

RECRUITER

United States Army Recruiting Command February 2010

Journal



**U.S. Army
All-American Bowl
Celebrates 10th Anniversary**



CLOCKWISE FROM THE LEFT: FONDA BOCK; JORGE GOMEZ, MILWAUKEE BATTALION; C. TODD LOPEZ, ARNEWS



11



12

February 2010 Volume 62, Issue 2

Contents

DEPARTMENTS

- 4 Recruiting News
- 5 Command Sergeant Major
- 6 Chaplain “Developing Emotional Control”
- 7 Family “Spouse Residency Relief Act”
- 20 Pro-Talk “Network-Centric Recruiting”
- 23 Safety “Winter Driving”
- 24 Field File
- 28 News Briefs
- 31 The Test
- 32 Salutes

ON THE FRONT COVER: Dominic Espinosa, West center, prepares to hike the ball to Jake Heaps, West quarterback during the U.S. Army All-American Bowl Jan. 9 in San Antonio. In the defense, Mike Hull, East linebacker, waits to rush the line once the ball is snapped and the play begins. Photo by Jonathan Agee, 1st Brigade. **ON THE BACK COVER:** Sgt. Travis Craven spins the wheel on Wheel of Fortune this month. Photo by Carol Kaelson.

FEATURES

Serving for Love 8
40-year-old enlists both to serve and to provide medical benefits to care for family, wife with cancer.

Recruiter Wins Big on Wheel 10
After months of prodding by his wife to apply for Wheel of Fortune, Sergeant Travis Craven wins cash and prizes on the game show.

Army Launches iPhone App 12
Army Accessions Command, OCPA develop iPhone App with Army news and “locate a recruiter” functions.

Facebook TTPs 13
Additional privacy guidance for Facebook Fan pages.

African-American Soldiers 16
Army highlights contributions of African-American Soldiers through advertising, promotional materials and outreach events during February.

U.S. Army All-American Bowl 18
USAREC hosts COI tour of Fort Sam Houston in conjunction with 10th Anniversary All-American Bowl.

RECRUITER Journal

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Transformation - A Never-Ending Process

Last month I discussed the four pillars that make up my command philosophy: Teamwork, Quality of Life, Standards and Discipline; and how important each of you is to making them a reality. This quarter I've added a new pillar to my enduring priorities: Transformation. It is equally important that every member of the team embrace this pillar, as well.

In the Army and in this command we must all accept a climate – or better yet, a lifestyle – of continuous change.

Transformation is a never-ending process to constantly improve the organization. I think everyone on the team wants to be part of an organization that responds and adapts to environmental changes to remain efficient and relevant. Our mission is too important to the Army for us to think otherwise.

In January we held a strategic planning off site bringing together not only headquarters staff, but also representatives from across the command – including recruiters and company commanders – to think through where USAREC transformation. Where are we headed? As we continue to transform, what will USAREC look like in 2015? How will our structure and processes evolve?

We are on the right track with the Pinnacle Recruiting Concept, but what comes next? Will we have total Army recruiting centers where teams recruit for all Army, Reserve and National Guard enlisted and officer missions? Will we continue to expand hometown shipping?

The group discussed not only where we are headed, but also how will we get there. These

collaborative efforts will serve as the framework for our 2015 strategy.

We want to be sure that as we put our strategy on paper, it makes sense at every level of the command, as well as for our Army. We not only want to ensure that every member on the team knows and understands how they contribute to the Army, but also that they take

responsibility to actively participate in making the Army better and more efficient.

In addition, the team worked on step two of the collaborative mission and vision statement development process: determining what the words actually mean to all of us. The vision is not just what I or our brigade commanders and command sergeants major think it means; it's what we – the entire team – think it means. It is our collective vision, and it is important that we are all on the same page. Look for more on that in a future issue.

On a final note, I'd like to thank all those involved in making the 10th Anniversary U.S. Army All-American Bowl and our USAREC influencer tour

so successful, as well as all of you across the nation who helped share the message of the game and our Army story.

We have cultivated new partners in our recruiting efforts, but the job is not done. We must continue to develop our relationships with not only this year's tour and game participants, but all our All-American Bowl alumni.

Our network of recruiting supporters will only continue to grow if we make the time to further those relationships.

Hooah! Army Strong!



Pillars of Command Philosophy

- Teamwork
- Quality of Life
- Standards
- Discipline
- Transformation

Initial Military Training Soon to Undergo Overhaul

Maureen Rose, Fort Knox Public Affairs

Lieutenant Gen. Mark Hertling, the Training and Doctrine Command's deputy commanding general for Initial Military Training, spent some time at Fort Knox in January for a conference on reception battalions.

Reception is just one of the many aspects of the new organization, IMT, which stood up in September 2009. Its mission is to bring more consistency to Army standards, especially as they are applied to training at the earliest encounters with new Soldiers and officers.

On a daily basis, Hertling said, roughly 47,000 students -- enlisted and officers -- are in initial military training.

Several factors contributed to the creation of the IMT.

The Soldiers themselves have changed, according to Hertling. In addition, he said what the Army trains has changed.

"We have to train them for things that we've never trained for before -- a conflict that may last decades as opposed to years," he said. "It's also much more complicated than it's ever been before."

Not only have the Army's battles shifted, but units are learning that Soldiers have been trained differently at various basic training sites, so there is some deviation in their skills. Hertling wants those deviations gone.

He maintains that sometimes the Army has tried to train too many things, which

can result in "task paralysis," and a generalized loss of focus. In other cases, Hertling said the Army is teaching skills that have little use in today's conflicts.

However, basic training menus will continue to focus on skills that are near and dear to drill sergeants, like rifle marksmanship and physical conditioning, albeit with a few caveats.

"We have statistical data gathered over the last years that shows we have an unbelievable decline in American society -- increasing obesity, decreasing physical capacity, decreasing bone strength," Hertling said.

"All of those things contribute to the health of our youth, so we have to do a very fine balancing act between physical training and not injuring the Soldier."

Another change based on lessons learned from combat and medical SMEs is a shift in first-aid training. No longer called Combat Lifesaving but instead Tactical Combat Casualty Care, first aid to be taught in basic training will eliminate the standard IV stick, which isn't as helpful in a combat situation as originally thought.

Hertling added that the basic training program of instruction will be totally rewritten to reflect these -- and other -- changes. The reworked POI should be available soon because the Army tech writers are already working on the second half of the rewrite.

"We're just trying to gain efficiencies and make better Soldiers," Hertling said.

Arriving HRAP Soldiers

Recruiters should ensure that all Soldiers who are participating in HRAP duty are accounted for and "arrived" in the HRAP database. Every recruiting station has instructions for the use of the HRAP database, and there is also a quick reference guide located on the G-3 Plans/Programs Web site.

USAREC, RRS Completes Review of Critical Tasks

The Recruiting and Retention School, in collaboration with USAREC HQ staff and the recruiting field force, has just completed the 2010 Critical Task Site Selection Board (CTSSB) for 79R.

The critical tasks for all recruiting and sustainment positions (recruiter to battalion and brigade staff) were reviewed and rewritten to reflect present day doctrine and regulatory requirements. The CTSSB results directly affect institutional, distributed learning, and battle staff curricula. Keep an eye out on ProNet for the release of the updated 79R Soldier Training Publication (STP) and Officer and Civilian Foundation Standard (OCFS) manuals.

Pinnacle AARs on ProNet

All five Pinnacle companies are up and running and adapting to the Pinnacle business process. The individuals involved with Pinnacle continue to post weekly AARs to ProNet and have provided interesting comments about their experiences. Take the opportunity to review their comments and ask questions at the ProNet Pinnacle forum.

W2, 1099 Forms

Available on myPay

All W2 and 1099 forms are available to Soldiers through myPay. The forms were being accessible on a progressive schedule, with all documents expected to be online by the end of January.

New AR 350-1

The Army released the new Army Regulation 350-1, Army Training and Leader Development, in December.

Teach Your Teachers Well

During one of my recent travels through the airports, I had the opportunity to sit next to a retired high school teacher. We talked for an hour and a half straight. Actually, I did most of the talking. He had no idea what the Army offered our youth or the type of young Americans who are enlisting in the Army today. He went away much more informed, and I believe he will pass that on to other acquaintances.

Word of mouth is a simple and effective form of networking the Army story. I encourage all recruiters - I know some are already doing this - to try to get into your middle and high schools during teacher days when the students aren't there and educate them on some of the benefits and programs the Army offers for young people to succeed in life.

We had another successful U.S. Army All-American Bowl this past month, showing all how we provide the strength of the Army. Many of our COIs did not realize all the programs we have available and what we're doing in the communities to help the youth of America. Hopefully, they now see how March2Success, PaYS and other great programs are in place to help strengthen not only our Army, but the very foundation of this country's youth.

We had the opportunity to take COIs to the Center for the Intrepid rehabilitation institute. It really opened their eyes on how well our wounded warriors are being taken care of. It's really an eye opener for anyone, even those in the Army. Unless you've seen it in person, you don't realize the state of the art technology we have available for our wounded warriors. They are doing ground breaking research on wound recovery, not only for the military but for America at large. Many of their findings are posted in civilian medical journals across the nation and throughout the world.

During the bowl game, every football player was linked up with a Soldier hero to help highlight the courage, bravery and sacrifices of today's Soldiers. Throughout the bowl week, many comparisons were made between Soldiers and football players, Army units and football teams. While there are certainly similarities, one difference stood

in back of my mind. You can lose a football game and it will be OK, but as Soldiers, we cannot afford to lose a game - ever. We have to win every game we play, and we will. And we can do that because of this command and the strength we provide with the quality recruits you bring in today. This Army has never lost a game in 234 years and we're not going to lose a game in the future.



Command Sgt. Maj. Stephan Frennier

My heart goes out to the people in Haiti. I know we have a few members within USAREC who were affected by the disaster. I urge everyone to help in any way you can. It was great to see the 82d Airborne on the ground in Haiti, providing relief in many ways. Again, the strength that we provide is proven by the ability of our Army to be on a two front war in Iraq and Afghanistan and still be able to react to a crisis like in Haiti.

If it were not for our recruiters' success, we would not be able to do that right now. We truly can act on any contingencies worldwide at a moment's notice and this command provides the men and women to do just that.

It's up to you, the recruiter, to not only identify those individuals who want to be part of our team, but also those who don't have what it takes. Identify them early and drop them early. We cannot afford to leave valuable training seats unfilled because of last-minute Future Soldier losses. If they're not motivated, they're not going to serve, then drop them now. There's someone in the command who wants that training seat, so they can ship out quickly. So it's OK if we know they're not going to be a Soldier, just drop them early ... what we can't afford are those 14 day losses, because those training seats will go unfilled and that's not OK.

Hooah!

Soldiers Set up Front Lines for Survival in Haiti

Specialist Brent Nailor of the 82d Airborne Division's 1st Squadron, 73rd Cavalry Regiment, passes out packaged meals to residents of Port-au-Prince, Haiti, Jan. 16, 2010. The squadron established a forward operating base at an abandoned and damaged country club near the U.S. embassy. A survivor camp of thousands is situated near the base.



FRED W. BAKER III, AFIS

DID YOU KNOW? VA Working to Speed GI Bill Payments to Veterans

In a coordinated effort to speed up the processing of Post 9/11 GI Bill education benefits this spring, the Department of Veterans Affairs announced in January that it has been reaching out to student veterans, servicemembers, university officials and other partners to meet its commitment to an aggressive processing goal by Feb. 1. As of Jan. 20, the VA had processed over 72,000 of the approximately 103,000 spring enrollments received.

Since inception of the historic new program last year, VA has paid over \$1.3 billion in benefits to more than 170,000 students.

VA has sent letters to university presidents and school certifying officials, state veterans affairs directors, and notified veteran service organizations, congressional members and other education stakeholders highlighting VA's emphasis on the importance of timely submission of school enrollment information.

VA also released a "Hip Pocket" guide and checklist, with helpful tips to assist veterans in the application process. The guide and checklist can be found on college campuses and VA's GI Bill Web site, www.gibill.va.gov.

VA is working to provide timely payments to all eligible veterans to ensure that students are spared the financial hardships which some faced during the fall 2009 term.

Developing Emotional Control

Part Three

Are You a Turtle or a Shark?

By Chaplain (Lt. Col.) Doug Peterson

Two gentlemen were talking and one said to the other, “You’re having an anniversary soon, right?” The other replied, “Yup, a big one, 20 years.”

“Wow,” said the other, “what are you going to get your wife for your anniversary?”

The other replied, “We’re going on a trip to Australia.”

“Wow, Australia, that’s some gift!” said the other man. “That’s going to be hard to beat. What are you going to do for your 25th anniversary?”

“Go back and get her.”

Happy Valentine’s month!

What kind of animal are you?

Marriage, family and other close relationships can involve some of the most difficult challenges we ever face. I often say that marriage done right is the hardest job in the world.

For most of us an exile to Australia may not be feasible to arrange. But we have been discussing some practical ways to encourage healthy, harmonious relationships.

Last month, I illustrated the danger in not dealing with issues as they come up, but rather allowing anger and frustration to accumulate beneath the radar over a period of time. What eventually comes along is an event that triggers a huge explosion of pent up wrath and fury. Not a pretty sight. We call that the turtle method of anger management.

Another unhealthy method is the shark approach. If you’re married to a shark, every day becomes a supreme challenge.

In my experience, it is almost always a wife who will lament her marriage predicament. She will say something like this: “I am terrified being around my husband. I’m afraid to say or do anything that will cause him to explode. At the slightest excuse he gets verbally abusive and sometimes physically violent.”

That’s a shark. All a shark needs is the smell of blood and he instantly attacks.

My own life’s journey has not been without its challenges in the area of emotional control. Do I still struggle with these issues? Sure.

I have found the following steps helpful in my efforts to gain or maintain emotional control.

- Assume responsibility. No matter the circumstances or the provocation, I am the one responsible for how I act or react at any given time. Blaming someone else for my outburst is an inexcusable, wimp-out approach.

- Stop and think. At the moment a trigger happens, I need to immediately hit the pause button and deliberately think through my course of action. Does this situation merit a forceful response? Or is this merely an inconsequential annoyance that I should just let pass? Do I react based upon simply how I feel at the moment, or do I need to measure my response by what I know to be the right thing to do or say at the moment — regardless how I feel?

- Situational awareness. I find it helpful to tune in to my vulnerabilities. I know that when I am physically drained my fuse shortens considerably. When I’m stressed out by various issues my patience level drops in a hurry. For example, being dead tired at the end of the day on my way home, I need to be especially aware of my increased vulnerability and plan accordingly. When my wife throws barrage of problems or criticism my way, how am I going to respond? When the kids noisily pester me for attention or misbehave, what will I do? Oftentimes I need to lower my expectations and be prepared to exercise a whole lot of patience and self-control.

Working these steps into everyday life has borne fruit for me. But it still requires daily, persistent effort.

So, what kind of animal are you?

Are you predominantly a turtle or a shark? May I recommend a better way?

Consider the steps I’ve mentioned: assume responsibility, stop and think, and maintain situational awareness.

New Law Means Spouses Can Claim Same Home State as Servicemember

Story and photo by
C. Todd Lopez
Army News Service

New legislation, signed by the president in November, allows military spouses to establish a permanent residence and carry it with them though each change of station.

The Military Spouses Residency Relief Act enables military spouses to do what their servicemembers have long been able to do -- claim and maintain residency in one home state, pay income taxes only to that state, and vote as a resident of that state, for the duration of their military career, without regard to where they are stationed.

"The purpose was to allow the spouse to maintain the same domicile as the servicemember," said Mary M. Benzinger, senior attorney, Pentagon Army and Air Force Legal Assistance Office.

The benefit of having both husband and wife be able to establish and maintain domiciliary status in the same state -- and carry that status wherever they go as a result of military PCS -- is two-fold.

First, it simplifies paperwork. In the past, spouses would have to re-establish residency in whatever state they moved to as part of a PCS. They had to pay income tax to that state if they worked, register their vehicle there, and get a driver's license there. Additionally, if their servicemember maintained permanent domiciliary status in another state, the two might have to file state income taxes separately.

"It allows them to establish a domicile, and carry it with them, every time they PCS, and not do what you hear a lot of: where the servicemember stays a resident of Texas his whole career, and she (the



New legislation, signed by the president in November, allows military spouses to establish a permanent residence and carry it with them though each change of station.

spouse) has to be a domiciliary of every place the servicemember is stationed," Benzinger said. "That's what happened before this. You could never have a constant domicile. You had to be a resident of whatever state you were living in."

Second, in many cases, military members have opted to continue to maintain domiciliary status in one of the states that do not have state income tax: Alaska, Florida, Nevada, South Dakota, Texas, Washington, Wyoming, New Hampshire and Tennessee. Those servicemembers do not pay state income tax. The new act would allow military spouses who have been present in one of those states -- and established domiciliary status there -- to maintain that status along with their servicemember spouse, and to then also not pay state income tax.

What the act does not allow, however, is for a spouse to "pick" a state where they can claim domiciliary status. Establishing domiciliary status in a state, in nearly every case, requires that the spouse has lived in the state.

"You cannot pick," Benzinger. "You have to synch up, by physical presence and intent to remain."

Being able to adequately defend a claim of residency of one state -- especially if doing so to avoid paying income taxes in the state where a spouse is currently living and working -- might require more than prior residence. It could also require, among other things, showing intent to return there, land ownership, driver's licenses, car registration or having voted there.

Additionally, the act does not mean military spouses do not need to pay state income tax. If the state where a spouse maintains domiciliary status under the new act requires civilian residents to pay state income tax, then they must as well. This includes those

states where the requirement to pay state income tax by a servicemember changes if a servicemember doesn't actually live in the state while serving. The MSRAA, a federal law, does not convey to civilian spouses the benefits extended to servicemembers by individual states.

The MSRAA amendment applies retroactively to tax year 2009. This means that for some spouses -- those who can show they met the requirements for domiciliary status for a state they did not live in during 2009 -- those spouses may be able to get back tax withholdings from the state where they lived and worked.

The MSRAA is relatively new, and many states have yet to figure out how to deal with military spouse taxpayers who may want refunds, Benzinger said. Additionally, she said while states have in the past been relatively forgiving when considering for tax purposes the claims of non-state residence by uniformed servicemembers, they might not be so forgiving of civilian spouses.

Before changing or claiming a different state of residence on any forms, Benzinger said servicemembers and their spouses should seek legal advice.



Private Bill Caudle reaffirms his oath of enlistment during his graduation ceremony in December.



Michelle Caudle cries while watching slides of her husband's basic training

Serving for Love of Country and Wife

Story and photos by *Fonda Bock*
Associate Editor

Tears rolled down 40-year-old Michelle Caudle's cheeks as she watched slides of recruits from Delta Company, 5th Battalion, 46th Infantry Regiment, 194th Armored Brigade drooling and gasping for breath after being sent through the gas chamber. There were pictures of Soldiers weaving their bodies through a rigorous obstacle course and crawling on their backs under barbed wire inches from their faces.

The slides were shown during the company's December graduation ceremony.

To think that at age 39, her husband would join the Army, taking on a physically challenging job generally reserved for the young, to save her life, made her feel like the luckiest person in the world.

"Yes I am. He's always been my rock, my provider. And the pride that he would do this to take care of us. To have a man like him to take of me, to know he'll be there to take care of me. Don't know how to put it into words."

Private Bill Caudle joined last May, two months after losing his job at a plastics company in Watertown, Wis., where he'd worked for 20 years. Just a few months before that, his wife had been diagnosed with cancer for the third time. The disease, which had been discovered in her ovaries in 2006, had potentially spread to her abdomen, neck and lungs. The family needed health insurance.

Though Bill had always wanted to do something to serve his country, right now he wanted to be close to his wife. But unable to find work in the worst economic downturn since the Great Depression, he signed on the dotted line. Knowing his age could pose some challenges, but determined not to fail, Caudle started working out months before shipping out. His efforts paid off. Now proud to be a Soldier, the 39-year-old soft spoken private did well.

"I surprised myself in some ways," said Caudle. "I never thought I was a physical specimen. But I was able to run by a lot of younger people. My run times for my age are supposed to be like 18 minutes. I was running [under 14 minutes]. I did more push-ups than a lot of the younger people, [more] sit-ups. So for somebody my age, that gave me a great sense of accomplishment. I just feel good. It seemed like forever to get to this point. My shoulders feel like they had all this weight on them and now I just let go."

Out of a perfect score of 300, Caudle came in 5th in his platoon with a score of 252. His drill sergeant, Sgt. 1st Class Rob Cowhey, was impressed.

"Yeah, because he was low key enough that I didn't really notice where he was. A good private can be sort of anonymous, you don't notice they're there because you notice the ones that get into trouble or the ones that are stars. So I hadn't paid attention to how fast he ran, and when I saw him come in as early as that on the run, I was impressed," said Cowhey.

Keeping his mind focused on what he was doing and not on Michelle was difficult the first two weeks, but less so after he became engrossed in training. He said taking orders from a drill sergeant almost young enough to be his son was also hard at first. That changed, too.

"You know what they want out of you," said Caudle. They don't want you not to learn anything and have something hap-

pen to you because they didn't train you right. So the first couple of weeks was hard, but after that, I had a lot of respect for the drill sergeants."

Caudle is currently doing his advanced training at Fort Gordon, Ga. Where he will be based is yet to be determined, but he's requested Virginia Beach and Italy for his overseas assignment. For now, his wife and their three children, two of whom - Alysha and Bill - are adults and the youngest - Chelsea - a high school freshman, will stay in Wisconsin.

"We have a lot of faith in her doctors and we trust them," said Bill. "And I know the military has good doctors and some good equipment, but we feel more comfortable staying at home with family, too, to help support."

"That's the plan," said Michelle, who's mentally gearing up to be without her husband. "I have my good days and my bad days. I'm almost done with my treatments, at least hopefully. Right after Christmas, I should be done, unless the doctor tells me different. So I'm on the downward side of the chemo and hopefully, I can't really say remission, [but] hopefully" - she said through tears - "it will stay away longer this time."

Michelle continues to receive a lower dose of chemo every three weeks for preventative measures.

Caudle now owes the Army eight years, but he hasn't ruled out making it a career. If he chooses to stay, Cowhey thinks Caudle will be an asset to the Army.

"I think he put in full effort and really wanted to be here. I wouldn't want anybody to think he was only here for health insurance. That's a nice benefit he got from it, [but] I think he came to be a Soldier. I think he will do well because he has it in him to do well. He has a good work ethic and he'll be a good Soldier. And maybe, he'll like it enough to stay, who knows.



Following his graduation ceremony Pvt. Bill Caudle stands outside with his wife, Michelle.

Recruiter Wins Big on Wheel

By Phil Walker
Fresno Recruiting Battalion

After months of prodding by his wife, Sgt. Travis Craven finally filled out the entry form to be a contestant on Wheel of Fortune. He was surprised he was chosen as a finalist — one who would ultimately win big in cash and prizes on the show.

“They had about 30 people audition as contestants on the show,” said Craven, whose wife, Maria, is an avid Wheel of Fortune watcher. “I was really surprised they picked me.”

The program was taped Jan. 7 at the main Wheel of Fortune studio in Los Angeles. Maria, Travis’ mom and two other relatives all went with him to cheer him on.

Travis said it is all very organized.

“They have the three contestants for that show go through some practice at spinning the wheel and give them tips on what to do, what to say and how to act,” said Travis. “You also have to wear make-up, which was a first for me.”

Then it was show time. The audience came in, and the cameras rolled. Travis was in the first position, wearing his dress blues, right next to host Pat Sajak, who is in his 28th year on the program.

“It’s not like watching the show at



CAROL KJELSON

Sergeant Travis Craven prepares to spin the wheel on the TV game show, Wheel of Fortune. The show will air nationwide Feb. 24.

home,” said Travis. “When you are in front of that big audience and know that you are on nationwide television, it’s significantly more difficult.

“I sort of fumbled around during the Toss Ups, but then I settled down and started playing a better game.”

With each commercial break, the contestants have to turn around, get their make-up touched up, and are given tips on what they are doing right and wrong by the Wheel of Fortune staff.

As the show progressed, Travis started winning. Even though all the contestants won something, Travis was the big winner

at the end of the game and went to the bonus round.

Travis, who has been in the Army for six and a half years, and is a recruiter in the East Bay Company, says it was a tremendous thrill. He was also proud to be wearing his dress blues and get in a plug for Army recruiting.

“It’s an experience I will remember forever,” he said, “And I’m glad Maria kept after me to apply.”

Travis says that the entire Wheel of Fortune staff and especially Pat Sajak and Vanna White, were very nice people.

The program airs nationwide Feb. 24.

Future Soldiers Engage Future Training

Story and photos by Jorge Gomez
Milwaukee Battalion

Future Soldier Ashonte Echols, a Wauwatosa High School senior, didn't have to wait for basic combat training to learn how to properly fire an M-16 rifle. In January, Echols and 18 other Future Soldiers from the Milwaukee Company received marksmanship training from the Small Arms Readiness Group (SARG), a Army Reserve unit in Milwaukee.

SARG instructors use the Laser Marksmanship Targeting System to train mobilizing Reserve and National Guard Soldiers. The system uses lasers and digital targets to aid instructors in improving a trainee's performance.

Just like newly uniformed Soldiers in basic combat training, the Future Soldiers first learned to identify the parts of the rifle, clear the weapon of any rounds, and disassemble and assemble it before engaging targets. They also learned how to properly

hold a rifle, monitor their breathing, and aim center mass through the front site.

"Focusing on the front site was the hardest part of the training," said Echols. "I kept wanting to focus on the rear site."

That was the first time Echols had ever held a weapon. He said he came to the training wondering if it would be similar to a video game. But unlike a video game, Echols had to factor in his breathing when squeezing the trigger or risk moving his front site off target.

"It's hard paying attention to your breathing," Echols said.

Cory Ammerman, another Future Soldier from the Milwaukee area, said his shoulder felt sore after shooting the digital pop up targets in the prone unsupported position, which was only the second time he had ever handled a firearm.

He said the hardest part of firing an M-16 was chambering a round, or as he described it, "recocking the weapon," in order to shoot again. But he added, the training gave him a good feel not only of what will be expected of him but also confidence in his ability to fire an M-16.

Echols said the experience confirmed to him that he was following the right career path.

"I liked shooting the targets and watching them fall," Echols said, "and it felt good to hold the weapon."

Staff Sgt. Timothy Sireno, a Future Soldier squad leader with the Milwaukee Company, said those learning experiences are what he aims for.

"The Future Soldier Training Program is designed to prepare Future Soldiers for BCT and to keep them motivated so they ship," Sireno said. "People are intrigued about weapons systems, so breaking them down and firing them really puts a gleam in them to want to stay around. Hopefully, the training makes the Future Soldiers more comfortable with handling a weapon and more relaxed about leaving for Basic."

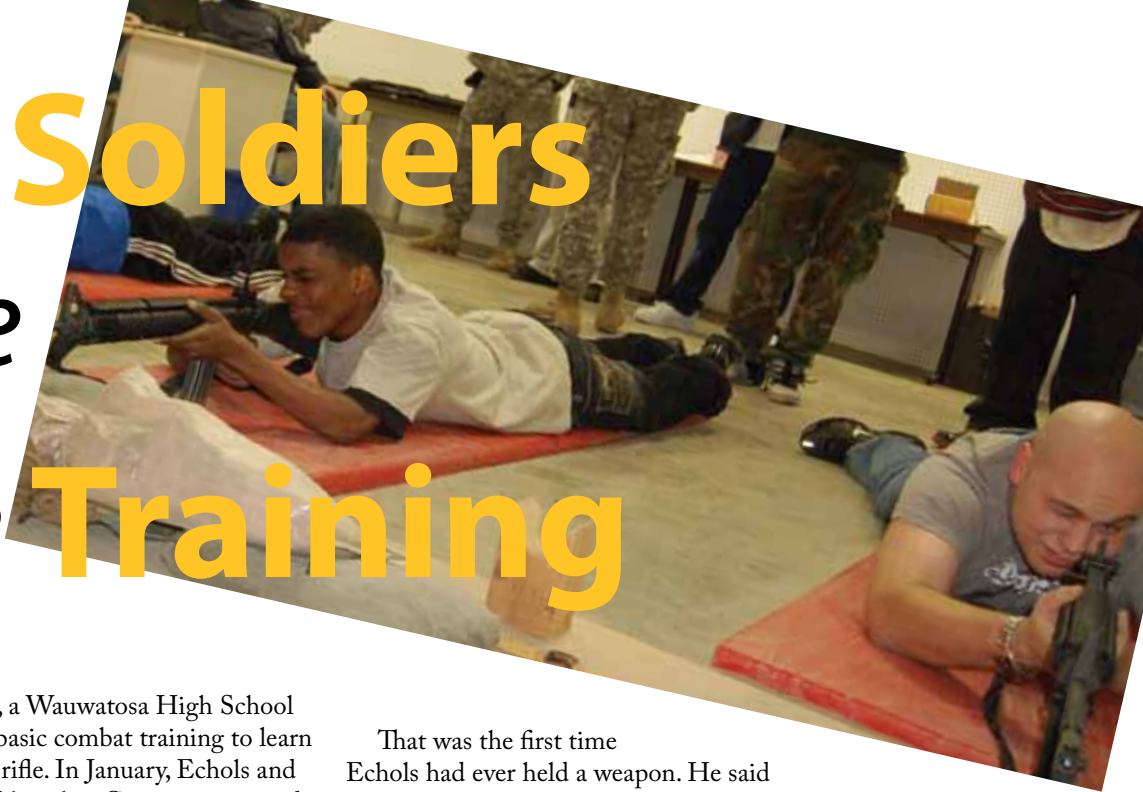
Staff Sgt. Ron Homa, a SARG instructor, said he encourages recruiters to continue bringing Future Soldiers to marksmanship training.

"Familiarizing Future Soldiers with the M-16 rifle is a fantastic idea," Homa said. "They will be ahead of the game when they go to Basic (Combat) Training."

Homa is accustomed to delivering refresher marksmanship training to mobilized Reserve and National Guard Soldiers. This training differed in that the Future Soldiers have had no formal military training on any of the warrior skills.

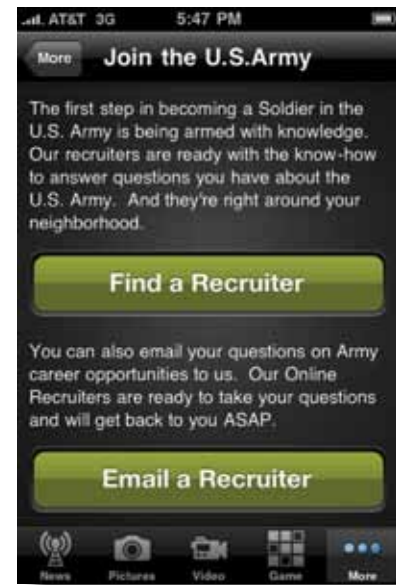


Future Soldiers from the Milwaukee Company disassemble M-16 rifles during a preliminary marksmanship class at a Future Soldier function in Milwaukee Jan. 9.



iPhone Becomes Army Strong

Download Among Top 25 Free News Apps; Includes Feature to Find Local Recruiter



By Maj. J.P. Arnold
Accessions Command

Need a recruiter? We have an App for that. The first-ever U.S. Army iPhone Application (App) was created December 2009 enabling users to engage social media and “find a recruiter” practically anywhere, anytime. In a partnership with the Office, Chief of Public Affairs, Accessions and Recruiting Commands, this free App is available at the online iTunes Application Store or at www.army.mil/mobile.

The Army iPhone App serves two purposes. The first is to reach potential Army recruits in a medium they use. The second is to provide Army information to those who influence them. While there are many aspects to this App, the most relevant recruiting feature is the “find a recruiter” page. Just like goarmy.com, users can enter their five-digit ZIP code and instantaneously locate a nearby recruiting station address and phone number. With one touch, iPhone users can call a recruiter or use Google Maps to navigate to the recruiting station. Additionally, an “e-mail a recruiter” button allows the user to send an e-mail directly to the USAREC cyber recruiters.

The iPhone’s vast App arsenal and popularity prompted this specific smart phone selection. It’s an App industry leader with over 100,000 available. According to cnet.com, using 2008 Nielsen Mobile stats, 2.3 million consumers own iPhones with 15.4 percent between the ages of 18 to 24, 33 percent between 25 to 34 and 47.6 percent between 35 to 64 years old. The Army recognizes the opportunities to connect with prospects and influencers on their terms. The Army iPhone

App, as reported by the Army News Service, is ranked in the Top 25 of free news applications with over 20,000 downloads. These trends demonstrate a focused potential for Accessions Command to leverage the iPhone App market.

Applications on smart phones are similar to software programs on computers. Apps give consumers quick and real-time access to niche or generalized information. This particular App is information-based and interacts with the Army’s social networks. Along with articles, videos and photos from army.mil, this iPhone App features connections to Army social sites such as Facebook, Twitter, FlickrR and Army Live Blog. Users can also view Army fact files, uniforms and ranks or listen to the Army Song. The Army iPhone App combines mobility, functionality and networking capabilities by connecting users to multimedia and each other.

What makes this new App even more unique is the ground-breaking technical work completed by Accessions Command G6. This project enabled a mobile device to connect and retrieve information about recruiting stations. The fast and real-time delivery of recruiting information is the direct result of tedious technological problem-solving by G6 and OCPA. The recent technical barriers broken will allow for future expansion of smart phone capabilities.

Smart phones and Apps synergize several media platforms. Prospects and influencers will increasingly use these devices and its software to connect with each other and information. The new Army iPhone App provides our target audiences another communication method for engaging with recruiters.



By Mark Howell
USAREC G7/9

As a Soldier and recruiter, physical and information security should always be forefront in all you do. This should be no different when using Facebook and other social networking sites. As Facebook continues to grow, so does the number of scams and individuals who are waiting in the “digital shadows” to take any shred of identifiable information to use against you. In this month’s article, I’ll discuss ways to safeguard information about you and your Future Soldiers on your social networking sites.

In last month’s Recruiter Journal, I discussed items you should not post on your page, specifically personally identifiable information, or PII. PII includes home addresses, phone numbers, personal e-mail addresses, birth dates, Social Security numbers, and names of spouses and children.

In addition to ensuring that these items are not posted by any of the page administrators, check your page daily to ensure that no one contributing to your page (Future Soldiers, Centers of Influence, etc.) posts anything that would be classified as PII. Also discussed last month was the importance of acquiring permission from individuals you would like to post something about.

Nine times out of 10, the person or organization will have no objection, but it is better to ask than to surprise (and possibly upset) them when they see what you have posted.

I heard one example of this past month when a Future Soldier did not want his information posted because he was worried about his current job security. Because of the popularity and openness of

Facebook Privacy Settings

social networking sites, several employers now routinely look at the pages of their employees to learn more about them.

This Future Soldier was understandably worried that his employer would learn of his enlistment, and would find a replacement for him before he left for basic training. Again, make sure you have permission from all parties before posting it to your page.

Next, I’ll move on to the technical side of Facebook security. In December, Facebook implemented new privacy features which may have reset any settings you previously had. This only applies to your “friend” pages, because “fan” pages are open to everyone.

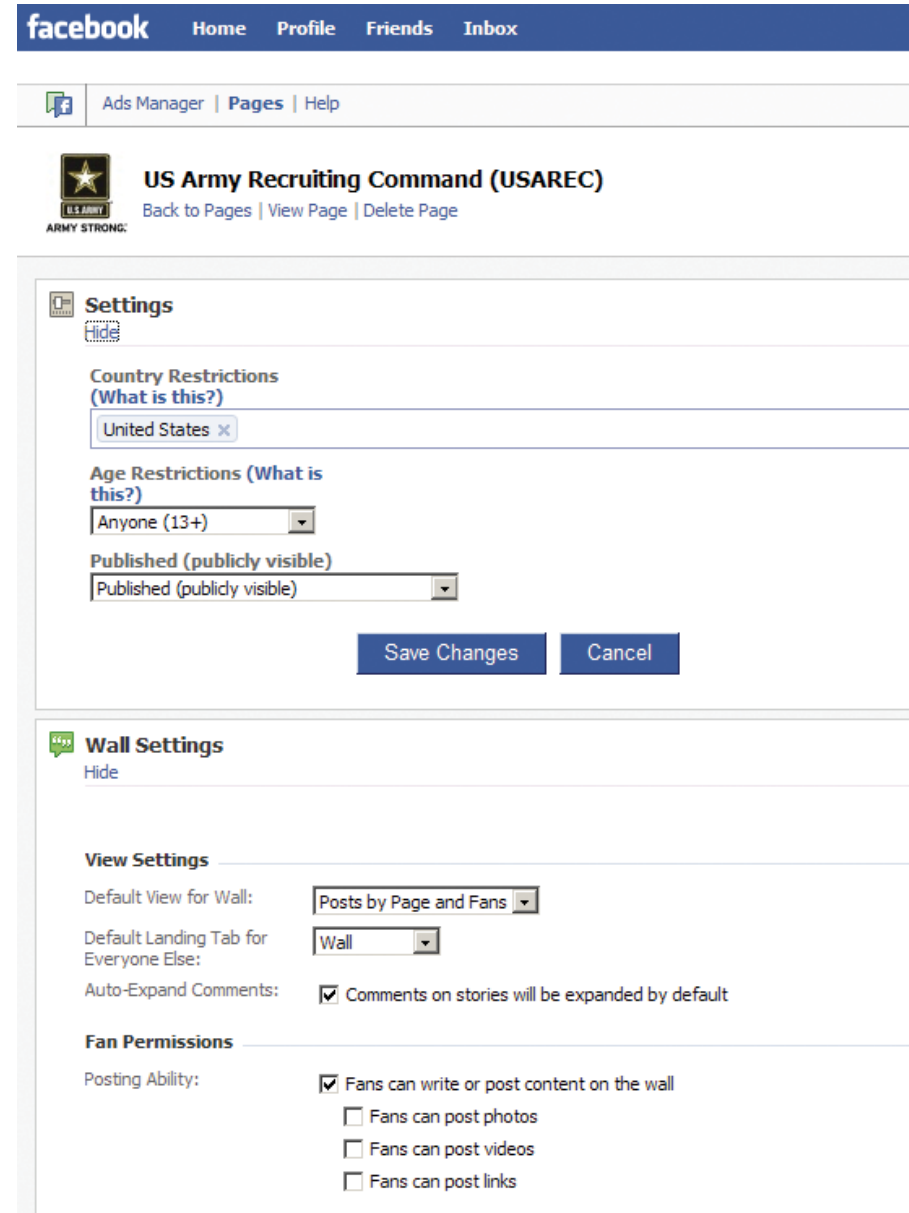
The person or persons who maintain your station’s “friend” page must access the “Settings” tab on their pages and make sure that the correct items are selected. Just follow the step-by-step instructions on the next page, and you’ll be set.

While you’re in updating mode, there are a few more things you need to get your page in compliance with the latest guidance from the Department of the Army. Every social media site is required to enter the following statement onto their main page. On Facebook, it should be located directly below the logo.

“This page is hosted on a non-DoD hosting service provider as a social media presence for the USAREC and is not subject to the control or direction of the U.S. Army for purposes of site management, compliance with Section 508 of the Rehabilitation Act, or the collection of information on those persons who may view this presence. For more information see the Privacy Terms & Conditions for the hosting service provider for this presence.”



To access your **privacy settings**, scroll over the “Settings” tab on the top right of the page.



from Facebook. What this means is that instead of the URL Facebook originally assigns your page: www.facebook.com/pages/Troy-NY/The-Island-Army-Recruiting-Station/112433112492, you could have an easy-to-remember address: www.facebook.com/armyrecruiting12345. To get your vanity URL, make sure you're logged into your page, and go to: www.facebook.com/username. USAREC has come up with a naming convention to make sure that the names are dress-right, so check out the box below to see what to use as your URL.

What to name your Facebook vanity URL:

Stations: ArmyRecruiting + top ZIP within station: (example: ArmyRecruiting12345)

Companies: ArmyRecruitingCo + Name of Company (example: ArmyRecruitingCoLongBeach)

Battalions: ArmyRecruitingBn + Name of Battalion (example: ArmyRecruitingBnChicago)

Brigades: Army3rdRecruitingBDE

Once you have completed the changes to your “Friend” page, go back to your “Fan Page”, and enter the “Edit Page” menu. Once inside, **make sure that your “Settings” and “Wall Settings” mirror the ones pictured above.**

Click the link that reads “Set a user-name for your pages” and follow the instructions provided. Next, type in the URL as described in the box above, then double check the spelling and ZIP code before proceeding, because this can only be done once.

Once you're sure it's correct, check for availability and follow the instructions to complete the change. Now you have a Web address that is simple and easy to remember and is short enough that it could be put on a business card.

In next month's issue, we'll talk about using photos on your pages, and how they can effectively tell your Army stories.

If you have any questions about Facebook, or would like to share a best practice, please email me at: mark.howell@usarec.army.mil and we may use it in an upcoming issue.

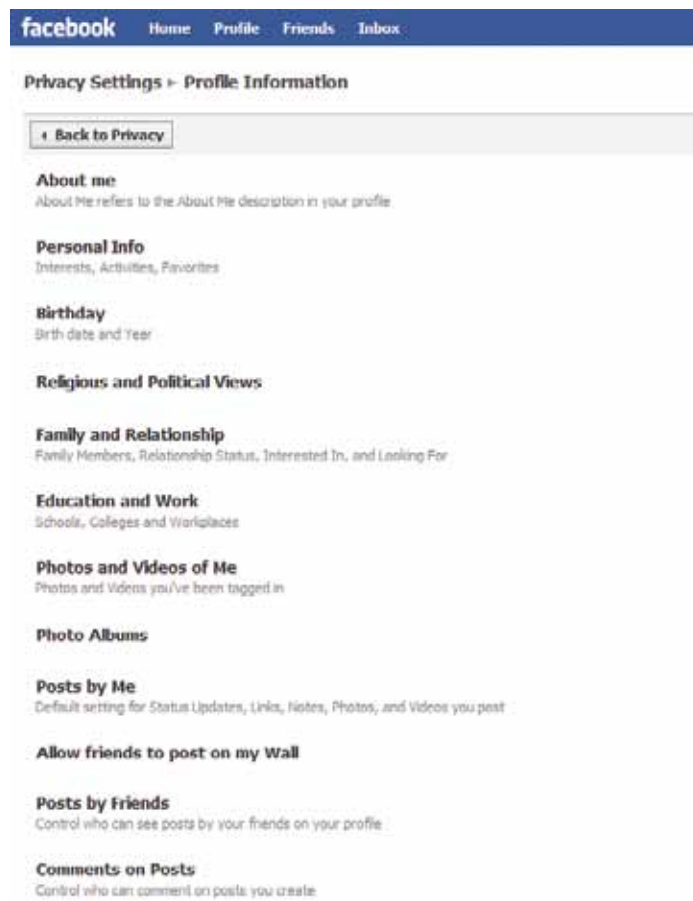
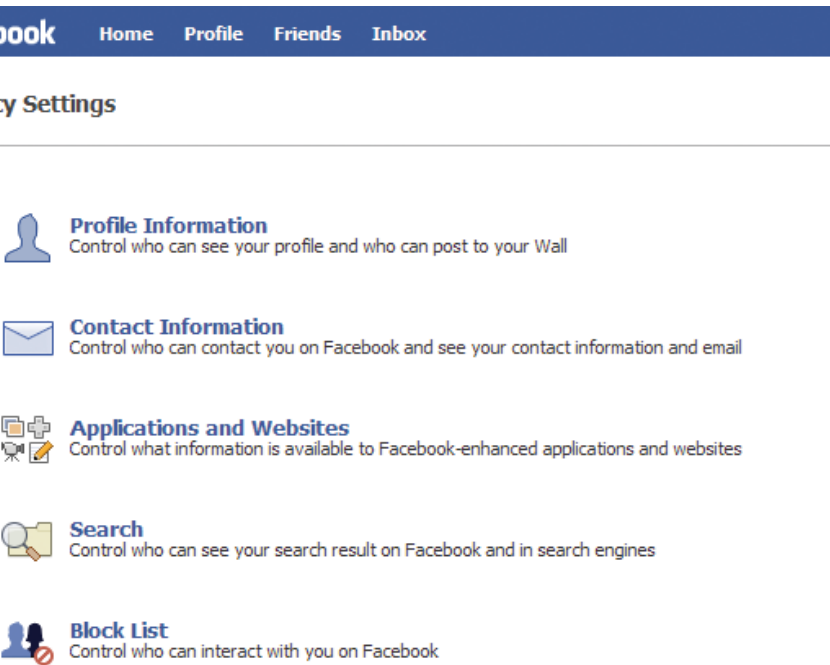
In addition, the next statement should also be included in the information tab on your Fan page:

“We welcome comments and discussion about our videos, but we do ask that you follow a few guidelines when posting comments:

- 1) *No profanity will be tolerated. Profanity in comments will result in immediate deletion.*
- 2) *No personal attacks or derogatory remarks will be tolerated.*
- 3) *Any type of repeated spam messages may be deleted at the discretion of Army.mil. Failure to follow our guidelines for com-*

menting on photos may result in your comments being deleted without warning. (Insert your organization's name) also retains the right to delete any comments that may not be covered by these guidelines.”

Finally, I'd like to share a great way to better promote your page. Are you tired of trying to direct someone to your page by using the default Web address? It would take a photographic memory to remember that, but Facebook now has a way to make sharing your address easier. If your page was active before May 2009, or has over 100 fans, you can request a vanity URL



Check to make sure that all of the fields are set to **“Only Friends,”** then click the **“Back to Privacy”** button at the top, and do the same for **“Contact Information.”**

Celebrating African-American Soldiers & History

By Amanda Huneke Wagner
Weber Shandwick

Each February, as part of Black History Month, the Army honors African-American history and African-American Soldiers' contributions to defend freedom, democracy and the Constitution. This year, the Army has developed a comprehensive mix of materials and activities for generating awareness among prospects and influencers, while building tangible support in local markets.

Those tactics include:

- A tool kit to support new local influencer and prospect events led by African-American partner organizations, schools, religious groups and businesses.
- National and local media outreach targeted at mainstream outlets, such as newspapers and radio as well as social media forums, to highlight unique and engaging African-American Soldier stories and accomplishments. At various events, an interactive exhibit emphasizing the Army's historic commitment to diversity will be featured.
- A number of influencer events, including a national COI event at an Army installation, will create an opportunity to enhance relationships with national African-American leaders. Several local events will be executed in coordination with local partners to build on existing programs planned for Black History Month.

Reaching Prospects and Influencers Online

A number of African-American Soldiers will be identified to blog about their participation in the events, while sharing their personal stories through Army Accessions Command's Soldier blog, ArmyStrongStories.com. Additional African-American Soldiers will be profiled on the Army Facebook page, which will create a forum for recognizing and leveraging these Soldiers through local and national media outreach.

Engaging Educators with African-American Film Tribute

"For Love of Liberty" is a four-hour, two-part documentary film that documents and acknowledges the role of African-American service men and women from before the first shots were fired in the Revolutionary War to current battles against global terrorism.

The goal of the film is to raise awareness and educate the public by telling relatively unexplored stories of the extraordinary contributions of African-American Soldiers in the battles for freedom throughout our nation's history.

The program will air this month on PBS.

Broad Reach Activities

To build awareness of the events, Black Entertainment Television (BET) will feature Soldier vignettes supported by banners on BET.com. Additional vignettes will feature African-American Soldiers who are using their Army experience to better their community and customized vignettes on Channel One will educate prospects about Army opportunities.

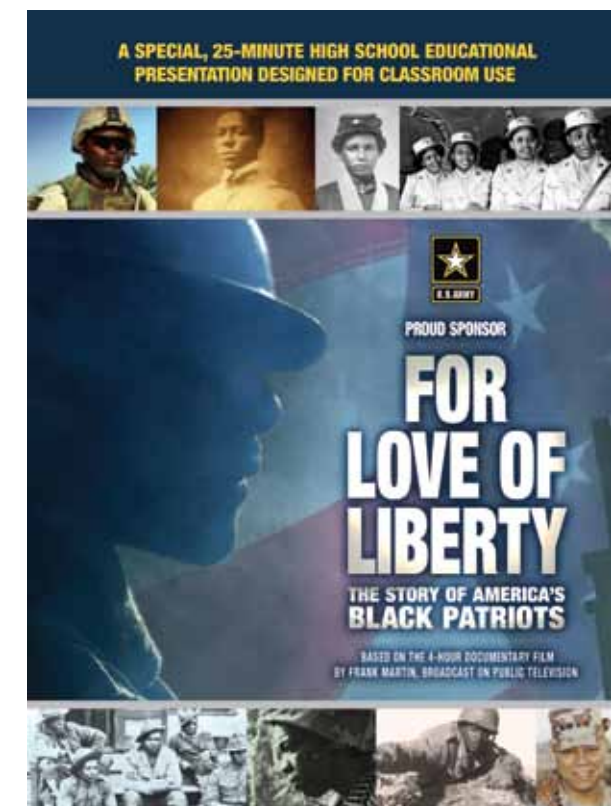
Messages to Remember & Share

The following messages were developed to maintain a consistent voice conveying the Army's longstanding commitment to African-Americans.

- During Black History Month, the U.S. Army joins the nation in acknowledging and celebrating the contributions of African-American Soldiers and their commitment to service.
- There are many ways to serve. The U.S. Army has more than 150 career options, as well as education and scholarship opportunities, such as ROTC.
- The U.S. Army and African-Americans share the common goal of preparing young people for adulthood through education, skills training and leadership development.

Incorporating these and other messages into programming, media outreach, presentations and other Black History Month activities will ensure a strong foundation as the Army communicates about the African-Americans who've served in the military. It will also help demonstrate an integrated effort between all communication components, including advertising, media relations and event support.

Amanda Huneke Wagner is an account executive with Weber Shandwick, the Army's public relations partner on the Army Strong recruitment campaign and part of the McCann Worldgroup.



"A wonderful story of a group of Americans who never lost their love of this country."

- Retired Gen. Colin Powell

'For Love of Liberty' Package Coming to Recruiters

Recruiting Command units will be provided 30-minute short version "For Love of Liberty" (FLOL) documentary DVDs to present to local high school classes or assemblies, college classes, events and influencers during a 12-month period starting this month, Black History Month. Each recruiter will receive three DVD packets (recruiters should evaluate schools in their footprint to determine which schools might benefit the most from this presentation).

A Web site featuring an instructional curriculum, videos and stories of African-American Soldiers will be built in support of FLOL. An Army version of the site is also available at www.forloveofliberty.net.

This project will last for 12 months with Black History Month as the primary target month.

This would be a good time for recruiting stations/battalions to identify a local African-American hero (not necessarily a recruiter) to have on stand by for African-American History Month media opportunities. For more information, see the USAREC FLOL Tasking G3T09-12-027.

All-American Army Experience

Story and photos by Julia Bobick
Editor

Secretary of the Army The Honorable John McHugh speaks to guests at the Partnership for Youth Success reception Jan. 8. USAREC recognized its 350th PaYS partner, AT&T, during the event.



For some 70 educators, coaches, business leaders and government officials, the U.S. Army All American Bowl was more than just a game. It was a chance to experience Soldiers where they live, work and heal, and to hear their Army stories. For one California coach in particular, it was even more personal.

"The whole experience was an eye-opener and a good experience," said Kevin Keys. "But when we went to [Brooke Army Medical Center], it really hit me, because one of my own was there at the hospital.

Keys said he wasn't prepared for seeing one of his former players there. Wounded during an ambush in Iraq, the Soldier is recovering from burns over 65 percent of his body.

"He had tears and I had tears. It was good healing, I think, for him, but also for me to understand big picture, the appreciation of what our Soldiers are going through.

"He still has that pride in service, and said he still doesn't know how to respond when people say 'thank you for your service.'"

The last contact Keys had with the student was in 2004 during his senior year of high school, so he said it was a great opportunity to be able to catch up and to hear about his experiences in Iraq.

The group heard from several Soldiers about their deployment, training and education experiences, as well from four wounded warriors sharing the stories of their recovery and care.

"We are exceptionally proud on how far we have come in taking care of wounded warriors," said Maj. Gen. Donald M. Campbell Jr., commanding general of the Recruiting Command and host for the influencer tour.

In addition to hearing firsthand from Soldiers and touring the

medical center, Fisher House and the Center for the Intrepid, the group also watched aerial and shotgun demonstrations by the Golden Knights U.S. Army Parachute Team and the U.S. Army Marksmanship Unit.

The event was not only about educating the participants about today's Army and what it means to be a Soldier, but also to ask

for their help in sharing the Army story when they return home. "Couldn't we work together, as a team of teams, to deliver that message of Army opportunity ... for the good of the nation?" asked Lt. Gen. Benjamin C. Freakley, commanding general of the U.S. Army Accessions Command.

"You're a very important part of what we do," he said. "It's not a nicety; it's an imperative to work with folks like you to be centers of influencers, to be advocates for your Army in your businesses and your hometowns."



Bill Duerden, of Cox Media Group in Orlando, discusses Army medical training with USAREC Command Sgt. Maj. Stephan Frennier. LEFT: Huntsville, Ala., Company Commander Capt. Stacy Hopwood shows Will Wiberg, of J.H. Rose High School in Winterville, N.C., how to use the Soldier's pressure dressing bandage during a briefing on how the Army trains its 68W combat medics.



Cynthia Hulon, South Carolina Department of Education, and Michael Hodges, principal of Northern Nash High School, take notes during the Army education discussion. The group listened to Soldiers share the education experiences made available to them through the Army.



Major Gen. Donald M. Campbell Jr. and Brea, Calif., Mayor Ron Garcia talk with trainees during lunch at the Fort Sam Houston dining facility Jan. 7. LEFT: Detroit School Board member Annie Carter, MRB Sgt. 1st Class Mycle McConnehey and Rhode Island CASA Theodore Low go through the Army mobile kitchen trailer at the Army Strong Zone Jan. 8. The tour group also had the opportunity to sample several varieties of MREs.

Network-Centric Recruiting

By Rick Welling
USAREC Doctrine Division Chief

Network-centric recruiting is nothing more than establishing interpersonal associations with internal and external sources to gain a market and operational information advantage.

Networking puts recruiters in touch with community movers and shakers who can assist with the recruiting effort and provide valuable information on people and events. A good recruiting network improves information sharing and enhances the quality of information.

People get very confused when they are asked to go and network or when asked to attend a meeting with the purpose of establishing a network. They panic, they rehearse what to say before attending the meeting and end up sounding like a parrot repeating what is said through an advertisement.

People think networking is a clever skill that means you have to market and sell, sell, sell your products without others realizing. This is not the case, so take a deep breath and relax. Let's discuss how to network successfully and how to make the most of it.

Why network?

If recruiting is fundamentally about relationships with people, then you need to make your relationships productive.

Networking, whether face-to-face or by using a communications device, is finding and establishing relationships with people. It can be shown to be a powerful process, and if properly handled can actually help you to work smarter versus harder.

You should have two objectives when networking

First, is to meet people who can help you, through their own experiences and contacts, now or at some time in the future. Second, is for you to be seen as someone who makes a worthwhile contribution and to be remembered in a positive way.

Networking is a two way process of giving and receiving

Remember, networking is choosing contact and conversation over silence and isolation. You should discover that cooperation is far more powerful than competition. It's about sharing information and making contacts — the more the better.

Networking allows you to share experiences and your ideas with other people because it might just give you fresh ideas on how you can do business better or provide you leads to contact, interview and enlist.

Personal referrals are by far the best way to promote yourself or your services, and they only happen if you get out and make new contacts. Your network can also be a source of news, advice and even warnings, so there is much to gain.

Expanding
Your Access
to Prospects



Colonel Glenn Richie, 2d Recruiting Brigade commander, talks about Army opportunities with influencer tour participants from his recruiting area during the U.S. Army's 10th Anniversary All-American Bowl.

What's in it for me?

If you network expecting to get instant results, or to purely milk the network for leads, then you may be better off as a door-to-door sales person.

Treat networking simply as an enjoyable way to meet new people, help them out, and maybe get something in return every now and then. In other words, if you concentrate on the giving rather than the receiving, you'll find that the rewards will come with what appears to be no work on your part.

You cannot be an expert in all areas. You should be encouraged by, as well as encourage other people to collaborate and share ideas. In this way, networking is instrumental in providing the perfect breeding ground toward a team effort, working together without the traditional constraints and boundaries. In other words, share your network with your peers and approach it as a team. However, you should remember that the team must communicate with one voice to never lose credibility.

You should never approach networking with the intention of seeking early results, or a certain level of results. Treat it as an ongoing opportunity to stay in touch with a huge range of people who know other people.

I'm not a natural at networking

People tend to forget that when they go out for a beer that they are actually networking, when they go to a party they are networking, when they are standing at the bus stop they are also networking, when sitting at the hairdresser or the barbershop they are also networking. Try and think of other instances where you are meeting people on a personal or a business basis and you might surprise yourself and come to the realization how much networking you are actually doing! Be professional and be yourself.

Professional networking is just like the examples above, but with the intention of making professional connections and sharing professional knowledge. Recruiters share their experiences and the Army programs to educate their network.

For example, the majority of the civilian populace have no idea of the educational benefits that the Army can provide, such as the student loan repayment program, tuition assistance, or the recently approved Post 9/11 GI Bill. The general population normally only relates the Army to what they have seen in the movies or on TV during the news.

As you know, this view is often a negative portrayal of the Soldiers and military life, so showing a real depiction is an eye opening experience.

I don't feel I have anything to offer

One of the most important people to know in any office is the secretary or office manager. She or he knows everyone, what they do, and all the gossip. She or he knows the boss downwards and treats them equally.

Approach your networking just like the secretary or office manager would. You simply want to connect with someone so you can help them out, hear their news or put them in touch with someone, or to listen to their stories. The Army has equipped you with a lot of knowledge and experiences and the ability to recognize a situation then quickly decide on a suitable course of action and then execute. This ability gives you an edge so use it to your advantage.

For example, when you walk into a high school's front office for the first time, the only person or persons you should concentrate on are the secretaries. Don't talk about the principal or anyone else. Concentrate on the secretary. Introduce yourself and really get to know them, but remember, they have a job to do — don't overstay your welcome. Quickly scan their desk and see if you have a personal presentation item (PPI) that they could put to good use and will appreciate. Don't give it to them yet — just make a mental note. Hand out your business card. Once you complete your discussion, make sure you document your experience using the approved method.

Now, within the next few days, drop back into the school and deliver the PPI and a thank you card to the secretary. Explain that you really enjoyed your visit and hope to visit again. Congratulations! You just made your first external network link.

Periodic visits to the secretary will lead to introductions to members of the secretary's network: teachers, principals, students and others. Eventually the secretary's network will be intertwined with yours.

Remember, it doesn't matter at all if the person you meet is far removed from your level of experience or profession. In fact, it is probably better! That person is simply a potential link to someone of great value to you. The trick is to treat each link in your network equally, to make each person feel that being a part of the network they have something to offer and that they are important.

Getting over your first meeting nervousness

Have you ever managed to get to a meeting first? You really ought to try it sometime. Stand by the coffee bar or the back of the room and just watch people as they come through the door. Watch their eyes. Everyone is nervous and anxiously scanning the room to see if they know someone or can find someone to bond or talk to.

If you are the first person at the meeting, taking a small action like a smile will indicate to others that you are approachable and the opposite holds true for you to approach them.

Another way of meeting people is by telling one of the meeting organizers who you are. They should introduce you to some people and keep an eye on you during the event.

Remember, when networking most of the people in the room will be feeling the same way. The sooner you talk to someone, you help to put them at ease too. One good technique is to buddy up with another person for a while so you can introduce them to a couple of other people before safely leaving them to network on your own. Then you can find another buddy and help them in the same way.

This is how you help yourself by helping others — you probably just helped half a dozen people, and those nerves didn't even get exposed. Recruiters should always do this initially with their station commander or another recruiter.

If the above sounds like to great a leap, then still try the buddy approach, but wait for people to come to you. You could end up talking to the same person for the entire event. The trick is to always try to migrate between groups — at least once to break the ice.

If you still have problems, then tag onto someone who is obviously experienced at networking, and simply watch what they do. Try to copy their actions in a small way on the other side of the room.

Change the Topic

Networking is all about meeting new people and building a relationship with them slowly. If you stick with a small group of friends you will not meet new ones. Equally, if you keep the conversation on the same topic you are not going to attract new people or reap the benefits of referrals.

For example, if the Army increases the enlistment bonuses by \$10K and your network is not made aware, how do you expect your network members to possibly provide you a name of a person interested or to share this knowledge with their networks? Remember word of mouth is a powerful recruiting tool.

Find new conversation topics and change the topic if you sense it going on for too long. If you become stale or end up sounding like a parrot again, you will turn off your network.

Talking to people well above your station

What do you think the school district superintendent does when he or she is not at work and is at a local bar or baseball game? He or she talks to people from all walks of life and those people talk back. Just because someone is responsible for the operation of multiple schools and has an advanced education degree does not mean that he or she is not interested in you or what you can provide.

You may in fact find it easier to talk to these people, since networking is so much part of their job as well. You only need to establish something in common. Through your network, you should be able to discover what that commonality is — perhaps it is a favorite sports team, or a cause, such as saving the local golden-cheeked warbler from extinction.

Try it, compare how easy it is to talk to someone who holds an executive level position; you would be surprised to learn that they too are human. You might even find out that your networks have similar members, which will lead to further collaboration.

Network maintenance

Regular small conversations are better than infrequent long ones for networking. Be on the lookout for snippets of news that might interest a contact as an excuse to renew the relationship.

When people contact you, always take the time to answer their questions, and return their messages promptly if left on a communications device — telephone, e-mail or text, for example.

Remember to listen — there is nothing worse than someone who talks constantly and loves the sound of his or her own voice. Not only is it boring and tiresome, people will begin to avoid you.

You have two ears and one mouth, so listen twice as much as you speak. If someone is not joining in on a conversation or discussion, ask them a question. Get everyone to join in.

Recruiters should always document their experience and annotate what was discussed in order to avoid this dilemma. Remember not all discussions have to be about the Army — a 60/40 mix is good. However, all discussions should have a tie to your Army story one way or another.

Should I arrange to meet people in my network?

If you feel it is appropriate, of course! But don't meet people just for the sake of it. You may find you really don't have much to talk about and your time is limited. A personal meeting will always be far better than online, but you can certainly connect to more people online than you can offline. You should regard the offline time as "quality time" with your network members.

Is networking just a fad?

Networking is as old as dirt. It has been used by successful recruiters forever.

Some feel that networking is only useful when you want to find a job, but it should not be something you just switch on and off. It needs a certain commitment in terms of your time and effort, so recruiters should always be networking. This way, networking will help you find your target audience, people to assist with the recruiting effort, and new friends — personal and professional.



Staff Sgt. Bradley Hecker talks with Lakeview Coach Tom Pavlansky at the U.S. Army All-American Bowl.

Winter Driving



WALT KOEPEL, RJ ASSOCIATE EDITOR

U.S. Army Combat Readiness/Safety Center

An Army accident report last winter read, in part: “Soldiers hit a patch of black ice after crossing a bridge and spun out of control, going into a narrow ditch and rolling the vehicle one complete time. Vehicle (was) traveling approximately 45 mph. Soldiers were all wearing their seat belts. All Soldiers were transported to local hospital ... treated and released.”

This group of Army National Guard Soldiers encountered an extra “surprise” as they drove to their weekend drill. Fortunately, they chose to wear their seat belts and walked away from the experience wiser and none the worse for wear.

But Guard Soldiers heading to drill aren’t the only Soldiers on the road this winter. During February, winter is still dumping on many states, and recruiters are having to deal with some bad weather and bad roads. However, unlike the Guardsmen, your trip doesn’t have to end with you in the hospital and your car in a ditch. The following tips from the National Safety Council may just keep your winter trips with a happy ending.

Weather

At any temperature, whether it is minus 20 degrees F or above 90 degrees F, the weather affects road and driving conditions and can pose serious problems. Because of that, it is important to plan your trip in accordance with the weather forecast.

Vehicle Check Up

Prepare your vehicle for winter. Start with a checkup that includes:

- Checking the ignition, brakes, wiring, hoses and fan belts.
- Checking the air, fuel and emission filters and PCV valve.
- Checking the battery.
- Checking the tires for air, sidewall wear and tread depth.
- Checking the antifreeze level and freeze line.

Check your vehicle’s owner’s manual for the recommended intervals for tune-ups.

An emergency situation on the road can arise at any time and you must be prepared. Following the tune-up, ensure you have a full tank of gas and fresh antifreeze in your radiator. In addition, you should carry the following items in your trunk:

- Properly inflated spare tire, wheel wrench and tripod-type jack, shovel, jumper cables, tow strap, bag of salt or cat litter, tool kit, flares, essential supplies

Be prepared with a “survival kit” that should always remain in the vehicle. Replenish it after each use. Essential supplies include:

- Working flashlight and extra batteries
- Reflective triangles, compass, first aid kit, ice scraper and snow brush, wooden stick matches in a waterproof container, pocket knife, nonperishable, high-energy foods like unsalted canned nuts, dried fruits and hard candy. In addition, if you’re driving long distances in cold, snowy and icy conditions, you should also carry supplies to keep you warm, such as heavy woolen mittens, socks, a cap and blankets.

In case you do become stranded, follow these tips:

- Do not leave your vehicle unless you know exactly where you are, how far it is to possible help and are certain you will improve your situation.
- To attract attention, light two flares and place one at each end of the vehicle a safe distance away. Hang a brightly colored cloth from your antenna.
- If you are sure the vehicle’s exhaust pipe is not blocked, run the engine and heater for about 10 minutes every hour or so, depending upon the amount of gas in the tank.
- To protect yourself from frostbite and hypothermia, use the woolen items and blankets to keep warm.
- Keep at least one window open slightly. Heavy snow and ice can seal a vehicle shut.
- Eat a hard candy to keep your mouth moist.

As a Soldier, you have the Travel Risk Planning System (TRiPS) available online at <https://safety.army.mil>. All you have to do is log into TRiPS and follow the easy directions to see areas where you can increase your margin of safety on the road. By taking an overall look at your travel plans, TRiPS can alert you to dangers you may not be aware of and, at the same time, evaluate the level of risk for your trip. This handy online tool helps you to avoid hazards rather than having to confront them on the road.



DAN DESMET, NEW YORK DISTRICT PUBLIC AFFAIRS

Recruiting Station Closest to Ground Zero Opens Doors for Business

By Emily Gockley
New York City Battalion

The City Hall Recruiting Station officially opened its doors on Dec. 17. The closest recruiting station to Ground Zero is located in lower Manhattan at 143 Chamber Street.

Commanding General of the U.S. Army Recruiting Command, Maj. Gen. Donald M. Campbell Jr., was the guest speaker. Metro Company Commander Capt. Will Figueroa served as Master of Ceremony and introduced the Station Commander, Staff Sgt. Juan Castillo and Commander of the New York City Recruiting Battalion, Lt. Col. Omuso D. George.

“Consistently a highly successful recruiting station, City Hall was Manhattan’s highest producing location in 2009, earning it top honors in the New York City Metro Recruiting Company,” said Figueroa.

When the Department of Defense authorized the U.S. Army to begin enlisting legal resident aliens in April 2009, the Army appointed the New York City Recruiting Battalion to execute its pilot program of Military Accessions Vital to the National Interest (MANVI). The strategic location of the City Hall Recruiting Station led to its selection as one of 13 New York City locations to begin processing the enlistments of multi-lingual applicants

USAREC Commander Maj. Gen. Donald Campbell Jr. counts down as Soldiers prepare to cut the ribbon at the newly relocated New York City Hall Recruiting Station in December. New York District Corps of Engineers Commander Col. John Boulé (second from left) attended the ceremony, as New York District’s Real Estate Division played a role in the planning and logistics of the station’s relocation.

seeking expedited U.S. citizenship in exchange for their honorable service. During this initial year of the test program, City Hall has processed more MAVNI enlistments than any other recruiting station in New York.

“The backdrop of the World Trade Center site a few blocks away from here serves as a constant reminder of why we are here,” said George. “Our team members here at City Hall station are the Army’s ambassadors here in lower Manhattan. They will continue to be committed to supporting the local community, strengthening partnerships and providing information about opportunities for service.”

“I had to come to the Grand Opening Ceremony after seeing Staff Sgt. Juan Castillo’s picture on the front page of the New York Times Metro section,” said Campbell. Castillo was featured in two consecutive articles that appeared in the New York Times. Campbell went on to thank the noncommissioned officers who work in the recruiting station for their hard work and dedication to the Army and to defending America.

Castillo and George cut the ribbon to officially open the first floor recruiting station.

Chicago Recruiting Battalion Helps Less Fortunate with Operation Goodwill

By Mike Scheck
Chicago Battalion

The phrase “the holidays are a time for giving” isn’t just a catchy movie theme to members of the Chicago Recruiting Battalion as a number of recruiting stations initiated “Operation Goodwill” during the past holiday season.

“The purpose of Operation Goodwill is to get back to the grassroots and give back to the community by displaying compassion during the holidays,” according to Lt. Col. Ed Box, commander of Chicago Battalion. The commander’s intent is to “have Soldiers volunteer in shelters, soup kitchens or other community service organizations in their local area.”

Four recruiters from the Elkhart, Ind., Station teamed up with members of a local church to collect and distribute food items to needy families in the Osceola, Ind., area. Sgt. 1st Class Stefan Roberts, along with Staff Sgts. Mark Glynn, Brandon Buremeister and Thomas Hamman worked with church members to package and deliver food baskets to more than 36 families during the holidays.

Roberts said that he didn’t realize how many families in the area are facing hardships.

“We decided early on that this project was a very worthy cause and we all looked forward to the mission,” Roberts said. “Most of us are fortunate to have food for our families, but those families hard hit by the economic downturn in northern Indiana struggle day-to-day. This is just another way for us to serve our country much closer to home.”

Roberts said that he and the other Soldiers had no idea of the impact of their efforts. “In those brief moments when we distributed the packages, we saw the smiles, tears and the heartfelt appreciation of the recipients,” according to Roberts. “We all know the indescribable feeling associated with giving. Those are the memories that stay with you the rest of your life.”

Sergeant 1st Class Kelly Brown and recruiters from the Round Lake Beach Recruiting Station participated in a community service project to collect food for a local food pantry. Brown, Staff Sgts. Alberto Roche, Mark Winter, Richard Flanagan, Julius Frazier and Sgt. Ruben Garcia worked alongside the Round Lake Chamber of Commerce and spent three weeks collecting food baskets to hand out to local residents.

“We as Soldiers sometimes don’t realize how well off we really are and never fully appreciate how much support we receive from the local community,” Brown said. “It’s a good feeling to give back to the community in any way we can, especially to those most needy.” (Round Lake Area Chamber of Commerce photo).



ROUND LAKE AREA CHAMBER OF COMMERCE

Kevin Loud, secretary for the Round Lake Area Chamber of Commerce, poses with Staff Sgt. Richard Flanagan and Sgt. 1st Class Kelly Brown, station commander of the Round Lake Beach Recruiting Station, while distributing food to needy families in the Round Lake Beach area.

Diving into the Request System

Story and photo by Jane Spass
Albany Battalion

Matthew Tommaso was probably the easiest enlistment of Staff Sgt. Dustin Purciful, with just six months in recruiting.

He walked into Albany station with credentials beyond high school, a commercial diving certification.

Matthew, eager to learn more about Army life, moved to Slingerlands, N.Y. to live with his brother 1st Lt. Nicholas Tommaso, a field artillery officer. In just a few short weeks of living with him and learning the rigors of military life, he gave some thought about service to country. Not sure if the military was for him he began to pound the pavement in search of employment in the private sector.

Although Matthew had a diving certification he thought realistically; he knew that the demand for a diver in the State of New York in the dead of winter was not the ideal situation to be in, especially in these trying economic times. Inspired by a friend, who was unable to complete the diving certification course because of a serious health condition, he pursued his passion. Motivated by his brothers Nicholas and Pfc. Joseph Tommaso, a Marine, he began to explore the military seriously.

After one trip to the Albany recruiting station his life changed instantly. Within minutes of working with Purciful, Matthew knew he wanted to be Army Strong. Eager to assist Matthew with his career goals, Purciful used the FSR2S/Request system to



1st Lt. Nicholas Tommaso, a field artillery officer, congratulates his brother, Matthew Tommaso, on his enlistment as an Army diver.

search and locate a job as a diver in the 21D series.

Within days, Matthew completed his physical and took the oath of enlistment given by his officer brother. Tommaso is scheduled to ship to Fort Leonard Wood, Mo., in February. He will complete Phase II of his training in Panama City, Fla. Tommaso is excited to pursue his dream job in the Army. He looks forward to the training and the travel experiences that lie ahead.

Florida Recruiters Give Back

Story and photo by Capt. David Wilson
Lakeland Company, Tampa Battalion

It was a warm, sunny day in central Florida, making it hard to believe Christmas was just a week away.

Members of the Lakeland Recruiting



Lakeland, Fla., children received toys with the help of the Lakeland Recruiting Company.

Company assembled at a local community business in Dress Blues, Class A, and ACU uniforms to prepare for "Operation Give Back," a program providing Army and community support for the less fortunate families in Lakeland, Fla., during the holiday season.

"Operation Give Back" is designed to strengthen our community through organizational support, donations, and awareness," said Lakeland's first sergeant, Tony Conyers. "We want to continue to strengthen the bond between local residents, the Army, community organizations, and business and industries. Our goal is to provide relief to families of the community with food and toy donations."

The team assembled to present donated items — "from the community to the community" — included local civic leaders, noncommissioned officers from the Lakeland Recruiting Company, Family Readiness Group Leaders, and Future Soldiers of the Lakeland Recruiting Company.

The task was simple — build community awareness and support through understanding of community needs. At 10 a.m., Dec. 19, "Operation Give Back" started in front of a small local barbershop in Lakeland, Fla. During that time, local leaders handed out toys to children up to age 10, and holiday meal bags for the less fortunate within the community.

"This is a wonderful event that really shows the support the United States Army gives to local citizens," said Rigina Williams, an English teacher from Lake Gibson High School. "We're all so grateful to the Army for helping us this holiday season."

Many local businesses provided support for the operation.

"I really feel great about myself and what we are doing here," said Sgt. 1st Class Duncan Ratliff, Kissimmee station commander. "Having people come up to you and thanking you for your service is a feeling that cannot be expressed in words."

The Lakeland Recruiting Company provided 233 holiday meals for families within the community, 12 holiday meals for Future Soldier families, and 1,700 children with toys.

Grand Opening for Shreveport Medical Recruiting Station

By Peter Rocha
5th Medical Recruiting Battalion

Soldiers, federal and state dignitaries along with local business executives gathered Nov. 17 to celebrate the grand opening of the Army's Shreveport Medical Recruiting Station in Shreveport, La.

The team of specialized health care recruiters is charged to prospect throughout a geographical region of more than 25,000 square miles covering all of north Louisiana and into Mississippi. This activation relieves the Baton Rouge Medical Recruiting Station of the responsibility.

5th Medical Recruiting Battalion Commander Lt. Col. Rick Dickinson, hosted the activation. Attendees of this ceremony included the dignitaries William James Hill, Civilian Aide to the Secretary of the Army; Leslie Quinn, Senior Aid for

Senator David Vitter and Tari Bradford, Senior Aid for Senator Mary Landrieu.

"All of our Soldiers need the best possible healthcare" said Sgt. 1st Class Robert Gerace, station commander, Shreveport Station. "We have come to recognize the momentum of health care that is coming to northern Louisiana, so we have placed ourselves here to provide a contact for the local physician, nurse, veterinarian and dentist."

Passion to Join, Motivation to Succeed

By Perry Edelbergs
Cleveland Battalion

Chad Edward Strickfaden of Sandusky, Ohio, joined the ranks of the unemployed in Jan., 2009 as his employer, an automotive supplier, was forced to lay off the 26-year-old.

Strickfaden is well educated, having graduated from Sandusky High School in 2002 and earned a bachelor's degree in mechanical engineering from the University of Toledo in 2006. After two months of searching for a new job, Strickfaden decided that the Army was the right choice for him. However, he had an obstacle to overcome — his weight.

Back in March of 2009, the 5-foot-7-inch Strickfaden tipped the scales at a hefty 283 pounds. But the prospect of entering the Army was a strong motivator and Strickfaden was committed to lose weight.

"He would come into the station and we would take him to the gym," said Sandusky Recruiting Station Commander Sgt. 1st Class Timothy Bell. "We gave him encouragement but he was already pretty motivated ... he spent a lot of time working out, running and eating better," said Bell.

By the end of September Strickfaden enlisted into the Army and shipped in mid-November weighing 205 lbs. He took basic training at Fort Leonard Wood, Mo., and is scheduled to take his Advanced Individual Training in the signal intelligence analyst field at Goodfellow Air Force Base, Texas. He enlisted for three years and signed up for a \$5,000 cash bonus and also the Student Loan Repayment program, which can provide up to \$65,000 for qualified student loans.



Chad Edward Strickfaden lost 78 pounds to be eligible to enlist as a signal intelligence analyst.



COURTESY PHOTOS



Lieutenant Col. Fredrick Dummar, commander of the Special Operations Recruiting Battalion at Fort Bragg, N.C., congratulates Capt. Ivan Castro on graduating from the Maneuver Captain's Career Course. Castro, who will be assigned to the recruiting battalion, is the first blind student to attend the course.

Blind officer graduates Maneuver Captain's Career Course

Story and photo by Kristin Molinaro
Army News Service

The first blind student to attend the Maneuver Captain's Career Course — which prepares captains to serve as company commanders and staff officers at battalion and brigade level — graduated in December.

Captain Ivan Castro, who's served in the Army for 21 years, was injured during offensive operations in Yusufiyah, Iraq, Sept. 2, 2006, while deployed with the 82nd Airborne Division. Shrapnel from an 82mm mortar that landed five feet from his position on a rooftop struck him, a sniper reconnaissance platoon leader, and several others. The mortar killed two Soldiers and left Castro blind.

"When I came here, I was kind of skeptical of how I would be received, being the blind guy," Castro said. "I thank my cadre and classmates for their support. I learned a lot from my peers, and I hope I taught

them something. We all have a cross to carry. You have to pick up the pieces and move on."

Castro also suffered a bilateral aneurysm, collapsed lung, pulmonary embolism, bone fractures and a nicked artery. He spent six weeks on life support in an induced coma. He underwent rehabilitation at Bethesda Naval Medical Center to help him adjust to life without sight. Within a year he ran the Marine Corps Marathon.

After completing his rehabilitation, Castro returned to work as the executive officer for the 7th Special Forces Group at Fort Bragg, N.C.

"It was critical for him to attend MCCC," said Lt. Col. Fredrick Dummar, commander of the U.S. Army Special Operations Recruiting Battalion. "You can't stay on active duty as a captain without it. It would've been not only a fight to keep him on active duty with his injuries, but also to keep him on active duty without attending a mandatory school.

"We saw what his potential still was instead of what he can't do. He may not be able to do every job in the Army, but by doing the job he can do, he's freeing up someone who can see to be doing something else."

To keep up in classes, Castro said he used a voice recorder and computer screen-reading software. Castro enlisted his roommate, Capt. Gerard Torres, as a running buddy to ensure he kept on the track during physical training.

Speaking to the graduates, Brig. Gen. Michael Repass, the commanding general of the U.S. Army Special Forces Command said, "One of your classmates is here today because his fellow warriors refused to cut him away like a bad parachute or let him fall behind. Our Soldiers will go into the jaws of hell if they believe we aren't going to leave them behind. That faith has to stick with our Soldiers if they are wounded or otherwise incapacitated. We leaders cannot put them on the sidelines and walk away from them. I remain encouraged by the obvious courage... of Ivan Castro."

Castro is not the operations officer for the Fort Bragg's Special Operations Recruiting Battalion.

Affordable Disney Vacations

Department of Army

The Shades of Green Resort, an Armed Forces Recreation Center, and Walt Disney World in Orlando, Fla., have teamed up to make a four-day vacation for servicemembers and their families even more affordable.

Through July 31, each active or retired member of the military may purchase up to six special four-day promotional tickets for \$99 each. Park Hopper and Water Park Fun & More options may also be added for a nominal fee.

The tickets are available through the Shades of Green Attraction ticket sales office. Eligible military members must be present when the tickets are purchased and used.

Shades of Green is one of four armed forces recreation centers worldwide operated by the Army's Family and Morale, Welfare and Recreation Command.

The mission of the resort-style hotels is to support the readiness and well-being of service members through a variety of vacation packages that make vacations affordable at world-class destinations. Room rates are on a sliding scale, based on rank.

For more information about these or other vacation specials, or to make hotel reservations visit www.shadesofgreen.org, or call 888-593-2242. Rooms are currently available, however, they may be limited on certain dates.

Ticket offers to other area theme parks are also available. For more information, contact the ticket sales office at (407) 824-1403.

All Disney military promotional tickets and options are non-transferable and must be activated by Sept. 26, 2010. Blackout dates and other limitations may apply.

New Army.mil Delivers Headlines Readers Want

By C. Todd Lopez, Army News Service

Army.mil has a new look and feel. Visitors to the site will experience a new level of Web customization and personalization never seen before on a military Web site.

They will be able to choose what kind of information they want to see on the front page and have the latest information that meets their criteria presented to them first every time they visit.

The redesign began more than a year ago to meet a directive from then-Secretary of the Army Pete Geren to create a Web site to showcase a "world-class Army."

Patricia Downs, deputy director of the Army's Online and Social Media Division, said no other site has offered all users, both military and the general public, the ability to log into a site and customize information delivery and appearance options and then save those customizations for reuse on subsequent visits.

To take advantage of the features on the new site, users will first need to log in using credentials from AKO, or from select non-military Web sites such as Google, Yahoo! or AOL.

Once logged in, users can personalize their Army.mil experience by adding and configuring any number of widgets, each of which allows them to view different kinds of information from different sources.

"The best thing about Army.mil is that it's using the content that I want ... so that it's right there when I log in, all the time," said Meghan K. McCormick, Army.mil social media strategist and content manager.

One of the widgets that allows that to happen pulls headlines from other military services' Web sites, including the Air Force, the Marine Corps and the Navy. An additional widget allows users to display on their customized page those Army news headlines that come from their particular unit.

The RSS feed widget allows users to display news headlines from virtually any source on their personalized Army.mil page. "Every day, I try to read CNN — so if I wanted, I could pull in CNN's news feed," McCormick said.

Other available widgets provide access to information posted by Army organizations on such social networking sites as Twitter, Flickr, Facebook and YouTube. Another provides Army-related videos and Army newscasts.

"We are tailoring it to our audience," McCormick said. "The people coming to Army.mil — they are looking at these social media sites, and they want to see Army social media."

Initially, there'll be a total of 20 widgets available on the new Army.mil, more will be added at a later date.



Army National Guard Outstanding Athlete Program bobsled pilot Sgt. Mike Kohn (front right) leads his four-man squad at the start of a U.S. World Cup Team Trials race Oct. 24, 2009 at Park City, Utah. Kohn will drive Team USA III sleds in both two-man and four-man competitions at the XXI Olympic Winter games.

WCAP Soldiers, Alums Make USA Olympic Team

Story and photo by Tim Hipps
FMWRC Public Affairs

Seven current and former members of the U.S. Army World Class Athlete Program have earned spots on Team USA for the XXI Olympic Winter Games, sched-

uled for Feb. 12-28 in Vancouver and Whistler, British Columbia, Canada.

Five current and former WCAP bobsledders, along with U.S. men's assistant bobsled coach Sgt. Bill Tavares, will tackle one of the world's fastest tracks in Whistler, site of the bobsled competition Feb. 20 through 27.

WCAP biathlete Sgt. Jeremy Teela earned a spot on his third consecutive U.S. Olympic Team in

biathlon, a combination of cross-country ski racing and rifle shooting from standing and prone positions. Five men's biathlon races of different distances will be staged Feb. 14 through 26 in Whistler, site of the best performance of Teela's career last year.

Four of the six U.S. men's and women's bobsled pilots learned the tricks of their trade while serving in WCAP under the tutelage of five-time Olympian Tavares,

who will assist U.S. men's bobsled head coach Brian Shimer.

Sgt. John Napier of Lake Placid, N.Y., will drive Team USA II's four-man sled. His WCAP teammate, 1st Lt. Chris Fogt of Alpine, Utah, will be among that crew, joined by Chuck Berkley of Clayton, Calif., and Steve Langton of Melrose, Mass.

Napier also will pilot USA II in the two-man competition with Langton aboard.

"Since my earliest memories, all I remember thinking about is this moment," Napier said after being named to the U.S. Olympic Team. "It's a dream come true."

On the women's side, former WCAP bobsledder Sgt. Shauna Rohbock of the Army National Guard Outstanding Athlete Program will pilot Team USA I.

"We are thrilled to be sending our best U.S. women's team ever to Whistler," said U.S. Bobsled and Skeleton Federation Chief Executive Officer Darrin Steele, another former WCAP bobsledder. "The selection committee had to make some very difficult decisions regarding the push athletes chosen to the team. Our deep pool of talented athletes is what makes us hard to beat."

2010 Goals for Senior NCOs

By Pfc. Jennifer Kennemer
Army News Service

Army Secretary John McHugh and Chief of Staff Gen. George W. Casey Jr. delivered their 2010 plan for the Army to more than 600 senior NCOs — nominative command sergeants major and senior enlisted advisers who advise general and flag officers in command positions within the military's active, Guard and Reserve — during the annual Sergeant Major of the Army Nominative conference in January.

Underscoring the importance of non-commissioned officer leadership, McHugh referenced his recent trips to Afghanistan and Iraq. He stated that the constant presence of professional and highly trained NCOs at every forward operating base and remote corner of the fight elevated his confidence in the ultimate success of the missions there.

"You as the senior leaders of the Non-commissioned Officer Corps have guaranteed that our NCOs remain the best and the envy of every other army in the world," said McHugh. "I want to personally thank you for your selfless service on behalf of our nation and the sacrifices and commitment of your families."

In 2009, the Army recognized the special role of the non-commissioned officer by dubbing it the "Year of the NCO." McHugh impressed upon the NCOs the instrumental part each played in molding the future generation of Soldiers as the Army continues to change and grow to meet the demand of prolonged conflict during the 21st century.



STAFF SGT. MATTHEW CLIFTON

Army Secretary John McHugh addresses noncommissioned officers about his 2010 plan for the Army Jan. 13 at Fort Bliss, Texas.

"We need to build the Army in much the same way that senior NCOs build their units: by working directly with Soldiers and by helping them transform how they think and how they accept risk," he said.

McHugh suggested this be accomplished by direct mentorship and a career-long commitment to learning. He also stressed that contrary to previous wisdom, technology alone is not enough to "lift the fog of war" and that leaders must be developed who are both adaptable and resilient through a three-pronged approach: education, training and experience.

The Army Chief of Staff echoed McHugh's remarks. "We are in a seminal point in the transformation of our Army," said Casey.

The Army has transitioned from the conventional warfare that predated the 9/11 attacks to one that must operate across the full spectrum of conflict, said Casey.

In looking to the future of the Army, Casey stated that one of his biggest priorities was restoring balance to the force through implementation of the Army Force Generation plan in reference to dwell time.

"The most important thing we can do to restore balance to the force is to increase the amount of time that Soldiers are home," said Casey. "And it's not only so that they can spend time with their families, and that's important, but so that the Soldiers can recover."

The cycle of a two-year break after deployments for active-duty Soldiers and a four-year break for National Guard and Army Reserve Soldiers should be met by 2011 for a large percentage of the force, and the remainder should meet this goal by 2012.



JEFFREY CASTRO

Brig. Gen. Colleen McGuire accepts the organizational colors from Army Vice Chief of Staff Gen. Peter W. Chiarelli, symbolizing her assumption of command of the U.S. Army Criminal Investigation Command.

First Female Army Provost Marshal General Takes Command

Army News Service

Brig. Gen. Colleen L. McGuire assumed responsibility as the first woman provost marshal general of the Army and also took command of the U.S. Army Criminal Investigation Command in a January.

McGuire succeeds Brig. Gen. Rodney L. Johnson, who is retiring after 33 years of service. She assumes the Army's top law-enforcement position after serving since March as head of the Army Suicide Prevention Task Force.

McGuire is the 10th commander of CID since it was first established as a major command Sept. 17, 1971, and the 13th provost marshal general of the Army since 1941. She is the first woman in both positions.

Vice Chief of Staff of the Army Gen. Peter W. Chiarelli noted how the Army's

military law-enforcement team contributes to the Army mission, in theater and worldwide.

"You [Army law enforcement] should be incredibly proud of all that you have accomplished on behalf of your Army and our Nation," Chiarelli said. "You have a significant and lasting impact. However, much work remains to be done. And, I absolutely believe Brigadier General Colleen McGuire is the right person to lead you in the challenging days ahead. She is a proven, gifted leader — both in garrison and combat."

McGuire said she is honored to be given the privilege to command and lead. "The greatest honor for any Soldier is to command the sons and daughters of America. It is a particular honor for me, a military police officer, to command at this level in a time of war."

THE TEST

1. The three categories of recruiting operations are decisive, shaping and _____.

- a. Sustaining
- b. Doctrine-based
- c. Innovative
- d. Training

2. Situation: You are using market data to target recruiting operations where they will be the most effective. Which dimension of the recruiting environment does this tactic represent?

- a. Technology
- b. Information
- c. Political
- d. Human

3. Situation: You have a list of leads located in the same general vicinity. You plan your afternoon to personally approach each lead at his or her home. Which dimension of the recruiting environment does this tactic represent?

- a. Information
- b. Political
- c. Human
- d. Technology

4. The Digital Training Management System (DTMS) gives the commander a snapshot view of each Soldier's _____.

- a. Skill set since joining the Army
- b. Training record
- c. Career goals
- d. Leadership skills

5. Situation: You are preparing a recruiting operation plan (ROP). You have determined the desired outcome and provided a concept of operations. What is the next task you must complete for the ROP?

- a. Direct your force
- b. Complete the mission accomplishment plan (MAP)
- c. Analyze the strengths, weaknesses, opportunities, and threats (SWOT) of your station
- d. Substantiate the qualifications of the area of operation (AO)

6. At HQ USAREC, brigade and battalion levels the _____ assists the commander in accomplishing family readiness goals.

- a. Market Studies and Analysis Branch of the brigade S3
- b. G3/S3
- c. Family Advocacy Program Coordinator (FAPC)
- d. Soldier and Family Assistance program manager (SFA)

7. The _____ of recruiting is the practice of adapting and applying dynamic interpersonal and leadership competencies and communication techniques with personal experience to tell the Army story.

- a. Motivation
- b. Impetus
- c. Art
- d. Science

8. The science of recruiting is the study of _____ and using this knowledge to predict market behavior.

- a. Instructional aids
- b. Market data
- c. Instructional techniques
- d. Motivational techniques

9. The study of _____ is a prime component of the science of recruiting and factors in variables such as age, race, income, educational achievement, marital traits and lifestyle traits.

- a. Demographics
- b. Linguistics
- c. Marketing
- d. Economics

10. Some of the planning, decision, and operating cycles that influence _____ include market intelligence, mission assignment, prospecting, processing and preparation of Future Soldiers.

- a. Area of operations viability
- b. Operational tempo
- c. Battle rhythm
- d. Dynamic operational proficiency

The answer key is on Recruiting ProNet. Look for the Recruiter Journal Test Answer link in the left column.

If you want to see the answer key, you must be a member of Recruiting ProNet. If you're not already a member, you're missing out on a great way to learn from other recruiting professionals. To apply for membership, click "Become a member" on the Recruiting ProNet home page:

<https://forums.bcks.army.mil/secure/CommunityBrowser.aspx?id=51486>.

SALUTES

GOLD BADGES



December 2009

ALBANY

SSG Shane Kehl
SGT Luis Irizarry

COLUMBUS

SFC Jason Bormann
SSG Corey Byron
SSG Anthony Zarlino
SGT Jennifer Davis
SGT Charles Scott
SGT Warren Travis

KANSAS CITY

SFC David Ricks
SSG Phillip Lawrence
SGT Matthew Oguin

MINNEAPOLIS

SSG Justin Jacob
SSG Felix Latorre-Lopez
SSG Richard Staggs
SGT Dov Magy
SGT Aldo Gonzalezespinoza
SGT Jeffrey Heller
SGT Timothy Karels
SGT Jack Stengel

MONTGOMERY

SFC Christopher Porter
SSG Gregory Matulaitis
SGT Matthew Jorgensen

SOUTH CALIFORNIA

SFC Daniel Jolley
SFC Seth Lombardy
SFC Cesar Sanchez
SFC Merced Valderamos
SSG Hernan Algarin
SSG Rudy Almario
SSG Brian Bacon
SSG Jorge Barzola
SSG Robert Burke
SSG Kevin Chiem
SSG Roberto Deguzman

SSG Adrian Delacruz
SSG Brian Eller
SSG Raymond Gwekoh
SSG Cody Haynes
SSG Benjamin Jenkins
SSG David Ladd
SSG David Lowell
SSG Jose Mendozarojas
SSG Carlos Menoza
SSG Thomas Neumann
SSG Robert Nunez
SSG Arturo Romero
SSG Luis Ruesga
SSG Charles Sacco
SSG Siclali Sanchez
SSG Christopher Taffoya
SSG Antonio Turegano
SSG Tan Vo
SSG Michael Walters
SGT Kenneth Bergin
SGT Jason Burnett
SGT Christopher Calabrese
SGT Brandon Cooper
SGT Jesus Flores
SGT Thomas Fogarty
SGT Willie Foster
SGT Frederick Hampton
SGT Brian Hutson
SGT Michael Krueger
SGT Joseph Mele
SGT Cristian Mercado
SGT Brett Morrill
SGT Carl Puckett
SGT Joseph Townsend

TAMPA

SGT Dexter Grant
SGT Dwaine Miller
SSG Olga Seda

RINGS



December 2009

ALBANY

SSG Jason Earl

BATON ROUGE

SFC Benjamin Horn
SGT Christinia Wilkinson

CLEVELAND

SFC Gregory Wilkins

COLUMBIA

SFC John Gordon
SSG James Saubert
SSG Jason Walker
SSG Timothy Wilson
SGT Timothy Campbell

COLUMBUS

SSG Robert Belles
SSG Adam Mahan
SSG Melissa Robinson
SSG Jeffery Ziegler
SGT Jacob Sporing

DALLAS

SSG Roque Garciaaponte
SSG Aron Golden

DENVER

SGT Heath Daniel
SGT Richard Mendiola

FRESNO

SFC Jason Propst
SSG Terry Asbridge
SSG Jose Callomunoz
SSG Abel Garces
SSG Pablo Garza
SSG Matthew Laybourne

GREAT LAKES

SFC Dewey White
SSG Nathan Greer
SSG Tyler Hurt
SSG Corbin Reynolds
SGT Andrew Brace

HARRISBURG

SFC Jon Conway
SFC Heather Serdy
SSG Andrew Folmar
SSG Christopher Lee
SSG Abram Mcduffie

KANSAS CITY

SFC Jarred Cardon
SFC Joe Hamner
SGT Kevin Shelton
SGT Dusty Wilmore

MIAMI

SSG Michael Rodriguezmagenst
SGT Jermaine Martin

MINNEAPOLIS

SSG James Chatman
SSG Steve Chorpening
SSG Matthew Duffy
SSG Andrew Milnes
SSG David Milton
SSG James Myers
SSG Shane Schreck
SSG Clint Wagner
SSG Randall Youngs
SGT Jamie Baird
SGT Kareem Jackson

MONTGOMERY

SFC Jason Beswick
SFC John Head
SSG Philip Treptau
SSG James Winn

NASHVILLE

SGT Stephen Aguiar
SGT Richard Burkett
SGT Brian Hackett

NEW ENGLAND

SSG Justin Schmidt

OKLAHOMA CITY

SFC Brandon Vance
SFC Douglas Vandersloot
SSG Jeffrey Capuria
SSG Natalie Davis
SGT Robert Nelson

PORTLAND

SSG Edward Bickle
SGT Tony Weisenburger

RALEIGH

SFC Ernest Brooks
SFC Max Casey
SFC Audrey David
SFC Orlanda Fair
SFC Sean Gathers
SFC Scott Holzerland
SFC Thomas Kenny
SFC Larry Scott
SFC Wayne Wilson
SSG Timothy Bishop
SSG Asaad Brown
SSG Gordon Dowden
SSG James Medina
SSG Terrance Moody
SSG Melissa Pendergrass
SSG Mark Schad
SSG Thomas Tucker
SGT Mitchell Brown
SGT Arnold Martin
SGT Robert Neimeier
SGT Kojo Owusu
SGT Wesley Woods

SAN ANTONIO

SFC Sean Anderson
SFC Sonny Rodriguez
SGT Rolan Murchison

SEATTLE

SSG Tommy Askey
SSG Waverly Burnley
SSG Christopher Dulas
SSG Charles Johnson
SSG Sean Molitor
SSG Cedric Presley
SGT Jessica Gean

SOUTH CALIFORNIA

SFC Drexel Barayuga
SSG Cecil Ferris
SSG Peter Giannopoulos
SSG Sheldon Hansen
SSG Chris Nichus
SSG Brent Osgood
SSG Rubette Riggins
SSG Robert Schott
SSG Robert Vorba
SGT Cameron Austin
SGT Byrdine Christie
SGT Wilfredo Hernandezojeda
SGT Justin Lowney

SORB

SFC David Clutter
SFC David Walther

TAMPA

SSG Angel Perez
SGT Darren Jefferson



MORRELL AWARDS

December 2009

3rd MRB

SFC John Cammareri

ALBANY

SFC Christopher Williams

BATON ROUGE

SGT Richard Young

CLEVELAND

SFC Tate Langley
SSG Joshua Tucker

COLUMBIA

SFC Michael Lyle
SSG Nathan Edwards
SSG Terrance Ford
SSG John Tate

COLUMBUS

SFC Aaron Buhrer

DALLAS

SFC James Lee
SSG Claudia Carbajal
SSG Jack Cleghorn
SSG John Lewis
SSG Wesley Smith

DENVER

SFC Kelly Lamug
SGT William Thomas

GREAT LAKES

SFC Chad Cook
SSG John Carroll
SSG Ryan Christenson
SSG Susan Schaffer

HARRISBURG

SFC Christopher Levack
SFC Edward Ortiz
SFC Kenneth Smith
SFC Joseph Sullivan Foy
SSG Stephanie Faucher
SSG Linwood Futrell
SSG John Loomis

KANSAS CITY

SSG Levi Bellovics

MINNEAPOLIS

SFC Terry Mattke
SFC Ralph Buckeye

MONTGOMERY

SFC Julia Mcnamara
SSG Terry Saffold

NASHVILLE

SFC Jason Byrd
SFC James Lackey
SSG James Capps
SSG Clinton Rogers
SSG David Tucker

OKLAHOMA CITY

SFC Aaron Fillmore
SFC Steven Shipler
SSG Joseph Crickenberger
SSG Charles Lesley
SSG Eric Petty

PORTLAND

SFC John Anneheim

RALEIGH

SFC Jason Belcher
SFC Rheco Boone
SFC Steven Boyd
SFC Justin Carroll
SFC Charles Jones
SFC Prescott Pipkin
SFC Larry Scott
SFC Antonio Williams
SSG Christopher Bostic
SSG Jason Cavett
SSG Jose Fernandez
SSG Molanda Gaither
SSG Buffie Hall
SSG Jimmy Hutchins
SSG Burnett Martin
SSG Frank Mcdaniel
SSG Adam Nelen
SSG Neal Sanders
SSG Joseph Wicker
SSG Leon Williams
SGT John Jones

SAN ANTONIO

SFC Clayton Mackey
SSG Jason Haas
SSG Michael Ramirez
SSG Phillip White

SOUTHERN CALIFORNIA

SFC Ricky Buentipo
SFC Daniel Garvito
SFC Wayne Koonce

TAMPA

SFC David Pantojas-Vidal
SFC Joseph Vovchik
SSG Arturo Guerrero

PHASE LINE SUCCESS



1st Brigade



2d Brigade



3d Brigade



5th Brigade



6th Brigade



Medical Brigade

December Fiscal Year 2009

Top Large Station

Colonial Heights
Beckley

Jackson
Baton Rouge

Waukegan
Chicago

Conroe
Houston

Hawthorne
Los Angeles

Kansas City MRS
5th MRB

Top Small Station

Red Lion
Harrisburg

Fajardo
Raleigh

Marshalltown
Minneapolis

Council Bluffs
Denver

Fairbanks
Seattle

Columbus MRS
3d MRB

Top Company

Richmond
Beckley

Raleigh
Raleigh

Clarksville
Nashville

Joplin
Kansas City

Las Vegas
Salt Lake

Minneapolis MRC
3d MRB

Top Battalion

Beckley

Columbia

Chicago

None

Sacramento

2d MRB



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Sgt. Travis Craven
Win Big on the **Wheel**
February 24

