

# Open Skies

## Recruiting and Retention Newsletter

### Georgia Wing

March, 2013

#### Recruiting and Retention Staff

Col James Hughes – Director

1stLt Tim Ledford – Deputy, Recruiting

#### From the Director's Desk —

I want to congratulate everyone on another great recruiting year. 515 new members were recruited in 2012. What a great job people did in uplifting the opportunities for learning and service through Civil Air Patrol. 2013 has started just as well. 118 new members have already been recruited since January 1<sup>st</sup>

As you can see, the challenge is to retain the members we recruit. The wing membership continues to hover around the 2,000 mark. For every member we recruit, we fail to retain one. With all the effort we expend in recruiting, our ability to retain those members is wearisome.

Over the next few months, I intend to provide tools that will help retain our members. I encourage you to send me your retention ideas so I can share those as well. As we focus on this challenge, I am encouraged by the willingness of Group and Squadron commanders and members to build a program that will strengthen people for a lifetime of service. Thank you for your help with this.



James Hughes, Col CAP  
Recruiting and Retention Officer  
Georgia Wing Headquarters  
SER-GA-001

## Welcome New Members February, 2013

SER-GA-065 Mihalis , Maxwell Paul Valcin , Andre T SER-GA-069 Okuwa , Tyrell O SER-GA-072 Klinowski , William J SER-GA-075 Savell , Isabella F Smith , Anna V SER-GA-090 Geiger , Brennan N Haley , Harrison B SER-GA-098 Knutson , Brandon J SER-GA-109 Thomas , Luigi SER-GA-112 Boozer , Craig A DelMastro , Dominick Farmer , Andrew J Hunter , Daniel Huynh , Khana H Insley , Jacob G SER-GA-116 Brewer , Angela D Brown , Nick B Cain , Jordan A Miller , Daniel C Patterson , Christopher L Pollock , Steven P Reeder , Thomas M SER-GA-130 Morozov , Denis S SER-GA-142 Barnum , Darius SER-GA-152 Graves , Teri E Morris , Gabriel J Schroeder , Leilani M	SER-GA-157 Connell , Kiara Y Dumas , Douglas R Dumas , Rachel L Kilgore , Dexter B SER-GA-160 Keough , Michael R F SER-GA-452 Hosey , Lauren E Stille , Kyle A SER-GA-453 Adduci , Alexander L Benton , Shakur Ivory Fordham , Steven D Walsh , Benjamin A Wooten , Christian G SER-GA-454 Fuchs , Nathan J Human , Garrett H SER-GA-506 Coleman , Megan A Evans , Herbert N SER-GA-507 Chadwick , Wesley Daniel Stephens , Franklin D SER-GA-813 Atchison , Jeremy I
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## *Congratulations! Awards/New Levels for February*

	Award/Level	Completed Date
<b>SER-GA-098</b>		
SM Michael J Karabasz	Senior Member Training Level 1	15-Feb-2013
SM Michael J Karabasz	Membership Ribbon	15-Feb-2013
<b>SER-GA-003</b>		
Maj Donald S Hamrick	Grover Loening Award	19-Feb-2013
Maj Donald S Hamrick	Senior Member Training Level 3	19-Feb-2013
1st Lt John Ovens	Benjamin O Davis Award	07-Mar-2013
1st Lt John Ovens	Senior Member Training Level 2	07-Mar-2013
<b>SER-GA-002</b>		
SM Gregory G Frich	Senior Member Training Level 1	12-Feb-2013
SM Gregory G Frich	Membership Ribbon	12-Feb-2013
<b>SER-GA-134</b>		
SM Kenneth D Brookshire	Senior Member Training Level 1	23-Feb-2013
SM Kenneth D Brookshire	Membership Ribbon	23-Feb-2013
SM Justin M Pearson	Senior Member Training Level 1	23-Feb-2013
SM Justin M Pearson	Membership Ribbon	23-Feb-2013
<b>SER-GA-072</b>		
Capt Stephen E Mooney	Benjamin O Davis Award	07-Mar-2013
Capt Stephen E Mooney	Senior Member Training Level 2	07-Mar-2013
<b>SER-GA-116</b>		
1st Lt Griffith H Knoop III	Benjamin O Davis Award	04-Mar-2013
1st Lt Griffith H Knoop III	Senior Member Training Level 2	04-Mar-2013
<b>SER-GA-153</b>		
SM Anne L Erickson	Senior Member Training Level 1	02-Mar-2013
SM Anne L Erickson	Membership Ribbon	02-Mar-2013
<b>SER-GA-452</b>		
Capt Ashley N Whirrell	Benjamin O Davis Award	28-Feb-2013
Capt Ashley N Whirrell	Senior Member Training Level 2	28-Feb-2013
Capt Warren D Bransom	Benjamin O Davis Award	28-Feb-2013
Capt Warren D Bransom	Senior Member Training Level 2	28-Feb-2013
<b>SER-GA-506</b>		
SSgt Herbert N Evans	Senior Member Training Level 1	12-Feb-2013
SSgt Herbert N Evans	Membership Ribbon	12-Feb-2013
<b>SER-GA-507</b>		
2d Lt Joseph R Poole	Senior Member Training Level 1	13-Feb-2013
2d Lt Joseph R Poole	Membership Ribbon	13-Feb-2013



### GEORGIA WING – 2013 TOP RECRUITERS (AS OF MARCH 11, 2013)

1. C/CMSgt Brandon Hollified, Effingham Cadet Squadron
2. 1LT Jerry Lewis, Peachtree DeKalb Senior Squadron
2. SM Michael Karabasz, Columbus Composite Squadron
3. CPT Hayden Collins, Calhoun Composite Squadron
3. CPT James Robinson, West Georgia Composite Squadron
3. CPT Richard Bush, Effingham Cadet Squadron
3. CPT Ross Statham, Gainesville Composite Squadron
3. C/A1C Austin Connor Gabriel, Clarke Composite Squadron

The current recruiting leader for Georgia Wing is C/CMSgt Brandon Hollified of the Effingham Cadet Squadron, with two currently tied for second place and five currently tied for third place.



CPT Hayden Collins, commander of the Calhoun Composite Squadron is one of the leading recruiters so far in Georgia Wing for 2013. CPT Collins has been working hard to bring in new members to CAP since the first of the year; the Calhoun Composite Squadron has experienced a 260% increase in members since January 1, 2013.

### Recruiting Events



March 10: Northeast Georgia History Center, 322 Academy Street, Brenau College, Gainesville

Gainesville Composite Squadron CAP Exhibit at the Northeast Georgia History Center in Gainesville



MAJ Paul Gaertner and 1LT Kevin Davis of the Gainesville Composite Squadron working the floor recruiting for CAP

## Upcoming Recruiting Opportunities

March 16 and 17: Thunder in the Valley Air Show, Columbus Airport. For more information contact 1LT Jeannett McClung, Recruiting Officer, Columbus Composite Squadron, [jeannett\\_mcc@yahoo.com](mailto:jeannett_mcc@yahoo.com) or 1LT Ledford, Recruiting Officer, GAWG, [timledford@bellsouth.net](mailto:timledford@bellsouth.net)

March 16: Georgia Fallen Hero's 1K/5 K/10K, Lake Lanier Islands, Flowery Branch, 1K begins at 7:55 A.M. For more information contact MAJ Gaertner, Recruiting Officer and PAO, Gainesville Composite Squadron, [biplaner@me.com](mailto:biplaner@me.com)

Roopville Homecoming Festival (specifics to be announced at a later date)



CAP cadets manning a recruiting booth beside the U.S. Marines at a past Georgia Fallen Hero's event

### Recruiting Notes

**Georgia Wing Squadrons:** Please send in information about future recruiting activities you have planned along with photographs from your past recruiting missions so that we can include you in the recruiting newsletter!

Sometimes we wonder how often should a squadron go out and actively try to recruit new members. I've heard some say "we recruited at Wal-Mart a couple of years ago" or "we recruited at a school a year ago". Is once every couple of years enough? Is once a year enough? No, recruiting is like most any other duties within CAP, it is a never ending process if done correctly. There are always festivals, fairs, and parades where we can recruit; there are always schools and civic organizations where we can recruit; there are almost always flying oriented activities where we can recruit. Sometimes we ask, what is the best time of the year to recruit; actually we should be planning recruiting events year round (many counties and towns have Christmas festivals in December; these are outstanding venues to recruit for CAP; don't let cool weather stop you).

Also, we sometimes wonder if a squadron really even needs a recruiting and retention officer? Well, we currently have 38 squadrons in Georgia; only 16 of which have a recruiting and retention officer. The squadrons with recruiting officers are scattered all over Georgia; they are not concentrated in any one particular section of the state. However (not including individuals designated as being members of wing, the “ghost squadron”, or group commanders) approximately 915 members are in the 16 squadrons that have a designated recruiting officer; while 861 members are in the 22 squadrons that have not designated a recruiting and retention officer.

*The average size of the 16 squadrons with recruiting and retention officers is 57 members, while the average size of the 22 squadrons that have not designated a recruiting and retention officer is 39 members.*

If you are a senior member and are looking for a way to make a difference and serve where you are truly needed and can make a difference, please consider becoming a recruiting and retention officer for CAP.

