

## Study: Retiree Membership, Not Name Change, AFPAAA's Present & Future Challenge

The biggest challenge facing AFPAAA in the immediate and long-term future is gaining younger retired members to bolster an aging membership base and changing the name of AFPAAA would not help meet that challenge.

Those were the conclusions of the committee formed in response to questions raised at AFPAAA's Annual Membership Meeting last year.

Bud Ross, who headed the committee, briefed the results of its efforts at the 18th Annual Membership Meeting in May. (The text of the Executive Summary of the report is on page 13. The full report is available at AFPAAA's web site: [www.afpaaa.org](http://www.afpaaa.org))

To reach its conclusions, Ross and the other committee members, Neil Buttmer and Dave Shea, assisted by Art Forster, reviewed past studies, membership trends, and member feedback over

the years. They also met with SAF/PA Director of Public Affairs Brigadier General Les Kodlick to get inputs from the active force.

The size of the officer, enlisted, and civilian Public Affairs community has shrunk substantially since the Vietnam era which means the pool of retirees who are potential members is smaller.

AFPAAA needs to concentrate its recruiting efforts on those who are about to retire as well as those who retired in the past two decades. Current members are asked to reach out to those they served with and urge them join - a membership application is on page 15.

## McRaney Award To Dave Smith

The 'Quiet Man' was genuinely surprised when his name was announced by president Bud Ross as the recipient of the Brigadier General Mike McRaney Distinguished Service Award at the banquet concluding AFPAAA's 18th Annual Membership Meeting, May 14; for Dave Smith shuns the spotlight.

While most of us are aware that he served as AFPAAA president and board chairman a number of years ago, few realize that he has been, and still continues in the background, well outside officer and committee positions, to be a major contributor to AFPAAA's success.

Dave chaired one of the most to successful meetings we had in San Antonio, and he was an integral part of the committee for another great gathering there. He was the

keeper of our storehouse of merchandise and is our link on personnel as well as Public Affairs matters at Randolph AFB. And, he has provided valuable counsel to AFPAAA leaders throughout the years.



Dave Smith (left) receives the McRaney Distinguished Service Award from AFPAAA President Bud Ross.

## SSgt. Julianne Showalter PA's "Best Of The Best"



Flanked by her mother, Mrs. Pamela Dimmitt, and her sister, Miss Sarah Trulson, Staff Sergeant Julianne M. Showalter proudly displays the Best of the Best trophy honoring her at the top person in Air Force Public Affairs for 2010.

The Best of the Best Award was established 16 years ago by the Air Force Public Affairs Alumni Association (AFPAAA) to enable SAF/PA, which does the evaluations and selects the recipient, to recognize the outstanding officer, civilian or enlisted person who best demonstrate professional excellence and contribute significantly to the effectiveness of the Air Force Public Affairs mission.

In addition to the trophy, which was presented at AFPAAA's Annual Membership Meeting in May, Sergeant Showalter received a check for \$1000 and a Lifetime Membership in the Association. Sergeant Showalter is a combat photographer with the 1st Special Operations Wing at Hurlburt Field, Florida. She is flight certified and has flown 75 Air Force Special Operations Command missions.

She was chosen for the Best of the Best Award by the Air Force for outstanding planning, creation, and execution of communication activities and products. Among her many accomplishments while deployed to Khost Province, Afghanistan, as the sole combat photographer for more than 120 combat missions. Sergeant Showalter also documented the Provincial Reconstruction Team (PRT) story while on 87 convoy missions and managed the PRT social media site and released more than 750 photos to an audience of more than 20,000 people. The Sergeant was also instrumental in providing photo documentation and coverage of medical supply missions in Hati.



# What's In A Name? PA Staff Sergeant Chris Frost Memorialized At Kirtland AFB



On Wednesday, May 4, a fallen member of the Public Affairs family, Staff Sergeant. Christopher Frost, was honored, when “F Avenue” at Kirtland AFB, New Mexico, was renamed “Frost Avenue.”



the leadership school. Sergeant Frost had also received the John L. Levitow Award which is presented to the top professional military education graduate of Airman Leadership Schools.

The renaming ceremony was in front of the Airman Leadership School with the Sergeant’s father, Garry, and brother, John, participating.

The dedication ceremony was held on what would have been Sergeant Frost’s 28th birthday. Sergeant Frost had been assigned to the 377th Air Base Wing Public Affairs office in 2005 and was the newspaper editor. Sergeant Frost died March 3, 2008, while he was deployed in support of Operation Iraqi Freedom. The Iraqi Army Mi-17 helicopter he was on

Sergeant Frost received the Outstanding Leadership Award from the Kirtland Airman Leadership School. His father and Colonel Robert Maness, 377th Air Base Wing commander unveiled the renamed sign at

crashed during a dust storm. Seven Iraqi Air Force members also perished in the crash near Bayji.

“I got to see him grow up to become the man he was,” said Mr. Frost. “Today, he is leaving his mark on Kirtland Air Force Base.”

Approximately 150 service members and civilians attended the ceremony.

“I would like to thank all of you for the privilege of being here,” said Mr. Frost. “I can’t think of a better way to honor him.

“He loved the Air Force and planned on staying in,” said Mr. Frost. “This dedication lets him continue to serve for years to come.”

## *The Face Of AFPAAA’s Leadership Changes As Bud Ross Takes Board Chair*

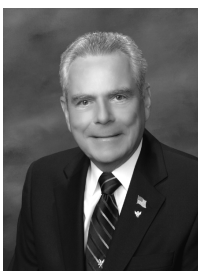
Results of this year’s board of directors election were announced at the 18th Annual Membership Meeting in May. For the first time since its founding, the AFPAAA board of directors has a large infusion of new members who are expected to bring a fresh approach to operations and programs during the next two years.

“Those who stepped down served the Air Force Public Affairs Alumni Association very

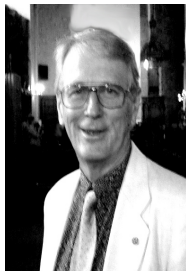
well,” said new board chairman Bud Ross. “But, change and new ideas are essential to AFPAAA’s future, and that’s what this election brought.”

“Four of the six new members – Jay DeFrank, Art Forster, Clem Gaines, and Phil Ratliff, are new to the board. The other two, Mike Cox and Mark Fouch have been board members less that two years,” Bud pointed out.

The changes are effective July 1. In addition to Bud replacing Christine Queen as chairman, Mark become president, Mike vice president, and Phil secretary. Jim Hart continues as treasurer. The remaining members of the board are Dick Abel, John Gura, Hank Hufnagel, Hal Smarkola, and John Terino, who was reappointed communications chairman and a member of the board.



Bud Ross



Mark Fouch



Mike Cox



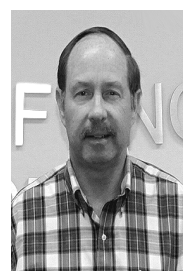
Phil Ratliff



Jay De Frank



Art Forster



Clem Gaines

## From The President's Pen



*Just over a year ago, I joined the Board of Directors. Now, due to unexpected leadership vacancies, I'm writing my first "From The President's Pen." It's been a steep learning curve, and I'll never know it all, but in that short time I've learned a lot about this great organization.*

*AFPAAA is very healthy with dedicated, skilled, and experienced core leadership; effective communication and member services; sound finances and fiscal practices; strong coordination with the SAF/PA leadership to support current PA professionals; and a renewed focus on our basic purpose of providing a means for retired and former members of the PA, Broadcasting, Band, and Multimedia communities to stay in touch.*

*We owe a huge thank-you to past Chairman of the Board Christine Queen and past President Bud Ross, who had a very busy year. Christine's thoughtfulness, wisdom, and perspective kept AFPAAA on course throughout a challenging time. Bud chaired the Membership Development Committee which explored all aspects of our future membership prospects, including the controversial issue of changing our name. All that was "put to bed" by the membership at the annual meeting in May.*

*For the future, AFPAAA's leadership looks solid. In Mike Cox, Jay DeFrank, Art Forster, Clem Gaines, and Phil Ratliff, five very capable people have stepped forward to make sure key positions in the years ahead are filled reliably with very competent incumbents. But, there are people missing in two areas that are vital for AFPAAA's future.*

*First is our general membership. The Membership Development Committee concluded that to sustain AFPAAA in the years ahead we must find and motivate those many retired and former PA, Broadcasting, Band, and Multimedia professionals who are not AFPAAA members to join us. This CAN be done.*

*Second, we need younger members to be "backups" for the specialized positions that keep AFPAAA perking year-round: Treasurer, Communications, Membership, and Website. Right now, if we lose any of the people providing those services we'll stumble badly.*

*So: My focus areas for the next 12 months are recruiting "the missing members" who belong in AFPAAA, and finding backups for our key staff functions. I'll need your help to succeed, and I'll be calling on you.*

*Thanks for this opportunity to serve!*

*— Mark Foutch*



## Willis L. Helmantoler

Bill Helmantoler, who turned down a contract to act at Paramount Pictures just prior to the outbreak of World War II, became a decorated pilot and commander of an air/sea rescue detachment, and, after it became a separate service, one of the pioneers of Air Force Public Affairs, died March 16, at Renaissance Gardens, Springfield, Virginia. He was 89.

Born in New Columbia, Illinois, he attended the University of Illinois. After WW II he remained on active duty and in 1949 was sent to Boston University where he earned his



bachelor's degree in public relations Summa cum Laude, and his master's degree a year later, capping that time with coauthorship of *The Public Relations Guide for Military Commanders*.

Bill's Air Force career was virtually a chronicle of major international and military events of the 1950s and 1960s. As Chief of Information for 5th Air Force and United States Forces Japan, he handled sensitive situations involving

shootings of Japanese by American servicemen.

He was the CINCPAC chief of information for Admiral U.S. Grant Sharp when the Tonkin Gulf incidents triggered the Vietnam war. Later he was assigned to the Office of the Secretary of Defense where he served much of his time as a liaison to the White House.

Bill was the "go to" spokesman in volatile situations, including going to Thule, Greenland when a B-52 carrying four nuclear weapons crashed. He was the DoD spokesman during the Chicago riots, preparations for the Paris Peace Talks, and the release of the Pueblo crew.

He retired as a colonel in 1969 to become director of public relations in Washington, D.C. for American Airlines until 1973. During this period. Bill returned to government service to head public affairs for President Nixon's Price Commission.



# Lord Guard & Guide

From 1973-78 he was with Carl Byoir & Associates, and from 1981-87 Creamer Dickson Basford. After four years running his own public relations company, he retired once more and wrote a novel set in WW II, *The Bonds of Earth*.

Bill is survived by his wife of 40 years, Mary Strader Helmantoler of Springfield – his first wife, Brickey Casey Helmantoler died in 1967; a son and daughter from his first marriage: Michael Helmantoler of Sandy, UT and Lynn Greene of Auburn, CA; a son, John Helmantoler of Midlothian, VA; nine grandchildren, and 15 great-grandchildren.

Interment at Arlington National Cemetery will be Wednesday, July 6, at 3 p.m. Memorial donations in Bill's name may be made to Grace Presbyterian Church, 7434 Bath Street, Springfield, VA.

Bill was a true pioneer in USAF and SecDef Public Affairs. He was Chief Public Affairs officer at Fifth Air Force in Japan, the Air Training Command, and Chief of Media Relations in SAFOI. He was Military Assistant to the ASD/PA and Chief of Public Affairs at PACOM. He was the Public Affairs Officer for the Vietnam Peace Meetings in Paris.

Bill was my mentor and friend for more than 54 years. He was honest almost to a fault but it earned him respect and friendship with media representatives around the world. I am truly proud to say I was his friend. Military Public Affairs officers owe Bill a great debt. We will miss him and remember his intelligence, wit, and dedication.

As Bill liked to say: "Last to know and first to go!"

– Bill Greener

## Before Public Affairs: Heroics In WW II

Bill was attending the University of Illinois when he joined the Army Air Corps Aviation Cadets in August 1941, but his actual pilot training at Kelly Field didn't begin until after Pearl Harbor. After getting his wings, he was an instructor pilot at Pampa Army Airfield, Texas, for the rest of 1942.

He was transferred to the South Pacific for the remainder of the war. At 13th Air Force, Bill was an operations officer under Arno Luehman who, as a major general was Air Force Director of Information from May 1, 1957, to June 1, 1962. Bill flew more than 60 combat missions lasting more than 400 hours in B-25s, B-17s, and OA-10s (the Army Air Corps version of the famed PBY Catalina). Later in the war he became commander of an OA-10A air/sea rescue

detachment in the Philippines that in one year of operations picked up 854 downed airmen at sea.

"My actual big mission was in the harbor of Zamboanga, Philippines," Bill related for AFPAAA's World War II remembrance booklet. "We rescued three B-25 crews that had been shot down. We were in there for two hours and thirty-five minutes, and we were full of water and holes and couldn't get off for a long time. It was 18 people. One guy didn't make it; we only got 17. He couldn't get out of the airplane. We could see him sitting in



the airplane under water and couldn't get him out."

Bill was awarded the Silver Star for that mission.





## Gene J. Guerny

Gene Guerny, whose careers in the Air Force and at NASA spanned more than 60 years, died February 27, in his winter home in Kissimmee, Florida. He was 86 and was interred at Arlington National Cemetery.

Born in Fremont, Ohio, he earned a BS in military science from the University of Maryland, and an MS and Ph.D. in Government Administration from George Washington University and Pacific Western University.

Gene served in the Air Force for 30 years. He was a command pilot with Strategic Air Command, then became an Information Officer. He retired in 1973 as a lieutenant colonel.

While in the Air Force he began a literary career. He published 59 non-fiction books under the name Gene Gurney. They were on a variety of subjects, with many covering military and aviation history, as well as two encyclopedic volumes, "Kingdoms of Europe" and "Kingdoms of Asia."

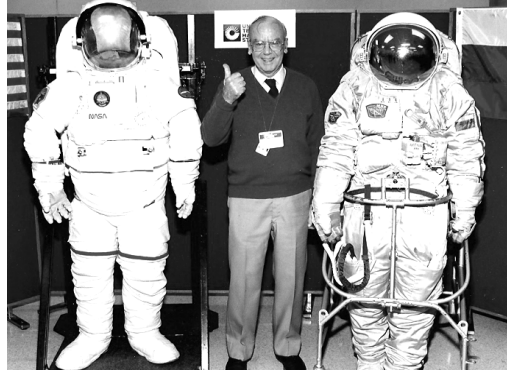
After leaving the Air Force, Gene began a career at NASA's Goddard Space Flight Center, Greenbelt, Maryland, where he became chief of the Office of Public Affairs. He retired from NASA in 2005.

Gene is survived by his wife of 35 years Judith and two ex-wives Clare Guerny and Isabelle Wright, plus two daughters, Patricia Schmidt and Jeanne Bauer, four



grandchildren, one great grandchild and two brothers, Donald Gurney and Anthony Gurney.

Many of us were proud and envious of one Gene's earliest books - a coffee-table, photo and text book about the Pentagon. Gene got the text material and photos from the Army Historical people. He put the text



into readable writing, selected a variety of Army photos and produced a great product with relatively little effort on his part. The book was a good seller,

and Gene continued to get royalties for many years. What a guy!

– Jerry Dalton

*As a young lieutenant at PACAF Hq in 1966-67, Gene was a mentor and advisor who I could turn to for advice on my career. A very quiet, kind, gentle man.*

– John Terino

## Ellis Cameron "Cam" Stewart, Jr.

Cam Stewart, Jr., died peacefully in his sleep January 21, 2012 at Vanderbilt Medical Center, Nashville, Tennessee. He was 85.

He was born and raised in Montgomery, Alabama. In 1943, at 17, he joined the Army Air Corps Enlisted Reserve, entered active duty, and completed flying training as an aviation cadet. He was commissioned in August 1944 and served as a pilot, instructor pilot, and B-29 crew until November 1945.

After World War II, he became a member of the Alabama and later the District of Columbia Air National Guard. He returned to extended active duty in 1959 as an Air National Guard advisor to the Office of the Assistant Chief of Staff for Reserve Forces. In 1965, he became special assistant for Public Affairs to the Deputy for Reserve Affairs in the Office of the Secretary of the Air Force.

Cam accepted a Regular Air Force commission in 1967, and served as Deputy Executive Officer to the Assistant Secretary of the Air Force for Manpower, Personnel, and Reserve Affairs. He volunteered for duty in Vietnam and served with the 14th Special Operations Wing, Nha Trang AB, and as Chief of Combat News, 7th Air Force Headquarters, Saigon, in 1969-70.

He returned to the Pentagon as Assistant Director for Reserve Readiness and Mobilization in the office of the Deputy Assistant Secretary of Reserve Affairs, and then



as Director for Reserve Personnel and Training. His last assignment was Director of Information for Air University, Maxwell Air Force Base, Alabama.

Cam retired as a colonel in 1977 to Monteagle, Tennessee, where he and his wife were active in the community for more than thirty years. He assisted the developer of the Clifftops community in promotional activities and later took over management of the development. He was chairman of the Monteagle Planning Commission and a founding member of the Monteagle Rotary Club and the Monteagle Mountain Chamber of Commerce.

He was chairman of the Grundy County Library Board, spearheaded the building of the May Justus Memorial Library addition in Monteagle, the improvement of the Tracy City Public Library, and guided the six county libraries transition to the electronic era. He supervised their connection to the internet and their inclusion in the Bill and Melinda Gates upgrade and expansion of their computer capabilities.

His wife of 65 years, Sissy (Mildred Ridley Stewart), died November 24, 2010. Survivors include his children, Col. Cameron Ridley Stewart, USAF Ret., of Keller, Texas, George Howse Stewart of Denver, Colorado., Elisabeth Lamar Stewart DeLargy of Austin, Texas, Mildred Florence Stewart Wells of Salt Lake City, Utah, five grandchildren, and four great-grandchildren.

## Attendees

*Dick & Ann Abel*  
*Linda & Jack Arnold*  
*Paul Cole*  
*Mike & Sam Cox*  
*Jerry Dalton*  
*Chuck & Kathleen*  
*Davis*  
*Alan & Marcia DeFend*  
*Pamela Dimmitt*  
*Mark & Janet Foutch*  
*Chuck Fowler*  
*Bill Frensley*  
*Rick & Ann Fuller*  
*Sam & Dawn Giammo*  
*Bob & Norma Gibson*  
*Robert Glymph*  
*John Gura*  
*Tom Halbert*  
*Jim & Patty Hart*  
*Pete & Janet Hefler*  
*Dick & Linda Heil*  
*Tom & Donna Hobson*  
*Robin Holloway*  
*Doran & Francele*  
*Hopkins*  
*Hank Hufnagel*  
*Larry & Karen*  
*Johnson*  
*Les & Carol Kodlick*  
*EK & Bev Loving*  
*Chuck Lucas*







# Photo Album



**18th Annual Membership Meeting  
May 12-14, 2011  
Fairfield, California & Travis AFB**



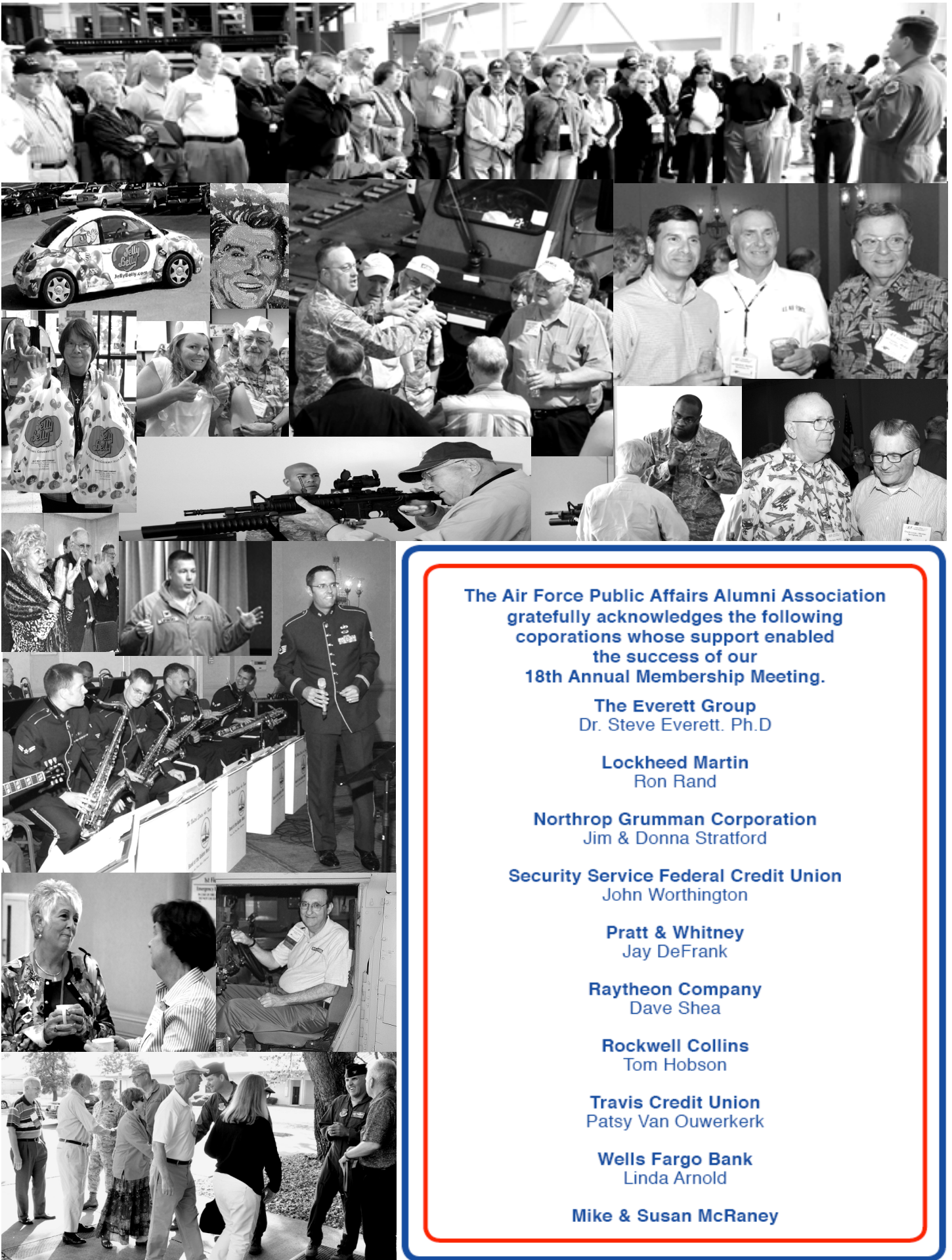
- Bob Matheson*
- Gayle Maxey*
- Larry & Karen*
- McCracken*
- Mike McRaney*
- John Meyer*
- Steve & Cookie*
- Murata*
- Neil & Lynne Norum*
- Jim Ragan*
- Ron & Berni Rand*
- Phil & Linda Ratliff*
- Bud & Hilda Ross*
- David & Carol*
- Schillerstrom*
- Dave Shea*
- Julianne Showalter*
- Hal Smarkola*
- David & Carolyn Smith*
- Ernie Stepp*
- Jim Stratford*
- Jack Swanberg*
- Sarah Trulson*
- Roy & Kay Whitton*

## Photo Credits

- Sam Giammo*
- Bob Gibson*
- Holt Photography*
- Gale Maxey*
- Neil Norum*
- Bud Ross*
- TSgt Les Waters*

more





The Air Force Public Affairs Alumni Association  
 gratefully acknowledges the following  
 coporations whose support enabled  
 the success of our  
 18th Annual Membership Meeting.

**The Everett Group**  
 Dr. Steve Everett. Ph.D

**Lockheed Martin**  
 Ron Rand

**Northrop Grumman Corporation**  
 Jim & Donna Stratford

**Security Service Federal Credit Union**  
 John Worthington

**Pratt & Whitney**  
 Jay DeFrank

**Raytheon Company**  
 Dave Shea

**Rockwell Collins**  
 Tom Hobson

**Travis Credit Union**  
 Patsy Van Ouwerkerk

**Wells Fargo Bank**  
 Linda Arnold

**Mike & Susan McRaney**

# *Air Force Advocate, Publisher Foy McNaughton Gets President's Award*

The Air Force Public Affairs Alumni Association President's Award for 2011 was presented to Foy McNaughton, President and CEO of McNaughton Newspapers Inc., for his significant impact on Air Force public affairs, community relations, and his advocacy and support of the Air Force.

Mr. McNaughton received a plaque that included a small, red piece of the Cape Canaveral gantry used for the January 31, 1958 launch of Explorer One, America's first satellite. The presentation was made by AFPAAA president Bud Ross.

The award is presented to individuals who are leaders in their particular field and who have significantly impacted U.S. Air Force Public Affairs.

Mr. McNaughton owns seven regional newspapers in Northern California, including the Fairfield Daily Republic. For two decades, he has made a significant journalistic contribution to military coverage of Travis AFB, the Air Force, and DoD in northern California, a region of the state in which military service has not always been fully appreciated and news media coverage often highly adversarial.

Unlike some community newspapers, whose reporters barely gain a foothold before their reassignment to another beat, the Daily Republic Management has maintained a beat military reporter who is well versed in military history. This has led to consistent, in-depth, accurate, and balanced reporting.

This reporter attends the monthly Travis Regional Armed Forces Committee (TRAFIC) meetings to cover updates by military leaders. The paper also has a weekly section devoted to military news and publishes the Travis AFB Tail Winds newspaper.

Mr. McNaughton furthers base community relations through generous sponsorship of base events, both monetarily and in free advertising. As a past chairman and current board member of TRAFIC, he has represented Fairfield to Congress in trips to Washington, DC.

His advocacy efforts with the TRAFIC helped obtain congressional funding of a new Band of the Golden West building. During the past decade, congressional military construction appropriations above the



**Publisher Foy McNaughton (l.) receives the President's Award from AFPAAA President Bud Ross.**

President's budget amounted to over \$300 million. He was recently chosen as the Travis AFB community representative to Air Mobility Command Commander, General Ray Johns.

"I've just had a feeling, for as long as I can recall, of the importance of what the military does for this country," Mr. McNaughton told those at the presentation luncheon at Travis AFB. In addition to members of AFPAAA, attending the luncheon were Brigadier General Les Kodlick, director of Air Force Public Affairs; Colonel James Vechery, commander of the 60th Air Mobility Wing; Colonel Gary Gottschall, commander of the 615th Contingency Response Wing; and Fairfield mayor Harry Price.

Previous recipients of the President's Award include former Secretary of the Air Force Thomas Reed, past Air Force Magazine editor John T. Correll, Frank Jennings, who coined the term "aerospace," and former Assistant Secretary of Defense for Public Affairs Bill Greener.

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# CENTURION DONATIONS HELP ENDOWMENT FUND REACH \$ 300,000 GOAL



“It took a bit longer than we anticipated, but we have reached our endowment fund goal of \$300,000,” Jim Hart, treasurer and head of the investment committee said. “That provides the base that will sustain AFPAAA’s day-to-day operations in the years ahead.”

The goal, which was set in 1997, was reached in April because of a generally favorable stock market in the past year and 26 Centurion \$100 donations from individuals at the May Annual Membership Meeting. Since it began in 2003, the Centurion program has added almost \$18,000 to the fund.

“With the way the market has fluctuated in recent years, there is no guarantee that we stay above \$300,000 every day until our investments grow a bit more,” Jim pointed out, “but I am confident that the firm that is managing our portfolio will continue to provide the conservative growth opportunities that have ensured the fund’s success.”

Morgan Stanley and Northwest Quadrant Wealth Management (NWQ) handle AFPAAA’s funds. Our investment committee of Jim, Jim McGuire, and Hank Hufnagel work closely with them to ensure our goals and objectives are being met. Since the account was opened in 2001 AFPAAA has had an annualized return of just under 6%.

NWQ approach uses an approximate 60% equities - 40% fixed income ratio for the AFPAAA account.

The equities emphasize blue chip, consistent high performance companies such as ExxonMobil and Caterpillar. Corporate bonds, government securities, and cash are the rest of the portfolio.

The investment committee has a quarterly conference call with Morgan Stanley and NWQ to review the performance of the endowment fund and to chart the course of action for the next quarter. No member of the investment committee can make a unilateral decision regarding the funds.

“All donations to the endowment fund - money, stocks, real estate, collectibles, and other valuables - are tax deductible,” Jim emphasized. “That helps the person making the donation reduce their tax liability while they help provide for the future of AFPAAA.”

Cash donations have ranged from \$10 to \$10,000, stock donations have added almost \$20,000, and AFPAAA logo merchandise to raise funds has been contributed.

“We are in a good position now, but we can’t get complacent,” Jim cautioned. “As more members move from the annual renewal list to the paid for life list, the yearly stream of income from dues becomes less. And, while we have had fine support from industry, with the defense business climate what it is and proposed budget cuts likely to happen, we could see curtailment of that support.”

## 2011 AFPAAA CENTURIONS

**DICK ABEL**

**LINDA ARNOLD \***

**PAUL COLE**

**MIKE COX**

**JERRY DALTON**

**AL DEFEND**

**JAY DEFRANK**

**MARK FOUTCH**

**BILL FRENSELY**

**RICK FULLER**

**SAM GIAMMO**

**BOB GIBSON**

**BOB GLYMPH**

**TOM HALBERT**

**JIM HART**

**DORAN HOPKINS**

**HANK HUFNAGEL**

**MIKE MCRANEY**

**NEIL NORUM**

**JIM RAGAN \***

**RON RAND**

**PHIL RATLIFF**

**BUD ROSS**

**DAVE SCHILLERSTROM**

**HAL SMARKOLA**

**DAVE SMITH**

\* Indicates winner of the drawing for free rooms. All \$100 or more Centurion donors since the previous Annual Membership Meeting who are in attendance at the current meeting are eligible for room prizes. This year the room prizes were valued at more than \$280 each. Endowment fund donations are tax deductible.



# McCullough Directed PRSA Silver Anvil Winner

AFPAAA Life Member Bob McCullough was in the spotlight with Maggie and Gordon Morgan when their unique Morgan's Wonderland in Northeast San Antonio, Texas, was one of the winners of a Public Relations Society of America (PRSA) Silver Anvil Award for outstanding achievement in strategic public relations planning and implementation. McCullough is communications director for Morgan's Wonderland.

Gordon Hartman, founder of The Gordon Hartman Family Foundation, accepted the honor, which was presented June 9 in New York City, on behalf of the world's first ultra-accessible family fun park designed with special-needs individuals of all ages in mind.

The Silver Anvil was earned for the communications campaign that introduced the unique and colorful park to local, regional, national, and international audiences.

Hartman said winning the Silver Anvil was a team

effort. "To offer free admission to Morgan's Wonderland to anyone with a special need, we have to operate on a very tight budget," he said.



PRSA Silver Anvil winners Bob and Shelley McCullough with Maggie and Gordon Hartman.

"Everyone on the Morgan's Wonderland team has pitched in to help spread the word about our park that's been in operation for slightly more than a year. Thanks largely to energetic social-media efforts, our lively website, growing numbers of special events, and generous news media coverage, thus far we've been able to attract more than 130,000 guests from 49 states and 20 other countries."

The non-profit Morgan's Wonderland opened March 3, 2010. Completely wheelchair-accessible, it features more than 25 elements and attractions including rides, playgrounds, gardens, an eight-acre fishing lake, 18,000-square-foot special-event center, 575-seat amphitheater, picnic area, and rest areas throughout the park.

## Directory Updates



## Directory Updates

### Additions

#### **Bushley, Rosaire**

Major (Associate) 8910N 1604W #1523, San Antonio TX 78249, (210) 426-6681; Business: AETC/PAO, 100 H Street, Ste. 4, Randolph AFB TX 78150, (210) 652-9330, Fax: (210) 652-2027; E-mail: r.v.bushley@gmail.com

#### **Casiano, Peter**

CMSgt (Associate) 2473 Walnut Rocker Lane, Herndon VA 20171, (210) 471-8721; Business: SAF/PAR, 1690 AF Pentagon, Washington DC 20330, (703) 614-4462; E-mail: peteisgolfing@gmail.com

#### **Clavette, Larry D.**

GS-15 (Lifetime Member), 1436 Hartwood Rd, Fredericksburg VA 22406, (540) 903-7238; Business: AF Public Affairs Agency, 2261 Hughes Ave., Ste 157, Lackland AFB TX 78236, (210) 396-1776; E-mail: lpclav@wildblue.net

#### **Faggard, Dave**

Major (Associate) 9120 Fishermans Lane, Springfield VA 22153, (703) 455-3412; Business: SAF/PA, 1690 Air Force Pentagon, Washington DC 20330; E-mail: dafaggard@yahoo.com

#### **Fowler, Chuck**

Civilian (Separated 1968) 6350 Leprechaun Dr. NW, Olympia WA 98502, (360) 705-3060; Business: Northwest

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*Be Sure To Let Us Know When You Have A Change In Your Listing!*

**Minutes of the Air Force Public Affairs Alumni Association  
18th Annual Membership Meeting  
Saturday May 14, 2011  
Hilton Garden Inn, Fairfield, California**

The meeting was called to order by President Bud Ross at 2:40 p.m. PST. A quorum was declared by Secretary Mike Cox.

**Board of Directors Members Present:**

Bud Ross, President	Alan DeFend
Mark Foutch, Vice President	Sam Giammo
Mike Cox, Secretary	John Gura
Jim Hart, Treasurer	Hank Hufnagel
Dick Abel	Hal Smarkola

Absent: Neil Buttimer, John Terino, Christine Queen

The following members of the Public Affairs community who died since the last Annual Membership Meeting were recognized by the membership with a moment of silence:

Rodney P. G. Bricker	Gene Guerny
Willis L. Helmantoler	Allan R. Scholin
Ellis Cameron Stewart	

**2010 AFPAAA Annual Membership Meeting Minutes** – President Bud Ross presented the minutes of the 17th Annual Membership Meeting for approval. Mike McRaney moved for approval, Dave Smith seconded and they were approved unanimously.

**Treasurer's Report** – Treasurer Jim Hart reported that per the bylaws requiring a report on the financial status of the Association A/O the end of the FY which is Sept. 30, 2010, the total balance of the Sun Trust checking account and the Endowment Fund was \$282,309.32. For an update Treasurer Hart reported that A/O Mar. 31, 2011 the balance if the two accounts is \$326,942.80. He advised the larger balance contains funds from registration for the 18th Annual meeting as well as corporate donations in support of the meeting. Those funds will be reduced as bills for the conference are paid. Finally Treasurer Hart reported that the quarterly financial report from Morgan Stanley, the managers of the Endowment Fund, showed A/O April 30, 2011 the balance stood at \$300,115.48.

President Ross thanked Treasurer Hart and Ron Rand for their efforts in seeking and raising funds from corporate sponsors over many years.

Motion was made by Rick Fuller to approve the Financial Report as presented, seconded by Jerry Dalton. Motion was approved unanimously.

**Committee Reports**

**Membership** – Provided by John Gura for Membership Committee Chairman Neil Buttimer. Current membership stands at a total of 544. Since last year's annual meeting, the Association membership has decreased significantly primarily due to non-renewal by associate members. We dropped 101 Associate members with two-year complimentary memberships that were not renewed. AFPAAA continues to maintain a core group of about 450 full (Annual, Lifetime Founder, and Lifetime) members. Essentially, the number of full members that fail to renew just about matches the number of new full members that sign up or transition from Associate to Full Membership.

**Web Site/Oral History** – Committee Chairman John Gura reported that we have enough material for four volumes. One has been produced so far. He advised that the CD has PDF files of the actual transcript of the interviews versus the voice version. He encouraged everyone to read them as they contain some very interesting material. For the web site John advised he is looking into how Social Media can be adapted to AFPAAA usage. Chairman Gura advised that a frustration he is looking to correct is the fact that the web site data bases require him or Neil Buttimer to go into the data base to make any changes that appear on the page. He cited items like directory changes etc. He has request approval from the Board to investigate software acquisition that would allow members to makes changes right on the web site to the Directory, subscribe to the newsletter, etc.

President Ross called for a motion to approve the Membership, Web site and Oral history reports. Tom Halbert moved approval, Dick Heil seconded, motion approved unanimously.

**Communications** – Report was read by President Ross for Communication Committee Chairman John Terino. Motion to accept report made by Jim Reagan, seconded by Dick Heil, approved unanimously.

**Board of Directors**

**Election Results** – President Ross announced the results of the Board of Directors election. The six new or reelected members are:

Mike Cox	Jay DeFrank	Art Forster
Mark Foutch	Clem Gaines	Phil Ratliff

Nomination Committee Chairman Sam Giammo commented that he wanted to thank those that served with him on the committee to develop the slate of candidates for the election. The committee consisted of Jim Hart, John Gura, Hal Smarkola and Neil Buttimer.

President Ross announced the new officers beginning July 1, will be:  
Bud Ross, Chairman of the Board    Mark Foutch, President  
Mike Cox, Vice President    Phil Ratliff, Secretary    Jim Hart, Treasurer

**2012 Annual Membership Meeting** – Linda Arnold briefed that the 2012 Annual AFPAAA meeting will be in St. Louis, Missouri, May 3-5. Pat Maloney is the on site coordinator. Hotel will be the Hilton St. Louis Frontenac. Pat has arranged excellent rates for the hotel and other services.

**2013 Annual Membership Meeting** – Initial planning is for Las Vegas with John Gura serving as lead on the meeting.

**New Business: None**

**State of the Association** – President Bud Ross reported on the current state of the association. He noted we enjoy financial strength due to careful management by Treasurer Jim Hart, and membership is holding steady. We have seen some reduction in dues revenue due to membership conversions. With new faces stepping forward in leadership positions he thinks the Association will be in good hands. He does feel we face significant challenges as our membership grows older and the reductions in Public Affairs and allied career fields shrink the pool of potential members. He noted that Air Force actions to fill PA vacancies left by the major cut some years ago will result in the use of non-career PAs who may not be inclined to join our Association. He advised that membership is an issue that will need attention. He thanked those who have helped him throughout the year including Jim Hart and Chairman Christine Queen who was unable to attend the meeting.

**Membership Development Committee** – President Ross reported on his appointment by the Board last year to chair a committee to look at all the membership development issues, including the possibility of changing the name and how that might impact the Association's ability to attract those on active duty to join AFPAAA. Dave Shea and Neil Buttimer were the other members of the committee. It is a more complex issue than imagined. A complete report was included in each member's arrival package for the annual meeting. (see Executive Summary on next page) Key points from the report are:

- Association incorporated in 1994.
- This is the third committee to look at membership issue.
- Number one reason for AFPAAA to exist is as a means for retired/separated to stay in touch.
- Committee thinks best action in next decade is to work those no longer serving.
- Name change can be done without impact on our charitable status.
- If you don't change the mission of an organization why change the name.
- Ops tempo, etc. supports the conclusion nothing will lead the young on active duty to join.
- Therefore the cost and work does not warrant the change.

Motion was made by Tom Halbert to accept the report, Jerry Dalton seconded, motion was passed unanimously.

President-elect Mark Foutch commended President Bud Ross for his challenging and successful year as President, Membership Development Committee chair, and Annual Meeting host. He expressed appreciation for the honor of being elected AFPAAA President and asked for the membership's support during his term beginning July 1.

**Adjournment** – With no other business, the meeting adjourned at 3:59 p.m. PST.

# Summary of the Air Force Public Affairs Alumni Association Membership Development/Name Change Committee Report – May 2011

**Background** – The committee, headed by then President Bud Ross with Neil Buttimer and Dave Shea, who were assisted by Art Forster, was formed by AFPAAA’s board of directors in July 2010 following a motion at the 17th Annual Membership Meeting in Orlando Florida in May 2010 to explore the membership challenges facing the Association and the possibility of changing its name to enhance its appeal to potential members.

**Findings** – The committee found that AFPAAA’s membership will gradually decline over the next decade, and that a precipitous decline will occur in subsequent years. This will happen because of a likely large decline of retirees over the next 20 to 30 years attributed to the substantial draw down of Public Affairs personnel since the high point during the Viet Nam era.

The greatest potential for immediate membership development rests in the current “no longer serving” group because the number of potential members in that group far exceeds those currently serving who would be candidates for membership in the future. Also, AFPAAA’s programs are designed to appeal to the no longer serving group.

According to the AFPAAA commissioned 1995 Gelb Study of its membership, the primary value to those who become members of AFPAAA is the social aspect of “staying in touch with friends and associates.”

Although the committee was unable to survey those currently serving, it seems logical their social needs are being met by their frequent contact with their peers. Their professional development is provided by DIN-FOS, PME, The Short Course in Mass Communication, and Education with Industry.

Those currently serving are more likely focused on the present, both in terms of their duties and social relationships. AFPAAA is not structured to fulfill either those professional development or social network needs and appears to be not relevant to those currently serving. This is consistent with the purpose of AFPAAA to focus its activities on those who have retired from or are no longer serving in Public Affairs. Complimentary memberships for those now serving have yielded some awareness of AFPAAA, but not many gains in membership.

While changing the name of the organization by dropping the word “Alumni” is an option, and, according to one CPA, can be done without reapplying for tax exempt status so long as its purpose and opera-

tions remain the same, there is no proof a name change would increase the appeal of AFPAAA to those currently serving or increase their inclination to become members..

Additionally, it would cost both money (estimated at up to \$10,000), time, and effort. There is some concern that if the application for a name change somehow triggers additional review of AFPAAA’s veteran’s tax deductible donation status (90 per cent wartime members), that status could be in jeopardy.

Wartime service includes the Gulf War and “all later declared wars.” All conflicts since Viet Nam have not been declared wars, further complicating the interpretation. Nonetheless, conflicts like Iraq and Afghanistan would likely be considered war-time service.

The committee concurs with the association’s financial goal and its pursuit of growing the endowment fund to someday replace declining revenues from corporate donations. While revenue from membership dues has continued to wane, the corporate donations have cut membership costs at the annual meeting by about half and have become the major source of revenue.

## **Recommendations** –

1. Efforts should continue to pursue membership from those now serving, but that additional effort be placed on those who have separated from the Air Force. The committee further recommends a new membership drive with incentives for membership recruitment be undertaken.

2. Absent any proof a name change will make a difference in recruitment of those currently serving, and because of the money and effort it would cost, the committee recommends keeping the organization’s current name. Should the board decide to change the name, second and third CPA opinions on the risk to AFPAAA’s “tax deductibility” status should be obtained before a change is made.

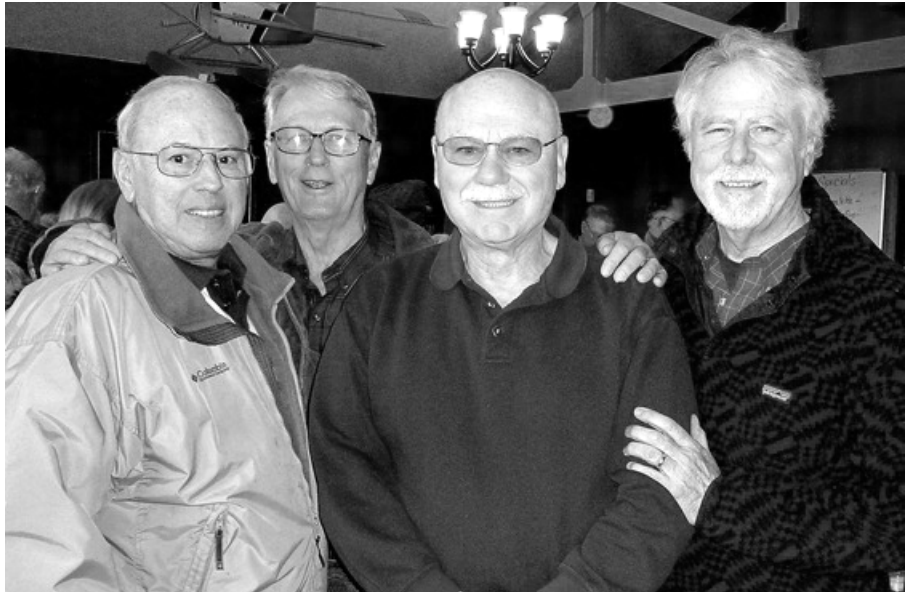
3. This study, as well as past studies of dues and membership, and name change decisions should be made a permanent record and communicated to the general membership.

4. Connection of AFPAAA with the active duty Public Affairs community needs to be reinforced. This might be achieved through a dedicated contact point. In addition, the leadership of AFPAAA should seek to be invited to MAJCOM and SAF/PA conferences to increase rapport and visibility with the active force.



# A Gathering Of 25th AD Geezers . . .

Once upon a time there was an Air Defense Command, which became Aerospace Defense Command, to handle the air defense of the United States from the Cold War Soviet Bomber threat. It had Air Divisions scattered around the country with their headquarters housed in large, multistory, windowless concrete block houses, and each of those Air Divisions had an Office of Information. On April 2, the now defunct 25th Air Division, which had been at McChord AFB, Washington, held its semi-annual "Recall Breakfast" in nearby Lakewood for alumni who had served in its heyday. Four key Public Affairs staffers from the heyday of the 25th Air Division pictured above attended; left to right



are Mike Vouri, Skywatch magazine editor ('73-'75); and AFPAAA members Mark Foutch, 25AD/OI Director ('71-73); Don Macaluso, Director ('73-'76), and Bill Hubbard, Director ('80-83). Mike, who's now chief historian at the San Juan Island National Historical Park, was the featured speaker at the breakfast.



**Welcome Aboard To . . .** *Rosaire Bushley, Peter Casiano, Dave Faggard, Chuck Fowler, Darin L. Hubble.*

**New Lifers . . .** *either by joining or upgrading their membership status, we recognize Larry Clavette, Bill Frensley, Mike Kinchen, David Lamp, William Sharp, and Julianne Showalter.*

**Lockheed Martin Boosts . . .** *expansion of the National Museum of the United States Air Force. The museum will benefit from a \$10 million donation from the company, the largest donation ever received. The funds will support construction of a new 200,000 square-foot addition that is scheduled to open in 2014. The structure will house the museum's space, presidential aircraft, and global reach galleries, the latter featuring cargo and tanker aircraft.*

**Check Out . . .** *the Spring issue of PRSA's Public Relations Strategist's editors column for an insightful interview with AFPAAA Life Member and SAF/PA Director Brigadier General Les Kodlick.*

**AFRTS Reunion . . .** *Good Morning Big Sky will host an AFRTS Reunion in Big Sky, Montana August 23-26, 2012. Former AFRTS Broadcasters Geno Plyler and Tim "Turbo" Johnston are organizing the event. For details go to: <http://www.goodmorningbigsky.com>.*

**Replica Unveiled . . .** *by the Berlin Airlift Veterans Association of the famous Berlin Airlift Memorial*



*at the National Museum of the United States Air Force. The original memorial, stands at the former Tempelhof Airport in Berlin, and its sister memorial at the former Rhein-Main Air Base near Frankfurt, representing the "air bridge" created by the American, French, and British to thwart the Soviet blockade of Berlin in 1948/49.*

*ated by the American, French, and British to thwart the Soviet blockade of Berlin in 1948/49.*



# Membership Application

*Full Members* – former members of the Air Force Public Affairs, Broadcasting, Bands, or Multimedia career fields, military or civilian, retired or separated. *Associate Members* – current or former members of the Air Force Public Affairs, Broadcasting, Bands, or Multimedia career fields, military or civilian, still in service.

I am applying for     Full Membership     Associate Membership

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Home Phone \_\_\_\_\_ Home Fax \_\_\_\_\_

Home e-mail address \_\_\_\_\_

Business Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Business Phone \_\_\_\_\_ Business Fax \_\_\_\_\_

Business e-mail address \_\_\_\_\_

I am     Currently Retired     Part of the active duty, guard, or reserve force

My last/current Air Force Public Affairs/Broadcasting/Band position was/is

\_\_\_\_\_

It was/is at (base) \_\_\_\_\_

My grade/rank/GS/GM was/is \_\_\_\_\_

That was in (month & year) \_\_\_\_\_

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I am enclosing a check (U.S. funds) payable to:

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**18th Annual Membership Meeting May 12-14, 2011, Fairfield, CA & Travis AFB**