

Bud Ross Receives McRaney Service Award



For more than a decade of outstanding contributions and support of AFPAAA beyond what would be expected of a member, Cecil F. “Bud” Ross has been awarded The Brigadier General Mike McRaney Distinguished Service Award. The award was presented to Ross (center above, flanked by last year’s recipient Hal Smarkola, left; and Mike McRaney, right) at the 21st Annual Membership Meeting, April 10, in San Antonio, Texas.

A quiet, soft spoken leader, among Bud’s many efforts that merited the award were his four years heading AFPAAA’s public relations committee and his six years on the board of directors that, except for treasurer, included holding all offices from secretary to chairman.

Bud chaired the committee in 2010 that conducted an in-depth study to determine if the word “alumni” should be retained or removed from the association’s name. The conclusion of that study was that the name as chartered in 1992, *Air Force Public Affairs Alumni Association*, should be retained.

He was chairman of the 2011 annual meeting in Fairfield, California, which most members rated as “one of the best ever”.



SSgt. Roidan A. Carlson 2013 “Best of the Best”

Staff Sergeant Roidan A. Carlson, an Aerial Combat Broadcaster, 2nd Combat Camera Squadron, Documentation Flight, Hill Air Force Base, Utah, is the recipient of The Air Force Public Affairs Alumni Association’s Best of the Best Award for 2013.

The award, sponsored by Lockheed Martin, recognizes the top officer, civilian, or enlisted person in Air Force Public Affairs who best demonstrates professional excellence and contributes significantly to the effectiveness of the Air Force mission. In addition to the trophy, SSgt. Carlson received a check for \$1,000 and a life membership in AFPAAA. He was born in Redmond, Washington, raised in Everett, and graduated from Mariner High School in May 2001. He entered the Air Force in 2004 and has extensive experience in videography, aerial photography, and combat camera.



SSgt. Carlson has spent 16 months on three deployments that included 12 combat sorties in the Middle East, most of it in Iraq and Afghanistan. His video documentary on the first female Afghan pilot aired on the BBC with 316 million viewers in more than 200 countries

Stars Fall On Former, Current SAF/PA Directors

Former Air Force Director of Public Affairs (November 2007-February 2009) Darren W. McDew has received a fourth star and become the commander of Air Mobility Command, Scott AFB, Illinois. He commanded 18th Air Force prior to his promotion. General McDew is the first Director of Public Affairs to achieve four-star rank since the Air Force became a separate service in 1947.



The current Director of Public Affairs, Brigadier General Kathleen A. Cook, was promoted to that rank on June 27th. She is the second woman to become a

general officer as head of Air Force Public Affairs. Lt. General Michelle Johnson, the Superintendent of the Air Force Academy, was SAF/PA Director from November 2005-November 2007.



Phil Ratliff AFPAAA Board Chairman, Clem Gaines Now President; All Candidates Reelected



Clem Gaines

Results of the AFPAAA Board of Directors Election announced in San Antonio, saw all six incumbents – Dick Abel, Judy Bivens, Larry Clavette, John Gura, Jim Hart, and Johnny Whitaker – keeping their seats. Their new, two-year terms of office began this month.

Also beginning this month, Phil Ratliff assumed board chairmanship vice Mike Cox. Simultaneously, Clem Gaines moved from vice president to president; Larry Clavette takes the v-p post. Judy Bivens, who was named secretary, joins the leadership progression. Jim Hart was reappointed treasurer. All AFPAAA officers terms are for one year beginning this month.



Phil Ratliff

ENDOWMENT FUND GAINS \$3,675 FROM 36 CENTURION DONORS

AFPAAA's Endowment Fund got a \$3,675 boost at the Annual Membership Meeting in San Antonio as 36 members participated in the Centurion program. The Centurion program is an important source of revenue for the endowment fund which was created to handle the day-to-day as well as other expenses AFPAAA will have in the years ahead.

"We are victims of our own success. While membership has remained constant over recent years, our dues income has declined as more and more members have joined as or converted to the Life memberships we offer," explained treasurer Jim Hart. "The Centurion donations help offset that



decrease in our income stream."

Each year since it began in 2003, attendees at the annual meeting donating at least \$100 to the endowment fund become eligible for a drawing for free rooms at the meeting headquarters hotel. This years winners were Larry McCracken and Mike Terrill. Since inception, the Centurion program has increased the endowment fund by more than \$29,000.

Donations to AFPAAA's Endowment Fund – money, stocks, real estate, collectibles, and other valuables – are tax deductible for individuals, while helping provide for the future of AFPAAA.

2013-2014 AFPAAA CENTURION DONORS

DICK ABEL	ART FORSTER	DOUG KENNETT	PHIL RATLIFF
LINDA ARNOLD	RICK FULLER	FRANK MCNALLY	CECIL F. ROSS
JUDY BEVINS	CLEM GAINES	LARRY MCCRACKEN*	AL SHOEMAKER
DON BLACK	BOB GIBSON	MIKE MCRANEY	TOM SHUMAKER
KATHLEEN COOK	JIM HART	ALVINA MITCHELL	HAL SMARKOLA
J. C. CORCORAN	JIM HATT	NEIL NORUM	DAVID SMITH
MICHAEL H. COX	DORAN HOPKINS	JOE PURKA	JOHN TERINO
JERRY DALTON, JR.	HENRY HUFENGEL	JIM RAGAN	MIKE TERRILL*
LAURA FELDMAN	LARRY JOHNSON	RONALD T. RAND	JOHN WORTHINGTON

* Indicates winner of the free rooms drawing. All Centurion donors since the previous Annual Membership Meeting present at this year's meeting, were eligible for the drawing. The room prizes this year were valued at \$380.00 each.

Air Force Public Affairs Alumni Association News & Notes: John Terino, editor, is published quarterly for members by the Air Force Public Affairs Alumni Association, P. O. Box 447, Locust Grove, VA 22508-0447. On-line subscriptions are available at www.afpaaa.org. **Membership Information:** Those who have served in Air Force Public Affairs, an Air Force Band, as an Air Force Broadcaster, or in the multimedia career fields, as either military or civilian, are eligible for *Full Membership*. Current or former members of those career fields, still on active duty, or in the Guard or Reserve are eligible for *Associate Membership*. **Membership Rates:** Lifetime \$300 (payable in four quarterly \$75 installments); Full Membership, one-year \$25 or three years \$50. Associate Membership, one-year \$10 or three years \$20. Membership applications are available at www.afpaaa.org. **Officers and Board of Directors:** Chairman, Phil Ratliff; President, Clem Gaines; Vice President, Larry Clavette; Secretary, Judy Bivens; Treasurer, Jim Hart; Dick Abel, Jay DeFrank, Tom Dolney, Art Forster, John Gura, John Terino, Johnny Whitaker. **Committee Chairmen:** Annual Meeting, Perry Nouis; Communications, John Terino; Development, Joe Purka; Elections, Kathy McCollom; Finance, Jim Hart; Membership, Neil Buttimer; Oral History & Web Site, John Gura; SAF/PA Liaison, Art Forster.

From The President's Pen



Historic – Times Three. Let me explain.

Historic item number one - AFPAAA held its 21 Annual Membership Meeting, May 8-11, in San Antonio. Linda Arnold and Hal Smarkola led a local team in producing an outstanding event.

If you were unable to attend, you missed a great time. Now, we can look forward to when we meet in northern Virginia next May. If you have not attended an AFPAAA annual meeting, put a notation for May 14-16, 2015, on your calendar. With Perry Nouis now in place as Linda Arnold's meeting chair replacement, and Frank McNally the Northern Virginia on-site chair, we can all look to 2015 with anticipation.

Historic item number two – we are members of an association that is strong and healthy in many ways. I enjoy talking to the AFPAAA Founders and learning how AFPAAA began. They had an idea to create an organization where we could see people that were part of our Public Affairs memory. They created an enduring organization structure and were able to bring many others into the vision while enlisting corporate sponsors to help. Now, after more than 20 years, members have stories to tell from multiple meetings; if we do not see an old friend at a reunion, we miss them.

My wife is a member of a national nursing organization and, frankly, I get in a bit of husband trouble when I note our successes! It is not just our endowment fund that has grown beyond expectations – it is the willingness of so many of you to pitch in and support the various things needed to keep AFPAAA moving along.

All of us who are members of AFPAAA support each other throughout the year, as well as at the Annual Membership Meetings, and we support an Association built on a very solid volunteer and financial foundation. That makes it much easier for anyone to become part of the AFPAAA's Board of Directors and the leadership – they know they are not alone.

Historic item number three – By the time this is printed, I expect that Kathleen Cook will have a star on her shoulder. On a personal note, I sat next to her on the Press Desk more years ago than either of us want to admit! She earned her selection to be SAF/PA director. It is great that she is a career PA and also has personal knowledge of our band colleagues. Her briefing in San Antonio clearly showed the challenges our Air Force faces in the Pentagon and in the field. Her experience and abilities make her ideally suited to meet those challenges as she heads Air Force Public Affairs.

– Clem Gaines

Lord Guard & Guide

David O. Schillerstrom

Dave Schillerstrom, who was stricken with polio as a young officer at Torrejon Air Base, Spain, but overcame the disease to serve 30 years in Public Affairs, ending his career as SAF/PA Deputy Director, died March 13, after a 3-month battle with cancer. He was 84.

Interment at Arlington National Cemetery from the Old Post Chapel at Fort Myer with Full Military Honors will be at 11 a.m., Friday, August 22. A reception at the Fort Myer Officers' Club will follow. Those planning to attend the reception should RSVP by Sunday, August 17, to: carolgstrom@gmail.com or 703 524-8963.

David was born in Gibson City, Illinois. He graduated from Hinsdale High School, Hinsdale, Illinois, and from the University of Illinois in 1954 with a BA in English literature. He earned his MA in public administration from The George Washington University in 1966.

His early assignments included Turner AFB, Georgia; the 17th Bombardment Wing, Wright-Patterson AFB, Ohio; and Strategic Air Command Headquarters, Offutt AFB, Nebraska. After completing Air Command and Staff College in 1966, he was a special projects officer in the Directorate for Plans and Programs, Office of the Assistant Secretary of Defense, Public Affairs.

He served at 7th Air Force Headquarters in Vietnam, returning in 1970 to become executive officer to the Air Force Director of Information.

Dave was appointed SAC Director of Information in 1977, serving there until he became SAF/PA Deputy Director in 1980. He retired from the Air Force as a colonel in 1984. That was not the end of Dave's Public Affairs career, he became Vice President of Communications for the Aerospace Industries Association; a post he held for ten years.

He is survived by his wife of more than 62 years, Carol Schillerstrom; son, David A. Schillerstrom; daughters Linda C. Schillerstrom and Karen Brownsword. Donations may be made in Dave's name to Capital Caring Hospice, 4715 15th Street N, Arlington VA 22205; The Salvation Army; the AFPAAA Endowment Fund, or the charity of your choice.

Dave Schillerstrom was a legend in Air Force public affairs – a respected leader, expert communicator, outstanding mentor, and valued friend.

He was one of the real trailblazers in our business and demonstrated that one didn't have to wear wings to achieve the rank of colonel and provide wise counsel to senior Air Force leaders.

Dave and his effervescent wife, Carol, set the example for many of us junior officers and our spouses – they knew how to entertain, have fun, and make lasting friendships. They were ardent golfers and a real joy to be with on the course. One of my favorite memories was when Dave played golf with me and Florida State coach Bobby Bowden at a charity tournament outside DC. Hearing these guys trade stories and jokes on the course is something I'll never forget.

As Dave was nearing the end, I'm glad so many of his friends stopped by, called, or wrote to let him know how much both he and Carol had touched our lives. Though Dave was a very humble man, I know this outpouring of love provided him with some comfort in his final days. Let us not grieve but celebrate the life of this great man, patriot, and friend – here's to you, Dave!

– Art Forster

All of Air Force Public Affairs lost one of its most beloved, respected leaders and all of us lost a very special friend when Dave left us.

No one person shared more wisdom, gave more experienced advice, saved as many careers, and cared more for his colleagues and friends than Dave Schillerstrom. He was clearly one of the most unselfish, compassionate, gentlemen, and friends anyone could want to know. He set a standard for life we all wished to achieve.

Dave's touch on each of us was a true blessing. With his clever, kind and thoughtful wit and more practical experience than anyone could hope to call upon – he made us all feel very special and important. When many of us faced terrible adversity he was there with a generous, sincere, and caring spirit to help us through. He cared.

Under the dictionary words "respect", "admiration", "integrity", "friendship", "professionalism" and "gentleman" it would be no surprise to find Dave's name in each description - in all caps and bold face. We know Dave fought his fight with grace, brave strength, and even mustered good cheer to those he spoke and visited with during his last weeks.

We miss him greatly now and always will.

– Mike McRaney

Dave was a giant in the Air Force and as a valued friend. I am much better off having served for three years as his reserve IMA at SAF/PA during his time as Deputy Director. Everyone who was fortunate to be associated with Dave, benefited from his steady strength, wisdom, and advice.

I will forever be grateful that he chose me to work by his side, and for over 35 years permitted me to be a close friend. AFPAAA is also a big winner by having him support its many activities, especially the Endowment Fund. We will all miss having Dave Schillerstrom around.

– Jim Hart

The home going of Dave is a loss and a blessing. Dave was an All-Star deputy and teammate when I served as Director. Any success came with Dave's input and wisdom. We are all better we had Dave Schillerstrom

as a friend. His impact on our lives is profound.

– Dick Abel

It occurred to me that of the living ISOs/PIOs/IOs/PAs, I had known Dave longer than any one else in the business. He attended a SAC ISO conference at Offutt in October 1954. He was a second lieutenant from a SAC fighter escort wing at Turner AFB, Georgia. He made a presentation on some phase of the Internal Info program he had established. I was a recently minted captain and ISO of the 3902nd ABW at Offutt. I made a presentation on crash kits and other preparations for handling crashes.

Dave was chief of the Ops Branch of SAFOI's PI Division when I was Director. He had been passed over several times for colonel (due to a dumb OER written by an Army colonel who was a big fan of Dave's, but didn't understand promotions to colonel and the words needed to ensure selection). Despite successive pass-overs, Dave never quit, never complained, never felt sorry for himself, and kept charging. The people in the PI Division, below and above him, really liked and respected Dave. I was finally able to get him promoted with some help from SECAF who endorsed his OER. He was then sent to SAC as Director and later he came back as Deputy Director in SAFOI. He really should have been Director and a BG at some time. I seriously doubt if we will ever see his kind again.

– Jerry Dalton

Dave was Deputy to Dick Abel and a great guy. A real pro who took on tough problems with cool thinking and solutions came with it. When I took over the ops branch at SAF/PA the Titan missile blew out of its hole and we were waiting for SAC to give us some word for the pentagon press corps. The release was delayed and Dave walked in (he was the former SAC PA) and

had information we didn't have. Virginia Pribyla put it together and we pressed on!

– William Young

I never worked for or with Dave, but like everyone else of our generation in the PIO/ISO/IO/PA business, knew him by reputation, which was beyond equal. The good guys keep dropping off the merry-go-round.

– Charlie Brown

A magnificent man and role model for generations of us.

– Michael L. Warden

Dave was the PA all of us wanted to be. He was respected by his bosses for his counsel, even if it didn't always please them. He guided and took care of those fortunate to work for him, and he took the inevitable hits rather than passing them along.

He showed in his work, and in his personal life with his beloved Carol and their children, what it meant to be a gentleman. I will always treasure the time I was privileged to spend with him, and we're all better for having had him coaching our team. In his new assignment, when The Boss needs some advice, He'll know where to go.

– Alan DeFend

I first met Dave when he reported for duty as Information Officer about 1957 at Torrejon Air Base at Madrid, Spain. At that time I was in the Sixteenth Air Force Headquarters Information Office, also at Torrejon. He was a bright young man and we all became friends. It was at that point that Dave came down with Polio and it was a terrible shock to all of us. He was airlifted to Germany for extensive care. He was still in Germany when my tour was up and I reported to HQ SAC at Offutt AFB.

Dave recovered and he returned to the U.S. and was the Information Officer for a SAC Bomb Wing at Wright-Patterson AFB. Later, we both were on duty in the Pentagon. He was assigned to SAFOI and I was at OSD/PA. He and his lovely wife were an outstanding couple and a great asset to the USAF.

– Jack R. Olsen

I first met Dave Schillerstrom during a TDY to the Pentagon in 1976, just a fleeting meet-and-greet by a first-time visitor from SAC headquarters. About a year later, he came to Omaha as the new SAC/PA Director and plucked me out of the community relations back shop to be his executive officer. Thus began our 37-year friendship.

Whether in the Air Force or later as a public relations executive, Dave Schillerstrom was a natural leader, a brilliant communicator, and a true gentleman. He loved people and defined being a people-person. Dave surrounded himself with bright, young men and women; mentored countless individuals throughout their lives, and shaped more than a few professional careers. His friendships were many and long-lasting, instantly renewed even after periods of separation. Dave Schillerstrom was a man of integrity. With him truth led the way, and it always won out, not always easy in our business.

On a lighter note, having lunch with Dave was an interesting experience, whether careening around Omaha in the "Queen Mary", his big Lincoln Town Car or later at an exotic District of Columbia bistro. Lunch was a special time for him, a mix of fellowship and business. He was a master at bringing people together and it was usually over lunch. Many came away satisfied by more than the food.

I am but one of a legion of Dave Schillerstrom followers, friends and colleagues. I will miss his wry smile, quick wit, and cheerful demeanor. But most of all I will miss a dear friend and mentor.

May God bless you David Owen Schillerstrom, and comfort Carol and the family.

– David J. Rigby

To have David Schillerstrom as my mentor from my first lieutenant days was one of the greatest privileges of my entire career. To have been befriended and loved by him and his gracious wife Carol for the past 37 years surpasses any definition of privilege. David was the epitome of a courtly gentleman, a superb officer, and a fiercely loyal friend, but that does not begin to cover what he meant to us.

He was an example of all that is fine in mankind, with never a negative word about any of the people with whom he served. I marveled at his humility, his generosity, his wry sense of humor, and his intelligence.

As I sat by his bed in hospice, I took that opportunity to try and tell him what he has meant to me for so long. And in typical David fashion, he squeezed my hand and said, "Well, don't you think we've spent enough time telling each other how great we are?" That was my mentor, my friend, and a solid bedrock in my life, David Schillerstrom.

– Virginia Pribyla

My first Pentagon media job was with Dave Schillerstrom in Media Relations. Dave let you work your weapon-system projects and encouraged you to get to know the media interested in your projects. He also encouraged

his action officers to become part of the weapon-system team within the Pentagon. He expected to be kept informed, and he was always available for guidance. He was not a micro-manager.

My first year to work for Dave was 1974, more than 40 years ago, and we continued a personal and professional relationship for over 40 years. In November Carolyn and I got to have lunch with Dave and Carol near their Florida condo, and to paraphrase Art Forster, lunch with Dave and Carol was fun.

Dave's guidance and thoughts were always right on, he was a positive guy, and that was contagious. His professional public affairs guidance and influence has helped all of us that worked for him in our after the Air Force lives. Dave Schillerstrom embodied the attributes of love, respect, professionalism and friendship. He was that boss who was a friend while working for him, and after we graduated from the Air Force public affairs career field to the civilian public relations career field he was still our friend. Thanks Dave and Carol for your wonderful friendship.

– Mike Terrill

Dave Schillerstrom was a dedicated Air Force Officer and a good friend to virtually everyone. During my tour of duty at SAF/PA Dave was as helpful as he could possibly be and always provided assistance whenever it was needed. It was a pleasure to associate with him and gain from his experience as both an Air Force Officer and a professional communicator.

Dave's friendly manner and his considerate way of doing things made him a bright spot in our lives and in all of those individuals' lives that he touched. There is no doubt that Dave left his positive mark on all of us and we can be glad that we had the privilege of having known and served with him. He will be missed!

– Carey Deckard

It is impossible to list the names of those whose careers, including mine, have been positively affected by Dave Schillerstrom. He was a mentor, inspiration, and friend to all who were fortunate to have worked with him. In addition to providing me with valuable career advice and counsel, in 1988 when he was Vice President of Communications for the Aerospace Industries Association, Dave brokered my job with Hughes Aircraft Company. We have suffered a great loss.

– Dave Shea



Wounded Warriors Fêted, AFPAAA Geezerettes Score Big In Debut

The line by George Peppard on the old “A-Team” show was, “Don’t you love it when a plan comes together.” But, in the case of our 21st Annual Membership Meeting, not one, but two plans came together very successfully. First, eight soldiers from the Wounded Warrior Transition Battalion, Brooke Army Medical Center, Fort Sam Houston, were hosted at our banquet.

Working with the San Antonio Military Medical Center’s Wounded Warrior Transition Battalion, the invitations were extended as part of the rehabilitation program that includes assisting the soldiers to feel comfortable in social settings.

Eight members of AFPAAA picked up the tabs for the Wounded Warriors and their spouses or guest escorts. Each sponsor met them prior to the Saturday evening reception and banquet and then escorted them to the events.

The sponsors, as well as the members present, made sure the soldiers and their guests had a great time, covering everything, from valet parking to the banquet itself.

When the wounded warriors stood to be recognized, the applause was deafening—It was the highlight of the annual meeting.

Second, was the successful debut of the AFPAAA Geezerettes Silent Auction. Headed by Kathleen Gura, with the aid of Ann Abel, Jack Arnold, Heather Baker, Ginny Corcoran, Mary Rene Donlon, Ann Fuller, Janet Hefler, Linda

Heil, Fran Hopkins, Dawn Giammo, Eileen Kennett, Connie Jackson, Karen McCracken, Susan McRaney, Dee Purka, Berni Rand, Linda Ratliff, Hilda Ross, Carolyn Smith, Becky Teasdale, Carolyn Terrill, Nancy Whitaker, and Jackie Worthington, the auction raised \$2,800, which was donated to the Wounded Warrior Transition Battalion.

“I have never worked with a more enthusiastic group of women”, said Geezerettes Chairman, Kathleen Gura. “No matter what the question, the

answer was always ‘how can I help?’ Planing is underway for a silent auction at next year’s 22nd Annual Membership Meeting in Washington, D.C. Members of the Geezerettes donate at least one item to the auction that is worth \$50 or more. They help set up the display

before the auction and participate in deciding how the money will be spent.

Berni Rand will chair next year’s auction. All AFPAAA spouses who would like to join the effort and become part of the Geezerette auction team, should contact Berni Rand at:

bbrand28@aol.com
or by phone at:
301-571-7318



SSG Matt McKenzie presents Kathleen Gura a certificate of appreciation for the \$2,800 raised for the Wounded Warrior Transition Battalion by the Geezerettes auction.



The Wounded Warriors

SSG William Garay & Jessica Dean

SFC Michael Graham & Meja Graham

SSG Oscar Guerra & Felicia Ramirez

SSG Jason Hyatt & Bia Hyatt

SSG Mat McKenzie & Sarah McKenzie

SSG Cecil McMickens & Marqueta McMickens

SSG Keith Neer & Sarah Persinger

SSG Charlotte Trabue & Shambra Trabue

Their AFPAAA Sponsors

Linda Arnold

Bob Gibson

Garry Mitchelmore

Ron Rand

Bud Ross

Hal Smarkola

Mike Terrill

John Worthington

21st Annual

Membership Meeting

San Antonio, Texas – May 8-11, 2014

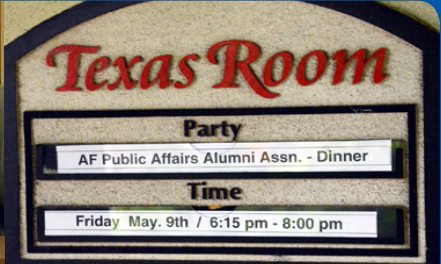
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Public Affairs

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Public Affairs



Attendees

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|------------------------|-------------------------|-------------------------|----------------------|---------------------------|
| Dick & Ann Abel | Bob & Norma Gibson | Hank & Anita Hufnagel | Perry & Jean Nouis | Gene Sands |
| Linda & Jack Arnold | John & Kathleen Gura | Connie Jackson | Pete Peterson | Dave & Mary Shea |
| Larry & Heather Baker | Steve & Fran Harden | Larry & Karen Johnson | Alice & Harry Price | Alan & Willie Shoemaker |
| Art Barnes | Jim & Patty Hart | Doug & Eileen Kennett | Linda Pullen | Tom & Pat Shumaker |
| Judy & Jerry Bivens | Jim & Stacy Hatt | Mike Kinchen | Joe & Dee Purka | Hal & Peggy Smarkola |
| Don & Louise Black | Tom Hawkins | Chuck Lucas | Jim Ragan | David & Carolyn Smith |
| Brenda Campbell | Gerry & Ann Hickman | Larry & Karen McCracken | Ron & Bernie Rand | Jack Swanberg |
| Larry & Pat Clavette | Don & Adana Hilkemeier | Frank McNally | Phil & Linda Ratliff | Mike and Carolyn Terrill |
| Dave & Nancy Cole | Pete & Janet Hefler | Mike McRaney | Catherine Reardon | Roy & Kay Whitton |
| Paul & Elizabeth Cole | Don Hossenflow | Alvina & John Mitchell | Ken & Gisella Rogge | Janis Witt |
| Kathleen Cook | Doran & Fran Hopkins | Neil & Lynne Norum | Bud & Hilda Ross | John & Jackie Worthington |
| JC & Ginny Corcoran | Mike & Sam Cox | | | |
| Jerry & Carolyn Dalton | Cathy Dawson | | | |
| Carey & Judy Deckard | John & Mary Anne Donlon | | | |
| Laura Feldman | Art & Janet Forster | | | |
| Rick & Ann Fuller | Clem & Jean Gaines | | | |
| Mike Gallagher | | | | |



Thanks To:
Art Forster
Pete Petersen
Dave Smith
Mike Terrill
and especially
Neil Norum
for the photos.



Memories
 21st Annual Membership Meeting
 May 8-11, 2014
 San Antonio, Texas

37TH TRAINING WING



WELCOMES
 PUBLIC AFFAIRS ALUMNI
 ASSOCIATION



The Air Force Public Affairs Alumni Association gratefully acknowledges the following corporations whose generous support enabled the success of our 21st Annual Membership Meeting.

Lockheed Martin
Johnny Whitaker & Joe LaMarca

Northrop Grumman Corporation
Jim and Donna Stratford

Pratt & Whitney
Jay DeFrank

Raytheon Company
Dave Shea

Rockwell Collins
Tom Hobson

Wells Fargo Bank
Linda Arnold

Security Service Federal Credit Union
John Worthington

The Everett Group
Steve Everett

The Lion & Rose British Pub
Allen Tharp

21st Annual Membership Meeting

Saturday, May 10, 2014

La Quinta San Antonio Convention Center

San Antonio, Texas

The meeting was called to order by President Phil Ratliff at 2:00 p.m.. A quorum was declared by Secretary Larry Clavette.

Board of Directors Members Present:

Mike Cox, Chairman of the Board	Judy Bivens
Phil Ratliff, President	Art Forster
Clem Gaines, Vice President	John Gura
Larry Clavette, Secretary	Dick Abel
Jim Hart, Treasurer	

Absent: Jay DeFrank - Proxy to Phil Ratliff; Tom Dolney – Proxy to Judy Bivens; John Terino – Proxy to Jim Hart; Johnny Whitaker – Proxy to Art Forster

Remembrance Of Deceased Members Of The Public Affairs Community – The names of members of the Public Affairs community who died since the last Annual Membership Meeting were read by the secretary and recognized by the membership with a moment of silence:

Hugh P. Burns	Orye Evan Neuschwander
Don Eaton	Dave Schillerstrom
Ron Marlar	Albert W. Schumann
Paradon Silpasornprsit	

20th Annual Membership Meeting Minutes – President Phil Ratliff presented the minutes of the 19th Annual Membership Meeting for approval. Don Black moved for approval, Dave Smith seconded and they were approved unanimously.

Association Finances – Treasurer Jim Hart presented the financial status of the Association.

Overall, the Association is in good financial condition. The AFPAAA fiscal year ends on Sept. 30. At that time, the Association had \$17,150 in the checking account and the Endowment Fund was \$325,449. The total net worth was \$342,599.

The initial goal for the Endowment Fund was \$300,000 with the expectation that it would generate \$15,000 per year to sustain the programs of the Association over and above the membership dues. Through contributions and growth, the value of the fund today is \$348,296. He also praised the work of the Investment Committee members Hank Hufnagel and Jim McGuire.

Treasurer Hart reported that the investment committee has overseen and increased the value of the endowment fund. In addition, the checking account had just under \$49,000, including registration fees and corporate donations for the annual meeting.

Treasurer Hart made a motion to approve the report as presented; it was seconded by David Smith and approved unanimously.

President Ratliff thanked Treasurer Hart and said that the Association wouldn't be where it is financially today without Jim as the treasurer and without our investment committee.

SAF/PA Liaison Report

Liaison Art Forster reported that the Association will assist SAF/PA with an initiative to design the SAF/PA conference room as a tribute in memory of those Public Affairs professionals who lost

their lives in the line of duty. The Board approved up to \$3,000 to help pay for the cost of the memorial. He noted that Col Cook, SAF/PA director, appreciated our effort. He thanked the board, the membership, and SAF/PA for supporting this effort. Jerry Dalton asked a question about who will be honored in the conference room. The conference room will include a plaque that recognizes the Association for its donation.

The goals of the SAF/PA Liaison include communicating who we are and what we do for the career field. The Association is looking for ideas to raise visibility among the active PA forces and to encourage them to join the Association as associate members. Association members can expect to see more of an effort to increase awareness among the active PA forces in the future.

Committee Reports

Web Site/Oral History – Committee Chairman John Gura noted that recent news about databases being hacked didn't affect the Association's online information. AFPAAA's database isn't in danger and is well protected from hackers. All Association members are reminded to update their information because many members forget to keep their information current. It's especially important to keep your information current because the Association, with approval from the chairman or president, sends out e-mail blasts about important information to members' e-mail addresses.

Some members have difficulty accessing the web site from certain IT systems. The issue isn't with the AFPAAA web site; it's a problem when a firewall on a government or corporate site blocks access to the Association web site.

There was nothing significant to report for the oral history program. Interested members should contact John and he will show them how to correctly prepare a report. Members should contact John via e-mail if they are having trouble accessing the Association's web site.

John offered kudos to Sam Giammo for leading the Association's social media effort. The Association maintains two Facebook accounts: the Association's members page has 245 followers and the Association's public page has 876 followers. Information posted on the Association's Facebook pages is also posted on the AF Band, AF Broadcasters, AFN Europe, AF Public Affairs, and DINFOS Trained Killers Facebook pages.

Communications – President Ratliff read the following communications update from Committee Chairman John Terino: "We continue to get excellent service and color reproduction at a good price from All American Printing in Alexandria, Virginia. The newsletter is you, the memberships' publication and we welcome your items and pictures for publication – awards, articles and books published, promotions, etc. – which should be submitted by the first of March, June, September, and December for publication in the April, July, October, and January issues."

Membership – President Ratliff said he will address the membership report during his President's update later in the meeting.

Board of Directors

Election Results – Chairman Cox announced the results of the Board of Directors election. Elected for two-year terms were:

Dick Abel	Judy Bivens	Larry Clavette
John Gura	Jim Hart	Johnny Whitaker

He thanked John Gura and Kathy McCollom who chaired the Nominating and Elections Committees, and those who assisted her.

Chairman Cox announced that as specified in the by-laws, the board of directors elected the following officers whose terms begin July 1, 2014:

Phil Ratliff, Chairman of the Board
Clem Gaines, President
Larry Clavette, Vice President
Judy Bivens, Secretary
Jim Hart, Treasurer

Annual Meeting Chairman – Perry Nouis will replace Linda Arnold as the annual meeting chairman. Linda has handled the key tasks of the Annual Membership Meeting for more than a decade.

2015 Annual Membership Meeting – The 22nd annual meeting will be held May 14-16, 2015 in Washington DC at the Hilton McLean Tysons Corner, 7920 Jones Branch Dr., Mclean VA, 22102. The local host will be Frank McNally. Frank briefed that on Friday the Association will visit the Pentagon’s Conference Center, the 9/11 Memorial at the Pentagon and the Air Force Memorial where the group photo will be taken. Lunch on Friday will be at the Fort Myers officers club. On Saturday, we will visit the Air and Space Museum’s Udvar-Hazy Center in the morning and have the annual membership meeting in the afternoon. Frank showed a video of the center. Art Forster suggested we consider attending the Friday night parade and ceremonies at the Marine Barracks in Washington, D.C.

Perry Nouis asked members to e-mail ideas and suggestions for the 2015 meeting to him at Perry.Nouis@gmail.com. He thanks Linda Arnold and Hal Smarkola for the great job they did with the 2014 meeting.

New Business

La Quinta Returns Points – Chairman Cox briefed that the La Quinta Returns Points program allows people to donate their La Quinta Returns Points to Fisher House Foundation Hotels for Heroes program, a service that provides free hotel stays to military family members requiring accommodations while loved ones are being treated at a medical facility far from home. As a La Quinta Returns member, you can help make an important difference for those who serve by donating Returns® Points to Hotels for Heroes. Brochures about the program were made available to the membership and more information was also available at the hotel’s front desk.

Membership Campaign – Art Forster reported that the board discussed at length what the Association would like to look like in five or 10 years. The core membership continues to decline so the board emphasized that everyone needs to help with recruiting new members with an emphasis on our friends and colleagues who aren’t current members. We also need to contact those who used to be members and who let their membership lapse. The board is planning to have an “every member recruit a member” campaign this year. The campaign details will be announced soon. It’s expected that the campaign will include incentives to help current members recruit new members. Even without incentives, it’s everyone’s duty to think about the Association’s legacy and to assure that we have members to carry on that legacy.

Donation to Lackland Organizations – Laura Feldman asked that since the Association donated \$500 to the memorial at Scott AFB during the 2012 annual meeting should we consider donating \$500 to the one of the Lackland places that we visited on Friday’s tour. Treasurer Hart that this is a great idea but,

unfortunately, our charter only allows for donations to groups that fall under our Charter and IRS rules on donations. He reminded members that the same thing is true for silent auction proceeds. That money is not part of the Association funds.

DINFOS Renovation – Clem Gaines mentioned that DINFOS is in the midst of a significant renovation. When the renovation is complete the school will be a more modern and capable facility.

Request for Air Force Messages – Doug Kennett said he wished he knew what the current Air Force messages were so he can share them with others. The SAF/PA liaison will work to obtain current messages and then have them sent to all Association members as an e-mail Blast.

Air Force Public Affairs Hall of Fame – Art Forster reported another idea discussed by the board was establishing an Air Force Public Affairs Hall of Fame similar to the Army Public Affairs Hall of Fame. The Army Hall of Fame includes a web site that displays pioneers and all-stars honored by the Army Hall of Fame. The board will discuss the idea more and if decided to pursue this the membership will be provided more information. For now, members can get information about the Army Public Affairs Hall of Fame at <http://www.army.mil/info/institution/publicAffairs/hallOfFame/about.html>

State of the Association – Chairman Cox noted that AFPAAA is in a great position for continued success in the future. He presented Phil with a vintage handbook of Roberts Rules of Order “to keep the crowd in line.”

President Ratliff reported the state of AFPAAA was good and in superior financial health. The biggest challenge is membership.

Although we gained new members from the one-year free membership, a large number of those new members did not renew their membership. The Association needs to do something to encourage new memberships. Members can expect a renewed effort on obtaining new members after the Aug. 14, 2014 board meeting.

By-Laws Change – President Ratliff said that during the May 8, 2014 board meeting the board made the following amendment to the By-Laws, Article IV, Section 8, Action Without a Meeting of the Board of Directors:

That Section Read “Action required to be taken at a board of directors meeting may be taken without a meeting if the action is considered by all members of the board. The action shall be taken by the verbal or written consent of a majority of directors and documented in the corporate records as a memorandum.”

It Now Reads “Action required to be taken at a board of directors meeting may be taken without a meeting, at the direction of the Chairman, if all members of the board consider the action, and each member is given an opportunity to amend or comment on the proposed action. The action shall be taken by the verbal or written consent of a majority of directors and documented in the corporate records as a memorandum at the next board meeting.”

President Ratliff informed the membership to expect a survey in the fall newsletter about annual meeting frequency – whether the annual meetings should continue to be held annually or if they should be held every two years.

In conclusion, Phil said the Association is in good shape.

Adjournment – With no other business, Ken Rogge moved for adjournment, it was seconded by Larry McCracken, and the meeting adjourned at 2:35 p.m..



P. O. Box 447
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(Address Correction Requested)

FIRST CLASS POSTAGE

Kodlick, McCollough Get President's Awards

AFPAAA Life Members Les Kodlick and Bob McCollough were announced as AFPAAA President's Award recipients at the 21st Annual Membership Meeting in San Antonio.

President Phil Ratliff presented the award, which is given to individuals who have had a significant impact on Air Force Public Affairs, to McCollough. Kodlick was unable to attend. Both recipients were selected for their distinguished, although different careers in Public Affairs.

Les, who retired from the Air Force in February, had 30-years of active duty, mostly in Air Force Public Affairs. During his final assignment as SAF/PA director, he guided the more than 5,500 active duty, Guard and Reserve Airmen and civilian personnel career



field during a period of exceptional stress involving rapidly evolving communications technology, multiple combat deployments, as well as other assignments world-wide, while dealing with shrinking budgets and personnel resources.

Bob had multiple accomplishment

in both the civilian and military worlds. He retired from the Air Force Reserve as a colonel where his last assignment was as the mobilization augmentee to the AFNews commander.

He is currently director of communications for Morgan's Wonderland in San Antonio, the world's first and only theme park designed with special-needs individuals of all ages in mind. Previously he retired as head of corporate communications for

CPS Energy of San Antonio, one of the nation's largest publicly owned natural gas and electric companies and from Sea World San Antonio. An accredited member of the Public Relations Society of America (PRSA), his programs have been recognized in three Silver Anvil competitions.