

AFSVC Input IMSC eNewsletter – March



New Department of the Air Force Child and Youth Website

Check out the latest updates to the new Department of the Air Force Child and Youth website, <https://www.dafchildand youth.com/>. The site provides Airmen, Guardians, and Air Force leaders information on DAF child care and youth programs, current policies, news and events.

Boys & Girls Clubs of America (BGCA) - Military Youth of the Year (MYOY)

In partnership with BGCA, Air Force Youth Programs recognize outstanding teens who excel as leaders, are committed to service, achieve academic excellence and demonstrate a dedication to healthy lifestyles, through the MYoY program. Air Force teens from around the world are joining their peers from all branches of the service to compete in state-level MYoY competitions, vying for scholarships and the opportunity to represent their installation at the regional level of competition. Each state winner receives a scholarship of \$2,500 and the opportunity to compete for \$20,000 at the regional level, \$20,000 at the national MYoY competition and \$50,000 for the overall National YoY title. So far this year, Air Force teens competed in four state events and earned three state titles:

- ***Malmstrom AFB: Victoria R., Montana MYoY***
- ***Nellis AFB: Grace K., Nevada MYoY***
- ***Mountain Home AFB: Emma A., Idaho MYoY***

2021 Air Force John L. Hennessy Food Service Excellence Award Winners:

This year marks the 65th anniversary of the Hennessy Trophy competition. The Hennessy Trophy is an annual award presented to installations with the best Food Service Programs in the Air Force.

Region 1 (EAST) Winner: Eglin AFB FL, 96th FSS, AFMC

Region 2 (WEST) Winner: Yokota AB JP, 374th FSS, PACAF

AFGSC Best Missile Feeding Operation: Minot AFB ND, 5th Bomb Wing, AFGSC

USAFE Food Service Small Site Award Winner: Buechel AB GE, 702nd MUNSS, USAFE

2021 Hennessy Traveler Association (HTA) Award Nominees:

The Hennessy evaluation teams conducted virtual interviews of food service professionals recommended by leadership who have proven exemplary in their day-to-day duties and have shown the highest standards of professionalism, attitude, and culinary skill. The following Airmen were selected as HTA award nominees:

Region 1 (East) HTA nominees:

Eglin AFB FL - A1C Jessica Briggs

Little Rock AFB AR - SrA Brandon Murray

Whiteman AFB MO - A1C Brandi Rich-Scott

Region 2 (West) HTA nominees:

Beale AFB CA - SrA Damian J. Lee

Travis AFB CA - A1C Jazmine M. Harris

Yokota AB JP - SrA Karon J. Lyons

Air Force Gaming “The Airman’s Gambit” Series:

Air Force Gaming is connecting Airmen and Guardians regardless of age and rank. Lt. Gen. Christopher P. Weggeman, deputy director of Air Combat Command (upper right), talks with Airmen as he plays Air Force Gaming co-founder Capt. Zach Baumann (bottom left) in Chess during an Airman's Gambit series event via Facebook live. Click [Air Force Magazine](#) for the full article.



2021 Worldwide National Golf Day Tournament

Air Force Golf Courses will host a tournament on 6 May 21 (National Golf Day). Event times will be based on the global time zones. Format will be two person teams. Events are open to all Airmen, dependents, retirees and authorized ID card holders. Food, beverages and prizes will be provide after round festivities. Please contact your local installation golf course for more information.



Kids Bowl Free All Summer

Kids Bowl Free membership is free for each child 15 years and under. This promotion offers coupons for two free games of bowling per day from 5 April to 6 September. Family Passes are available for an additional fee. Sign up via the Kids Bowl Free website at www.kidsbowlfree.com.

Military Marketing Awards – AF MAJCOM Winners Announced

Congratulations to winners of the Air Force Military Marketing (MILMARK) Awards

- **Age-Specific Marketing**
 - ACC – Beale Air Force Base “Recce Town’s Un-BEALE-ievable Race Series”
 - USAFE – RAF Lakenheath “Hippity Hoppity Days”
 - AMC – Little Rock Air Force Base “Oktoberfest 2020”
- **Content Marketing**

ACC – Joint Base Langley Eustis “COVID Champions”
AMC – Scott Air Force Base “Cardinal Creek”
USAFE – RAF Mildenhall “Mil-D-Con”

- **Creativity & Innovation**

ACC – Beale Air Force Base “COWabunga Cocktails”
AFMC – Edwards AFB “412 FSS Fall Fest”
AMC – Travis Air Force Base “Holiday Bingo”
USAFE – RAF Mildenhall “Mil-D-Con”

- **Digital, Social, or Mobile Marketing**

ACC – Joint Base Langley Eustis “COVID Champions”
AETC – Keesler Air Force Base “Virtual Trivia”
AFMC – Eglin Air Force Base “12 Jolly Days of Giveaways”
AMC – Fairchild AFB “Fairchild FUN in the Palm of Your Hand”
USAFE – RAF Mildenhall “Mil-D-Con”

- **Small Budget Brand Activation Marketing**

ACC – Joint Base Langley Eustis “COVID Champions”
AMC – MacDill Air Force Base “8 Iron Grill”
USSF – Los Angeles Air Force Base “Military Fitness Expo”
USAFE – RAF Mildenhall “Get Up and Go Magazine Campaign”

- **Sponsorship Experiential Marketing**

ACC – Beal Air Force Base “Virtual Social Hour”
AETC – Keesler Air Force Base “Dorm Room Grab-N-Go”
AFMC – Edwards Air Force Base “Hybrid Air Show Hype”
AMC – Travis Air Force Base “Travis Got Talent”
USAFE – RAF Mildenhall “Mil-D-Con”

MAJCOM award winners will now compete at Air Force level. Air Force level winners will appear in a gallery showcasing the winning campaigns.