

FALCON FAMILY NEWS

SEPTEMBER 2009

CLASS STATISTICS (as of 31 August 2009)

	Men	Women	Total
2010	838	188	1026
2011	854	212	1066
2012	947	269	1216
2013	1052	260	1312
WING	3691	929	4620

ACADEMY JOINS SOCIAL MEDIA SCENE

Become a fan on Facebook and a follower on Twitter!

The U.S. Air Force Academy officially enters the social media sphere today with the launch of Web pages on two popular social networking sites.

In order to offer the public a convenient way to see what's going on at the Academy, the public affairs office here has created a page on <http://www.facebook.com/> called "US Air Force Academy (Official)" and an account on <http://twitter.com/> named "AF_Academy."

The Academy's public affairs office decided to establish its presence on the social networking sites after holding a social media conference here Aug. 11. Attendees included public affairs officials from the Air Force Public Affairs Agency in Washington, D.C., and Air Education Training and Command Headquarters at Randolph Air Force Base, Texas, as well as the Academy's chief information officer and representatives from admissions, the dean of faculty office, the athletic department and cadet wing public affairs.

"There's no quick answer to social networking," Larry Clavette, AFPAA's director, said at the conference, recognizing that Air Force policy cannot keep up with public affairs offices' operational requirements.

The lead officer for Internet relations is 2nd Lt. Meredith Kirchoff, a 2009 graduate and self-described avid Facebook user since 2005.

"I was introduced to the idea of an official (Air Force Academy) Facebook page my first week at work," Lieutenant Kirchoff said. "My reaction was, 'Of course -- naturally we

should be on Facebook. Lots of businesses and colleges are on Facebook, so why aren't we already there?" "Most of the Academy's cadet population is there already," said Cadet 1st Class Andrea Wise, the cadet wing public affairs director.

"Out of 4,400 cadets, probably 4,000 are on Facebook," said Cadet Wise, who gave a presentation on cadet use of social media at the social networking conference.

"I only know one person who doesn't have a page. In addition, many prospective attendees and family members are on Facebook," Lieutenant Kirchoff said. "They may not already be on our Web site, and they're not necessarily reading our base newspaper, but they are on social media . We need to be out there so they can interact with us," she said.

The two Web pages will serve somewhat different audiences: While most cadets have Facebook pages, Twitter reaches a slightly older audience. According to the Pew Internet and American Life Project, the median age for Twitter users is 31.

"The Academy will use Facebook and other social media sites to drive traffic toward its official public Web site, <http://www.usafa.af.mil/>," Lieutenant Kirchoff said. "The public affairs staff can publish photos and other content to the Facebook page that might not be a good fit for the public Web site. Social networking gives us a more flexible way to present our story," she said. "It's a less formal venue where we can post fun, interesting, accurate information."

"While Facebook and Twitter will offer a casual means for sharing information and interacting with the public, Academy officials can also use Twitter to inform the public about delays or closures due to weather conditions, or issues affecting public health or safety such as the outbreak of H1N1 influenza that affected the Academy in July," Lieutenant Kirchoff said.

Facebook and Twitter pages are the first steps in a coordinated social media strategy. The next step will be to build a second-tier social networking presence through multimedia sites such as Flickr and YouTube and examining the feasibility of Air Force Academy blogs.

"You never know what the next new hot site is going to be," Lieutenant Kirchoff said. "I would like us to react quickly and have people active on our pages. I'd like us to be more proactive." Cadet Wise said she and her public affairs representatives stand ready to assist. "We want to get the Academy story from a cadet perspective and help the public affairs office get those stories out there," she said. "Cadets can also help the public affairs office stay informed of new social media hotspots."

AFPAA is working with other Air Force organizations to develop an Air Force instruction governing social networking policy. In the interim, the agency has released "New Media and the Air Force," a pamphlet with advice on how to responsibly participate in the social media arena. The pamphlet is available as a download from Air Force Link's New Media page, <http://www.af.mil/news/newmedia/>.

FLU VIRUS

The H1N1 virus struck USAFA fast and hard this summer during Basic Cadet Training (BCT). Within two weeks of arriving at USAFA, over 100 cadets were infected with the novel influenza virus. Personnel from both the 10th Medical Group and the Cadet Wing worked feverishly to make sure all sick cadets were evaluated and treated promptly and that a plan was put into place quickly to try to prevent what could have been a much larger outbreak on base. Thanks to everyone who contributed to the effort (including all the parents who were patient and understanding about the situation, even during the early stages), all of the cadets diagnosed with H1N1 thus far have recovered and we are no longer in an outbreak situation.

Like all other universities in the country, however, we are preparing for what is likely to be a severe flu season as both the typical seasonal flu and H1N1 are circulating through the population. We have a multi-pronged approach to preventing the spread of either influenza virus both among the cadets and the rest of the USAFA population. The first step is education. The Centers for Disease Control and Prevention (CDC) recommends covering coughs and sneezes, frequent hand washing or use of a hand sanitizer, disposing of tissues in lined wastebaskets, and cleaning common use surfaces with a household disinfectant. Eating utensils should not be shared without thoroughly washing in a dishwasher or by hand with soap and water and linens such as sheets and towels should be washed using household laundry soap and drying on a hot setting. Hand sanitizers have been placed throughout the dorms and are readily available to all cadets. We have been providing education to the cadets on ways to prevent spread of the flu since the start of the outbreak.

The second approach is immunizing the cadets. The 2009 seasonal flu vaccine is starting to arrive at USAFA and soon all cadets will be immunized against the seasonal influenza virus. The Food and Drug Administration announced on 15 Sep that it has approved four vaccines against the 2009 H1N1 influenza virus. We do not yet know when these vaccines will be available at USAFA, but they will be administered shortly after they arrive. The CDC's Advisory Committee on Immunization Practices (ACIP) makes recommendations on who should receive certain immunizations. ACIP is currently recommending that the following groups get the H1N1 vaccine when available: pregnant women, household contacts and caregivers for those younger than 6 months of age, healthcare and emergency services personnel, **all people from 6 months to 24 years of age**, and people aged from 24 to 64 with underlying medical conditions. Therefore, the cadets will likely be among the groups who get the H1N1 vaccine, but the amount of vaccine that will be available and the priorities for vaccine distribution have not yet been determined.

The final step is preventing the spread of the virus by those who are already infected. Cadets diagnosed with H1N1 receive education on how to prevent the spread of the virus to others and need to remain in their dorm rooms in "self-isolation" until they are seven days from onset of their symptoms and 24 hours symptom free. Meals are brought to the ill cadets and every attempt is made to provide them with homework and other training materials so they do not fall behind in their studies. They are also given precautions about what to do if they begin to feel worse. The CDC recommends they should seek immediate medical care in the event of difficulty breathing, chest pain, purple or blue discoloration of the lips, vomiting,

seizures, confusion, dehydration and the inability to tolerate liquids resulting in dizziness or the absence of urination.

The 2009 flu season is upon us but we are prepared to take care of your sons and daughters and to provide them with the means to try to stay healthy in the upcoming months!

DENTAL TRAUMA- WHEN TEETH GET IN HARMS WAY

By Col (Dr.) Ann M. Blake

Note: Part of this article was mistakenly omitted in the Aug letter. The entire article is below.

We all know that the life of an Air Force cadet involves much more than a demanding academic course load. From the first day of Cadet Basic Training to the day of graduation, the cadet is required to participate in physical activities that are tremendously demanding. Intercollegiate athletics, intramural competitions, physical training, military indoctrination, recreational activities enjoyed during cadet down time...any one of these could result in an accidental blow to the head or face resulting in trauma to the teeth. Here at the USAFA Dental Clinic it is our goal to minimize preventable trauma, but when accidents do occur, we are always on-call to provide the finest professional care for those in need.

PREVENTION

There are a number of simple precautions that can be taken to avoid accident and injury to the teeth. One way to reduce the chances of damage to the teeth, lips, cheek and tongue is to wear a mouthguard when participating in sports or recreational activities that may pose a risk. Mouth guards prevent an estimated 20,000 oral injuries in the U.S. each year. While most people assume that collision sports (football, ice hockey) pose the highest risks for dental trauma, data shows that soccer players now have the greatest risk of orofacial injuries, suffering them at three times the rate of football players, while basketball players have double the risk of football and ice hockey players.

This being the case, each and every cadet during Basic inprocessing, is provided with a mouth-formed "boil and bite" mouthguard. Cadets are encouraged to wear the mouthguards during all physical activities including military/combat training and intramural sports and competitions. Regardless of the activity...sports, recreation or training, there is no doubt the most effective means of preventing injury is actually wearing the mouthguard.

TREATMENT

Even with proper mouth and face protection, teeth can still sustain trauma. The impact can result in fractured, loosened, or completely knocked out (avulsed) teeth. With quick and proper action, many avulsed teeth can be successfully replanted to last for years. The key is to act quickly and follow these five simple steps to save the tooth:

1. Pick up the tooth by the crown (chewing surface), not the root. Handle the tooth carefully to help minimize injury to the root.
2. If the tooth is dirty, gently rinse it with a spray of water. Take care not to handle the root surface. Do not use soap or chemicals, scrub or dry the tooth, or wrap it in a tissue or cloth.

3. Reposition the tooth in the socket immediately, if possible. The sooner the tooth is replaced, the greater its chance of survival. To reinsert, carefully push the tooth into the socket and close the mouth slowly. Hold the tooth in place with fingers or by gently biting down on it.
4. Keep the tooth moist at all times. The tooth must not be left outside the mouth to dry. If it can not be replaced in the socket, put it in a glass of milk or in the mouth next to the cheek.
5. To maximize the chance of success, a dentist should be consulted as soon as possible after the trauma occurs. A tooth can sometimes be saved even if it has been outside the mouth for an hour or more. But obtaining professional help within 30 minutes significantly improves the odds of successful reimplantation.

Should an accident occur, the cadet dental clinic provides care for dental emergencies during duty hours. After hours and on weekends, one of our staff members is always “on-call” for dental emergencies and trauma. Our two oral surgeons are experts in treating facial trauma and jaw fractures and the endodontist on staff has extensive experience treating traumatic tooth injuries. With immediate intervention and treatment we can save many teeth that were once considered hopeless.

With our strong emphasis on prevention and round the clock availability of care, the members of the 10th Dental Squadron are committed to ensuring your cadet leaves the Academy with a healthy and winning smile. Please don't hesitate to contact us if you ever have any questions or concerns with cadet dental care. Contact SSgt Cindy Baker or Maj (Dr.) Peggy Dickson at 719-333-5590; or email the dental clinic at USAFA.SGD@usafa.af.mil .

Col (Dr.) Ann M. Blake has been an active duty Air Force dentist for 18 years. She is a 1990 graduate of The Ohio State University College of Dentistry and received her specialty degree in Endodontics in 2001 from the University of Medicine and Dentistry of New Jersey. She has been stationed at USAFA since 2004.

HANS ON

A message from the Director of Athletics Dr. Hans Mueh

What a great time of year! I'm so excited about the fall coming upon us and the start of the athletic season at the Academy. It's been great seeing our teams practicing. Football, volleyball, soccer, water polo, golf and cross country are in full swing; and basketball and hockey are chomping at the bit to get started.

Our football team is coming off consecutive bowl game appearances and we have agreed with head coach Troy Calhoun on a new five-year contract that will keep him on the sidelines through 2013. We have an exciting team again this year and the squad will be led by senior preseason all-conference honorees Chris Thomas at safety and offensive lineman Nick Charles.

There are some exciting things you'll see when you visit us this year, particularly at Falcon Stadium. I'm happy to announce that we have lifted the photographic lenses restriction this year. Before, we had a four-inch limit to the lenses we allowed in Falcon Stadium. This year, with the help of our Security Forces we have been able to lift it.

We announced this in the spring, but I wanted to let you know in case you don't already have your season tickets that we didn't raise ticket prices for 2009. We understand how this economy has affected everyone and this is our way to help.

If you need tickets visit us on line at goairforcefalcons.com. We have Lightning Value Packs for the TCU and UNLV games valued at \$170 that you can purchase for \$69. In addition, we have some \$5.50 tickets in the upper section for the TCU game to commemorate the ticket price for the 1959 Cotton Bowl against the Horned Frogs.

We're attempting to make things as affordable as ever for our fans in the difficult economy. We'd love to see you in Falcon Stadium and our other venues. Our cadet-athletes and coaches need your support now more than ever.

If you're interested in supporting our programs, please visit our website at www.goairforcefalcons.com and hit the link for ways to give. There is also information there about the Pride Club, joining the Blue-Silver Club, and tailgate information for game days.

We will once again be hosting the annual Friday football luncheons before every home game in the press box. Contact the marketing and development office at 719-333-2626 for more information. Finally, our 2009 Team T-shirts will be on sale for \$5 at all home games and during the Friday luncheons. Don't miss getting this special offer.

Our women's soccer team is now under the direction of long-time assistant Larry Friend, who replaced the program's first coach, Marty Buckley. Our future is very bright, as 24 of the 28 players on the roster are freshmen and sophomores. Eight starters return, including midfielder Bridgett Murphy, who led the team with six goals as a freshman.

The men's soccer team returns 10 starters and 17 letter winners. The top nine scorers are back and two of the incoming freshmen have U.S. National Team experience. Head coach Doug Hill has done a great job and I'm excited about where our program is headed.

The women's cross country team was picked fourth in the preseason poll while the men's team was tabbed third. Men's team captain and all-conference selection Zach Nordahl returns to lead the squad while Katie Lynch will captain the women's team. First-year head coach Julie Henner will lead the programs. We'll have a competitive lineup again and may even have some freshmen step in.

The volleyball team is very young, as eight freshmen will be on the roster this season. It will be some time before we get to see the team at home, as the squad opens the season with a 14-match road swing. I'm excited to announce that our home game on Oct. 8 against Wyoming will be televised by The Mountain West Sports Network (The Mtn). This will be the first-ever nationally-televised home match for the program.

Our water polo team is once again ranked nationally heading into the season. The team hits the polls at No. 19 this season. Head coach Jeff Ehrlich continues to do a great job with this program. The team will host the East Meets West tournament at the Academy Sept. 11-13.

The golf team will again host the Falcon Invitational this season, Sept. 19-20, at the Eisenhower Golf Course. The team's top player, Tom Whitney, had a very successful summer competing in some of the most prestigious amateur tournament in the country, including the United States Amateur.

I look forward to seeing you at an Air Force athletics event soon!

Go Falcons,

Hans Mueh

Prep School News

Dear Husky Parents,

I can't believe I'm about to provide you with information about the holiday season. Where did the summer go to? I know many parents want to buy airline tickets now and take advantage of deals...so here are the details you will need.

Cadet Candidates are released for Thanksgiving break on 24 Nov 2009 at noon and must sign back in no later than 6 P.M. on 29 Nov 2009. If they are not traveling for the Thanksgiving break they may stay in their dorm room.

They are released on 18 Dec at noon for Winter Break and must sign back in no later than 6 P.M. on 3 Jan 2010. The release date and time is a recent change from the previously publicized 19 Dec. We regret any inconvenience this might cause. If you have already purchased a ticket with a departure of 19 Dec the Cadet Candidate may stay in the dorm the evening of the 18th but cadet candidates must vacate the dorms over the winter break period. Bus transportation to the Colorado Springs Airport (COS) and Denver International Airport (DIA) is provided by the Information, Ticket and Tour Office (ITT) on the Academy. They provide bus transportation for the three major break times...Thanksgiving, Winter Break and Spring Break. All buses depart and return in the Prep School parking lot. Tickets may be purchased from ITT either in person or by telephone and may be purchased by the cadet candidate or parents. Buses are subject to last minute cancellation so have a plan B prepared just in case. The running of the buses is determined on the number of tickets sold. A one way ticket to COS is \$29.00 and a one way ticket to DIA is \$35.00. Tickets must be purchased by 13 Nov for Thanksgiving and 14 Dec for Winter Break. Sorry, no refunds after 20 Nov and 18 Dec respectively. For more information on the bus schedule please visit our web site at www.usafa.edu/prep school/Holiday Break Schedule or contact the ITT office at 719-333-4475.

While traveling during this time of year inclement weather may be experienced by the cadet candidate. If this is the case and flights are canceled or delayed while the cadet candidate is returning to the Prep School please call the Duty Officer's cell phone at 719-333-5648 to report the delay. This will alleviate any unnecessary worry by the cadet candidate, parents and school concerning accountability and also provide the cadet candidate an avenue to obtain any instructions.

As always, for more information, questions or concerns about release times, bus schedules or any other subject feel free to contact Student Services at 719-333-3057.

Have a joyous holiday season.