



Summer 2004

Members gather in Florida for 11th annual meeting

Nearly 100 members, spouses, family members and friends gathered in the Florida Panhandle to renew old acquaintances, get “re-blued” and just have a good time at the Air Force Public Affairs Alumni Association’s 11th annual meeting Apr. 29 through May 2.

Activities began Thursday night with the no-host icebreaker in the lobby bar. Attendees had an opportunity to catch up with old friends, and then enjoy the many shops and restaurants at the nearby Village of Baytowne Wharf in Sandestin. Members were spotted at a number of establishments, sharing beverage and stories till the wee morning hours.

Early the next morning, a day of “re-bluing” started with trips to nearby Eglin AFB and Hurlburt Field.

Col. Fran Hendricks, 96th

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*Former Secretary of the Air Force Tom Reed autographs a copy of his book **Into the Abyss** following his remarks to members of the Air Force Public Affairs Alumni Association during their annual meeting in Florida. Secretary Reed donated \$275 from book sales to the AFPAAA Endowment Fund. (Photo by Al Eakle)*



Capt. Dayan Araujo, 332th Air Expeditionary Wing Public Affairs, gives Brig. Gen. Fred Roggero a tour of the Balad AB, Iraq, tent city — dubbed “Tuskegee Town” by Airmen deployed there. Read the story on Page 3 to find out more about the general’s visit with the combat PAs. (Courtesy photo)

Election to Board of Directors

Three new people assume leadership positions within Air Force Public Affairs Alumni Association

Three new people joined the Air Force Public Affairs Alumni Association Board of Directors when they began their two-year terms of office July 1.

Tom Halbert and **Pete Peterson** were elected to the Board earlier this spring. They replace **Larry Greer** and **Joe Purka**, who completed their terms of office.

The Board of Directors voted to appoint **Ron Rand** to fill **John Gulick’s** recently elected two-year term left vacant by his untimely death.

According to the Association’s by-laws, the Board of Directors has authority to appoint members in good standing

to fill vacancies on the Board by majority vote.

Mike Gannon became chairman of the board under the rules of succession. He replaced **David Smith**, who joined **Mike McRaney**, **Jim Hart**, **John Gura**, and **Joe Purka** as an Ex Officio board members.

Charlie Powers is president, and **Linda Arnold** is vice president. **Tom Halbert** was elected secretary by the Board and joined the line of succession.

Other board members include **Al Eakle**, **Jim Hart**, **C.B. Kelly**, and **Jim McGuire**.

PA Snoopings.....

By The Snoop

Editor's Note: This column made it's debut in the Spring edition of the Association's newsletter. The idea came from a discussion I had with a member who wanted to write a column about the people who make up the AFPAAA.

The author wasn't looking for any recognition, but merely to recognize the great things AFPAAA members are doing in either their military or second careers. He took information I provided him, along with his own "snooping" and wrote the column.

*The individual behind the idea and first author was **John Gulick**.*

The AFPAAA membership can help keep this column alive by providing inputs to me. If you've got old photographs you'd like to share, send them along too, preferably electronically. I'll run them as space permits.

The Association welcomes new members **Jon K. Anderson, Elizabeth Aptekar, Michael Braibish, James DeFrank, John Mark Donlon, Chuck Fowler, Joan C. Fudala, Robert P. Glymph, Ken Hair, Betty Anne Mauger, Debra Millett, Kevin L. Reinert and Oscar P. Seara.**

For those who haven't heard, **Mr. Bill Bodie**, Director of Communications, Headquarters U.S. Air Force, has moved into the private sector. **Secretary of the Air Force James Roche** asked **Brig. Gen. Fred Roggero** to serve as both SAF/PA and the acting Director of Communication for the time being.

As such, General Roggero reports his office time is split between the E-Ring and the SAF/PA office.

He's asked **Col. Chris Geisel** to join the front office team as the Assistant Deputy Director to better support **Col. Jay DeFrank**, the deputy director. **Chris** will still lead the efforts of the Integrated Marketing Division.

Several senior PA leadership moves will be taking place soon.

Col. Bob Potter, Director of PA at Air Education and Training Command, will become the Director of the Public Affairs Center of Excellence at Air Univer-

Activities planned in Washington for AFPAAA members

Details are still being planned for several activities which Air Force Public Affairs Alumni Association members are invited to in the Washington D.C. area in September.

Members should get their foursomes together for the 27th annual SAF/PA best ball golf tournament Sept. 16 at Andrews AFB. The tourney will start at 2 p.m. with a shotgun start on the south course.

Tourney winners will receive the newly named John Gulick Memorial Trophy.

Names of those in a foursome should be either emailed to: **James.Varhegyi@pentagon.af.mil**. A dinner will follow the tournament.

The annual SAF/PA luncheon is scheduled for Sept. 17 from 11 a.m. to 1 p.m. in the Pentagon Dining Room Lounges Two and Three. The menu has not been set yet, but it's expected to be about \$20 (it was \$19.50 last year).

RSVPs will be due Sept.10.

People who don't have a Common Access Card (the new ID card) or a Pentagon badge will need to be escorted from the Pentagon Metro entrance.

SAF/PAR is the contact for this year's event and can be reached at (703) 697-6701 or DSN 227-6701.

sity at Maxwell AFB, Ala.

Replacing Bob at AETC will be **Col. Alvina Mitchell**, who is currently the Chief of Media Operations here at SAF/PA.

Col.-select Dewey Ford will leave his position as the Deputy Director of the AF Executive Issues Team to take over as the Chief of Media Operations.

CMSgt. Dale Warman, Air Force Career Field Manager at SAF/PA, will retire later this year. His replacement is **CMSgt.-select Darla Ernst**, currently

the Strategic Communication Advisor to the Chief Master Sergeant of the Air Force at the Pentagon.

CMSgt. Steve Dry, Resource Manager at HQ ACC/PA, Langley AFB, will also retire later this year. His replacement will be **CMSgt. Tina Sims**, who moves from HQ PACAF/PA at Hickam AFB.

CMSgt. Deb Healey, Resource Manager at HQ AFMC/PA, Wright-Patterson AFB, is also retiring. **Chief Healey's** replacement hasn't been named.

CMSgt. Marley Costa has arrived at HQ PACAF/PA to become the Resource Manager. **Chief Costa** moved from AFNEWS, where he was Chief of Operations for Air Force Broadcasting Service.

Speaking of **Chief Warman**, I'd like to publicly thank him for being my "Pentagon correspondent" since I took over editing the newsletter several years ago. **Dale** has come through when I asked for a story, or photos, or both, numerous times, often on short notice. Thanks **Dale!!**

A number of AFPAAA members were recently selected for promotion. Congratulations to:

Ms. Sherry Medders, the new Chief of Resources and Readiness at SAF/PA who was also promoted to GS-15. **Sherry** has served in the PA career field for 21 years, working at the wing-level as a deputy and chief, and the headquarters as an action officer, division deputy and acting division chief.

Carl P. Grusnick, 314th Airlift Wing Public Affairs Office, Little Rock AFB, Ark., who was selected for promotion to major in the Air Force Reserve.

Kenneth E. Fidler, Headquarters, U.S. Air Forces in Europe Public Affairs, Ramstein AB, Germany, who was selected for promotion to senior master sergeant.

Orville F. Desjarlais, Headquarters, Air Force News Agency, **Mona K. Ferrell**, Hq USAFE/PA, and **Anthony B. Hill**, 47th Flying Training

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Tours Europe, Middle East

Director gets look at combat PA in action

By Brig. Gen. Fred Roggero
Director of Air Force Public Affairs

Greetings to the men and women of the great Air Force Public Affairs Alumni Association!

If you attended the annual meeting in Florida, you no doubt noticed **Col. Jay DeFrank** standing in for me at Saturday's director's lunch.

As much as I hated to miss this important event, I do have an alibi as I was on an important trip to Europe and South-west Asia — the subject of my report to you in this issue.

CMSgt. Dale Warman and I had planned this trip for several months, to see our deployed PA warriors in action while not interfering with troop rotations, Air and Space Expeditionary Force (AEF) deployment schedules, and current operations.

As it worked out, we grouped the trip with a stop at Ramstein AB, Germany, where **Col. Ed Worley**, an Association member, and his team were hosting their U.S. Air Forces in Europe PA conference. Rest assured **Ed** is doing a superb job in what is still one of the busiest places for our Air Force.

USAFE people are heavily engaged with a range of issues, including NATO expansion and exercises with new members, the return of Rhein-Main AB to the host nation and its impact on other USAFE bases, and a high tempo supporting operations in the Balkans, Iraq, Af-

ghanistan and the war on terror.

After great visits with PAs, Bandsmen and Broadcasters at Ramstein and Spangdahlem, we headed off to Qatar and the U.S. Central Command Air Forces (USCENTAF) area of operations.

AFPAAA member **Col. Dave Thurston**, deployed to USCENTAF-Forward, brought in a group of deployed PAs from bases throughout the region, as well as representatives from the Coalition Provisional Authority (CPA) in Baghdad.

The Air Force PA career field still has more than 50 people deployed around the world, and I got to hear from many of them and find out where they need help.

What I learned is we have an outstanding team doing great things under difficult conditions.

There are still media access issues in several countries in the region, but our talented PAs are working around that by reaching back with "virtual" access to stateside media, arranging telephone interviews and finding other ways to tell this important story to the world.

Another area of concern was a lack of coordination with media on the ground in Iraq, who of course can hear our aircraft flying overhead during battles but weren't telling the story of our brave Airmen in this war.

The first fix was to establish a relationship and ensure press briefers in Baghdad were receiving coalition air forces' contributions. Now, USCENTAF-

PAOs deployed

U.S. Central Command Air Forces brought together some of the 50-plus deployed PAs for a conference at Al-Udeid AB, Qatar. Front row, from left: Brig. Gen. Fred Roggero, SAF/PA; Capt. Richard Johnson, USCENTAF/PA; MSgt. Jeff Szczechowski, 455 EOG/PA; 1st Lt. Suzanne Ovel, USCENTAF-FWD/PA; Capt. Dave May, 40 AEG/PA; Capt. Tom Knowles, 386 AEW/PA; MSgt. Jon Hanson, 332 AEW/PA, Maj. Claudia Foss, CPA; and Col. Dave Thurston, USCENTAF-FWD/PA. Second row, from left: SSgt. Monte Volk, USCENTAF-FWD/PA; Capt. Mike Johnson, 376 AEW/PA; Capt. Angela Smith, 380 AEW/PA; Capt. Kim Layne, 379 AEW/PA; MSgt. Sean Cobb, 447 AEG/PA; CMSgt. Dale Warman, SAF/PA; Mr. Rich Galen, CPA; and Maj. Dave Honchul, USCENTAF-FWD/PA.

FWD provides daily sortie data and statistics, so briefers including **Brig. Gen. Mark Kimmitt** can help direct media coverage to the air effort.

The U.S. Air Force and our coalition partners fly hundreds of missions a day into and over Iraq and Afghanistan — and this is an important story that must be told.

Support from the highest levels is also very evident in the theater.

USCENTAF approved our trip into Iraq, where we spent time with our PA warriors at Balad AB.

Bases in Iraq are on the front lines and represent the first time since the Vietnam war that Airmen operate an air base that is the target of daily enemy mortar and rocket attacks.

But the mission is worth it, and I saw some very exciting 21st-century Air Force capabilities, including combat search and rescue and the Predator.

After this look at combat PA, I'm happy to report our deployed PA warriors are doing a great job telling the story of our brave Airmen in action and how the Air Force plays an integral role in these joint and coalition operations.

Joint organizations are hungry for the support provided by our Air Force communication warriors, and this trip showed me how we can work even harder to prepare our Airmen for these missions.

Thank you, as always, for your continued support!

PA Snoopings.....

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Wing, Laughlin AFB, Tex., who were selected for promotion to master sergeant.

Michael T. Edwards, 318th USAF Recruiting Squadron, New Cumberland, Pa., and **Jill M. Lavoie**, 339th USAF Recruiting Squadron, Clinton Township, Mi., who were selected for promotion to technical sergeant.

Congratulations to **John S. Haynes**, 35th Fighter Wing Public Affairs Office, Misawa AB, Japan, and **John S. Hutcherson**, SAF/PAR, Pentagon, both major selects who were selected to attend intermediate developmental education — formerly known as intermediate service school, in residence.

The Association Board of Directors recently approved a \$500 donation to the Air Force detachment at DINFOS for their morale fund.

Capt. Rebecca McKee, the detachment commander, recently sent a letter of appreciation to the Association.

It said, "The Airmen and staff assigned to the detachment join me in expressing a heartfelt thank you and our deep appreciation for your generous donation. This act is indicative of the values and sense of community we at the detachment convey to students daily and is a strong reinforcement of the Air Force family concept we try to instill in our Airmen.

The funds received were used to purchase athletic jerseys for the detachment basketball team and a television for our workout room.

The jerseys were a big hit with the team and they are proud to wear them.

The television provides a quality of life enhancement for the airmen and is greatly appreciated by all who frequent the fitness center."

Board member **Ron Rand** recently wrote: "Retired **Lt. Col. Bob Nicholson** was an AF PA colleague, a mentor, and especially a dear friend to so many of us.

A man of great humor, character, courage, and compassion, he died in January of complications from lung cancer.

"At the annual meeting in Washington, D.C., **Nick** pledged \$5,000 to the AFPAAA endowment fund. He had paid \$3,000 toward that pledge at the time of his death.

"To honor his memory, several members made contributions in **Nick's** name — to go toward fulfilling his pledge — during the closing banquet at this year's annual meeting.

"In addition, others have contributed in **Nick's** name since the meeting, so that a total of \$2600 has been pledged toward fulfilling his original commitment. This brings to \$5600 the amount of money that will go the endowment fund against **Bob Nicholson's** original pledge.

"Many thanks to **Charley Powers, Don Brownlee, Mike McRaney, Dave Schillerstrom, CB Kelly, Rick Fuller, Mike Gallagher, Virginia Pribyla, and John Gura** for helping to honor the memory, service and friendship of **Bob Nicholson** in such a powerful way."

David Rigby, chief of Public Affairs for the Defense Threat Reduction Agency (DTRA) at Fort Belvoir, Va., recently returned from the four-week Leadership for a Democratic Society course at the Federal Executive Institute at Charlottesville, Va.

FEI is the federal government's development center for senior executives.

David was the PA chief of the On-Site Inspection Agency when, in 1998, the arms control agency was merged with other Defense elements to form a new super-agency.

Prior to entering federal civil service, **David** was a public relations manager with a Reston, Va.-based professional services company supporting Air Force strategic missile modernization and **President Ronald Reagan's** Strategic Defense Initiative program.

He retired from active duty in 1987 as the PA special assistant to **Lt. Gen. "Abe" Abrahamson**, director of the Stra-

tegic Defense Initiative.

Earlier **David** was assigned to the SAF/PA New York office and the Air Force press desk in the Pentagon.

He and his wife, **Sandie**, live in Clifton, Va.

Alice Price reports the Association's new zip code is 22038-0540. People addressing mail to the Association should begin using the new zip code.

AFPAAA member **Lew Lambert** has written a historical novel titled *Michael's Messengers*.

His fictional character Jack Meadows commands the 1st Polish Air Force Wing, and symbolizes the countless unrecognized but deserving lads who dueled in aerial combat on both sides of the English Channel.

According to an article about the author, **Lew's** interest in 20th century military history piqued early in life when he became enthralled with British-made war movies circa 1939-1955.

One of his history professors **Dr. Gordon W. Prange**, the author of *Tora, Tora, Tora, Miracle at Midway* and *At Dawn We Slept*, motivated him to pursue his interest in the Second World War.

Lew is a retired public affairs officer who has been involved in some of the more interesting events during the past 45 years. His experience spans the cold war era to Vietnam where he served during 1968 TET offensive.

Years later, when **Lew** was stationed in Hawaii, he observed the filming of *Tora, Tora, Tora* and reconnected with **Dr. Prange's** legacy.

As a media relations consultant he was involved with the embedded media program during Operation Iraqi Freedom.

According to the article, **Lew** didn't live the history of his novel like his professor had, he transferred himself through research and imagination to the time when heroes like Jack Meadows fought and died.

The book is available at www.authorhouse.com.

AF Public Affairs Best of the Best

Dover public affairs officer named top person in the field for 2003

by SrA. Deanna McClay
436th Airlift Wing
Public Affairs

The 436th Airlift Wing Public Affairs Officer is the recipient of the Secretary of the Air Force's Public Affairs "Best of the Best" Award for 2003.

Lt. Col. Jon Anderson, public affairs chief, competed against entrants from bases Air Force wide and was honored as the top person in the field.

"I feel (winning this award is) a combination of energy, creativity and certainly being on the right team in the right place, at the right time," said **Colonel Anderson**. "There are lots of very smart and dedicated people in PA, but I happened to be one person who worked very hard, but was very blessed to not only be working with an outstanding PA team, but to also have absolutely superb commanders."

Although proud to have been selected, the colonel admits he was a bit taken back when he learned of his win.

"Big events need to sink in, because I'm usually focused on the task, event or issue at hand," said the colonel. "Once I was able to catch my breath and clear my head, it was a very sweet feeling. I've never had anything like this happen to me."

Although **Colonel Anderson** continues to maintain the work ethic that garnered him the Air Force level award in the first place, he says his efforts, and career field, is not without reward.

"I like jobs that don't constrain, but instead force you



Lt Col Jon Anderson, public affairs officer for the 436th Airlift Wing at Dover AFB, Del., his wife Karen, Ernie Stepp and Hank Hufnagle swap stories during a break at the annual meeting. Colonel Anderson is the Air Force Public Affairs Best of the Best winner for 2003 and received his award Saturday night. (Photo by David Smith)

to think outside the box and then put your money where your mouth is," he said. "I've never been so challenged as I've been in public affairs, nor have I had the opportunity to make such an impact for the wing, Air Force and even the nation."

While the award was given to **Colonel Anderson** alone, he understands the importance of the great team backing him up both at home and at work.

"My family unfortunately puts up with a lot," said **Colonel Anderson**. "I tend to bring things home and work a lot off duty. I also talk things over with my wife, **Karen**, and she's a superb advisor. She's funny, wise and perceptive, and often hits on aspects of a challenge I either didn't see or

didn't think were as important as they turned out to be. Everyone I've worked with over the past year here in Dover, Saudi Arabia and Iraq have all stretched me and challenged me and made me sharper for the experience. They're the best!"

In addition to the importance of the team, **Colonel Anderson** stresses the importance of passing on information and experiences to the junior enlisted so that they too can grow as an Air Force member.

"A great deal of our Air Force consists of enthusiastic but junior people who often haven't yet gained the experience that allows them to exercise mature and responsible judgment," he said. "That requires every one of us who have already 'been there' to

share our experience in a respectful and patient manner. It also requires those of us needing more experience to be respectful and patient in seeking and receiving help from our more experienced fellow Air Force members, in or out of uniform."

"I'm not surprised to hear that **Colonel Anderson** was recognized as 'Best of the Best,'" said **Lt. Col. Khanh Tran**, 436th AW director of staff. "He's learned to put his God-given talents to best use, while constantly striving to improve. Not only is he the best at the job and gives 100 percent every day, but he lays the foundation for future successes, as evident by the recognition given to his office and his staff. He's the model warrior leader!"

DOD begins Tricare Retail Pharmacy

Beneficiaries traveling outside region no longer required to pay full price or file a claim to get reimbursed when they use retail network apothecary

WASHINGTON (AFPN) — Department of Defense officials announced that on June 1 the new Tricare Retail Pharmacy contract takes effect for Tricare beneficiaries located in the 50 United States, the District of Columbia, Puerto Rico, the U.S. Virgin Islands and Guam.

The contract has about 53,000 civilian pharmacies in the nationwide network. In the past, the Tricare regional contractors provided retail pharmacy services.

Most beneficiaries should not notice the change in services with the new contract, officials said.

To use the new retail pharmacy program, as with all other DOD health programs, beneficiaries must be eligible and enrolled in the defense enrollment eligibility reporting system.

The program has many new enhancements.

Pharmacy claims processing is now centralized, and

Place of Service	Generic Drugs	Brand Name Drugs
Military Treatment Facility	\$0	\$0
TRICARE Mail Order Pharmacy (up to a 90-day supply)	\$3	\$9
TRICARE Retail Networks (up to a 30-day supply)	\$3	\$9
Non-Network Pharmacies	\$9 or 20% of total cost (whichever is greater).	
TRICARE deductibles apply	(\$150 per person/\$300 per family)	

beneficiaries no longer have to mail claims to multiple sites for processing or call various telephone numbers to get assistance filling a prescription when using the retail network.

Patient safety has also been enhanced by the pharmacy data transaction service that processes all claims, including paper claims.

For a single copayment of \$3 for a generic or \$9 for a brand-name prescription, eligible beneficiaries may continue to receive a 30-day supply of their prescription medication from the new network of retail pharmacies.

To use this benefit, a written pharmacy prescription and a uniformed services identification card are required.

Tricare beneficiaries who used a retail pharmacy in

2003 will receive, by mail, a pharmacy identification card, a Tricare Retail Pharmacy benefit guide and a letter listing the 12 network pharmacies closest to their home.

The benefit is now portable.

Beneficiaries traveling outside of their designated Tricare region who need to fill a prescription are no longer required to pay the full prescription price or file a Tricare claim to get reimbursed for their out-of-pocket expenses when they use a Tricare retail network pharmacy. Pharmacy co-payments are the same in every location where the retail pharmacy is available.

To locate a network pharmacy, beneficiaries may use the Tricare pharmacy locator service available online at

www.express-scripts.com/TRICARE, or they may call (866) 363-8779.

For eligible beneficiaries with other health insurance, Tricare pays after all other insurance plans have paid. To use Tricare as the secondary payer or to obtain reimbursement for their out-of-pocket pharmacy expenses, beneficiaries will need to submit a Tricare claim Defense Department Form 2642 and a receipt for their prescription medication.

Express Scripts can mail prescription medications to any U.S. postal address or to an APO/FPO address. However, it cannot send prescriptions to a private, foreign address. Prescriptions must be prescribed by providers who are licensed to practice in the United States.

Long term care insurance

AF retirees, qualified family members can apply for federal program

Air Force retirees and qualified family members can still apply for Federal Long Term Care Insurance Program.

FLTCIP is a benefit authorized by Congress to help federal employees defray the costs of in home care, nursing home care, or assisted living facilities for people no longer able to perform normal daily activities because of chronic health conditions.

According to officials, most people believe they don't

need long-term care insurance because they have health insurance, Medicare or Medicaid. However, in most cases, only skilled medical services are covered and usually only for a limited time.

Health plans usually don't cover ongoing chronic care such as extended stays in assisted living facilities or continued need for a home health aid. Disability income insurance does not pay for long-term care.

"When you need long-term care services, securing the best type and quality of care can seem daunting," said Ms. Kay Cole James, Office of Personnel Management director she said. "That's why the care coordination services provided by the federally-sponsored long-term care insurance program are so valuable."

FLTCIP enrollees have access to care coordination services at no additional charge, she said.

Enrollment is not tied to an open season and people may enroll at any time under one of two application processes:

For more information on the insurance program and how to enroll, visit <http://www.ltcfeds.com/>. Certified specialists are available to answer questions Monday through Friday, 8 a.m. to 7 p.m., Eastern time, by calling (800) 582-3337 or TTY (800) 843-3557.

Rain doesn't dampen spirits at annual meeting

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Air Base Wing commander, welcomed the group to Eglin. He talked about Eglin's mission and their efforts supporting the War on Terrorism.

Rain didn't dampen the spirits of attendees who visited Air Force Materiel Command's Air Armament Center, where they saw a static display of different types of munitions in use today, and displays of weapons under development by the Air Armament Center.

The President's Luncheon, sponsored by Lockheed-Martin, was held at the Eglin Officers Club overlooking Choctawhatchee Bay. At the luncheon, Association President **Mike Gannon** presented the first of two President's Awards to **Dave Schillerstrom**, for his many years of leadership and service to Air Force public affairs.

After lunch, attendees boarded buses for a short drive to Hurlburt Field. There, everyone listened to the role played by the Air Force Special Operations Command's 16th Special Operations Wing in the war on terrorism, specifically in Afghanistan and Iraq.

Nearly everyone braved a light drizzle for a trip down memory lane at the Hurlburt Air Park, which offered a nostalgic walk through time for many. People were spellbound as they listened to retired **Maj. Gen. Dick Secord** and other local Air Commandos as they provided a walking narrative through the airpark.

Attendees gathered Saturday morn-



Dave Schillerstrom (left) accepts congratulations from Air Force Public Affairs Alumni Association President Mike Gannon (right) after being presented the President's Award during the 11th Annual Meeting in Florida. Dave was cited for his service with distinction as the quintessential Deputy Director of SAF/PA, his outstanding public affairs guidance to senior Air Force leaders, and for his mentoring of many young Air Force men and women. (Photo by Al Eakle)

ing at The Baytowne Conference Center where the day's activities were held.

Lt. Col. Steve Oster, Operations Officer, 919th SOW, opened the morning's activities with a presentation on the Air Force Reserve Wing's participation in Afghanistan and Iraq. He was followed by former **Secretary of the Air Force Thomas C. Reed** who revealed some of the secrets of the cold war outlined in his new book, *Into the Abyss*. His book is an insider's history of the cold war.

After his talk the former secretary was presented a President's Award for his years of dedicated service to the Air Force and the public affairs community.

During a break he autographed copies of his book and donated \$275 from book sales to the AFPAAA Endowment Fund.

Following the break retired **Chief Master Sergeant of the Air Force Jim Binnicker**, now president and chief executive officer of the Air Force Enlisted Village gave a presentation on the enlisted village and plans for the future. The nearby facility provides a home for the surviving spouses of enlisted Air Force personnel.

Chief Binnicker was followed by retired **Gen. Chuck Horner**, commander of the air campaign during the first Gulf War, offered his insights into the first and second desert wars.

The Director's Luncheon, spon-

sored by Raytheon, was to feature **Brig. Gen. Frederick Roggero**, director of SAF/PA. However, transportation problems in the U.S. Central Command area of responsibility kept the general and **CMSgt. Dale Warman** from attending.

Instead, **Col. Jay DeFrank**, SAF/PA deputy director, stood in for him and gave a talk on the state of Air Force public affairs.

After lunch, the 11th annual meeting was held.

The Boeing Company sponsored Saturday night's annual reception and banquet. Dinner music and entertainment featured an ensemble led by **Ray Brown**, a member of the original Four Freshmen.

During the dinner, **Ron Rand** noted that **Bob Nicholson**, who recently passed away, was unable to complete his \$5,000 pledge to the AFPAAA Endowment Fund. **Ron** offered a check in **Bob's** honor to help complete the pledge, and within a few minutes, several members added their checks, totaling more than **Bob's** remaining \$2,000 commitment.

After dinner **Dave Shea** was awarded the 2004 Mike McRaney Distinguished Service Award for his years of dedicated support and service to the Association.

Activities officially came to an end after the presentation, and Association President **Mike Gannon** invited everyone to attend next year's event in Seattle.

Why go to the meeting??

"I go to the annual meeting to reconnect and catch up.

"Besides seeing folks I had not seen in years, hearing former Secretary Reed's presentation and then purchasing his book was a real highlight for me. Reading the book reenergized me and put a lot of the efforts we had all made over the years into its rightful perspective.

"If you are not a member, you are missing a great opportunity for networking.

"If you are a member and didn't attend, plan on being in Seattle next year - because it will trump Sandestin!"

Doug Kennett

Minutes of the Annual Membership Meeting

President Mike Gannon called the meeting of the Air Force Public Affairs Alumni Association to order at 2:05 p.m. CDT on Saturday, May 1 at the Sandestin Golf and Beach Resort, Florida and a quorum was declared to be present.

Secretary Linda Arnold read the names of members of the Air Force Public Affairs Community who had died since the last annual meeting. A moment of silence was observed to remember our deceased colleagues.

Chairman of the Board David Smith announced the appointment of **Mike McRaney** to the position of Parliamentarian.

Treasurer Jim Hart presented the financial report. Balances for all accounts as of Sept 30, 2003 are as follows: Sun Trust Bank Checking, \$2,482.22; Sun Trust Banking Money Market, \$15,808.85; Endowment Fund - NWQ Investments, \$150,225.96; Total Assets, \$168,571.03.

Membership Committee Chairman Neil Buttimer reported AFPAAA currently has 694 members, with a renewal rate of 83 percent for full members and 36 percent for associate members.

Neil also reminded everyone of the change in the AFPAAA mailing address ZIP code to 22038-0540.

Communications Chairman and newsletter editor Al Eakle reported on the increased size of the AFPAAA newsletter from 8-12 pages to 12-16 pages per issue in color. He asked that submissions to the newsletter be made via email if possible and request members who are moving to please submit address changes to

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Retired Gen. Chuck Horner (left), commander of the air campaign during the first Gulf War, and Jerry Dalton (right) share a conversation after General Horner's address to the membership. Bill Campbell looks on. (Photo by Al Eakle)

Treasurer's report

Treasurer **Jim Hart** reported that the association is in good financial shape. The balance sheet as of March 31, 2004, shows a total net worth of \$198,653.97. That is up from \$168,517.03 at the end of FY 2003, which was September 30,

2003. When we held our last annual meeting in Las Vegas, the association's net worth was \$154,668.97.

The major increase came from growth in our investment account and additional contributions to the Endow-

ment Fund. The total assets of the association are listed below with year-to-year comparisons. Included in the March 31, 2004 totals are \$7,000 of registration income that will be applied to the annual meeting costs.

March 31, 2003

Checking:	\$26,084.51
Bonds:	\$15,782.08
Investments:	\$112,802.38
Total	\$154,668.97

September 30, 2003

Checking:	\$ 2,482.22
M. Market:	\$15,808.85
Investments:	\$150,225.96
Total	\$168,517.03

March 31, 2004

Checking:	\$13,838.38
M. Market:	\$15,828.65
Investments:	\$169,086.94
Total	\$198,653.97

Annual Membership Meeting minutes

Continued from Page 5

save the cost of returned newsletters.

Oral History Committee Chairman John Gura requested assistance from the membership to help with this program. He asked if there was anyone willing to take over this program.

There are currently 33 completed oral histories, with an additional eight in the pipeline. **John** wants to put all histories as PDF files.

He also reported that the AFPAAA Web Site appears to

be working well. **John** encouraged all members who own computers to sign up for the newsletter on line, saving the cost of postage.

Chairman **David Smith** announced the election of two new board members: **Tom Halbert** and **Pete Peterson**. Both will begin serving two-year terms on July 1.

David said, "It's in good shape!" when reporting on the state of the Association.

He added that the Association is doing well financially, but can always use new members.

He encouraged contributions by members to the Association's Endowment Fund to help weather downturns in membership and offset cost of participation in activities.

David also announced the AFPAAA Annual Meeting for 2005 will be held in Tacoma, Washington, June 16-18.

President **Mike Gannon** reported that AFPAAA continues to present career badges to all officer and enlisted graduates of the Public Affairs and Broadcaster Courses at the Defense Information School.

Mike also noted that AFPAAA donated \$500 to the Air Force dormitory welfare fund, used to purchase recreational items for the Air Force students living in the dorm.

New Business

Jerry Dalton made a motion for AFPAAA to make a contribution for \$250 to the USAF Enlisted Widows Home. The motion was seconded by **Karen Miller** and approved unanimously.

Roy Whitton asked that future meetings include pre-



Joe Purka listens attentively as retired Maj. Gen. **Dick Secord** explains a little Air Commando history during a visit to Hurlburt Field's air park. (Photo by Al Eakle)

sentations of interest to bandmen and broadcasters. The board will consider the band and broadcasting when scheduling speakers at future meetings.

Jerry Dalton asked that the board look into a possible joint meeting with the band association.

In an effort to increase contributions to the endowment fund, motion was made by Board Member **CB Kelly** to establish a "Centurion's Group" within AFPAAA. The group would be comprised of members who had contributed \$100 above their annual meeting registration fee.

As an incentive to participate, contributors will be eligible for a drawing to refund their annual meeting registration fee.

The motion was carried unanimously.

Karen Miller moved that the suggestion be adopted and **Dave Schillerstrom** seconded it. Members present approved the idea.

John Gura suggested

that annual membership meetings be held in the Washington, DC area every third or fourth year. The membership discussed the idea and the board will make an effort to find someone to host the conference in the Washington, DC area more often.

Jerry Dalton has asked for Association members to assist **CMSgt. Harry Gleason**, who is writing a history of the USAF Band, with particular focus on the Singing Sergeants and Strolling Strings. The official history of the band has been lost and **Chief Gleason** is attempting to reconstruct it.

If any member has had an interesting or unusual experience with the USAF band, please contact **Jerry** who will forward the info to **Chief Gleason**.

Rick Fuller moved the annual membership meeting be adjourned. **Neil Buttimer** seconded it.

President **Mike Gannon** adjourned the meeting at 3:20 PM CDT.

In remembrance

A moment of silence was held at the annual meeting in remembrance of the following people from the Public Affairs, Broadcasting and Band fields who passed away since the Association's last meeting:

- William C. Anderson
- Percy Brown, Jr
- Arthur Hicks
- Harry R. Sunderland
- Robert W. Nicholson Jr
- Robert A. Young, Sr
- Robert J. Harlan
- Morton L.D. Levy
- Morrow S. Krum
- James A. McDonnell, Jr
- Barney Oldfield
- Gilbert L. Whiteman
- William C. Anderson
- Stuart W. Shadbolt
- Robert B. Sims
- Larry Malinowski

Shea receives McRaney Award

Nomination cites founding member for dedicated support to AFPAAA

David J. Shea was awarded the 2004 Mike McRaney Distinguished Service Award for his years of dedicated support and service to the Air Force Public Affairs Alumni Association.

Dave, a founding member, was part of the original group who, in the fall of 1993, worked on organizing and creating the Association.

He volunteered to become the Association's first vice-president and chairman of the annual meeting committee. "He worked with other volunteers to organize the first meeting of association members in San Antonio in June 1994," said **Jim Hart**, Association board member and treasurer, in his nomination letter.

Dave continued in that role as both vice president and as chairman of the annual meeting committee through 1998. "He worked with other association members to also secure door prizes and establish the policy of making presentations at each annual meeting, a tradition that continues to this day," **Jim** said.

According to the nomination letter, **Dave** has done many other things for AFPAAA, which qualify him to receive this award.

He continues to provide a meeting place for the board of directors in Washington D.C. and has also, through his company, Raytheon, provided telephone service for board members who are not able to attend the meetings. These services



Neil Nuttimer (left), membership chairman and last year's winner of the Mike McRaney Distinguished Service Award, and Mike McRaney, chairman emeritus, congratulate Dave Shea on his selection as this year's award recipient. (Photo by Al Eakle)

are provided at no cost to the association.

Dave has also secured and handled the engraving of appreciation plaques for outgoing board members, as well as the plaque for each Mike McRaney Distinguished Service Award.

"Over the years **Dave** has served the Association in many ways," **Jim** said, "and has been a trusted advisor and con-

fidant of each succeeding administration. By providing continuity in the same position of support for more than 10 years, **Dave** has clearly contributed to the Association's success in an extraordinary manner — helping to ensure the organization functions smoothly and saving many dollars in expenses through his contribution of in-kind services."

Membership report shows slight decrease over the past year

Membership Chairman **Neil Buttimer** reported renewal notices were mailed in mid-December to 124 full Members and 121 associate members. A follow-on notice was sent in March.

Currently (as of the membership

meeting), he said, there are 99 members who have not renewed. Of these, 21 are full members and 78 are associate members.

This amounts to a renewal rate of 83 percent for full members and 36 per-

cent for associate members.

The Directory was mailed to all members in January, he added. The planned Fall publication was delayed to await the results of mailing the Fall newsletter.

Normally, the first-class mailing of the newsletter results in a number of post office-provided member address changes. The Fall issue resulted in more than sixty.

Much appreciation goes to **Randy Morger** and BAE Systems, he added, who print the directory at no charge to the Association.

	Apr '03	Sept '03	Jan '04	Apr '04
Annual Members	293	271	275	275
Associate Members	282	229	232	224
Lifetime Founders	101	98	98	97
Lifetime Members	69	73	77	78
Lifetime (Payment Plan)	17	15	15	20
Total Members	762	686	697	694

Lord guide and protect.....

EDITOR'S NOTE: Obituaries are published in the Air Force Public Affairs Alumni Association newsletter when they are received. Members who know of the death of an Air Force public affairs, broadcasting or bandsman professional are asked to forward obituaries to the newsletter editor at: aeakle@msn.com

Col. Al Audick

Some people will remember that **Col. Al Audick** was the military person in charge of AFRTS-LA in Hollywood in the early to mid 1970s.

His son, **Dan** (a former San Diego Charger) reports that his dad passed away in mid-June while vacationing with the family in Kauai. He recently had his 83rd birthday.

In declining health the past few years, he had had heart bypass surgery, but he was active until the end. **Dan** said he was playing games with the grandchildren when he suffered the fatal heart attack.

Services were held July 3 in Granada Hills, Calif.

Maj. Bill Brown

Retired Maj. **Bill Brown's** yearlong battle with cancer came to an end on June 23, 2004. **Bill** was touched and strengthened by all the love, prayers, and words of comfort and support people gave him during his battle.

During his Air Force career, **Bill** served as an Information Officer in Thailand, in Air Force Systems Command at Andrews, in both the 86th Tactical Fighter Wing and Headquarters U.S. Air Forces in Europe at Ramstein Air Base, at Tempelhof Airport in Berlin, and Air Training Command.

After retiring from the Air Force, he was the director of communications for a nationwide floral company.

After retiring again, he moved to Carlsbad, Calif.

Bill had a life-long passion for soccer, both as a player, and later as an official.

He is survived by his wife, **Annette**, and two sons.

He requested that there be no memorial service or funeral. In respecting those wishes, a private gathering was held on the beach where final good-byes were said.

In lieu of flowers, **Bill** would have preferred that donations be made to the San Di-

ego Hospice Center in his name so that others with serious illnesses might be comforted.

Lt. Col. Kevin Clary

Retired Lt. Col. **Kevin Clary**, 69, of Evanston, Ill, died May 31.

He is survived by his wife, **Barbara**; daughters **Deirdre** and **Sheila**; five grandchildren; and brother **Virgil**.

Interment was at All Saints Cemetery in Des Plaines, Ill.

Lt. Col. John F. Gulick

Retired Lt. Col. **John F. Gulick**, 65, who managed his own public relations and media consulting practice in Northern Virginia, passed away suddenly at his home from a heart attack May 16.

For more than 40 years, **John** enjoyed successful careers in the U.S. Air Force, in industry, and in private practice.

During his 20 year career in the U.S. Air Force, **John** performed in a number of key public affairs positions, primarily in support of Air Force research, development and acquisition activities.

He had two tours of duty at the Pentagon, and in the mid-1970s, he was the public affairs officer for the new A-10 Thunderbolt II close air support aircraft, which was entering the Air Force inventory at the time.

Upon retiring from the Air Force in 1982, he joined the Fairchild Republic Company as a director of communications. **John** served in similar positions with the Grumann Corporation, COMSAT Corporation, and for 10 years with Computer Sciences Corporation, Falls Church, VA., and San Diego, CA.

He also founded and operated Gulick Public Relations, Inc., an advertising and public relations agency in Ft. Walton Beach, FL.

John co-authored *Media Isn't a Four Letter Word*, first published in 1994. Now in its fifth edition, this book provides tips and techniques in dealing with the news media.

A native of Philadelphia, **John** held a bachelor's degree in journalism from Temple University and a master's degree in public relations from The American University.

He was accredited in public relations by the Public Relations Society of America.

John was also a founding member of the Air Force Public Affairs Alumni Association and had served on its Board of Directors.

He is survived by his wife, **Lynn**; a son, **Ron Gulick** of San Diego, Calif.; a daughter, **Michele Gulick** of Springfield, Va; and a sister, **Jayne Kramer** of Sellersville, Pa.

Funeral services and interment were at Arlington National Cemetery on June 9.

SMSgt. Larry Malinowski

Retired SMSgt. **Larry Malinowski** died at his home on Monday, December 15, 2003 following a long illness.

Born August 14, 1938 in Chicago, IL, son of **Louise** and the late **Frank Malinowski**.

He was an Air Force broadcaster with 28 years of service. He held a Bachelor of Arts degree in Radio and Television at the Metropolitan Collegiate Institution in London, England.

He was preceded in death by his daughter Judith, his son Anthony and his brother Charles.

Larry is survived by his daughter Linda Estep and husband Gary, his two grandchildren Cameron and Matthew of Folsom, CA. Also his two sisters Kim and Gloria.

He was buried at the Arlington National Cemetery.

William B. Rich

William B. Rich, 89, a retired Air Force Reservist, NASA publicist and school principal, died of respiratory failure March 1 at Inova Fairfax Hospital. He was a resident of Fairfax.

During World War II, he was a captain in the Army Air Forces, commanding a cryptographic communications unit in the Pacific theater. He then joined the Air Force Reserve and served with an ROTC unit at Vanderbilt University.

He later was a liaison officer for the Air Force Academy and then was assigned to the Pentagon in the Air Force office of public affairs.

He taught at high schools in Tennessee, then became a school administrator in North Carolina.

He joined NASA in 1960 and was instrumental in developing the "space mobile" education program.

Survivors include his wife of 62 years, **Alma Mason Rich**, and a son, **William Alan Rich**.

Membership shares memories of John Gulick

I knew John as an AF PA as well as a member and later chairman of the Electronic Industries Alliance's Public Affairs Committee. As VP of EIA Public Affairs, I was privileged to have the opportunity to be the first publisher of John and Dave's classic PA primer, "Media Isn't a Four Letter Word". We got more PR from that one publication, than any other of our outreach programs. John was a classy guy who always knew how to get something done and done well! **Mark Rosenker**

Over the years John always stayed in touch, and especially while I was SAF/PA director, he offered advice and assistance too many times and in too many ways to count.

An example: he ran the golf tournament for us (through AFPAAA) for the last several years.

BJ (before John), it had been broken — an obligatory event that was not well supported and always lost money.

Along came John, and WHAM — it was a different story. Lots of people, lots of prizes, lots of fun, lots of value for our money, and lots of profit! And out of his own pocket, John (and maybe Hugh Burns) provided the trophy on which we record the annual winners.

Of course, his team has won it each time since we started it, so his name is permanently engraved on it — several times. That trophy is just one of the special memorials that will preserve his spirit and contributions for all of us.

Ron Rand

My paths and John's did not cross closely when he was on active duty. I observed him from a distance. But I got to know him after he retired and was so active — and proactive — in the Air Force Public Affairs Alumni Assn.

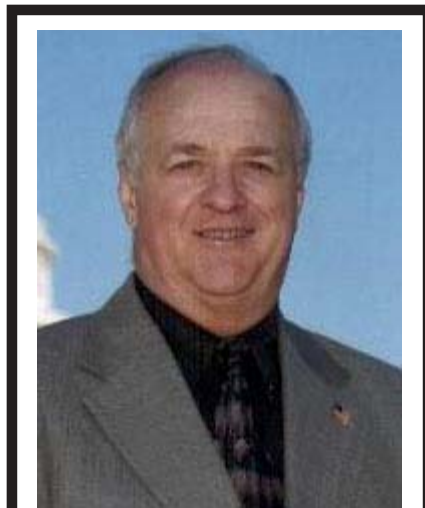
I think he will be remembered most for his spirit. I don't know where it came from but it shone with tremendous energy and goodness.

Frank Jennings

Dawn and I were unable to attend this year's AFPAAA meeting — the first one we missed in quite awhile. How sad that we couldn't have been there to share one more fun time with John and Lynn.

John was a true legend who will be sorely missed, but his legacy will live on through those of us who knew him. **Sam and Dawn Giammo**

Our careers ran parallel. John and I were commissioned out of the same OTS class, all of our promotions were in the same group, and we served in SAF/OI at the same time.



A number of Air Force Public Affairs Alumni Association members shared their thoughts upon learning of the death of John Gulick. Here's what some of them had to say.

He was a professional who cared about his country, cared about the Air Force, cared about AFPAAA, his peers, friends and family. Of all the people I met during my Air Force career, John ranks among a handful that I will remember fondly forever. **Don Gilleland**

John was a special person; he was never "down" he always was fun to talk with and he had definitely done it all. I can think of no finer tribute than the many, many messages I've read today. I'm also proud to be a member an organization like ours that sincerely cares about each of us. **Lou Torraca**

Whether you knew him well or only in passing, John left an indelible mark on everyone who crossed his path. John loved people. He loved to be with people, speak with them and help them. It was a quality that endeared him to all and was an attribute that made him such a pro. **Walt Werner**

We all have our John Gulick stories. John always made me laugh for one reason or another. But I was struck the first time I saw him with Lynn years ago that this is not the same, wild and crazy single John Gulick I knew - he had found his match and soul mate. I, like Doug the elder, was so happy to have seen them both at AFPAAA just two weeks ago - they looked so happy, so healthy and so contented! **Doug Kennett**

I am happy that I got to see him a short two weeks ago at the meetings in Florida. I am also happy that I got to rag on him one more time. He was such an easy target but such a formidable foe. He was sharp, quick witted and a good friend. **Doug Jacobsen**

John and I were friends for over 32 years, dating back to our much younger days in SAF/OI, where we first met. Through the years, John and I became best friends, both in the business and in real life. Perhaps, the proudest moment in our relationship was serving as Best Man at John's wedding to Lynn. To share in his happiness at becoming a husband and father at the same time is a lifelong, happy memory for me.

Ed Robertson

John brought a fighter pilot's attitude to the Public Affairs career field. Nothing was impossible. He was one of the original "outside-the-box" thinkers and doers. There never would have been a Media Isn't A Four Letter Word book had it not been for John Gulick. If it had been left to me, we would have had a modest checklist of "Dos and Don'ts. But John had the vision, energy and enthusiasm to see the project through to its current fifth edition. We lost a great colleague and friend **Dave Shea**

John would be overwhelmed by this reaction from so many people about his death. I was honored to be in the same infamous photo with him and other members of AFPAAA. I will miss his enthusiasm and dedication to the public affairs career field, to public affairs issues and to AFPAAA. John's untimely death reminds us all of how fragile life is. Let us all remember John by hugging our family and friends and telling them often how much we love them!- **Karen Miller**

John livened up every group he was with...I feel lucky to have been on the SAF/OI team with him in the early 70s and to have counted him a friend ever since...Karen and I will truly miss him.- **Larry McCracken**

John was someone that I always looked-up to — both as a mentor and as someone who truly loved life. He cared about others and made everyone feel special. John and I played a lot of rounds together and had much fun. Like so many others, John made my life richer and more meaningful. While he has left this life, his spirit will be with me, always. **Art Forster**

Memories of the 2004 annual meeting



Linda Arnold and Michelle Boyd



Retired CMSAF Jim Binnicker



Don Rhoads and Paul Cole



Mike Gallagher, Rick Fuller, Ron Rand, Larry McCracken and Hal Smarkola



Jim Regan and Doug Kennett



Jon and Karen Anderson, Linda and Jack Arnold, Michele Bell, Neil and Connie Buttimer, Bill Campbell, Paul and Elizabeth Cole, Dutch and Helen Collins, Wayne Corbett, Jerry and Marion Dalton, Ted and Becky Daniel, Jay DeFrank, Al Eakle, Bill Frensley, Rick and Ann Fuller, Mike Gallagher, Mike Gannon, Jack Gregory, John Gulick, John Gura, Tom Halbert and Gayle Maxey, Jim and Patty Hart, RJ and Sande Hayes, Henry and Jennifer Hufnagel, Mike Hutchinson, Doug and Nedene Jacobsen, Frank and Lita Jennings, CB Kelly, Doug Kennett, George Larrieu, Larry and Karen McCracken, Mike and Karen McRaney, Karen Miller, Roger and Debra Millet, Fred and Joyce Morgan, Neil and Lynne Norum, Jack and Shirley Olsen, Maxine Overstreet, Ron Peck, Pete Peterson, Shirley Pigott, Charlie Powers, Virginia Pribyla, Joe and Dee Purka, Christine Queen, Jim Ragan, Ron and Bernie Rand, Don and Jean Rhoads, Dave and Carol Schillerstrom, Mack and Lorie Secord, Dave Shea, Hal Smarkola, David and Carolyn Smith, Lou Torraca, Walt and Sue Werner, Roy and Kay Whitton. (Photos by Al Eakle, David Smith and Roy Whitten)

The Links: Flying bug at early age leads to AF career

by **Chuck Lucas**

"I was bitten by the flying bug when I was 8 years old," says **WC Anderson**. "We had a BT-13 make an emergency landing near Baker, Ore. The pilot had the white scarf and goggles and the whole nine yards.....I said that is for me."

World War II helped complete his dream. He earned his wings at Brooks Field, Tex., and soon was flying B-24s out of Foggia, Italy, for 15th Air Force.

An emergency landing in Bari, Italy, exposed him to public affairs.

Landing with no flaps and no brakes, WC had everyone but himself race to the rear of the aircraft to drag the tail. Screeching down the runway, the plane came to a halt in a ditch.

An airdrome officer arrived to ask, "What the hell are you doing?"

WC quipped, "Nothing, we always land this way."

Also on hand was a Stars and Stripes reporter. He reported the comment and it was picked up by the wire services. Soon WC was a media darling all over Italy.

"I perked up my pointy ears at this PR business and thought maybe I'm on the wrong side of the business here...when this war ends, I'm gonna check this out."

Before transitioning to the Pacific could be completed, the war ended.

"We kind of floated around; closed three or four bases. The first (Air Force) public relations school opened in Panama City, Fla. **Jack Rose, Bill Thompson** and I were in the first class. I think we graduated, at least they made us leave."

WC moved on to Wright-Patterson AFB, Ohio. His first PR challenge was Operation Paperclip.

"German scientists in Peenemunde wanted to defect to the United States. So we had a midnight raid and brought them to Wright Pat. It was all top secret.

"We got permission to release the story and it was a hell of a story-- to let them know that we had the cream of the German scientific crop."

Later "we covered a young buck named **Chuck Yeager** who decided he was going to fly the dials off the X-1. I wrote the press release when he had done

"(The Air Force) has a hell of a quality product to sell and it should be fun to sell it."

it. We had a hell of a time getting it released."

The Air Force became a separate service in 1947 and WC opened its first PIO shop in Los Angeles. He played a key role in the Air Force renewing its lease with Portugal for use of Lajes Field, Azores.

"The chief of the Portuguese air force wanted to meet **Maureen O'Hara** and he wanted to buy a B-25," WC recalled. A film studio arranged a meeting with **Miss O'Hara** "and we got them a war surplus B-25. They renewed the Azores lease."

WC was still a four-engine pilot and "the next thing I knew I found my butt heading for Great Falls, Mont., for Berlin Airlift training.

"I think it was probably the biggest logistical, successful maneuver the Air Force did, next to World War II. **Dinny Dinsmore** was my roommate. We flew together constantly."

When a squadron commander chided WC's PR ability for lack of unit publicity, he asked the CO to get him a kitchen sink and had it placed aboard **Red Foreman's** aircraft.

"The story was they have flown everything in the world except the kitchen sink, and today, on one of the last Operation Vittles missions.... It hit every wire service."

It also led to his assignment to the PIO staff at Combined Airlift Task Force Headquarters in Wiesbaden, along with **Bill Thompson** and **Ray Towne**.

WC later moved to Rhein/Main AB where he made his first contact with USAFE's **Reade Tilley** at neighboring Lindsey AS.

After establishing the MAX Flyer magazine at Andrews AFB, Md., in the mid-50s he moved over to Air Weather

Service.

Its commander, **Brig. Gen. Thomas S. Moorman**, cited a need for air weather forecasters. WC invited **Edward R. Murrow** to fly through a hurricane.

Neither CBS nor the Air Force was particularly pleased with the personal invite. Ultimately **Murrow's** show earned a Peabody Award and everyone relaxed.

Moorman "renewed (WC's) option for another week." Applications for meteorologists flooded Personnel offices.

Tilley soon added WC to the SAF/OI Plans Shop.

"It's hard to say no to **Tilley**. He's got an innate ability to put his finger on the chord that is going to extract the ultimate public relations value."

Others on the Plans staff included **Lou Cruciano, Bill Greener, Al Cochran** and **Jerry Dalton**.

Before he completed his four years at the Pentagon WC wrote his first hard cover book, "Penelope," a story about "a communications breakthrough with a dolphin." A promotional appearance on the Tonight Show was credited with sales of 10,000 books the next day.

He retired from active duty in 1964 and quickly turned his military experiences into a variety of books in which he strove to "spin a good story, hopefully laced with a ribbon of humor."

"Bat One Two Three" recounted experiences of a downed pilot in Vietnam. It was made into a movie in 1988, starring **Gene Hackman** and **Danny Glover**.

"Hurricane Hunters" was followed by Hollywood's "Hurricane" with **Larry Hagman** and **Martin Milner**.

Looking back on his journalistic successes in and out of uniform, WC said "you've got to have the ability to communicate and it should be honed in all mediums. (The Air Force) has a hell of a quality product to sell and it should be fun to sell it."

WC died in Fairfield, Calif., May 16, 2003. He was 83.

This column is a feature on stories from the Air Force Public Affairs Alumni Association's Oral History program. The author can be reached at: clucas5@juno.com

The President's Pen.....

For a short while from April 30 to May 1, many of us gathered together in Florida at our annual meeting to re-live old times. Greet old friends. Mourn those we have lost.

We also shared memories of what it was like back in the "good ol' days".

Something happened to all of us as public affairs practitioners in the days past. I don't know what it was, but it was a very strong influence that united and galvanized us as a group. We all wanted to keep that influence and thus, AFPAAA was born.

Today, the obstacles and challenges facing our Air Force, the public affairs field and the world are many. But where is the spirit to meet those challenges?

I can tell you where it is... that spirit is within us, the members of AFPAAA.

It has been said that to achieve success you only need to do five simple things: to live, to love, to learn, to laugh,

and to leave a legacy.

All of us who were fortunate enough to serve our nation have had a wonderful, exciting life - and it's not over yet! The love of those who attended our last annual meeting filled the room... they could all look back and say they had learned many difficult and practical lessons... and hopefully all of us have found time to laugh along the way. The legacy? You are helping to preserve it by belonging to this great organization.

For those fortunate enough to attend the 11th annual meeting I hope as you returned to your homes all across the country you carried with you the spirit of that time, that place, and the people. For those who couldn't make it we look forward to seeing you next June in Tacoma.

Sincerely

Mike

Mike Gannon

From the Chairman of the Board

This is my last note to you as board chairman.

It was supposed to be a regurgitation of what I told the members attending the 2004 Annual Meeting and our editor will castigate me savagely if I don't deliver a bit from that; so please note that we are in good shape regarding members, regarding finances, regarding renewals of membership.

We have a committee planning the next annual meeting in Tacoma (McChord AFB), Wash. for mid-June 2005. Start planning now to attend.

If you haven't taken an opportunity to donate to the AFPAAA Endowment Fund, I encourage you to do so—now.

Our annual meetings are fun, exciting gatherings of friends to reminisce about past adventures and to tell new tales about the turns our lives have taken.

The most poignant moments are when the secretary reads the list of those who have passed away. Because I benefit from notes from caring friends, none of the names on the list are a surprise.

Occasionally the name is someone

whose path and mine never crossed but there are always many in the crowd grieving at their loss.

At this moment many of us have heavy hearts because on Sunday, May 16th, one of the happiest hearts I've ever known stopped beating. My friend and fellow board member, John Gulick, died at his home in Fairfax, Virginia.

All across the country, telephones began ringing and e-mails announcing the sad news flew around the world. The outpouring of love and funny stories has packed the in-box on my machine and you can read many of them on other pages of this issue.

The love each of you shares with others from our Public Affairs/Broadcast/Band family is truly the love of brothers and sisters. I thank you for that.

When people say "why join?" tell them about the love among us.

Sincerely

David

David E. Smith

The Air Force Public Affairs Alumni Association newsletter is published quarterly for members of the Association. Online subscriptions are available at www.afpaaa.org

MEMBERSHIP INFORMATION:

Individuals who have ever served, or are currently serving, in Air Force Public Affairs, an Air Force Band, or as an Air Force Broadcaster, military or civilian, on active duty, or in the Guard or Reserve.

MEMBERSHIP CATEGORIES: Full members- former Air Force Public Affairs, Broadcasters, or Bandsmen, military or civilian, retired or separated. Associate members- current or former Air Force Public Affairs, Broadcasters, or Bandsmen, military or civilian, still in service. Adjunct members- spouses, widows or widowers of those eligible to be Full or Associate members. Affiliate members- a limited number of persons not eligible for membership under any of the above categories may become a member upon favorable recommendation by the Membership Committee and approval by the Board of Directors (U.S. Citizens only).

CHANGING CATEGORIES: Members may change categories at any time as circumstances permit. They must notify the Membership Committee of their new status.

MEMBERSHIP RATES: \$300 for life membership (payable in four monthly \$75 installments). \$25 for one-year membership (full, adjunct and affiliate). \$50 for three-year membership (full, adjunct and affiliate). \$10 for one-year membership (associate). \$20 for three-year membership (associate).

MEMBERSHIP APPLICATIONS: Available at www.afpaaa.org Completed forms and check or money order should be sent to: **Air Force Public Affairs Alumni Association, P.O. Box 540, Fairfax, VA 22030-0540.**

OFFICERS & BOARD OF DIRECTORS
(* denotes Board Members)
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Vice President: Charlie Powers*
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Treasurer: Jim Hart*
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Ex Officio Board Members: Mike McRaney, Jim Hart, John Gura, Joe Purka

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Communications - Al Eakle
Newsletter Editor - Al Eakle
Development - Joe Purka
Finance - Jim Hart
Membership - Neil Buttmer
Nominating - Kathy McCollom
Oral History - John Gura
Special Events - Jim McGuire
Web Site - John Gura

12th annual meet set for June 16-18 in Tacoma

Members are urged to block out June 16-18 on next year's calendar as these dates are when the Air Force Public Affairs Alumni Association will hold their 12th annual meeting in Tacoma, Wash.

Mark Foutch and **Sam Cagle** will head the local planning committee.

Meeting headquarters will be at the Sheraton Tacoma hotel in downtown Tacoma, with views of Mount Rainier and Puget Sound. The room rate is \$99 per day, plus tax.

Under vaulted ceilings and skylights, the hotel showcases a variety of unique works of art, including original glass works by world-renowned local artist Dale Chihuly and warm, plush furnishings in rich red and gold tones.

Amenities found at the hotel include:

- Complimentary USA Today delivered to guest's door;
- Wireless broadband Internet access in all guestrooms;
- Two-line phones with 15-foot cords;
- Private voicemail;
- Coffee maker, full size iron and ironing board, hairdryer;
- Fully stocked honor bar
- Concierge services to assist you during your stay
- Room service for breakfast, lunch and dinner
- Complimentary 24-hour on-site fitness facility with Star-

Trac cardio equipment and Paramount fitness station



- Extensive YMCA fitness facility across the street includes swimming pool, gym and racquetball courts; available to guests for \$5 per day

- Same-day laundry and dry-cleaning service

Planned activities include a trip to McChord AFB for a close look at the capabilities of Air Force, Air Force Reserve and Air National

Guard units in Washington state, along with a visit to Boeing Field and it's world-renowned Museum of Flight.

In Tacoma, browse the Washington State History Museum, the Tacoma Art Museum, Dale Chihuly's Museum of Glass and antique stores, all a few blocks away from the hotel. Ride the free new Tacoma Link to the stops and shops.

Kick the tires on vintage military aircraft. Visit the Olympic Flight Museum's "Gathering of Warbirds," with nearly 70 operational aircraft from pre-WWII through Vietnam on static display and in flight demonstrations on Sunday, June 19. Or sign up for a biplane flight with Olde Tyme Aviation at Boeing Field.

Play golf at outstanding courses at McChord AFB or Fort Lewis.

Tour downtown Seattle, dip your toes in the Puget Sound or the Pacific coast. Go up Mount Rainier (the alpine meadows may be in bloom) or peer into the crater of Mount St. Helens.

Look for registration information in either the Fall issue of the newsletter or on the Association's website.

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