

# **Air Force-Wide Multimedia Business Meeting**



## **Operationalizing Multimedia**

**3 - 7 April 2006**



DEPARTMENT OF THE AIR FORCE  
WASHINGTON, DC

OFFICE OF THE SECRETARY

4 April 2006

Air Force Multimedia  
Office of the Secretary of the Air Force for Warfighting Integration  
and Chief Information Officer  
1500 Wilson Blvd, Ste 220  
Rosslyn, VA 22209

Multimedians,

Welcome to the 2006 Air Force-Wide Multimedia Business Meeting!

The theme of our meeting this year is "Operationalizing Multimedia." It means cultivating an awareness of operational missions, and actively developing working relationships with the men and women that perform those missions in order to effectively contribute a positive multimedia impact. As we plan to show over the next three days, Multimedia can provide a huge assist to operators.

You'll see the meeting is broken into a distinct category for each of the three days - strategic, operational and tactical. It may help you to think of these as having effects at the "national," "base or theater," and "local, or immediate" levels. It's our hope the briefings presented on each day will help you, as a Multimedia professional, develop a greater understanding of how Air Force Multimedia can provide a positive impact at each level. There is no patented formula for success. Our goal is that when you return to your home station you will take with you the knowledge and spark that will help you actively pursue more effective support to your operational missions.

Enjoy the conference and take time to talk with your fellow Airmen and visitors from our sister services. We know you'll share your knowledge and experience as a group to encourage and support your fellow graphics artists, photographers and videographers. And we know you'll find new and better ways to make a positive impact to our operational missions.

Sincerely,

KELLY D. WEISSENFELS, Major, USAF

RONNIE W. NELSON, CMSgt, USAF

*Essential element of strength and long-term relevance  
for the worldwide 3V Community...*



op•er•a•tion•al (ah-pur-ay-shun-uhl)

stra•te•gic (stra-tee-jik)

tac•ti•cal (tak'-tih-kuhl)

## Table of Contents

Agenda

Vendors

Attendees

Biographies

Hotel/Local/Misc.

# Agenda

*Critical component of our Multimedia products to help customers communicate with their audience...*

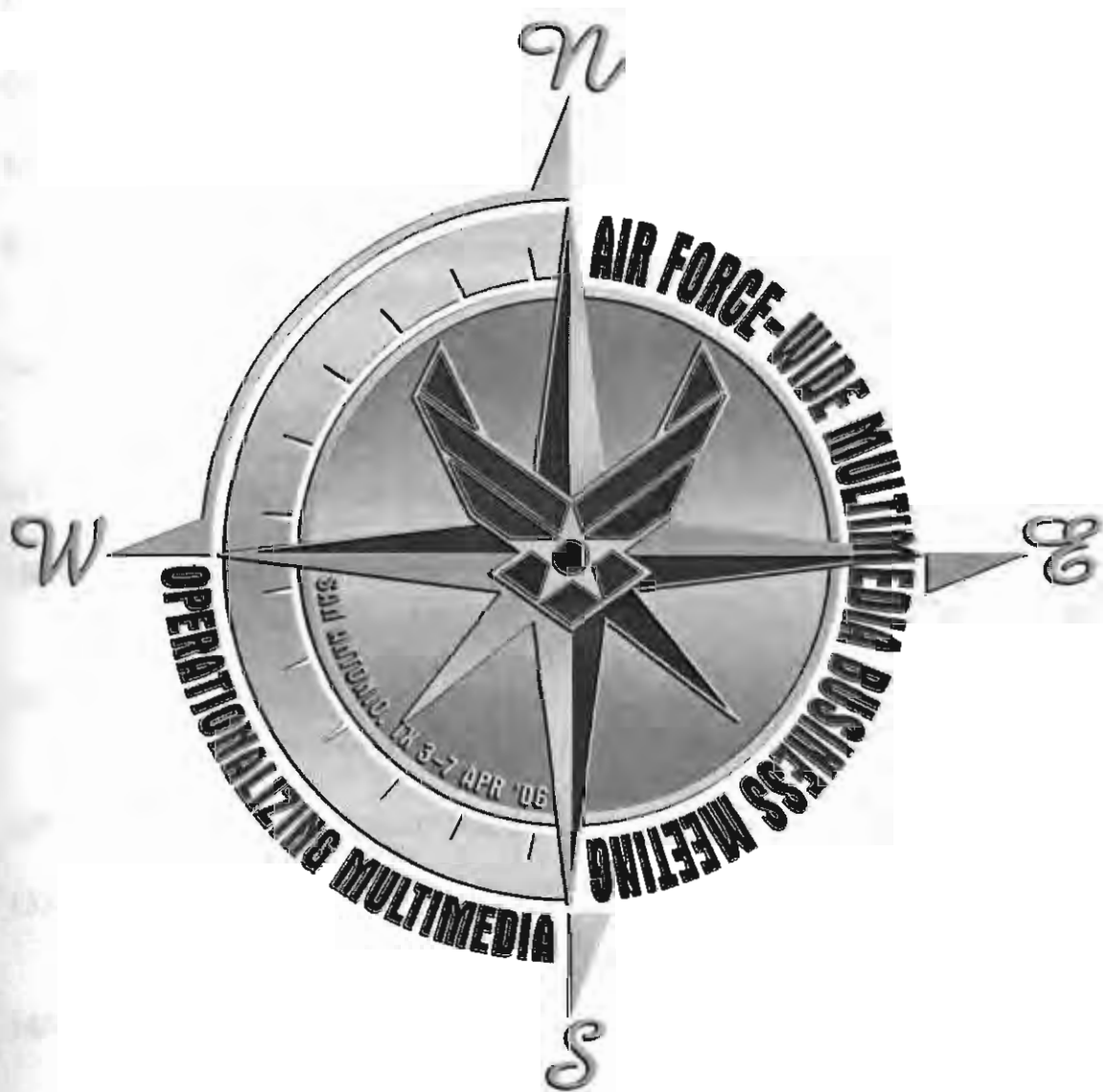


*op•er•a•tion•al (ah-pur-ay-shun-uhl)*

*stra•te•gic (stra-tee-jik)*

*tac•ti•cal (tak'-tih-kuhl)*

## Agenda for 2006 Air Force-Wide Multimedia Business Meeting



### Monday, 3 Apr 06, Travel Day

- |           |   |                    |
|-----------|---|--------------------|
| 1300-1800 | Registration/Pick Up Packages                     | Hilton Hotel Lobby |
| 0800-1700 | Multimedia Production Council Meeting             |                    |
| 1700-?    | "Meet and Greet" Hotel Sports Bar—(pay as you go) |                    |

**Tuesday, 4 Apr 06**

***Strategic Multimedia***

0700	Registration, Coffee	Hilton Hotel Lobby
0800	Opening/Administrative Remarks	CMSgt Ronnie Nelson
0815	Welcome	Col Michael German, AETC/A6X
0820	DASD (Joint Communication) <i>Planning for the Future</i>	RDML Frank Thorp
0915	AF Strategic Communication <i>Telling the AF Story</i>	Brig Gen (select) Michelle Johnson
1000	Break/Vendor Visits	Texas Ballroom A/B
1045	AFNEWS <i>Lessons learned in OIF</i>	Mr. Bob Jensen
1130	JCCC <i>AF multimedia involvement in strategic mission of JCCC</i>	MSgt Jason White
1200-1330	Lunch – Vendor Booths Open	
1330	DVIC <i>DVIC Year in Review: Policy/Technology/Culture</i>	Mr. Dave Gebhardt
1400	Open Skies <i>National Air and Space Intelligence Center</i>	MSgt Bonnie White
1430	Budget Cycle <i>Base level actions influence AF level decisions</i>	Maj Kelly Weissenfels
1500	Break/Vendor Visits	Texas Ballroom A/B
1545	SAF/XCISM Report	Maj Kelly Weissenfels
1630	Visit Vendor Displays	Texas Ballroom A/B
1730-1930	Evening Mixer “Pay-as-you-go” bar, heavy Hors d’oeuvres	Texas Ballroom A/B and Lobby Area

**Wednesday, 5 Apr 06**

## ***Operational Multimedia***

0730	Coffee	Hilton Hotel Lobby
0800	Opening/Administrative Remarks	CMSgt Ronnie Nelson
0815	Observer's Perspective – Graphics <i>Think like an Art Director</i>	Maj Kelly Weissenfels
0830	Weapon Systems Video	Mr. Lloyd Umagat
0900	Electronic Accessioning	Mr. Mike Buchanan
0945	Break/Vendor Visits	Texas Ballroom A/B
1030	3V Career Field Issues	CMSgt Ronnie Nelson
1100-1230	Lunch – Vendor Booths Open	
[1230-1630]	One-on-one sessions with MIMS contractor/programmer Travis Room, 2 <sup>nd</sup> Floor (Appointment sign-up at registration table)	
1230	✓ AF Medical Multimedia <i>Multimedia involvement in AF Medical mission</i>	MSgt Wayne Cuffley
1315	✓ Navy Medical Multimedia <i>Navy Medical photography and illustration training</i>	HM1 Stacy Murphy
1345	Break /Vendor Visits	Texas Ballroom A/B
1430	✓ Technology Evolution – <i>High Definition Television</i>	Mr. Bob Marvel
1500	✓ AF Training/CDC <i>Development, Execution and Lifecycle of Training</i>	MSgt Michael Staley
1530	Success stories <i>Examples of Multimedia Operational Involvement</i>	CMSgt Ronnie Nelson
1600-1700	Visit Vendor Displays	Texas Ballroom A/B
1830	CMSgt's Dinner Social	Location TBD

**Thursday, 6 Apr 06**

***Tactical Multimedia***

0730	Coffee	Hilton Hotel Lobby
0800	Opening/Administrative Remarks	CMSgt Ronnie Nelson
[0815-1200]	One-on-one sessions with MIMS contractor/programmer Travis Room, 2 <sup>nd</sup> Floor (Appointment sign-up at registration table)	
0815	Combat Camera	CMSgt Ralph Hallmon
0900	Joint Visual Information Services Distribution Activity (JVISDA)	Mr. Vince Rotell
0945	Break – Final Vendor Visit	Texas Ballroom A/B
✓ 1030	Customer Service <i>Importance of customer relationships</i>	CMSgt Ronnie Nelson
1115-1230	Lunch – Vendor Booths Closed	
✓ 1230	AF Video Production Awards Presentation	
1330	Wrap-up/Final Comments	CMSgt Ronnie Nelson
1400	Break	Hilton Hotel Lobby
1430	MAJCOM Breakouts	Locations TBD

**Friday, 7 Apr 06 – Travel Day**



*Multimedia's broad scope long-term missions...*



*op•er•a•tion•al (ah-pur-ay-shun-uhl)*

*stra•te•gic (stra-tee-jik)*

*tac•ti•cal (tak'-tih-kuhl)*

## **Frank Thorp IV**

### **Rear Admiral (lower half), US Navy**

Rear Admiral (lower half) Frank Thorp IV is the Deputy Assistant Secretary of Defense (Joint Communication) where he is responsible for overseeing Department of Defense activities directed at shaping department-wide communications doctrine, organization, and training for the joint force.

Prior to this assignment, Rear Admiral Thorp was the Special Assistant for Public Affairs to the Chairman of the Joint Chiefs of Staff. During Operation Iraqi Freedom, Rear Admiral Thorp was deployed to Qatar as the Chief of Media for U.S. Central Command (forward).

From 2000 to 2003 he served as Special Assistant for Public Affairs to the Chief of Naval Operations. His other assignments have included Public Affairs Officer for the Bureau of Naval Personnel; Naval Surface Forces Pacific Fleet; Joint Task Force Middle East; Cruiser Destroyer Group Twelve and USS DWIGHT D. EISENHOWER (CVN 69). He has also served as Director of Public Affairs and Congressional Notification at the Navy Office of Legislative Affairs.

Rear Admiral Thorp has also had several assignments at the Navy's Office of Information (CHINFO). As a Commander, he served as Assistant Chief of Information for Media Operations. Other assignments include Executive Assistant to the Chief of Information, National News Desk Action Officer and Aide to the Chief of Information.

Prior to specializing in public affairs, Rear Admiral Thorp served as a Surface Warfare Officer forward-deployed to Sasebo, Japan.

He has a Masters Degree in Broadcast Journalism and Public Affairs from The American University and a Masters Degree in National Security and Strategic Studies from the Naval War College, and completed a one-year Fellowship at Hill & Knowlton Worldwide Public Affairs in Washington, DC. Rear Admiral Thorp is a 1981 graduate of the U.S. Naval Academy with a degree in Operations Analysis.

His decorations include the Defense Superior Service Medal, Legion of Merit, Meritorious Service Medal (3), Joint Service Commendation Medal (2), and the Navy Commendation Medal (3).

Rear Admiral Thorp is married to Tamara Kupperman Thorp and he has two children, Frank and Brittany.

*Talk to PAF*

## **COLONEL MICHELLE D. JOHNSON**

Selected for promotion to brigadier general.

Col Michelle D. Johnson is Director of Public Affairs and Deputy Director of Communications, Office of the Secretary of the Air Force, the Pentagon, Washington, D.C. In addition to advising the Secretary and Chief of Staff of the Air Force on public affairs matters, she is responsible for developing and executing communication processes to build understanding and support for the Air Force. She provides guidance and support for 2,400 bandmen, broadcasters and public affairs professionals in their mission to broadcast internal Air Force information, conduct community and media relations, manage integrated marketing, and execute security review programs.

A distinguished graduate of the U.S. Air Force Academy in 1981, Colonel Johnson completed graduate studies as a Rhodes Scholar before earning her pilot wings in 1984. She has served in various assignments in air mobility, airlift and tanker flying operations and training, academic instruction and personnel. She has commanded the 9th Air Refueling Squadron, the 97th Operations Group and the 22nd Air Refueling Wing. She commanded a deployed air refueling squadron in Operation Southern Watch and an air refueling wing in support of operations Noble Eagle, Enduring Freedom and Iraqi Freedom. She has served as the Air Force aide to the President, and as an Assistant Professor of Political Science and Associate Air Officer Commanding, U.S. Air Force Academy.



Colonel Johnson is a command pilot with more than 3,600 flying hours in C-141, T-41, KC-10, C-17, C-5 and KC-135 aircraft. Prior to her current position, she served as Director of Personnel, Headquarters Air Mobility Command, Scott Air Force Base, Ill.

### **EDUCATION**

1981 Distinguished graduate, Bachelor of Science degree in operations research, U.S. Air Force Academy, Colorado Springs, Colo.  
1983 Rhodes Scholar, Master of Arts degree in politics and economics, Brasenose College, Oxford University, England  
1987 Squadron Officer School, Maxwell AFB, Ala.  
1991 Air Command and Staff College, by correspondence  
1996 Air War College, by correspondence  
1999 Master of Science degree in national security strategy, National War College, Fort Lesley J. McNair, Washington, D.C.  
2002 National Security Management Fellow, Syracuse University, N.Y.  
2005 Senior Executive Fellows Program, Harvard University, Boston, Mass.

### **ASSIGNMENTS**

1. October 1981 - May 1983, graduate student, Brasenose College, Oxford University, England
2. May 1983 - July 1984, student, undergraduate pilot training, Williams AFB, Ariz.
3. July 1984 - October 1984, C-141 initial qualification training, Altus AFB, Okla.
4. October 1984 - July 1989, C-141 instructor aircraft commander, wing plans officer, command post duty officer and squadron executive officer, 41st Military Airlift Squadron, Charleston AFB, S.C.
5. July 1989 - May 1992, Assistant Professor of Political Science, T-41 instructor pilot and Associate Air Officer Commanding, U.S. Air Force Academy, Colorado Springs, Colo.
6. May 1992 - June 1994, Air Force aide to the President, White House, Washington, D.C.
7. June 1994 - July 1998, KC-10 instructor pilot, flight commander, operations officer and Commander, 9th Air Refueling Squadron, Travis AFB, Calif.

8. July 1998 - June 1999, student, National War College, Fort Lesley J. McNair, Washington, D.C.
9. June 1999 - March 2000, Deputy Commander, 97th Operations Group, Altus AFB, Okla.
10. March 2000 - March 2002, Commander, 97th Operations Group, Altus AFB, Okla.
11. March 2002 - June 2002, National Security Management Fellow, Syracuse University, N.Y.
12. June 2002 - June 2004, Commander, 22nd Air Refueling Wing, McConnell AFB, Kan.
13. June 2004 - November 2005, Director of Personnel, Headquarters Air Mobility Command, Scott AFB, Ill.
14. November 2005 - present, Director of Public Affairs and Deputy Director of Communications, Office of the Secretary of the Air Force, the Pentagon, Washington, D.C.

#### **FLIGHT INFORMATION**

Rating: Command pilot

Flight hours: More than 3,600

Aircraft flown: C-141B, T-41C, KC-10A, KC-135R, C5-A, C-17, T-37 and T-38

#### **MAJOR AWARDS AND DECORATIONS**

Defense Superior Service Medal

Legion of Merit Medal with oak leaf cluster

Meritorious Service Medal

Aerial Achievement Medal

Air Force Commendation Medal

Air Force Achievement Medal

Combat Readiness Medal with oak leaf cluster

National Defense Service Medal with bronze star

Armed Forces Expeditionary Medal

Southwest Asia Service Medal with bronze star

Global War on Terrorism Service Medal

#### **EFFECTIVE DATES OF PROMOTION**

Second Lieutenant May 27, 1981

First Lieutenant May 27, 1983

Captain May 27, 1985

Major Oct. 1, 1991

Lieutenant Colonel Feb. 1, 1995

Colonel May 1, 1999

(Current as of December 2005)



## BIOGRAPHY

### UNITED STATES AIR FORCE

#### COLONEL MICHAEL L. GERMAN



Colonel Michael L. German, is the Chief, Plans and Requirements Division, Headquarters Air Education and Training Command, Randolph Air Force Base, Texas. As Division Chief, he is responsible for managing communications and information (C&I) policy, planning, programming, for information technology systems, providing development oversight, systems implementation and field assistance for all functional areas in Air Education and Training Command. He is also responsible for the management and supervision of three subordinate branches that establish Command C&I standards, provides program and portfolio management to ensure the command is in compliance with downward-directed programs, maintains secure interoperable systems, develop command architectures supporting long-range defense plans and provides policy, oversight and long-range

planning for C&I systems and technologies. In addition, he provides consultation and guidance for implementation of chief information officer (CIO) activities within the command and guides professional development of the command's C&I workforce. Colonel German enlisted in the Air Force in July 1970. He honorably served in the enlisted ranks for 10 years before entering into the Reserve Officer Training Corps at Troy State University, Troy, AL. He has served in a variety of staff and command positions at the detachment, squadron, MAJCOM, Air Staff, and Office of the Secretary of Defense levels.

Before assuming his current position, Colonel German was Deputy Commandant/Chief of Staff, Defense Information School, Ft. Meade, MD

#### EDUCATION:

1982 Bachelor of Science degree in Management, Troy State University, Troy, AL  
1987 Squadron Officer School, correspondence  
1989 Squadron Officer School, in-residence  
1993 Master of Science degree in Management, Webster University, St. Louis, MO  
1997 Air Command and Staff College, Maxwell AFB, AL, in-residence  
1998 Advance Communications Officer Training, Keesler AFB, MS  
2000 Air War College, Seminar

#### ASSIGNMENTS:

1. 1983 - 1985, Producer/Director, Detachment 3, 1365th, audiovisual Squadron, Nellis AFB, NV
2. 1985 - 1987, Senior Writer/Director, Detachment I, 1365th Audiovisual Squadron, Carswell AFB, TX
3. 1987 - 1988, Education with Industry - KXAS-TV, NBC Affiliate, Dallas/Fort Worth, TX
4. 1988 - 1992, Commander, Detachment 15, 1365th Audiovisual Squadron, Tinker AFB, OK
5. 1992 - 1993, Chief, Visual Information Documentation Manager, HQ Air Combat Camera Services, Norton AFB, CA
6. 1993 - 1994, Current Operations, HQ Air Combat Camera Services, March AFB, CA.
7. 1994 - 1996, Director of Visual Information Training, Defense Information School, Ft. Meade, MD
8. 1996 - 1997, Student, Air Command Staff College, Maxwell AFB, AL

9. 1997 - 1998, Chief, Multimedia systems, Air Force Communications and Information Center, Pentagon, Wash, D.C.
10. Deputy Director, Commander Action Group, Air Force Communications and Information Center, Pentagon, Wash, D.C.
11. 2000 - 2002, Commander, 344th Training Squadron, Lackland AFB, TX
12. 2002 - 2005, Deputy Commandant/Chief of Staff, Defense Information School, Ft. Meade, MD
13. 2005 - Present, Chief of Plans and Requirements Division, Headquarters Air Education and Training Command, Randolph AFB, TX

**DECORATIONS:**

Republic of Vietnam Campaign Medal  
Vietnam Service Medal with one bronze star  
National Defense Service Medal with two bronze stars  
Air Force Achievement Medal  
Air Force Commendation Medal with one leaf cluster  
Meritorious Service Medal with three oak leaf clusters  
Defense Meritorious Service Medal with one oak leaf cluster

**EFFECTIVE DATES OF PROMOTION:**

Second Lieutenant December 14, 1982  
First Lieutenant December 14, 1984  
Captain December 14, 1984  
Major November 1, 1994  
Lieutenant Colonel June 1, 1999  
Colonel April 1, 2005



# BIOGRAPHY

## UNITED STATES AIR FORCE

### MAJOR KELLY D. WEISSENFELS

Major Weissenfels is acting Branch Chief of the Multimedia Branch, Enterprise Information Services Division, Information Services Integration Directorate, Office of the Secretary of the Air Force for Warfighting Integration and Chief Information Officer, Pentagon, Washington D.C. Major Weissenfels provides leadership, and advocacy in performing program management, resource allocation and guidance for Air Force Multimedia.

Major Weissenfels received his commission in 1991 as a graduate of the ROTC program at Sacramento State University, California. He cross-trained from acquisition to communications in 1995. He has served as missile flight test manager, aircraft software evaluator, and missile defense communications architect. His career highlights include serving at two unified combatant commands, and the Air Staff.

Major Weissenfels and his wife Beth have a son, 13, and a daughter, 8.

### EDUCATION

- 1991 Bachelor of Science degree in Electrical Engineering, University of California, Davis
- 1995 Master's degree in Computer Science, West Coast University, Los Angeles, CA
- 1995 Distinguished graduate, Basic Computer Officer Training, Keesler AFB, MS
- 1997 Squadron Officer School, Maxwell AFB, AL
- 1999 Advanced Computer Officer Training, Keesler AFB, MS
- 2005 Air Command and Staff College, Maxwell AFB, AL

### ASSIGNMENTS

- May 1992 - June 1995, flight test manager, Detachment 9, Space and Missile Systems Center, Vandenberg AFB, CA
- June 1995 - September 1995, student, Basic Computer Officer Training, Keesler AFB, AL
- September 1995 - September 1998, Chief, B-2 Software Evaluation, 79th Test and Evaluation Group, Whiteman, AFB, MO
- September 1998 - June 2000, Chief, Mission Applications, United States Space Command, J2, Peterson AFB, CO
- June 2000 - October 2001, Commander, Information Systems Flight, 21st Communications Squadron, Peterson AFB, CO
- October 2001 - June 2004, staff officer, United States Strategic Command, Offutt AFB, NE
- June 2004 - June 2005, student, Air Command and Staff College, Maxwell AFB, AL
- June 2005 - present, staff officer, Office of the Secretary of the Air Force for Warfighting Integration and Chief Information Officer, Pentagon, Washington, DC

### MAJOR AWARDS AND DECORATIONS

- Defense Meritorious Service Medal
- Joint Service Commendation Medal
- Air Force Commendation Medal with two oak leaf clusters

### DATES OF PROMOTION

- |                   |              |
|-------------------|--------------|
| Second Lieutenant | 16 June 1991 |
| First Lieutenant  | 29 Nov 1993  |
| Captain           | 29 Nov 1995  |
| Major             | 01 Sep 2002  |

(Current as of March 2006)



# BIOGRAPHY

## UNITED STATES AIR FORCE

### CHIEF MASTER SERGEANT RONNIE W. NELSON

Chief Master Sergeant Ronnie W. Nelson is the Air Force Multimedia (3V) Career Field Manager, Force Transformation and Development Division, Information, Services and Integration Directorate, Office of Warfighting Integration, Headquarters Air Force, The Pentagon, Washington DC. He provides leadership and direction for 1,300 Air Force graphic artists, photographers and videographers. He also creates multimedia policy, determines Multimedia force development requirements and provides strategic direction on increasing operational capability and efficiency with multimedia products and services.

Chief Nelson graduated with honors from Oak Harbor High School, Oak Harbor, Washington in 1980 and entered the Air Force in December 1984. He is a career multimedia professional who served as a photographer, Base Visual Information Manager, support flight superintendent, presentations branch superintendent and major command Multimedia functional manager. His last assignment was as the Command Multimedia Manager, Pacific Air Forces, Hickam AFB, Hawaii. He assumed his current duties June 2005.



Chief Nelson is from Oak Harbor, Washington. He and his wife Gayle have been married 24 years and have two sons; Sam, 16 and Ben, 12.

### EDUCATION:

- 1980 Oak Harbor High School
- 1987 NCO Leadership School, Barksdale AFB, Louisiana
- 1991 Mathies NCO Academy, Royal Air Force Upwood, United Kingdom
- 1995 Associates Degree, Community College of the Air Force
- 1998 Senior NCO Academy, Gunter Annex, Alabama
- 2005 Movers and Shakespeare's Leadership Seminar, Queenstown, MD
- 2006 Center for Creative Leadership Course, Greensboro, NC

### ASSIGNMENTS:

1. January 1985 – August 1991, still photographer, 2d Bomb Wing, Barksdale AFB, Louisiana
2. August 1991 – May 1995, Base Visual Information Manager, 774th Air Base Group, RAF Chicksands, United Kingdom
3. May 1995 – June 1998, Visual Information Manager, Computer Systems Squadron, United States Air Forces in Europe, Ramstein AB, Germany
4. June 1998 – November 1999, Support Flight Superintendent, 2d Communications Squadron, Barksdale AFB, Louisiana
5. November 1999 – November 2002, Operations Briefing Branch Superintendent, Operations Directorate (J3), The Joint Staff, The Pentagon, Washington DC.



November 2002 – August 2003, Command Multimedia (3V) Manager, Air Force Special Operations Command, Hurlburt Fld, Florida  
August 2003 – Jun 2005, Command Multimedia (3V) Manager, Headquarters Pacific Air Forces, Hickam AFB, Hawaii  
June 2005 - present, Air Force Multimedia Career Field Manager, Headquarters Air Force, Washington, DC

**MAJOR AWARDS AND DECORATIONS:**

Defense Meritorious Service Medal  
Air Force Meritorious Service Medal with four oak leaf clusters  
Air Force Commendation Medal  
Air Force Achievement Medal

**OTHER RECOGNITION:**

1986 - Distinguished Graduate, NCO Preparatory Course  
1988 - Distinguished Graduate, NCO Leadership School  
1988 - Honor Graduate, Advanced Color Photographic Course, Defense Visual Information School  
1991 - Levitow Award, Mathies NCO Academy  
1995 - USAFE Communications & Information Visual Information Senior NCO of the Year

**EFFECTIVE DATES OF PROMOTION:**

Airman Basic	December 13, 1984
Airman First Class	January 26, 1985
Senior Airman	March 01, 1986
Sergeant	July 01, 1986
Staff Sergeant	January 01, 1987
Technical Sergeant	July 01, 1991
Master Sergeant	February 01, 1995
Senior Master Sergeant	March 01, 1999
Chief Master Sergeant	June 01, 2003

(Current as of March 2006)

## ROBERT R. JENSEN, GS-14

Deputy Director, News Operations, Air Force News Agency

Robert Jensen is Deputy Director, News Operations for the Air Force News Agency. He is responsible for directing, managing and reviewing all national-level Air Force news and information products for print, radio, TV and the Internet. Air Force Link, the official Web site of the Air Force and the Air Force Public Web Program are part of the operations he oversees and some of the products include Airman magazine, Air Force Print News, Air Force Report and Around the Air Force (daily TV news programs). Previous positions Mr. Jensen has held include serving as the Executive Officer for the Public Diplomacy Section of the U.S. Embassy in Baghdad, Iraq from December 2004 to November 2005; deploying to Prince Sultan Air Base, Kingdom of Saudi Arabia as the Chief of Media Operations and News Generation for the Combined Forces Air Component Commander during the opening six months of Operation Iraqi Freedom; serving as Director of Communication Design for AFNEWS from July 1990 to August 1999; and as a Visual Information Officer for the Air Force Orientation Group from October 1983 to July 1990. Mr. Jensen was chairman of the Air Force Visual Information Technology Advisory Board from 1995 to 1997 and co-chaired the Third DOD Digital Imaging Symposium in San Antonio in 1997. He has a B.S. Industrial Design from the Ohio State University and has completed Air War College and the Public Affairs Officers Course (DINFOS).



## BIOGRAPHY

UNITED STATES AIR FORCE

### MASTER SERGEANT JASON P. WHITE

Master Sergeant Jason P. White serves as the Operations Chief of the DoD Joint Combat Camera Center in the Pentagon. There he leads nine Joint Service NCOs and Petty Officers in the rapid reception, electronic processing and distribution of time sensitive, operational still and motion imagery to the Secretary of Defense, the Joint Staff, Military Departments, State Department, and other Government agencies. He serves as an advisor to the Joint Combat Camera Center Officer in Charge on all pertinent operational, administrative, personnel, and logistical matters. Sergeant White also acts as a primary liaison between the Joint Staff and deployed Combat Camera teams from all four services.

Sergeant White grew up in Poughkeepsie, N.Y., and entered the Air Force in July 1989. His background includes numerous assignments in photography and digital imaging, including a three-year tour as official photographer for the Air Force Thunderbirds, and as an Advanced Electronic Imaging Instructor at the Defense Information School. His documentation assignments have taken him to 39 states and 19 countries. Before assuming his current position, he served as Competitions Coordinator for the Military Photographer, Videographer, and Graphic Artist of the Year competitions at the Defense Information School.

### EDUCATION

- 1993 Airman Leadership School, Spangdahlem Air Base, Germany
- 1995 Associate in applied science degree in Audiovisual Production Services, Community College of the Air Force
- 2003 Noncommissioned Officer Academy, McGuire AFB, N.J.
- 2004 Bachelor of Science, Computer Science/Computer and Information Science, cum laude, University of Maryland University College, Adelphi, MD.

### ASSIGNMENTS

1. July 1989 - September 1989, Trainee, Basic Military Training, Lackland AFB, Texas
2. September 1989 - January 1992, Still Photographer, 1360 Audiovisual Squadron, McConnell AFB, Kan.
3. January 1992 - January 1995, Assistant NCOIC, 52 Communications Squadron, Spangdahlem AB, Germany (August 1993 - February 1994, Still Photographer, Operation Provide Comfort, Incirlik AB, Turkey)
4. January 1995 - January 1998, Thunderbird Photographer, United States Air Force Air Demonstration Squadron "Thunderbirds", Nellis AFB, Nev.
5. January 1998 - September 2003, Advanced Electronic Imaging Instructor and Competitions Coordinator, Defense Information School, Ft. Meade, Md.
6. September 2003 - Present, Operations Chief, Joint Combat Camera Center, Pentagon, Washington, D.C.

## **MAJOR AWARDS AND DECORATIONS**

Joint Service Commendation Medal with two oak leaf clusters  
Air Force Commendation Medal with two oak leaf clusters  
Joint Service Achievement Medal with two oak leaf clusters  
Air Force Achievement Medal  
Good Conduct Medal with four oak leaf clusters

## **OTHER ACHIEVEMENTS**

1993 John Levitow Honor Graduate and Military Citizenship Award Recipient, Airman Leadership School  
2002 National Honor Society of Phi Kappa Phi, University of Maryland University College  
2003 Commandant's Award Recipient, Noncommissioned Officer Academy  
2004 Graduate with Honors - cum laude, University of Maryland University College  
2004 Office of the Secretary of Defense Senior Enlisted Service Member of the Year

## **EFFECTIVE DATES OF PROMOTION**

Airman Basic - July 12, 1989  
Airman - January 12, 1990  
Airman First Class - November 12, 1990  
Senior Airman - January 12, 1992  
Staff Sergeant - August 1, 1993  
Technical Sergeant - March 1, 2000  
Master Sergeant - March 1, 2004

(Current as of Mar 2006)

**David B. Gebhardt**  
**Director**  
**Defense Visual Information Center**

**Mr. David B. Gebhardt** was assigned as Director, Defense Visual Information Center (DVIC) on **29 August 1999**. As Director of the official records center for the storage and preservation of visual information records of the U.S. military, he ensures that historical and significant DoD imagery is preserved and made available to members of the DoD, other U.S. government agencies, and the American public.

Prior to his assignment and during his 20-year military career, he was a specialist in visual information, broadcasting and combat camera. His previous positions have included television Producer-Director at Lackland AFB, Texas; Director of Operations, Combat Camera, Charleston AFB, SC; management internship via the Air Force Institute of Technology working for WGN-TV in Chicago, IL; Commander, television and documentation unit at Nellis AFB, NV; Commander, audiovisual services and combat camera at Yokota AB, JP; Chief of Contingency Plans and Director of Current Operations at Norton AFB, CA; Combat Camera Director of Operations, Riyadh, Saudi Arabia; Audiovisual Staff Officer at the Pentagon and Squadron Support Flight Commander at Vandenberg AFB, CA. He is a graduate of the Air Force Squadron Officer School, the Marine Corps Command and Staff College, the Air Force Air Command and Staff College, and the Federal Executive Institute. He retired from the United States Air Force as a lieutenant colonel in 1999.

**Mr. Gebhardt** holds a Bachelor of Arts degree in Photographic Science from Ohio State University and a Master of Science degree in Human Resource Management from Chapman University.

## **MSgt Bonnie A. White**

**Master Sergeant Bonnie A. White is the Superintendent of the Open Skies Operations Branch at the National Air and Space Intelligence Center, Wright-Patterson AFB, Ohio. Sergeant White was born and raised in Erie, Pennsylvania, where she received a Bachelor of Arts degree in Communication Arts from Gannon University. She entered the Air Force on 23 April 1985. Directly after basic training she reported to Lowery AFB, Colorado for technical training as a Continuous Imagery Processing Specialist.**

**In September 1985 she reported to the 544<sup>th</sup> Target Material Squadron at Offutt AFB, Nebraska. After three years in Omaha, she received an assignment to Kadena Air Base, Okinawa, Japan, where she was assigned to two different squadrons; the 15<sup>th</sup> Tactical Reconnaissance Squadron and the Detachment 1, 9<sup>th</sup> Strategic Reconnaissance Wing. A three-year tour was shortened to 19 months because of squadron closures. Sergeant White returned to Offutt in May 1990 where she held various positions at the Photo Plant. She was accepted for a special duty assignment as an instructor at the Defense Photography School at Naval Air Station Pensacola, Florida from September 1993 to September 1996. Once again Master Sergeant White returned to Offutt AFB, assigned to the United States Strategic Command as a Visual Photographic Journeyman. She was assigned there until December 2001, when she reported to the 52<sup>nd</sup> Communications Squadron, Spangdahlem Air Base, Germany. During her assignment there, she held the positions of Assistant Base Multimedia Manager and NCOIC of the Base Photo Lab. Master Sergeant White returned to the states in May 2005 and is currently the Superintendent, Open Skies Operations at the National Air and Space Intelligence Center WPAFB, OH.**

# LLOYD B. UMAGAT

Mr. Lloyd B. Umagat is the Weapon Systems Video Action Officer and Multimedia Systems Integration Analyst, Multimedia Operations Branch, Enterprise Information Services Division, Secretary of the Air Force. Mr. Umagat is responsible for providing staff planning for integrating Weapon Systems Video and Multimedia capabilities and technology throughout the Combat Air Force. This includes development of the Air Force Concept of Operations and documentation of Weapon Systems Video processes and procedures, equipment management, software/hardware quality and test activities, and oversees training for Combat Camera and Multimedia personnel. Mr. Umagat is responsible for coordinating Multimedia participation during RED FLAG and COPE THUNDER exercises and assists with Air Staff budget and purchase documentation. He reviews and develops applicable Air Force instructions, Tactics, Techniques, and Procedures manuals along with management and facilitation of Weapon Systems Video Integrated Product Team meetings as directed by Air Force Multimedia and Intelligence lead agencies. Mr. Umagat is also responsible for coordinating with the Joint Forces Command to develop migration plans integrating Weapon Systems Video imagery into joint systems such as the Joint Targeting Toolkit and Global Command and Control Systems Integrated Imagery and Intelligence.

Mr. Umagat was born in Dededo Guam on 5 February 1963. He attended John F. Kennedy High School. Mr. Umagat enlisted into the United States Air Force under the delayed enlistment program and entered active duty on 7 May 1981. Upon completion of Basic Military Training at Lackland AFB Texas, he began technical training as an aircraft armament systems specialist at Lowry AFB Colorado. Mr. Umagat was stationed at Holloman AFB New Mexico, Kadena AB Japan, Anderson AB Guam and culminated his Air Force career as the Detachment Chief, 372d Training Squadron, Langley AFB Virginia. After 21 years of honorable service, Mr. Umagat transitioned to his present duties as the Weapon Systems Video Action Officer and Multimedia Systems Integration Analyst.

## **EDUCATION:**

2004 Masters of Business Administration, Troy University, Maxwell Alabama

2001 Bachelor of Arts, Technology Management, St. Leo University, Saint Leo Florida

1999 Associate of Liberal Arts and Sciences, St. Leo University, Saint Leo Florida

1999 Associate of Science, Instructor of Technology and Military Science, Community College of the Air Force, Maxwell Air Force Base, Alabama

1998 Associate of Science, Aircraft Armament Systems Technology, Community College of the Air Force, Maxwell Air Force Base, Alabama

## **MAJOR AWARDS AND DECORATIONS:**

Senior NCO Lance P. Sijan Leadership Award, Sheppard AFB Texas

Meritorious Service Medal with two Oak Leaf Clusters

Air Force Commendation Medal with three Oak Leaf Clusters

Air Force Achievement Medal with three Oak Leaf Clusters

**OTHER ACHIEVEMENTS:**

Occupational Instructor Certification, Community College of the Air Force

Commanders Course Graduate

First Sergeant Course Graduate

Professional Military Education Senior NCO Academy

Professional Military Education NCO Academy (Honor Graduate)

Professional Military Education NCO Leadership School (Honor Graduate)

Professional Military Education Preparatory School (Honor Graduate)

(Current as of April 2006)



## **Mr. Michael E. Buchanan**

**Mr. Michael E. Buchanan serves as Chief, Air Force Image Records Accessioning Center, 11<sup>th</sup> Communication Squadron, 11<sup>th</sup> Wing, Bolling Air Force Base, Washington, DC.**

**Mr. Buchanan began his Civil Service career in December 1979, at The Uniformed Services University of the Health Sciences, Bethesda Maryland, as a Medical Illustrator and Photographer. In January of 1986, Mr. Buchanan came to work for the Air Force with the 1361<sup>st</sup> Audio Visual Squadron, Andrews Air Force Base, Maryland, as a Visual Information Specialist. In April of 1991, Mr. Buchanan was promoted to the position that he currently holds, Chief, Air Force Image Records Accessioning Center.**

**Mr. Buchanan is responsible for managing the Air Force Component Accessioning Point (CAP), which is the central location for all Air Force still media, where reviews and selections are made of current operational materials, for permanent retention into the Air Force Historical Archives at the Defense Visual Information Center (DVIC), March Air Force Base, CA.**

**Mr. Buchanan also oversees the research and retrieval of Air Force Historical still media housed at the National Archives Record Administration (NARA), which dates back to 1908, in response to photographic requests from HQ Air Force, The White House and Congressional Liaisons, Secretary of Defense Office of Public Affairs, Secretary of the Air Force Public Affairs, Joint Chiefs of Staff and many other DOD and Government agencies.**

# **MSGT WAYNE A. CUFFLEY**

Flight Chief, Medical Multimedia Flight  
59 MDSG Deployment Manager

Enlisted Oct 1985

Due to retire Sept 2006

4 months in Saudi Arabia - 1997

## **Career history**

United States Air Force, Misawa Air Base, Japan 1985 to 1988

**Apprentice Photographer / Production Specialist**

United States Air Force, Beale Air Force Base, California 1988 to 1991

**Master Photographer / Military Trainer**

United States Air Force, Lowry Air Force Base, Colorado 1991 to 1993

**Instructor, Basic Photography / Instructor, Photojournalism**

United States Air Force / Department of Defense, Pensacola Naval Air Station, Florida  
1993 to 1995

**Instructor, Basic Photography / Instructor, Photojournalism**

United States Air Force, Offutt Air Force Base, Nebraska 1995 to 2000

**Master Photographer / Military Trainer / Deployment Manager**

United States Air Force / Department of Defense, Fort George G. Meade, Maryland  
2000 to 2004

**Instructor, Photojournalism / Instructor, Journalism / Public Relations Instructor**

United States Air Force Lackland Air Force Base, Texas 2004 to present

**Multimedia Manager / Deployment Manager**

## **BIOGRAPHY**

### **STACY L. MURPHY, HM1, USN**

HM1 Murphy, native of Great Bend, Kansas, served in the Army Reserves from Nov 1988 to December 1992. She enlisted in the Navy in January 1993 as a Hospital Corpsman. Upon completion of Boot Camp and Hospital Corps "A" School, she served as a general duty corpsman at the Naval Medical Center, San Diego, CA, Zagreb, Croatia with Fleet Hospital 6, the Naval Hospital in Guam, and the Naval Medical Clinic in Pearl Harbor, HI. Once she completed her tour in Hawaii, she transferred to the Naval School of Health Sciences, Bethesda, MD where she attended the Biomedical Photography Technician School. Upon Graduation, she stayed in Bethesda and worked in the Biomedical Photography Dept at the National Naval Medical Center. During her two and a half years as a technician in Bethesda, she assisted the Armed Forces Institute of Pathology (AFIP) and the FBI, photographing autopsies of the members who perished on the USS Cole in 2000 and the members who perished in the Pentagon during 9/11/2001. She was also temporarily stationed at Fort Myer where she assisted with the photographing and cataloging of personal affects of members of the Pentagon tragedy of 9/11. Currently she is the Head of the Biomedical Photography Technician School at the Naval Medical Education and Training Command, Bethesda, MD and has successfully graduated 4 classes.

**Robert S. Marvel Jr.**  
**Producer/director/Editor**  
**367 TRSS, Hill AFB, UT**

Mr Marvel has been a Producer/Director/Editor for the television production facility at Hill AFB, Utah since 1988. In this position, Mr Marvel has become an expert in the CMX, Quantel Edit Box and Quantel eQ editing systems.

A specialist in visual information since 1976, his previous positions include Producer/Director and on-line Editor, with assignments while on active duty, at Nellis AFB, Lackland AFB and the Defense Intelligence Agency. Retiring from active duty in 1984, he continued his education as a Radio, Television, & Film major at San Antonio College and did advanced studies in Editing Techniques at USC. In 1985, he was offered a job with Technicolor in Hollywood where he worked as an on-line editor on the CMX editing system. In 1987 he moved back to San Antonio working for the 1365 Audio Visual Squadron as a Producer/Director/Editor until 1988. Since then he has been a senior staff editor and Director at Hill AFB.

Mr Marvel has done extensive research in various aspects of video production and editing. He has been invited to speak at various AF Video Production Council Meetings since 1993, the JVISDA DVD Conference in 2003, the 2004 Air Force wide Multimedia Meeting, and the JVISDA. He has been a member of the Air Force DVD IPT Standards Committee. His yearly NAB research papers have been distributed throughout the Air Force since 1998.

## **MSGT MICHAEL P. STALEY**

Upon completion of basic training, Sergeant Staley by-passed technical training school and proceeded direct duty to 23<sup>rd</sup> Combat Support Group, England Air Force Base, La., as a Visual Information Graphics Technician. Next, he relocated to Det 2, 1363<sup>rd</sup> Audiovisual Squadron, Osan Air Base, Korea. From there he moved to the 1367<sup>th</sup> Audiovisual Squadron, Det 1, OL-A, 48<sup>th</sup> Tactical Fighter Wing, RAF Lakenheath, England. His next assignment was to the 305<sup>th</sup> Communications Squadron, Grissom Air Force Base, Ind., where he took charge of his first graphics workcenter. Upon the base closure of Grissom Air Force Base, he was reassigned to the College of Aerospace Doctrine, Research, and Education at Maxwell Air Force Base, Ala. Next, Sergeant Staley headed back overseas to the 886<sup>th</sup> Communications Squadron, Sembach Annex, Germany, to set up an entirely new Multimedia Support Center—the first fully digital multimedia center in USAFE. From there, he was assigned as an instructor to the Keesler Noncommissioned Officer Academy, Keesler Air Force Base, Miss. Presently, MSgt Staley is the 3V051 CDC writer assigned to the 336<sup>th</sup> Training Squadron at Keesler Air Force Base.

## **RALPH V. HALLMON, CMSGT, USAF**

**Superintendent, 1st Combat Camera Squadron**

Chief Master Sergeant Ralph V. Hallmon is the Superintendent, 1st Combat Camera Squadron, Charleston Air Force Base, South Carolina, the only active duty Combat Camera unit in the Air Force. He is responsible for organizing, training, and equipping a combat-ready force of 150 personnel charged with visual documentation of myriad worldwide events including contingency operations, joint and combined exercises, research and development weapon systems tests and humanitarian operations as required by the National Command Authority, Department of Defense, Joint Chiefs of Staff, Unified Commands, HQ United States Air Force and Air Mobility Command.

## **MR VINCENT P. ROTELL**

Mr Rotell serves as Deputy Director for the Joint Visual Information Services Distribution Activity (JVISDA), Tobyhanna Army Depot, Tobyhanna, Pa., a field activity under the direction of Defense Visual Information Directorate.

He is responsible for the strategic development and growth of JVISDA operations. This includes overseeing all aspects of JVISDA's optical replication, video duplication, packaging, distribution and order fulfillment services.

Under Mr Rotell's leadership, the activity has significantly expanded its optical disk production replication operations to include contract services for duplication, packaging, and distribution of VI multimedia assets. In addition, Mr. Rotell has spearheaded key strategic initiatives to strengthen JVISDA's supply chain through acquisitions such as "NetDisc," a program that works in conjunction with the DAVIS/DITIS web catalog for on-demand duplication and order fulfillment.

Mr Rotell has been consistently active in the VI community for over 25 years and serves on various committees such as the Defense VI Production Working Group, chaired by Defense Visual Information and, the Government Information Preservation Group, sponsored by the National Institute of Standards and Technology.

He also serves on the DVDA, an association that represents the world's largest and most influential group of interactive digital media developers, who count major multinational corporations among their clients. DVDA members are experts in every facet of interactive digital media, and are involved in the creation of digital media for applications ranging from entertainment to sales, marketing, and training delivered on CD and DVD.

## **Ms. Donna Dudley**

Ms. Dudley Serves as Lead Multimedia Management Specialist for the Joint Visual Information Services Distribution Activity, Tobyhanna Army Depot, Tobyhanna, Pa., a field activity under the direction of Defense Visual Information Directorate.

Ms. Dudley has been with JVISDA since 1989. In her 17 years with JVISDA, she has held several management and technical positions before holding her current position.

Ms. Dudley has been working with Digital Imaging technology for the last 6 years, and serves as the Contract Officers Technical Representative for JVISDA's Multimedia Duplication and Distribution Contract.

In the past year alone, Ms Dudley managed over 59 titles of DoD Multimedia distribution projects totaling over 80,000 CD's and DVD's distributed worldwide.

Donna also lends her services to the Transportation Security Administration of the Department of Homeland Security.

With more than 17 years in the VI Field, Ms. Dudley provides a strong portfolio of skills in Digitizing and Digital Media Duplication, Direct Mail Campaigns, Customized Media Packaging and Customer Service management.