

More Than 60% Respond To Membership Survey; Overall: We're On Target! Board Following Up

"Now we know what our members think and we can take action," said Association Board Chairman and President Mike McRaney after reading the analysis of the membership survey.

Three hundred thirty-seven surveys – 63% of the membership – were returned. The survey was conducted in December by the Gelb Consulting Group of Houston, Texas.

"Gelb did a fine job. But, it wouldn't have happened without board member, Jim Hart, and his company, PanEnergy

Corp, who sponsored the effort. The Association really is grateful for their support."

"The overall finding of the member survey was flattering to the people who put the Association together, have served on the Board of Directors, and have lent their time and talents to it over the past two years," McRaney observed. "It showed that 82% of our members think the amount of services and activities we have is about right."

Major findings of the survey (a summary accompanies this newsletter) show that almost all members consider the creation of a 'link' with past and present, retired and active colleagues in Public Affairs and Broadcasting (as expressed by responses of 'extremely important' or 'somewhat important') is the most important role of the Air Force Public Affairs Alumni Association. That was closely followed by our history preservation effort (91%) and providing information on USAF and the career fields (89%).

Between 78% and 81% percent said the social opportunities provided by the Association, providing a voice on issues impacting the Air Force, and supporting the Air Force's Public Affairs offices were important roles for the Association. Fifty-nine percent said being a source of business contacts was an important role.

In terms of priorities, the first, second, and third priorities, (89%, 73%, and 73%, based on first or second priority listing) mirrored the roles response. We felt the fourth and fifth most important roles were providing social opportunities and supporting current Public Affairs activities – tied at 70%. Being a voice on issues – 69%; and providing business contacts – 66% – followed.

McRaney noted a number of items from the survey are being evaluated and acted upon by the Board and will be reported at the Annual Membership Meeting in July. They include: future dates for the Annual Meeting – the second or third quarter of the year is preferred by the members – establishment of an assistance program for widows/widowers, sale of Association merchandise to bolster its financial reserves, and the establishment of regional activities.

"We are going to seriously consider establishing some form of regional activities around the country. And, we are going to take a hard look at all the suggestions and desires that were in the survey," said McRaney. "The questions are: what should we do, who is going to do it, how are we going to do it, and how are we going to pay for it?"

"But, we have limited financial resources and only a few people doing the work of the Association. That works fine with what we already have on the plate at now, but if we add or expand services we need more people to get involved. Unfortunately, the survey was long on wants, but short on volunteers to make them happen," McRaney said.

A=F – Public Affairs –
– Alumni Association –

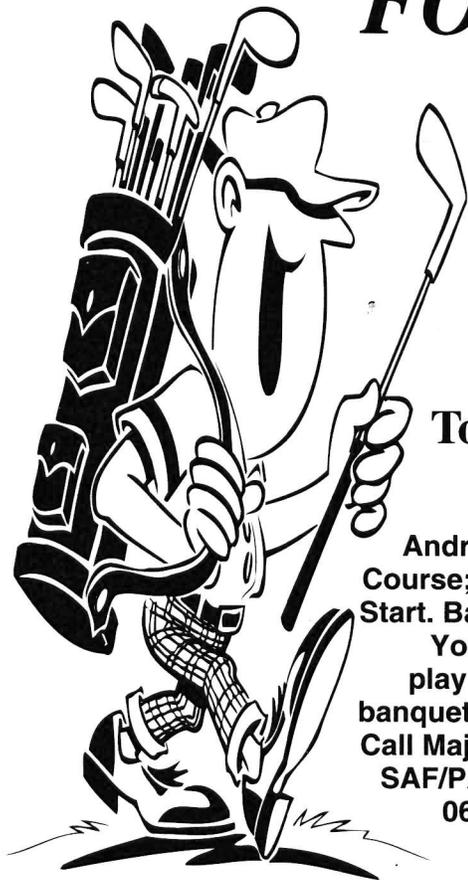
News & Notes
Spring '96

"FORE!"

All
Welcome
To Play
In
SAF/PA
Golf
Tournament
May 31

Andrews AFB East
Course; 2 PM Shotgun
Start. Banquet 6:30 PM
Your choice:

play golf; golf &
banquet; banquet only.
Call Major Clem Gains,
SAF/PAM, (703) 695-
0640 for cost &
reservations.



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Elections: Alexandrakos, Davis, McRaney, Price & Terino Nominated For Board; Others Sought

The process of filling the five expiring seats on the Air Force Public Affairs Alumni Association's Board of Directors is underway.

The two-year terms of five current board members – Pete Alexandrakos, Chuck Davis, Mike McRaney, Alice Price and John Terino – end during the business meeting, July 13, at the Association's

Annual Membership Meeting in Hampton, Virginia, when results of the upcoming annual election will be announced.

All five incumbents have expressed the desire to run for reelection. The nominating committee has accepted them as candidates and will place their names on the ballot.

Additional candidates, including self-nominations, can be proposed by members for placement on the ballot.

Only Full Members - retired/separated military or civilian - in good standing can be nominated to serve on the board.

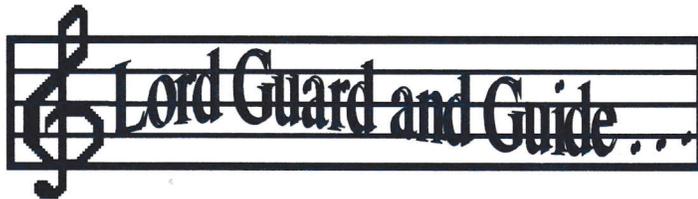
The names of proposed additional nominees must be received by the nominating committee in writing with a postmark of not later than April 1.

The names of proposed candidates should be

submitted with a short biography that includes the person's retirement date, career highlights, current occupation, etc., to:

**Kathleen McCollom
Nominating Chairman
Air Force Public Affairs
Alumni Association
1501 Crystal Drive #431
Arlington, VA 22202**

Voting will be by mail. Ballots will be mailed to Full Members in May and must be returned by June 25.



George Schenkein

George Schenkein, who was Chief of the Secretary of the Air Force's Los Angeles Office of Information when he retired as a colonel in 1968, died February 1 at Boswell Memorial Hospital, Sun City Arizona, after a short illness.

After completing his 25-year military career, George went on to be the Director of Public Relations for the National Management Association, Dayton, Ohio; Director of Financial Public Relations for Essex International, Forth Wayne, Indiana; and Director of Communications at the Rose Medical Center in Denver.

He began a career as a newspaper reporter – working for the Canonsburg, Pennsylvania *Daily Notes* and the *New York Mirror* – after graduating from Penn State University with a B.A. in journalism in 1941. With the outbreak of World War II, he joined the Army and was commissioned a second lieutenant in December 1942.

He was the 416th Bomb Group Adjutant in England and France. After the war he

was the adjutant at Mitchell Field in New York until going to Boston University in 1949 where he received a master's degree in public relations and began his career in Air Force Public Information.

After a succession of assignments at MATS, SAF/OI, and Continental Air Defense Command, he attended the Foreign Service Institute in preparation for becoming the first Director of Information of 16th Air Force in Spain in 1957. In 1960, the government of Spain awarded him the Orden del Merito Civil for his work there.

He was then Director of Information for MATS' Eastern Transport Air Force at McGuire AFB. In 1961, he became Director of Information for Tactical Air Command. He transferred to Los Angeles in 1965.

George is survived by his wife, Viola of Denver; his son, Robert of Denver; daughters Patricia Owen of Seattle and Leslie Nygren of Denver; and five grandchildren.

Five Universities Will House Association's Oral Histories

Thanks to the efforts of Jerry Dalton, five universities across the country will maintain the Association's Oral History Program transcripts for use by students and researchers.

"It's an honor for our oral histories to be accepted by these schools. Jerry Dalton did a great job in making this happen," said Oral History Program Chairman John Gura.

Each school will get the 13 histories that have been completed (15 are being processed) in March with a presentation letter from Chairman of the Board and President Mike McRaney.

"These materials will be most useful for both teaching and research for our faculty and students in public relations," said Dean Terry Hynes, University of Florida College of Journalism and Communications.

Douglas A. Cargille, Head, Collection Department, Malcolm Love Library, San Diego State University, observed "Our university

library serves the general public as well as the university community, so the histories will be available to a wide audience."

"We appreciate your interest in seeing that this valuable research material is part of our historical collection," wrote the Director of the University of Texas Center for American History, Don E. Carlton.

Cheryl Kern-Simirenko, Associate Dean, Purdue University, found the format of transcription plus indexing to be "... especially useful for inclusion in our collections. The series will be cataloged for our Humanities, Social Science, and Education Library which is the location for materials in both public relations and military history."

"We would be pleased to be included in those universities selected to receive the published interviews," said Brent Baker, Dean of Boston University's College of Communications.

From The Chairmans Pen



We asked ! You Responded ! And we have listened!

Our first quarter newsletter mailing is special because it has several components: a bound copy of the membership survey results, a new 1996 AFPAAA Directory, the registration form for our upcoming 3rd annual membership meeting, and a career transition tip sheet.

Our first ever membership survey has been completed; the results have been tabulated and digested. A phenomenal 63% – 337 out of 538 members - returned their questionnaires. Thanks!

Through the generosity of Jim Hart and his company, PanEnergy Corp, Houston, we were able to develop, print, distribute and tabulate an extremely comprehensive survey. We owe a great debt of thanks to Jim and PanEnergy for their continuing generous support.

This newsletter's lead story highlights some of the survey results. Many interesting findings will be used to guide the Board's decisions on future activities.

While there were many good suggestions about what the Association should be and what it should do, the Board will have to weigh those suggestions against the low level of help that was offered to accomplish them. Right now, we can maintain altitude and airspeed with the current group of volunteers – Board members, officers, and a few others – but tackling much more without a significant number of other people stepping forward and making commitments will be a challenge. The Board's preference is to operate within our resources.

The survey's major findings will be discussed at the next several Board meetings and at the Annual Membership Meeting, as we continue to structure the Association and refine its activities. Stay tuned. We'll keep you posted on the directions we will take.

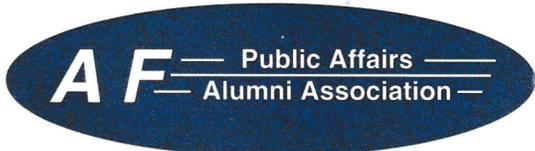
Also, on pages four and five is the information you need – hotel reservations, costs, activities, registration form – to make plans to be at our Third Annual Membership meeting in Hampton, Virginia, July 11-14. Rob Elsass, our On-site Chairman, is working hard on the details that will make this the largest, most interesting gathering we've ever had. ACC Director of Public Affairs Col. Ron Rand and his staff are supporting us with activities and logistics support. Prices for the meeting have been kept reasonable to attract as many attendees as possible. Now is the time to block our calendars and set aside the funds for a fun time in Hampton. Don't miss it!

Also enclosed with this newsletter is a short questionnaire asking for 'career transition tips' to help those about to make a career or job change. Please take some time to help with this important and useful product developed by Board member and Transition Tips editor, Kathy McCollom.

Many members have renewed or extended their memberships in the AFPAAA, but several have not. If you are one of those who has misplaced the renewal form, just forgotten about renewing, or need help, please contact us. We will assist you in any way possible. We need your renewal to sustain our growth and our operations in behalf of all the members.

That's the status of your Air Force Public Affairs Alumni Association as of March 1996. Once again, thanks to everyone who participated in the survey, those who recently joined or renewed their memberships and to all of you for your sincere interest in the progress of your Association. Please keep it up.

– Mike McRaney



**Registration Form
Third Annual Membership Meeting
Hampton, Virginia, July 11-14, 1996**

The meeting headquarters will be at the Radisson Hotel Hampton, 700 Settlers Landing Road, Hampton, Virginia. A group rate of \$66 single, \$72 double per night plus tax is available for reservations made by June 15, 1996. Reservations at the Radisson can be made by calling 1-800-333-3333 or (804) 727-9700. Lodging reservations and expenses are the responsibility of attendees. Appropriate casual attire is the dress for all activities. Call Radisson today to ensure you have a room at our group rate.

The agenda for the meeting is:

Thursday, July 11 Registration desk opens at the Radisson - 3 PM
 No-host icebreaker in the cocktail lounge - 4 PM to ?
 Evening free

Friday, July 12 Buses Depart Radisson Hotel for Langley AFB - 8:30 AM



Welcome - Executive session with ACC Command Leadership.
 Air Combat Command Briefing, flight line visit.

Lunch - Public Affairs Update, Brigadier General Ron Sconyers,
 SAF/PA Director

Tour of Virginia Air & Space Center 2-4 PM

Remainder of afternoon free

Reception, dinner, and entertainment

Saturday, July 13 8:30 AM - 11 AM - Second Annual Membership Meeting - Marriott Hotel
 Remainder of the day/evening - members choice: golf, sight-seeing, visit friends.

Sunday, July 14 Depart Hampton

Advance registration fee for members is \$75 (includes lunch at Langley AFB, dinner, Air & Space Center tour, memento, and registration package); advance registration for nonmembers is \$100 (includes a one-year Full membership or three-year Associate membership, as appropriate). On-site registration is \$100 for members and nonmembers. Spouse registration either in advance or on-site is \$50. **Advance registration for the meeting must be received NLT July 1. Please call Radisson directly for room reservations.**



**Air Force Public Affairs Alumni Association
Third Annual Membership Meeting Registration**

Name: _____ Phone - Home: _____ Office: _____

Address: _____ Spouse's Name: _____ Fax: _____

City _____ State _____ Zip: _____ I am retired: _____ I am on active duty: _____

Please make ___ member reservation(s) @ \$ 75 _____
 Please make ___ spouse reservation @ \$ 50 _____

Please make your check payable to:
 Air Force Public Affairs Alumni Association
and mail to:
 Air Force Public Affairs Alumni Association
 P.O. Box 540
 Fairfax, VA 22030-0540

Total number of reservations _____ Total enclosed \$ _____

Golfers: If you wish to play at Langley AFB on Saturday afternoon - please indicate so below. Payment will be collected on-site.

Sign me up for golf _____

Number in party _____

Plan Now For Biggest, Best Annual Meeting In Historic Hampton & At Air Combat Command

The Air Force Public Affairs Alumni Association's Third Annual Membership Meeting, July 11-14, in Hampton, Virginia, provides an ideal event to build a summer vacation around. The area is noted for historic sites, great seafood, fine beaches, and good golf.

Home base this year is the Radisson Hotel Hampton which provides an excellent view of the harbor, has covered parking, and is 20 minutes from Newport News/Williamsburg and Norfolk International Airports.

The meeting begins Thursday afternoon, July 11, with registration and a no-host icebreaker in the hotel lounge.

Friday morning we'll take off to Air Combat Command Headquarters at Langley AFB. Colonels Ron Rand and

Mike Perini promise a great visit, including an executive session with command leadership, briefings, and a visit to the flightline. At lunch we'll get an inside look at Air Force Public Affairs from SAF/PA Director, Brigadier General Ron Sconyers.

Following lunch we'll be under the wing-shaped roof of the Virginia Air & Space Center. "We've arranged for a special tour," said On-site Meeting Chairman Rob Elsass. "The Air and Space Center was opened in 1992. It is the official visitor center for the NASA Langley Research Center, home to numerous Air Force artifacts and the Hampton Roads History Center."

Friday evening includes a reception hosted by Jim Hart and PanEnergy Corp, dinner and entertainment.

At 9 a.m. Saturday we'll review the Association's operations, find out the results of the elections, discuss the Membership Survey, and voice our opinions on these and other items at the business meeting.

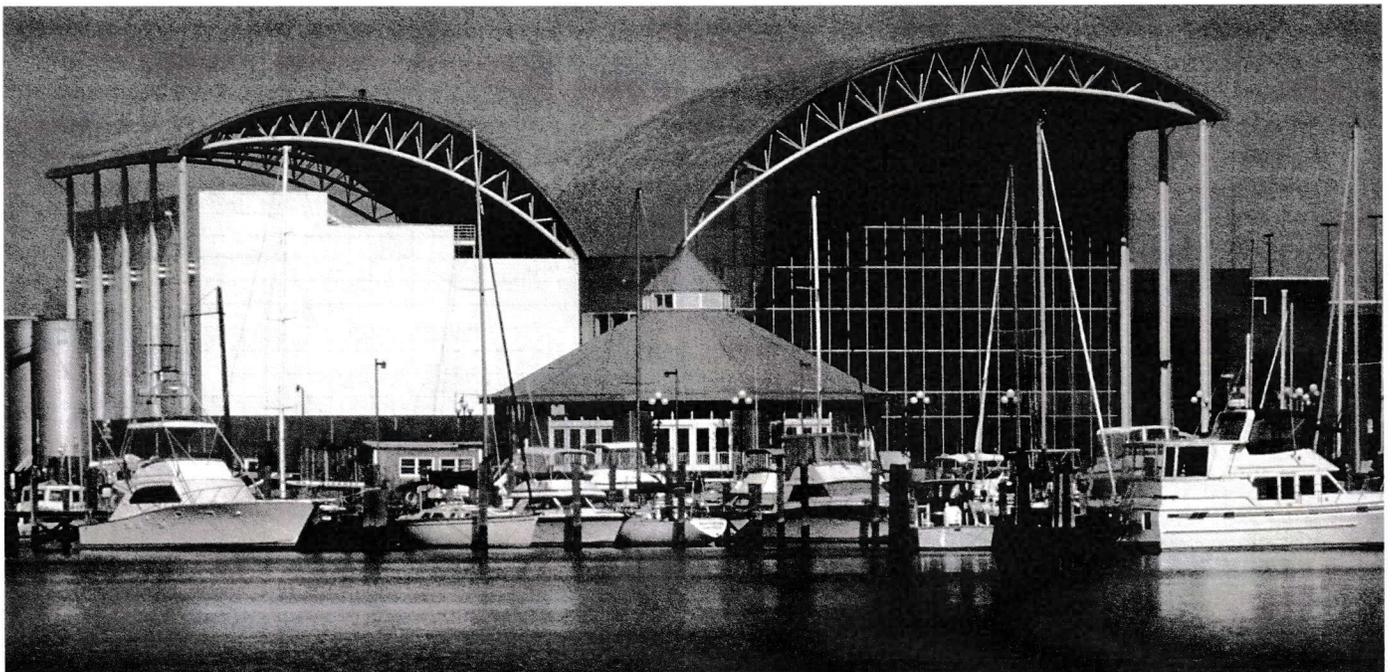
"With the success of past meetings, the many members in the D. C., Virginia, Maryland area, and the July date, we expect a lot of members to attend," Elsass predicted.

Advance registration (before July 1) is the same as last year - \$75. On-site registration is \$100. It includes lunch and dinner on Friday, a memento, group photo, and coffee at the business meeting. Spouse registration - in advance or on-site - is \$50. If you want to golf on Saturday afternoon (greens fee not included in

registration fee) please check the spaces on the registration form. Rooms at the Radisson Hampton are not included in the registration fee. Call Radisson Reservations, 1-800-333-3333, or the hotel, (804) 727-9700, before June 15 for our special group rate - \$66 single, \$72 double plus tax - available from July 10-14. When making hotel reservations, request airport pickup. The charge for taxi or limousine service is about \$20.

Area attractions include: Colonial Williamsburg, the Yorktown Victory Center, the Jamestown Settlement, Busch Gardens, the eclectic Williamsburg Pottery Shop, and Virginia Beach.

Plan to be with us by sending in your registration form and making your hotel reservations today.



JUST A SHORT WALK – The Virginia Air and Space Center, which houses NASA Langley Research Center exhibits, Air Force artifacts, and the Hampton Roads History Center, is our tour stop on Friday afternoon, July 12. It is just a short walk from the Annual Membership Meeting headquarters at the Radisson Hampton Hotel, which is also on the water. (Virginia Air & Space Center photo)

Movin' Up In Public Affairs & Broadcasting

Almost a year has passed since we last updated promotions in Public Affairs and Broadcasting. Here, courtesy of our 'trusted agents' in the five-sided cobweb on the Potomac, are the promotions since our last listing.

There is no listing for active lieutenant colonel because the slow accession rate from the last board has delayed the convening of the new board. We'll keep you posted as soon as we hear anything.

Congratulations to all the Public Affairs and Broadcasting professionals who are movin' up.

Staff Sergeant: Steven D. Ball, Stuart J. Camp, Theresa Dandurand, Mark A. Hahn, Joni R. Hauge, Anthony B. Hill, Marilyn C. Holliday, Paul M. Hughes, Jeffery W. Loftin, David A. Knight, George S. Maurer, Steven J. Merrill, Dean J. Miller, Daniel D. Neely, Robert E. Purtiman, James A. Rush, William R. Schnorr, David S. Talbert, Angeline M. Zizzo.

Technical Sergeant: Elizabeth A. Alber, Michael T. Briggs, James R. Burnham, Peter J. Casiano, Artis D. Carter, Debra M. Clayton, Richard Covington, Michael J. Farris, John S. Haynes, Rebecca J. Jacobs, Christopher Kelly, Rusell D. Kirk, Harry W. Lockley, John R. Norgren, Randall W. Phelps, Ronny H. Przysucha, Beverly R. Sargent, Ellen M. Schirmer.

Master Sergeant: Craig Ackerman, Kelly Arias, Thomas Clements, Richard Corral, Curtis Eckstein, Clayton Edens, Michael Frank, Deborah Fuhrer, Ricky Harrell, Jay Harris, Gregory Holms, Cathy Landroche, Donald Martin, Lawrence Orluskie, Christopher Shock, David Haulbrook, Ronald Hyink.

Chief Master Sergeant: Steven Dry, Joseph J. Lavigne.

GS-9: Carolyn Garber, Judy Johnston, Cynthia Minnich.

GS-11: Ronea Alger, William Daniel, Danita Hunter, Michael Martino, Joan Prichard, Connie Rankin, John Spann, Robert Van Elsberg, Linda Volden.

GS-12: Gilberto Dominguez, Michael Estrada, Neil Talbot.

GS-13: Charles E. Davis, Gerda Parr.

Major: Michael Brooks, Rebecca S. Colaw, Leslie A. Kodlick, Joseph LaMarca, Jr., Kenneth McClellan, Steven M. Solmonson.

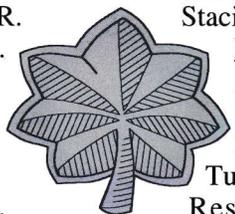
Colonel: Glen Brady, Napoleon Byars, Virginia Pribyla, Ray Shepherd.

Reserve Staff Sergeant: Stacie Lane.

Reserve Technical Sergeant: Hector Autry, Dean Kavanaugh, Ronald Tull.

Reserve Lieutenant Colonel: Lorrie Bourland, Kathy Hale, Bev Lee, Rick Lehner, Jackie Trotter, Gerald Wellner, Janet Tucker, Dan Woolley.

Reserve Colonel: Steve Harden, Tim White.



Prop Wash & Jet Blast



Don't Scratch Your Head . . .

give a Public Affairs or Broadcasting friend who is retiring an Association membership. They'll get our directory which is great for networking with people who have 'been there' in the job hunt, the newsletter, and a chance to go to our various social events.

New Lifers . . .

thanks for the commitments of P. J. Crowley, who has joined as a Lifetime Member, and Michele Boyd and Bill Campbell, who have upgraded to Lifetime Member status.

Welcome Aboard To . . .

Audrey Bahler	Ralph Francis	Toivo Nei
Donald Bishop	Lloyd Goodrow	Tom Noonan
Dominick Cardonita	Marlo Gregg	Catherine Reardon
Don Carson	Gail Hayes	Richard Reif
Robin Chandler	David Jones	Tim Rowan
Ann Cottongim	Jon Keller	John Rugg
Una Cuffy	Rob Koon	Cynthia
Al Cummings	Lew Lambert	Scott-Johnson
Virginia Dietvorst	Tom Maloney	John Taska
Peggy Durrett	Jeff Mielke	Kim Urie
Deb Faber	Karen L. Miller	Mike Warden
Marsha Foster	Randy Morger	C. J. Wax

Sick Call Report . . .

Roy Williamson, who was in a serious auto accident last fall, writes to say thanks to Association members "... for being there when you were needed most. Your thoughts and prayers got me through a bad and difficult time. My last MRI shows no permanent damage and a full recovery is expected."

Author, Author . . .

Bob Morris' article 'National Defense and the Age of Uncertainty' is in the new Prentice Hall management book *Strategic Transformation and Information Technology* . . . Henry Lee Somerville, who has sold more than 250 fiction stories since 1929, is in print again with a short Christmas story in the January issue of *Louis L'Amour Western Magazine* and another piece in a British anthology.

Kudos, Kudos, Kudos . . .

The Brevard Chapter of the Florida Public Relations Association named Jim Jannette Public Relations Professional of the Year. Jim, President of Watermark Strategic Communications, also has achieved Accredited Public Relations Professional status - there are only 314 of those in the United States . . . the Superintendent of the Washington Corrections Center for Women recognized Correctional Officer Dave Small as the November Employee of the Month . . . Ron Hinkle, President of Rocky Mountain Nannies, Inc., named 1995 Ambassador of the Year by the Greater Colorado Springs Chamber of Commerce . . . Bill Campbell, columnist for the Florida Daily News, took first place in a National Society of Newspaper Columnists humor writing contest, and his fund-raising work in Fort Walton Beach, where he is the local American Cancer Society President, was recognized by the National Society of Philanthropists.