

## *AFPAAA Members Speak; Interactivity Foundation Boosts Endowment Fund*

They came, they talked, and the AFPAAA Endowment Fund benefited by a donation from the Interactivity Foundation.

The donation came about thanks to AFPAAA member Alan Freitag, a full professor in the Department of Communication Studies, University of North Carolina. He serves on the board of trustees for the Interactivity Foundation, a nonprofit organization, headquartered in West Virginia, dedicated to improving civic engagement in public policy discourse.

"I receive a small stipend in exchange for my service, and I always have the Foundation send the stipend to one or more nonprofit organizations I choose to support," Freitag explained.



**Alan Freitag**

This year, he asked the Foundation to send \$500 to AFPAAA to recognize the efforts of AFPAAA members Temple Black, Ray Crockett, Jay DeFrank, and Ron Rand, who were keynote speakers at major events conducted by the Center for Global Public Relations on the UNC campus.

"In each case, they provided a highly professional contribution to the event and helped bridge the gap between academe and practice," Freitag said.

After retiring from the Air Force in 1995, Alan entered the world of academia. He wanted to study the factors behind the successes and failures he had seen while on active duty and earned a Ph.D. in mass communication, specializing in public relations, from Ohio University's E.W. Scripps School of Journalism in 1999.

He is coauthor of the book *"Global Public Relations: Spanning Borders, Spanning Cultures"* and is about to begin study in Poland under a Fulbright Fellowship.

## **St. Louis Meeting Plans Going Well; Work On Vegas For 2013 Begun**

The hotel has been chosen. Visits to the Gateway Arch and Air Mobility Command are already on the agenda. Planning for AFPAAA's 19th Annual Membership Meeting next May 3-5, is in full swing by on-site chairman Pat Maloney and his committee with much more to come.

The visit to the Gateway Arch will provide the opportunity to ride the tram to the observation area at the top of the 630 foot structure, the tallest man-made monument in the United States. For history buffs, collocated with the arch is the Jefferson National Expansion Museum, built to honor the growth of our nation to the West.

The Hilton St. Louis Frontenac Hotel, a boutique hotel that is easily accessible from Interstate 64 and Lindbergh Boulevard, is our headquarters. Free shuttle service to the airport and to a nearby Metrolink station is provided. The complete program for the meeting, as well as full details on how to reserve your hotel room at the special AFPAAA rate of \$85 per night plus tax, and the registration form for the meeting will be in January's News & Notes.

John Gura has begun the search for a venue for the 2013 meeting in Las Vegas. Dates for it will be determined in part by room rates and availability at properties on and off the Las Vegas Strip. More details will be available when we meet in St. Louis.

## **Get Your New UserIDs & Passwords**

# **Web Site More User Friendly With Upgrade**

Now, we can do it! Do what? Go to [www.AFPAAA.org/update.html](http://www.AFPAAA.org/update.html) and choose our UserID and Password, subscribe to "Blast" news and information alerts, sign up for on-line News & Notes delivery, and most important of all, search the on-line AFPAAA Membership Directory and keep our listings current.

No need for us to make a phone call or send an e-mail to web chairman John Gura or membership chairman Neil Buttimer to be updated, we just get on our computer, log onto the update page, and follow the instructions for whatever we want to do.

"For the first time, members can update their own directory listings, change passwords, etc.," Gura said. There's no longer any reason for outdated info in a directory listing.

For those of us who have been accessing the restricted areas of the web site for a while – the directory, the newsletter, USAF Today, Job Search, etc. – there is one major change: The UserIDs and Passwords we have been using may no longer be valid.

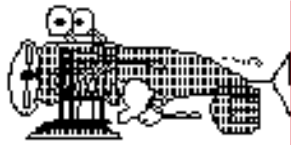
"The big difference is that a member's User ID is now their e-mail address

– the one listed in the directory. Old UserIDs will not work, and in some instances it may be necessary to reset a password," Gura explained. "If a person can't remember the e-mail address they have on file they should

check the last version of the printed directory or use the Password reset link on the update page. First time users will need to establish a password."

"This upgrade means that the printed directory will coincide with the on-line directory. Until now, a separate data base was used for the print directory. Now, the on-line directory will serve as the source for the printed version, so, we all should make sure our online listing is up-to-date," Gura said.





## Prop Wash & Jet Blast



**Welcome Aboard To . . .** Stephen K. Murata, David Philips, David W. Richards, David L. Sheets, Cheryl Toner, Tony M. Wickman, and Joe N. Wiggins,

**New Lifer . . .** thanks to John D. Williams who, in addition to becoming a Life Member, made a \$100 contribution to AFPAAA's Endowment Fund.

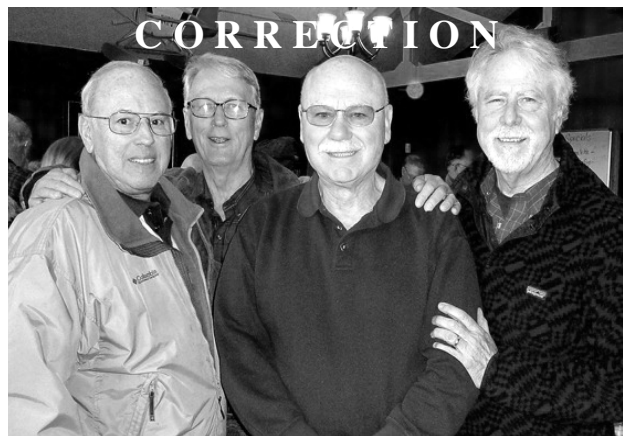
**Congratulations . . .** to CMSgt. Mark Cormier, the new Public Affairs Enlisted Career Field Manager. Chief Cormier follows CMSgt Pete Casiano, who retired after 27 years in uniform. Chief Cormier's career has included forensic, combat, and long-roll photography, a tour as the CENTCOM commander's photojournalist, managing the AFN-Iraq station, and serving as the Public Affairs Functional Area Manager for Air Mobility Command and Air Combat Command.

**Try One . . .** from the SAF/PA recommended reading list, a selection of 12 books, some new, some old classics, on various aspects of Public Affairs, leadership, and related subject. The current list has the following titles: *Crisis Response: Inside Stories on Managing Image Under Siege*, Jack A. Gottschalk; *Diplomacy*, Sir Harold Nicolson, *Man's Search for Meaning*, Viktor E. Frankl; *The Prince*, Niccolo Machiavelli; *The Leadership Secrets of Colin Powell*, Oren Harari; *The Servant: A Simple Story about the True Essence of Leadership*, James C. Hunter; *Killer Angels: The Classic Novel of the Civil War*, Michael Shaara; *The Last Lecture*, Randy Pausch and Jeffrey Zaslow; *Lincoln on Leadership: Executive Strategies for Tough Times*, Donald T. Phillips; *Daring Young Men: The Heroism and Triumph of the Berlin Airlift, June 1948 - May 1949*, Richard Reeves; *Space Wars: The First Six Hours of World War III*, Michael J. Cumatos, William B. Scott, William J. Birnes; *10 Simple Secrets of the World's Greatest Business Communicators*, Carmine Galo.

**We Mourn . . .** just a year after AFPAAA member Chet Gardner died, the passing of his wife Mary of Colonial Beach, Virginia, on August 19th. Mary had continued Chet's work in supporting wounded veterans and those on active duty. She was interred with Chet at Arlington National Cemetery.

**Food For Thought . . .** from Air University in the Fall issue of its *Strategic Studies Quarterly*. The article *Preparing to Lead with a Compelling Narrative: If You Don't Frame the Narrative, Someone Else Will* by Mary Crannell, President, Idea Sciences, Inc., and Ben Sheppard, PhD Senior Associate, Institute for Alternative Futures, puts the importance of strategic communications in a much more global perspective than the traditionally held view. Go to <http://www.au.af.mil/au/ssq/> and download the .pdf version for a stimulating read.

**If You Haven't . . .** been to the National Museum of the United States Air Force at Wright-Patterson AFB recently, or it's unlikely you'll get there soon, or you want to give someone an audio-visual history of the Air Force, just go to <http://www.nmusafvirtualtour.com/full/tour-std.html> At that site you can take a really good virtual tour of the museum. When you open the site, just pull down the map tab on the right side of your screen and you can go to any place in the museum you want by clicking on the dots in a specific gallery. When you are in an area of a gallery you may find a circled white triangle arrow - clicking on the arrow will open an audio-visual presentation on some aspect of the museum gallery your visiting. Try it, it's fun and educational.



We misidentified the individuals in the picture above which was with the article "A Gathering Of 25th AD Geezers . . ." The correct identification is L to R: Directors of Information Bill Hubbard ('80-'83), Mark Foutch ('71-'73), Don Macaluso ('73-'76), and Skywatch Magazine editor Mike Vourli, ('73-'75).

## From The President's Pen



*In July's column I outlined two priorities for my term as AFPAAA President: Recruiting new members from a large pool of former PA, Band, Broadcasting, and Multi Media professionals and retirees; and insuring operational continuity by training "backups" for key positions.*

*They say "...no plan survives first contact," and after consulting with incumbents in our key positions that second goal has morphed a bit. But so far we've added a small "just in case" redundancy to the Treasurer's function, and new Board member Art Forster has agreed to take on the arrangements for our annual recognition of SAF/PA's "Best of the Best" award winner. Thanks, Art!*

*Not quite so urgent, but our Webmaster, Membership and Communication committee chairs have been carrying those loads for quite some time. And new technology is out there that would be very useful for those functions. Coincidentally, we've just heard from AFPAAA member Al Eakle, who's currently the Communications Chairman for the Thunderbirds Alumni Association (TBAA). Al has used social media to multiply TBAA's efforts to recruit new members from a large existing pool of eligible nonmembers, and to keep current members in continuous touch with TBAA and with each other. We need to build that kind of capability ASAP. Who's out there who can help? Contact me at [markfoutch@afpaaa.org](mailto:markfoutch@afpaaa.org)*

*John Gura manages our Oral History program. He needs more spaced-out (geographically speaking) volunteers to capture the memories and knowledge of our earlier generations of PA professionals. Contact him: [johngura@afpaaa.org](mailto:johngura@afpaaa.org)*

*Now: Each of us knows some "eligible nonmembers." Contact them and invite them to join THEIR Air Force Public Affairs Alumni Association. There's lots of information for them plus an application form on our web site. So far, I've personally brought back one former member and recruited one new member, and have a few more in mind. But all my contemporaries are from the Cold War/Vietnam War generation. We need more new AFPAAA members from the Gulf War generation. You know who they are. Reach out to them.*

*"Best for Last" Department: Annual Meetings Chair Linda Arnold and local project officer Pat Maloney have closed a VERY good deal with the hotel for our 19th Annual Meeting in St. Louis May 3-5. Excellent room rates, free airport and local shuttles – the goodie list has much more – details in January's "News and Notes!"*

*– Mark Foutch*



## Additions

### **Cummings, Allan**

Col (Ret. 1991) 2669 Greenside Drive, Beaver Creek, OH 45431, (937) 427-1623; Business: Goodwill Industries of the Miami Valley, 1511 Kuntz Rd., Dayton, OH 45404, (937) 461-4800 Ext. 502; E-mail: algwmv@aol.com

### **Murata, Stephen K.**

Capt (Separated 1969) 1393 Grant Court, Los Altos, CA 94024, (650) 793-4308; E-mail: maxtothemax@pipeline.com

### **Phillips, David**

TSgt (Ret. 1968) 1422 Fairbanks Drive, Hanover, MD 21076, (410) 551-0538; Business: Defense Information School, 6500 Mapes Rd., Suite 2160-11, FT. Meade MD 20755, (301) 677-4387; E-mail: darvyd@comcast.net

### **Richards, David W.**

CMSgt (Associate) PSC2 Box 12278, APO AE 09012, (314) 478-0166; Business: 3rd Air Force, Unit 3050 Box 170, APO AE 09014; E-mail: dwr2829@gmail.com

### **Sheets, David L.**

Lt Col (Ret. 1992) 2825 River Walk Boulevard., Lima, OH 45806, (567) 940-9055; Business: DLS & Assoc., Fundraiser Consultants, 2825 River Walk, Lima, OH 45806, (419) 234-4943; E-mail: davidlsheets@gmail.com

### **Toner, Cheryl**

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### **Warden, Michael L.**

Colonel (ret. 1997) 1181 Manchester Way, NE, Atlanta, GA 30319; Business: V-P, Communications & Marketing, Georgia Institute of Technology, 170 North Avenue, Suite 234, Atlanta GA 30332-0181, (404) 894-0870; E-mail: michael.warden@yahoo.com

### **Wickman, Tony M.**

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### **Wiggins, Joe N.**

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## Directory Changes

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### **Cole, Richard M. 'Dick'**

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### **Douglas, Clifton**

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### **Forster, Jr., Arthur C. 'Art'**

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### **Grantham, Robin F.**

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### **Hair, Ken**

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### **Laporte, Yolan J.**

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### **McCoy, Jr., Douglas D.**

E-mail: divebudeez@gmail.com

### **Petersen, Ed**

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### **Tingley, Laurel**

Address: CMR 420 Box 262, APO AE 09063; E-mail: ltingley3@yahoo.com

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# Lord Guard & Guide

## Charles E. Saucier

Chuck Saucier died August 5, at the VA Medical Center, Alexandria, Louisiana, after an 11 month battle with cancer. He was 74 and was interred at Alexandria Memorial Gardens.

Chuck was an overachiever, cramming what most would consider three careers into a lifetime of public service while being devoted to his family.

The Air Force was his first career. Born in New Orleans, he graduated from Tulane University with a degree in journalism, an AFROTC commission, and entered active duty in 1959.

His career in Public Affairs began as the Information Services Officer for the 97th Bomb Wing, Blytheville AFB, Arkansas. Among subsequent assignments were Osan AB, Korea; the Officer of Aerospace Research; Allied Forces Southern Europe; and the Air Force Fight Test Center, Edwards AFB, California.

In 1973 he was assigned to Commander in Chief, Pacific, Public Affairs Liaison Office, Bangkok, Thailand, where he was involved in the evacuation of U. S. forces, civilians, and members of the native populations from Vietnam and other countries in the area.

Chuck's final assignment was Director of Information for the 23rd Tactical Fighter Wing - the Flying Tigers - England AFB. He retired as a major in 1979 to embark on his second 20-year career at Louisiana State University.

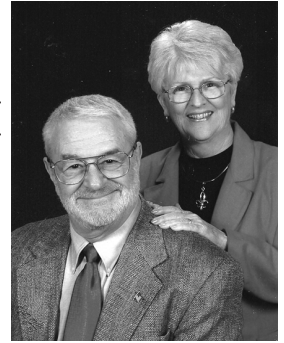
He began as Director of Information Services at LSU Alexandria. Next, he took on the added duties of Assistant to the Chancellor. He served as LSUA Registrar. In 1991 he was appointed Director of the University's federal Title III Program grants. He then became Director of Continuing Education, the post he held until retiring in 1999.



Chuck and actor Glenn Ford at Edwards AFB during the filming of the "Cade's County" TV series.

His retirement from LSU only meant that Chuck had more time to devote to his third career, volunteer service to community and national organizations.

He was a Life Member of the Military Officers Association of America and served in a variety of posts in the Central Louisiana Chapter, including President; was the state Vice President, and had a six-year term as a member of MOAA's National Board of Directors. He served on Governor Bobby Jindal's Transition Advisory Council on Veterans Affairs.



Chuck and Renie

Chuck was a member of the board of the Central Louisiana Chamber of Commerce and American Heart Association, and was an active member of the Louisiana Committee for Employer Support of the Guard and Reserve. He received many awards during his military and civilian careers for his service to the community. The one he was most proud of was the Louisiana National Guard Distinguished Service Medal.

He is survived by his wife Irene "Renie" Saucier, two sons and a daughter, and eight grandchildren. Memorials in Chuck's name may be made to St. Rita Catholic Church Building Fund, P.O. Box 7056, Alexandria, LA 71303, or Friends of The Alexandria Zoo, P.O. Box 6015, Alexandria, LA 71306.

Chuck Saucier was a rare individual with a great sense of humor, appreciated by all who worked with and for him. He had great rapport with the wing commander and his staff. A rare individual, he had a unique sense of where things were headed and how public affairs would fit into the big picture. He was a true credit to his profession that went beyond his Air Force career. He was involved in every aspect of military affairs after his retirement, giving of his spare time to help military families and civic organizations.

I count Chuck as a true friend. I'm sure all who knew him would say the same. I send my deepest sympathy to Renie and family.

– Dennis Sweatt

## Legacy Of PR Pioneer Lt. Colonel John Dillin Lives On

Two people were honored when The John Dillin Professional Award for service to the Florida Public Relations Association (FPRA), the highest, most prestigious award of the Association, was presented at its annual meeting in August.

One was the recipient, Frank Polito, APR, CPRC, Director of Public Relations for the California School Employees Association, San Jose, California, and a former association president.

The other honored was the man the award was named for, Lieutenant Colonel John Dillin, FPRA's first president and founder. Dillin, a World War II vet who landed at Anzio and was cited by Lieutenant General Ira Eaker "for exceptional public relations work," served



ten years as a public relations officer for the Florida Army and Air Force National Guard. He followed that with more than 30 years as an Air Force Academy liaison officer.

Longevity, until his death in 1998, was also a hallmark of his civilian career, especially his almost six decades of service to the FPRA. In 1938 while director of PR for the Miami Beach Chamber of Commerce, he founded the Florida Association of Publicity to "light a fire" under his associates to improve Florida's publicity and tourism. With John's hard work and guidance, the organization grew and flourished, becoming today's Florida Public Relations Association.

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