

# Crossroads



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Lajes Field, Azores, Portugal | Lajes In the Fight!

## Burger King

Burger King will cease operations here Oct. 31, however, the Hillside Lanes will still have a grilling capability. All Portuguese workers from Burger King will be relocated to other positions on Lajes Field.

## Force Protection



Current FPCON: Alpha  
Watch. Report. Protect.



### Reintegration brief

Capt. (Dr.) Devin Marsh gives a group of returning warriors a reintegration briefing Monday at the Lajes Mental Health Clinic. The briefing covers an array of post-deployment related topics to include adjusting to being with family/friends/coworkers again, mental health concerns, and avenues for assistance and support. (Photo by Staff Sgt. Marcus McDonald)

## Mishap Stats



Last Reportable Mishap: June 21

FY '07 Total: 4

## DUI/DWI Stats

Last DUI/DWI: May 6  
FY '07 Total: 3



Need a ride?  
Call 964-955-992  
Saves in FY' 07: 43

## USAFE summer safety campaign a success

By Senior Master Sgt. Stefan Alford  
U.S. Air Forces in Europe Public Affairs

**RAMSTEIN AB, Germany** – The Air Force marked one of its safest summers during this year's 101 Critical Days of Summer campaign, and U.S. Air Forces in Europe was among the few to reduce fatalities between Memorial Day and Labor Day.

"While the numbers are improving from a statistical standpoint, unfortunately even one fatality is one too many," said Col. Bob Wright, USAFE Director of Safety.

Overall, the Air Force lost 19 Airmen this summer. That's slightly up from the 17 that died during the same period in 2006, but fewer than the 29 fatalities suffered in 2005.

The majority of AF fatalities are traditionally vehicle-related and this summer was no exception, with 14 of the 19 attributed to car or motorcycle accidents. Of the five remaining AF fatalities, four were sports and recreation-related, and one was an on-duty fatality. USAFE suffered two fatalities: one motorcycle and one automobile.

"Planning and preparation go a long way in keeping our Airmen safe," said Senior Master Sgt. Burrell Hancock, chief of USAFE's ground safety division.

"Being safe is not an accident and in order to be successful it is imperative for each of us to ask

ourselves a few realistic questions," Hancock said, using this weekend's popular wine festival in nearby Bad Durkheim as an example. "How am I getting to and from the wine fest? Do I have someone watching my back? Have I had too much to drink? Am I an excellent wingman? Am I too tired?"

Such forethought in USAFE's efforts at reducing its fatalities this summer were lauded by Maj. Gen. Wendell L. Griffin, Air Force chief of safety and commander of the Air Force Safety Center at Kirtland AFB, N.M.

General Griffin highlighted USAFE's benchmark safety campaign in which Gen. William T. Hobbins sent out a seven-person team to deliver personal testimonies to more than 11,500 people at five installations within the command.

"A strong focus on safety awareness by senior leadership across all wings in the command certainly played a large role in our efforts to reduce fatalities," said Colonel Wright. "The coming seasons bring their own share of associated hazards.

"We can't afford to get complacent," he said. "It's up to all of us – commanders, supervisors, and individuals – to build on this success and maintain that safety consciousness through the fall and winter."



## Treat others like you want to be treated

By Maj. Matthew Ginnaty  
65th Communications Squadron

The Merriam-Webster On-Line dictionary defines customer as one that purchases a commodity or service.

The same dictionary defines service as contributing to the welfare of others and useful labor that doesn't produce a tangible commodity.

We can infer from these two definitions a definition for customer service as providing an intangible commodity to help others who are in search or in the market for help. Customer service isn't a science but rather an art.

The true art is being able to project what you as a customer service agent would want to receive from someone who is serving you.

Really it goes back to the Golden Rule most learned as a child; treat others as you would want to be treated.

As a customer service agent, a person needs to put themselves in the shoes of the customer and think about how you would like to be treated and what attitude you would like to receive.

I'm sure customers don't wake-up in the morning and say to themselves, "I'm going to go out of my way to be a difficult customer today." As I'm sure customer service agents don't wake-up on that same morning and say to themselves, "I'm going to go out of my way to be a hard-to-deal-with customer server."

On the contrary, I'm sure most people wake up thinking they are going to make today the best day possible for both themselves and those with whom they interact.

Just as a painter has tools to paint a masterpiece, a customer service agent must also have tools to create a masterful customer service experience. One tool would be to be as polite as possible no matter what the customer throws at you, figuratively or physically.

In order for you to do this, you will need

to remember to practice outstanding customs and courtesies; have a calm voice throughout the interaction; be a good listener; and be a teacher as well as be willing to go out of your way to satisfy the customer's needs.

Another key is to attempt to build a rapport with the customer. The talent to use these tools is in all of us to some degree.

Another part of the art of customer service is treating every customer as if they are the most special person in the world. Greet the customer by standing with a smile and cheerful voice. Listen to the customer completely and provide them the time to explain their problem without interruption. Take some time to do what Mr. Gary Smalley terms as "drive through talking"; asking questions to ensure you understand the problem much like a drive up window server does at your favorite fast-food place.

Take 10 deep breaths while formulating a response whether it is the solution or having to tell the customer you'll need to do some troubleshooting.

Respond to the customer with your response providing as much detail as possible to educate the customer on the solution or the process you will take to get to the solution.

To close out the encounter, ask if you can help the customer with anything else. If during the encounter you sat down, stand back up during this salutation saying your farewell with a smile and continued calm voice. An added touch is to follow up with the customer to make sure he/she is satisfied and the solution has solved the problem.

I've seen where customer service agents who have used the tools listed here and other techniques along with the steps I've outlined above are asked for by name again and again.

This article isn't more than a very brief sample of the tools and artistic technique of customer service. There are courses ranging from a couple days to six or more months that teach customer service in depth.

I hope this article will help you to be a asked for by name.

535-4240

[actionline@lajes.af.mil](mailto:actionline@lajes.af.mil)

*The Commander's Line is your link to me for suggestions, kudos and as a way to work*

*problems or issues within the 65th Air Base Wing for which you can't find another solution.*

*Your chain of command should always be your first option for praise or problems — but when that's not the answer, call or e-mail the Commander's Line at 535-4240 or [actionline@lajes.af.mil](mailto:actionline@lajes.af.mil).*



**Col. JL Briggs**

**Col. JL Briggs**  
Commander, 65th Air Base Wing



*The 65th Air Base Wing Public Affairs staff prepares all editorial content in the Crossroads.*

*Submissions can be e-mailed to [news@lajes.af.mil](mailto:news@lajes.af.mil) and are due a week prior to the publication date.*

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*All photographs are Air Force photographs unless otherwise indicated.*

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### AFSA Pig Roast

*Tech. Sgt. Josh Franklin, Air Force Sergeants Association Chapter 270 vice president, right, helps roast a pig during an AFSA membership appreciation and membership drive at the Top of the Rock Club's Warrior Park Sept. 7. The Lajes professional organization meets at 4 p.m. the first Thursday of each month in the TORC's enlisted lounge. (Photo by Guido Melo)*





## Meet The New Commander



**Lt. Col. Bill Ratledge**  
65th Communications Squadron

**Hometown:** Spring Lake, Mich.

**Previous assignment:**  
Defense Information Systems Agency

**Job at previous assignment:**  
Operations Officer, Defense Information Systems Network (DISN) Transition Office

**Goals for the unit:**

- Take care of my Airmen and train them to be the best they can be.
- Support getting Iron to and from the Fight.
- Maintain Top Notch Global Communications Support to the mid-Atlantic.
- Improve Lajes' communications infrastructure and increase our bandwidth
- Have fun!



### Want more news?

Visit Lajes' public Web site at [www.lajes.af.mil](http://www.lajes.af.mil) for updated local, U.S. Air Forces in Europe, U.S. Air Force and U.S. Department of Defense news coverage.

## Couple wins Extreme Summer vacation

**By Tech. Sgt. Christin Michaud**  
65th Air Base Wing Public Affairs

Routine coffee breaks earned one NCO and his family an eXtraordinary vacation to Germany.

Tech. Sgt. Jeffrey Linville from the wing safety office and his wife Heather, won a six day, five-night vacation to Edelweiss Lodge and Resort, including air fare to Munich Airport.

Sergeant Linville was selected as the August winner from the Extreme Summer contest. Extreme Summer is a contest sponsored by USAFE Services in which individuals earn points through cards they collect while partici-

pating in a Services event or facility.

When Col. JL Briggs, 65th Air Base Wing commander, presented the couple their prize, Sergeant Linville turned to his wife and said, "this is from all those times I went to get coffee."

The couple said it was easy to participate in Extreme Summer with all the great programs the 65th Services Squadron offers here. They earned some of their points from bowling, Heather added.

Sergeant Linville even had an Edelweiss brochure on his desk. A trip to the resort was something the Linville's had been considering. Now, they're going for free.



### Softball champs

729th Air Mobility Squadron second baseman Joel Moses is congratulated by his teammates after hitting a home run during the 2007 Intramural Softball Championship game Sept. 7. The 729th AMS defeated the 65th Civil Engineer Squadron 23-20 to take this year's title. (Photo by Staff Sgt. Marcus McDonald)

## Lajes Salutes

Congratulations to **Tech. Sgt. Brian Cain**, 65th Air Base Wing, on his supplemental selection for promotion to Master Sergeant.

Congratulations to **Richard Bruce**, 65th CES; *To Captain:* **Lewis Taylor**, 65th CS; *To Lieutenant Colonel:* **Thomas Angelo**, 65th ABW.

Way to go to Team Lajes' promotees for September: *To Airman:* **Max Dane**, 65th Civil Engineer Squadron; *To Senior Airman:*

Congratulations to **Antonio Borges Avila** for being recognized for 40 years of service to the U.S. Government.

**Denton Bielinski**, 65th CES; **Jason Fowler**, 65th Communications Squadron; **Kathryn Willson**, 65th Security Forces Squadron; *To Staff*

Way to go to **Staff Sgt. Kanisha Carson**, 65th Medical Operations Squadron, for receiving this month's Chief's Top Performer Award.

*Sergeant:* **Dusty Black**, 729th Air Mobility Squadron; **Eric Ruiz**, 65th Operations Support Squadron; *To Technical Sergeant:* **Jeffery Linville**, 65th Air Base Wing; *To Master Sergeant:* **Chester Berry**, 65th CES;

Congratulations to the **65th Logistics Readiness Squadron** for winning the ATLAS Award. The award recognizes organizations who achieve a top quality sponsorship program.



## Movie Schedule

**Today, 7 p.m.** – Hairspray (PG);  
**10 p.m.** – Who’s Your Caddy? (PG-13)  
**Saturday, 7 p.m.** – Underdog (PG);  
**10 p.m.** – Hairspray  
**Sunday, 2 p.m.** – Underdog; 7  
**p.m.** – Hairspray  
**Thursday, 7 p.m.** – Who’s Your  
 Caddy?  
*Synopsis: Visit [www.aafes.com/ems](http://www.aafes.com/ems)*

## In The Community

**Bullfights:** 9:30 p.m. Saturday, Caminho Concelho, Biscoitos; 5:30 p.m. Sunday, Estrada 25 Abril; 5:30 p.m. Monday, Caminho Concelho, Biscoitos; 5 p.m. Wednesday, Porto Martins, 5:30 p.m. Wednesday, Caminho Concelho, Biscoitos; 5 p.m. Thursday, Porto Martins; 5:30 p.m. Thursday, Caminho Concelho, Biscoitos; 5:30 p.m. Sept. 22, Parking lot of Angra bullring; 5:30 p.m. Sept. 22, Rua Maria João, Juncal; 5:30 p.m. Sept. 22, Canada do Serra, Porto Martins; and 5:30 p.m. Sept. 22, Rua Boioes, Biscoitos.

**Equestrian Gala:** An Equestrian Gala presented by Quinta do Malhinha is scheduled for 9:30 p.m., Saturday, Sept. 15 at the Angra Bull Arena. Admission is free.

## Upcoming Closure

**65th CPTS closure:** The 65th Comptroller Squadron (finance customer service, etc.) will close for an official function at 12:15 p.m. Tuesday. The squadron will re-open for business at 1:45 p.m. In an emergency during the closure, call 968-299-302 or 968-623-861.

## Around Lajes

**New FCC Providers:** Two new family child care homes are now open here. They are licensed to provide care for children from 6 weeks to 12 years old. They will operate full time FCC Homes, Monday through Friday, providing full-time, part-time and hourly care, Volunteer Care, PCS Care and Expanded Child Care.

*POCs: Kelly Badger, 295-549-543 and Christina James, 295-549-623*

**Commissary Tour:** The Nutrition Program Manager will host a commissary tour from noon to 1 p.m. Sept. 19. There are 10 slots available. This tour is for people who want to shop for healthy food, but aren’t sure what to look for or buy. *POC: 65MDG.HAWC@lajes.af.mil, 535-1035*

## Armchair Quarterback

Armchair Q.B. is back for the 2007 NFL Season.

AFN has teamed up with the *Crossroads* to continue the contest this season.

The number one-ranked Armchair Q.B. each week will get their name and photo published in the *Crossroads* and we’ll also print any smack talk the winner chooses to submit. New for this year, winners will have bragging rights for that week and get the chance to come on AFN radio to talk a little smack (Keep it clean, please).

Now for the losers -- The person or people with the worst record receives the patented “You Don’t Know Jack” award, which unfortunately doesn’t include a prize.

The challenge is open to all military members, dependents and civilians. All entries must be submitted to [news@lajes.af.mil](mailto:news@lajes.af.mil) before the opening kickoff to the first game Sunday. In the case of a tie, a winner will be decided by who picks the closest combined score of the Monday Night game.



**Hispanic Heritage Month:** Hispanic Heritage Month events are being sponsored by OLA. The first event is Teen Night at the LYP Sept. 21 and will include music, finger food, dancing, games and prizes; Reading at the library 10 a.m. Sept. 27 and 3 p.m. Oct. 11; OLA will host this month’s SUM dinner Sept. 27; TORC event Oct. 5, with a band and food - Tostada plate w/ rice and beans or chicken rice with beans for \$5 a plate.

## Jobs/Volunteer

**Contracting opportunities:** The following solicitations are open for proposals and can be viewed at the 65th Contracting Squadron (second floor of Bldg. T-615): AMS gym equipment maintenance and sports field maintenance.

*POC: Staff Sgt. Suarez, 535-3104*

**General construction labor:** TolTest, Inc. is looking for three general laborers with base access. If interested, e-mail Dan Firsdon at [dan.firsdon@toltest.com](mailto:dan.firsdon@toltest.com).

**Services NAF positions:** See the updated list of 65th Services Squadron non-appropriated fund jobs available at <http://www.lajes-services.com/jobs/jobs2.doc>.

**Volunteers Needed:** Anyone interested in volunteering at the Lajes E/HS, may contact the school at 535-4151 or visit the Information Center (library) in room 200 on the top floor of the elementary school wing.

**Volunteer of the Quarter Submissions:** Submit 3rd quarter nominations to [elizabeth.bland@lajes.af.mil](mailto:elizabeth.bland@lajes.af.mil) Nominations are due by Sept. 28. There are two volunteer categories: active duty and civilian (spouses and local nationals are included in the civilian category).

*POC: 535-4138*

## Lajes American School

**Lajes PTO Meeting:** The next meeting is 5:30 p.m. Tuesday in the cafeteria. Bring 25 box tops to enter to win a prize.

## Education

**Advanced Education Week:** Lajes’ 5th Annual Education Week is scheduled to begin Monday with a 5K Run at the Chace Fitness Center at 7:15 a.m. Tuesday, a “Command Performance” Lunch and Learn is scheduled from noon to 1 p.m. in the Ed Center auditorium. Lunch provided. Wednesday there will be an information fair at the high school during their lunch period. Thursday is the Jeopardy Lunch and Learn from noon to 1 p.m. Friday, schools will compete in Bowling.

## Classified Ads

*E-mail classified ads to [news@lajes.af.mil](mailto:news@lajes.af.mil) by 5 p.m. the Thursday prior to the week you need it published. Notify the Crossroads editor when items have been sold.*

For sale: Yamaha 750 Streetbike 1982. Good condition, excellent motor. Very good island bike, bass pass is current and inspection is valid until Aug 2008. Asking 2,800 euros. Please call 967 701 187 daytime or 295 989 361 evening.

For sale: 3-wheel stroller. In excellent condition. Blue multi-color stripes. Comes with sun roof, cup holder, rain cover and umbrella. Rear brakes. Great for outdoors. Call Clark at 295-549-651 for questions or a test drive.

Medela Pump In Style Advanced Breastpump Backpack in good condition with accessories. Asking \$80. Call Brenda Clark at 295-549-664

Free propane cylinder: Full 20lb propane tank for outdoor grill. Pick up at Prala marina. Call Lucette at 914-493-068.

Kelly’s Child Care Open House will be 4 to 6 p.m. Sept. 18 at 1502H Beira Mar, stop by and enter for a chance to win an evening of free child care. 295 549 543.

Kelly’s Child Care will be open for the AF Ball, call 295 549 543 for more information.

InStep single jogging stroller for sale \$80. Barely used. Great shape. Call 295-549-623 ask for Christina.