

**BY ORDER OF THE COMMANDER
AIR FORCE RECRUITING SERVICE**

**AIR FORCE RECRUITING SERVICE
INSTRUCTION 33-302**



6 JUNE 2014

**Communications and Information
BUSINESS CARD PROGRAM**

COMPLIANCE WITH THIS PUBLICATION IS MANDATORY

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This instruction implements AFPD 33-3, *Information Management*, and DODD 5330.03_AFI 33-395, *Defense Logistics Agency (DLA) Document Services*. It establishes and implements business card procedures and requirements for the Air Force Recruiting Service (AFRS). It applies to all AFRS personnel; it does not apply to Air National Guard or Air Force Reserve Command units. Submit requests for waivers through the chain of command to the appropriate Tier waiver approval authority, or alternately, to the Publication OPR for non-tiered compliance items. Ensure all records created as a result of processes prescribed in this publication are maintained in accordance with AFMAN 33-363, *Management of Records*, and disposed of IAW Air Force Records Information Management System (AFRIMS) Records Disposition Schedule (RDS). Refer recommended changes and questions about this publication to the Office of Primary Responsibility (OPR) using the AF Form 847, *Recommendation for Change of Publication*; route AF Forms 847 from the field through the appropriate functional chain of command. See **Attachment 1** for a glossary of references and supporting information.

SUMMARY OF CHANGES

This document is substantially revised and must be completely reviewed. Restructure of paragraph 1, outlining more in-depth descriptions of AFRS/CC, HQ AFRS/RSI, and Group/Squadron point of contact (POC) responsibilities. Authorizes group and squadron commanders to appoint a business card POC; establishes per order limitations, and provides guidance on official cell phone numbers, .mil e-mail addresses and Facebook addresses.

1. Responsibilities:

1.1. **AFRS Commander.** AFRS/CC is the ultimate approval authority for business cards for AFRS personnel involved in recruiting activities. This authority may be delegated appropriately. Delegation will be made no lower than the squadron commander.

1.2. **HQ AFRS/RSI.** HQ AFRS/RSI is the OPR for the overall direction and management of the business card program within AFRS.

1.2.1. HQ AFRS/RSI will:

1.2.1.1. Process and submit business card requests through the Defense Logistics Agency via Document Services Online at <https://www.dso.documentservices.dla.mil/DSF/>.

1.2.1.2. Procure funding for business cards through the HQ AFRS Resource Advisor.

1.3. **Groups/Squadrons.** Group and Squadron Commanders will appoint a business card POC and an alternate (if applicable) for their organization/unit. Business card POCs are appointed in writing with copies maintained at both the organization/unit and HQ AFRS/RSI/OK. The business card POCs will oversee the business card program for their units and familiarize themselves with the requirements outlined in AFI 65-601, Volume 1, *Budget Guidance and Procedures*, paragraph 4.44.1 as well as this instruction.

1.3.1. AFSC or job series is not a consideration when appointing business card POCs.

1.4. **Business Card POCs**

1.4.1. Business card POCs will:

1.4.1.1. Ensure all authorized members are provided an adequate amount of business cards in accordance with paragraphs **2.1.1.1** and **2.1.2.1**

1.4.1.2. Ensure all information included on business cards is accurate, up-to-date information, and is in accordance with paragraphs **2.3 - 2.5**

1.4.1.3. Submit orders for new or updated business cards directly to the printer through the Envision website at <http://shop.envisionbusinesscards.com/>. **Note:** All squadron POCs will submit their business card requests to their group business card POC for approval via aforementioned printer's website.

1.5. **AFRS personnel/Business Card Recipients.** AFRS personnel/Business Card Recipients will send all requests for new or updated business cards to their respective squadron or group business card POC.

1.6. **HQ AFRS Resource Advisor (RA).** The HQ AFRS RA will submit requests for and get approval of appropriate funds for the business card program. Once authorization is received, the RA will provide HQ AFRS/RSI/OK personnel with a copy of the DD Form 448, *Military Interdepartmental Purchase Request* so that funds may be applied.

2. **Procedures and Requirements:**

2.1. Personnel Authorized Business Cards:

2.1.1. AFRS leadership:

2.1.1.1. AFRS military and civilian leadership are authorized one box (1,000 cards) of business cards every 3 years. Additional/replacement cards may be requested if transferred to a new office/location, or a new position with a different official title, or

receive a new phone number. Leadership is defined as all Headquarters Division and Branch leadership (i.e. chief, deputy, and superintendent) as well as commander, deputy commander, flight commanders, superintendents, first sergeants, production superintendent and flight chiefs at squadron and group levels.

2.1.2. Recruiters:

2.1.2.1. Air Force Recruiters are authorized only one box (1,000 cards) per order and a maximum of six boxes (6,000 cards) per year. With group commander approval, they may receive additional boxes within the same year. Requests for additional boxes should be routed to hqafrs.ko@us.af.mil after approval.

2.2. Only appointed business card POCs are authorized to submit requests for business cards through the online ordering system (ref: [paragraph 1.4.1.3](#)). **Note:** An appointment letter signed by group or squadron commander must be on file with HQ AFRS/RSIOK.

2.3. Business cards must contain full positions and titles such as: “Commander, 333 RCS”; “Chief, Marketing Division”; “Flight Chief, B Flight, 311 RCS”. **Note:** Civilian pay grades are optional.

2.4. Nicknames and/or call signs (i.e. Maverick, Iceman, Goose, Hot Shot etc.) are not authorized. However, shortened versions of given names, such as “Bob” for Robert and “Bill” for William, may be used.

2.5. Official office and cell phone numbers as well as a *.mil email address are *required* on business cards. *Official* Facebook addresses are authorized and optional. **Note:** Personal phone numbers (home and/or cell), e-mail addresses and Facebook addresses are not authorized on business cards.

JOHN P. HORNER, Brigadier General, USAF
Commander

Attachment 1**GLOSSARY OF REFERENCES AND SUPPORTING INFORMATION***References*

DODI 5330.03, *Defense Logistics Agency (DLA) Document Services*, 11 July 2012

AFPD 33-3, *Information Management*, 8 September 2011

AFMAN 33-363, *Management of Records*, 1 March 2008

AFI 65-601, V1, *Budget Guidance and Procedures*, 16 August 2012

Air Force Records Disposition Schedule - RDS

Adopted Forms

AF Form 847, *Recommendation for Change of Publication*.

Abbreviations and Acronyms

AFRS—Air Force Recruiting Service

AFS—Air Force Specialty Code

OPR—Office of Primary Responsibility

POC—Point of Contact

RA—Resource Advisor

RDS—Records Disposition Schedule