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President's Update

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AFSA...It's All About You

Ever wonder why AFSA has had so much success in the legislative arena over the past 25 years or so. It's because of YOU. Your membership, whether you realize it or not has been the key to that success. Why was that? It's because each of you has help us to form a strong voice on Capitol Hill and as a member of The Military Coalition. Unfortunately that voice is starting to diminish.

Membership is the lifeblood of any organization; ours is no different. Without a constant source of membership an organization cannot survive. For the last 20 years or so we have seen our membership decline from over 237,000 to just over 110,000. We must turn this decline around. We cannot

continue to sustain this pace of decline without suffering major issues in regards to sponsorship and ad revenue. Probably the first to go and you have seen some of that is customer service. The HQs is doing what it can to provide good customer service; unfortunately at times we have more tasks than people to do them. We have had to downsize to keep pace with revenue. I expect the next thing you're likely to see change would be our Annual Convention and Professional Airmen's Conference. That would be a shame to see those downsize.

What can YOU do? It's easy, we need each of you to stay on as a member from here on out; we need our recruiters to keep

recruiting new members; we need members to work our retention and bad address rosters; and finally we need the help of our senior enlisted leaders to push membership in AFSA and to speak about AFSA. Our biggest need is for our active duty force to join our membership ranks. Currently, the active duty force has about 45,000 members. If you consider what AFSA has accomplished for the active duty force it's a shame more aren't members.

If not a member...what can YOU do? Join and be a part of this rich heritage while ensuring the future benefits for you and your family.

AFSA...our future rest with you, so yes "It's All About You"

Awards Update

Many of you may be wondering why we made changes to the 2008 Awards Guide. The council felt the need to modify the current guide to enhance it. During our latest teleconference, we discussed whether the guide needed a complete rewrite or just tweak the current one. In

the end we agreed to make just minor changes this year and relook at it after March. The minor changes suggested and approved included changing the Chapter of the Year program to more closely mirror the quarterly reports and AFSA's main focus of Americanism, Member-

ship, and Legislative. We also listened to chapter presidents who stated they did not like last years process and wanted it changed. In addition, we chose to add the AFSA Contributions category to the AFSA Amn and NCO of the Year awards process. (continued on page 3)

Scholarship Programs

The Air Force Sergeants Association (AFSA) and the Airmen Memorial Foundation (AMF) joined together to conduct a scholarship program to financially assist the undergraduate studies of eligible, dependent children of the Total Air Force which includes Air Force Active Duty (AFAD), Air National Guard (ANG), and Air Force Reserve Command (AFRC) enlisted members in active duty, retired, or veteran status. Applications are screened and verified for eligibility prior to submission to the respective selection committee(s). The AFSA and AFSA In-

ternational Auxiliary programs have membership requirements, but there are no association membership requirements for the AMF or CMSAF programs.

Applications for the upcoming academic year are available between November 1 and March 31. Completed application packages with all required documents can be sent to AFSA Headquarters between January 1 and March 31, incomplete packages or packages received after March 31 are ineligible for consideration.

AFSA, AMF (including the CMSAF Scholarship Program), and AFSA International Auxiliary award scholarships valued from \$500 to \$3,000 to students attending an accredited academic institution. The grant amount and total number of scholarships awarded are dependent upon funds available. To date, over \$1.3 million dollars in scholarships have been awarded to Air Force dependent children.

For more info contact the AFSA HQ website at www.hqafsa.org

Success and Mentorship

By CMSgt Jose Lugo-Santiago
Division 16 President

I wanted to share a few thoughts on this important topic. As I was looking through some of my chapter reports, one theme I find common (and I remember as a chapter president juggling through this) is chapter presidents trying to make everything happen for their chapter. This is what I call the "Rambo" effect. The result...little activity in reports and little involvement of chapter members in base activities.

If you remember, Rambo was quite the character in the 1990s with subsequent, multiple movie sequels. In the 2000s, have you heard much of Rambo? Have we continued movie sequels on the such famous character? We haven't (Hollywood made an attempt recently but with little success), and this is because in the real world (in the now world), we understand that people accomplish the mission. We have to strive for a holistic approach. We have gone from

a solo approach to one of Team. Because it is no secret that TEAMS accomplish more than one person.

In effecting change and bringing about a culture of Airmanship in your organizations, leadership cannot be a solo flight. Part of your journey and responsibility as a chapter leader (and as a leader in whatever organization you step into) is to do a search for those people who have the potential to be your successor. In your bases, there are a few people who you know can make things happen. The peculiar thing about these "movers and shakers" is that they themselves have a network of people who are also leaders ("movers and shakers" in other organizations). But most of the times, these people are reluctant to take leadership roles in professional organizations. Help them!

No involvement leads to no commitment. Seek these peo-

ple and slowly get them involved in your chapters, even if the tasks are small. In other words, assign some responsibility to those people who have potential...recruit those people and little by little get them involved. Mold them and pass what you have learned. These actions are crucial to grow leaders, pass our military traditions, and sustain AFSA in the future.

This passing of the baton is vitally important because it will ensure we continue to grow in Europe and in the AF as a prestigious organization. Pass the baton...people are waiting for you to do so...teach them service, integrity, and excellence through example and by reaping the huge satisfaction that comes from making something great happen...Hooah!

**"The difference
between the
impossible and the
possible lies in
man's
determination"**

Tommy Lasorda

Activity and Americanism Report Update

The Activity and Americanism (A&A) report is completed and is at the HQs being formed into a working and protected word document. While it will be finished and ready to use by next quarter, it's not fiscally prudent to use it until the start of the next AFSA fiscal year. That's because if we were to change forms in the middle of the contract year, the auditor would charge us additional funds to use the new form this year. While we are all excited to use the new form, the council agreed that it's in the best interest of the association to wait the few extra months in order to save several thousand dollars. I'm sure you agree as well.



Watch for it!!

The AFSA magazine will be making it's first trial appearance as an electronic publication in the next few months...watch for it on the AFSA website.

President's Trip Report

Your president has been working to earn his pay so to speak...ha-ha. Starting in mid September, I went to HQs to get a comprehensive briefing on the HQs operations and have a one on one with the CEO. In early Oct, I represented AFSA at a retirement for the AMC Command Chief and also took the opportunity to visit Chapter 872 at Scott AFB. SMSgt (ret) Steve Zalesky and MSgt Scott Greene provided a wonderful visit which allowed me a chance to visit members of Div 89 as well. Shortly after, I was back at the HQ working a few issues and doing an orientation with our newest trustees. In early Nov, I visited with members of Chapter 358 at Langley AFB. The president, MSgt Rob Casagrande was an exceptional host. I also had dinner with Division 3 President, Rich Mansfield and his wife Cari (Int Aux Trustee) and they gave me a

tour of the new POW Memorial Chapter 358 funded on Langley. I was very impressed and it is a must see if you visit Langley. On Veteran's Day, I had breakfast with the President at the White House and represented AFSA by laying a wreath at the Tomb of the Unknown Soldier. What a thrill that was for my wife and I. Finally, I attended the SNCO Academy graduation representing AFSA and presented the John Levittow Award to the top graduate, MSgt Paul Martin from Brooks City Base, TX. In Dec, I also attended the funeral of Marie Barnes, spouse of deceased CMSAF Thomas Barnes. It was a fitting tribute to a great lady! The council capped off business for the year with it's quarterly conference call to finalize the awards and cover a few membership issues. Whew...I never saw 4 months go by so fast!

"If you think you can, or if you think you can't...you're right."

Awards Update (Con't)

Based on inputs from the field, many felt the Amn and NCO of the Year program lacked an AFSA feel as many previous nominees were not even members until just prior to the convention. By adding this category, we have made an effort to ensure our nominees get involved in chapter activities which we hope will invigorate our Airmen Activities program. We hope each

of you appreciate the effort put forth by the executive council who are working to make AFSA better. In the future, we expect to provide more detailed information from this guide into the AFSA Manual 100-4 (2) so there won't be a need to have a guide in the future. We hope that when this is done, we will just send out a message announcing the awards program

around 1 Oct of each year. My thanks to all those from our awards committee and the executive council who have worked to make our awards program more effective and in line with what our chapters do each and every day.



SSgt Karen Ainsley
Chapter 554 NCO of the Year
Eglin AFB, FL

Your AFSA Legislative Program

By CMSgt (Ret) Tim Litherland
AFSA International Vice President and Chairman, International Legislative Committee

The most valuable Service your Association performs is representing your interests on Capitol Hill. AFSA is the premier veterans service organization and is a Military Coalition pace setter concerning all things Legislative. If you have an issue that isn't setting well with you—engage your elected officials in Washington and make your views known! AFSA has many quality of life improvement initiatives it's working for you every day. Our Top 5 Legislative priorities were highlighted in the Nov/Dec 09 issues of Sergeants Magazine. Those Top 5 items are: Healthcare; VA Benefits; Education; ANG/AFRES Retirement; CDC and Special needs family support. How can you support your Association as we work these and other legislative priorities? Easy—get involved by contacting your elected officials and letting them know your views. There are several ways to do this. Contact the Capitol Hill operator toll free at 1-888-762-8760. The operator will ask for your zip code to insure they get you the right office so be ready for that. Overseas members use your home of record/absentee voting zip code, not your APO/FPO zip code. If e-mail is more your style, go to the Library of Congress website at www.thomas.gov. "Thomas" will help you to find who represents you in the House of Representatives or the Senate and has a convenient e-mail link for you so you can let your voice be heard. "Thomas" will also provide you with your Congress person's snail mail address plus any local office locations they have and their schedules so you can meet them in person. Fighting for your benefits is a total team effort. Get involved, stay informed and help your Association help you, all our members and their families, by being an active supporter of our Legislative program.

www.hqafsa.org

Your AFSA Headquarters

The Airmen Memorial Building (AMB) is the home of the Air Force Sergeants Association, the Airmen Memorial Foundation (AMF) and the Airmen Memorial Museum (AMM). This three-story structure is the sole monument to Air Force enlisted personnel in the national capital area. The building is dedicated as a "living memorial" to the millions of American men and women who have worn the enlisted uniform of the United States Air Force, the Army Air Corps and the United States Army Air Forces since 1907.

The building was dedicated on May 3, 1981, in celebration of the 20th anniversary of the Air Force Sergeants Association. The AMB mortgage was symbolically shredded, five years ahead of schedule, during the 2000

AFSA International Convention in New Orleans, Louisiana. The 33,000 square-foot modern office building/museum was constructed from donations by AFSA members and is maintained by their continuing support through direct donations and participation in the AFSA Holiday Card program



Airmen Memorial Building
521 I Auth Road
Suitland, Maryland

AFSA currently consists of 153 active chapters around the world with approximately 120,000 members. Organizationally, AFSA is led by volunteers at the 153 chapters, 13 Divisions, seven direct reporting chapters in the Pacific, and an International Headquarters located at 521 I Auth Road, Suitland, Maryland (about 5 minutes from Andrews AFB).

The Airmen Memorial Building houses the entire International Headquarters operation along with the Airmen Memorial Museum (AMM). There is a paid staff of 31 dedicated professionals at the headquarters to serve the members on a daily basis.

Air Force Junior ROTC Award Update

At last year's March meeting, your International Executive Council approved giving AFSA HQ the responsibility for managing the AFJROTC awards program. This included funding, purchasing, storing, and distributing the AFJROTC awards to the appropriate high schools across the country and several DoD schools overseas. AFSA has coordinated with the AFJROTC leadership at Maxwell AFB to ensure every high school now has the opportunity to get their cadets nominated and recognized. The new process allows AFJROTC instructors to submit their cadet nominees directly to AFSA HQ.

Some of you may ask why the change! The reason for the change is because not all chapters participated in the program and thus cadets were not recognized at every high school with an AFJROTC program.

While the management of the program will change, chapters across AFSA still get the opportunity to present the award. In addition, if a chapter is unavailable to present the award, AFSA has coordinated with the AF Recruiting Service to have recruiters present the awards on AFSA's behalf. This gives recruiters another reason to enter the school to talk with potential recruits.

This should be a win-win for AFSA, Air Force, and Air Force JROTC. It will also give us some positive publicity with AFJROTC leadership. If you have any questions relating to the program, contact Member and Field Relations at AFSA Headquarters.

Mardi Gras Anyone!



Members having fun at the Division 610 Theme Party. Pictured from left to right are Debby Oesterreich, Dan Cook and Dana Wood.

New Membership Incentives

We have several membership incentives that provide a benefit to both individuals and chapters. The individual rewards we are most aware of are the Sky-High and High Flier awards which means you have recruited or retained at least 100 members. Chapters also receive \$1.00 for every new recruit they sign up. In addition, this year we had the 5-Star coin which was given for 5 recruits or retentions. That turned out to be a huge success.

The International Executive Council has discussed a few additional incentives for the upcoming year that you may see implemented in the near future. We will discuss and vote on new initiatives at our March

meeting.

A few under consideration are the 50-50 Club which means to enter this club you have to get at least 50 recruits and 50 retentions. Another item under consideration would be to provide chapters with a \$1.00 incentive for every member they retain. One more incentive we will look at is a new retention coin. It would be given to individuals who retain at least 10 members. We hope to have more info relating to these incentives as well as others out after we meet in March. The implementation date for new incentives will be approved by the council.