

BEHIND THE BADGE

THE OFFICIAL MAGAZINE

AIR FORCE RECRUITING SERVICE

SEPT 2017



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:
SEPTEMBER 22, 2017

SUBMISSION GUIDELINES – AGAIN

DMG, did U C the AFRTS story on WOI White GEN. Smith, MCI Jones and AIC Brown getting coined for doing COIN and DIME? I guess when they gave a SITREP over SINGGARS it was OOTW, but when they wrote it, it was TLDR and reading it was a PITA.

This gibberish has been brought to you by everyone you have to communicate with. Not everyone speaks Air Force, or military, or even the acronym language that passes for communication now. And just because you think an acronym is easily understood, it might mean different things to different people.

And who are Brown, Jones, Smith and White? We have no idea, since they don't have first names.

Please, for the sanity of everyone you speak or write to, spell it out. Some of us are just a little slower than others.

ON A SLIGHTLY DIFFERENT NOTE

Quite a few of you submitted photos for this edition, which is great, but quite a few of those photos were unusable, based on our guidelines. Please keep in mind, that we must have UNEDITED photos. This means no added text or logos, no compositions of multiple photos and no PowerPoint or PDF.

Think about what you like to look at. Do photos of people standing around inspire you, or do photos of people doing things make you want to read more? Sometimes you're going to get those pics of people just standing around, and there's not much you can do about it. Group photos are one example that you just can't get around. But

how much better is it to get a photo of the group solving that escape room, rather than standing there at the end? How much more interesting is it to see a recruiter actually engaging with a DEP member or potential recruit than just smiling at the camera?

I know you have a thousand other things to worry about that are more important than Behind the Badge submissions, but if you're going to take the time to submit, please take the time to do it right. Otherwise, all that time is wasted.

And in the end, this publication is for you, to highlight all the great things you're doing in the field, and maybe get some ideas of what else you can do to make your jobs just a little easier.

ON THE COVER



Master Sgt. Donald Mosley, 333rd Recruiting Squadron enlisted accessions recruiter, takes a selfie with his wife, Christine Mosley and daughter, Airman Casey Mosley, after she graduated Basic Military Training.

IN YOUR OWN WORDS

LEADERSHIP 101: Beware the good idea fairy

Chief Master Sgt. Michael R. Hood, 339th Recruiting Squadron

The good idea fairy. We have all met, known, or perhaps unwittingly been one at least once.

I experienced this early on as a technical sergeant and flight chief of the 374th Maintenance Group's Programs and Resources Flight, at Yokota Air Base, Japan. I led our fantastic flight of five and it was there that I met and mentored my first flight commander, 2nd Lt. Steve. He was a bright-eyed, energetic officer. Nearly every day, he would come to me with, "I've got a great idea...what do you think of...?" Sometimes the ideas had merit, but often they required someone else to do the work and solve a problem.

Instead of shutting him down and stifling his efforts, I led him down a path of mutual understanding as to why or why not an idea made sense.

What I remember best about him, is that he always listened. Though he out-ranked me and graduated from a prestigious school, he always recognized my experience. Moreover, at the end of nearly every conversation he would end with, "Oh, I never thought of it that way...we'll do it your way."

Sometimes leaders forget how to listen. They believe their advanced degrees and experience are ironclad and fail to learn and benefit from fresh, tactical-level perspectives. It is also interesting to note that failure to trust and listen to your people is a major factor in why commanders are fired and command chiefs lose touch.

When there is lack of clear communication and mutual understanding from the ground up, a leader can stifle innovative ideas, frustrate their people and ultimately fail. Conversely, our most successful commanders and chief master sergeants of the Air Force were those who sought out issues and listened to all of their people.

Here are a few ways to handle "good ideas".

1. Open communication. If you do not have an open door policy or a mechanism for others to provide ideas, you will not see the entire picture and will not be able to find the best solutions. Successful companies understand this and provide their people with hotlines, suggestion boxes and e-mail avenues to flow innovative ideas.

2. Do not kill their passion. Never shut others down by simply saying no, or worse still, "That's a stupid idea." Instead, help them see the issue clearly and the likely results by leading them down a path to mutual understanding. I say mutual because by becoming a leader who listens, you may find a beneficial element in their idea. You will also help develop them into future leaders by honing their ability to see, study and address problems.

3. Bring solutions - not just problems. When you bring an issue to your boss without a recommendation on how to solve it, this leaves them in a position with no way forward. Cornell University leadership professor, management expert and

best-selling author Kenneth addresses this in his book, *The One-Minute Manager Meets the Monkey*, by labeling issues as monkeys. Leaders must be able to recognize monkeys and properly assign who is best suited to care and feed them. When someone walks into your office and leaves a monkey on your back without a solution that becomes another weight upon you preventing real work from getting done. Conversely, when you learn to recognize the proper level of ownership for each issue, you can effectively delegate.

4. Don't be lazy. One reason we label others as "Good Idea Fairies" is that they often expect us to carry out their ideas without any help. They present ideas without solutions and if we fail to recognize, mentor and correct them early, they can grow into gorillas that refuse to listen when it matters most.

5. Value people. Our chief of staff says every Airman has a story, they are vitally important to our Air Force mission and the solution to our greatest challenges are rooted in revitalizing squadrons.

Greater success lies in open, innovative communication from the bottom to the top. When we stop being good idea fairies and instead study problems, share ideas and bring solutions, we instill leadership trust. This in turn provides our decision makers with the clearest way forward and allows collaborative synergy through more people looking at issues versus a small few.



BEHIND^{THE}BADGE DEADLINES

SUBMISSION DEADLINE PUBLICATION DATE

SEPTEMBER 22	OCTOBER 4
OCTOBER 20	NOVEMBER 1
NOVEMBER 24	DECEMBER 6
DECEMBER 22	JANUARY 3
JANUARY 26	FEBRUARY 7
FEBRUARY 23	MARCH 7
MARCH 23	APRIL 4
APRIL 27	MAY 2
MAY 25	JUNE 6
JUNE 22	JULY 5

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

SEPT. 26: CRYPTOLOGIC LINGUIST
OCT. 18: MAINTENANCE

HONORING THE AMERICAN SPIRIT: Kamen earns AFRS' highest civilian honor

By Melissa Walther

From inspiring future generations to become science and technology leaders to inventing portable dialysis machines, drug infusion pumps, water purification systems, mobility devices and advanced prosthetics, Dean Kamen has a long list of achievements – and awards – to his name.

But now he can add one more: The American Spirit Award.

Since 1980 the award has been presented by Air Force Recruiting Service to civilians who have made a significant impact on Airmen and the Air Force.

"Dean has done so much to change the lives of people for the better, and that's something he has in common with the Air Force," said Maj. Gen. Garrett Harencak, who presented the award to Kamen Aug. 28, 2016 at the first FIRST Festival of Champions in Manchester, New Hampshire.

Kamen was presented the award for his outstanding contributions to the Air Force, promoting STEM literacy, leadership and curiosity among future

generations.

"When the Air Force told me, I had been given a once-in-a-lifetime opportunity to fly in a B-2 Spirit bomber and experience the Air Force's cutting-edge innovation and technology first-hand last year at Whiteman Air Force Base – noting that two FIRST Alums maintained the B-2 – I thought, this is the pinnacle," Kamen said. "I was wrong."

Kamen said the pinnacle for him so far was receiving The American Spirit Award.

"The Air Force continues to be a fantastic, long-time supporter of FIRST through not only its support of teams but also through their leadership training programs," he said.

Founded by Kamen and Woodie Flowers in 1992, FIRST consists of four robotics competition programs and embodies the two core values of "gracious professionalism" and "coopertition," emphasizing that teams can cooperate and compete at the same time.

The Air Force has been a long-

term supporter of FIRST, and last year marked the 25th year of competition, with roughly 75,000 students and 19,000 mentors from 24 countries taking part.

"FIRST is a wonderful program, and we're very proud to be involved with it," Harencak said. "STEM fields are just becoming more and more critical, and not just to the Air Force. Dean has really done something amazing by creating this competition, and we see people who have taken part in it, out in the world now, doing amazing things. We want to recognize just how great that is."

The first American Spirit Award was presented in 1980 to Bob Hope and other winners have included Reba McIn tyre, Dolly Parton, the Chicago Bulls and last year's winner, motivational speaker Dan Clark.

"I cannot express in words the honor I feel to be part of such an exceptional group of honorees, and to be able to say that I am truly a part of the U.S. Air Force - in spirit with such a dedicated, professional group of men and women who would not hesitate to put their lives on the line for all Americans every day."



AFRS online mapping application: Providing RICs situational awareness

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?

Well, HQ AFRS/RSDA has just the tool for you, and its available 24-7 to help.

Launched in 2014, the mapping application now includes more than 2,200 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,

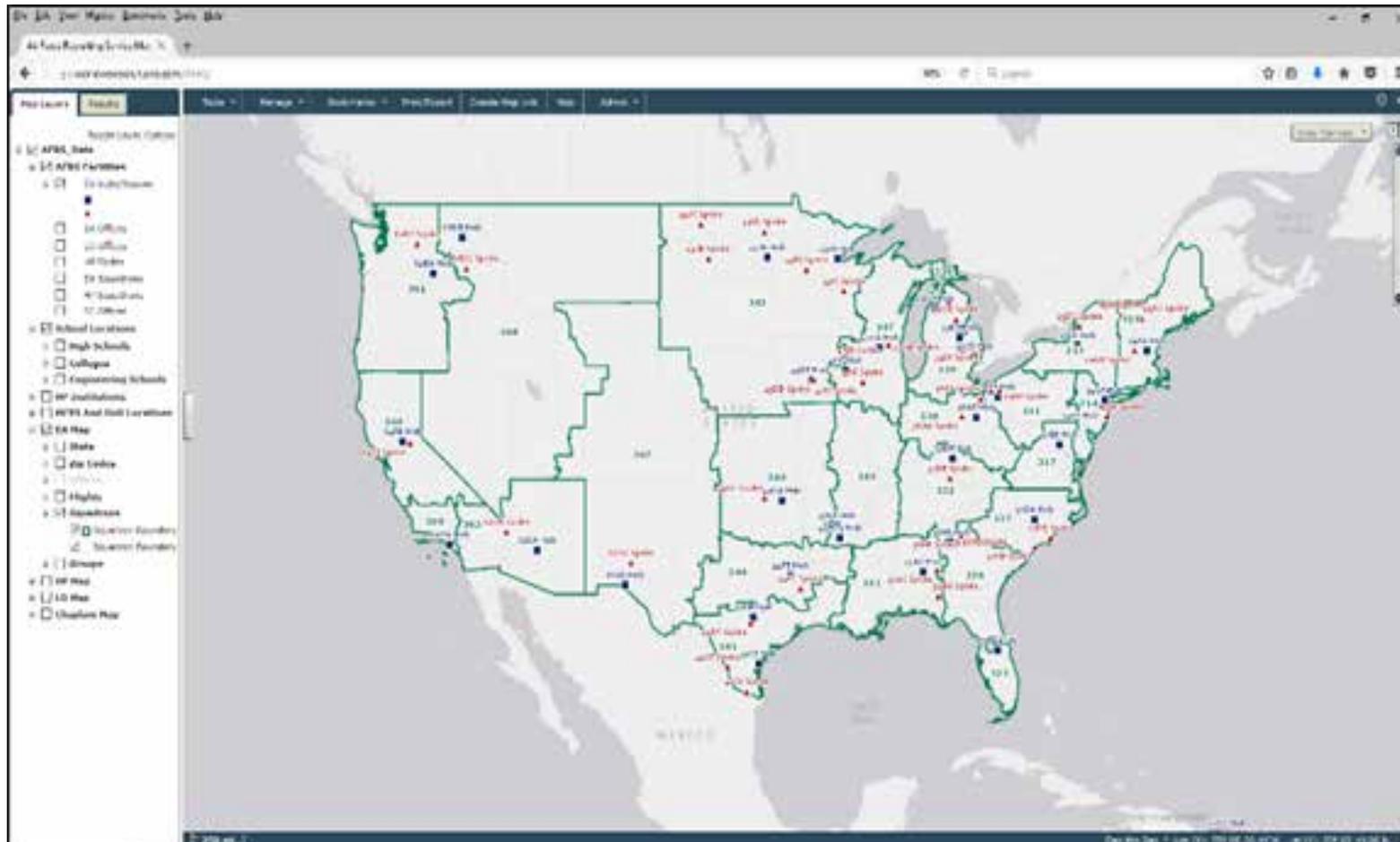
standing up new offices and analysis tool for headquarters-level strategic projects.

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.worldview-solutions.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 the application's functionality or data, please feel free to contact Rick Boring at ricky.boring@us.af.mil, or call (210) 565-0315). You can also contact Eric Carlson at eric.carlson.10@us.af.mil, or call (210) 565-0319.



CHANGING LIVES FOR THE BETTER: Recruiters help Air Force family in time of need

When a representative from University Hospital Cleveland Medical Center called Tech Sgt. Lake Brouder on Aug. 16, it wasn't the kind of call he was expecting. There were no invites to speak to a group of influencers, or discuss scholarships, or even partner with an outreach organization.

It was a plea to fulfill the request of a dying man.

The terminally-ill man, only identified as Mr. Forbes, was an Air Force veteran, and his last wish was to see an Airman in uniform before he passed away.

And although the request might sound simple, it took the coordination of hospital staff, a college VA liaison, and several members of the 311th Recruiting Squadron G-Flight to make it happen.

When Brouder got the call, he was on temporary duty assignment, and couldn't visit the hospital, but rather than say "sorry" and ignore the call, he called his first sergeant, Master Sgt. David Ames and told him of the request.

When Ames called the hospital and asked how they got Brouder's number, he discovered it was Brouder's community connections that came through.

"[The hospital representative] did not know who to call, so she randomly called the local community college and spoke with Veterans Affairs Liaison Alaina Foster, and hoped that she would know of someone," Ames said. "Alaina knew Tech. Sgt. Brouder well, because

he visits the school often and has made a good impression on her, so she had his information handy."

Ames then called Tech. Sgt. Sergio Melendez.

"I was told by the hospital representative that it was important to do the visit as soon as possible," Ames said. "When I told [Melendez] the story, he said he would move whatever he had going on in the day, to later in the evening so he could get out there and visit Mr. Forbes as soon as the family would have him."

The next day, Melendez met with Forbes and his family, presented him with a certificate and pin thanking him for his service and spent more than an hour talking with them.

The next day, Forbes died.

When Brouder returned from TDY he presented Foster with a certificate of appreciation for being there for entire Air Force family. She showed him a letter from the family thanking everyone involved and praising Melendez for taking the time out of his day to brighten theirs in such a time of darkness.

"I could not be any more honored to have Brouder and Melendez on my team," Ames said. "What Brouder did leading up to everything with having a great school program and how he is well known in his community made this possible. Melendez finessed his schedule to get out and visit the family within 24 hours, and on top of that, he spent an hour there sharing stories and bringing a little happiness to the family in such a tough

time. These two do not just do their jobs, they embody what it means to be a great Airman!"





Members of the 331st Recruiting Squadron partnered with the No Turning Back Mud Run in Picayune, Miss., Aug. 19. The annual race had the largest turnout since it began five years ago, and Staff Sgt. Cameron Macias, I-Flight recruiter, was there with 15 of his Delayed Entry Program members who ran the race and encouraged others to finish.



Tech. Sgt. John Johnson, 336th Recruiting Squadron standardization and training noncommissioned officer in charge, members of Emerge Moody and Leadership Moody attempt an obstacle during the initial meeting of the 2017 classes, Aug. 18, at Valdosta State University, Georgia. The Emerge Moody and Leadership Moody courses are designed to nurture the development of leadership throughout the units stationed at Moody Air Force Base.



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Tech. Sgt. Ledra Thomas, 313th Recruiting Squadron, H-Flight recruiter, and Master Sgt. Nejah Vickers, H-Flight chief, host a prospective applicant circle of influence meeting with the Broadalbin High School football team, Aug. 15. More than 50 people attended the event.



Air Force dentists Col. Kelli Mack, AFMOA Dental Group, and Col. Zindell Richardson, 59th Dental Squadron commander, assisted members of the 342nd Recruiting Squadron with recruiting efforts July 20. They met with the dean of Texas A&M Dental School and toured the school before giving a center of influence presentation. Pictured from left to right: Lt. Col. Briget Jackson, 342nd RCS commander; Col. Kelli Mack; Dr. Loulou Moore, Texas A&M College of Dentistry professor; Col. Zindell Richardson; Tech. Sgt. Walker, 342nd RCS health professions recruiter; Master Sgt. Cardoza, 342nd RCS health professions flight chief.



Members of the 333rd Recruiting squadron hang out with DJ Jeff Zito at 96K Rock in Southwest Florida to promote Air Force Recruiting on the air. Pictured left to right are: I-Flight recruiters Master Sgt. Donald Mosley, Staff Sgt. Daniel Tanner, Jeff Zito and Master Sgt. Joseph Avanzato.



Members of the 331st Recruiting Squadron partnered with Bulls, Bands and Barrels in Hattiesburg, Miss., Aug. 19. The BBB Tour is one of the largest events which takes place in the city and drew a crowd of more than 5,000. Staff Sgt. Shonna Wilkerson, E-Flight recruiter, was on hand while Capt. Joshua Hazel, 225th Air Control Squadron, Mississippi Air National Guard, gave the Oath of Enlistment to DEP members, including one of his children.



Lt. Col. Joseph Roth, 333rd Recruiting Squadron commander, and Master Sgt. Thoms Fly drove more than 650 miles in one day to present stripes and certificates to all 333rd promotion selectees. Pictured from left to right are: Master Sgt. Edwin Ramos, Maj. Jason Wyche, Lt. Col. Joseph Roth, Tech. Sgt. select Roger Gale, Master Sgt. Kenneth Hawley, Master Sgt. Christopher Randall, Tech. Sgt. Sarrah Schultz and Gerald Dion.



Seven members of the 336 RCS Support Flight volunteered for the Greater Valdosta United Way Annual Day of Caring. These squadron members helped revamp an old office building into a local chapter of Boy Scouts of America.



Robert Rudolph, 342nd Recruiting Squadron H-Flight Health Professions administrator, gives a speech to more than 100 leaders in a four-state region at a banking conference at the Arvest Bank, Oklahoma City. His speech not only motivated leadership among the bank employees, but left them with a sense of pride for how they helped the Air Force accomplish its mission.



Air Force Recruiting Service Headquarters coordinated with the 342nd Recruiting Squadron to arrange for two Air Force dentists to assist at a booth at the annual National Dental Association conference in Dallas, July 21 and 22. Col. Zindell Richardson, 59th Dental Squadron commander and Air Force Surgeon General consultant for dental technology and integration, and Col. Keli Mack, director of professional services, U.S. Air Force Dental Evaluation and Consultation Service and Air Force dental military consultant to the Surgeon General for infection control and patient safety, and Tech. Sgt. Caleb Walker, 342nd RCS health professions recruiter, were both on hand to answer questions from potential applicants. Collectively, they gained 22 leads for the dental corps program.



Tech. Sgt. Nicholas Russo, Air Force liaison, Robert Thomas, lead medical tech and Tech. Sgt. Tatianna Boardman, Air Force MLS, meet at the Sacramento MEPS, Aug. 4 for a workshop to enhance the working relationship with medical staff.



Members of the 313th Recruiting Squadron, B-Flight Delayed Entry Program, are sworn-in by Lt. Gen. Gina M. Grosso, Aug. 6 during a race at Watkins Glen International, in Watkins Glen, NY.



Members of the 313th Recruiting Squadron speak to prospective applicants at a race Aug. 6 at Watkins Glen International, at Watkins Glen, NY.



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Tech. Sgt. Vince Martinez, 333rd Recruiting Squadron enlisted accessions recruiter, attends drill weekend at Homestead Air Force Base to seek out prior service candidates.



Master Sgt. Valentino Railon and Tech. Sgt. John Arnold, 367th Recruiting Squadron, B-Flight, hosted the Thunderbirds and Rapid Strike Team 21-30 during Cheyenne Frontier Days, July 21-30. During the time, members of the Thunderbirds conducted presentations with the Challenge Academy classes.



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Master Sgt. Kacey-Jo Hyde, 342nd Recruiting Squadron, H-Flight health professions recruiter, presents Ron Witherspoon, CEO and president of Arvest Bank, with a Health Professions Recruiting Salutes plaque, Aug. 16 in Oklahoma City. The presentation occurred during the 4-State Regional Leadership Conference. Witherspoon and his staff have gone above and beyond to help with the Air Force health professions mission on a daily basis.



Members of the 367th Recruiting Squadron, F-Flight, worked out at the Annual Fitness on the Rocks Expo at Red Rocks Amphitheater, July 22. Master Sgt. Norma Ellis, Tech. Sgt. Anthony Young, Staff Sgt. Paul Davis and airmen taking part in the Recruiter Assistance Program amped-up the crowds with pull-up, push-up and sit-up competitions.



Members of their 331st Recruiting Squadron Baton Rouge office conducted a commander's call Aug. 3 with their Delayed Entry Program recruits. As part of the call, Staff Sgts. Zachariah Earle and Raymond Spafford, enlisted accessions recruiters, emphasized the importance of being both physically and mentally prepared for Basic Training by taking part in a group PT session.



Members of the 332nd Recruiting Squadron Delayed Entry Program swear in at the Bristol Motor Speedway, Aug. 19. Gen. James M. Holmes, commander, Air Combat Command, conducted the swear-in.



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Tech. Sgt. Brian Matheny, 332nd Recruiting Squadron marketing and logistics noncommissioned officer in charge takes time out from recruiting Aug. 19 at Bristol Motor Speedway to meet with "Big Chief" from Discovery Channel's "Street Outlaws."



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Members of the 332nd Recruiting Squadron attended a Rome Braves game at State Mutual Stadium, Rome, GA, Aug. 1. At the game, Lt. Col. Terrance Holmes, 332nd commander, was presented with a plaque from the Braves organization conveying their appreciation for his distinguished service in the Air Force. This was Holmes first visit to F-Flight, and he took the opportunity to present certificates of appreciation to members of the Braves organization for their continued support of the Air Force mission. The Rome Braves are a Class A-affiliate of the Atlanta Braves.