The following individuals have been promoted to the rank indicated as members of the Kentucky Air Guard and reservists of the United States Air Force:

**SENIOR AIRMAN (E-4)**
- Phillip Guptill, 123rd Airlift Wing
- Elizabeth Lucas, 123rd Maintenance Sq.

**STAFF SERGEANT (E-5)**
- Mark Willoughby, 123rd Services Flt.

**AIRMAN 1ST CLASS (E-3)**
- James Barber, 123rd Logistic Sq.
- Michael Hagar, 123rd Medical Sq.

**TECHNICAL SERGEANT (E-6)**
- Jodi Gilbert, 165th Weather Flt.

Sixty-seven members of the Kentucky Air Guard will participate in an Inspector’s General Exercise from Nov. 4 to 9 at the Combat Readiness Training Center in Gulfport, Miss. The purpose of the exercise is to evaluate the combat readiness of participating units, said Maj. Greg Nelson, chief of plans for the 123rd Airlift Wing.

Members of the KyANG’s civil engineering, firefighting, personnel, finance and visual information sections will join with more than 400 airmen from other units to face a simulated wartime environment.

The wing’s participants will be flown to Mississippi aboard KyANG C-130s, but Thoroughbred Express aircrews will not be part of the IGX. That’s because they’re slated for evaluation during an Expeditionary Operational Readiness Inspection to be held this winter at Ramstein Air Base, Germany. That EORI will examine the wing’s aviation package as it participates in an Aerospace Expeditionary Force rotation.

The idea of providing two different kinds of inspections—an IGX and an EORI—exemplifies a new mind set for testing the combat readiness of Air Guard units, Nelson said.

Under the old system, each KyANG member would spend up to a year preparing for what was called an Operational Readiness Inspection, which required every unit in the wing to mobilize its equipment and set up a base at a remote location under simulated hostile conditions.

However, such an approach prevented Guard assets from being used effectively to meet global needs, Nelson said.

"If you are tying up an entire wing to get ready for an exercise, you end up taking them away from their real-world functions," Nelson said.

With the new system, some unit components will be inspected during real-world deployments—an EORI—while others will be evaluated stateside with an IGX. Because of this, not all unit members need to participate at the same time. Additionally, not everyone is even required to participate, Nelson said.

"The inspectors are just ensuring that all elements of a wing are operationally ready, whether every member participates or not." That doesn’t mean the IGX will be a lightweight affair.

Senior Master Sgt. Glenn Farquhar, readiness flight chief for the wing’s 123rd Civil Engineering Squadron, said the IGX will require 24-hour staffing and that most of the simulated bombings will occur during the hours of darkness.

He encourages unit members to do what they can to prepare ahead of time.

"We must know our mission-essential task listings and be prepared to perform those tasks completely," Farquhar said. "Everyone should be ready to administer self-aid and buddy care, be a facility manager, become a sweep team member or work in the contamination control area.

"We must be familiar with contamination avoidance and become very proficient at drinking water while wearing gas masks."

Farquhar recommends all unit members wear their masks a few hours each week to prepare for the IGX. He also suggests that participants check equipment to ensure they have no missing items.

Master Sgt. John Martin, historian for the 123rd Airlift Wing, participated in an IGX in July at the Air National Guard Combat Readiness Training Center in Savannah, Ga. He is the first wing member to participate in this type of exercise.

Martin said he was impressed by the manner in which the IGX was executed.

"Truly trained me on how to perform my wartime taskings during a contingency," he said.

Wing prepares for upcoming X-games

By Staff Sgt. David L. Tors
Cargo Courier Staff Writer

Sixty-seven members of the Kentucky Air Guard will participate in an Inspector’s General Exercise from Nov. 4 to 9 at the Combat Readiness Training Center in Gulfport, Miss. The purpose of the exercise is to evaluate the combat readiness of participating units, said Maj. Greg Nelson, chief of plans for the 123rd Airlift Wing.

Members of the KyANG’s civil engineering, firefighting, personnel, finance and visual information sections will join with more than 400 airmen from other units to face a simulated wartime environment.

The wing’s participants will be flown to Mississippi aboard KyANG C-130s, but Thoroughbred Express aircrews will not be part of the IGX. That’s because they’re slated for evaluation during an Expeditionary Operational Readiness Inspection to be held this winter at Ramstein Air Base, Germany. That EORI will examine the wing’s aviation package as it participates in an Aerospace Expeditionary Force rotation.

The idea of providing two different kinds of inspections—an IGX and an EORI—exemplifies a new mind set for testing the combat readiness of Air Guard units, Nelson said.

Under the old system, each KyANG member would spend up to a year preparing for what was called an Operational Readiness Inspection, which required every unit in the wing to mobilize its equipment and set up a base at a remote location under simulated hostile conditions.

However, such an approach prevented Guard assets from being used effectively to meet global needs, Nelson said.

"If you are tying up an entire wing to get ready for an exercise, you end up taking them away from their real-world functions," Nelson said.

With the new system, some unit components will be inspected during real-world deployments—an EORI—while others will be evaluated stateside with an IGX.

"The inspectors are just ensuring that all elements of a wing are operationally ready, whether every member participates or not."

That doesn’t mean the IGX will be a lightweight affair. Senior Master Sgt. Glenn Farquhar, readiness flight chief for the wing’s 123rd Civil Engineering Squadron, said the IGX will require 24-hour staffing and that most of the simulated bombings will occur during the hours of darkness.

He encourages unit members to do what they can to prepare ahead of time.

"We must know our mission-essential task listings and be prepared to perform those tasks completely," Farquhar said. "Everyone should be ready to administer self-aid and buddy care, be a facility manager, become a sweep team member or work in the contamination control area.

"We must be familiar with contamination avoidance and become very proficient at drinking water while wearing gas masks."

Farquhar recommends all unit members wear their masks a few hours each week to prepare for the IGX. He also suggests that participants check equipment to ensure they have no missing items.

Master Sgt. John Martin, historian for the 123rd Airlift Wing, participated in an IGX in July at the Air National Guard Combat Readiness Training Center in Savannah, Ga. He is the first wing member to participate in this type of exercise.

Martin said he was impressed by the manner in which the IGX was executed.

"Truly trained me on how to perform my wartime taskings during a contingency," he said.

See X-GAMES, Back Page

Wing prepares for upcoming X-games

By Staff Sgt. David L. Tors
Cargo Courier Staff Writer

Sixty-seven members of the Kentucky Air Guard will participate in an Inspector’s General Exercise from Nov. 4 to 9 at the Combat Readiness Training Center in Gulfport, Miss. The purpose of the exercise is to evaluate the combat readiness of participating units, said Maj. Greg Nelson, chief of plans for the 123rd Airlift Wing.

Members of the KyANG’s civil engineering, firefighting, personnel, finance and visual information sections will join with more than 400 airmen from other units to face a simulated wartime environment.

The wing’s participants will be flown to Mississippi aboard KyANG C-130s, but Thoroughbred Express aircrews will not be part of the IGX. That’s because they’re slated for evaluation during an Expeditionary Operational Readiness Inspection to be held this winter at Ramstein Air Base, Germany. That EORI will examine the wing’s aviation package as it participates in an Aerospace Expeditionary Force rotation.

The idea of providing two different kinds of inspections—an IGX and an EORI—exemplifies a new mind set for testing the combat readiness of Air Guard units, Nelson said.

Under the old system, each KyANG member would spend up to a year preparing for what was called an Operational Readiness Inspection, which required every unit in the wing to mobilize its equipment and set up a base at a remote location under simulated hostile conditions.

However, such an approach prevented Guard assets from being used effectively to meet global needs, Nelson said.

"If you are tying up an entire wing to get ready for an exercise, you end up taking them away from their real-world functions," Nelson said.

With the new system, some unit components will be inspected during real-world deployments—an EORI—while others will be evaluated stateside with an IGX.

"The inspectors are just ensuring that all elements of a wing are operationally ready, whether every member participates or not."

That doesn’t mean the IGX will be a lightweight affair. Senior Master Sgt. Glenn Farquhar, readiness flight chief for the wing’s 123rd Civil Engineering Squadron, said the IGX will require 24-hour staffing and that most of the simulated bombings will occur during the hours of darkness.

He encourages unit members to do what they can to prepare ahead of time.

"We must know our mission-essential task listings and be prepared to perform those tasks completely," Farquhar said. "Everyone should be ready to administer self-aid and buddy care, be a facility manager, become a sweep team member or work in the contamination control area.

"We must be familiar with contamination avoidance and become very proficient at drinking water while wearing gas masks."

Farquhar recommends all unit members wear their masks a few hours each week to prepare for the IGX. He also suggests that participants check equipment to ensure they have no missing items.

Master Sgt. John Martin, historian for the 123rd Airlift Wing, participated in an IGX in July at the Air National Guard Combat Readiness Training Center in Savannah, Ga. He is the first wing member to participate in this type of exercise.

Martin said he was impressed by the manner in which the IGX was executed.

"Truly trained me on how to perform my wartime taskings during a contingency," he said.

See X-GAMES, Back Page

TOP: Staff Sgt. Edward Moody practices donning his chemical gear during the August UTA in preparation for the IGX.

BOTTOM: Other wing members who will participate in the November exercise help their buddies correctly don their gas masks.
and can be depended upon to get the job done. It won't simply come to you because it's "your turn." You will achieve it if you are a leader. If you set the example, not just follow it. And if you live up to the core values of the Air Force: INTEGRITY FIRST. SERVICE BEFORE SELF. EXCELLENCE IN ALL WE DO.

"These ads reflect the intangible rewards of pride, honor, and the higher calling of serving our nation," he said. "They also showcase our incredible people." Gen. Mike Ryan, Air Force chief of staff, expects the new ads to help boost recruiting and retention by focusing audiences on the challenges and rewards of Air Force service.

"These ads reflect the intangible rewards of pride, honor and the higher calling of serving our nation," he said. "They also showcase our incredible people." Brig. Gen. Ron Rand, Air Force director of public affairs, said the six new commercials consistently portray the dedication and professionalism of Air Force people performing important missions every day.

"These ads convey important messages: The Air Force does a lot for our country, the Air Force is a diverse family of extraordinary Americans, the Air Force is hiring, and the Air Force welcomes anyone who appreciates its people," Ryan said.

The ads were produced for the Air Force by Siegelgale, a branding and advertising firm in New York. Siegelgale scripted several proposals and hired a Hollywood production company to film the ads this year.

The job of directing the new commercials went to Bob Richardson, an Academy Award winner, and included director of photography for box office hits such as "Platoon," "A Few Good Men," "JFK," and "Wag the Dog." The ads depict scenes of a KC-10 Extender refueling a B-2 Spirit and F-117A Nighthawks. Additional scenes include aerial shots.

Not just glitzy airplanes that are showcased in the commercials. Bill Coker, assistant director, said the ad campaign’s central theme was to show what it means to be an Air Force member.

"The ads emphasize Air Force people," he said. "You often see hardware (in past commercials) because it’s exotic and exciting. But what these ads show is the team spirit and sense of adventure in what the rest of the Air Force does—the part that (the public) doesn’t get to see very much, such as what happens behind the scenes, the launch a bomber mission."

He said the commercials also serve as a salute to those who work in support roles.

"No one comes close," said Rand. "No one comes close to the U.S. Air Force in the world, no other endeavor comes close to doing what we do, and no other endeavor comes close to the high-tech opportunities available to people in the Air Force."

"No One Comes Close" offers many other communication advantages, said Rand. "For example, no one comes close to our technical sophistication, no one comes close to our education opportunities, and no one comes close to what we offer our members."

"Ultimately, we want these ads to evoke strong, positive feelings and a greater understanding and awareness of the Air Force, our people and our mission," Peters said.
In an era of military downsizing, unit realignments and base closures, it’s a bit of good news to see the establishment of a new unit. But that is exactly what has happened as the Department of Veterans Affairs in 2000. Congress matched the administration in funding operations and maintenance. Of the funding, $92.2 billion is set aside in fiscal 2001. This is up from $92.2 billion in fiscal 2000. The funding covers contingencies in Southwest Asia and in Bosnia and Kosovo.

Military modernization also got a boost from the act. Procurement for fiscal 2001 is set at $92.2 billion. Air Force procurement includes $2.1 billion for 10 F-22 fighters, $400 million for five F-15 fighters, $2.8 billion for C-17 airlifters and $380 million for C-135 modifications.

The Fiscal 2001 Defense Authorization Bill is still being drafted. The appropriation act actually provides the funds. DOD officials expect work to finish on this bill this month.

USAF stands up new wing

WASHINGTON (AFPN)—The Air Force recently announced its expanded mentoring program that applies to every officer, enlisted member, civilian, guardman or reservist in today’s Total Force.

The new version includes all Air Force members and broadens the relationship between them and their immediate leadership, according to Air Force officials.

The program’s goal is development of all Air Force people—to help every member reach his or her full potential.

The new program sets the stage for real natural change, officials said, and is geared toward developing a network of support where mentoring is everyone’s responsibility.

This year’s feature attraction will be a plane pull similar to the event hosted by the Kentucky Special Olympics and UPS in July. Each unit in the wing will be tasked to create a co-ed team of 20 members, six of whom must be unit family members, to compete in the event.

The pull is expected to be played in a tournament-style manner.

Each team will pull the aircraft twice, and the top teams will then compete a Final Four. The competition will continue until there is an ultimate champion. Although many changes are planned for the day, such as events as the popular static display play remains.

This year’s display will include a C-130 Hercules aircraft, an Army C-23 Sherpa aircraft and an UH-60 Blackhawk helicopter.

Children’s events and games will also remain a part of Family Day.

Large air cushioned trampolines are slated for the event, along with karaoke.

Other attractions will include a bean bag toss, a basketball shoot and a cake walk.

To volunteer for Family Day activities, contact Frymire at ext. 4589.
205th closes its doors for the last time

Displaced members expected to find new homes in the wing

By Staff Sgt. Amy Carr
Cargo Courier Editor

For several years, members of the 205th Combat Communications Squadron knew this time would come. Nonetheless, they were still saddened after receiving official notification that their unit was being deactivated Sept. 30.

Chief Master Sgt. Joe Goodin, chief of maintenance for the 205th, said he is unhappy to see such a good team break up, but understands the reasons.

“The mission of the 205th was simply phased out as the Air Force reorganized it’s initial communications method,” Goodin said.

The unit originally was designed to provide satellite communications links for NATO, but Air Force officials began shuffling communications resources and priorities as the cold war came to an end. Almost as soon as the 205th was given its mission tasking in 1993, the restructuring started taking place, leaving unit members with no idea of what would become of their futures in the KyANG. Still, unit performance was exemplary despite the constant state of flux, Goodin said.

“Members of the 205th have had to deal with change since our inception,” Goodin said. “But, I know if anyone in the Kentucky Air Guard can handle change, it’s members of the 205th.”

Goodin said he will remember the unit’s members as hard-charging, knowledgeable airmen and NCOs.

Tech. Sgt. Al Staples, a former member of the 205th who now works for the state’s weapons of mass destruction response team, said the unit worked extremely hard to become mission-ready, especially considering they started with an office in a broom closet when they were the 223rd Communications Squadron in 1989.

“We came such a long way, so the hardest part is seeing such a great team break up,” Staples said.

Col. Bill Leslie, commander of the 123rd Airlift Wing, said he also is saddened to see the unit go but thankful its members have the opportunity to stay in the KyANG.

“The 205th has been an outstanding organization comprised of outstanding personnel,” he said. “Unfortunately, the Air Force has determined that their mission is no longer required, but everyone in the 205th will have the opportunity to continue their Air Guard careers. They are all far too valuable for us to lose.”

Many of the unit’s members have already been reassigned to different career fields, leaving 29 members of the 205th yet to be placed. The wing has until Dec. 31, 2001, to find positions for them.

Chapel services to feature live contemporary music

By Staff Sgt. Amy Carr
Cargo Courier Editor

A new worship site isn’t the only change churchgoers will notice here on Sunday. They also will be presented with a new musical experience.

After trying to organize a praise band for a number of years with no success, 2nd Lt. B.J. Geary and four other unit members are now ready to perform live music as part of the wing’s chapel services. The praise band will play a more contemporary style of music than what was presented in previous chapel services.

“We plan to rock the house!” Geary said, smiling.

Being energized by music is the idea behind the praise band, he added.

“We hope it helps those who attend to relax and have fun.”

“Also, it may help people to clear their minds before the service starts,” he said.

The band, Geary said, aims to create a “refreshingly new” atmosphere.

“We decided that this was just a great time to make the transition because of the move into the new annex.”

The annex, which recently was remodeled, features a state-of-the-art sound system that lends itself to a contemporary style of worship, Geary said.

In another change, overhead projectors will be used to present lyrics, replacing the old hymnals.

Geary said the band members, who are volunteering their time, are dedicated to doing an outstanding job.

The band has been practicing in the evenings for more than a month, even rehearsing hymns at home.

They plan to play at the beginning of the service and hope to be well received by the audience, he said.

The other band members are Senior Airman George Buehler, Sr., Senior Master Sgt. Glenn Farquhar, Master Sgt. Joan Hazle and Staff Sgt. Darren Miller.

Teamwork equals Guard success

Having just completed commissioned officers’ training at Maxwell Air Force Base, Ala., I am happy to report that I learned a few things.

Over the course of a month of training, the staff made a special effort to ensure we learned four important things:

The first three were the Air Force core values—integrity first, service before self, and excellence in all we do.

The fourth item we learned was that we are all part of a team.

During our morning physical conditioning classes, each exercise was announced to prepare us for its execution. The announcement was then followed with the term “ready,” to which we would respond with “team.”

It all helped reinforce the concept that we would need to depend upon one another if we were to succeed.

For some it can be hard to be a “team player,” no matter how good the concept seems.

Sometimes we get so caught up in the idea that “if you want something done right, do it yourself” that we fail to trust others, perhaps without even realizing it.

We are indoctrinated into a life that teaches, “Cover your own backside” and “Look out for number one.”

Life in the Guard has taught me that success here is dependent upon working together if we are to bring about excellence.

The life of faith has taught me that we are each given gifts for the common good, that we must learn to trust and be trustworthy, willing to use the gifts given for the good of all.

—Chaplain (1st Lt.) John Von Almen
205th closes its doors for the last time

By Staff Sgt. Amy Carr
Cargo Courier Editor

For several years, members of the 205th Combat Communications Squadron knew this time would come. Nonetheless, they were still saddened after receiving official notification that their unit was being deactivated Sept. 30.

Chief Master Sgt. Joe Goodin, chief of maintenance for the 205th, said he is unhappy to see such a good team break up, although he understands the reasons.

“The mission of the 205th was simply phased out as the Air Force reorganized it's initial communications method,” Goodin said.

The unit originally was designed to provide satellite communications links for NATO, but Air Force officials began shuffling communications resources and priorities as the cold war came to an end. Almost as soon as the 205th was given its mission tasking in 1993, the restructuring started taking place, leaving unit members with no idea of what would become of their futures in the KyANG. Still, unit performance was exemplary despite the constant state of flux, Goodin said.

“Members of the 205th have had to deal with change since our inception,” Goodin said. “But, I know if anyone in the Kentucky Air Guard can handle change, it's members of the 205th.”

Goodin said he will remember the unit’s members as hard-charging, knowledgeable airmen and NCOs.

Tech. Sgt. Al Staples, a former member of the 205th who now works for the state’s weapons of mass destruction response team, said the unit worked extremely hard to become mission-ready, especially considering they started with an office in a broom closet when they were the 223rd Communications Squadron.

“We came such a long way, so the hardest part is seeing such a great team break up,” Staples said.

Col. Bill Leslie, commander of the 123rd Airlift Wing, said he also is saddened to see the unit go but thankful its members have the opportunity to stay in the KyANG.

“The 205th has been an outstanding organization comprised of outstanding personnel,” he said. “Unfortunately, the Air Force has determined that their mission is no longer required, but everyone in the 205th will have the opportunity to continue their Air Guard careers. They are all far too valuable for us to lose.”

Many of the unit’s members have already been reassigned to different career fields, leaving 29 members of the 205th yet to be placed. The wing has until Dec. 31, 2001, to find positions for them.

Displaced members expected to find new homes in the wing

By Staff Sgt. Amy Carr
Cargo Courier Editor

A new worship site isn’t the only change churchgoers will notice here on Sunday. They also will be presented with a new musical experience.

After trying to organize a praise band for a number of years with no success, 2nd Lt. B.J. Geary and four other unit members are now ready to perform live music as part of the wing’s chapel services.

The praise band will play a more contemporary style of music than what was presented in previous chapel services. “We plan to rock the house!” Geary said, smiling.

Being energized by music is the idea behind the praise band, he added.

“We hope it helps those who attend to relax and have fun,” he said. “It also may help people to clear their minds before the service starts,” he said.

The band, Geary said, aims to create a “refreshingly new” atmosphere. “We decided that this was just a great time to make the transition because of the move into the new annex.”

The annex, which recently was remodeled, features a state-of-the-art sound system that lends itself to a contemporary style of worship, Geary said.

In another change, overhead projectors will be used to present lyrics, replacing the old hymnals.

Geary said the band members, who are volunteering their time, are dedicated to doing an outstanding job.

The band has been practicing in the evenings for more than a month, even rehearsing hymns at home.

They plan to play at the beginning of the service and hope to be well received by the audience, he said.

The other band members are Senior Airman George Buxton, Sr., Senior Master Sgt. Glenn Farquhar, Master Sgt. Joan Hazel and Staff Sgt. Darren Miller.

Chaplain services to feature live contemporary music

By Staff Sgt. Amy Carr
Cargo Courier Editor

A new worship site isn’t the only change churchgoers will notice here on Sunday. They also will be presented with a new musical experience.

After trying to organize a praise band for a number of years with no success, 2nd Lt. B.J. Geary and four other unit members are now ready to perform live music as part of the wing’s chapel services.

The praise band will play a more contemporary style of music than what was presented in previous chapel services. “We plan to rock the house!” Geary said, smiling.

Being energized by music is the idea behind the praise band, he added.

“We hope it helps those who attend to relax and have fun,” he said. “It also may help people to clear their minds before the service starts,” he said.

The band, Geary said, aims to create a “refreshingly new” atmosphere. “We decided that this was just a great time to make the transition because of the move into the new annex.”

The annex, which recently was remodeled, features a state-of-the-art sound system that lends itself to a contemporary style of worship, Geary said.

In another change, overhead projectors will be used to present lyrics, replacing the old hymnals.

Geary said the band members, who are volunteering their time, are dedicated to doing an outstanding job.

The band has been practicing in the evenings for more than a month, even rehearsing hymns at home.

They plan to play at the beginning of the service and hope to be well received by the audience, he said.

The other band members are Senior Airman George Buxton, Sr., Senior Master Sgt. Glenn Farquhar, Master Sgt. Joan Hazel and Staff Sgt. Darren Miller.

For some it can be hard to be a “team player,” no matter how good the concept seems.

Sometimes we get so caught up in the idea that “if you want something done right, do it yourself,” we fail to trust others, perhaps without even realizing it.

We are indoctrinated into a life that teaches, “Cover your own backside” and “Look out for number one.”

Life in the Guard has taught me that success here is dependent upon working together if we are to bring about excellence.

The life of faith has taught me that we are each given gifts for the common good, that we must learn to trust and be trustworthy, willing to use the gifts given for the good of all.

—Chaplain (1st Lt.) John Von Almen

Teamwork equals Guard success

Having just completed commissioned officers’ training at Maxwell Air Force Base, Ala., I am happy to report that I learned a few things.

Over the course of a month of training, the staff made a special effort to ensure we learned four important things.

The first three were the Air Force core values—integrity first, service before self, and excellence in all we do.

The fourth item we learned was that we are all part of a team.

During our morning physical conditioning classes, each exercise was announced to prepare us for its execution. The announcement was then followed with the term “ready,” to which we would respond with “team.”

It all helped reinforce the concept that we would need to depend upon one another if we were to succeed.
In an era of military downsizing, unit realignments and base closures, it’s a bit of a relief for the NCA to see the establishment of a new unit. But that is exactly what has happened in the current version of the 694th Intelligence Group, the 343rd IG and the 373rd IG all came together to stand in formation as the Air Force’s newest wing was established at Fort George G. Meade, Md., on Aug. 16.

Col. Harold J. Beatty assumed command of the newly formed 70th Intelligence Wing.

As commander of the unit, Beatty will be responsible for providing worldwide intelligence information to the president, vice president and top U.S. military and civilian officials.

The new wing will bring several geographically separated units together under the leadership of one element.

Expanded mentoring program announced

WASHINGTON (AFPN)—The Air Force recently announced its expanded mentoring program that applies to every officer, enlisted member, civilian, guardian or reservist in today’s Total Force.

The new version includes all Air Force members and broadens the relationship between them and their immediate leadership, according to Air Force officials.

The program’s goal is development of all Air Force people—to help every member reach his or her full potential.

The new program sets the stage for real cultural change, officials said, and is geared toward developing a network of support where mentoring is everyone’s responsibility.

Each unit in the wing will be tasked to create a co-ed team of 20 members, six of whom must be unit family members, to compete in the event.

The pull is expected to be played in a tournament-style manner.

Each team will pull the aircraft twice, and the top teams will then compete a final four. The competition will continue until there is an ultimate champion.

Although many changes are planned for the day, such events as the popular static display remain.

This year’s display will include a C-130 Hercules aircraft, an Army C-23 Sherpa aircraft and an UH-60 Blackhawk helicopter.

Children’s events and games also will remain a part of Family Day.

Large air-conditioned trampolines are slated for the event, along with karaoke.

Other attractions will include a bean bag toss, a basketball shoot and a cake walk.

To volunteer for Family Day activities, contact Fyrmyre at ext. 4589.
Air Force unveils new TV commercials

WASHINGTON — Evoking feelings of “pride and patriotism, fascination and diversity,” the Air Force has wrapped up test screenings of its new commercials, which premiered Aug. 25 in movie theaters and Sept. 2 on network and cable TV.

The commercials are another initiative to address Air Force recruiting and retention challenges and increase the visibility of the service.

Even though the Air Force has met this year’s recruiting goal, recruiters are not resting on their laurels.

“These commercials are the next offensive in our war on recruiting and retention,” said JMG-1 of the Air Force Whitt Peters. “At the heart of the issue is retaining the quality people we have in America’s Air Force today and getting our story out to people wanting to do what they love — and to the people who influence them.”

Gen. Mike Ryan, Air Force chief of staff, expects the new ads to help “fuel recruiting and retention by focusing on audiences and challenges of Air Force service.”

“These ads reflect the intangible rewards of pride, honor and the higher calling of serving our nation,” he said. “They also showcase our incredible people.”

Brig. Gen. Ron Rand, Air Force director of public affairs, said the six new commercials consistently portray the dedication and professionalism of Air Force people performing important missions every day.

“These ads convey important messages: The Air Force does a lot for our country, the Air Force is a diverse family of extraordinary Americans, the Air Force is hiring, and the Air Force is necessarily associated with its people,” Ryan said.

The ads were produced for the Air Force by Siegelgale, a branding and advertising firm in New York. Siegelgale scripted several proposals and hired a Hollywood production company to film the ads this year.

The job of directing the new commercials went to Bob Richardson, an Academy Award winning director, and executive producer, who also is a former Air Force fighter pilot.

Richardson, a graduate of the University of California at Los Angeles, directed three of the ads, including those for the 412th Component Repair Squadron jet mechanic. Airman 1st Class Crystal Pajak, a 412th Air Component Repair Squadron jet mechanic, is the one featured in the ad that says, “I would have ignored” the Air Force had she previously expressed no interest in the military.

The focus groups were held in civilian areas of the country, such as “Platoon,” “A Few Good Men,” “JFK” and “Wag the Dog.”

All airmen “should see themselves as role models,” Coker said. “Everyone appearing in the ads is an Air Force civilian or military member, such as Airman 1st Class Crystal Pajak, a 412th Component Repair Squadron jet mechanic. While talking to a friend, she learned she had been selected to participate in a commercial. Not surprisingly, Pajak immediately called her family letting them know to “start looking for me on television soon.”

Following the filming and editing, the commercials were ready for screening by focus groups representing a sampling of the general public and Air Force members.

The civilian focus groups were held in Boston, Atlanta, Los Angeles, and Kansas City. The active-duty sessions took place at Moody Air Force Base, Ga., and at Hurlburt Field, Eglin Air Force Base and Patrick Air Force Base, all in Florida.

During the screenings, comments from the audience ranged from the positive to the negative, said Steve Everett, chief of the Air Force public affairs research.

“The feedback from the focus groups was extremely important,” Everett said. “We took all the comments from every- one involved and used them to fine tune the ads.”

For example, he said, in the civilian screenings, one ad generated comments ranging from “pride and patriotism” to one by a student who said, “I would have ignored the ad.”

Other comments came from people who had previously expressed no interest in the military prior to the screening. Afterward, one was reported as saying, “I feel like I’m not alone anymore.”

Similar comments were also evident throughout the Air Force screenings. “There were some ads where the airmen felt emotionally involved and reacted strongly,” Everett said. Some airmen felt pride and patriotism, whereas others disliked the music and theme of some of the ads.

The commercials also tested a new theme line for the Air Force, “America’s Air Force — No One Comes Close.”

“No One Comes Close” really describes our force,” said Rand. “People in the focus groups interpreted this to mean no other country in the world comes close to the U.S., no other Air Force in the world can come close to doing what we do, and no other endeavor comes close to the high-tech opportunities available to people in our service.”

“No One Comes Close” offers many other communication advantages, said the general. “For example, no one comes close to our technical sophistication, no one comes close to our education opportunities, and no one comes close to what we offer our members.”

“Ultimately, we want these ads to evoke strong, positive feelings and a greater understanding and awareness of the Air Force, our people and our mission,” Peters said.
The Cargo Courier  
Sept. 9, 2000

Wing prepares for upcoming X-games

By Staff Sgt. David I. Tors  
Cargo Courier Staff Writer

Sixty-seven members of the Kentucky Air Guard will participate in an Inspector’s General Exercise from Nov. 4 to 9 at the Combat Readiness Training Center in Gulfport, Miss. The purpose of the exercise is to evaluate the combat readiness of participating units, said Maj. Greg Nelson, chief of plans for the 123rd Airlift Wing.

Members of the KyANG’s civil engineering, firefighting, personnel, finance and visual information sections will join with more than 400 airmen from other units to face a simulated wartime environment.

The wing’s participants will be flown to Mississippi aboard KyANG C-130s, but Thoroughbred Express aircrews will not be part of the IGX. Those because they are slated for evaluation during an Expeditionary Operational Readiness Inspection to be held this winter at Ramstein Air Base, Germany. That EORI will examine the wing’s aviation package as it participates in an Aerospace Expeditionary Force rotation.

The idea of providing two different kinds of inspections—an IGX and an EORI—exemplifies a new mindset for testing the combat readiness of Air Guard units, Nelson said.

Under the old system, each KyANG member would spend up to a year preparing for what was called an Operational Readiness Inspection, which required every unit in the wing to mobilize its equipment and set up a base at a remote location under simulated hostile conditions.

However, such an approach prevented Guard assets from being used effectively to meet global needs, Nelson said.

“If you are tying up an entire wing to get ready for an exercise, you end up taking them away from their real-world functions,” Nelson said.

With the new system, some unit components will be inspected during real-world deployments—an EORI—while others will be evaluated stateside with an IGX.

That doesn’t mean the IGX will be a lightweight affair.

Senior Master Sgt. Glenn Farquhar, readiness flight chief for the wing’s 123rd Civil Engineering Squadron, said the IGX will require 24-hour staffing and that most of the simulated bombings will occur during the hours of darkness.

He encourages unit members to do what they can to prepare ahead of time.

“We must know our mission-essential task listings and be prepared to perform those tasks completely,” Farquhar said.

“Everyone should be ready to administer self-aid and buddy care, be a facility manager, become a sweep team member or work in the contamination control area.

“We must be familiar with contamination avoidance and become very proficient at drinking water while wearing gas masks.”

Farquhar recommends all unit members wear their masks a few hours each week to prepare for the IGX.

He also suggests that participants check equipment to ensure they have no missing items.

Master Sgt. John Martin, historian for the 123rd Airlift Wing, participated in an IGX in July at the Air National Guard Combat Readiness Training Center in Savannah, Ga.

He is the first wing member to participate in this type of exercise.

Martin said he was impressed by the manner in which the IGX was executed.

“Truly trained me on how to perform my wartime taskings during a contingency,” he said.

Photos by Master Sgt. Charles Simpson/KyANG

TOP: Staff Sgt. Edward Moody practices donning his chemical gear during the August UTA in preparation for the IGX.

BOTTOM: Other wing members who will participate in the November exercise help their buddies correctly don their gas masks.

See X-GAMES, Back Page