

CROSSROADS

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Vol. 18, No. 28 July 26, 2013

Lajes Field, Azores, Portugal

"6-5...
IN THE FIGHT!"

FY 2013



1094
SORTIES

10,756
LODGED



6,26 M
gallons
FUEL ISSUED

Popular Numbers

Medical Appointment:

Base: 535-3261
Off base: 295-573-261
Base Alt: 535-1089
Off base Alt: 295-571-089

Emergency:

Base: 911
Off base: 295-571-911

Lajes Against Drunk Driving:

Fri & Sat: 295-57-5233

Sexual Assault Response Coordinator:

24/7: 535-7272
Off base: 966-677-266

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Senior Airman Robin McClain and Duarte Rosa, American Forces Network-Lajes broadcast engineering maintainers, prepare AFN's camera for news production. AFN Europe is celebrating 70 years of providing command information, news and entertainment to Department of Defense personnel and their families throughout overseas locations. AFN's broadcast engineering maintenance team are the backbone of the network's operations. (U.S. Air Force photo by Staff Sgt. Angelique N. Smythe/released)

Maintenance pros backbone of AFN operations

By Staff Sgt. Angelique N. Smythe
65th Air Base Wing Public Affairs

American Forces Network Europe is celebrating 70 years of providing command information, news and entertainment to Department of Defense personnel and their families throughout overseas locations.

Seven decades of informing and entertaining Airmen would not be possible without some hard-working, behind-the-scenes, AFN personnel.

At Lajes Field, AFN's most visible Airmen are its radio and television broadcasters, but the backbone of the network's operations consist of Airmen who are not as visible - AFN's broadcast engineering maintenance team.

AFN-Lajes currently employs three technicians on its maintenance team - Senior Airman Robin McClain, his Portuguese counterpart, Duarte Rosa, and their supervisor, Master Sgt. Jacob Brungardt.

Rosa has been an AFN-Lajes maintainer for approximately 28 years. McClain has been stationed at Lajes Field for one month. Brungardt is less than two weeks new to the installation.

Despite that vast difference, together they ensure all equipment remains operational in order to support the 65th Air Base Wing commander in maintaining readiness

and morale.

"If the wing commander needs to push a message out to the base or if there's an emergency on the island, and everyone needs to be aware, all of AFN-Lajes' equipment needs to remain mission-ready," said McClain. "Our job is to troubleshoot and fix problems and maintain all of the equipment so that the operators, or our broadcasters, can do their job correctly."

Radio and television are two very important tools leaders use in communicating with a community, especially in times of disaster.

"I remember back in 1980 - I was not yet working in AFN - we had a big earthquake on the island," said Rosa, a Lajes Field local national employee. "The whole island was without power and telephones for about two weeks. The only two stations that were able to stay on the air were AFN-Lajes and Air Base 4 Radio Lajes because the base had their own power plant. Radio was the only means of communication during those weeks after the big earthquake."

The maintainers' primary duty is preventative maintenance. They maintain all studio and broadcast equipment, as well as up to 15 different systems.

To read more on "AFN" see page 5



Applying customer service approach in Air Force

By Maj. David Berrios
65th Civil Engineer Squadron

A few weeks back, Capt Jack Berg invited us to explore the type of leader we are and define our leadership style. Understanding your style will help you achieve better results. I propose that regardless of your leadership style, all Airmen benefit from intentionally applying good customer service practices in our everyday business. It is very frustrating to seek help only to find the person on the other side of the counter, the phone line or the computer is not willing or able to provide the assistance required. Some of the most common traits attributed to those with poor customer service skills are:

- The customer service rep is rude, disrespectful, or unprofessional
- The person says it's not my job
- The person is too preoccupied with their own agenda

First, embrace the fact that you are in the customer service business and must interact with many clients. The days of having front line customer service representatives while technicians work in the back offices are long gone. In today's smaller Air Force, we fulfill both roles. The type of day you are having should not show through in your personal encounters. Always be approachable and professional.

Second, know your business. As Donald Porter said, Customers don't expect you to be perfect. They do expect you to fix things when they go wrong. When a customer approaches your service desk or work center, they are seeking your expertise. The more you know about your organization, the easier it will be to facilitate help for your customer.

Third, lend a helping hand even if it is not your primary duty. Our Air Force continues to meet many demands world-wide. That means, at times we will have to fill in for the primary

POC who is TDY or on leave. Do not send the customer away without pursuing every angle to provide the assistance required. This involves finding the right person if you don't know the answer or writing down a phone number and following up.

At this point you are probably asking, "What is my incentive to provide good customer service?"

Depending on your personal values the answer may vary. To help you, I've included a few possible responses.

"One of deep secrets of life is that all that is really worth doing is what we do for others," is a phrase that comes to mind. You may agree with Lewis Carol, but I'm more of a practical person and think his approach is a bit utopian.

Instead, my stance is more in line with Alice MacDougall, who claims giving others what they want will help you get what you want. I've yet to come across a customer who doesn't appreciate being treated well. It is in this particular context the USAF differs from a commercial business environment. Commercial businesses are very interested in customer satisfaction. Greater customer satisfaction leads to repeat business. Repeat business leads to positive profit margins. Our AF environment is special, because we are all each other's customers and require daily collaboration between agencies. It is in everyone's best interest to help each other and trust the effort will be returned.

A repetitive cycle typically has the customer and the customer service representative in a battle of wits and wills. As an anonymous author has said, "simply put, deep down the customer thinks the problem is with the customer service reps. In the same manner, the customer service reps think we are the problem." Therefore, let's work together to the break the cycle, achieve success and live in Carol's utopia.

"Coming together is a beginning. Keeping together is progress. Working together is success." – Henry Ford



Lajes Field leaders serve Airmen at a 65th Air Base Wing SUM Dinner. Maj. David Berrios argues that all Airmen can benefit from taking adopting a positive customer service approach in their day-to-day activities.

Commander's Action Line
535-4240
abw.cc@us.af.mil

The Commander's Action Line is your link to the commander 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.



Col. Chris Bargery

Your chain of command should always be your first option — but when that's not the answer, call or e-mail the Commander's Action Line at 535-4240 or abw.cc@us.af.mil.

Col. Chris Bargery
Commander, 65th Air Base Wing



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AF encourages Airmen to be key part of SAPR solution

By Staff Sgt. David Salanitri
Secretary of the Air Force Public Affairs

In an effort to address the growing concern of sexual assault in the Air Force, the service has kicked off an initiative to give Airmen the capability for their voice to be clearly heard called "Every Airman Counts."

"I believe Airmen are a key part of the solution to this," said Maj. Gen. Margaret Woodward, the director of the Air Force Sexual Assault Prevention and Response office. "They understand the problem, and they know what needs to be done to help conquer it. Now we need them to share those innovative ideas with us and each other. We need our Airmen talking about this issue."

To enable this dialogue, the Air Force SAPR office members designed a blog to share ideas, collect suggestions, concerns, stories, and questions for Air Force leaders and SAPR officials. The SAPR blog site asks Airmen to make inputs on how the service can better combat sexual assault.

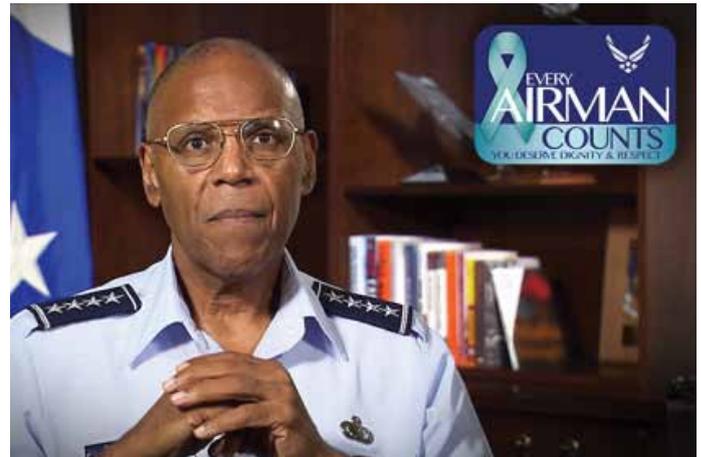
"We can't fix this issue sitting in the Pentagon," said Gen. Larry Spencer, the Air Force vice chief of staff. "We need each and every one of you to get engaged in addressing this issue... this crime, and it is a crime. We need to know exactly where you feel the issues are, so we can address them with laser focus. I need every one of you helping us find ways to ensure dignity and respect are prevailing qualities in our daily relationships."

Content on the site will be driven in part by Airmen making firsthand posts. In addition to the blog, the Air Force is organizing web chats that will be moderated forums for real-time information exchange between Airmen, subject matter experts and senior leaders.

Various experts in the SAPR area will host these discussions to gain a better understanding of the issues at every level.

"We've been doing a lot of talking on this issue," Woodward said. "It's important that we listen."

The SAPR blog is just one of many actions the Air Force is pursuing to help address the issues sexual assault within the ranks and to offer



Gen. Larry Spencer, the Air Force vice chief of staff, encourages Airmen to get involved with "Every Airman Counts". The initiative is designed to foster communication between Airmen and senior leaders about sexual assault prevention and response. (U.S. Air Force graphic)

support for victims. Other actions include the creation of the Special Victims Counsel program earlier this year, which provides constant support to sexual assault victims throughout the legal process.

Airmen can view the blog and make posts by logging into the Air Force portal with their Defense Department Common Access Card, and clicking on the photo tab titled Every Airman Counts or go to <http://afsapr.dodlive.mil>.

"Every Airman Counts is about you, our Airmen, our most precious resource," Spencer said. "Our strength lies in our people, so we're asking all of our teammates to help us stop sexual assaults now. The American people place great trust and confidence in our military. We cannot and will not violate that trust."

10 special duties become developmental opportunities

By Debbie Gildea
Air Force Personnel Center Public Affairs

Selection for 10 special duty fields is now a nominative rather than volunteer-based process, Air Force officials announced today.

In the past, any qualified Airman who met eligibility criteria defined in the special duty catalog could apply for a special duty opportunity. However, as resources become scarcer, Air Force leaders feel it is increasingly important to deliberately place the most qualified Airmen in several key roles which have an impact on Airmen across the service.

The Air Force formed a cross-functional working group to examine all special duty programs and selection criteria. The group determined that for certain special duties, a more deliberate eligibility and selection process could help maintain manning levels in those positions as well as open a leadership development path for promising enlisted members, said Chief Master Sgt. Steve Nichols, the Air Force enlisted force policy branch chief. The selected special duties are those that create, develop and care for Airmen. In addition some of these selected special duties represent the Air Force enlisted corps on a national stage.

"The identified positions are inherently stressful and demanding, and our volunteers have done an exceptional job over the years - I am confident the vast majority would be nominated under the new process," Nichols said. "This change allows us to ensure that we are systematically preparing the best of the best to assume their place as tomorrow's leaders."

Selected because of their unique leadership roles and the

responsibility to mentor and mold young Airmen, the following duties are now developmental opportunities: career assistance advisor, military training instructor, military training leader, U.S. Air Force Academy military training NCO, Airman and Family Readiness Center NCO, first sergeant, USAF Honor Guard NCO, enlisted accessions recruiter and professional military education instructor. In addition, Air Force specialty training instructors identified with a "T" prefix will be developmental special duties.

"The special duties identified are leadership positions with broad impact on Airmen, families and the future of the Air Force," Nichols said. "Nominees must be capable of and committed to developing and caring for the Airmen in their charge."

Commanders will nominate their best performers for developmental special duty positions, and personnel teams will work with career field leaders to ensure the right people in the right numbers are selected, Nichols said.

Major commands are tasked with specific numbers for each special duty, so no one command or career field will be overtaxed, he added.

"Nomination for a developmental duty assignment is the commander's vote of confidence in an Airman - a statement of belief in an Airman's character, skill and integrity," Nichols said.

Not all special duty assignments have been designated as developmental, Nichols said. Airmen interested in broadening opportunities can still go to the Equal Plus website and browse, or review the special duty catalog on the myPers website.

For more information about career development opportunities and other personnel issues, go to myPers at <https://mypers.af.mil>.



Avoiding retreat is cowardly

By Jo Rowe
81st Inpatient Operations Squadron

It was one of the first beautiful days in a very long while in and around Bolling Air Force Base, District of Columbia. Rain was predicted, but I was hoping it would hold out until I completed the walk to my on-base residence.

As I was about to walk out of the Maisey Building, I noticed three enlisted members, three officers and one civilian with her newborn waiting by the exit doors; such a big pile-up for this time of day.

My heart sank. Could it be those deep blue skies and white puffy clouds turned dark gray with huge raindrops just waiting to signal the burst? Or was the rolling of the thunder and the dancing of the lightning enough to crowd everyone back into the building until the coast was clear? Nope...Neither.

To my extreme disappointment, these people were "self locked" inside, because they didn't want to be caught outside during the playing of our national anthem.

I was very saddened.

As my husband and I approached the door, everyone parted for us to get past. As we were walking through the doors, the music stopped. Everyone piled out as if a store had just announced 75 percent off at a day-after-Christmas sale.

I said to my husband, "You know what, honey? I am really sickened when I see people who refuse to come outside and acknowledge our national anthem. Have they forgotten that this song, along with other things, stands for our freedom? What are they afraid of? The cowards!"

Even I, a dependent spouse at that time, am familiar with the courtesies we are supposed to observe when the national anthem is being played. Even though my husband was shocked to hear me call people whom I did not know cowards, he said he understood.

I have always felt this way. If you appreciate what you have, who you are and where you come from, you should appreciate the national anthem and all it represents.

My husband tried to tell me that hiding like that was, indeed, against military courtesies, but I tuned him out as I continued to ramble on about how insensitive I felt these people were.

What on earth was keeping those folks from standing proud



65th Air Base Wing, 65th Security Forces Squadron and Portuguese Air Force Security Forces personnel salute the American and Portuguese flags at a Final Guardmount Ceremony held here during Police Week 2013. (Photo by Guido Melo/released)

and saluting or placing their hand over their hearts? No excuse is acceptable.

So I looked around as everyone rushed to their cars and I thought of the men and women fighting for our freedom. I thought of how proud I am of each and every one of them and how they wouldn't be proud of those Americans who chose to stay inside instead of coming out to salute their flag -- the very item that drapes the coffins of our fallen to their final resting place.

Maybe my words here will help change for the better, the courtesies we render, or ought to render, during reveille and retreat on base.

Don't cower from the national anthem. Be proud. Go outside and salute the flag, or place your hand over your heart and stand tall. If not for yourself, then do it for your American brothers and sisters fighting to keep you free.

LAJES WARRIORS OF THE WEEK



Name: Cody Simpson
Rank: Staff Sergeant
Unit: 65th Civil Engineer Squadron
Duty Title: Falkville, Alabama
Hometown: SSgt Simpson currently performs as the Lajes Fire Emergency Services NCOIC of the Emergency Communication Center. He monitors the MONOCO fire alarm reporting system that protects the 829 facilities worth 2.3B, a 46.6M Gallon Fuel Tank Farm, and 2K personnel. He also plans, schedules,

and manages activities for four dispatchers who man an around-the-clock post. He demonstrated his knowledge and versatility in the establishment of an alternate emergency communications center, and identified a fire alarm reporting system outage to twenty-five facilities. In addition to his work, SSgt Simpson has been appointed as the Vice President of the CES Booster club and is an active member of the Rising 6, volunteering twenty plus hours of his personal time. SSgt Simpson goal is to obtain his Bachelor's degree in Fire Science Management in the next two years. Although he has only been on island a few months, he has proven to be a valued member of the Fire Department and an outstanding addition to team Lajes.

Name: Tania Carvalho
Rank: LGS-5
Unit: 65th Civil Engineer Squadron
Hometown: Praia da Vitoria
Duty Title: Firefighter

Accomplishments: Sra Carvalho is the only female firefighter at Lajes Fire Emergency Services. Besides firefighting, Sra Carvalho oversees the Personal Protecting Equipment Advanced Cleaning Program, done in accordance with National Fire Protection Association 1851 requirements. She's also responsible for over 300 items in the Lajes Fire Emergency Services Hazmat program. By maintaining her programs in excellent shape, she helps protect 829 facilities worth 2.3B, a 46.6M Gallon Fuel Tank Farm, and 2K personnel. In addition to her work, Sra Carvalho is pursuing a Social Science degree through Universidade Aberta. She is also involved, as volunteer, with Banco Alimentar, a non-profit organization that distributes food and clothing during and after natural disasters. Sra. Carvalho is an outstanding member of Lajes Fire Emergency Services.





Girl Scouts recognize Lajes

Katie Thompson, Director of Membership and Marketing for USA Girl Scouts - North Atlantic, presents Col. Chris Bargery, 65th Air Base Wing commander, and the 65th ABW with the USA Girl Scouts Overseas-North Atlantic Service Award. The wing was recognized for outstanding community service to the Terceira Girl Scouts in 2012. Thompson visited from USAGSO-NA Headquarters, Pisa, Italy, at Camp Darby for a Terceira site visit. Also pictured are Kris Goetzman and Pamela Gacayan who are the local Overseas Committee Chairs for Terceira Girl Scouts. (Courtesy photo)

"AFN" continued from page 1



Senior Airman Robin McClain, American Forces Network-Lajes broadcast engineering maintainer, takes a look at AFN's television automation system. (U.S. Air Force photo by Staff Sgt. Angelique N. Smythe/released)

"There are always little things to be repaired, like tripods and antennas," said Rosa. "We maintain anything from satellite dishes to cameras, audio boards and automation systems. Almost everything is computerized with just a few exceptions. In the past, we had tape machines, video cassette machines, the camera systems - very complicated machines - but now it has all evolved into digital systems."

No matter the type of equipment - new or old - the maintainers work together in keeping all of AFN-Lajes' systems up and running.

"We maintain all the equipment the operators use," said McClain. "We take care of everything from cameras to even tripods. We also help with satellite feeds coming in from Europe. We deal with the radio antennas that broadcast over base and most of the island. We maintain all the servers, receivers, amplifiers, wires and everything equipment-wise that helps get messages to the base community and family members here."

Master Sgt. Eric Kerr, AFN-Lajes station manager, compares the maintainers to a fire station. When something goes wrong with their complex equipment, the maintainers need to be ready to respond at any moment, said Kerr.

Up until that point, they spend time taking care of smaller issues, as well as conducting preventative maintenance.

"A broadcaster is trained to think differently than a maintenance person," said Kerr. "When something goes wrong on a piece of equipment we're using, my first instinct is to press all the buttons; that's not a good idea - it usually makes things worse. When I know I have (the maintainers), I am less likely to make those mistakes, and I'm going to call one of them in. They're going to think about it from a maintenance perspective and fix whatever is broken. They support us and we support the base - that's how it works."

Both McClain and Rosa expressed a love of their careers due to constantly evolving technology.

"(McClain) deals more with computers and I do more of the analog systems," said Rosa. "We're always faced with new things; something is always being innovated. That's the interesting part of it."

McClain said his career field always keeps him on his toes. "You're always reading, always learning something new," said McClain. "I also like being in that problem-solver role. Being there to help people fix things is great."

Kerr expressed his gratitude in having these maintainers as part of the AFN-Lajes team.

"I appreciate their ability to solve problems quickly and do it in a relatively inexpensive fashion," said Kerr. "If we lose anything that we have, we may not be able to get a replacement for it, and that might hurt our mission. Money is tight and equipment is scarce - so that's why these guys are so important."



Duarte Rosa, American Forces Network-Lajes broadcast engineering maintainer, looks at AFN's oscilloscope to verify the video from a TV demodulator. (U.S. Air Force photo by Staff Sgt. Angelique N. Smythe/released)

LAJES ON THE WEB



Lajes Field

6-5...
in the FIGHT!

"Lajes Link" - www.lajes.af.mil

The 65th ABW Events Calendar is online! For a complete list of events, visit Lajes Link!

- SNCO Induction Ceremony, July 26, 6pm @ TORC Ballroom
- FTAC Class 13-F, July 29 - August 2
- Monthly Promotion Ceremony, July 31, 3pm @ CAC Ballroom
- Praia Fest (local festival), August 2 - 8 @ various locations
- Portuguese Holiday, Praia da Vitoria Day, August 11
- Portuguese Holiday, Assumption Day, August 15
- 65th Air Base Wing Unit Effectiveness Inspection, September 3 -9, Basewide



Lajes Field, Azores

www.facebook.com/65abw.lajes

'Like' Lajes Field, Azores for the latest news stories, photos, videos and weather updates!



Lajes Field Photos

Looking for photographs from the latest promotion ceremony or Warrior Welcome?

We post these photos on Flickr so Airmen, civilians and family can access them anywhere.

BULLFIGHT SCHEDULE



Remember: Airmen and families assigned to Lajes Field are not allowed to participate in bullfights. If you are viewing a bullfight, you must maintain a safe distance, be behind adequate barricades or located on/in a building. Contact Wing Safety at 535-6137 for more info.

Saturday, July 27: 6:30 p.m. Caminho do Facho, Santa Rita
Saturday, July 27: 6:30 p.m. São Sebastião
Saturday, July 27: 6:30 p.m. Rua da Guarita, Angra
Sunday, July 28: 6:30 p.m. Bairro Joaquim Alves
Sunday, July 28: 6:30 p.m. Fonte São Sebastião
Monday, July 29: 6:30 p.m. Bairro da Terra Chã
Tuesday, July 30: 6:30 p.m. Fontinhas
Wednesday, July 31: 6:30 p.m. Fontinhas

ASK ED

A column that looks at the culture and history of the Azores

By Eduardo Lima, Community Relations Advisor



Praia Fest 2013

This year's Praia Fest will take place Aug. 2-11 in the city of Praia. Unlike Sanjoaninas Festival in Angra, Praia Fest doesn't have a long tradition. It began in 1978 and with the exception of few years, Praia has held its fest since then. Below are some highlighted events for Aug. 2-8. The remaining schedule will be published in next week's paper.

Aug. 2

6 p.m. – Opening of Food Fair (next to the marina)
7 p.m. – Opening of Arts & Crafts Fair (across from main bach)
11 p.m. – Concert by the rock band from the 60's "Os Sombras" (marina stage)
11 p.m. – Regional Rap concert followed by DJ music (music resort)

Aug. 3

9:45 p.m. – Parade of Praia Fest's marching group followed by opening parade of floats (main street)
Midnight – Concert by Portuguese rock band "Ar de Rock" (music resort)

Aug. 4

1 p.m. – Street bullfight for children (street from main square to the beach)
7 p.m. – Parade of motorcycle riders (main street)
9:30 p.m. – Parade of folklore dancers (main street)
11 p.m. – Concert by African Kuduro music band "Buraka Som

Sistema" (music resort)

Midnight – Concert by local Blues/Jazz band "BWF" (marina stage)

Aug. 5

6 p.m. – Street bullfight in Juncal
6:30 p.m. – Arena bullfight in Angra bullring
11 p.m. – Concert by local rock band "RAM" (music resort)

Aug. 6

6 p.m. – Street bullfight in Juncal
9 p.m. – Parade of marching brass bands (main street)
11 p.m. – Concert by the American rock band "Awolnation" (music resort)

Aug. 7

6 p.m. – Street bullfight in Juncal
9:30 p.m. – Parade of marching dancers (main street)
11 p.m. – Concert by Portuguese punk rock band "Tara Perdida" (music resort)

Aug. 8

6 p.m. – Street bullfight in Quatro Ribeiras
9:30 p.m. – Parade and performance by local Mardi Gras dancers (main street and main square)
11 p.m. – Concert by Afro-Portuguese reggae band "Kussondulola" (music resort)
Midnight – Concert by the Angra Jazz band (marina stage)