

# Planning Continues For Annual Meeting

For Jim McGuire, who is handling the on-site arrangements for our Annual Membership Meeting – ‘A Capital Event,’ April 19-21 – the question is not ‘What are we going to do?’ but ‘What are we not going to do?’

“There are so many things that would be of interest to our members in the D.C. area we just can’t cover them all, even if we were here for a week,” Jim observed. Under consideration for the meeting are visits to and briefings about the Pentagon, DINFOS, Andrews, the Hill, Arlington Cemetery, the Newseum, AFA, and the Air Force and WW II Memorials.

## Scholarship Reception Works At AFA

It was not the usual social hour and luncheon for the presentation of the Major General Arno Luehman scholarship – but those who felt the change to a simple, late-afternoon reception would hurt the event, worried needlessly.

More than 70 Public Affairs alumni and members of the active force were at the Marriott Wardman Park Hotel for the presentation on September 13.

Most agreed that the new format worked fine as Captain John Hutcheson of the Air Combat Command’s Office of Public Affairs at Langley AFB was presented the Arno Luehman scholarship.

The change in format was triggered when the Air Force Association adopted a policy that no alcoholic beverages would be served before 6 PM during its annual Washington symposium and exhibition. AFPAAA and AFA sponsored the nonalcoholic beverages that were provided for the reception.

## The Time To Renew Membership Is Now

Memberships will expire for about one third of AFPAAA’s members on December 31. Renewal notices will be arriving shortly.

“We’d appreciate your sending in your renewal when you receive the notice,” said membership chairman Neil Buttimer. “Delays in renewing that trigger sending additional notices mean

His challenge is to put together a mix of events that fits into Thursday evening, Friday, and Saturday and still allow time for the business meeting and the gala dinner that concludes the festivities.

“Our hotel, the Hilton Alexandria Old Town, is an asset. It’s brand new and next to the King Street Metro Station. That makes it easy and inexpensive to get from Reagan National Airport or Union Station compared to using a taxi. It will also make getting around the D.C. area a snap for those who want to sightsee.”

The rooms at the hotel feature twice-daily housekeeping service with evening turndown, sitting areas, premium stocked refreshment centers, hairdryers, coffee makers, and irons and ironing boards. There is a fitness room; an indoor heated swimming pool, and a sauna. Golf, tennis, and racquetball facilities are nearby.

“To a large extent, the program will be driven by where things are and how we will get to them. Even on weekends, traffic is a problem,” Jim said. “But, by the next issue of this newsletter, we’ll have a well thought out, interesting, varied, and unique program that will pique everyone’s interest.”

we incur added expense that can be avoided with a prompt response.”

Not renewing means you won’t receive the newsletter and annual membership directory, and loss of access to secure areas of AFPAAA’s web site. If you have questions, contact Neil at (540) 972-0083 or by e-mail: nbuttimer@afpaaa.org

*The Director  
 Secretary of the Air Force  
 Office of Public Affairs  
 cordially invites you to  
 The Air Force Public Affairs  
 Holiday Ball*

*Saturday, December 16, 2000  
 Social 6:30 P.M. Dinner 7:30 P.M.*

*Hilton Crystal City at National Airport  
 Arlington, Virginia*

*Choice of:  
 Filet Mignon  
 with Peppercorn Sauce*

*Broiled Fillet of Salmon  
 with Shallot Sauce*

*Wild Mushroom Risotto  
 with Winter Vegetables*

*Entertainment by  
 High Flight*

*Coat & Tie/Holiday Dress*

*Payment \$35 Per Person*

*RSVP with Payment by  
 November 20, 2000*

*Make Checks Payable to the  
 SAF/PA Morale Fund*

*Mail to: SAF/PAR (Sherry Medders)  
 1690 Air Force Pentagon  
 Washington, DC 20330-1690*

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 (703) 695-0640  
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# LINKS

Stories From The AFPAAA  
Oral History Project



## Lee Hogan: From B-17 Pilot To SAF/OI Director

by Chuck Lucas

Henry L. 'Lee' Hogan III was a Johnny-come-lately to the Information career field, whose initial assignment was as SAFOI's Deputy Director of Information in 1968; the following year he was named director.

Despite being a general and starting at the top, Hogan had no illusions about his information skills. "I was really a basic PR neophyte – I have no idea at what level the decision was made except that obviously, the Chief (Gen. John P. McConnell) had to agree with it and propose me to the Secretary (Harold Brown). Anyway, I got marching orders and there I was."

"This really impressed upon me the importance of counting on young guys in the Air Force PR business – who started at the bottom and worked up through it, understood it, could get things done, and most of all relate to the press. This is not an easy thing. To me, (the press) were a bunch of folks to be avoided."

Hogan's varied career, which lacked Information assignments, served him well in meeting the PR challenges he faced as the director.

"I have to agree with Bill Coleman's opinion that the front man should represent, to the extent possible, the operational side of your house, because people tend to think of the services as the guys who are going to fight their wars and protect their homes."

"It's a shame that it works out that way, but I think the front guy should always have a bunch of decorations and preferably have been there; he's got to be able to relate to the problem somehow, even though he's not a PR expert . . . The No. 2 guy and the staff at the SAFOI level have got to be the best. I think it's changed since then; I hope it has. I get the impression we've got a bunch of professional folks who know and understand the business."

His advice to newcomers working for a commander in the field: "It's so much a function of the personality – You can get over enthusiastic and become a thorn in the side of the commander (or) you can keep a beady eye out for the things that are really important and be a great asset. It is all a matter of keeping the commander

happy by keeping him well informed," he added. "That's what it amounts to."

Lee's military career began as an enlisted man with Kentucky National Guard's 11th Infantry and 123rd Cavalry. A wartime graduate of The United States Military Academy's class of '43. It was the first class to graduate members with wings earned as West Point cadets. Hogan flew 51 combat missions over Germany and Romania as a B-17 pilot in the 483rd Bombardment Group, 15th Air Force, out of Foggia, Italy, and was awarded the Distinguished Flying Cross and the Air Medal with three Oak Leaf Clusters. He was a command pilot with 6,000 flying hours.

From 1953-55 he was the executive officer to Air Force Secretaries Harold E. Talbott and Donald S. Quarles, at the time the unification battle raged between the services. Nobody understood the depth of commitment of the professional Navy, Hogan recalled. "The professional Navy officer is Navy all the way . . . They are not dedicated 'joint' Americans. They are dedicated 'Navy' Americans."

The Army was different. "I don't think the Army understood that people could be as serious about roles and missions as the Navy was."

During this same period Talbott pushed for an Air Force Academy. He raised the issue with President Eisenhower and "to my great astonishment, Ike said, 'Yes. Go ahead and do it.'"

Colorado got a leg up as a possible site for the Air Force Academy when it donated 17,000 acres. "It wasn't all that tough for Ike to accept – he really loved Colorado, fly fishing and all that stuff."

Hogan was a member of the original staff of the Air Force Academy when it was established at Lowry AFB. After heading four different departments, when the Academy's permanent site in Colorado Springs in 1958, Lee became Deputy Commandant of Cadets for Airmanship Studies.

He commanded several Strategic Air Command (SAC) units before being named Air Force member on

## Lord Guard and Guide...

### John J. Caulfield

John J. Caulfield of Plano, Texas, passed away on September 5. He was 84.

In an Air Force career of more than 36 years he had a wide variety of assignments. He became a Public Affairs Officer at the mid-point of his Air Force career.

His assignments in Public Affairs included working under Major General Arno Luehman at Recruiting Service Headquarters and as the commander of Command

Services Unit at Bolling AFB.

His last assignment was as the Public Affairs Officer for the United States Southern Command in Panama.

He was born in The Bronx, New York. During his retirement he lived in Plano, Texas. Surviving are his wife of 55 years, Emma; son John J., Jr.; three grand daughters, and a sister. He was interred with full military honors at Hillcrest Memorial Park in Dallas.

### Florence Sherwood Michael, Jr.

F. S. Michael, Jr., whose Public Affairs assignments included editorship of *European Stars & Stripes* from 1965-1969 and Commander of the Air Force Home Town News Center from 1969-1973, died in Atlanta on July 13, 2000 from complications of pneumonia.

He was born Florence Sherwood Michael on January 10, 1920 in Madison, Georgia, grew up in Atlanta, and attended Georgia Tech.

He joined the Army Air Corps in January 1941 and received his wings and commission at Moody AFB, GA.

His first assignment was to National Airport in Washington, DC, as a member of the flight crew for President Roosevelt's plane, the 'Sacred Cow.' During this assignment, he flew around the world three times, carrying dignitaries that included Charles de Gaulle, General Douglas MacArthur, Secretary of War Henry Stimson and New York Mayor Fiorello LaGuardia.

For five years after the war, he was an FAA air traffic controller at Atlanta's Hartsfield Airport and worked with his father-in-law in the dairy business in Madison, Georgia.

In 1950, he was recalled to active duty for the Korean War and flew B-29's from Yokota AB, Japan on bombing mission over Korea. In 1953, he was assigned to SAC at McDill AFB, FL until 1961, when he was sent to the Pentagon to work in a press area for classified military news, nicknamed 'The Hole.'

He became editor-in-chief of *European Stars & Stripes* at Darmstadt, Germany in 1965. In 1969, he was made commander of the Home Town News Center. In 1973, he was reassigned to the Pentagon, where he remained until his retirement as a colonel in 1976 with 32 years of Air Force service.

He returned to his hometown of Atlanta, where he lived until his death. He is survived by his wife of 56 years, Syble J. Michael; three married children; and four grandchildren.

the JCS Chairman's Staff Group, during the tenures of Generals Maxwell D. Taylor and Earle G. Wheeler. Early planning for deployment of U.S. forces to Vietnam dominated daily agendas. In SAFOI Hogan found this experience invaluable in addressing the Air Force's role in Southeast Asia.

"The Air Force felt that it did not have sufficient prestige or sufficient clout in the U.S. command structure, nor did it have the impact on airpower decisions – supporting a type of war we really shouldn't have been fighting in

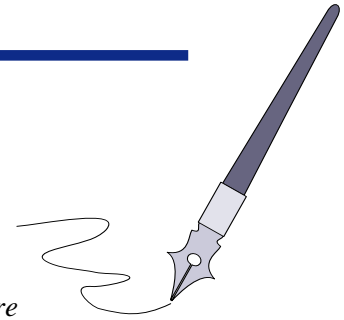
tunnels, trenches and woods."

"An awful lot of energy was spent on haggling about this problem. Everything was just nitpicked from the ground up and mushed by the folks in DoD – There is no way to fight a war at the other side of the world without letting the guys with the responsibility have more to say than our air forces had."

His 30-years Air Force career ended in 1972 when he retired as a major general. He died at age 76 in a hospital near his Satellite Beach, Florida, home on April 13, 1996.

# From The President's Pen

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*Dear Friends –*

*In my previous column I mentioned I wanted to find a way to engender more member participation in our Association. This may do it.*

*During the Board of Director's September meeting, a proposal to change the Association's name by dropping the word "Alumni" was debated. The new name would be, simply, Air Force Public Affairs Association. Good arguments were made by both those in favor and opposed to such a change. The board decreed that I, in this column, should present the idea to you and solicit your comments and suggestions.*

*As I said, there are reasonable arguments on both sides. Rather than enumerate them all here I'll just cite a couple of pros (for the change) and cons (against the change) to prime the pump:*

*PRO - There is anecdotal evidence that the word "alumni" is a turn off to potential new members. We've been told that it positions us as a "geezer" group.*

*CON - Most of the new members who have joined in the past few years have been younger, active duty types who were obviously not 'turned off' by the current name.*

*PRO - We have been told by many of our corporate benefactors that the 'alumni' in our name makes it more difficult for them to provide monetary donations/support.*

*CON - While the association's early development was helped immeasurably by corporate support, we are doing much better now and our endowment fund, when fully funded, will cover future expenses.*

*PRO - The benefits of making a change outweigh any associated cost.*

*CON - Including new stationary and replacing existing logo-wear (shirts, cups, etc.), it could cost as much as \$5K to make this change, which is an excessive and unnecessary expense.*

*The bottom line is that some members feel strongly that a change in the name would materially change the nature of the organization and move it away from what it was intended to be by the founders. Other members believe that such a change is positive and that to stay a viable organization we need to widen our horizons and our 'acceptability' to all potential members and benefactors.*

*I hasten to add that there are many other arguments to be made, both pro and con. And, I am sure we will hear them in the ensuing discussion. Please respond (to the board not just to me) by e-mail, snail mail, fax, Morse code or, most interactive of all, via our on-line forum. (If you have not done so already, you can join at <http://www.afpaaa.org/forum.html>). We look forward to hearing from you.*

*Air Force Public Affairs Association (AFPAA) or Air Force Public Affairs Alumni Association (AFPAAA)? What do you think?*

*Sincerely,*

*– John Gura*

## Air Force Public Affairs Alumni Association Directory Update – November 2000

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## Air Force Public Affairs Alumni Association Directory Update – November 2000

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# Lord Guard and Guide...

## Rudolf J. Schmelz

Rudolf J. (Rudy) Schmelz, 69, died suddenly on a quiet evening at home in Steinwenden, Germany, October 11. He retired as a Chief Master Sergeant in 1984 and was a GS-12 at Ramstein Air Base as at the time of his death.

Born to a military tradition, Rudy was the son of a German general officer. Barely into his teens, he was drafted into the German army. Sent into action with little training, his unit was overrun easily by U.S. forces. Rudy had been told that if captured by Americans, he would be executed promptly.

Followed by a grim rifle team, a big, burly sergeant rushed into the building where Rudy and the other surviving boys stood with hands up. No sight could have been more terrifying to the youngsters. But instead of shooting, the sergeant stopped, staring at his prisoners—including the dead and wounded.

"These are just children!" he choked, and as his men collected the Germans' weapons, the big American, with tears in his eyes, began passing out chocolate bars. From that moment, Rudy never wanted anything more than to be an American.

With the war over, he began studies at Heidelberg University. Then came an opportunity to go to America and study at Princeton. Not long after arriving in the U.S., Rudy received a draft notice, and elected to enter the U.S. Air Force.

In the years that followed, Rudy moved steadily up the ladder, eagerly accepting new and broader responsibilities. Countless men and women from the public affairs, broadcast, and band fields benefited from his friendship, which once given was like iron.

As a young captain visiting USAFE headquarters from Aviano AB for the first time I met Rudy in 1976. He seemed so very military, so "Prussian" in behavior and appearance, so correct, and so intimidating.

I transferred to the headquarters late in 1977 and soon got to know the "other" Rudy well—the Rudy who was loyal to a fault, who could accomplish

Rudy was always there when you needed him -- and always the man who, when the chips were down, had access to resources to save the day and a world-wide network of friends that were able to provide support.

Big problems, small problems:

Rudy was also a superb judge of character. While helping many through kindness, he was quick to correct those who were lazy and unmilitary. He could be merciless to the untruthful.

Wounded in action while attached to an Army unit in Vietnam, Rudy proudly wore the Purple Heart. But even before his wounds healed, he was begging to get back to the work he loved. The boy who had wanted more than anything to be an American had become one of our best.

In a lifetime filled with accomplishment, one of Rudy's proudest moments came when his son Joe was commissioned in a Pentagon ceremony. Only a few days before Rudy died, Lt. Col. Joe Schmelz retired from the Air Force. There is no doubt what career Rudy hopes at least one of his grandchildren will follow.

After being laid to rest with military honors in Arlington National Cemetery, his adopted country's most prestigious resting-place, Rudy has come home. I am sure he feels burial there is even better than the chocolate bar from that American sergeant long ago.

General John Pauley, a former USAFE commander, said Rudy epitomized what every member of the Air Force — commissioned or noncommissioned—hoped to be: smart, sharp, dedicated, loyal, capable, courageous; so many words, yet all fitting this man.

How do I know so much about the man, and not just the chief? Not because I knew him since we were young. Not because he did so much to make my life happy. Not because he was so loyal. I like to think it's because he considered me his friend.

—Gerry Hickman

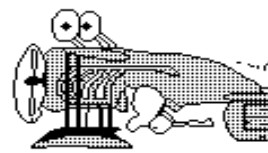
the impossible with his vast network of connections, who cared, and the Rudy who had the most amazing twinkle in his eye. He enjoyed a good joke, a good party, a good beer, a job well done, and he enjoyed the fellowship of his co-workers. And he loved the Air Force. Both Rudy's taught me lessons I'll always cherish.

—Val Elbow Johnston

Rudy solved them all. And always helping those he served with — and making the USAF a better place.

We'll always miss him. One that could be counted on -- and one that always had his friends at heart.

—Geoff Baker



## Prop Wash & Jet Blast

### Five More Lifers . . .

*Maurice Casey, Barry Grossman, Larry Johnson, Don Macaluso, and Herb Meyer have upgraded to Lifetime Membership status.*

### Welcome Aboard To . . .

*Richard Basore Ken St. John  
Terry Tyrrell*

### Friends Passing . . .

*John Frisbee, who edited Air Force Magazine for ten years and then wrote the magazine's monthly column, "Valor," died of lung cancer August 26. John, who retired as a colonel, was a pilot in WW II; taught at the U.S. Military Academy; and was the first head of the history department and acting head of the political science department at the U.S. Air Force Academy . . . Orval G. "Hap" Willoughby, 93, chief of the Defense Department news branch from 1965 to 1977, died of cancer Aug. 18 . . . Herb Coleman, who was responsible for DoD's Early Bird when he retired as Chief of the Current News & Research Service in 1994, died of cardiopulmonary arrest August 13. A veteran WW II B-17 pilot on 31 missions in Europe, Herb worked for Aviation Week & Space Technology for 28 years, from 1958 until he retired in 1986 as Managing Editor.*

I've known Rudy since 1973 and his favorite story from those days was to tell people that after he explained to me what he did as the resource manager at USAFE/PA I told him that was the job I wanted.

Sixteen years later I got that job and Rudy was there to greet me, congratulate me and mentor me. Public Affairs and a lot us have lost a great friend.

—Dave Smith

I've known Rudy since '77 when he was my sponsor at HQ USAFE. I worked with him, I worked for him.

I was on a Brave Shield Exercise at Hurlburt when Rudy was working my assignment from Shaw to Ramstein. The phones were so

bad that you couldn't get to the next tent. But then there's Rudy! He got through to me from Germany to tell me what I needed to do to expedite my assignment. How he did that has always amazed me. He was great. Like everyone who knew him, I will miss him.

—Dom Cardonita

Rudy was a great friend, not only to those of us who were fortunate to serve with him at USAFE, but even more important, to our families. Rudy was our "Godfather."

He treated us all like we were his family by arranging temporary (and even permanent) quarters, putting food in our refrigerators, blankets on the bed, towels and tp in the johns and even magazine and books to read. He insured we had transportation and introduced us to our new family of friends at

USAFE. He was also the last person we saw when our tour was over, patting us on the back and waving goodbye. If we or our kids had problems, we went to Rudy for counsel because we knew we could trust him to do the right thing.

My wife, children (now grown adults with children of their own) and I will miss him...we will be telling "Rudy" stories forever...that's the kind of guy he was.

—Ron Sherman