

# BEHIND THE BADGE

THE OFFICIAL MAGAZINE OF THE U.S. AIR FORCE RECRUITING SERVICE DECEMBER 2018



# 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:  
[afrrshqpa@us.af.mil](mailto:afrrshqpa@us.af.mil)

Submission deadline for next issue:  
DECEMBER 31, 2018

## FROM THE EDITOR



CHRISSEY CUTTITA

Holiday time is here and for many people stress comes with the word "Santa" or that crazy uncle who is coming to visit. People can feel a bit flipped out. For some, the holiday season can remind

them of a particular time life turned upside down. I hope you find the joy in the season, regardless.

We have much to celebrate this calendar year and smiles to continue to share in these pages. AFRS wraps up its NASCAR season with Bubba Wallace completing his first year driving our Air Force sponsorship. Educators went home with a fresh perspective on the opportunities you are offering their students. Active-duty units are supporting the mission. Most of all, your innovative ideas just keep making recruiting better!

One of the unique AFRS/PA moments this month was attending the TED Women conference with our commander. Brig. Gen. Jeannie Leavitt and a team of amazing female Airmen from around the Air Force left a profound impact on so many leaders. With eyes open and ears ready to learn, the crowd soaked up what it means to fly, fight and win in a variety of ways. One of the women in blue is even a Purple Heart recipient. It was definitely a good week of sharing the Air Force story!

So go ahead and turn that frown upside down, make some cookies for yourself (not just the fat guy). Whatever holidays, traditions and trips you take this year make them safe and fun. Thank you for your continued gifts of Future Airmen to the greatest branch of military service.

## ON THE COVER



Bubba Wallace, Driver No. 43, poses with 362nd RCS Airmen. He stands number 28 of 59 drivers in NASCAR so far in 2018. To enhance the partnership between Wallace and the USAF, the driver did many appearances at Air Force bases his first year and took time off the track to learn what Airmen do to serve America, including comparing notes on what fast cars and fast jets have in common. See more coverage on pages 6-7.

# New AFRS Chief is here for you

Story by Chrissy Cuttita, AFRS/PA

When a 26-year-veteran Airman was asked to lead the more than 2,400 Airmen behind all of the Air Force's enlisted accessions and a variety of officer accession programs, she welcomed it with enthusiasm.

"I truly believe this is the most important job in the Air Force," said Chief Master Sgt. Sonia Lee who moved into the AFRS Command Chief office Nov. 9, 2018. "As my predecessor said, without recruiters there are no Airmen, without Airmen there is no airpower."

She already had a sense of the mission with one recruiting squadron visit under her belt and a previous personnel assignment at Joint Base San Antonio-Randolph on her resume.

"My priorities, outside of providing the resources recruiters need, are resiliency and professional development," said the chief. "Due to their duty location, our recruiters don't often get the same opportunities as other NCOs stationed on a military installation. I want to try and get them those opportunities through other means."

As a career personnelist, Lee always had an appreciation and dedication to taking care of Airmen. The chief said she likes to look at the

whole picture of an Airman; making sure they have the resources they need, a good quality of life, a solid family structure and an opportunity to grow professionally.



Official Photo/Chief Master Sgt. Sonia Lee

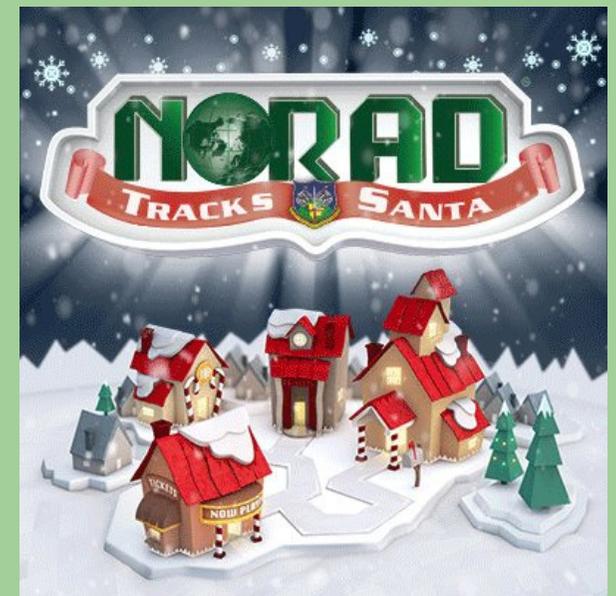
When she visits recruiters in the field, Chief Lee would like to take a walk in their shoes. That means she'd like to go on school visits, evaluate what community support they have, see what ways she can help, and talk to the Airmen to see what is on their mind.

"You are more effective in making change when you have seen them in action, in their environment," said Lee.

She plans to travel to recruiting offices often and bring her husband, Kendall, with her when she can. He retired as a master sergeant after 21 years of service in the civil engineering career field as an engineer assistant.

"You have an advocate in both of us," she said. "I believe in team. It will be a team effort where everyone has a voice and gets a vote. It is not about me, but what I can do for them."

Serving her country has been the number one reason Lee continues to wear the uniform. To read more about her experience in the Air Force, read her biography online at the AFRS website, [www.recruiting.af.mil](http://www.recruiting.af.mil).



Whether you are looking for Santa's current coordinates or just want some background Christmas music, go to [www.noradsanta.org](http://www.noradsanta.org).

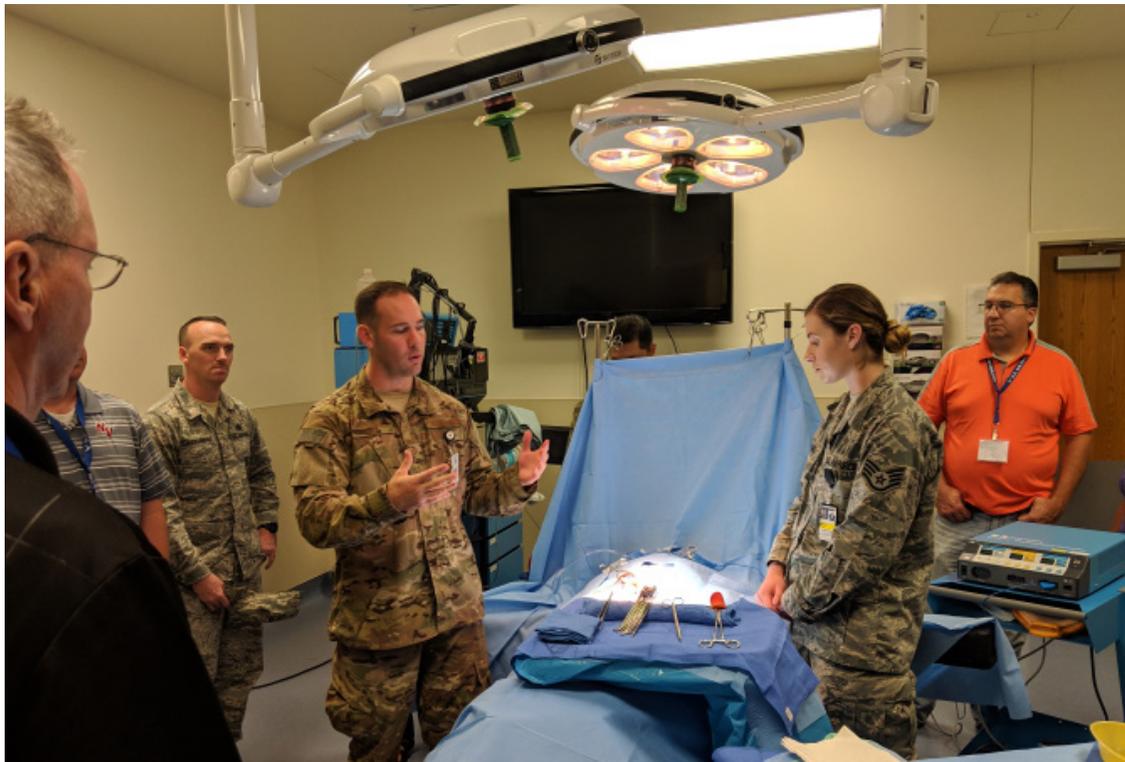
According to the website, NORAD and its predecessor, the Continental Air Defense Command have tracked Santa's flight for more than 60 years.

They say the tradition began in 1955 after a Colorado Springs-based Sears Roebuck and Co. advertisement misprinted the telephone number for children to call Santa. Instead of reaching Santa, the phone number put kids through to the CONAD Commander-in-Chief's operations "hotline." The Director of Operations and his staff check the radar for indications of Santa making his way from the North Pole. They gave children updates on his location, and a tradition was born.

The North American Aerospace Defense Command (NORAD) is a United States and Canada bi-national organization charged with the mission of aerospace warning, aerospace control and maritime warning in the defense of North America.

# AFRS hosts distinguished educator tour at JBSA

Air Force Recruiting Service invited 15 educators and influencers to Joint Base San Antonio Nov. 6-9, 2018, to give them insight into the daily careers the U.S. Air Force offers. These influencers are able to take the knowledge gained during the duration of the tour back to thousands of students yearly, which helps further the AFRS mission to inspire, engage, and recruit the next generation of Airmen. (Photos by Capt. Kip Sumner)



# Group realignment concept proved success for OA recruiting

Story by Chrissy Cuttita, AFRS/PA

Shuffling the deck, so to speak, proved to be a great idea for recruiters to make the most of the manning they were given.

The innovative idea was presented as a way to maximize efficiency of line officer recruiting by aligning the recruiters performing that mission with health professions (HP) recruiters within the same recruiting group. This innovation proved to be successful so the recruiters forming the new "officer accession" began initial operation of their revised mission at the start of Fiscal Year 2019 from combined "hubs" nationwide.

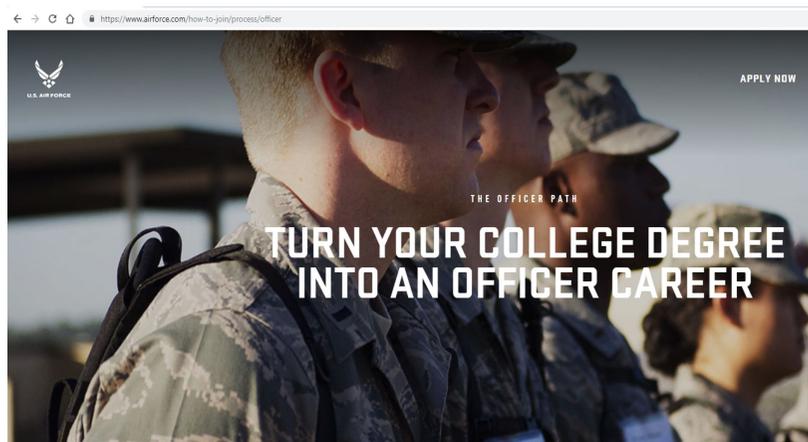
"The 372nd Recruiting Group's year-long beta test moved all Line Officer (LO) recruiting functions from the eight Enlisted Accessions (EA) recruiting squadrons to the 348th Recruiting Squadron," said Lt. Col. Michael Samuel, former 348th RCS commander. "Every EA squadron was authorized one LO recruiter, but there were three to five recruiters per squadron. Moving the LO program, with the one LO billet, freed up two to three recruiters to work EA recruiting."

After the 348th RCS proved the realignment successful, AFRS' other two HP squadrons were given an additional mission and positions for line officer recruiting. AFRS personnel began officially shifting office space in October 2018.

"It is about making a good program better," said Col. Sean McKenna, AFRS Plans and Resources director in charge of the logistics behind making the change. "Twenty four positions in enlisted

recruiting squadrons throughout America moved over to HP flights."

Some moves involved only relocating positions, but in other cases recruiters physically relocated. By moving anywhere from a half-mile up to 300



Screenshot of the OA page on [www.airforce.com](http://www.airforce.com).

miles to join a HP hub, they were instantly placed on a team that could support each other in a similar mission set. The new alignment ultimately put like recruiting processes together.

"There is more overlap between the LO and HP programs than between LO and EA," said Samuel. "Both programs focus on universities instead of high schools. In the EA squadrons, the LO program was a small part of the production and there were very few recruiters with experience in recruiting officers. With an OA squadron, everyone is focused on officer recruiting and LO is a significant portion of the mission."

The EA squadrons that gave up manpower for the realignment also benefited. In the past, produc-

tion superintendents located at 24 EA squadrons had to keep an eye on the small number of officer accessions they had under their purview with thousands of other accessions of future enlisted Airmen shipping to basic training. Now, three HP squadron production superintendents, who were already solely focused on officer accessions, have taken the mission of finding quality candidates for all other officer career fields.

"HP and LO collectively in the same flight make them stronger together," said McKenna. "The RSX team is finishing up the final administrative details of moving the positions and expect to have the new officer accessioning concept fully operational by October 2019."

Additionally, all LO and HP recruiter billets are at the "Tier 2" level, so a recruiter can work with peers with similar experience and rotate through both programs. Tier 2 recruiters have at least three years on the job and have had additional training to transition to the recruiting career field full-time. Prior to Tier 2, they were "Tier 1," a special duty assignment.

"The initial transition was very difficult for the recruiters," said Samuel. "It took a tremendous effort from the LO recruiters and flight chiefs to manage the transition and clear the back log of applicants and officer candidates. They produced amazing results for AFRS and the Air Force in FY18. FY19 will provide a much better picture of the improved processes and efficiencies in an OA recruiting squadron."

# NASCAR wraps up

By AFRS/RSM

After his first year driving for the Air Force partnership with Richard Petty Motorsports, Bubba Wallace, No. 43, ranks number 28 of 59 drivers in NASCAR. Off the track and around the Air Force, Wallace interacted with Air Force leadership, participated in national media events, spoke at three high schools and visited Wright Patterson and Shaw Air Force Bases. He also experienced an F-16 incentive ride.

According to NASCAR, Wallace, a Drive for Diversity program graduate, dabbled in all three series in 2017, competing in four Monster Energy NASCAR Series while subbing for Aric Almirola, 13 Xfinity Series races and earning a Camping World Truck Series victory at Michigan. He has six total Camping World Truck Series wins, becoming the first African American since Hall of Famer Wendell Scott to win a NASCAR race.



Above, members from the AF Honor Guard Drill Team pose with NASCAR Legend Richard Petty and Bubba Wallace with the Air Force Wrapped Toolbox that Tech. Sgt. Melendez Diaz, of 333rd RCS A Flight, presented to the auto hobby shop during the the 2018 Ford EcoBoost 400 Homestead/Miami Speedway. Right, Bubba Wallace visits 333rd Aircraft Maintenance Unit, on May 9, 2018, at Seymour Johnson Air Force Base, North Carolina.





The 362nd RCS supported No. 43 Bubba Wallace, Richard Petty Motorsports, sporting the Air Force wrapped car at the ISR Raceway in Avondale, Arizona, on Veterans Day weekend while competing in the Monster NASCAR Cup series. Lt. Gen. Jerry Harris, Deputy Chief of Staff, Plans and Programs Pentagon, Washington D.C., swore in 3D Future Airmen on the main stage in front of all in attendance and TV viewers. Wallace visited the AFRS Performance Lab Asset, spoke with DEPPers and signed autographs.

# AFRS gets mission support from 314th



The 314th Airlift Wing team completed a recruiting visit to Bowling Green University, Ohio. Two more off-station trainers in November include ROTC units in upstate NY to include the Rochester Institute of Technology, which rarely get the chance to see an Air Force aircraft up close. (Courtesy photo)

## Congrats AFRS FY18 4th Qtr Production Award Winners

Top Production Superintendent	SMSgt Christopher Kisse	361 RCS
Top HP Recruiter	TSgt Steven Miranda	318 RCS
Top HP Flight	G Flight	318 RCS
Top HP Flight Chief	MSgt James Leveille	318 RCS
Top LD Recruiter	SSgt Keissan Johnson	344 RCS
Top EA Recruiter	TSgt Edin Olano Pimienta	333 RCS
Top EA Flight	G Flight	369 RCS
Top EA Flight Chief	MSgt Luis Robles De Jesus	333 RCS
Top SW Recruiter	TSgt Johnathan Costa	330 RCS
Top SW Flight	H Flight	330 RCS
Top SW Flight Chief	MSgt Dwight Branstetter	330 RCS
Top Recruiting Support	TSgt Junior Walter	333 RCS
Top Recruiting Support	TSgt/Richard Valenciano	341 RCS
Top Training and Marketing Branch	313 RCS	
Top Operations Flight	367 RCS	
Top Support Flight	HQ AFRS RSID	
Top Large MEPS	Los Angeles MEPS	369 RCS
Top Medium MEPS	Indianapolis MEPS	338 RCS
Top Small MEPS	Jackson MEPS	331 RCS

## Congrats AFRS CY18 3rd Qtr Award Winners

Airman - SrA Junior Martin, 333 RCS  
 NCO - TSgt Matthew Garza, 336 RCS  
 SNCO - MSgt Luis Robles De Jesus, 333 RCS  
 CGO - Capt Jeffery Rueben, HQ AFRS  
 FGO - Maj Amy Abbot, 372 RCS  
 Civ Cat I - Tricia Smith, 318 RCS  
 Civ Cat II - Jesse Esterly, 314 RCS

**HAPPY HOLIDAYS**

**JOIN in the holiday spirit**



**U. S. AIR FORCE**

# BEHIND<sup>THE</sup>BADGE DEADLINES

SUBMISSION DEADLINE	PUBLICATION DATE
DEC 31	JAN 11
FEB 1	FEB 8

FACEBOOK CAREER CHATS  
QUESTIONS ABOUT A CAREER?  
ASK THE EXPERTS  
IT'S GREAT FOR APPLICANTS!

JANUARY: RECRUITER  
FEBRUARY: OTS

IF THERE'S A CAREER  
YOU'D LIKE TO SEE,  
LET US KNOW!



**Brig. Gen. Jeannie Leavitt speaks to TED Women conference participants at a luncheon Nov. 29 in La Quinta, California. AFRS also brought other female Air Force leaders to the three-day event to inspire and engage with the audience. (Courtesy photos/TED)**



**Brig. Gen. Jeannie Leavitt meets and speaks to students at her alma mater, Bishop DuBourg High School, in St. Louis, Missouri on Nov. 2, 2018.**



**Brig. Gen. Jeannie Leavitt, AFRS commander, meets with veterans while in St. Louis, Missouri. She was in her hometown as the key note speaker at the reopening of the Soldiers Memorial and Military Museum Nov. 3, 2018. The ceremony also featured performances by the U.S. Air Force Band of Mid-America.**



Tech. Sgt. Matthew Ruscitti and DEPpers from the 362nd RCS help the Wounded Warriors Homes Foundation with one of their projects in the San Diego, California, area. Work included setting up a basketball court and horseshoe pit for the facilities recreation area where the vets get help with their recovery and rehabilitation. The facility is designed to help mentally disabled veterans recover and get back on their feet.





The 333rd RCS celebrated Fiscal Year 2018 in style at their Annual Banquet in Orlando, Florida, Nov. 8-11, 2018. "Shark Nation" was looking fierce as they celebrated their award wins for 369th RCG Top Squadron and Top Enlisted Accessions Program. Shark families showed up in droves to help celebrate and reinforce the incredible support they've provided throughout the year. The following evening, the Sharks celebrated the year's promotees with a "Decades" party. Pictured here are squadron leaders decked out in their "groovy" '70s gear; Lt. Col. Stewart Rountree, Chief Master Sgt. Chris McBride, Senior Master Sgt. Wyane Rutland, and Master Sgt. Thomas Flynn.

The 369th RCS pose for a photo during the annual training conference held in Las Vegas, Nevada, on Nov. 8, 2018.





The 332nd H Flight members volunteered for the Fort Knox Santa's Workshop-Candy Cane Lane in Kentucky, Nov 30, 2018. The Candy Cane Lane is a toy program to assist struggling military families.

Tech. Sgt. Shaun Hammond, 332nd RCS F Flight recruiter, coordinated the USAF to become the title sponsor of the Jamboree basketball event which hosted 20 area high school teams in Chattanooga, Tennessee.



The 341st RCS present the colors at the Houston Texans vs. Cleveland Browns game in Houston, Texas, Dec. 2, 2018. The attached photo is during the practice prior to the game. Recruiter's pictured are Tech. Sgts. Kyle Atkinson, Cordero Sanderson, Pedro Palmer and James Johnstone.



The 332nd RCS presented Kyle E. Underwood, Research Specialist for Jefferson County School Board, a certificate of appreciation on Nov. 14 2018 in Kentucky. Jefferson County schools is the largest school district in Kentucky with over 100,672 students and 176 schools.



The 349th Recruiting Squadron H Flight "HUSTLERS" supported the NASCAR Hollywood Casino 400 Playoff Race at Kansas Speedway, Oct. 19-21, 2018. Fourteen Future Airmen from the 349th RCS H Flight were sworn in by Maj. Gen. John Flournoy, Chief of Staff, U.S. Transportation Command, Scott AFB, Illinois.



The 349th RCS brought the X-1 Super Car to Washburn Rural High School, Topeka, Kansas, Oct. 17, 2018. AFJROTC and other high school students were educated on the limitless technological capabilities of the Air Force. Tech. Sgt. Robert Beresford showed the youth how much the Air Force has to offer.



The 349th RCS of Lawton, Oklahoma, competed in the Navy Federal Credit Union Annual DEP Competition.



**Staff Sgt. Zakaria Mahmoud, a 331st recruiter, with DEppers, presents the manager and employees of O'Reilly Auto Parts in Rainbow City, Alabama, with a Certificate of Appreciation on Nov. 3, 2018, for their continued support of the AFRS mission.**



**Tech. Sgts. Joel Hunt and Johnathan Land and Staff Sgt. Larry Fishel participated as guest speakers at the Eglin AFB Developmental Special Duty Symposium, Nov. 2, 2018. The three recruiters provided vital information and perspectives to the 20 NCOs whom have been selected to fill positions through the DSD process.**



**Tech. Sgt. Zachariah Earle, a 331st RCS recruiter stationed in Baton Rouge, Louisiana, poses with his DEP members during a DEP commander's call physical fitness session on Nov. 19, 2018. The session was Earle's final meeting with his Future Airmen before departing for his Tier 2 assignment.**



**Tech. Sgts. Randall Gallery and Allison Garcia, 331st RCS A Flight Recruiters in Prattville, Alabama, and an Airman who is assigned to the Recruiter Assistance Program participated as judges at the Greenville High School's annual JROTC competition. in Montgomery, Nov. 17, 2018. The annual competition attracts a large number of JROTCs units from throughout the Central Alabama area.**



**Tech. Sgt. William Magill and Staff Sgt. Carlos Morales 331st RCS recruiters, coordinated an Air Force DEP Swear-in for the third consecutive year with F-22 Demo Team pilot, Maj. Paul “Loco” Lopez at the NAS Pensacola Blue Angel Homecoming show at Pensacola, Florida, Nov. 2, 2018. At the recruiting booth, recruiters from D Flight, DEPpers and Airmen participating in the Recruiter Assistant Program pose for a picture with twelfth Chief Master Sergeant of the Air Force, Erik Benken.**



**Staff Sgt. Justine Peichoto, 343rd RCS recruiter, takes a photo with Davante Adams from the Green Bay Packers at the game Nov. 25, 2018.**



**Master Sgt. Alan Rees, 347th RCS EA Recruiter, from Dubuque Iowa, stands with his DEPpers while they were sworn in by Army Capt. Luque. They represented the Air Force at a military appreciation night with the Dubuque Fighting Saints semi-pro hockey team on Nov. 18, 2018.**

© Dubuque Fighting Saints & Stephen Gassman Photography



**Capt. Erin Rost, 319th RCS, took 2nd place out of 231 females and ranked 18 overall of 1,206 participants in the World's Toughest Mudder, Nov. 17, 2018 in Fairburn, Georgia. She completed a 75-mile endurance race with obstacles in less than 24 hours. CBS Sports' coverage of the event will air again Dec. 15, 2018 at 12:30pm EST. Stay tuned for a future full-length article on [recruiting.af.mil](http://recruiting.af.mil).**



THIS NATION WILL REMAIN THE LAND OF THE FREE  
ONLY SO LONG AS IT IS THE HOME OF THE BRAVE.  
-ELMER DAVIS



The 343rd RCS supported a Snocross event in Duluth, Minnesota. Top left, Tech. Sgt. Alexander Kee hangs out in the Schuering Speed Sports Trailer while they prepare the snowmobiles for their upcoming race. Bottom left, Airman 1st Class Brandon Bynes, Tech. Sgts. Matthew Halverson and Kee and Master Sgt. Pannell pose for a photo at the Snocross booth. Left, Halverson takes a photo as the Schuering Speed Sports team crossing the finish line.



**Lt. Col. Mae-Li Allison, 369th RCS commander, presents squadron going away mementos to Tech. Sgts. Guillermo Cajigas and Ricky Scoggins.**



**Staff Sgts. Cameron Keating and Samuel Smith and Senior Airman Caitlin Kohut sign in 88 guests to Vandenberg AFB for a base tour that included a walk through of a power production shop, technical school dorms, Explosive Ordnance Disposal, a security forces K-9 unit and had lunch at the dining facility, Nov. 17, 2018.**



**Lt. Col. Mae-li Allison presents a AFRS Salutes plaque to Alison Barker, of the California Aeronautical University, during the Aviation Career Day in Camarillo, California, with Staff Sgt. Harry Castaneda.**



**Tech. Sgt. Christopher Consalvo was named the Gold Badge recipient for 369th RCS, Nov. 8, 2018, during the annual awards banquet. Pictured from left to right are Lt. Col. Mae-li Allison, Consalvo, Chief Master Sgt. Elva Shipp, Senior Master Sgt. David Poff, and Master Sgt. Michael Horne.**



**The 369th RCS training and operations team show off during a teambuilding hike at Red Rock in Las Vegas, Nevada. Pictured are Staff Sgt. Haley Santos and Tech. Sgt. Dorscilla Davis.**



**Tech. Sgts. David Springfield and Seurnchiew Saephan hold the colors while Tech. Sgt. Catrina Davis, of the 369th RCS, sings the National Anthem during the Veteran's Day event at the Hollywood American Legion in California.**