

News and Notes

April-June 2024

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Board of Directors Annual Election

It's that time of the year again! AFPAA's by-laws call for an annual vote of the association's membership to ensure its leadership remains responsive to the needs of its members.

The association is led by a board of directors consisting of 13 voting members and one non-voting member. Voting members are elected to two-year terms, with approximately half of the board standing for election in alternate years. The non-voting member serves in an advisory capacity and is appointed by the SAF/PA Director and approved by the voting members of the board. This year we are electing seven board members for a two-year term beginning July 1, 2024 and ending June 30, 2026. Only Full Members in good standing (dues paid up-to-date) may vote. To be counted, all ballots must reach the Election Committee by midnight Friday, June 14, 2024.

You can choose one of two options for voting in this year's election. To vote online, use the [Online Ballot \(2024 Board Election \(afpaaa.org\)\)](https://afpaaa.org). When you vote online, your ballot is automatically sent to the Association's Election Committee. You must submit your online ballot not later than midnight, Friday, June 14. Please read the ballot instructions carefully to ensure your vote gets counted. If a paper ballot is received through the mail from a member who has voted online, only the mailed in ballot will be counted.

If you prefer to vote by mail, you can use the paper ballot in this edition of the *News and Notes* on page 7. The ballot is preaddressed to reach Kathy McCollom, the elections committee chair, but you will need to fold it up and attach a first-class stamp. Remember, your ballot must be mailed in time to arrive no later than midnight, Friday, June 14. Biographies for the candidates are included in this issue of the newsletter beginning on page 4.



From the President's pen...



Ladies and gentlemen of the Air Force Public Affairs Association, we *are* growing! Your board of directors continues working with our counterpart organizations — the Army and Navy Public Affairs Associations — on ways we can continue to grow our membership among the active duty Air Force and civilian PA communities learning from their lessons learned and best practices.

It is time, once again, to elect members to the Association's board of directors. There are seven candidates for seven positions on the board. I invite you to cast your vote either online or using the printed ballot in this issue of *News and Notes*.

The issues facing AFPAA are seemingly endless – membership growth, board development, robust leadership, keeping up with technology, scholarships, recognizing and promoting professionalism and so much more. These pressing needs for your Association results in the obvious question: What is the importance of a board member election?

The board member election process covers all the issues your organization faces daily. They allow your organization to better engage members, develop your board and leadership, embrace and utilize technology, and positively represent your organization to the public at large.

Please take a moment to vote!

Don't forget our annual meeting coming up in San Antonio in October. I recommend you make your reservations and register as soon as you can and join us on the Riverwalk!

John Dorrian

Air Force Public Affairs Association *News and Notes*, Dick Cole, editor, is published quarterly for members by the Air Force Public Affairs Association, P. O. Box 2446, East Peoria, IL 61611-2446. On-line subscriptions are available at www.AFPAA.org **Membership Information:** Those who have served in Air Force Bands, Broadcasting, Multimedia, and Public Affairs career fields, as either military or civilian, are eligible for Full Membership. **Membership Rates:** Lifetime \$300 (payable in four quarterly \$75 installments); Full, Adjunct and Affiliate Memberships, one year at \$25 or three years at \$50. Membership applications are available at www.AFPAA.org. **Officers and Board of Directors:** Chairman, Brett Ashworth; President, John Dorrian; Vice President, Eric Schnaible; Secretary, Carla Sylvester; Treasurer, Phil Ratliff, Julie Briggs, Dick Cole, Jim McGuire, Chuck Merlo, Mike Paoli. **Committee Chairpersons:** Annual Membership Meeting Coordinator, Perry Nouis; Communications, Dick Cole; Development, Joe Purka; Elections, Kathy McCollom; Finance, Phil Ratliff; Membership, Christine Queen; Oral History, John Gura; Website, Jim McGuire; SAF/PA Liaison, Lou Timmons.



of that publication I have ever seen. Thank you for all the effort put into making it such a quality newsletter.

As one member I want you to know how much I appreciate your contributions to making *News and Notes* the crown jewel of AFPAA.

Jim Hart

We missed you in Tampa, sir, and I'm glad you enjoyed the annual meeting coverage in the October-December 2023 issue. It certainly would not have been as good without the photo contributions of CAP Capt. H. Michael Miley!

My thanks, too, to all who contributed material for the newsletter. It makes the editor's job much easier! — Ed



Dear Dick:

A very belated thank you for the package you sent me containing the October-December 2023 *News and Notes* newsletter. As editor, you do an amazing job.

I will treasure my copy for the rest of my life, and will choose to will it to a grandchild after. The Terrill children were thrilled with their copies as well.

Tampa was such a fun place to go for us to receive my beloved Mike's award and honor. We were so pleased and honored by every detail. You all work so hard to make these weekends a memorable experience for everyone who attends.

Mike loved all of you and his whole Air Force career, and we, his family, loved and were so proud to be an Air Force family.

Gratefully,

Carolyn Terrill

Dear Dick,

I just wanted to let you know that the October-December 2023 *News and Notes* newsletter arrived.

Thank you so much for sending me this. I really appreciate it very much.

It's great to be able to read about the Hall of Fame coverage and to see a picture of my brother Dave, and my cousin Bill, receiving my father's honor.

Thank you Dick.

Linda Schillerstrom



Greetings Dick,

I received the October-December 2023 edition of *News and Notes* this afternoon and just finished reading it from cover to cover. It is by any measure, the best copy

If you wish to send a letter to the editor, you may do so by email at dickcole1853@verizon.net or by snail mail at:
Dick Cole
10600 Krenmore Lane
Chester, VA 23832-9202

Meet the Candidates for the AFPAA Board



Brett Ashworth

Life Member and current AFPAA chairman, Brett was an Air Force Public Affairs Officer at the wing, DRU, MAJCOM, joint and Air Staff levels for 21 years. He was public affairs officer at Whiteman Air Force Base, and Director of Public Affairs at the U.S. Air Force Academy, and commanded the 344th Recruiting Squadron. He retired in 2014 from the Pentagon where he was Director of Air Force Media Operations. He then was Vice President of Communications and Marketing at The Citadel followed by Vice Chancellor of Communications and Marketing for the Texas Tech University System. Brett joined Lockheed Martin in 2019, working in F-35 communications. He and his wife, Katy, reside in Flower Mound, Texas. They have 21-year-old triplets, two at Baylor University and one at Texas Tech University.



John Dorrian

John is a Life Member of AFPAA. After graduating from The Citadel in 1990, he entered the Air Force and spent 25 years as a Public Affairs Officer at wing, numbered air force, major command, Headquarters Air Force and combatant command levels. He also commanded the 305th Mission Support Squadron at McGuire AFB, N.J. His many deployments included duty as chief of press desk operations for the International Security Assistance Force, Kabul, Afghanistan, and as principal military spokesman for Operation Inherent Resolve in Iraq. He retired in 2017 and became Vice President for Communications and Marketing at The Citadel. In 2021 he became senior manager, Communications at Lockheed Martin.



Linda Chick Haseloff

Linda is an AFPAA Life Member. She served 28 years in the Air Force and Air Force Reserves as an executive officer and PA officer. She served in all major commands including ACC, SAC, AETC, US Forces Korea, CENTCOM and USAFE, and was temporarily assigned to the Pentagon PA office during the Iraq "Shock and Awe" campaign. During her tour with CENTCOM, she was deployed to the AOR as the PA officer, leading several multi-service member teams as well as participating as lead PAO on several international exercises. In 2004, she was assigned as IMA to the Director of PA, HQ Air University, where she retired from the AF Reserves as a Lt Colonel in 2012. Since retiring, she volunteers in the local community and assists the VA Service Center. She is currently working to archive AFPAA material from the association's inception. She and her husband, a retired AF pilot, live in Seguin, Texas



Cheryl Law

AFPAA Life Member Cheryl Law retired from the Air Force as a Colonel in 2018. She has 25 years of experience in the Army, Army Reserve, and Air Force, with expertise in crisis management, media relations/media training, and communication programs. She trained and advised key leaders from the Department of Defense, Secretary of the Air Force, White House, and Department of State. She deployed to U.S. Central Command and to Kyrgyzstan, and escorted media representatives to Iraq. Her assignments included Chief of Operations for the Air Force Memorial, Joint Base Andrews, and Deputy Director of PA, HQ ACC, Langley AFB. Other assignments included Director of PA at Los Angeles AFB and Dover AFB; Media Operations Officer, SAF/PA; and assignments at HQ USAFE and US EUCOM in Germany. She lives in Santa Rosa Beach, Fla.

Chuck Merlo



An AFPAA Life Member, Chuck was an enlisted teletype repairman until he was selected for officer training. As a first lieutenant he was the Public Affairs advisor to the Under Secretary of the Air Force. Later, the Chief of Staff handpicked him to revamp operations in his International Affairs Division and selected him to serve as an assistant secretary for JCS and NSC matters. He directed a 40-person team that demonstrated US Special Operations Command's capabilities to legislative, business, and military leaders. He was director of Public Affairs for Air Mobility Command when he retired in 2002. After his retirement, Chuck was a consultant to ITT Systems Division, the multinational engineering firm AECOM, and Aegis Defense Services, a British security company with offices throughout the Middle East. He and his wife own a ranch in San Saba, Texas.

Eric Schnaible



A Life Member and current AFPAA VP, Eric (aka 'Flak') served 27 years in AF PA. He earned an AFROTC commission in 1985 with a BS in Mass Comms from Norwich University, the Military College of Vermont. His PA assignments included PA chief at two USAFE Ground-Launched Cruise Missile wings, standing up 14th AF and the Defense Media Agency; Thunderbirds #12; EWI with Hill and Knowlton; and USAFE deputy. He deployed to MNF-I Baghdad and was the PA director for the Space and Missile Systems Center, U.S. Forces Japan, Air Combat Command, and AF CENTCOM. Since retiring in 2012, his civilian jobs have included the Defense Threat Reduction Agency, Defense Security Cooperation Agency, Armed Forces Medical Examiner System, Lockheed Martin F-35 International Communications Manager, LM-Sikorsky, and speechwriter for the ACC commander. He is now the VA's National Cemetery Administration PAO and Chief of Outreach.

Carla Sylvester



Carla served nearly 21 years as an Air Force Public Affairs officer. In addition to wing and MAJCOM positions, her assignments included special assistant to the chief of staff of the 1992-93 Armed Forces Inaugural Committee; operations officer for the European Broadcast Squadron; Education With Industry fellow at Hill and Knowlton; and chief of marketing at AF Recruiting Service. At SAF/PA, from 1998-2001, she helped establish the Air Force's new symbol and identity. She deployed to Incirlik AB, Turkey in 1997 and Bagram AB, Afghanistan in 2002. Carla was named AF Outstanding Field Grade PAO of the Year in 1996. After retiring in 2004, she worked for Martha Stewart Crafts and the Central Park Conservancy in New York City. A Lifetime Member of AFPAA, she lives in New Jersey and is married to retired Air Force PAO Jim McGuire.



The News and Notes is your publication!

We encourage your submissions! Tell us your professional news, share a professional book review, express your thoughts and comments. Got an interesting career story? Share! Have interesting photos from your PA days? Share! Send submissions to Dick Cole, editor, at dickcole1853@verizon.net!

Herritage selected for first star

Congratulations to Principal Deputy Director, Air Force Public Affairs, Secretary of the Air Force Office of Public Affairs Col. Allen Herritage. The Senate announced his confirmation for promotion to brigadier general on May 2.

In his present assignment, he is responsible for supporting the Director of Public Affairs in creating and executing strategies to build informed public support for the Air Force and air and space power. He provides guidance and policy oversight for internal information, community and media relations, and security review programs during peacetime and war, as well as resources and readiness oversight for nearly 4,500 active duty, Guard and Reserve Airmen and civilians. Herritage also develops and integrates Air Staff-level strategic communication plans supporting major policy and programming initiatives.

Herritage entered the Air Force through the Reserve Officer Training Corps program at The Citadel, The Military College of South Carolina, in 1997 after receiving a de-

gree in English. He has served as a mission support group commander, a Combat Camera squadron commander, and in various positions as a public affairs officer at the wing, center, numbered Air Force, major command and headquarters levels, as well as joint tours. He has deployed to Haiti in support of humanitarian exercises, Kyrgyzstan in support of Operation Enduring Freedom, and to Iraq twice in support of Operation Iraqi Freedom. His last assignment was Public Affairs Advisor to the Chief of Space Operations, Secretary of the Air Force Office of Public Affairs, the Pentagon, Washington, D.C.

His awards and decorations include the Legion of Merit, Bronze Star Medal, Defense Meritorious Service Medal. Meritorious Service Medal with two oak leaf clusters, Air Force Commendation Medal with two oak leaf clusters, Joint Service Achievement Medal, Air Force Achievement Medal, Global War on Terrorism Expeditionary Medal, Global War on Terrorism Service Medal and the Iraq Campaign



Col. Allen Herritage

Medal.

“Colonel Herritage, our entire team joins me in congratulating you on this well-deserved recognition of your tremendous leadership, exceptional performance, and consummate professionalism,” said Jerry Renne, SAF/PA Director. “It is also a strong message reflecting our senior leaders’ confidence in your ability to take on our Department’s toughest challenges. Without a doubt, our entire team is proud of you and salutes your achievement as we express gratitude for all you do for our Air Force and Space Force and our career field every day!” Renne concluded.



2024 Election - AFPAA Board of Directors

Mail-in Ballot

This year's election will fill seven seats on the Board of Directors. To vote, place an X in the box next to the declared or write-in candidates of your choice. You can vote for a total of, but not more than, seven names. Please note that any ballot submitted with more than seven names can not be counted.

To complete the voting process, please provide the contact information requested at the bottom of the ballot. You will not be able to submit the ballot unless your contact information entries (marked with a red asterisk) are filled in, as the Election Committee needs this information to verify that it is your ballot. For verification purposes, a member of the Election Committee may get in touch with you.



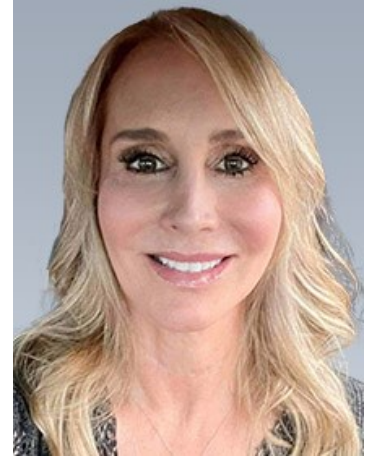
Brett Ashworth



John Dorrian



Linda Chick Haseloff



Cheryl Law



Chuck Merlo



Eric Schnaible



Carla Sylvester



Write-In #1



Write-In #2



First and Last Name*

Write-In #3

Email Address*

Phone*



BOARD OF DIRECTORS BALLOT

Postage
Stamp
Required

**Kathy McCollom
AFPAA Elections Chair
5009 Donovan Drive
Alexandria VA 22304-8620**

Join Us on the Riverwalk in October!

By Perry Nouis

Annual Meeting Coordinator

Planning continues for the Association's annual membership meeting scheduled for San Antonio, Texas. The dates and location for the meeting are October 3-5, 2024, at Wyndham's LaQuinta Inn and Suites - San Antonio Riverwalk.

Current plans call for the meeting to begin with the always popular open bar icebreaker/mixer the evening of Thursday, Oct. 3. A visit to Joint Base San Antonio-Lackland is being planned for Friday, Oct. 4. Saturday will feature morning "re-bluing" sessions, the SAF/PA Director's Luncheon, an afternoon membership business meeting, and the traditional Awards Banquet and Hall of Fame Induction Ceremony in the evening.

There is a change in how registrations will be received this year. Unlike recent years, there will not be online registrations. As the Association continues to transition to an upgraded membership management system, the ability to accept online registrations remains a "work in progress." Registrations are only being received via mail. We are asking members to complete the registration form, included in this newsletter, and mail it along with payment, to Chief Financial Officer Phil Rattliff. To avoid a \$25 late fee, the deadline for registrations is September 10, 2024.

A block of rooms has been re-



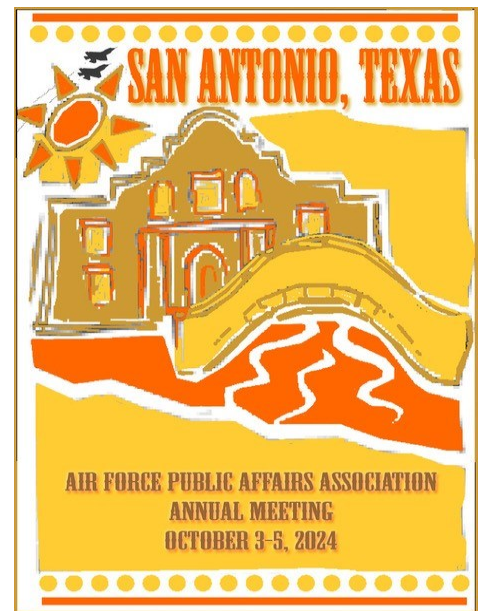
The Riverwalk is spectacular!



We promise you won't stand any inspections during your "rebluing" session!

served at the hotel. Rooms are available at \$143 per night, single or double.

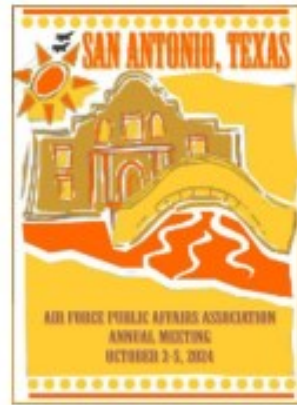
A couple of optional events will be offered, including a golf outing the morning of Thursday, Oct. 3rd, and a Riverwalk Cruise Friday evening. More information will be provided about both events



once plans are confirmed. As with all planning in an uncertain world, plans are tentative and subject to change.

Please check AFPAA's website frequently for the latest updates regarding our itinerary and a list of those planning to attend. Be sure to make your reservations as soon as possible! We hope to see you in San Antonio.

AFPAA ANNUAL MEETING REGISTRATION FORM



Name: _____

Address: _____

Email: _____

Phone: _____ (Do you accept texts? Yes ___ No ___)

Guest(s) (Please indicate how you want names reflected on name tags)

How many in your party will go on the bus tour to JBSA Lackland? _____

Do you, or a guest, want to play golf on Thursday morning, Oct. 3 (there is extra cost TBD):
Yes ___ No ___

Full Registration - Includes all events, except golf on Thursday.

Member Attending _____ x \$250 = \$ _____
Guests Attending _____ x \$250 = \$ _____
Non-Member _____ x \$300 = \$ _____

Individual Event Registration

Icebreaker Reception – Hotel, Thursday, October 3, 5-7 p.m.

Member Attending _____ x \$40 = \$ _____
Guests Attending _____ x \$40 = \$ _____
Non-Member _____ x \$45 = \$ _____

Breakfast – Hotel, Friday, October 4, 6-7:30 a.m.

Member Attending _____ x \$40 = \$ _____
Guests Attending _____ x \$40 = \$ _____
Non-Member _____ x \$45 = \$ _____

President's Luncheon – JBSA Lackland, Friday, October 4
(Includes bus transportation from Hotel to JBSA Lackland for Friday's tours)

Member Attending _____ x \$70 = \$ _____
Guests Attending _____ x \$70 = \$ _____
Non-Member _____ x \$75 = \$ _____

President's Luncheon Only – JBSA Lackland, Friday, October 4

Member Attending _____ x \$50 = \$ _____
Guests Attending _____ x \$50 = \$ _____
Non-Member _____ x \$55 = \$ _____

Breakfast – Hotel, Saturday, October 5, 6-7:30 a.m.

Member Attending _____ x \$40 = \$ _____
Guests Attending _____ x \$40 = \$ _____
Non-Member _____ x \$45 = \$ _____

SAF/PA Director's Luncheon, Hotel, Noon Saturday, October 5

Member Attending _____ x \$60 = \$ _____
Guests Attending _____ x \$60 = \$ _____
Non-Member _____ x \$65 = \$ _____

AFPAAA Annual Awards Reception & Banquet, Hotel Saturday, October 5. Please indicate your meal choice(s):

*Beef _____ *Fish _____ *Chicken _____ *Vegetarian _____
(*Use M for Member Choice/G for Guest & Non-Member Choices)

Member Attending _____ x \$105 = \$ _____
Guests Attending _____ x \$105 = \$ _____
Non-Member _____ x \$110 = \$ _____

Please make checks or money orders payable to: **AFPAA**

Centurion Donation - \$100 \$ _____

Total Remitted \$ _____

Mail form and check/money order to:

Phil Ratliff, Treasurer
868 Trevino Terrace
Lady Lake, FL 32159

Meeting Registrations are due NLT Midnight September 10, 2024. Registrations received after this date will be charged a \$25 Per Person Late Fee.

Hotel Reservations: AFPAA has a block of rooms at the LaQuinta Inn & Suites by Wyndham San Antonio Riverwalk Hotel at the rate of \$143.00+tax per night (single or double). The rate is valid October 3-5, 2024, while rooms are available. Make reservations at: <https://www.afpaa.org/san-antonio-2024.html>, or call the hotel at 800-753-3757. The reservation code is "Air Force Public Affairs Association (CG0106)." Deadline for hotel reservations is Sept. 12, 2024. A very limited number of rooms will be available at this rate up to three days prior and three days post the established meeting dates: Check-in October 3, 2024/Check-out October 6, 2024. The cost of golf will be provided separately to those wanting to play.

LORD GUARD AND GUIDE



PETER R. HEFLER

Peter R. Hefler, a transportation aficionado and the Vineyard Transit Authority's biggest enthusiast, died March 24 after a long battle with Alzheimer's disease. He was 83.

Peter was born in Boston on May 22, 1940, and grew up in Milton, Mass. The youngest of six, his siblings often reminded him that he got away with everything, including washing his bicycle in the middle of the kitchen.

He attended UMass Amherst under the U.S. Air Force ROTC program and entered the Air Force as a Public Affairs officer in 1963 after earning a B.A. degree in rhetoric. Peter was first stationed at Travis AFB, Calif., where he served as a general's aide. At his next post, Mactan Air Base in the Republic of the Philippines, his duties included escorting journalists covering the Vietnam War into active combat zones.

Pete returned Stateside and was assigned to the Air Force's public affairs office on Fifth Avenue in New York City. A train lover since childhood, he started out in an apartment in New York City and then moved to Newtown, Ct., where he happily commuted by rail. As he liked to tell it, it led to him being "railroaded into an MBA degree."

While traveling into NYC from Newtown, Peter completed graduate courses in business administration and earned his degree in a unique program, "Edu-Tran," offered by Adelphi University aboard custom commuter train classroom cars. He was the first graduate of the program from the New Haven line.

Later, while assigned to the Pentagon in Washington, D.C., Peter served as the Deputy Director of the Community Relations Division in the Office of the Secretary of Defense. His college degree and gift of gab served him well there. In addition to revamping and running the Tours and Briefings Program under Secretary of Defense Caspar Weinberger, Peter conducted over 1,000 briefings himself, specifically tailored to visiting groups and organizations from all over the world. At the time the largest office building in the world, he learned to walk miles backwards while escorting visitors to ensure no one was lost or wandered into restricted areas.

Peter fell in love with Martha's Vineyard on his first visit in 1959 with his lifelong friends, Dr. Robert Franklin and his wife Grace. Later, as a second lieutenant in the Air Force,

he bought a parcel of land off Lagoon Road from real estate agent Henry Cronig with \$5 and a handshake to seal the deal, and a payment of \$100 a month for three years. He built a home in Tisbury in 1971, with a goal to retire there.

Peter met his future wife, Janet Rumel, in 1978 when he headed the Air Force Magazine and Book Branch, stationed at the Pentagon, and she was the associate editor of *National Defense* magazine. Their dates included many train trips, and he converted her into enough of a railfan that at their wedding in 1979, they had an Amtrak locomotive atop their wedding cake. Kneeling at the altar to receive blessings revealed the soles of Peter's shoes read "Am" and "Trak." They took an Amtrak train trip for their honeymoon.

Janet moved to his home in Harpers Ferry and joined him in commuting 90 minutes each way by train into Washington, D.C. In 1982, on a day trip to NYC, their son Brien was born seven weeks early in their friend Brien McMahon's apartment on Roosevelt Island.

After retiring from his 20-year Air Force career in 1985, Peter began a second 20-year career in public transportation management. He and his family moved to their Martha's Vineyard home that summer where he managed the Edgartown-Katama Stage Lines, a seasonal shuttle trolley service to and from Edgartown and South Beach. Peter also got a commercial driver's license and was one of the drivers, as well. That proved valuable when all of his staff left at the end of the summer

(cont'd on p. 12)

"Lord Guard and Guide" (cont'd from p. 11)

before Labor Day, and he was the lone driver to provide service for the holiday weekend.

When the shuttle service ended, he took a job as a tour bus driver for the fall season. He always said the best gratuity he ever got was a steamed lobster, courtesy of a passenger who ordered a clambake dinner and didn't like them.

Pursuing a transportation career required leaving the Vineyard once again. From 1986 to May 2005, Peter worked as the general manager of several transit operations, including a school bus management company, a regional transit management company overseeing the Pioneer Valley Transit Authority in Springfield, MA, and airport ground transportation operations at BWI Airport and Portland Maine International Jetport. Gifted a toy bus early in his career, his collection grew to include over 600 miniature modes of public transportation, which he proudly displayed in his offices over the years, much to the delight of his son and visiting students on field trips.

Peter spent the last six years of his second career as general manager of the Greater Portland Metro. He retired in 2005 and finally realized his dream of living full-time on Martha's Vineyard. His first order of retirement was to build the model train layout of his dreams and turning a portion of the basement into a transportation museum, featuring his bus collection, airplanes and memorabilia acquired over a lifetime spent on the road, rails, seas and in the skies.

For several summers, Peter worked as a ticket seller for the Martha's Vineyard Transit Authority (VTA), donning his VTA polo shirt as the gregarious "Purple People Greeter," where he charmed tourists waiting for buses with song and jingles. He also regularly attended the VTA

board meetings, as an unofficial advisor, where his experience and knowledge of the transit industry were much appreciated.

Peter loved all things transportation, including motorhomes, cruise ships, airplanes, buses and cars. Of Peter's many hobbies, train travel topped the list. He rode trains all over the country, across Canada, in Italy and Switzerland, and through Mexico's Copper Canyon. Peter owned many antique cars over the years, many of them 1950's-era Packards, but his favorite by far was his 1983 Chrysler LeBaron Mark Cross Edition convertible.

Pete participated in many professional, civic and charitable organizations, including the Lions Club, Rotary Club, Air Force Association, and Air Force Public Affairs Association. He served as President of the New England Passenger Transit Association (NEPTA) in 1993. In 2006 he was inducted into NEPTA's Hall of Fame, which recognizes members who have made an outstanding contribution to the transit industry. On Martha's Vineyard, Peter was a member of Vineyard Haven's American Legion Post 257 and served six years on Tisbury's Finance and Advisory Committee.

He is survived by his wife Janet, son Brien and Brien's partner Rachel Silver, and his sister Ann Williams of Southern Pines, N.C.

A Celebration of Life service is planned for Saturday, June 1 at 2 p.m. in Chapman Funerals and Cremations in Oak Bluffs and burial of ashes to follow in Oak Grove Cemetery in Vineyard Haven with military honors. In lieu of flowers, a donation in his memory made to the Martha's Vineyard Center for Living, P.O. Box 1729, Vineyard Haven, MA 02568, would be much appreciated.

Pete was my oldest Air Force friend.

We met at Travis AFB in the mid- 1980's where he was an aide and I was a PIO visiting from Scott AFB, Ill. For the next four plus decades we enjoyed many adventures together, some we can admit to.

We've travelled together on cars, trains, busses and cruise ships. We even drove a locomotive.

My favorite memory was on St Patrick Day in NYC, when we. Pete and I, liberated a well-loved wooden Indian statue from the confines of the USAF PA Office and marched it to a hideout at the New York Athletic Club. We were politely admonished by New York's finest to march on the sidewalk and not the middle of Fifth Avenue. Some adult beverages may have been involved. I don't recall. What I'll miss most is his fun-loving nature and encyclopedic know-ledge of all things transportation. I'll miss his rendition of the AMTRAK jingle and an occasional rooster crow too. RIP good and old buddy. All Aboard!!!

— John Gura

That obit is a great tribute to a great guy. Dawn and I always enjoyed his ramblings about buses and trains. It's been a tough year for the association.

— Sam Giammo

He will be waiting us all so he can crow us into heaven!

— Rick Fuller

We are saddened by Pete's passing. And those of us who were fortunate to have served with him will miss his good humor and passion for life. Heartfelt prayers, for Janet and family,

— Larry and Karen McCracken

Great joy has passed from our lives, but joy remains with every memory of his wonderful tales of trains and buses shared with us through the years. I'm crying

too. Prayers for Janet and Brien.

— Dave Smith

What made Pete special was his love of life - his smile was infectious and his stories were epic. We were all very fortunate to have him as a friend.

— Art Forster

I was a young captain in the Pentagon in the early 80s when I met him and always enjoyed working with him. The memory of Pete that always stuck with me was he truly knew what was important to him, what would make him happy in life and retirement and he pursued it. It wasn't about job titles or big paychecks. It was working with people and sharing his interests and passions with others. Men like Pete don't come along very often and the world is a sadder place without him.

— Chuck Merlo

He will be missed. Prayers for Janet and Brien.

— Joe Purka



International Association of Business Communicators

To earn the trust and confidence of the American people, the Air Force needs talented public affairs professionals who have the knowledge and expertise required in today's information environment. Programs offered by the [Public Relations Society of America \(PRSA\)](#) or the [International Association of Business Communicators \(IABC\)](#) can help Air Force PAs develop the advanced public relations skills that will enable them to provide expert communications counsel to commanders at all levels.

That's why AFPAA strongly supports membership in PRSA or IABC and urges PAs to earn the credentials these organizations offer. As part of its commitment to support the active force, AFPAA has established a stipend program to help PAs offset the costs involved in applying for accreditation by PRSA or certification by IABC.

Up to four stipends of \$250 each per fiscal year are available to Air Force personnel who successfully complete one of the PRSA or IABC credentialing programs. For more information, go to <https://afpaaa.org/prsa.html>. If you have any questions, contact us at scholarship@afpaaa.org.

Input for next issue due July 1!

SAVE THE DATE

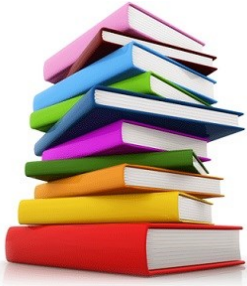
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1964 **YEARS** 2024

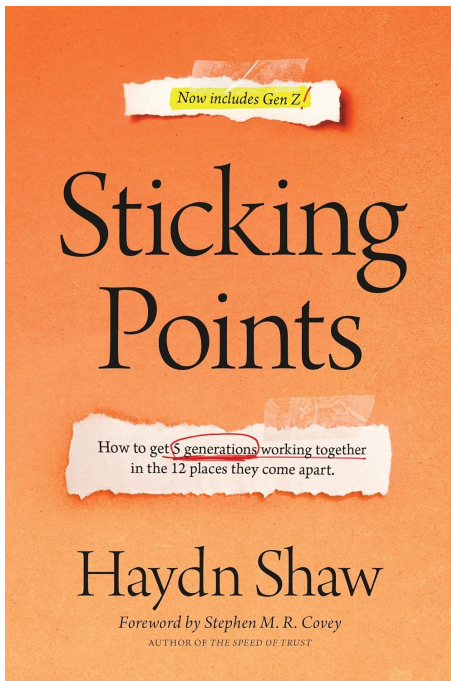
DINFOS ANNIVERSARY

DEFENSE INFORMATION SCHOOL
ALUMNI AND HALL OF FAME EVENT
AUGUST 6 - 8, 2024
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BOOKS WORTH READING



Sticking Points: How to Get 5 Generations Working Together in the 12 Places They Come Apart

As a member of Generation X, I can get pretty grumpy with my colleagues who are part of other generations.

For example, I often get frustrated with the Baby Boomers who just want to stay the course (i.e., continue to do things the “way they have always been done”) I have been known to produce a sarcastic eye roll when I get the dear-in-the-headlights look from Millennial coworkers when I try to have a face-

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to-face conversation with them rather than just messaging them on MS Teams or some other communication app. And, I have had awkward (to me) interactions with Generation Z colleagues who seem to be all touchy-feely and openly express personal feelings in public.

All my previous thoughts, feelings, and actions were a thing of the past once I read this book – it was an eye opener, a peek behind each generational curtain and into the hearts, minds, and souls of my colleagues, friends, and family. In my workplace and personal life, this book was a game changer in how I interact with other generations.

Why do different generations act differently and how does this affect me as a PA professional? I got the answers I was looking for on how to engage with the different generations (as well as learned a lot about my own communication style as a member of GenX) through this book. Why do most Gen Z'ers want to see and engage with everything through mobile/digital? Start reading at page 123. Why do Millennials think they can fix the world and are the more optimistic of all the generations? Start reading at page 103. Why do Boomers think they are “magical”? Start reading at page 69. Why are Traditionals (born before 1945) mentioned in the book at all? Start reading at page 59 (hint: because there are more Traditionalists in

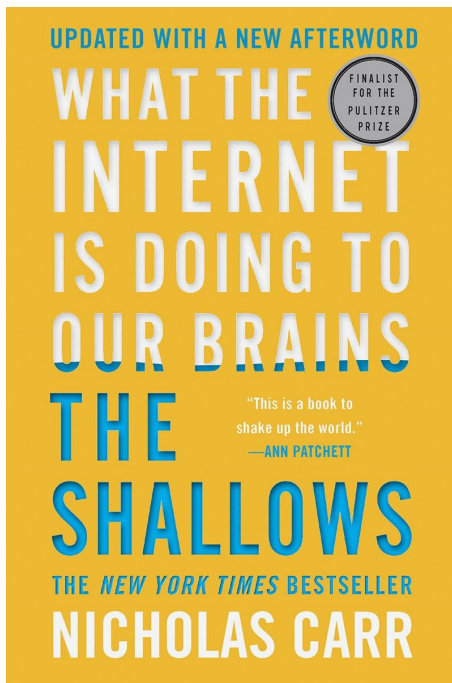
the workforce than many people know, they are just a “quieter generation” – FYI: Our current U.S. Commander-in-Chief is a Traditional).

Finally, why am I (and my GenX peers) so cynical and why do I have serious trust issues? Start reading at page 85.

From decision-making and thoughts on meetings to communication styles and views on respect, this book covers everything you would want to know about the five generations. I learned how to understand, appreciate, and communicate with all the generations using Shaw's excellent advice. He explains (on page 40) the five steps for leading through generational differences – acknowledge, appreciate, flex, leverage, and resolve.

So, how does this book help the PA professional? Understanding other people is part of the PA job. We all have different backgrounds and cultures that influenced our lives, our way of thinking, our decision-making skills, etc. If you don't know how your various audiences feel, think, behave, and act, how will you effectively communicate with them? This book is a must-have (for now, until the next generation begins work in the PA office) for every workplace and home.

— Sabra Brown, APR+M



The Shallows: What the Internet Is Doing To Our Brains

I am guilty. Guilty of spending too much time on social media, watching too many YouTube videos, and Googling myriad topics daily. My brain is overstimulated and oversaturated from the constant screentime I subject myself to in order to do my Public Affairs job more efficiently and entertain myself every second of the day. Am I really improving myself professionally and personally with all this information at the touch of a screen?

In his book, *The Shallows*, Nicholas Carr asks, “Is Google making us stupid?” and other questions that explore how the internet has changed how we work and play in the 21st century digital world (and whether it is good for our brains in

the long run). This book shows us historical insights of thinkers like Plato and Marshall McLuhan as well as discusses the difference between printed book knowledge and Internet knowledge (i.e., books serve to focus our attention and promote deep and creative thought while the Internet encourages rapid and distracted sampling of small bits of information from several sources).

Carr reminds us that books usually give the whole picture of a topic putting critical thinking and concentration skills to the test while the internet gives snippets of details teaching people to only skim and scan. He says we need both, but in our current fast-paced environment more people are opting only for the later and seemingly ignoring the former (or just don’t seem to have time for it).

The Shallows is a historic journey of the brain in that, before the use of paper and ink, humans had to use certain parts of the brain to remember, search, and put to use information. After paper and ink (and the printed word) were made widely available, people didn’t have to memorize information as much which caused that part of the brain to take a little nap. Then, with the invention of the Internet, the short brain nap turned into a Rip Van Winkle, decades-long deep sleep from which many people’s brains will not awake.

What advice does this book offer PA professionals? It serves as a reminder that to be good communicators we need to use our brains as fully as possible – that includes

the part that compartmentalizes and remembers information – and not rely so much on “external brains” (i.e., computers/internet) to remember everything for us.

Carr isn’t against the digital world but encourages us to use both external brains and our own human brains to be the best we can be. That means we need to be good book readers to exercise the critical thinking and recollection parts of the brain.

Fair warning, I am not the most science-y person in the group so some of the neurology-speak in this book (mainly in Chapter 9) about neurons, synapses, cell biology, and proteins went over my head.

If, like me, math and science are not your cup of tea, I encourage you to phone a science-minded friend to explain it to you. I had to read some sections a few times and ask my son – a bio-chemistry graduate – about most of Chapter 9. No, I did not use Google!

BLUF: The author reminds us that reading a book helps our brains and memory. If our senior leaders (Secretary of the Air Force - <https://www.af.mil/About-Us/SECAF-Reading-List/> , and the Chief Master Sgt of the AF - <https://www.af.mil/About-Us/CMSAF-Leadership-Library/>) value reading so much as to post annual reading lists, perhaps we should all take book reading a little more seriously for our brain’s sake -- maybe we start by reading *The Shallows*?

— Sabra Brown, APR+M

Read a good book lately that your colleagues should read?

Feel free to submit a review for publication in News and Notes! Send your submissions to editor Dick Cole at dickcole1853@verizon.net. Ideally, reviews should be 500 to 700 words.



Class of 2024

Hall of Fame

Four to be Inducted in the Air Force Public Affairs Hall of Fame

Air Force Public Affairs Association Board Chairman Brett Ashworth and Air Force Public Affairs Director Jerry Renne have announced that four new members will be inducted into the Air Force Public Affairs Hall of Fame Class of 2024: Col. Art Forster; Brig. Gen. Jim Hart; Maj. Glenn Miller and Brig. Gen. Ron Rand.

Members of the Hall of Fame, whether enlisted, officer, or civilian, were groundbreaking leaders in one or more of the specialties encompassed by the Air Force Public Affairs career field: Band, Broadcasting, Visual Information/Combat Camera, and Information/Public Affairs.

This year's HOF class will be honored at the AFPAA's annual meeting in San Antonio on Oct 5. Each inductee, or their family representative, will receive a unique trophy commemorating the individual's contributions to Air Force Public Affairs. A permanent Hall of Fame wall display is being planned for the Defense Information School at Fort Meade, Md. Selections were made by a committee representing all of the Air Force Public Affairs specialties. Eleven nominations were received this year. Those not selected will be reconsidered for another two years. Nominations for next year's HOF class may be submitted via the Association's website, www.afpaaa.org/halloffame.html, by Dec 1, 2024.



COL. ARTHUR C. FORSTER, JR.

Art served more than 48 years as an Air Force, industry and civil service public affairs professional. He retired in 2015 as Director of Public and Congressional Affairs for the U.S. Army Contracting Command at Redstone Arsenal in Huntsville, Ala.

The son of a career Air Force NCO, Art is a 1967 Air Force ROTC distinguished military graduate of Florida State University. He later earned a master's degree from the University of Denver under the auspices of the Air Force Institute of Technology.

Prior to joining ACC in 2010, Art was the Chief Communications Officer for the Federal Election Commission in Washington D.C.

From 2003 to 2007, he served as Director of Congressional and Public Affairs for the Defense Contract Management Agency in Alexandria, Va. He came to DCMA from Hill

and Knowlton, an international public relations firm in New York City, where he was a senior vice president in their Corporate and Financial Group.

Before joining H & K in 1996, Art held numerous positions of increasing responsibility as an Air Force public affairs officer. He retired in 1996 as Director of the Air Force Eastern Region Public Affairs Office in Manhattan.

During the Gulf War in 1991, Art served as Air Force spokesman and media relations chief in the Pentagon. He graduated from the Air War College at Maxwell AFB, Ala., in 1988 as president of his class. In 1986, as Director of Public Affairs for the North American Aerospace Defense Command, Air Force Space Command and the U.S. Space Command in Colorado Springs, he was spokesman for Defense Department recovery efforts following the loss of the space shuttle, *Challenger*. Early in his career, Art served two tours of duty in the Republic of Vietnam.

Art has been a consistent, steadfast champion for and inspiration to the Air Force Public Affairs Association. A lifetime member, he held a variety of positions including Chairman, President and chairman of several committees.

He was instrumental in establishing the Air Force Public Affairs Hall of Fame, led the effort to rename the Air Force Public Affairs conference room in the Pentagon after Brig. Gen. Jerry Dalton, and helped establish AFPAA's Dalton Scholarship program. He also prompted the naming of the annual Air Force Public Affairs Best of the

News and Notes

Best Award in honor of Brig. Gen. James W. Hart, Jr., a lifetime founding member of AFPAA. Art received the association's Mike McRaney Distinguished Service Award in 2023.



BRIG. GEN. JAMES W. HART, JR.

Jim had a distinguished 37-year Air Force active duty and reserve career followed by similar success as a senior corporate communications executive. He was called to active duty to support the needs of senior Air Force leadership during Operations Desert Shield and Desert Storm and served as mobilization assistant to six Air Force Directors of Public Affairs.

Jim entered the Air Force as an Aviation Cadet in 1958. Three years later he became a reserve public affairs specialist with the 32d North American Air Defense Command/Continental Air Defense Region, Gunter AFB, Ala.

He received a direct commission in the Air Force Reserve through the Outstanding Airman Commissioning Program and became the Chief of Public Affairs, 187th Tactical Fighter Group, Alabama Air National Guard. He later served as Director of Public Affairs for the Alabama Air National Guard and became the mobilization augmentee to the Director of Public

Affairs, Lowry Technical Training Center, Lowry AFB, Colo.

While at Lowry, he was named outstanding reservist for the Air Training Command. His next Reserve assignment was in the Pentagon as Deputy Chief of Community Relations and then Assistant Director of Public Affairs in the Secretary of the Air Force Office of Public Affairs.

In the mid-1950s he became anchor and news director for WSFA-TV, NBC's Montgomery, Ala., affiliate, and then became executive director of the American Petroleum Institute in Alabama for 13 years.

Jim was senior director of public affairs for Gulf Oil Corporation until 1985 when the company was acquired by Chevron. He then joined Hill & Knowlton Public Relations as senior vice president and general manager of their Denver office.

In 1988, he was named vice president, corporate communications, of PanEnergy Corporation in Houston. He won four Public Relations Society of America Silver Anvil Awards and two International Association of Business Communicators Gold Quill Awards.

When Duke Power merged with PanEnergy to become Duke Energy he became the new company's vice president of public affairs, a post he held until retiring in 1998.

A lifetime founding member of AFPAA, Jim received the Mike McRaney Distinguished Service Award in 2017 for more than 24 years' service to the association. He helped establish the endowment fund and served as treasurer until 2016.

In tribute to Jim's many contributions to AFPAA, the annual Air Force Public Affairs "Best of the Best Award" was renamed in his honor.



MAJ. ALTON GLENN MILLER

Bandleader and musician Glenn Miller is considered the father of modern military bands. One of the most popular bandleaders in the late 1930s and early 1940s, he inspired the World War II generation with such songs as *Moonlight Serenade*, *In the Mood*, *Tuxedo Junction*, *Chattanooga Choo Choo* and *A String of Pearls*.

At the peak of his career, Miller decided he could better serve those in uniform by putting one on himself. Too old to be drafted, the 38-year-old Miller volunteered for the Navy, only to be told that they could not use his services. He ultimately joined the U.S. Army Air Forces as a captain. His mission included forming bands, modernizing military music and building troop morale.

In 1944, Gen. Dwight Eisenhower requested Capt. Miller, his Army Air Forces Band and his radio production unit be transferred to the United Kingdom to serve as the American Band of the Allied Expeditionary Forces (ABAEF). Miller flew to England while his 60 plus member organization took the RMS *Queen Elizabeth*, finally arriving in London in late June 1944.

The newly designated American Band of the AEF started on a grueling

(cont'd on the next page)

HOF (Cont'd from p. 17)

schedule. The 50-member band traveled to London weekly to record broadcasts for the Armed Forces Network and BBC. Smaller dance and jazz bands within the larger orchestra recorded additional programs for broadcast throughout England. These programs brought the band to the attention of the British public, who quickly became avid listeners and huge fans.

The band toured England, performing at Army Air Forces bases around the country where they were met with wild cheering and great enthusiasm. Lieutenant Gen. Jimmy Doolittle, Eighth Air Force commander, said of the band, "Next to a letter from home, Capt. Miller, your organization is the greatest morale booster in the ETO."

With the band's continuing success, Miller was promoted to major, receiving official word of the promotion in August 1944.

Enroute to Paris to plan a Christmas concert, Miller went missing in action on December 15, 1944, on a flight over the English Channel. His body was never recovered.

In Feb. 1945, he was posthumously awarded the Bronze Star Medal.



Glenn Miller's memorial headstone at Arlington National Military Cemetery. (Photo courtesy ANMC)



Glenn Miller performs with the American Band of the Allied Expeditionary Forces (ABAEF).



**BRIG. GEN.
RONALD T. RAND**

Ron's distinguished Air Force career spanned 32 and one half years and two specialties, culminating in his promotion to brigadier general. He is the longest-serving Air Force Director of Public Affairs (1998-2004).

A 1967 Air Force Academy graduate, Ron was first assigned to the

Aerospace Audio Visual Service (AAVS) at Norton AFB, Calif. There he produced segments for the monthly video news program, *Air Force Now* and helped tell the Air Force story via custom displays and mobile tractor-trailer theaters of the Air Force Orientation Group.

In 1975, he participated in the rescue mission of U.S. merchant mariners who were held hostage in Cambodia on the container ship, *SS Mayaguez*. When his helicopter came under fire, he put down his camera and took up a rifle to help lay down suppressive fire that allowed the Marines to rescue the hostages. For his actions on that mission, he was awarded the Distinguished Flying Cross and shared the USAF Academy's Col. James Jabara Award for Airmanship in 1975.

Ron cross-trained into the Public Affairs career field in 1981 after receiving his master's degree in mass communication from Boston University.

His Public Affairs career included service at all levels of the Air Force, starting as an action officer in the Media Relations Division of the Secretary

of the Air Force Office of Public Affairs, where he became the service's principal spokesman on space. That role included a trip to the White House to help prepare President Ronald Reagan for his news conference announcing his "Star Wars" initiative.

Ron became Air Force Director of Public Affairs in 1998. He oversaw the development of the new Air Force identity, including the stylized logo still in use today, the establishment of Air Force core values (*Integrity First, Service Before Self, Excellence in All We Do*), and a major advertising and branding campaign. He also led the effort to develop core competencies and infuse them in all elements of the career field including Public Affairs, Broadcasting, Bands and Audio-Visual.

After retiring from active duty on January 1, 2004, Ron became Vice President of Communications for Pratt & Whitney and subsequently, Senior Vice President of Communications for Lockheed Martin. His final leadership role was as President and CEO of the Medal of Honor Foundation.



Right: In Sept. 2021, Ron was honored among the numerous general officers from Quincy, Mass., with a bust on the town's new Generals' Bridge.



Brig. Gen. Ron Rand stops for a quick word with President Bush's Secretary of Defense, Donald H. Rumsfeld, in a Pentagon corridor. (DoD Photo)





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FIRST CLASS POSTAGE

AF Public Affairs Association MEMBERSHIP NEWS

Welcome to the newest members of our association!

Members

- Robert Fortenberry

Life Members

- Michael Pierson

Life Members (Payment Plan)

- Patrick Barnes
- Christopher Gillis
- William Barksdale
- Randy Hopp

We presently have a total membership of 494, which breaks down thusly:

- 60 Lifetime Founders
- 232 Life Members
- 30 Best of Best Life Members
- 5 Payment Plan Life Members
- 163 Annual Members
- 2 Adjunct Life Members
- 1 Adjunct Member
- 1 Affiliate Member

Our membership at the end of 2023 was 466.

NOTICE

Association email blasts and other emails sent to .mil, .gov and some civilian corporate addresses are being rejected! Please update your email address to a personal email account!