



Summer/Fall 2005

Association honors present, past Public Affairs professionals at annual gathering in Tacoma

by Bud Ross

TACOMA, Wash.-- The Air Force Public Affairs Alumni Association honored present and past public affairs professionals at its annual meeting here June 16-19.

Lt. Col. Steve Murray, director of public affairs for Air Force Recruiting Service was recognized as the "Best of the Best" in Air Force Public Affairs (see related story on Page 2).

Past Chairman of the Board, President and Founding Member **John Gura** received the coveted Michael P. McRaney award in recognition of his extensive efforts maintaining and promoting the organization. It's the Association's highest honor and is named after the former Air Force Public Affairs Director and first Chairman and President of the AFPAAA.

Past Chairman, President and Founding Member **Jim Hart** was presented the President's Award for a decade of exceptional contributions to the association.

Tacoma Mayor **Bill Baarsma** and Olympia Mayor and AFPAAA member **Mark Foutch** welcomed the assembly.

Board Chairman **Mike Gannon** and President **Charley Powers** presided at the convention's business meeting.

Air Force Public Affairs Director, Brig. Gen. **Fred Roggero** briefed the organization on current events and career field updates.

Washington State Adjutant General, Maj. Gen. **Tim Lowenberg**, addressed the group on homeland defense activities and challenges since 911.

He was joined by Col. **John Cromwell** commander of the Western Air Defense sector who presented a mission overview on increased capabilities for detection of threats from the skies over the United States.

Col **Rick Martin**, 62nd Airlift Wing Vice commander offered case studies of incidents requiring sound public affairs strategies under difficult circumstances.

AFPAAA members received briefings from nearby McChord AFB's 62nd Airlift Wing Commander, **Col. Wayne Schatz**, and a tour of base facilities and a C-17 airlifter. The group also visited the Boeing Museum of Flight.



Sam Cagle, co-chair of this year's annual meeting in the Tacoma area, (left) and Brig. Gen. Fred Roggero, Air Force Director of Public Affairs, share a discussion on the flightline at McChord AFB, Wash. Minutes of the annual meeting begin on Page 4.

Recruiting officer earns Air Force-level award

by Staff Sgt. Marti D. Ribeiro
Air Force Recruiting Service

The Air Force Recruiting Service director of public affairs was recently named Air Force-level public affairs field grade officer of the year for 2004 and “Best of the Best” by the Secretary of the Air Force Office of Public Affairs.

Lt. Col. Steve Murray distinguished himself through his work at Randolph Air Force Base, Texas, and while he was deployed to Baghdad, Iraq, in support of Operation Iraqi Freedom last year.

The “Best of the Best” award, sponsored by the Air Force Public Affairs Alumni Association, recognizes the outstanding officer, civilian or enlisted person from all nominated bandsmen, broadcasters and public affairs professionals in 2004.

While Colonel Murray has won several awards throughout his 19-year career, this is his first Air Force-level award.

“I was completely taken aback when my commander notified me,” Colonel Murray said shaking his head. “Winning at the Air Force level is almost beyond comprehension. While these are individual awards, it’s really a team effort that recognizes the talents of a lot of dedicated people. I’m proud of all of them.”

While deployed to Baghdad, Colonel Murray was chief of current operations for Combined Joint Task Force 7. Operating out of two of Saddam Hussein’s former presidential palaces, he and a team of 12 joint-service officers and NCOs were responsible for keeping CJTF-7 com-



RANDOLPH AIR FORCE BASE, Texas — Lt. Col. Steve Murray, director of public affairs for Air Force Recruiting Service, and Staff Sgt. Marti Ribeiro, NCOIC of Community Outreach, review a document in the command’s PA office. Colonel Murray is recipient of the Air Force Public Affairs Alumni Association’s Best of the Best Award for 2004.

manders and other key multinational general officers abreast of worldwide news highlights and coalition activities in the region.

“It was kind of strange deploying for the first time into a wartime environment at the age of 41,” he said. “You’d typically think of most deployments happening during the beginning of your career, not toward the end.”

According to the Pensacola, Fla., native, deploying was a serious undertaking and the hardest thing he’s ever done.

“I knew I had the training and knowledge to complete my job while deployed, but I didn’t know if I had the mental stamina to get through

“Winning at the Air Force level is almost beyond comprehension. While these are individual awards, it’s really a team effort that recognizes the talents of a lot of dedicated people. I’m proud of all of them.”

*Lt. Col. Steve Murray
AFPAAA’s Best of the Best Award recipient*

a situation like that,” he said. “I had lots of friends and family routing for me.”

On the home front, Colonel Murray is responsible for leading seven public affairs members at AFRS headquarters and 28 public affairs NCOs stationed at the various recruiting squadrons across the nation.

His Recruiter magazine staff also earned first place in the 2004 Air Education and Training Command Media

Contest.

According to Col. **Bob East**, AFRS vice commander, Colonel Murray and his staff have successfully carried out the AFRS mission over the past year.

“We’ve had a lot of issues arise, and it’s been amazing to watch Steve and his staff handle all of them professionally and with the right attitude,” Colonel East said. “I look forward to another successful year.”

Military needs blood, depends on eligible donors

The U.S. military always needs blood in war zones and now, more than ever, it is depending on eligible donors at or near stateside bases to donate.

Air Force Public Affairs Alumni Association members who are retired military may be among those who can give blood.

“Every time you give, you could be saving the life of a fellow Airman, Soldier, Marine, Sailor or coalition partner. Every donation counts,” said Maj. David Lincoln, a Joint Blood Program officer

Under DoD rules people are indefinitely banned from donating blood:

- If they traveled or resided in the United Kingdom for a cumulative total of three months or more at any time from 1980 through the end of 1996.

- If they received a blood transfusion in the United Kingdom at any time from 1980 to the present.

- If they traveled or resided anywhere in Europe for a cumulative total of six months or more at any time

from 1980 through the end of 1996.

- If they traveled or resided anywhere in Europe for a cumulative total of five years or more at any time from Jan. 1, 1997, to the present.

People eligible and interested in giving blood can do so at the following Armed Forces Donor Centers:

- Naval Medical Center San Diego;
- Walter Reed Army Medical Center;
- Ft. Gordon, Ga;
- Tripler Army Medical Center;
- Regional Blood Donor Center Great Lakes;
- Ft Knox, Ky;
- National Naval medical Center Bethesda;
- Naval Hospital Camp Lejeune, N.C.;
- Ft. Bragg, N.C.;
- Wright-Patterson Medical Center, Ohio;
- Ft. Jackson, S.C.;
- Ft. Bliss, Tex.;
- Ft. Hood, Tex.,
- Ft. Sam Houston, Tex.;
- Lackland AFB, Tex.;
- Naval Medical Center Portsmouth, Va.;
- Ft. Lewis, Wash.

More information on the Armed Services Blood Program is available at: www.militaryblood.dod.mil



Tech. Sgt. Octavio Suarez unpacks blood that will be used to help care for injured troops in Iraq and Afghanistan. (U.S. Air Force photo by Airman 1st Class De-Juan Haley)

PA snoopings.....

by **Al Eakle**,
editor

New leaders took rein of the Air Force Public Affairs Alumni Association July 1 as officers continued the line of succession .

Charley Powers became Chairman of the Board, **Linda Arnold** became President, **Tom Halbert** became Vice President, and the board elected **Pete Peterson** as Secretary, who now joins the line of succession.

New board members

Sam Giammo, Hank Hufnagel, Christine Queen and **Miles Wiley** were elected this year, replacing . The join **CB Kelly** and **Ron Rand**.

At presstime it was announced that **Brig. Gen. Fred Roggero**, Air Force Public Affairs director, would be leaving for a new assignment at Scott AFB, Ill. He is slated to become Deputy Director, Operation at Headquarters Air Mobility Command. His replacement or departure date

were not announced.

The AFPAAA has a new address. Effective immediately all postal mail should be addressed to: **Air Force Public Affairs Alumni Association, PO Box 447, Locust Grove, VA 22508-0447.**

For the past 10 years volunteer **Alice Price** regularly visited our mail box to pick up the mail. But Alice has moved to Texas. **Neil Buttimer** has volunteered to take on the

job so we moved our PO Box) to a more convenient location.

Commitments with my new job at the U.S. Postal Service, along with my commitment to the Air Force Reserve, force me to step down as editor of the newsletter. With the publication of this issue, my four year tenure as editor of the newsletter comes to an end. **John Terino** has volunteered to again edit the newsletter and will produce the next issue.



Minutes of the AFPAAA Annual Membership Meeting

TACOMA, Wash.-- President **Charley Powers** called the meeting to order at 2:03 p.m. PDT and a quorum

Moment of silence

A moment of silence was held as the names were read of those who had died since the 2004 annual meeting:

- Dolores M. "Dee" Anderson
- Don Atwater
- Albert E. Audick
- Dorothy S. "Sue" Baker
- Bill Brown
- Belen Elva Cardonita
- Maurice Frances Casey
- P. Kevin Clary
- Al Cochrane
- Henry Guerra
- Al Hatcher
- Patricia Ann Hermann
- John Gulick
- Betty Maxey
- Slade Nash
- Lawrence (Larry) S. Pollack
- Tex Taylor
- Charles R. (Dick) Walters
- Bob Zehring

was declared to be present.

Secretary **Tom Halbert** read the names of 19 members of the Air Force Public Affairs community who had died since the last annual meeting. A moment of silence was observed to remember our deceased colleagues.

Treasurer's Report

Treasurer **Jim Hart** presented the financial report. Balances for all accounts as of September 30, 2004 were as follows:

Sun Trust Bank Checking \$7,326.11

Sun Trust Banking Money Market \$15,849.54.

Endowment Fund - NWT Investments: \$179,110.54.

Total Assets: \$202,286.19.

Jim reported that the endowment fund managed by a committee that includes the treasurer, board member **Jim McGuire** and at large member **Hank Hufnagel** has increased the value of the fund to \$190,306.03 as of June 14, 2005. The increase is 29.4 percent above the value as of July 1, 2003 and reflects an increase of 9.8 percent annually since the fund was established.

Jim also noted that this was the first year that no do-

nation of \$1,000 was received by the association.

Following a motion by **Jim** and seconded by **Dave Smith**, the treasurer's report was approved by voice vote.

Membership

Chairman of the Board **Mike Gannon** provided highlights of the membership report submitted by Membership Chairman **Neil Buttimer**.

Key information from the report was that in the past year since the association meeting in Sandestin, Florida, membership has decreased by 131 members.

Membership has gone from 694 as of April 2004 to 563 as of June 2005. This reflects 84 members (10 full members and 74 associate members) that did not renew in 2004 plus members who have not renewed as of June 2004 for this year.

Seven renewals were upgraded to life membership.

Members were asked to keep address and e-mail information up to date through the AFPAAA web site or by mail. This is important to ensure members continue to receive the newsletter and the annual membership directory. (

Changes of address should be sent to **Neil**

Buttimer at NButtimer@afpaaa.org.

Publications

Mike also reported that **Al Eakle** has agreed to remain as editor of the AFPAAA Newsletter. The next newsletter will go to the printer on August 1, 2005 making the deadline for inputs as mid-July 2005. **Al** has asked all of those who have taken digital photography during the annual meeting to send photos to him by e-mail or on CDs for use in the upcoming newsletter.

AFPAAA Web Site

Webmaster **John Gura** announced that the "class picture" of annual meeting attendees take at McChord AFB on Friday was already on the AFPAAA web site Saturday morning.

Oral History program

John also provided information on the board-approved test of "publishing" oral histories in Adobe .pdf format on compact disks. This format will allow for multiple histories to be placed on a single disk at a sales cost equivalent to the current sales costs for a single printed version of an oral history.

Continued on Page 5

Minutes of the AFPAAA Annual Membership Meeting

Continued from Page 4

Gura said the next oral history to be published will be Col. **Reed Tilley**, who has been recognized as the father of Air Force public affairs.

Annual Meetings

Charley open remarks on this topic by thanking all of those involved in host committee planning and arranging for the 2005 annual meeting in Tacoma. He reported that the board has agreed on a plan to reduce attendance costs and increase attendance at future annual meetings.

The board has established a three-year plan focusing on dates around the last week of April and the first week of May each year. The locations chosen include the Baltimore-Washington DC area for 2006; Colorado Springs for 2007, and San Antonio for 2008.

Mike Gannon will head the host committee for the 2006 meeting. Committee leaders for 2007 and 2008 are being sought.

Another change for fu-

Continued on Page 6



Chairman of the Board Charley Powers congratulates Treasurer Jim Hart after presenting him with the President's Award at the annual meeting in Tacoma, Wash. Hart, past chairman, president and founding member was cited for a decade of exceptional contributions to the association.

Membership reports loss of 131 since last year

Summary. Since last year's meeting in Destin, Florida, the total membership of AFPAAA has decreased by 131 members.

Some of this loss is due to the 84 members (10 full members and 74 associate members) that did not renew in 2004 (these were not included in last year's report) plus the members that have not yet renewed this year.

Renewals for 2005. Invoices were mailed in January to 121 Full Members and 64

Associate Members for a total of 185. So far 124 renewals have been received for an overall 67% renewal rate. So far, 57 members (29 full members and 28 associate members) have not yet renewed for 2005. Seven of the renewals upgraded to Lifetime Membership (Sabra Bryant, Clem Gaines, E. Carlton Jones, William Knowlton, Pat Paulson, Mike Riley, and Bud Rothgeb) and four have started the Lifetime payment plan (Anthony Jacob, Lynn Ligon, Oscar

Seara and Ernie Stepp.

Addresses. It always is a challenge to keep up with the addresses of our members so we appreciate when we are notified of new addresses. We've lost track of some of our mem-

bers, so if anyone knows where these are, please let us know: Ron Lindeke (a Lifetime Founder), John Thomas, Johnny Rea, Victor Hines, Alysia Harvey and Una Cuffy.

AFPAAA Membership Report

As of June 2005 (Annual Meeting)

	Apr 04	Jun 05
Annual Members	275	238
Associate Members	224	116
Lifetime Founders	97	95
Lifetime Members	78	94
Lifetime (Payment Plan)	20	19
Total Members	694	563

Minutes of the AFPAAA Annual Membership Meeting

Continued from Page 5

ture meetings will be cafeteria event charges which would lower registration costs for those who may want to attend the Saturday events only.

Linda Arnold said the question of holding meetings semiannually in place of annually had also been reviewed.

An overwhelming consensus by members attending was to table any review of going to a semiannual concept until after it could be determined if the three-year plan was successful in lowering costs and increasing attendance.

Jerry Dalton passed on experience from other organizations who have considered semiannual meetings and the bottom line has been semiannual events results in a loss of membership and that those who attend one annual meeting come to others.

Several ideas to increase attendance came from the floor.

Jerry suggested that those who attended this year send an e-mail news report to friends about the Tacoma meeting;

Terry Arnold suggested each attendee call five members who did not attend to recommend they plan to attend the next annual meeting;

John Hinds echoed this concept saying the reason he attended this year is because **Frank Jennings** had called him.

Linda asked that each attendee have a goal of bringing one new attendee to the 2006 meeting.

Roy Whitton responded he would be responsible for bring two attendees.



Air Force Public Affairs Association President Charley Powers (left) and Chairman of the Board Mike Gannon (right) present the Mike McRaney Distinguished Service Award to John Gura (center) during the banquet at the annual meeting. Since the inception of the AFPAAA, Gura, a lifetime founder, has made continuous and invaluable contributions to the organization. His early work in assuring a succession program was pivotal. He established and maintains the Association's web site which not only informs the members but makes a significant contribution in the form of savings in that information effort. His work in developing and operating the Oral History Program has brought Air Force-wide credit to the Association and been a means of preserving for posterity the efforts and accomplishments of toilers in the Air Force Public Affairs career field.

Elections

Mike, as chairman of the election committee, announced that **Linda Arnold** and **C.B. Kelly** were reelected to the board and that newly elected board members were **Sam Giammo**, **Christine Queen** and **Miles Wylie**.

He also said that **Jim McGuire** has resigned from the board due to business

pressures and that **Hank Hufnagle** has been appointed to fill the remainder of **Jim's** term.

State of AFPAAA

Mike provided his assessment of the AFPAAA as a solid functional organization supported by an active working team. He based his assessment on the organization objectives found in the

AFPAAA Bylaws.

He said the organization has fully met and is on solid ground in meeting the objectives of conducting programs for educational purposes to keep members informed of key issues facing the Air Force and the Air Force Public Affairs community; in providing social and recreational activities

Continued on Page 5

Minutes of the AFPAAA Annual Membership Meeting



New Board member Christine Queen, Mark Foutch, co-chair of this year's annual meeting, and XXXXXX tour living quarters on a World War II patrol boat.

Attendees

- Linda and Jack Arnold
- Terry Arnold
- Geoff Baker
- Art Barnes
- Michelle Bell
- Don and Jeanne Brownlee
- Sam Cagle
- Shirley Cavanaugh
- Paul and Elizabeth Cole
- H.J. and Marion Dalton
- Gary Emmons
- Mark and Janet Foutch
- Charles Fowler
- Mike Gannon
- Sam and Dawn Giammo
- Robert P. Glymph
- John and Kathleen Gura
- Tom Halbert, Gayle Maxey and Dottie Kilgas
- Jim and Patty Hart
- Pete and Janet Hefler
- John Hinds
- Doran and Fran Hopkins
- Bill and Joan Hubbard
- Hank Hufnagel
- Frank and Lita Jennings
- CB Kelly
- Doug Kennett
- Samuel K. Lessey
- Errol Loving
- Larry and Karen McCracken
- Karen Miller
- Steve Murray
- John Ohlsen
- Ron Peck
- Pete Peterson
- Charley Powers
- Joe and Dee Purka,
- Christine Queen and Deah Curry
- Jim Ragan
- Bud and Hilda Ross
- Rick Sanford
- Dave Shea
- Hal Smarkola
- Dave and Carolyn Smith
- Ernie amd Myra Stepp
- Lou Torraca
- Roy Whitton, Roy
- Vivian Wilson and Les Edersheim

Treasurer's Report

Treasurer Jim Hart reported the Association continues to be in good financial shape.

The balance sheet as of March 31, 2005, shows a total net worth of \$216,017.07. That is up from \$202,286.19 at the end of FY 2004, which was September 30, 2004.

When we held our last annual meeting in Sandestin, the Association's net worth was \$198,653.97.

The major increase came from growth in our investment account and additional contributions to the Endowment Fund.

The total assets of the Association are listed below with year-to-year comparisons. Included in the March 31, 2004 totals are \$2,470 of registration income that will be applied to this year's annual meeting expenses.

March 31, 2004

Checking: \$13,838.38
 M. Market: 15,828.65
 Investmtns: 169,086.94
Total \$198,653.97

September 30, 2004

Checking: \$ 7,236.11
 M. Market: 15,849.54
 Investments: 179,110.54
\$202,286.19

March 31, 2005

Checking: \$14,312.60
 M. Market: 15,891.15
 Investments: 185,813.32
\$216,017.07

Minutes of the AFPAAA Annual Membership Meeting

Continued from Page 6

for members and in sponsoring or participating in activities of patriotic nature.

He cited examples of the general officer members who underwrite the annual SAF/PA Golf tournament, providing PA badges to all Air Force DINFOS graduates and numerous examples of members leading patriotic community events.

He said the organization is financially solid, one that is doing very well and that is healthy and strong.

However, the organization has concerns as the declining membership is troubling, showing a need to have an active recruiting program.

He said the organization needs to seek inputs for a long range view that provides a strategic concept or plan.

In the area of funding the organization has a competent treasurer and has an endowment that would be the envy of many organizations.

The organization needs to ensure they have an active program to encourage participation.

The decline in attendance at annual meetings signals a need to determine why members are not attending. The AFPAAA needs membership thoughts and ideas.

In conclusion, **Mike** said the AFPAAA is healthy and strong, but the organization is getting older and needs maintenance.

He thanked the AFPAAA team and volunteers and said he has been honored to have served the organization over the years.

Presentations

Charley thanked **Mike** for his service, presenting special plaques to him and former Chairman **Dave Smith**. **Charley** said as he replaces **Mike** at chairman in July, he plans to be an active CEO of AFPAAA.

New Business

Lou Torraca suggested

that at future annual meetings those attending be provided a "where I served" list as a way to enhance "nostalgic discussions."

Terry Arnold said he noted that all attendees present this year had retired more than 10 years ago.

"Where are those who retired in the last 10 years," he asked.

Charley said the AFPAAA supports SAF/PA; we need SAF/PA to support us in helping to contact recent retirees.

Jim Ragan suggested that perhaps we can get support from the Afterburner mailing lists source.

Roy Whitton suggested that perhaps it would be possible to have a "big hook" at future annual meetings such as an entertainment personality.

Terry Arnold advised caution based on Enlisted Widows Home experience where personalities donated their fees to attend, but demanded food, lodging, trans-



portation for themselves and their entourage.

Tom Halbert read an e-mail from Ray Shepard at Cendant Corporation concerning his program to make resort timeshare facilities that normally go for \$950 to \$1,500 to military retirees for about \$265.

The program is available through a Cendant web site www.veteransholidays.com.

Adjournment

Jerry Dalton moved that the annual meeting be adjourned, numerous seconds were heard and **Charley** declared the meeting adjourned at 3:19 p.m. PDT.

13th annual meeting scheduled for Baltimore

The Fort Meade-Baltimore, Md. area has been selected as the site of our next annual meeting. The date will be in late April or early May of 2006.

Mike Gannon, who will chair the local organizing committee, said "In light of the upcoming BRAC-related consolidation of so many PA activities at Fort Meade, we think this is the perfect place to hold a reunion."

DOD recently announced the following units would be moved to Fort Meade from various leased sites, Ft. Belvoir and Lackland

AFB: Soldier Magazine, Naval Media Center, Army Broadcasting-Soldier Radio/TV, **Air Force News Agency** & Army Hometown News Service, and the American Forces Information Service.

According to the BRAC recommendations, these relocations create a DoD Media Activity at Ft. Meade for all command information products. This provides greater force protection for agencies in high-cost leased space and creates enhanced integration among Military information disseminating organizations.

AFPAAA members re-

siding in the greater Baltimore-Washington DC area who can work on the 2006 annual meeting committee should contact Mike Gannon at mikegannon@afpaaa.org.

In an effort to provide members better information about future meetings, the Association's Board also announced sites for the 2007 and 2008 events.

The 14th annual meeting in 2007 will be held in Colorado Springs and the 15th is planned for San Antonio. Both locations hosted previous meetings. AFPAAA's very first meeting was held in San

Antonio in June 1994, and the 9th annual meeting returned in June 2002. Colorado Springs was the site of the Association's 2nd annual meeting in June 1995.

"We hope our return to these popular locations will encourage attendance," said AFPAAA Chairman of the Board **Charley Powers**. "Both (locations) have a good contingent of members living in the area and both are easy to get to by air."

Dates have yet to be set, but planners expect to schedule the meetings in late April or early May.

**Air Force Public Affairs Alumni Association
Membership Application**

I am applying for Active Associate Adjunct Affiliate Membership.

Name _____ Date: _____

Home Address: _____

City: _____ State: _____ ZIP: _____

Home Phone: (____) _____

Business Name: _____

Business Address: _____

City: _____ State: _____ ZIP: _____

Business Phone: (____) _____

My fax number at home is: (____) _____ N/A

My fax number at work is: (____) _____ N/A

My e-mail address at home is: _____ N/A

My e-mail address at work is: _____ N/A

Send AFPAAA correspondence to: my home my business

I am currently retired, part of the active duty, guard or reserve force, N/A.

The last/current Public Affairs Air Force Broadcasting Service USAF Band position I held/hold was/is:

At (base): _____

My grade/rank then/now was/is: _____ That was in (mm/yyyy): _____

I retired separated transferred in the grade/rank of _____ in _____ (mm/yyyy)

I am enclosing a check (U.S. funds) payable to **AF Public Affairs Alumni Assn.** for:

\$300 Lifetime Membership - (also payable in four monthly \$75.00 installments)

\$25 1-year Membership Dues (Full, Adjunct & Affiliate Members)

\$50 3-year Membership Dues (Full, Adjunct & Affiliate Members)

\$10 1-year Active, Guard & Reserve Membership Dues (Associate Members)

\$20 3-year Active, Guard & Reserve Membership Dues (Associate Members)

**Mail your Completed Form & Check or M.O. to: Air Force Public Affairs Alumni Association,
P.O. Box 447
Locust Grove, VA 22508-0447**

MEMBERSHIP CATEGORIES There are four (4) member categories. 1. Full Members - former Air Force Public Affairs, Air Force Broadcasting Service or Air Force Band personnel, military or civilian, retired or separated. 2. Associate Members - current or former Air Force Public Affairs, Air Force Broadcasting Service or Air Force Band personnel still in active service. 3. Adjunct Members - spouses, widows or widowers of those eligible to be Full or Associate Members. 4. Affiliate Members - a limited number of persons not eligible for membership under any of the above categories may become a member upon favorable recommendation by the Membership Committee and approval by the Board of Directors (U.S. citizens only). NOTE: Only Full Members may vote or hold Association offices. All others may be a member of any special or standing committee as long as they do not serve as a committee chairperson.

Lord Guide and Protect

Joe L. Shosid

Retired Maj. Gen. Joe L. Shosid, 77, died Sunday, Aug. 7, 2005, at his home.

A native of Fort Worth, he received a bachelor of arts degree in journalism and master of arts degree in government, both from Texas Christian University.

He served as special assistant to former U.S. House Speaker Jim Wright, beginning with his initial election, and in addition was a special assistant to Vice President Hubert H. Humphrey from 1966 to 1969.

He was president of Shosid and Associates, an international firm with offices in Fort Worth and Washington, D.C.; owner and president of Advertising Unlimited, a Fort Worth advertising and public relations firm; an associate of Jim McMullen Public Relations Agency; a sportswriter for the Fort Worth Star-Telegram; and assistant sports editor for the Fort Worth Press.

He originally enlisted in the U.S. Maritime Service and later the U.S. Army and transferred to the U.S. Air Force Reserve.

His military decorations and awards included the Distinguished Service Medal, Legion of Merit and Air Force Commendation Medal.

He was awarded the Air Force's highest civilian honor, the Exceptional Service Award, in 1975, and also was the recipient of the Air Force Association's National Man of the Year Award as well as the Exceptional Service Plaque and Medal of Merit.

He served as a football and basketball official for 42 years, having served also as a supervisor of officials of the Metropolitan Collegiate Athletic Conference and as president of the Southwest Basketball Officials Association.

He was a member of University Christian Church of Fort Worth.

Survivors: Children, a daughter, Sharon DuLany, and son, Steven Shosid and wife, Patti; grandson, Richard DuLany, and sister, Clara A. Sankary, all who reside in Fort Worth.

From the Chairman of the Board

Apologies to John Paul Jones, but "Don't Give up the Blue!" Our organization is challenged as never before.

It's not an immediate financial threat because Jim Hart and others are working hard to build an AFPAAA endowment fund so we can maintain a respectable cash cushion for the future. However, more about money later.

We are challenged to keep growing our flagging membership.

Each year we lose member renewals because of the death of friends and colleagues, lack of continued interest by associate members, or just plain failure to send in the dues.

Growth is hard because many retiring from active duty, Guard or the reserve may not even be familiar with the Air Force Public Affairs Alumni Association.

Folks leaving the Air Force need to be informed, before they walk out the door, about how AFPAAA not only keeps one in touch with friends and colleagues, but also maintains the "Blue" connection.

Having dinner and drinks with friends at the annual meeting or staying in touch via email is a positive benefit of AFPAAA membership. Yet for most of us I would think that staying linked with the developments affecting our active duty career field and other Air Force issues can be just as important, especially when this nation is at war.

I have been in contact with SAF/PA Director Brig. Gen. Fred Roggero to establish a regular point of contact or liaison with the AFPAAA.

Reaching out to Public Affairs, Broadcasting, and Band officers and enlisted folks getting ready to retire from active duty or the active reserve is an initiative your Board will put into place in the very near future. It could include personal contact and direct mail.

My challenge to each of you is to bring in one new member in 2005.

I suggest reviewing the membership directory, on-line or print, to see if any of your former colleagues are not listed.



*Air Force Public Affairs Alumni Association
Chairman of the Board Charley Powers can be reached via email at CPowers@afpaaa.org*

Reach out to them if you know where they live and get them to join the Association. The reward is knowing you're keeping our Association alive and well for the future.

Growth from the active duty Public Affairs force would be ideal, yet I am told that many don't care to join because we are viewed as an alumni group, which is true. However, we still welcome and encourage participation by our associate members.

Membership and money....I will continue to nag for contributions to the AFPAAA tax-exempt endowment fund. This fund, as mentioned above, is part of our triad—membership growth, financial security and exciting annual meetings.

Large endowment contributions have slowed down considerably. In fact, Jim Hart said at the Tacoma meeting that there has not been a \$1,000, let alone a \$100 contribution, since the Sandestin meeting in 2004.

I will be giving more and I hope all of you can at least become Centurions with an annual \$100 contribution.

New President Linda Arnold will address the status of our annual meetings in her column.

However, I again want to congratulate the Tacoma Host Committee headed by Sam Cagle and Mark Foutch for the hard work in producing an exceptional and basically rain-free meeting.

In closing, I can be reached at cpowers@porternovelli.com or by snail mail for any of your ideas or comments about AFPAAA.

Charley

President's Pen.....

As the newest President of the Air Force Public Affairs Alumni Association, your Board of Directors and I have looked at our organization and some of the challenges we will be facing during the coming year. One of those challenges is declining annual meeting attendance.

Our annual meeting in Tacoma was a success for those 73 members and guests who attended. We were blessed with beautiful weather, the company of good friends and an interesting program.

However, it was the least attended meeting since the first meeting in San Antonio in 1994.

We have done some research into past annual meeting attendance and believe we have found a correlation between meeting location, annual registration fees and costs of travel.

To enable our members to make travel plans earlier, we have decided to institute a three-year plan for annual meetings. The board of directors agreed to limit future meetings to the Washington DC-Maryland-Virginia area, San Antonio, Colorado Springs and Las Vegas-California areas. These areas seem to be where the majority of our members are concentrated and where attendance has been best.

Meetings will be held each year during the same time period, the last week in April or first week in May. We will plan three years out, so we can take better advantage of hotel and meeting rates.

In 2006 we will be in Baltimore, 2007 in Colorado Springs and in 2008 in San Antonio.

We are also going to change our meeting registration fees and go to a menu system that will allow our members to pick and choose which events they would like to participate in and pay for separately. They will only pay for the events they want to attend and can choose to limit their number of nights



*Air Force
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President
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at the hotel if they desire.

We also plan to survey our membership to find out why the majority are not attending our annual meetings.

Past surveys have shown that the number one reason for belonging to AFPAAA is to keep in touch with old friends. What better way to do that than attend an annual meeting.

Please take the opportunity in an upcoming newsletter, on our web site or through email to respond to this survey. We want to hear from you. We want to know why you keep coming back every year or why you don't come to the annual meetings.

We will take the results of this survey, publish them, and work to improve the areas identified in the survey.

People who have attended an annual meeting in the past tend to return year after year.

If you attended this year or last, let others in the organization know about your experience and encourage them to join us next year in Baltimore. If each attendee from this year got one new person to attend next year, we wouldn't have a problem with meeting attendance.

I thank you for the opportunity to be your President. With your help, guidance and contributions, AFPAAA will continue to be a viable, strong and healthy organization.

Linda

The Air Force Public Affairs Alumni Association newsletter is published quarterly for members of the Association. Online subscriptions are available at www.afpaaa.org

MEMBERSHIP INFORMATION:

Individuals who have ever served, or are currently serving, in Air Force Public Affairs, an Air Force Band, or as an Air Force Broadcaster, military or civilian, on active duty, or in the Guard or Reserve.

MEMBERSHIP CATEGORIES: Full members- former Air Force Public Affairs, Broadcasters, or Bandsmen, military or civilian, retired or separated. Associate members- current or former Air Force Public Affairs, Broadcasters, or Bandsmen, military or civilian, still in service. Adjunct members- spouses, widows or widowers of those eligible to be Full or Associate members. Affiliate members- a limited number of persons not eligible for membership under any of the above categories may become a member upon favorable recommendation by the Membership Committee and approval by the Board of Directors (U.S. Citizens only).

CHANGING CATEGORIES: Members may change categories at any time as circumstances permit. They must notify the Membership Committee of their new status.

MEMBERSHIP RATES:

\$300 for life membership (payable in four monthly \$75 installments). \$25 for one-year membership (full, adjunct and affiliate). \$50 for three-year membership (full, adjunct and affiliate). \$10 for one-year membership (associate). \$20 for three-year membership (associate).

MEMBERSHIP APPLICATIONS:

Available at www.afpaaa.org

Completed forms and check or money order should be sent to: **Air Force Public Affairs Alumni Association, P.O. Box 540, Fairfax, VA 22038-0540.**

OFFICERS & BOARD OF DIRECTORS

(* denotes Board Members)

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Andrews team drives to victory in SAF/PA golf tourney

The sun was shining and the clubs were swinging as SAF/PA members, alumni, family and friends gathered together on May 17 for the 28th Annual SAF/PA Golf Tournament at Andrews Air Force Base, Md.

More than 55 golfers on 15 teams attended the best ball tournament that was organized by the SAF/PA media division. Working alongside the Alumni Association, their hard work ensured the day would be a success.

With a shotgun start, teams putted around the greens showing off their skills, whether it was golfing, driving the carts, or timing how long before another beer cart would come by. At the end of the day, which ran past sunset, everyone sat down to a buffet dinner full of giveaways and raffle prizes that were donated by different organizations like the Alumni Associa-

tion and several companies.

“What a great time the golf tourney was. I saw folks who I worked for as a lieutenant and folks who were lieutenants that worked for me. Where else can you do that? The camaraderie, weather and beer were superb and when you are a hacker like me, that’s pretty much all that matters” said Col. Marty Hauser, Reserve Affairs Advisor.

In a stroke of sheer ability, the team of Bruce Alexander, Rob Cook, Tony Harris and Thomas Hasty, all from Andrews AFB, took home the winning trophy at their home base with a par round of 60 and winning by two strokes.

“Thanks once again to members of the Alumni Association for helping make this event a success,” said SAF/PA Director Brig. Gen. Fred Roggero. “Your financial contributions, along with your participation, make this annual



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event a great morale and camaraderie builder.”

Overall, the golf tournament was a day filled with good fun, good times and great camaraderie. This year’s tour-

namment raised over \$1200 to replenish SAF/PA’s morale fund, which will offset the costs of morale-building events such as this.

Air Force Public Affairs Alumni Association
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