and requirements for each new ship week to Basic Military Training," said Capt Eric Roe, 364th Recruiting Squadron, director of operations. "Our recruiting team must be ready to pivot, prioritize, and match applicants to an optimal job and enter active duty date on a weekly and sometimes hourly basis".

This requires Agile Shipping which AFRS has employed in the past.

"We've always had to be agile, make changes during shipping days," said Master Sgt. Dana Bazile, 360th Recruiting Group operations officer. "For example, if an applicant's health condition has changed at the last minute this could delay their departure. Each week we'd see one or two applicants in this situation and we'd have to quickly adjust ship dates or switch to an applicant from another location."

The biggest difference is now, those changes are significantly larger in scale.

"We've had to adjust on the fly to Military Entrance Processing Station closures just two days before shipment," said Bazile.

As MEPS locations shut down, or



Lt. Col. Nora DeLosRios, 341st Recruiting Squadron commander, administers the oath of enlistment to future Airmen just before they were bused to training from a recruiting office in Live Oak, Texas, on April 7, 2020. (U.S. Air Force photo by Chief Master Sgt. Kenneth Gardner)

come back online due to COVID-19, AFRS finds ways to transport recruits to adjacent MEPS in order to complete their final medical checks before going to BMT. This allows AFRS to continue to meet Air Force accession requirements while minimizing the pandemic's effect on the MEPS operational status at any given time.

Bazile says there is a reason the Air Force continues to bring in new recruits.

"We have to balance our [mission] to build and maintain the strength of the Air Force with the need for public safety, but we also have to understand that we have a promise of a career to these people joining our team," Bazile said.

Communication between the recruiter and the applicant is the single most important part of this process.

Normal applicant engagement is centered upon recruiters meeting face-to-face with potential applicants and members in the Delayed Enlistment Program to discuss options and go over accession paperwork.

"Technology has allowed us as recruiters to maintain our relationships with our applicants and DEppers," said Tech. Sgt. Charles Giertz, a 317th Recruiting Squadron enlisted accessions recruiter. "It has been the unbelievable receptiveness of the applicants to flex to this new way of doing things that has made this transition as seamless as possible. Their understanding and willingness to adhere to the ever flowing changes coming down from AFRS has been nothing short of amazing and has me so excited to see where they take our Air Force!"

### ANG CONT'D FROM PAGE 3

is an improved service for customers and assuring they have information to make an informed decision.

“From a customer perspective, it provides for a better experience,” Rodriguez said. “When a prospect calls the lead refinement and call center, he or she is pre-qualified based on eligibility standards for each component. If it is determined that the prospect is a better fit for the ANG, the lead refinement and call center is now able to route that lead to the appropriate recruiter versus directing the prospect to call another number or a different web page. In essence, this helps to eliminate the confusion of shopping around and getting immediate answers at a one-stop shop.”

While improving the customer’s interaction and

overall service is critical, there are also some analytical advantages to being part of the Total Force Lead Refinement and Call Center.

“Having the 1-800-ToGoANG calls routed through the same call center as regular Air Force calls will have a positive effect on data collection and analysis,” Vogel said. “Data on trends across the components will be more readily available and identified.”

“We’ll also improve our ability to analyze call data to determine which marketing campaigns and events are most successful,” Salhuddin said.

The Total Force Integration Cell conducted its first meeting in May 2019 with each of the components. The ANG is the first to sign on to the Total Force Lead Refinement and Call Center. For the integration team, it’s been a learning experience for future integration plans.

“There is a big sense of satisfaction to see it finally come to fruition,” Rodriguez said. “This learning curve provides a clear roadmap as other stakeholders are added into the Total Force Lead Refinement and Call Center. Plans are to bring Air Force ROTC (Reserve Officer Training Corps), Air Force Academy, Air Force Civilian Service and Air Force Reserve recruiting to the integrated lead refinement and call center within the next 12 months.”

The Air Force is embarking on a Total Force recruiting enterprise approach to recruit the nation’s best talent. In addition to recruiting for the regular Air Force, the Reserve and the Air Guard, Total Force recruiting also encompasses the Air Force Academy admissions, Air Force Civilian Service and Air Force ROTC.

### FLYOVER CONT'D FROM PAGE 5

have all done live flyovers, but never attempted a virtual one. The 4th Fighter Wing has been ground breaking in incorporating immersive technology into fighter training. Now we have broken new training barriers thanks to this opportunity.”

While working on the VR flyover, the team at the 4th TS was able to learn more about the simulator.

“We learned some of the limits of the VR simulator as far as refresh rates within close formation, how to connect multiple stations in different VR labs, etc.,” Booze said. “It helped us push the limits and learn more about the simulations than we previously knew.”

For AFRS, having a flyover only further enhanced the online experience and further promoted



Maj. Meghan Booze and Maj. Matthew Ross, both pilots with the 4th Fighter Wing preparing to perform a Virtual Reality flyover during the iRacing NASCAR Pro Invitational hosted by the Richmond Raceway April 20, 2020. The 4th FW, Seymour Johnson Air Force Base, North Carolina, performed the VR flyover, something they had never done before. (Courtesy image)

the Air Force. The 4th FW is performing the flyover for the race, April 26, 2020 at Talladega, Alabama.

“I am truly amazed in our recruiting efforts,” Christian said. “Even in times like this we can all come together and

bring creative ideas to inspire the next generation of Airman. Flyovers at NASCAR tracks bring massive awareness to our recruiting presence and to hear Fox Sports commentators talk about the Air Force’s VR flyover truly hit the mark.”

During the COVID-19 pandemic, so many people are stuck at home and looking for something to do. Although it was only a piece of the puzzle, Booze acknowledged it was nice to play a part in giving back.

“As military members we signed up to serve,” she said. “We’re always more than willing to do our best to make whatever difference we can”

The eNASCAR iRacing Pro Invitational Series event at Richmond was the top performing telecast of the week on FS1. The broadcast reached 1.7 million unique viewers and averaged 971,000 viewers tuned in per minute.



Above is the AFRS webpage. To get to the website go to <https://recruiting.af.mil>. The AFRS Public Affairs team is keeping the website current with everything COVID19 related and also what is going on throughout the Air Force. Stay informed and continue being safe.

# Career Chats

**Questions about a career?**  
 ■ ■ ■  
**Ask the experts - it's great for applicants!**  
 ■ ■ ■  
**If there's a career you like to see, let us know at [afrrshqpa@us.af.mil](mailto:afrrshqpa@us.af.mil)**

<https://www.vecteezy.com/free-vector/content>>Content Vectors by Vecteezy</a>

# 5

# Top Tips

**Staying Physically & Mentally Healthy While Social Distancing**

- 1

Spend Time in

Nature

**Stay Moderately Active**
- 2

**Eat Healthy**
- 3

**Do Something You Really Enjoy At Least Once A Day**
- 4

**Do Something Nice For Someone Else**
- 5

**For more information go to: [news.umiamihealth.org](https://news.umiamihealth.org)**

<https://www.vecteezy.com/free-vector/content>>Healthy-Life-Vectors by Vecteezy</a>

# Care through Crafting; Recruiting civilian sews masks for Air Force family, community

By Tech. Sgt. DeAndre Curtiss  
369th Recruiting Group

NASHVILLE, Tenn. – While much of the country is still practicing isolation during the COVID-19 pandemic, a concerned member of Air Force Recruiting Service has found a way to give back and aid in protecting those who are still working the front lines.

Kimberly Mader is known by her co-workers for having a caring approach throughout her 28-year civil service career. The COVID-19 pandemic presented an opportunity to further demonstrate that trait.

Mader, 332nd Recruiting Squadron unit program coordinator, has crafted nearly 500 cloth masks for her family, squadron, and local community.

“As a mom, I do my best to watch out for each and every member of our squadron and their families,” Mader said. “I try to be there for everyone to share in their happy or frustrating times because they’re not just military members to me, they’re my extended family.”

During the pandemic, she realized there was a need for face masks at home and at work.

“My daughter has multiple sclerosis and due to the infusions she receives she is highly autoimmune and I am also on the autoimmune list so when news of the virus came about I wanted some way to try and help lower our risk of catching the virus,” she said. “As a government purchase cardholder, I knew disposable masks wouldn’t be available anytime soon.”

Mader, who has been a crafter

for years, took inspiration from an article she saw on Facebook detailing how to make cloth masks in accordance with the Centers for Disease Control guidelines.

After watching tutorials on YouTube and making notes she made a few masks and posted the results on her Facebook page which immediately sparked interest from her friends and family. The positive reception her masks garnered on social media gave her the idea to help her squadron teammates.

“I informed 332nd RCS leadership I would be more than happy to make masks for our folks, and after a few discussions, I was told I could proceed. I purchased the supplies and began the journey,” Mader said.

With the help of her two granddaughters, Mader crafted and delivered two types of masks, tied and over-the-ear, in two weeks to recruiters, Military Entrance Processing Station personnel and flight chiefs.

Additionally, she supplied masks for her local Olive Garden, two nursing homes, a church, and a factory. In total, she used approximately 90 yards of elastic, 1,500 yards of thread, and too much fabric to count.

While Mader would spend countless hours and resources to craft masks for many people she will never meet, her attitude was this was her job to help others.

“It’s our job to look out for each other and take care of each other,” she said. “I believe when you do something from your heart for people it comes back to you tenfold. It’s so



Tech. Sgt. Donnie Perry, 332d Recruiting Squadron Military Enlisted Processing Station liaison, wears a cloth protective mask while performing his duties in Nashville, Tenn. May 4, 2020. The cloth mask being worn by Perry was crafted by Kim Mader, 332d RCS unit program coordinator. Mader crafted almost 500 masks for her family, squadron and local community. (Courtesy image)

heartwarming to open an email or text and see someone wearing a mask you made them and they are grinning from ear to ear.”

Several members of the 332nd RCS have expressed appreciation for the work Mader has done and continues to do, including her current commander.

“Ms. Kim has been the pillar of continuity for command programs in our squadron through several commanders. She regularly goes beyond her job description and demonstrates great care for our workforce,” said Lt. Col. Michael Kovalchek, 332nd RCS. “Her care and service to our squadron allows us to provide opportunities to men and women desiring to join the Air Force, serve their country, and change their lives.”

# Air Force continues to find new paths to recruit future Airmen

By Wes Fleming,

AFRS Public Affairs

JOINT BASE SAN ANTONIO-RANDOLPH, Texas – Air Force Recruiting Service has been preparing for an online world for a while now, COVID-19 has just accelerated that process.

In a digital world where everything is at your fingertips, the old ‘hurry up and wait’ processes are becoming a thing of the past.

With the digital world as the primary option for reaching recruits, Air Force Recruiting Service has created a digital means to shorten the time a potential new recruit has to leave that digital world.

“Once we had their interest we’d have to do a lot of paperwork. Which required sitting at a desk for 1-2 hours just getting and filling out background information,” said MSgt Ernest Coleman, 369th Recruiting Squadron enlisted accessions recruiter. “Getting the Air Force Commission and Enlistment Portal online is awesome.”

The AFCEP gives the applicant the ability to fill out their own information. Information that is used to complete all of the forms needed for commission or enlistment into the Air Force.

“Applicants will be able to see what they are missing. What they need to fix – providing an additional bit of stake in their future.” said Master Sgt. Carlton Carpenter, Air Force Recruiting Service Total Force Infrastructure Support Systems Superintendent.

“It will also relieve the recruiter’s 60plus minutes



The Air Force Commission and Enlistment Portal was created by Air Force Recruiting Service to give recruits the ability to fill out their own information to cut down on errors and reduce the delays as part of the security investigation and help with the creation of personnel files. This information is used to complete all of the forms needed for commission or enlistment into the Air Force. (U.S. Air Force courtesy graphic)

of time spent creating these documents then reviewing them for errors.”

The goal for the AFCEP was to cut down on errors and reduce the delays as part of the security investigation and help with the creation of personnel files giving the recruiter and applicant an opportunity to review and check the status of the records.

“Most importantly this is about taking care of our Airmen, giving time back to our recruiters and allowing the applicant to fill out their own application. Recruiters have a very hard job, and this will allow them to be more efficient with their time.” said Carpenter.

While the timeline for AFCEP began long before COVID-19 was a global pandemic, there were a few approvals needed before the program could be rolled out.

“Senior Air Force leadership

got involved. Maj. Gen. Leavitt reached out to Air Education Training Command and senior leaders to explain the need for an accelerated authority to operate approval,” stressed Carpenter. “There were a lot of people involved. We had more than 20 people testing this system over the last few weeks to get all the security measures in place. There was also a huge effort in the testing of its functionality on our team and with 80 recruiters across all three components.

“This really was truly a Total Force effort; active, Guard, Reserve, civilian, and our contractors all had major roles in getting this fielded, and at an unprecedented speed!” Carpenter said.

The program has reached the field and training is occurring now.

# Air Force Reserve recruiters take enlistments online



(Courtesy photo)

Capt. Vallaree McArthur conducts a virtual enlistment ceremony via Skype for Brendan Frazer, who recently signed up to serve as a Cyber Warfare Journeyman.

419th Fighter Wing recruiters are now doing virtual enlistments when necessary due to COVID-19 and the Utah Governor's stay-at-home order. Since March, 22 new Citizen Airmen

have joined our ranks and will head to Basic Military Training in the coming months.

The Air Force is taking a wide range of measures to protect new recruits at BMT to include medical screenings upon arrival, an initial 14-day quarantine period, social distancing throughout training, and the regular disinfection of all facilities.

## VTC CONT'D FROM PAGE 4

U.S. federal government agencies and contractors to securely use Zoom for Government for video meetings, API integrations and more. FedRAMP is a government-wide program that provides a standardized approach to security assessment, authorization, and continuous monitoring for cloud products and services.

Maj. Gen. Jeannie Leavitt, Air Force Recruiting Service commander, conducted a virtual coining of Schroeder and her team on Zoom. Leavitt to congratulate them. The commander said they couldn't have had a more perfect timing and that it would serve as a force multiplier and make recruiters more effective.

"She is someone who inspires me as a female Airman and since arriving to AFRS has been a true innovator," Schroeder said. "I was extremely honored and will forever remember that moment as one of the greatest achievements in my Air Force career."

An added advantage to using VTC going forward is that it will save money and time for AFRS and its recruiters.

"Our initial planning was to implement this when and where it makes sense starting at 20 to 25 percent of our annual expenditure on TDYs and trainings," Schroeder said. "This number could equate to hundreds of thousands of dollars saved annually."

The Zoom VTC is already paying dividends with keeping training up to date, according to Master Sgt. Patrick Lott, 331st Recruiting Squadron flight chief, Jackson, Mississippi

"We got an overwhelming positive feedback from more than 600 personnel who attended our training sessions," he said. We came up with the idea of doing a Zoom cast, almost like a daily podcast for training recruiters on the digital forefront.

We were able to screen share both from the computer and iPhone to show recruiters how they can use social media effectively to engage with our key demographic. We hope to keep delivering the training and help as many recruiters as possible."

With the current restrictions on travel due to COVID-19, VTC will enable recruiters to continue recruiting, training and carry on their mission to inspire, engage and recruit the best and brightest to serve in the Air Force.



Maj. Gen. Jeannie Leavitt (bottom), AFRS commander, performs a virtual coining April 15 to Tech Sgt. Mary Schroeder, 314th Recruiting Squadron, training and marketing NCO, Burlington, New Jersey, and her team for developing a virtual teleconferencing idea with collaboration from Zoom Government. (Air Force photo/Master Sgt. Chance Babin)

# Safety: Spring Private Motor Vehicle-2 Focus

By Stephen "Kyle" Baum, AFRS  
Occupational Safety Manager

The weather is warming up and more on-road motorcycle riders are ready to ride.

Prior to riding, military members who ride on or off base, must meet licensing and training requirements.

The second annual Spring PMV-2 Focus helps to ensure riders meet those requirements. The Focus is to highlight motorcycle safety.

The motorcycle unit safety tracking tool system and the Unit Motorcycle Safety Representatives are vital in helping AFRS Airmen mitigate risks inherent to riding a motorcycle.

These representatives have been provided an annual/pre-season briefing template to aid them in their efforts to help highlight risks, identify the training requirements, stress the importance of utilizing the proper PPE and tracking our riders, training and required briefings in MUSTT.

If you are a new rider, notify your squadron motorcycle safety representative who can assist you in setting up a MUSTT account, scheduling training and explaining licensing requirements. If you are a current rider, review your MUSTT account to ensure all of your training and other information is accurate and current.

If you have questions, contact your squadron MSR who can assist you. The focus is not about tracking our riders, but to ensure our riders receive the best information available so they can enjoy their ride...safely!

## Focus Goals

- 100% Contact with Riders
- Validate riders' records in **MUSTT**
- Verify riders training & briefings are current
- Ensure riders schedule & attend required training
- Ensure riders and Motorcycle Safety Representatives (MSR) understand their responsibilities

## AIR FORCE RIDER TIMELINE

SO YOU WANT TO RIDE? The Air Force requires you to be licensed/endorsed or have a learner's permit.

**STEP 1: Know your state's licensing requirements.**

Initial Training (Level I)	Intermediate Training (Level II)	Sustainment Training (Level III)
Have a state-issued motorcycle license/endorsement	Will you be riding a sport bike?	ALL RIDERS: Any approved course
Have a state-issued motorcycle learner's permit	SPORT BIKE: Requires higher level of classes: AIC, BIC20 or approved sport bike course	ALL OTHER STREET BIKES: Any approved course
No level I training required. Move directly to level II		
Attend level II training or obtain license/permit		

**EVERY 5 YEARS**

- Any rider changing to a sport bike must attend a sport bike approved intermediate course
- It is recommended a rider attend any refresher training when changing to a new motorcycle to familiarize themselves with its unique handling characteristics

**BE SMART. START WITH THE RIGHT SIZE BIKE FOR YOUR SKILL LEVEL!**

# Air National Guard recruiting goes virtual in an innovative new campaign

By Master Sgt. John Hugel,  
Washington Air National Guard

CAMP MURRAY, Wash. -- For most people who join the military, their recruiter is often the first service member they'll meet face to face. Often it's in person but online recruiting has become popular with those who would rather ask questions on the Internet.

Recruiting can be a challenge in the best of times, and with the stay-at-home orders in place during the COVID-19 outbreak, Senior Master Sgt. Christopher Perez, Superintendent for recruiting and retention for the Washington Air National Guard took the opportunity to create a fresh approach to reaching potential new members to join the Washington Air National Guard.

With over 21 years working as recruiter, Perez brainstormed the "Don't Rush Challenge," video to attract this web savvy generation interested in discovering how to serve as Citizen Airmen. He has been a member of the Washington ANG since 2017 and before that was previously the Recruiting & Retention Superintendent in Hawaii.

"I was inspired by a group of Air Force Officers who did the "Don't Rush Challenge as an homage to the 99th Pursuit Squadron (nicknamed the Tuskegee Airmen) and wanted to showcase the Air National Guard in the same manner, which resulted in 'Passing The Patch,' as the central theme, where the first person catches it and phased in with them in uniform...all done using one's video mode on their cell phone," he said.

The concept is as simple as it is creative. With the new Operational Camouflage Pattern uniform, the Air National Guard patch is pulled off

of the arm by the member and then tossed to another out of the camera frame. That person 'catches it' and holds it up to the camera while they are in civilian attire. When the patch zooms out, the person is now in uniform and is wearing the patch. Then the relay starts again. The goal is to highlight the individual in their civilian status and that patch that transforms them into the Citizen Airmen that highlights their military position.

"When I got this idea, I reached out to two other recruiters, Tech. Sergeants (Jeffery) Sprick with the Minnesota Air National Guard, (Cameron) Macias in California and David Anderson of the Idaho Air National Guard," said Perez, describing the team of other recruiters in his network. "These recruiters are really proficient with marketing, branding and social media aspects that I knew could help me develop this idea."

In a broader sense, Perez wanted to highlight two important facets with members he featured in the piece. First and foremost was the diversity of the force and equally important were the range of Air Force Specialty Codes (AFSC) within the force. The real selling point is how authentic the approach is, where Airmen use their own phones, shoot the images in their own environments and do so in real time.

"I started with six volunteers, focusing on essential AFSC's such as Combat Communications, Cyber, Special Operations, and Medical career fields," he said.

Eventually he worked with 10 Airmen from four states to highlight these important military occupations, and the range of varied faces, to emphasize the distinctive appeal of



U.S. Air Force Senior Master Sgt. Christopher Perez, Superintendent for recruiting and retention for the Washington Air National Guard shows off the Headquarters patch for the Washington Air National Guard that was part of a recruiting campaign he helped developed for social media, May 4, 2020 at Camp Murray, Wash. (Courtesy photo by Senior Master Sgt. Christopher Perez)

serving in the Air National Guard.

"It was important to also think about all the other production details," said Perez, noting how he worked with his project team to select the right background music and media tools to assemble the final product.

"We had the members film themselves using their own mobile phones to really enhance the whole shared social media experience," he said. "When it was done, Sergeant Sprick took about two weeks to 'stick the whole thing together' (in post production) using iMovie."

"It really was a great collaborative process and I had some others that

**CAMPAIGN CONT'D FROM PAGE 15**

# Luke salutes essential workers with flyover



F-35A Lightning IIs, assigned to the 56th Fighter Wing, at Luke Air Force Base, Ariz., fly in formation April 17, 2020, over Colorado. Eight F-35s assigned to the 63rd Fighter Squadron, 61st FS, and the 308th FS performed a flyover at the U.S. Air Force Academy to showcase the Air Force's newest fifth-generation stealth fighter while offering a tribute to the class of 2020. Luke AFB is home to 98 F-35s and 77 F-16 Fighting Falcons enabling the base's mission to train the world's greatest fighter pilots and combat ready Airmen. (U.S. Air Force photo by Senior Airman Jacob Wongwai)

## CAMPAIGN CONT'D FROM PAGE 15

assisted in the process, but it helps build on a bigger, more pressing need for recruiting overall," Perez said, detailing how Air National Guard recruiters educate the public about the Air National Guard's mission. "There is general lack of awareness in the Air National Guard in general and what we can offer potential recruits."

In detailing these issues, he said that there is competition from employers, other branches of service, and the testing scores for some of the more demanding jobs.

"Many of the high needs jobs in the Air National Guard require high scores on the ASVAB test," said Perez. "So this is why we are always looking for ways to create a larger awareness of what the Air Force and Guard has to offer."

After the original launch of the video, Washington alone had over 5,000 Facebook 'Likes' and over 8,000 from other states.

"It has done so well for us and Chief Master Sgt. (Ron) Anderson, [Command Chief Master Sgt. of the Air National Guard] shared it on his

Facebook page and it really took off!"

In describing what's next for recruiting, Perez said that he has some ideas for a series of these videos to build on the success of this promotion.

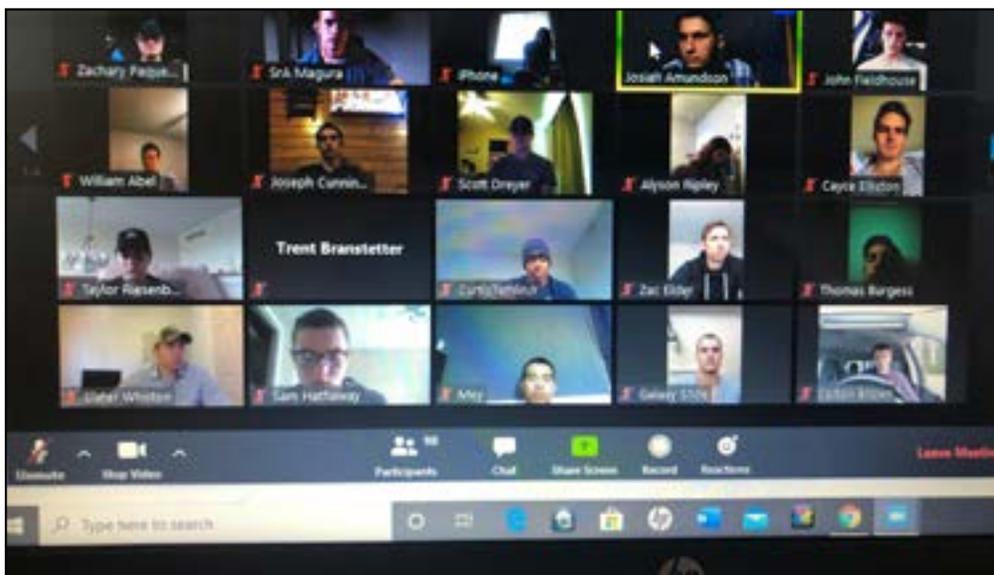
"It's kind a cool that we were the first to collaborate with 3 other states to put this together and catch so much interest, so some of the ideas going forward will still involve keeping the same theme but keeping it fresh too."

# Reserve recruiting's Team Charleston sends out personalized messages during COVID-19



Reserve recruiters from Team Charleston throw up signs with their message during a Joint Base Charleston Zoom call. Each sign carries a message pertaining to the COVID-19 pandemic. (Courtesy image)

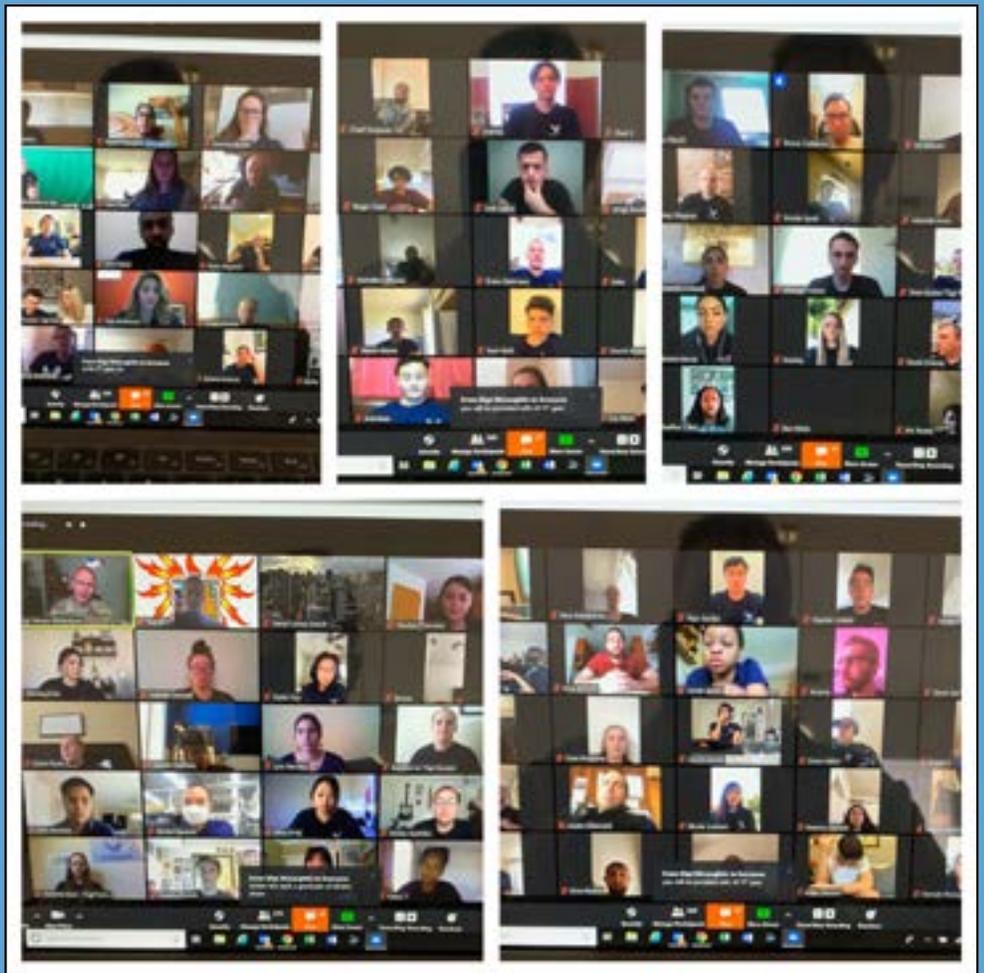
## 330th RCS conducts SERE virtual chat



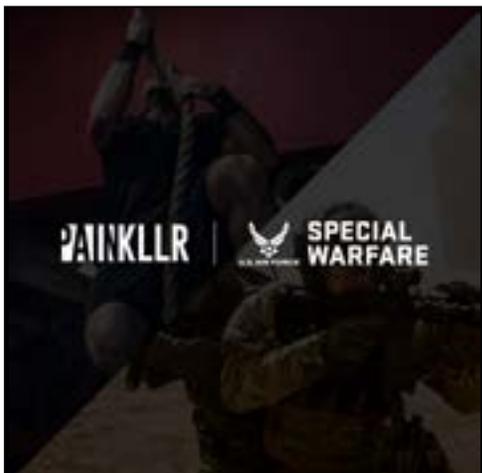
Survival, Evasion, Resistance & Escape specialist conduct a virtual chat for future recruits April 24, 2020. Questions were answered from SERE specialists as candidates were offered the opportunity to engage with these SERE specialist to better educate themselves and answer any questions about this exciting career field. (Courtesy image)

# 364th RCS Hosts Massive Virtual Town Hall

“The 364th RCS hosted a “Virtual Town Hall,” where over 350 future Airmen and families were able to interact and ask questions on the many changes and challenges in regards to Covid-19, and how Air Force Recruiting Service is proceeding throughout this time. The hosts led the meeting facilitating over 30 questions toward the 364th RCS Commander, Lt. Col. Richard Laca, and the Production Superintendent, Senior Master Sgt. Steven Richardson. During the meeting there were also over 200 questions fielded within the ZOOM “chat box.” on Friday the 24th of April 2020. (Courtesy image)



# Special Warfare, PAINKLLR go virtual



Due to the COVID-19 pandemic, the U.S. Air Force Special Warfare partnership with PAINKLLR had to get a little creative on its execution. PAINKLLR is a sports and community driven brand in apparel, accessories and experiences. After a few brainstorm sessions, it was decided to move a part of the partnership to a digital platform. The plan was to do workouts in person to demonstrate the physical fitness needed to be a special warfare Airman. These workouts were done virtually instead. This portion of the partnership spanned three weeks with participation from all over the country, was designed to help keep the general public motivated during trying times and recorded 400,000 impressions with a reach of 250,000. (Courtesy graphic)

**MISSION  
CRITICAL**

in  
need of  
all  
blood types,  
platelet and plasma  
donations

Every  
seconds  
someone  
in the **U.S.**  
needs  
**blood**



Just  
takes **10** Minutes  
to save



**DONATE  
BLOOD**

**Donations by appointment only:**

1. Go to <https://www.militarydonor.com>
2. Click on locate a blood drive
3. Search by zip code
4. Click on date you would like to donate
5. Click on what you would like to donate
6. Enter your information

**Every Blood Donor  
is a Hero**

## Air Force Reserve goes virtual with enlistments



Michael A. Blessing, a prior service enlistee, does a virtual swearing in to the Air Force Reserve as a finance troop. His recruiter was Tech. Sgt. Jeffrey Stubbe, an in-service recruiter with Team Andrews, and his enlistment was performed by Capt. Suzanne Bauma, 350th RS Operations Officer. (Courtesy image)



Air Force Reserve's Team Charleston conducts their first virtual enlistment April 23, 2020. Jasmine Daggett, third from top, takes the oath from Capt. Charlotte Holyfield (top), an ROTC instructor at the University of South Carolina. (Coutesy image)

## A Throw back to times past



It was a late submission for the April BTB, but in the spirit of throwback, check out the crowd prior to social distancing.

The 347th Recruiting Squadron, Rockford, Illinois, during a military appreciation night on the ice at a Rockford IceHogs hockey game, November 16, 2019.

More than 4,500 spectators cheered on 36 DEP members during the flag presentation at the game.

Lt. Col. Russell Klawitter, 347th RCS commander swore in the 36 DEP members in a mass enlistment during the event.

# Total Force Virtual 5K

Presented by: Recruiting Service Top III

from the sandy shores of Hawaii...  
to the trails of New England

## Congratulations!

### MSgt Kurt Pinkowski

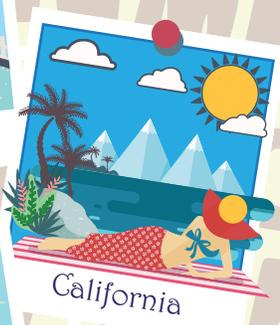
360 RCG / Time: 18:35

### SSgt Zachary Brady

364 RCS / Time: 18:39

## AFRS is Runnin'

Team 5K



hours spent  
moving

130



miles logged  
in 10 days

792.8



challenges  
completed!

240