

BEHIND THE BADGE

THE OFFICIAL MAGAZINE OF THE U.S. AIR FORCE RECRUITING SERVICE FEBRUARY 2019



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

Submission deadline for next issue:
MARCH 1, 2019

FROM THE EDITOR



CHRISSEY CUTTITA

Welcome to the short month! Wasn't it fun racing through January after returning from the holidays?

AFRS hit the ground running with big events on the horizon all while proving themselves "Effective" to AETC Inspector General. Congratulations to our Superior Performers.

Additionally, we look forward to celebrating our top 12 recruiters at Operation Blue Suit in February. Names of the top recruiter and winners for fiscal 2018 are announced in the article. The AFRS Alumni Association is once again welcoming them to Military City U.S.A. for the occasion.

In January we had the opportunity to support E-League at Ft. Hood, Texas, that showcased our TACP career field. Following the production, two of those Airmen hosted a live career chat on social media to promote the idea of joining their elite team.

AFRS also teamed up with another niche group in our Air Force - female pilots. Approximately 90 women aviators helped promote the Air Force's role in the upcoming Captain Marvel movie with a production filmed at Edwards AFB, California. News articles continue to show our AFRS commander's role in paving the way for the lead actress to learn more about her character's role and being a trail blazer for our female fighter pilots to have the career opportunity they currently enjoy.

We also returned to SnoCross this year and started a partnership with Andretti Autosport so we are poised for more large-scale events on the horizon. Keep submitting your coverage of those amazing things you are doing in the field! Boy, am I enthusiastic!

ON THE COVER



AFRS returned to SnoCross this past month. The cover photo, taken by 343rd RCS, features an Air Force Honor Guard presenting the colors during an event in Shakopee, Minnesota Jan. 4-5, 2019. The photo above shows Air Force branding at the U.S. Air Force Deadwood Sno-cross in South Dakota, Jan. 25-26, 2019. Inside this edition of Behind the Badge, there are more photos from these races on Page 11.

In a recent article on www.hometownfocus.us, Steve Scheuring, owner of Scheuring Speed Sports, said the following about his more than 20-year partnership with the Air Force and Snocross:

"We are very fortunate that we have the freedom in this country to do what we enjoy," Scheuring said. "The Air Force and other military branches want to make sure we are always the Land of the Free. It is great knowing we are part of the World's Greatest Air Force."

The Snocross schedule is on his site at www.scheuring-speedsports.com/schedule.

AETC IG grades AFRS Headquarters "Effective" in report

Story by Chrissy Cuttita, AFRS/PA

A team from the Air Education and Training Command Inspector General's office spent a week with AFRS evaluating their processes and procedures in January 2019, generating an impressive overall report.

Of the two possible overall grades, either "Effective" or "Not Effective," Air Force Recruiting Service headquarters received an overall grade of Effective.

"The inspection identified strengths in how we accomplish the mission as well as areas where we can make improvements. We welcome the IG Team's feedback as we continuously strive to improve AFRS

support to our recruiters in the field," said Brig. Gen. Jeannie Leavitt, AFRS commander.

She also expressed gratitude to her unit's professionalism and courtesy to the IG's team.

"At every daily outbrief, your interactions with the IG were highlighted as very positive," Leavitt said. "The members of the IG team were grateful for your candid discussions as well as your enthusiasm and passion for our mission."

In fact, the official report shows all four major



graded areas were assessed as Effective and many of the sub-areas were considered Highly Effective.

The report also highlighted the following AFRS personnel as Superior Performers: Maj. Thomas Little (RSI), Tech. Sgt. Chris Bukowski (RSI), Matthew Jackson (CCO), Shelton Smith (FM) and Larisa Wright (FM).

"This is the first time that AFRS HQ was inspected under the new Major Graded Areas. Management Inspection is conducted every four years," said Maj. Arris Pineda, AFRS Deputy IG. "Let's use this time to review, update and innovate our processes and procedures to make our enterprise more effective,"

USAF sponsored Conor Daly joins Andretti Autosport for 103rd Indianapolis 500



Courtesy story/Andretti Autosport

Indianapolis 500 veteran Conor Daly will return to the Indianapolis Motor Speedway in May piloting the No. 25 U.S. Air Force Honda with five-time Indy 500 champions Andretti Autosport. Daly completes a five-ship,

Conor Daly, driver of the U.S. Air Force Recruiting Service Thom Burns Racing Honda, awaits his turn to qualify during "bump day" May 19, 2018, at Indianapolis Motor Speedway, Indiana. Daly finished 21st in the 102nd Indy 500. This year he'll drive for Andretti Autosports. (U.S. Air Force photo by Airman 1st Class Greg Erwin)

All-American Indy 500 lineup, joining teammates Alexander Rossi, Ryan Hunter-Reay, Marco Andretti and Zach Veach.

"I couldn't be prouder to represent the Air Force for a second consecutive year at the Indianapolis 500," said Daly. "I would not be here without the effort from everyone at Andretti Autosport to make sure this program is structured for success. It means a lot to see the commitment that Air Force has shown in me, and the chance to have a shot at winning the biggest race in the world."

Making his sixth Indianapolis 500

DALY continued on page 5

Top FY18 AFRS recruiter, other Operation Blue Suit winners announced

Story by Chrissy Cuttita, AFRS/PA

Twelve recruiters will be honored during the annual Operation Blue Suit event in San Antonio, Texas, for being the top recruiter of their squadron but one recruiter stands out above the rest.

Master Sgt. Gervacio Maldonado, of the 318th RCS, was awarded the fiscal 2018 Major General A.J. Stewart Top AFRS Recruiter.

"I believe his success comes from his philosophy of displaying value through service," said Lt. Col. Ernie Bice, 318th RCS commander. "This is showcased daily in how he affects AFRS and his local community. Beginning with his impact on the Air Force mission, Maldonado's resilience and perseverance led him to access 20 percent of AFRS' most challenging Health Profession programs."

The Operation Blue Suit program recognizes top Air Force recruiters for their efforts in recruiting a diverse, high-quality volunteer force to fill career fields critical to the Air Force in accomplishing its missions. Winners are nominated and selected from nearly 2,400 recruiting personnel, recognizing them for their outstanding contributions to the Air Force recruiting mission.

For example, Maldonado was credited for creating the largest Top III in the Air Force, a pro-



Master Sgt. Gervacio Maldonado poses for a photo with Barbara "Bambi" Woods, Red Cross Regional Program Specialist, Tech. Sgt. Jonathan Castroman, Chief Master Sgt. James Core, 318th RCS Superintendent, during a Landstuhl Hospital visit in Germany, in September 2018. Maldonado was awarded the fiscal 2018 Major General A.J. Stewart Top AFRS Recruiter.

fessional organization for enlisted Airmen at the grade of master sergeant and above. At the same time he also helped establish a similar organization for staff and technical sergeants.

"He did this all while developing the Rising 5/6 to do the same," said Bice. "Unifying the enlisted ranks within AFRS and providing the same opportunities as the operational Air Force was a passion project for him."

Maldonado also gives back to his community as a volunteer Fire Fighter and EMT.

"This was his way of staying active and gaining valuable experiences," said Bice. "His dedication and work ethic is evident, and carried over to the SNCO Academy where he was named a Distinguished Graduate. I could not ask for a better SNCO in my squadron and he is the epitome of what recruiting is all about."

Each top recruiter will be recognized at the Operation Blue Suit event in downtown San Antonio, hosted by the Air Force Recruiting Alumni Association. This tradition started in 1979 to recognize individuals who surpassed all recruiting goals, displayed the highest leadership qualities, and had the most impact on the recruiting mission.

The complete list of Operation Blue Suit winners are:

MSgt Ashli Betts	318th RCS
MSgt Gervacio Maldonado	318th RCS
MSgt Julius Lendorf	367th RCS
TSgt Stephen White	341st RCS
TSgt Joshua Wood	339th RCS
TSgt Joel Hunt	331st RCS
TSgt Shawn Kentch	343rd RCS
MSgt Jeron Hampton	330th RCS
MSgt Trent Branstetter	330th RCS
MSgt Ronald Eaves	337th RCS
MSgt Robles De Jesus	333rd RCS
TSgt Michael Dennis	367th RCS

Operation Blue Suit will held Feb. 19-23, 2018 in San Antonio. The event will include briefings at AFRS, tours of Joint Base San Antonio units and local social events.

AFRS online mapping application: Providing RICs situational awareness

Story by Eric Carlson AFRS/RSDA

Did you ever wish there was an easy-to-use tool available to help you visualize your recruiting zone's boundary? How about a tool displaying how many non-prior service accessions your zone produced, by zip code, over the last five years? Do you want to know the location of the nearest TBAS machine to your office?

Operations at AFRS Headquarters has just the tool for you, and its available 24-7 to help.

Launched in 2014, the mapping application includes more than 1,000 registered accounts. Originally implemented to keep track of recruiting boundaries and designate zip code-to-lead generation relationships, the application has evolved to

provide a myriad of other useful information and functions.

Examples include assisting squadron operations and flight chiefs in rezoning zip codes, providing sanity checks for goaling purposes, choosing locations for targeted recruiting events, standing up new offices and analysis tool for headquarters-level strategic projects.

Perhaps the most popular use of the mapping application is determining which zip codes are the most productive and which might have untapped potential. Users even have the option of exporting data into a Microsoft Excel, JPEG or PDF file for additional uses.

Don't have an account yet? You can request one

at <http://gis.worldviewsolutions.com/afrs>. If you created an account but you can't recall your password, just click on the "forgot your password" link and follow the instructions.

The application is available from your government or home computer and for those with exceptional eyesight, you can try accessing the site on your mobile device. Our team strives to keep the mapping application's information up-to-date and relevant to users' needs.

If you have any questions, comments, or suggestions regarding functionality or data, contact Rick Boring at ricky.boring@us.af.mil or (210) 565-0315. You can also contact Eric Carlson at eric.carlson.10@us.af.mil or (210) 565-0319.

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qualifying attempt in 2019, Daly holds five previous starts at the famed 2.5-mile oval with a best starting position of 22nd. The second-generation racer holds wins in both Indy Lights and the Pro Mazda (now Indy Pro 2000) series and claimed the 2010 Pro Mazda championship. Daly holds 43 career IndyCar Series starts with 10 top-10 finishes.

"To be teamed with some of my best friends at undoubtedly one of the best teams on the grid is going to be a lot of fun! I've never had the chance to be on a team with multiple 500 winners so I am beyond excited

to learn from them and ready to get to work," Daly added.

Additionally, the Air Force will become a full-season associate partner of Andretti Autosport with branding across the four full-season entries of Rossi, Hunter-Reay, Andretti and Veach, solidifying the team-work effect. Capitalizing on teamwork is how the U.S. Air Force accomplishes its mission.

"This partnership closely correlates with how we fly, fight and win," said Maj. Ross McKnight, Chief, Air Force National Events Branch at Air Force Recruiting Service. "We don't send one aircraft to accomplish a mission,

we build a strike package with multiple aircraft. The ability to sponsor Andretti Autosport's five cars at the Indy 500 ties in greatly with how we accomplish our mission."

"We're really happy to welcome the Air Force to the Andretti family for the Indy 500 with Conor, and full season across all our cars," said Michael Andretti, CEO, Andretti Autosport. "Having five American drivers represent the team at America's biggest race is very special and we're proud to have the opportunity to pay tribute to the brave men and women of the U.S. Air Force."

"The Air Force is excited to part-

ner with Andretti Autosport for the Greatest Spectacle in Racing and the IndyCar Series," said Brig. Gen. Jeannie Leavitt, Air Force Recruiting Service Commander. "These types of events are amazing venues for engaging with future Airmen. Like Andretti Autosport, the Air Force is committed to leading edge technology, teamwork and excellence in all we do."

The 103rd Running of the Indianapolis 500-Mile Race goes green Sunday, May 26, with live broadcast on NBC. Daly and the team's qualifying effort can be viewed Saturday, May 18, and Sunday, May 19 via NBC platforms.

Recruiting: the first face of the Air Force

By Senior Airman Stormy Archer, 502nd ABW/PA

For most people interested in joining the Air Force, a recruiter is their first impression.

As the first face of the Air Force, it's important that recruiters embody the pride, professionalism and enthusiasm it takes to be an Airman.

Fortunately, there is a school that prepares them to do that.

"Here at the Air Force recruiting school, we focus our efforts on preparing our students to navigate the challenges of being a recruiter," said Tech. Sgt. Derek Guerin, 344th Training Squadron Air Force Recruiting School instructor supervisor at Joint Base San Antonio-Randolph. "As a recruiter you are typically geographically separated from your unit, so we teach you everything you will need to know for your job to build a good foundation in your tasks. Our motto here at Air Force recruiting is attitude is everything, and we remind students of that with our Air Force Recruiting cheer."

That cheer is, "One! Two! Three! Boy, am I enthusiastic!" "Despite your challenges, despite things that might stress you out, always having an attitude of enthusiasm and being excited can convey the greatness of what we do as an Air Force to anyone who comes into our office," Guerin said.

Individuals interested in becoming a recruiter can apply through the Developmental Special Duty, or DSD, program.

"The DSD process is meant to develop people, and that's what we do," Guerin said. "The skills you gain as a recruiter will help you better communicate with and understand people. Being an NCO is all about understanding people and that is what recruiters thrive on, understanding and



A class graduates from the 344th Training Squadron Air Force recruiting school Dec. 6, 2018, at Joint Base San Antonio-Lackland, Texas. The Air Force Recruiting Service mission is to inspire, engage and recruit future Airmen to deliver airpower for America. (U.S. Air Force photo by Senior Airman Stormy Archer)

getting to know people and how to help them."

Prior to his 10 years of recruiting for the Air Force, Guerin served as a medic in the medical career field.

"Serving as a medic, I discovered that I truly love helping people. I saw that is what recruiters really do," Guerin said. "We help people see if the Air Force is a good option for them, how it can help them meet their goals and how it can change their lives."

Guerin's drive to serve and help others naturally lead

him to become an Air Force recruiter.

"One of my favorite things about being a recruiter is having the opportunity to work with a lot of amazing people, getting to find out about their story and finding out about why they needed the Air Force," Guerin said. "Once we do that, we can figure out how the Air Force can help them. I have seen some people come out of some difficult situations and become Airmen on the other side of it. That is something that will be written on my heart forever."

This could be YOU



AVIATION CADET CLASSES BEGIN EVERY SIX WEEKS

U.S. AIR FORCE

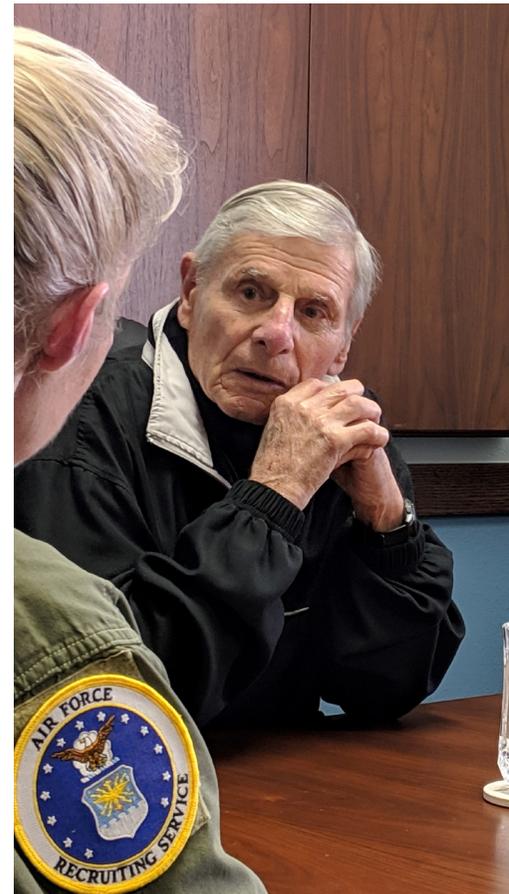
BEHIND^{THE}BADGE DEADLINES

SUBMISSION DEADLINE	PUBLICATION DATE
MAR 1	MAR 8
MAR 29	APR 5
APR 30	MAY 3

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Brig. Gen. Jeannie Leavitt, AFRS commander, received a visit from Gen. Andrew Iosue, who retired in September 1986 after commanding the Air Training Command, Randolph Air Force Base, Texas. During the general's visit to AFRS Headquarters Jan. 14, 2019, he shared the stories behind his 6,500 flying hours as a tactical airlift pilot and his assignment as AFRS commander in the 1970s. His military decorations and awards include the Distinguished Service Medal, Legion of Merit with two oak leaf clusters, Distinguished Flying Cross with oak leaf cluster, Air Medal with three oak leaf clusters, and Republic of Vietnam Gallantry Cross with palm.

Brig. Gen. Jeannie Leavitt, AFRS commander, and Chief Master Sgt. Sonia Lee, AFRS command chief, participate in the FIRST 2019 kick off event in Manchester, N.H. at the start of the year. FIRST was founded in 1989 to inspire young people's interest and participation in science and technology. The 501(c)(3) not-for-profit public charity designs accessible, innovative programs that motivate young people to pursue education and career opportunities in science, technology, engineering, and math, while building self-confidence, knowledge, and life skills. Read more on www.firstinspires.org.



Participants in the Aviation, Inspiration and Motivation High Outreach Program pose for a photo at Davis-Monthan, Ariz., Jan. 26, 2019. The free one-day interactive program featured civilian and military aviation professionals that served as role models and facilitators for engaging activities. Participants in the program took part in various activities including flight simulators, introduction flights and talking to pilots. (U.S. Air Force photos by Senior Airman Giovanni Sims)

Det. 1 partners with Team D-M, A-10 Demo Team to help local youth A.I.M. High

Story by 355th Wing Public Affairs

DAVIS-MONTHAN AIR FORCE BASE, Ariz., -- Davis-Monthan Air Force Base held the first Aviation, Inspiration and Motivation High Outreach Program on Jan. 26, 2019.

The A.I.M. High Outreach Program was created by Air Force Recruiting Service Detachment 1 in an effort to help the pilot shortage and improve pilot diversity. The free one-day interactive program featured civilian and military aviation professionals that served as role models and facilitators for engaging activities.

"The A.I.M. High Outreach Program is designed to inform, influence and inspire youth to reach for positive goals in their lives," said Lt. Col. Kenyatta Ruffin, AFRS Det. 1 commander. "It also highlights the opportunities we have in the Air Force, whether in the Guard, Reserve, or active duty, to pursue these life goals and receive a quality education."

During the event, more than 80 local youth,

enlisted members and Air Force ROTC cadets took part in science, technology, engineering and mathematic experiments conducted by the Civil Air Patrol. Participants also had the chance to talk with Davis-Monthan AFB pilots who discussed the importance of positive character, experienced virtual reality simulations, explored college and career opportunities, and were given introductory flights provided by Embry-Riddle Aeronautical University.

"This was a great activity for our cadets and the local community," said Col Carlos Messer, Air Force ROTC Det. 20 commander. "This was a perfect event for us to not just tell, but to show our Air Force story."

"Team D-M and the A-10 Demo Team were honored to host this first ever event and look forward

to continuing to engage with our community throughout the year, and especially during our upcoming airshow in March," said Col Chad Balettie, 355 Wing vice commander.

Davis-Monthan AFB will host the "Thunder and Lightning Over Arizona" airshow on March 23-24.

In order to continue their outreach, AFRS Det.1 plans to host several more A.I.M. High events across the country throughout the year.



Teens from the Tucson, Ariz. community build miniature glider planes during the Aviation, Inspiration and Motivation High Outreach Program at Davis-Monthan, Ariz., Jan. 26, 2019.



Senior Master Sgt. Frank Hitchcock, 339th RCS production superintendent, presents swords to Tech. Sgts. Lisa Schuur and Anthony Collier for qualifying more than 10 applications in one month. Schuur qualified 11 new business applicants in August 2018 then Collier accepted that challenge and processed 14 applicants, of which 10 qualified and became DEPpers. The two recruiters came out on top for fiscal 2018 and are still the only recruiters within the squadron to earn these coveted swords hanging on their office walls.

Tech. Sgt. Shaun Hammond, 332nd RCS recruiter, presents a Certificate of Appreciation to Kisaac Rhoades, of 5 Star Nutrition in Chattanooga, Tennessee Jan. 10, 2019. The 5 Star Nutrition team provides interested applicants with free advise on healthy lifestyle choices, proper diet and exercise procedures and encouragement to become fit to fight prior to leaving for Basic Military Training.





The 339th RCS, headquartered in Clinton Township, Michigan, pose for a photo at their annual banquet and the photo was featured in a recent Air Force Association newsletter. AFA Michigan President, Randy Whitmire, was also given the opportunity to brief the squadron at the annual about what AFA can do for them. Together they share networking contacts, upcoming event information, and the AFA supports recruiters by building awareness in ways such as a featured article in AFA's quarterly newsletter. The 339th RCS "Guardians" said their involvement and resourcefulness with their statewide institutions proves to be just another way they are living up to their motto, "We Got This!"



Brig. Gen. Jeannie Leavitt, AFRS commander, and the 343rd RCS participated in the U.S. Air Force Deadwood Snocross National in South Dakota, Jan. 25-26, 2019. Lincoln Lemieux, the Air Force-sponsored driver, took first and third places for two separate races during the event. Leavitt made announcements, presented the Winner's Trophy and led DEPpers in the Oath of Office.



Lt. Col. Terrance Holmes, 332nd RCS commander, swore in DEppers at University of Louisville's KFC Yum! Center, Kentucky, on Jan. 26, 2019. The Swearing in took Place at half time of the Louisville Men's Basketball (Cardinals) game. The enlistees where from 332nd RCS H Flight and the 330th RCS.

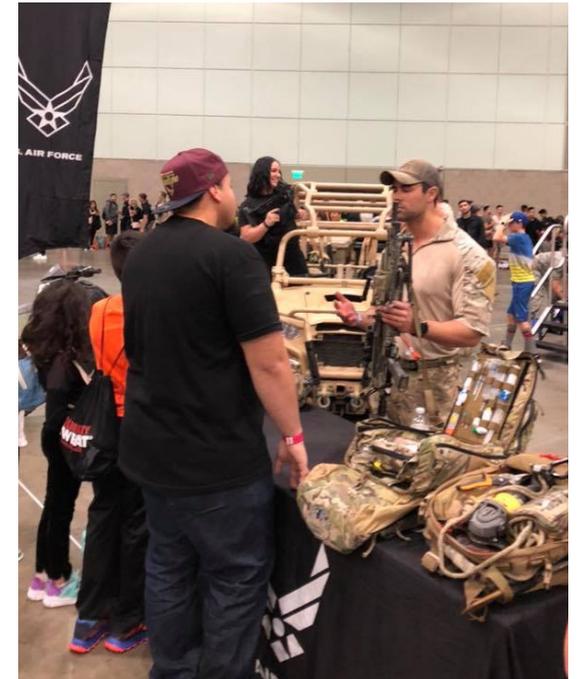
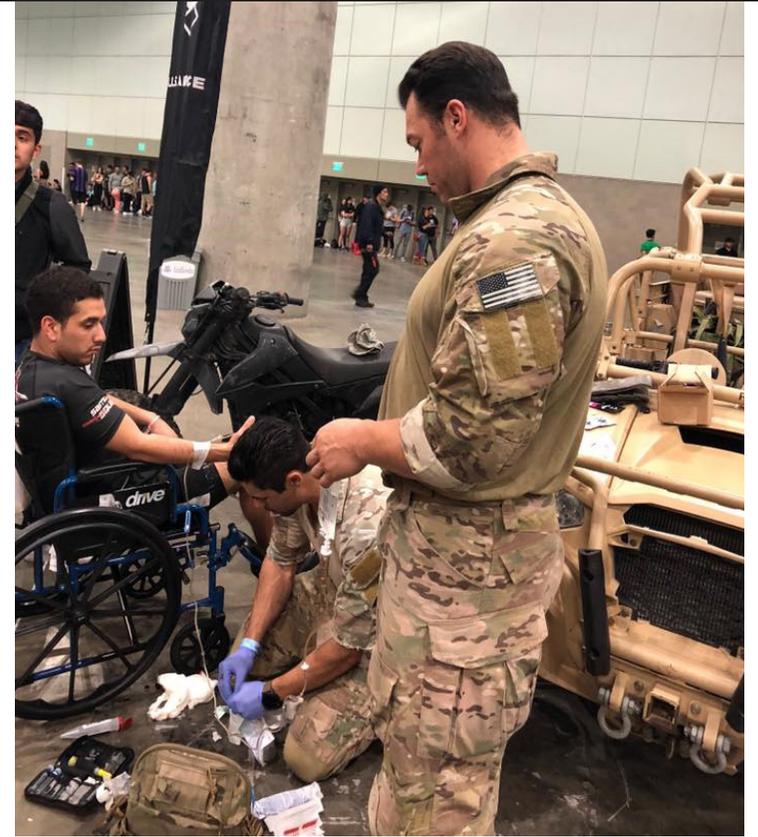


Master Sgt. Brian Ashton, 332nd RCS F Flight recruiter, presents a certificate of appreciation to Kevin Young, North Murray High School Counselor in Chatsworth, Georgia, Jan. 23, 2019.



The 369th RCS Headquarters had a team building day at the Los Angeles Food Bank, California, Jan. 22, 2019. After spending four hours inspecting, sorting, and loading, the team provided 4,351 pounds of boxed food that will potentially prepare 3,611 meals.

Introducing Special Operations career fields to participants of a 369th RCS recruiting event unexpectedly took a turn from demonstration to “real world” rescue. Chief Master Sgt. Elva Shipp, 369th RCS production superintendent, presented a coin to Master Sgt. Mark Bedell and Tech. Sgt. Alex Dastmalchi, pararescue Airmen, from Nellis Air Force Base, Nevada, during the Los Angeles Fit Expo, California, Jan. 26-27, 2019. The Airmen were at the recruiting event as Special Warfare representatives and were the first to respond to a medical emergency. They helped render aid to an expo participant who dislocated an ankle by resetting the ankle and administering an IV until paramedics arrived.





Staff Master Sgt. David Poff, 369th RCS production superintendent, certifies three recruiters in January. From right to left are Staff Sgt. Sam Smith, Tech. Sgts. John Aure, and Timothy Reszel.

Tech. Sgt. Thomas Gomex, from Los Angeles AFB, and Staff Sgt. Michelle Atenacio, 369th RCS recruiter, re-enlisted at the Dodgers Stadium with their families Jan. 22, 2019 in California. L.A. Dodgers third baseman, Justin Turner, present. This was part of the We Love L.A. Dodgers Tour in the Airmen's local area.



Didn't see your squadron in this edition of BTB? Hopefully we didn't miss you! Please be sure to capture photos, tell those stories and share them by emailing afrshqpa@us.af.mil.