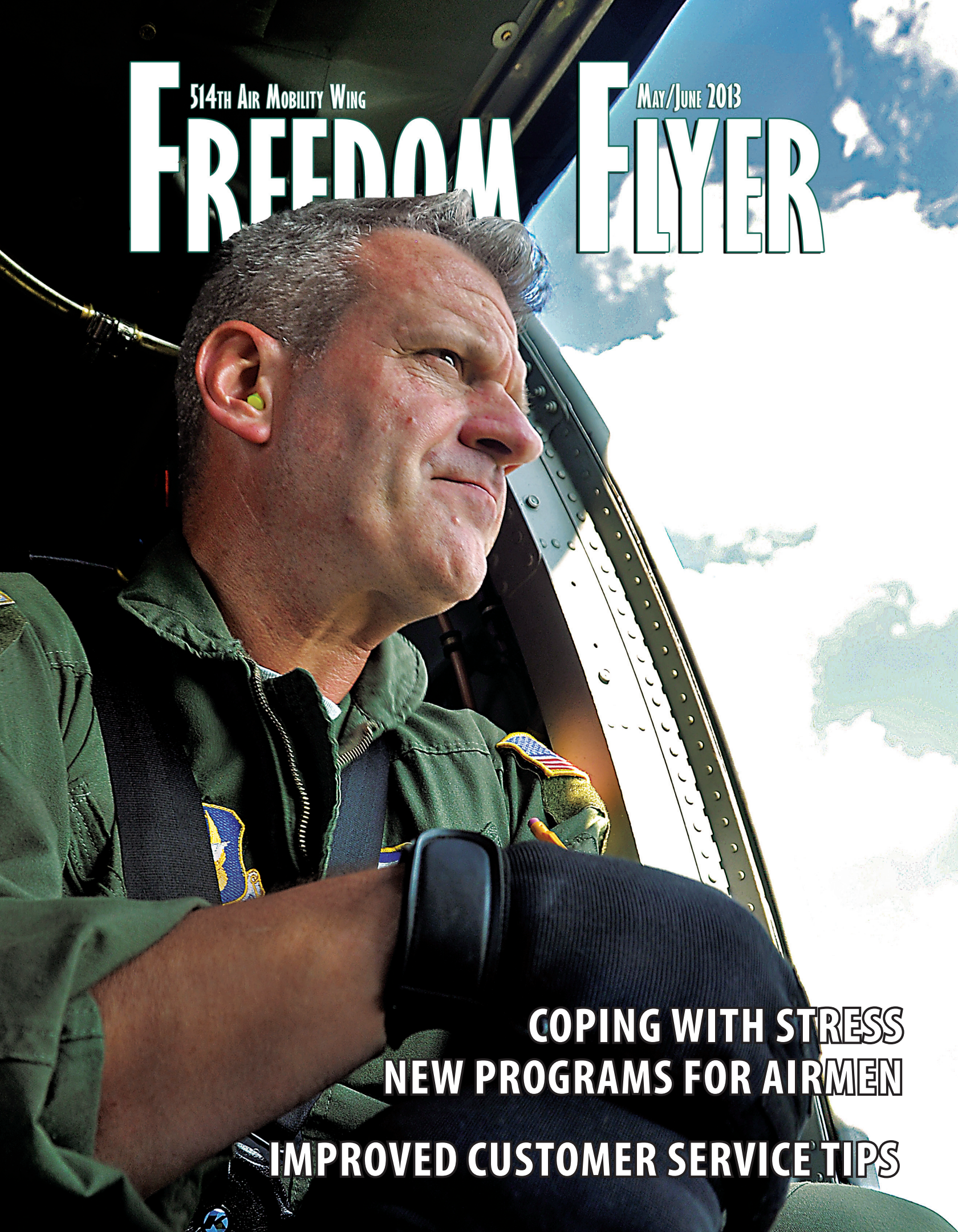
514th Air Mobility Wing

Freedom Flyer

May/June 2013



COPING WITH STRESS
NEW PROGRAMS FOR AIRMEN
IMPROVED CUSTOMER SERVICE TIPS

Freedom Flyer

Contents

ViewPoints 5

Medical Services For Reservists 6

Pass In Review: Photos From Around the Wing 9

Airman Spotlight 10

Editorial Staff

Col. Michael J. Underkofler
Commander

Maj. Kelly Ann Charland
Public Affairs Chief

Capt. Allison Ecung
Public Affairs Officer

Master Sgt. Donna T. Jeffries
Noncommissioned Officer in Charge

Shawn J. Jones
Editor

Tech. Sgt. Jonathan E. White
Photojournalist

Senior Airman Chelsea Smith
Photojournalist

On the cover

Tech. Sgt. Keith Sinclair, 732nd Airlift Squadron, looks over South Jersey while aboard the UH-60 Black Hawk enroute to the Combat Dining-In.

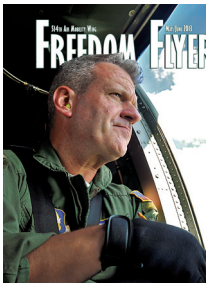


Photo by Shawn J. Jones

This funded Air Force Reserve magazine is an authorized publication for members of the U.S. military and their family. Contents of Freedom Flyer are not necessarily the official views of the U.S. government, the Department of Defense, or the Department of the Air Force. All photos are Air Force photos unless otherwise indicated. The editorial content is edited, prepared and provided by the 514th Air Mobility Wing public affairs office, 2217 W. Arnold Ave., Joint Base McGuire-Dix-Lakehurst, N.J. 08641.

Senior Airman Donald Ramos (left) and Tech. Sgt. Raul Rodriguez (right), 514th Air Mobility Wing, grill hamburgers for the wing's burger burn.

In the last decade the Air Force has made a point to emphasize the Wingman concept among service members to embody the concept of service before self. Several of the articles in this issue of the Freedom Flyer focus on the broader theme of what it means to be a wingman. Whether it's improving customer service in your office, advocating safety standards on the road or telling a friend where to get help after a stressful deployment, wingmen are all around us.

So how can we be good wingmen?

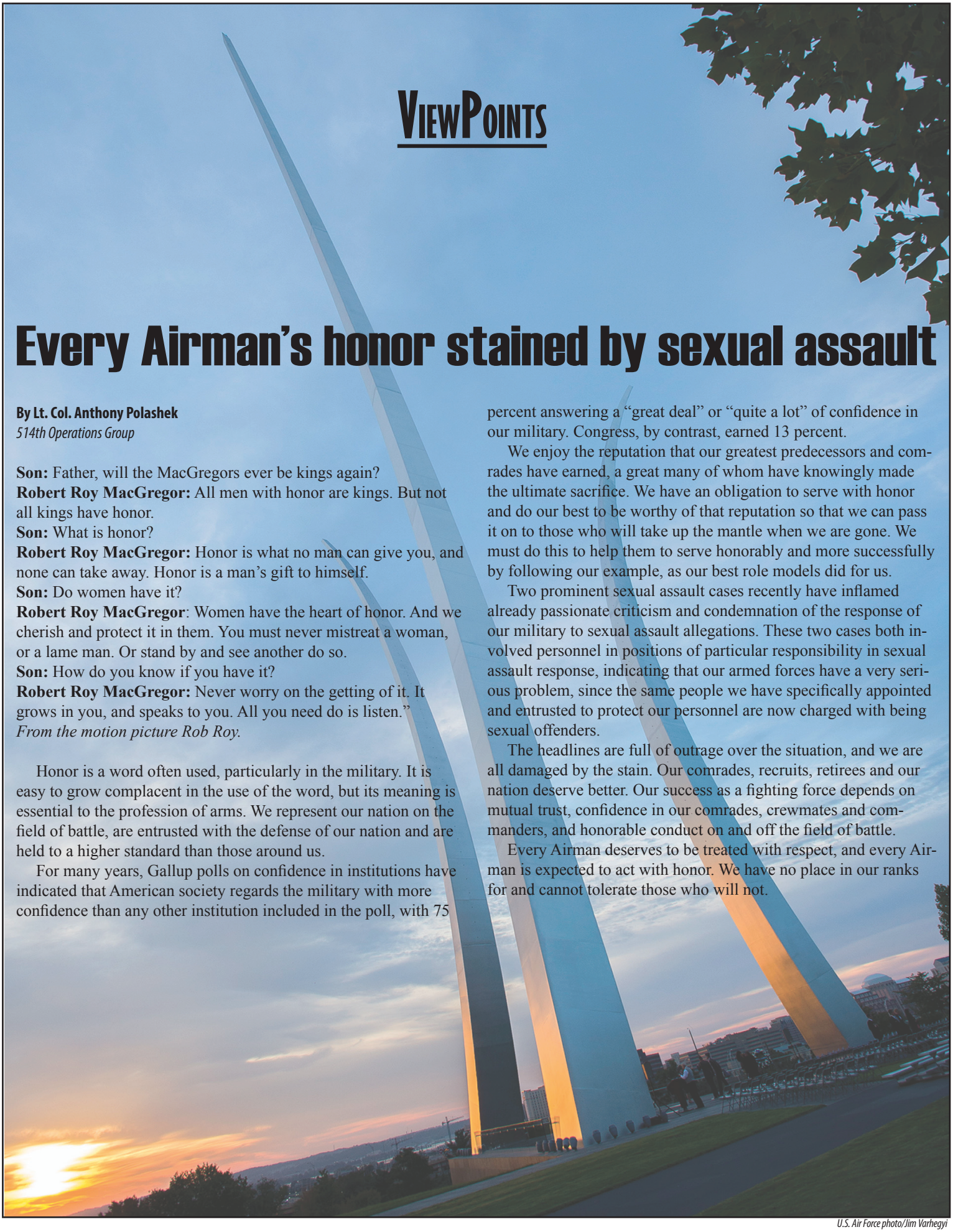
Being a wingman is a two-way street, it involves not only ensuring your friend makes the right decision, but also being strong enough to take their advice as well. They come in many forms. It may be your spouse offering to drive so you can have a drink, a co-worker alerting you to a serious issue you hadn't noticed, or a friend you can trust. If you think back over your Air Force career, whether it's been months or years, we can all remember a time when a wingman gave us support or when you've supported someone else. Most of us can remember a time when we've needed help but didn't know or didn't ask for it in time.

A wingman doesn't absolve us from all responsibility, there are limitations to what a single person can do, but a wingman is there to help you make the right decision. They should also be honest enough to point you in the right direction if you're headed towards trouble.

In the wake of the numerous blemishes on the Air Force record, it's up to each of us to take personal responsibility for our behavior. We all know that standards of behavior don't and shouldn't change just because we change out of our uniform.

In a perfect world there would be no need for wingmen. Until then, here's hoping we can all find someone dependable enough to be honest when we need it the most.

514th AMW Public Affairs Staff



ViewPoints

Every Airman's honor stained by sexual assault

By Lt. Col. Anthony Polashek
514th Operations Group

Son: Father, will the MacGregors ever be kings again?
Robert Roy MacGregor: All men with honor are kings. But not all kings have honor.
Son: What is honor?
Robert Roy MacGregor: Honor is what no man can give you, and none can take away. Honor is a man's gift to himself.
Son: Do women have it?
Robert Roy MacGregor: Women have the heart of honor. And we cherish and protect it in them. You must never mistreat a woman, or a lame man. Or stand by and see another do so.
Son: How do you know if you have it?
Robert Roy MacGregor: Never worry on the getting of it. It grows in you, and speaks to you. All you need do is listen."
From the motion picture Rob Roy.

Honor is a word often used, particularly in the military. It is easy to grow complacent in the use of the word, but its meaning is essential to the profession of arms. We represent our nation on the field of battle, are entrusted with the defense of our nation and are held to a higher standard than those around us.

For many years, Gallup polls on confidence in institutions have indicated that American society regards the military with more confidence than any other institution included in the poll, with 75 percent answering a "great deal" or "quite a lot" of confidence in our military. Congress, by contrast, earned 13 percent.

We enjoy the reputation that our greatest predecessors and comrades have earned, a great many of whom have knowingly made the ultimate sacrifice. We have an obligation to serve with honor and do our best to be worthy of that reputation so that we can pass it on to those who will take up the mantle when we are gone. We must do this to help them to serve honorably and more successfully by following our example, as our best role models did for us.

Two prominent sexual assault cases recently have inflamed already passionate criticism and condemnation of the response of our military to sexual assault allegations. These two cases both involved personnel in positions of particular responsibility in sexual assault response, indicating that our armed forces have a very serious problem, since the same people we have specifically appointed and entrusted to protect our personnel are now charged with being sexual offenders.

The headlines are full of outrage over the situation, and we are all damaged by the stain. Our comrades, recruits, retirees and our nation deserve better. Our success as a fighting force depends on mutual trust, confidence in our comrades, crewmates and commanders, and honorable conduct on and off the field of battle.

Every Airman deserves to be treated with respect, and every Airman is expected to act with honor. We have no place in our ranks for and cannot tolerate those who will not.

U.S. Air Force photo/Jim Varhegyi

New program helps address mental illness without stigma

Senior Airman Chelsea Smith
514th Air Mobility Wing public affairs

Initiatives to address the rising concerns surrounding mental health are currently underway through a new, tentatively titled resiliency enhancement program, set to provide support and preventative care to reservists who are susceptible to or suffering from mental health issues.

514th Aeromedical Staging Squadron mental health nurses will be available to offer generalized information covering topics such as combat stress, depression and suicide prevention, said Capt. Kevin Hellerud, mental health nurse with the squadron.

This information will be delivered through brochures, lectures, quarterly commander's calls and one-on-one sessions, Hellerud said.

"As reservists, we can get very stressed out by our civilian and military careers," said Hellerud. "If we're not careful, we can fall by the way side. To keep our Airmen from falling away, we must provide them the access to treatment that they may need."

Previously, the 87th Medical Group's mental health clinic initiated the program by offering four general "off-the-record" sessions to members battling stress related to military or home life. However, an elevated need to procure a licensed counselor – such as a social worker, therapist, psychologist or psychiatrist, transitioned the program to the group's family practice office. The move offered facilitators the flexibility to provide more specialized assistance and maintain an internal office record, avoiding any changes to official medical records, said Hellerud.

An expansion effort to continue the successes of the active-duty program prompted reservists to formulate a similar outreach campaign through open access to mental health nurses and print materials, though reservists currently will not have access to licensed counselors during drill weekends, said Hellerud.

However, the office is open to suggestions to better the program, even calling for a more welcoming title to lessen the intimidation factor, said Capt. Joseph Lipinski, mental health nurse with the squadron.

As studies show there is an ever-growing need to take care of Airmen's mental health, Hellerud and Lipinski said they are aware of obstructions to reaching members who may be apprehensive about seeking help. Because topics surrounding such issues are sensitive and often stigmatized, nurses have a responsibility to ensure a level of confidentiality so that Airmen are no repelled from seeking the help they need, said Lipinski.

"Just like chaplains have a responsibility to the Airmen that come to see them, so do we have a responsibility to Airmen and their families who have the courage to come and speak with us," Lipinski said. "Because of the alarming occurrences of post traumatic stress disorder, depression and suicide, we must overcome any interfering forces to deal with our service members on an emotional and mental level."

A lack of comprehensive mental health treatment can affect the human component of the Air Force's well-oiled machine. With current rehabilitation rates of less than about 50 percent, a revamped approach is imperative to ensure mission readiness and the well-being of service members and their families, said Lipinski.

In order to spread awareness and encourage active involvement in combating these issues, Hellerud and Lipinski suggest practicing good "wingmanship" by intervening when necessary and communicating about the program through word-of-mouth.

With successful programs already launched by some active duty units, plans to eventually launch programs across all Air Force commands, and other branches of the military, are in discussions. Army Reserve units here have already requested the pair to conduct classes to increase Soldier's awareness of these issues as well, said Lipinski.

"The mission of the U.S Air Force is to fly, flight, win — in air, space, and cyberspace," said Lipinski. "If our Airmen are not at 100 percent, we truly do hinder that mission."

For more information on resiliency enhancement programs, please contact Capt. Kevin Hellerud at (609) 754-5640.

Renewal and Resilience at Living Springs

Capt. Allison Ecung
514th Air Mobility Wing public affairs

For military members the return from deployment should bring happiness and reunion with family and friends. Yet for many personnel who suffer from PTSD or depression, homecoming can exacerbate a stressful situation. Recently a new center opened offering a comprehensive range of services specifically for female veterans.

Living Springs at Lourdes operates as a voluntary inpatient program that encourages renewal and resilience for servicewomen, female veterans, spouses and female adult dependents. The facility incorporates clinical therapies with recreational components to facilitate the recovery process. For women who have depression, PTSD, substance dependence or trauma, Living Springs provides support to overcome with a wide range of behavioral health services. The spa environment of Lourdes reinforces patient treatment through meditation, stress reduction, fitness and pet therapy.

Living Springs is located in a dedicated unit at Lourdes Medical Center of Burlington County that maintains a close relationship with the JBMDL community. This spring members of the 514th Medical Squadron and female Airmen from around the wing had the opportunity to visit the recently opened Living Springs at Lourdes to find out more about this innovative center.

"We will not only treat the mind but also the body and spirit", stated Joanne M. Gianndrea, Vice President of Military Affairs for Lourdes Living Springs.

More information about Living Springs at Lourdes can be found at www.lourdeslivingsprings.com or by calling 609-835-3400.

Customer service: a lost art

By Senior Master Sgt. Sal Valeo
514th Force Support Squadron

Many of the interactions we have with others in our hectic lives center around the simple but often underused skill of customer service.Recently I began a long-awaited weekend only to find a 3-inch bolt in the rear tire of my vehicle. Although annoyed by the fact, I quickly replaced the tire with a spare and headed to the local tire repair center.

Upon walking into the office of the repair center, I noticed a few seated customers in a lounge and a service manager standing at the service desk. Although my entrance broke what appeared to be a deafening silence, my presence resulted in no reaction from the service desk. Patiently waiting to attract some attention I noticed that the manager appeared to be oblivious to the fact that a customer had entered.

Have you ever expressed a variation of this scene in your own interactions? It could just as well have occurred at the deli counter, the dry cleaner or the local department store. These experiences highlight the downfall of customer service in our fast paced, smart-phone driven, technology-filled lives.

Reaching into the past, I recalled memories of having groceries delivered to our home with a smile, fresh milk and eggs delivered to the now extinct milk box on our front door. Who can recall pulling into a gas station and having your oil checked and windows cleaned while filling your tank?

I may be dating myself but I learned the value of good customer service from many work experiences in various industries throughout my years. I was fortunate to be mentored by a wise employer who explained the SWAF theory of customer service to me. Simply explained, every interaction we have with our customers should contain four basic elements: smile, welcome, attention and follow-up.

Outstanding customer service involves smiling when a customer enters, supplemented by standing if we are seated, welcoming the customer as if they were a long lost friend, paying close attention to their questions or requests and following up immediately if possible or assuring them that you will notify them upon a resolution.

Yes, this takes a lot of work but the prize is satisfied customer. According to the White House Office of Consumer Affairs, “a dissatisfied customer will tell between nine and 15 people about their experience and around 13 percent of dissatisfied customers tell more than 20 people. On the other hand happy customers who get their issue resolved tell about four to six people about their experience.”

Based on these facts, every organization should investigate how they are being perceived by their own clientele. An examination of customer feedback or complaints can easily uncover a short fall in customer service.

If you are a leader or supervisor and are fortunate enough to receive a customer complaint (yes, I said fortunate), then you have an advantage. Unhappy customers will not only recount their unpleasant experience to everyone they know, but also have access to hundreds of ways to take their complaint viral. And quite often, a customer who receives bad customer service will not file a formal complaint but will probably never return.

As an office staffer, begin by analyzing any complaints received immediately and then begin incorporating the SWAF philosophy into your daily routine. Once the SWAF approach becomes a habit, you may also find there are added benefits.

The first result is that you will begin to feel better about your contributions to your own organization. Multiplying the feel-good attitude by the number of members of your department will bring unfound benefits not only to the workplace climate but also to the pride of an organization. Examine your approach to your customers - and we all have customers. Ask yourself how many of the SWAF elements do you use in every interaction?

Excellent customer service benefits the customers, the staffers and contributes to the organization’s future. Feeling good about customer service interactions is contagious. If you are fortunate to experience that extra effort, notice how your mood is altered. As a staffer, notice how your own mood is altered by your positive and honest interest in providing excellent customer service.

Additionally, excellent customer service is not limited to face-to-face interactions. Phone calls should be answered within four rings, and e-mail customer service questions responded to within 24 to 48 hours. And if you let voicemail answer your calls, a prompt return call should occur within the same time span. Each office should establish acceptable customer service levels, and leadership should ensure those levels are met.

At first, you may dismiss this theory as not being worth the effort. Yes there will always be the one percent of your customers who do not acknowledge your extra effort, but I can assure you that the remaining 99 percent will. As Airmen, we must always attribute this extra effort to the third element of our core values - excellence in all we do.

Transforming troubled work centers and deteriorating attitudes can begin with these small steps. Why not give it a try? The results may exceed your expectations.

To quote business expert Dale Carnegie, “Develop success from failures. Discouragement and failure are two of the surest stepping stones to success.”

U.S. Air Force photo

Let's Ride: Lessons for riding motorcycles

By Lt. Col. Rex H. Steves
514th Aircraft Maintenance Squadron

When asked to write an article for the Freedom Flyer, my mind immediately went through all the possible things I could write about. I have settled on my passion, motorcycle riding. Summer is here, those with bikes are riding and those without bikes are often shaking their heads at some of the stupid biker riding habits. The purpose of this article is to share with you some of the lessons I've learned over my past 30 years of riding.

My first two wheels with an engine came as a Christmas present: a mini-bike when I was about seven years old. Believe it or not it was a great thing to learn on; understanding balance, torque (or lack thereof), braking, crashing, etc. I was obsessed with two wheels from that point. My first on-road bike came at the age of 16 years old, and I have been riding since then. Over the years, I have crashed, friends have been injured, and some have lost their lives, and of course countless close calls, however, my passion remains, and all of these events have taught me to respect the road and ride smart. I would like to share four tips for riders and non-riders.

The first thing I will share is NEVER drink and ride. When on my bike I do not allow myself even one beer; nor will I ride with anyone who has been drinking. If you ride, you know how vigilant you must be, and even one drink will slow your reaction time. Drink at the end of the day, AFTER you are done riding.

Second, I remember my first motorcycle course. The instructor told us to make eye contact with drivers when at an intersection or when pulling out onto the road. I have learned this does not always work. People will look directly at you and still pull out in front of you. I suggest watching the front tire of the vehicle pulling out. If it moves at all, I'm on my horn. Your horn is your friend, use it!

Third, for non-riders, seeing a bike in your rearview mirror coming at you faster than you'd like, I suggest not moving. Typically, the rider has a plan, even though he or she is riding like a maniac. It is best to let them execute the plan vs. trying to get out of the way quickly and possibly creating an even more dangerous situation.

Lastly, do you know where to spend your hard earned cash? In my opinion, this is easy. Tires and brakes are arguably the two most critical areas of your bike. Never patch or plug your bike tire, just suck it up and buy a new one.

Like most riders, I can write a book on experiences and tips. These four tips simply standout in my mind as some of the most important. Obviously, wear your Personal Protective Equipment (PPE), it works! If you don't think so watch some of the crashes on YouTube from the Tail of the Dragon; there is a huge difference between crashes with and without PPE. Enjoy the remainder of the riding season and I hope to see you on the road!

Pass In Review

Photo by Senior Airman Chelsea Smith

Members of the 514th Chaplain's Staff attend the Combat Dining-In dressed in angelic attire.

Photo by Shawn J. Jones

Master Sgt. Ben Atkinson, 514th Air Mobility Wing, talks to a civilian pilot on the flightline. Atkinson and other Airmen from the wing's safety office hosted a tour to help civilian pilots better understand the air space above and around the installation.

Earl Wolff of the Philadelphia Eagles poses with Master Sgt. Shawn J. Jones during a visit to Joint Base McGuire-Dix-Lakehurst.

Photo by Tech. Sgt. Jonathan E. White

Airmen cheer as Tech. Sgt Rey Madlansacay attempts to eat a doughnut connected to a string during the 514th Air Mobility Wing Human Resources Development Council(HRDC) mentoring workshop.

Spotlight:
Airman 1st Class Julius Guest

Photo by Captain Allison Ecung

Unit: 514th Air Mobility Wing

Duty title: Knowledge Operations Manager

Hometown: Bayside in Queens, N.Y.

Civilian employment: Customer Service Representative at Pitney Bowes

Little known fact about you: I completed basic military training at age 35.

Most exciting event in your life: Winning a talent show at tech school and meeting Gen. Edward A. Rice Jr.

Favorite foods: Pizza and cotton candy.

Favorite movies: City of Angels and the Five Heartbeats.

Favorite sports teams: Indiana Pacers and Carolina Panthers.

Bucket list item: Bungee jumping and scuba diving.

"Age is not what holds me back, but a mental state of mind."

Airman 1st Class Julius Guest on completing BMT at age 35.

Peak Performance

Photo by Tech. Sgt. Jonathan E. White

Col. Michael J. Underkofler, 514th Air Mobility Wing commander, recognizes Master Sgt. Shawn J. Jones, 514th Air Mobility Wing public affairs, for winning the 2012 Air Force Media Contest Best Sports Article.

Promotions

The following Airmen were recently selected for promotion.

Airman 1st Class
Jeremiah Warren, 42 CBCS
Harold Colbourne, 514 AMDS

Senior Airman
Theus Davis, 42 CBCS
Scherina Simpson, 514 ASTS
Allyn Velez, 514 AMW
David Martindale, 514 AMXS

Staff Sergeant
Katriel Bishop, 42 CBCS
Evelio Torres, 714 AMXS
Jennifer Quinones, 514 ASTS
Felix Jimenez, 714 AMXS

Technical Sergeant
Katriel Bishop, 42 CBCS
Linda Daniels, 514 AES
Tyra Everett, 514 AES
Carlos Pellot, 514 LRS
Stanley Jones, 514 LRS
Gary Wright, 714 AMXS

Master Sergeant
Thomas Valentino, 714 AMXS
Michael Tesoriero, 514 OSS

Chief Master Sergeant
David Minnich, 514 MXS

Pulse Check:

What are you doing this summer?

Staff Sgt. Gilberto Elvir
714th Aircraft Maintenance Squadron

"More than likely, I'll do what every Jersey guy has done and go to Wildwood and have a crazy weekend with my friends."

Staff Sgt. Tiffany John
35th Aerial Port Squadron

"I plan on going skydiving for the first time in Brooklyn. I will probably take my kids to the pool quite frequently as well."

Lt. Col. Craig Wenz
732nd Airlift Squadron

"I plan on enjoying the pool with my family and taking a few short trips to the Jersey Shore since it has reopened."

Maj. Andrea Haylock
514th Aeromedical Staging Squadron

"Return to Camp Odetah in Connecticut for two weeks with my two sons. It'll be a great time for them to leave the confines of the house and get some fresh air."

Chief Master Sgt. Michael Morris
514th Aeromedical Staging Squadron

"I'm going to Six Flags this summer. I normally leave the rides for the kids, but it has been on my bucket list to finally get on the rides."

Freedom Flyer
514th Air Mobility Wing Public Affairs
2217 W. Arnold Ave.
Joint Base McGuire-Dix-Lakehurst, NJ 08641

For the family of:

Lt. Col. Dennis Duffy, 732nd Airlift Squadron commander, prepares his water blaster for the Combat Dining-In. Dining-ins give Airmen of all ranks the opportunity to create bonds of friendship while promoting esprit de corps of units.