

## Symbol

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"Since last February, we've conducted seven surveys, held 68 focus groups and interviewed 13 retired four-star generals and 110 other people," Rand said. "We've taken input from about 10,000 people. Of this number, 7,500 were enlisted members, officers, and civilians in the active force, Air National Guard and Air Force Reserve. The other 2,500 were members of the general public."

This extensive research was used to find strengths and weaknesses in Air Force identity, Rand said. "We found that our people generally feel allegiance to the unit they belong to and to their job, more than they feel part of one big organization."

Research also showed that instead of one unifying theme, the Air Force has many different ways of expressing its identity, he said.

"If you look at our base welcome signs, you don't get as much a sense of the Air Force as you do of the units behind the gates," Rand said. "The same applies to our aircraft, our newspapers and home pages, and even our uniforms."

"Unless you have really good eyes and can read the U.S. Air Force tape on someone's battle dress uniform, you may not know what service he or she represents," he said. "As for our aircraft, which are seen by millions of people, the tail markings tend to represent the wing and the command. You have to look pretty hard to see U.S. Air Force on our aircraft."

To overcome these inconsistencies, Siegel & Gale identified the four prevailing themes that emerged from

the research: individual achievement, intelligence and technology, core values, and mission.

They recommended the focus of the identity be the vital mission the Air Force performs around the world, because it was the theme that surfaced with the most passion throughout the research.

In characterizing the mission, Siegel & Gale concluded the Air Force is a world-class, mission-ready organization. From this, they recommended the theme "World Ready." They also devised a symbol that captured both the heritage and future of the Air Force. These were presented to Air Force leaders in November.

While theme alternatives are still in development, the proposed symbol updates the Hap Arnold wings and star with a more modern, angular design.

"With the transition to the EAF and a new millennium, our leadership decided the timing is right to modernize our identity and give us an official symbol which will preserve the heritage of the Arnold wings," Rand said.

Don't expect to see changes throughout the Air Force immediately, according to Rand. "There are no final decisions on any of this yet," he said. "We're still working through all the options on the development of the theme, the use of the symbol, and the implementation of both."

"There is no intent to repaint the fleet or change all our base signs overnight," Ryan said. "When we reach a final decision on our identity, we're going to try it on for awhile as we develop a plan to roll it out with minimal disruption and cost."

## YOFAM

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that might be seen this year include:

- "Focus on Healthy Lifestyle," sponsored by the Medical Group, attention will be given a physical and mental wellness.

- "Making Cents of it All," sponsored by the Family Support Center, will provide guidance in the financial area.

- ATWIND, AMC's Around the World in Ninety days program in which over 22,000 personnel from across the command—CONUS wings, en routes—active duty, guard & reserve—took part in the host of family programs offered...played the game...and along the way won one of the 53 major or one of the literally hundreds of other YOFAM prizes, including two Ford vehicles, vacation packages, computers, exercise equipment...and the list goes on.

- Family Member Dental Technician Program, training and certifying family members to become technicians. Recently, \$10,000 was made available to get this program started.

- Retiree and Volunteer Appreciation Moonlight hanger Party

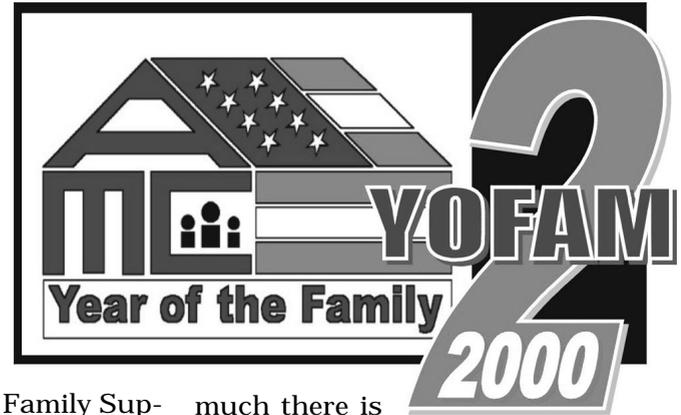
- Picnic grounds renovation

- Widening and relighting of the jogging trail. Recently, AMC provided \$176,000 to complete the lighting of the trail.

- Hunley Park riverwalk park

- Dormitory amenities

"Certainly the emphasis is on the family, funding for programs and facilities," Corbin said. "There isn't



much there is lacking in our community, and our people are realizing that. When you're in a community that doesn't have the support structure we do, you know it," Corbin added. "The AF has really put an emphasis on family that wasn't there 30 years ago. Now it's an institutionalized process."

In an address to the Airlift Tanker Association recently, AMC Commander General Charles T. Robertson, Jr., outlined AMC's perspective on YOFAM2: "We're going to build on the solid foundation that we have established over the past year. The first year of the program established where we were, and where we need to go...now, in the second year, we'll need to carry the work accomplished to an even higher level. I think we're on the right track, and just need to stay focused on the reason for the program in the first place—our folks and their families."

To help keep you up-to-date on Charleston's YOFAM 2000 programs and services, watch for further articles in the *Airlift Dispatch*.

If you're interested in what AMC's YOFAM 2000 programs and services are, log on to [www.amc.af.mil/yofam](http://www.amc.af.mil/yofam).



### Leader of the pack

A Charleston-based C-17 Globemaster III leads a formation air drop over North Field during a recent training mission. The C-17 was part of a nine-ship formation flying the mission, which included an air drop, a short field landing and an aerial refueling.

Staff Sgt. Jeffrey Allen, 1st Combat Camera Squadron