

# THE FORMATION



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## SERVICE

1: Contribution to the welfare of others; to do the work needed to keep something in good condition

"This is the true joy in life, being used for a purpose recognized by yourself as a mighty one. Being a force of nature instead of a feverish, selfish little clod of ailments and grievances, complaining that the world will not devote itself to making you happy. I am of the opinion that my life belongs to the whole community and as long as I live, it is my privilege to do for it what I can. I want to be thoroughly used up when I die, for the harder I work, the more I live. I rejoice in life for its own sake. Life is no brief candle to me. It is a sort of splendid torch which I have got hold of for the moment and I want to make it burn as brightly as possible before handing it on to future generations."

—George Bernard Shaw

## COMMANDER'S COLUMN

Why did you sign up to serve? I joined because my dad told me to join the Air Force. The first time I ever got in an airplane was my flight out to the Air Force Academy to go to school. As I went through the Academy and flight school, I learned the love of flying, the love of being able to serve in that capacity in the Air Force.

Why do you continue to serve? I continue to serve because each day I learn a little bit more about myself. It's not about being a pilot in the Air Force, it's about being an officer, it's about being a servant leader in the Air Force. It's truly an honor and privilege every day to put on the uniform and work and serve with fellow Airmen who are the best Airmen in the world, the top 1.7% in the country.

A couple things stick out in my career that speak to why I continue to serve. One of them was 9/11. I was stationed in Germany and was contemplating getting out to fly for the airlines when 9/11 hit. So there was a sense of patriotism, wanting to give back, executing that mission.

Another example is when I was a SQ/CC and we lost one of our spouses and their son in a car accident. The importance of taking care of Airmen and their families, having a strong resilient community, especially on the spouse front, was a one of the driving factors as a SQ/CC to keep giving back, keep serving in a higher capacity. It's a huge sacrifice that people make, whether its downrange in the AOR or back home driving on the roads in Memphis, Tennessee. That was a significant emotional event for my family and I to rededicate ourselves to serving Airmen, focusing on taking care of the people first because we're going to get the mission done.

— Col. Brad Hoagland, 11th Wing Commander

## UPCOMING OPPORTUNITIES

12 & 19 Dec, 1000-1500: Free Vehicle Inspection, JBA's Home Traditions Parking Lot beside Starbucks

9-11 Feb: NCO Professional Enhancement, JBAB Stewart Theater

For more info on these and other opportunities, contact CMSgt Pineiro: [manuel.pineiro3.mil@mail.mil](mailto:manuel.pineiro3.mil@mail.mil)

## AFDW FIRST SHIRT COLUMN

Have you ever traveled to the Happiest Place on Earth with a bad attitude? This past summer was an eye-opening experience as I shared three days with my youngest son at Disneyland. As always, they did everything right, providing an exceptionally magical experience for my family. My poor attitude was a reflection of what I was experiencing within my military environment - the simple gesture of SERVICE. It's the simplest thing to improve on, and sometimes it's the hardest to convey - the customer satisfaction piece of the pie that runs equal with why we serve.

You must understand that as a first sergeant, I experience Disneyland and the Walt Disney Parks very differently than the average guest. I look for special touches that make customers feel appreciated. I listen to the conversations between staff and guests. I appreciate the high level of customer experience training that Disney provides its employees. Disney and the Disney Institute acknowledge the three things that are done every day:

*Be show ready*

*Make every customer feel important*

*Provide communications training*

So what is the difference? Our Airmen are always ready, and we have proved it on many occasions over the last 68 years. But have we started to forget our commitment to service? That special bond between helping others and personal development. Ask yourself, do you make every customer feel important? Well, you should! Our obligation to service demands that we are all servant leaders. Servant leadership centers on others through service. It all begins with a natural feeling that one wants to serve something bigger than themselves. It should resonate as the main reason why you swore to defend our Constitution. Then the conscious choice brings one to aspire to lead. Soon enough, you become part of a servant network that connects you to others with the same goal. The servant networker gathers information, consults and mentors - all in an effort to lead and connect others. Your goal is to bring people with the same goals together. That's the only way we get things done.

Finally, how do we provide the proper training. We need to strengthen our network of service by bringing something of value to each other. This is the true essence of being a Servant Leader. John F. Kennedy understood this concept well, which he demonstrated by his famous words, "Ask not what your country can do for you, ask what you could do for your country." Kennedy was merely a steward as all of you are today - servant leaders. WE are Airmen who regard our followers as people who have been entrusted to us to serve with honor.

You're probably questioning the comparison of our USAF to the Disney corporation. In fact, there are days when we may come across some Mickey Mouse leadership. When you do, take a moment and realize the exact opposite. The next time you complain about how difficult it is to do business in this challenging environment, take a second look at the way you are doing business and remember that this is a service.

*Are YOU offering a Disney-quality experience?*

*—CMSgt Manny Pineiro, AFDW First Sergeant*

### CHECK OUT THIS PACE VIDEO: "Heritage Today: Oath of Service"

<https://www.dvidshub.net/video/409772/heritage-today-video-series-oath>

### CHECK OUT THIS ARTICLE: "There's More to Life Than Being Happy"

<http://www.theatlantic.com/health/archive/2013/01/theres-more-to-life-than-being-happy/266805/>

"By putting aside our selfish interests to serve someone or something larger than ourselves -- by devoting our lives to 'giving' rather than 'taking' -- we are not only expressing our fundamental humanity, but are also acknowledging that there is more to the good life than the pursuit of simple happiness."