

PSBR Review

- Col Groves started the PSBR project
- PSBR = RBSP spelled backwards
- PSBR is the AP9/AE9 model development *and* RPS

- Clark went on to work on another project for which the wording was critical



AP/E-9 project participants

News > 'Aim High ... Fly-Fight-Win' to be Air Force motto

'Aim High ... Fly-Fight-Win' to be Air Force motto

Posted 10/7/2010

[Email story](#) [Print story](#)

 Like 3

 SHARE    ...

10/7/2010 - **WASHINGTON (AFNS)** – Incorporating extensive inputs from all ranks and career fields in the development effort, Airmen have selected "Aim High ... Fly-Fight-Win" as the service's motto.

An enduring statement of Airmen's pride in their service, the motto is a two-part expression – a call to action, with a response of commitment.

"The call and the response are two sides of the same coin," said Air Force Chief of Staff Gen. Norton Schwartz. "Airmen indicated 'Aim High' and the response 'Fly-Fight-Win' as indicative of their enduring commitment to do just that in defense of our nation."

After understanding the shared identity, the motto team began transforming words and concepts into a unifying, enduring and credible motto, said **Lt. Col. Clark Groves, Ph.D., the lead scientist for the project.**

"The research team held more meetings with nearly 250 Airmen on bases in each major command, discussing scores of identifying words and concepts tied to the core Airman identity," he added.

Photos



U.S. AIR FORCE

Air Force Graphic

[Download HiRes](#)