

*"Strength
Starts Here"*

U.S. Army Recruiting Command • July-August 2012

Recruiter Journal

FROM USAREC
TO THE WHITE HOUSE
page 20





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ON THE COVER: Staff Sgt. Kyle Busby is headed from recruiting duty to the White House.
Photo by Vernetta Garcia, Columbia Battalion.



U.S. Army Recruiting Command

Commanding General
Maj. Gen. David L. Mann

Public Affairs Officer

Kathleen Welker

Editor

Julia Bobick

Associate Editor

Fonda Bock

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Editor, Recruiter Journal
ATTN: RCME0-PA
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Keeping 4th Quarter Focus

As mentioned in the May-June Recruiter Journal, finding qualified prior service noncommissioned officers to fill key leadership roles in the Army Reserve continues to be a priority focus for our recruiting efforts. We all understand the difficulty of this mission, but it's a critical requirement for Army Reserve readiness. We must diligently continue to identify new ways of reaching the right individuals to fill these roles. Let me also emphasize that this is a station/center mission — not just the mission of the Army Reserve recruiter. It's everyone's mission.

Establishing (and/or maintaining) relationships with your Army Reserve units is essential to success and will help you in identifying where Reserve vacancies exist or are projected to open. We see too many Reserve applicants showing up at the MEPS without vacancies available for which they are eligible. While the battalion Reserve operations NCO has oversight on unit vacancies and projected applicants, we must all assist with this mission; know what military occupational specialty or "will-train" vacancies are available in your local units and focus your efforts on filling them.

We must also ensure we are exhausting all prior-service DMDC (Defense Manpower Data Center) leads. The G-3 pushed out some 90,000 leads in Recruiter Zone in mid-June. Make sure you contact these DMDC leads and give them the opportunity to continue their service in the Army Reserve. Visit colleges and talk with veterans' representatives to identify students who might benefit from and/or be interested in Reserve service while completing their degrees. Attend local battle drills to see if Soldiers have friends who have indicated an interest in serving; talk with prior service faculty and staff at your schools to see if they have thought about Reserve service. Don't discount anyone; initiate the discussion and you might be surprised by the number of folks who have thought about serving again, but haven't been asked.

Be innovative in your prior service outreach efforts and then be sure to share your best practices. Take advantage of station and company-level training, as well as command-wide resources like Recruiting ProNet, to share what's working well in your area so we can help make the entire team successful.

Another critically important mission for USAREC is ensuring Future Soldiers are properly prepared for the physical rigors of basic combat training. Every recruiter — not just Future Soldier leaders — must play a part in Future Soldier readiness. We are finding that too many young men and women are struggling with PT at the training base. We must ensure all our Future Soldiers can pass the 1-1-1 Physical Fitness Assessment standard (reference USAREC Message 10-162: Implementation of Pre-BCT Physical Fitness Program) before they report for training.

This is not only in the best interest of the Army — to help ensure we have a steady flow of well-trained recruits to fill training seats — but also in the best interest of the Future Soldier. We must ensure all Future Soldiers have the best chance to complete training with the least risk of potential physical injury, such as stress fractures and muscle strains resulting from inadequate preparation.

The Pocket Physical Training Guide was developed by the Army Physical Fitness School and the Army's Center for Health Promotion and Preventive Medicine to help Future Soldiers safely and effectively improve their health and fitness before initial military training. Be sure you are emphasizing the use of this resource and guiding your Future Soldiers' fitness progression in the Future Soldier Training Program.

Finally, as the summer comes to a close, we need to ensure we are setting the conditions for a successful Fiscal Year 2013 school year. Keep in touch with your students entering their senior year; the positive relationships you have with them and their families will help you through the new school year. Ensure your school plans are ready for execution and you've completely thought through your goals for each school. Many educators and counselors are already back at work preparing for the new school year, so it's not too early to start visiting them -- especially if you're new to the school. Maintaining relationships with schools, educators, coaches and counselors must be a year-round focus for the best results this Fiscal Year and into the future.

Army Strong!



Maj. Gen. David L. Mann

Homeschooled, Alternative School Graduates Now Tier 1

Graduates who've earned a diploma through home schooling, distance learning or from adult/alternative schools may now be enlisted into the active Army, Army Reserve or National Guard as Tier 1 credential holders.

The change took effect July 1.

In order to qualify, graduates must have a diploma from a secondary school that is operating legally and is in compliance with the education laws of the state in which the person resides, or have an Armed Forces Qualification Test score of at least 50. Graduates whose AFQT scores are below 50 may enlist, but must be counted

against the component's 10 percent cap as provided by DOD alternate high school credential holders Tier 2 Bravos.

Trish Crowe, USAREC G-3 Enlistment and Eligibility Processing Division, said the change was implemented "because with learning becoming more electronic based and with more parents teaching their children at home, our society is moving more in that direction [and] because these types of learning have been state approved, kids taught in the manner have the same education credentials as those who attended brick and mortar schools."

VA Offering Veterans Retraining Assistance Program

The U.S. Department of Veterans Affairs

Within two weeks of being announced, a program to give skills training to some unemployed Veterans had garnered over 12,000 online applications, according to the Department of Veterans Affairs.

"VA is committed to supporting Veterans as they seek employment. This initiative will help provide education and training so that Veterans have an opportunity to find meaningful employment in a high-demand field," said Secretary of Veterans Affairs Eric K. Shinseki.

Called the Veteran Retraining Assistance Program (VRAP), the program allows qualifying veterans between the ages of 35 and 60 to receive up to 12 months of education assistance. Maximum payments are equal to the full-time rate for the Montgomery GI Bill – Active Duty, currently \$1,473 monthly.

VA began accepting VRAP applications in May; veterans may apply on a first-come, first-served basis. Forty-five thousand veterans can participate during the current fiscal year, and up to 54,000 may participate during fiscal year 2013. The goal of the program is to train 99,000 Veterans for high-demand jobs over the next two years.

To qualify veterans must:

- Be 35 to 60 years old, unemployed on the day of application, and have been issued discharges under conditions other than dishonorable;
- Be enrolled in education or training after July 1, 2012, in a VA-approved program of education offered by a community college or technical school leading to an associate degree, non-college degree or a certificate for a high-demand occupation as defined by the Department of Labor;
- Not be eligible for any other VA education benefit, such as the Post-9/11 GI Bill, the Montgomery GI Bill, or Vocational Rehabilitation and Employment;
- Not have participated in a federal or state job training program within the last 180 days; and
- Not receive 100 percent rate VA compensation due to individual unemployability.

While the initial response has been encouraging, VA officials stress the need for a sustained effort to reach potential VRAP applicants.

"We are asking anyone who knows of an unemployed Veteran to help us get the word out so everyone can take advantage of this new benefit," said Curtis Coy, VA's deputy undersecretary for economic opportunity.

For more information on the Veterans Opportunity to Work (VOW) program, the Hire Heroes Act of 2011, VRAP, high demand occupations, and application procedures, visit the website at www.benefits.va.gov/VOW, or call VA National Call Center toll free at (800) 827-1000.

Veterans may also access the VRAP application online at <https://www.ebenefits.va.gov> through eBenefits, a joint project between VA and the Department of Defense.

Recruiting Multimedia DVD Update Out Mid-July

The Army Recruiting Multimedia DVD Version 2.7 update will be shipping to the field by the end of August.

Version 2.7 includes two DVDs: one is geared for use during interviews to depict military occupational specialties (MOS) along with features, options and benefits; the other, titled Army Cinema, is a compilation of videos to play individually or in succession (includes MPEG-4 videos for smartphones, tablets and other mobile devices). MOS video updates include 14G, 14H (old 14J MOS split into these), 15E, 15W, 68E, 68G, 68H, 68P, 68Q, 68R, 68S, 68V, 68X, 91S, 94A, 94H, 94M, 94P, 94S, 94T, 94Y.

In addition, USAREC G-7/9 is implementing a mobile delivery pilot test for 10 MOS videos this year, as well as including more testimonial-type videos in future products for the field as peer endorsement resonates more with the target market.

Self Development Completion Clock Ticking

Structured Self-Development (SSD) completion will become a prerequisite for attending NCO Education System courses beginning Oct. 1, 2012, per ALARACT 288/2010. This is a Department of the Army training requirement. SSD is both an individual and first-line leader responsibility.

For the most current SSD news, visit the Army Sergeants Major Academy website: <https://usasma.bliss.army.mil/>

MOSs Open to Women

Effective June 18, the following combat arms MOSs are open to women enlisting/accessing for Regular Army and Army Reserve: 13M, 13P, 13R, 91A, 91M and 91P.

Reference USAREC Mmsg 12-173.

Correction

On page 30 of the May-June Recruiter Journal, the West Seneca Recruiting Station (1N4S) was misidentified as Toms River Station. West Seneca is the Station of Excellence.

Policy Changes Helping NCOs Better Plan, Achieve Career Goals

The No. 1 concern I hear from the field these days deals with the potential decrease in noncommissioned officer leadership and proponent demanding assignments and advancement opportunities as the command continues its transition to Small Unit Recruiting. While we won't know exactly how our restructuring will impact the number of NCO leadership positions until completion of the commandwide positioning analysis and evaluation (PAE) at the end of the year, I am confident there will still be plenty of opportunity for advancement in the command. There will still be viable career progression in recruiting. The key is that NCOs must be willing to make themselves more competitive: physically fit, technically proficient, willing to move, and committed to lifelong self-development. This also holds true for our detailed NCOs who will be returning to their career fields after their recruiting assignments.

Everything you do and every move you consider should be calculated to help you achieve your career goals. With the incorporation of the proponenty briefs into DA Pamphlet 600-25 in August 2011 (effective for all Fiscal Year 2012 boards), the Army has made it easier for Soldiers to know exactly what they need to do to be more competitive for advancement. The pamphlet spells out in detail — by rank for active and Reserve NCOs — institutional training requirements, operational and special assignments, additional training and recommended self-development activities. For example, staff sergeants and sergeants first class “who fail to complete the station commander course are considered marginally qualified for promotion,” and sergeants first class “should complete an assignment as station/center commander supervising five or more personnel for at least 24 months to be competitive for promotion.” (DA-PAM 600-25 paragraphs 24-4 c. (1)(a) & (3)(a)). Also included is the list of primary proponent demanding positions, as well as links to the recruiter professional development model and career maps. We are in the process of reshaping this information with the Recruiting and Retention School (the proponent for Career Management Field 79 Recruiting and Retention) to incorporate more Small Unit Recruiting operations and expect to have it updated before the next master sergeant board in October.



Command Sgt. Maj. Todd Moore

While I am focusing here on Chapter 24, which covers CMF 79, the updated DA Pam 600-25 standardizing this information for all career fields. This is the source document command sergeants major use to establish voting standards for Department of the Army centralized promotion boards for sergeant first class and above. Publishing this information — previously made available to NCOs only AFTER the board was completed — helps NCOs better map out their careers, plan relevant career-enhancing self-development activities and pursue jobs that are the most critical for their advancement.

Noncommissioned officers who want to be successful need to be proactive in charting their own careers, always seek the most challenging assignments possible, and be willing to move to broaden their knowledge and leadership experience. I encourage everyone to become familiar with DA Pam 600-25, learn what they need to do to be more competitive, and discuss potential advancement opportunities with their first-line supervisor. I also encourage you to ensure your assignment preferences are updated in the system, and communicate with the 79R professional development cell in the USAREC G-1 to ensure your desires are understood. The team there is forecasting assignment openings across the command, and therefore can potentially provide independent assignment advice to help recruiters decide on the career path that's right for them and their families.

Bottom line, NCOs now have more control over their own career progression — if they choose to take charge. The revision to DA Pam 600-25 provides another step toward more consistency and predictability in this, and will greatly improve our career field in the future.

CMF Updates to DA Pam 600-25

The current CMF updates to DA Pam 600-25 are available through Army Career Tracker on each individual CMF page. Log on at <https://actnow.army.mil/>. The site also contains relevant career field news and information.

Life

An Educational Learning Process

By Chaplain (Maj.) Joe Riley
5th Brigade

God has given you a great gift that you can use to bring joy and happiness to your life — the ability to learn.

From the cradle to the grave, you are always learning. At an early age, and throughout your life, you learned right from wrong, how to please your parents, what it takes to get good grades and praise from your bosses, and the list goes on and on. You gain knowledge through your own personal experiences and — in today's world of advanced communication — through the Web, mobile devices, portable book readers and online distance learning courses. All you need is to decide to improve yourself and tap into a learning channel that works for you.

If you take a firm grasp of your education, you will get to a destination where you can live your dreams. It's like wrapping your fingers around the steering wheel of your car. Taking hold of your education puts you in control and allows you to steer your life in a specific direction. It takes determination, drive, stamina and clearly knowing what you want. Establish a clear list of things you want to accomplish and outline the specific actions you need to take to get what you want. Make a plan you can use to ensure you always do the most important things first.

Instead of drifting aimlessly I urge you and your family to focus on lifelong learning. It is not always easy but it is a gift from God to make you more successful and wiser!

Take advantage of all the opportunities, tuition assistance and courses offered by your units (like Strong Bonds events) to help build relationship skills.

Attending these events will help you understand how to build strong relationships and improve family communication, which has many rewards.

When I was 12, my dad had our old car jacked up and on blocks. He said, "Joe, come up underneath this car, I want you to put a new starter in Old Betsy." I was scared. I didn't know anything about installing a starter and the idea of pulling my kid-sized body under Old Betsy was very frightening. Betsy was big. She weighed more than a ton. It was easy for my young mind to imagine her huge heavy metal body crushing me. I hesitated for a few seconds, then wiggled up next to my dad under the car. I felt safe next to my dad. I learned a lot that day: how to put in a starter, the differences between wrenches, the names for different tools, what it means to get greasy dirty, bang my knuckles and chuckle, how to work under a car on my back and how to do things for myself. It was a great learning experience, but the best thing I learned that day was my dad wanted to spend time with me.

Of course I had the role of Joe the "Go-For." Dad told me to go for this and go for that, but I loved doing it.

My dad taught me a valuable lesson about his love and learning on that day. He practiced love that was patient and kind. My dad lived up to this definition of love for his entire life. He also taught me how to treat others and the values I needed to become successful.

As an Army chaplain, father and husband, I can clearly see why I was not afraid when I got under that car.

It was because my dad was right there sharing his strength with me. In a similar

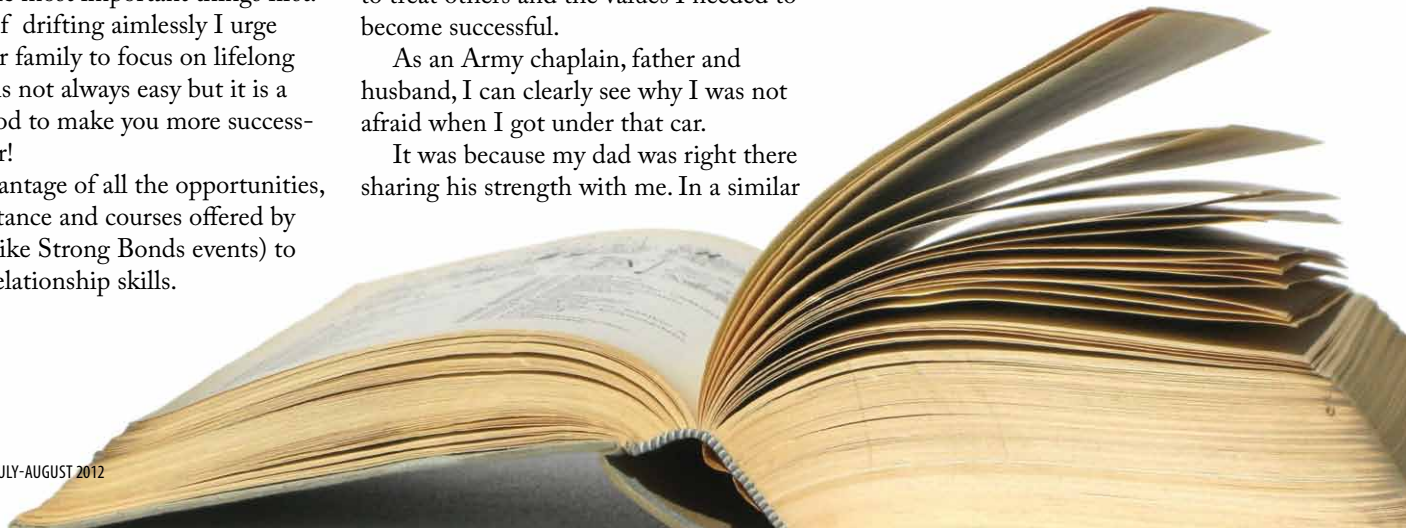
way, I have learned that my Heavenly Father is always with me no matter what life throws my way. Life has its pressures and challenges. Sometimes it can seem overwhelming. Still, we can learn to overcome our greatest challenges by seeking out answers, reaching out to our teachers and remaining strong in spirit.

Never throw in the proverbial towel. Never turn your back on learning what you need to live a great life. No matter what you are going through, always strive to remain teachable.

There are educational systems in place to help you with relationships, finances, education goals, coping skills, and stress. Whenever changes in life impact you and your family, always remember there are many friendly professionals who care and want to help you.

If you need help, call your battle buddy, your best friend, members of the brigade well-being team (brigade chaplain, family advocate, psychologist, legal and equal opportunity), your Soldier and family assistance program manager, or others in your chain of command. Don't keep things bottled up. Never forget that joy and happiness in your life can be found in a quality education that is filled with knowledge and love.

May God richly bless you and the people you love. Stay Army Strong! Spirit Strong!



Test-Taking Success

By Julia Bobick
Editor

March 2 Success is still a recruiter's No. 1 education outreach tool to demonstrate the Army's commitment to helping youth succeed in school and in life — regardless of their enlistment intent.

The free online test preparation program has been called the ideal “icebreaker” for conversations with educators, an “attention getter” at conferences, and a non-threatening “door-opener” for recruiters to introduce themselves and the program to schools.

Since 2003, some 1.1 million people have registered in March 2 Success. Approximately 90,000 users have registered this fiscal year (through April). Countless high schools and districts across the country promote and link to March 2 Success on their websites; countless more use it to prepare students for state assessment tests and college entrance exams (SAT/ACT) and in some cases have dedicated computers.

The self-paced program developed by the Army — with content designed by e-learning companies Peterson's and Educational Options — is available online, 24/7, for high school freshmen and above, in both English and Spanish.

In addition to the test preparation and skill-building activities, the program also includes resources to assist students with college financial planning and admissions.

Recruiters, of course, offer March 2 Success to help applicants and Future Soldiers raise their Armed Services Vocational Aptitude Battery scores — it's the test prep tool Department of Defense authorizes for use in recruiting stations.

Though an Army-sponsored program, nowhere within the program is a student asked to provide information to or request information from recruiters. Registration and usage data is all USAREC tracks in an effort to measure effectiveness and validate continued resourcing for the program.

March 2 Success — The Course

Individuals will have the capability of selecting part or all of the following sections offered within March 2 Success:

Comprehensive English — language usage, reading, writing

Integrated Math — basic math, algebra, geometry, statistics

Integrated Science — Earth science, biology, chemistry, physics

High School Preparation — high school entry assessment and preparation with an introductory study skills course and classes in language arts, math and science

SAT Program — seven full-length SAT practice tests with detailed answer explanations and performance feedback

ACT Program — seven full-length ACT practice tests with detailed answer explanations and performance feedback

Interactive Flashcards — 20 decks of verbal flashcards and five decks of math flashcards containing interactive exercises and quiz banks that reinforce learned concepts

Zero Hour Threat — an interactive action game designed to increase ACT/SAT test scores, as well as enhance general math and vocabulary skills

Students can stop and start or repeat lessons as necessary.

www.march2success.com

Monitoring Facebook Fan Pages

Be Vigilant of Suspicious Activity

By Maria Hernandez
USAREC G-7/9

When working with public social media sites, it is important to watch for suspicious behavior or potential violations of operational security. While reviewing this type of activity, it's possible to get a bit over zealous and delete or block American citizens who are legitimately interested in learning more about the Army. To help keep this issue in perspective, here are some things to think about.

1. Individuals from other countries, communicating in other languages like my fan page...

Speaking a language other than English is not reason enough to block a fan from your page. Where is the individual from?

Be sure you've limited site access only to individuals in the United States and those countries or territories in which we legally recruit (to include Germany, Guam, American Samoa and Puerto Rico).

In Facebook, you can choose the countries in which users are able to see your pages. Review the "Country Settings" deck in the Helpful Tips & Training Decks section of the G-7/9 Social Networking SharePoint site: <http://span2010.usaac.army.mil/pub/RC-G7G9/SN/default.aspx>.

2. Someone with a really weird name and a blank page "liked" my fan page...

An odd or unfamiliar name is not reason alone to block someone from a fan page. Is there anything else that is suspicious? For example, has the individual asked for sensitive information, such as recruiter's family or home details or non-public recruiting event locations?

Unless the Facebook user posted something questionable on one of your pages or attempted to get sensitive information from the unit, there isn't anything to prove wrongdoing. Keep in mind that the user's Facebook content may be private.

All recruiting fan pages are public pages. Be cautious, but don't delete or block individuals simply based on a name.

3. There is a person our recruiters don't know who is sharing content from our fan pages, including a Soldier's promotion and family photos. The profile page appears to be a possible collection of photos and information of DOD personnel with no apparent official or unofficial ties to USAREC or the military ...

Is this person from the United States or one of the locations outside of the U.S. in which we can legally recruit? If not, refer back to No. 1.

What does the content on the user's page look like? Perhaps the page simply looks like an individual who truly supports the military, or maybe the page hosts anti-American type posts, in either case see the solution below.

What do his friends' pages look like? Do they look suspicious as well, such as profile photos of questionable items like anti-American content or bashing remarks of the Army?

Keeping in mind that appearances can be deceptive, it's a good idea to keep a watchful eye on this individual and report any suspicious activity to your local Information Assurance Security Officer.

Also, continue to monitor your own fan page to ensure your information, photos and posts, as well as your fans' posts, do not violate OPSEC such as dates and locations for non-public events. Ensure your Future Soldier functions or training dates are known only to them.

These are a few examples of situations USAREC members have encountered. If there are there other similar situations you have encountered, we encourage you to share them via the USAREC Facebook Admins Group. If you are a Facebook page administrator and aren't yet a member, request a friend relationship through maria.hernandez@usarec.army.mil on the Facebook search feature and send a message with the Facebook page(s) you monitor. To remain in compliance with Facebook's policy of having no friends, the relationship will be deleted after you are added to the group.

Creative Strategies for Engaging Difficult High Schools

By Capt. Daniel P. Pesature
Milwaukee Battalion

Madison Company Mavericks are well-known within 3rd Brigade as having one of the most difficult recruiting environments because many of their high schools are not supportive of the Army and our recruiters. Many educators in Madison and its surrounding Wisconsin communities remain skeptical of the benefits Army service provides to their students. For example, many of our largest high schools rigidly enforce a strict two-visit-per-year policy. During those two visits, schools often restrict recruiters to small offices and provide the student body with little or no notice of the recruiter's visit.

Despite this overt resistance to our recruiters, Madison Company's year-to-date efforts achieved 33 senior contracts and 13 currently in high school contracts against a mission of 23, with over 60 percent of the recruits being senior alphas. Additionally, the company exceeded the brigade commander's challenge to write 28 Army seniors and 12 Army Reserve seniors from June through September 2011.

Instead of using the difficult environment as an excuse, Maverick recruiters accomplish the mission by developing creative strategies to engage their high schools, like demonstrating the Army's commitment to education to the administrators and faculty, giving back to the high school community, and using Future Soldiers and their parents to open doors.

Army's Commitment To Education

Many Madison-area high school personnel continue to view the Army through the lens of the 1960s and 1970s. Some administrators see the Army as a dead-end option applicable only to their less able or at-risk students.

As recruiters it's our job to correct their misperceptions. The modern Army does not need or want students who view graduating from high school and entering the Army as the end of their education. The Army wants lifelong learners committed to self improvement through continuing education.

Recruiters must explain this to guidance counselors and administrators so they understand the Army's focus. When I enter a high school I like to ask administrators, "Who would you rather have armed, trained and responsible for the defense of your family — your best students or your worst?" The Army wants — and the American people deserve — the very best students high schools produce.

I advise every commander to sit down and draw out the average time line of a Soldier's 20-year career. You will find roughly 20 to 25 percent of that career is spent in school, in one form or another. Soldiers are faced with complex problems, in fluid and dynamic situations, which often require creative solutions. Education is vital to the Army because it teaches our Soldiers how to think, not what to think. There are no formulas or answer keys to the problems our Soldiers solve daily.

The former 3rd Bde Commander Col. Michael Hauser stressed, "Deeds not words." Numbers do not lie. Roughly 50 percent of Madison Company Soldiers are currently enrolled in college courses, a fact that always impresses school administrators.

School Service as an Investment Strategy

In recruiting we are always looking for a return on investment. School administrators think the same way. Ask yourself what you can do for their schools. Answer this question by finding ways to serve the school. Offering helpful service to difficult schools is a strategic move, a long-term investment in the Army and the school. This strategy requires visibility beyond the phase line or quarter. Most likely your efforts will take a year or more to bear fruit, and as such will benefit your replacement more than you.

Be the first to extend a hand before those high school doors will open. Most schools are badly in need of tutors. What better way to showcase the Army's focus on education than having some of your recruiters who are enrolled in college serve as tutors. In most cases you will be working with students who would not qualify for Army service, but this fact will demonstrate to school administrators that you are helping them achieve their mission without expecting anything in return. You will be making inroads into an unapproachable high school by increasing your visibility among both students and faculty.

High schools have numerous teams and extracurricular clubs, and every one needs a coach or mentor. Ask the athletic director if any teams need a coach, free of charge. Make it clear that your motive is to assist the high school community while serving as a positive role model — not to actively recruit.

Analyze your company and you will find amazing assets at your disposal: elite varsity athletes to coach, musical Soldiers to assist in band, talented actors to help a drama club, avid chess players to organize a chess club. These Soldiers are in your formation; find them and use them.

Using Future Soldiers and Influencers to Open Doors

Future Soldiers must obtain a high school diploma. A critical recruiting task is to validate that a Future Soldier is on track to graduate. Sit down with the parents and express your desire to check on their child's grades and academic progress.

Obtain a letter from the parents, addressed to the school, giving your recruiter by name permission to enter the school to check on their child. Have one copy mailed to the principal/guidance counselor, and keep one copy on hand. This letter provides entry into the school, without it counting as an official visit, to check the academic standing of your Future Soldier.

Administrators answer to the parents. This letter will gain administrators' cooperation because you are focusing on the school's academic mission, with the consent of the parents. Do not abuse this access, but use it as a means to demonstrate to the administration that you serve the same goal: ensuring students graduate.

Creative strategies exist to gain access into even your most difficult high school, but it takes strategic thinking, planning, patience and effort to find them. Stress the importance that the Army places on education, be selfless in your service to the school community, use your Future Soldiers and their parents, and you will find doors open even in the face of the most stalwart resistance.



HEALTH

EXPOS

Build Trust, Open Doors

Professional bodybuilder and Iowa City native Andy Haman encourages Ross Larson, a student at Ankeny High School in Des Moines, Iowa, to show his strength during a health expo at the school April 11.

By Fonda Bock
Assistant Editor

It's not breaking news. Fewer than 1 in 4 17- to 24-year-olds are fully qualified to join the Army due to obesity, lack of education and criminal misconduct — issues that are not only challenges for the Army but for the country. That concerns Minneapolis Battalion Commander Lt. Col. John Hinck.

“Not only can they not join the Army because of poor health and fitness, lack of proper education and poor values resulting in moral and legal problems, but these issues greatly impact the health and future of our kids and nation,” said Hinck.

Believing the Army has a responsibility to help build a strong nation and not just a strong Army, Hinck worked with members of the community to develop an outreach program in the form of health expos to address these issues. This idea of striving to help all students succeed in life — whether or not they enlist — is an approach Hinck defines as being a “giving guest.”

“It's the idea of serving others, making a difference and being on your best behavior in someone else's community,” he said.

But before Hinck could get his recruiters into schools to make a difference, first they had to earn the trust of school officials.

Based on production reports and conversations he'd had with some educators, Hinck had the impression that his recruiters were viewed as only being interested in enlisting students and not in helping to make a positive difference in their futures.

“We had to show that by doing meaningful events in schools the Army is a service that cares most about education, values, and health/fitness and can be seen as a resource that can make a difference. Simultaneously we would be updating the community’s knowledge and perception about the Army’s programs, benefits and opportunities.”

With that thought in mind, he and Iowa City Company Commander Maj. George Seiler brainstormed with members of the Iowa City Community Advisory Board last August on how they could accomplish that goal. Board member Ann Vogel, a counselor at the University Hospital Spine Clinic who’s worked with a lot of wounded warriors, suggested doing daylong health expos at high schools.

“I thought a health and fitness expo would be a fun way to make teenagers aware of health and fitness resources within the community,” said Vogel, “and get them excited about investing in their future. I wanted the expo to be interactive and fun, as well as informative.”

Vogel took the lead in lining up community businesses and organizations and a rock star guest speaker for the first expos. Working with Hinck to outline a plan, the two found themselves in a “catch 22” situation. They needed to have organizations lined up to get the schools to sign on, but needed to have schools committed before organizations would express an interest.

First Vogel secured her friend and professional bodybuilder Andy Haman to be the guest speaker. An Iowa City native, Haman has won several major titles.

“Haman’s participation got [other organizations] excited and interested in being involved,” said Vogel. “Once we had [them] on board we took the expo plan to the schools, stating we were only going to have room for three schools for the first year, and involvement was going to be on a first come first served basis. This created a competitive situation and once we had our first school committed, the others fell into place not wanting to be left out.”

Aware of Iowa Governor Terry E. Branstad’s initiative to make Iowa the healthiest state by 2016, Hinck and Minneapolis Education Services Specialist Dr. Susan Larson reached out to partner with the state on the project.

State Director of Public Health, Dr. Mariannette Miller-Meeks was so impressed said Hinck, she requested the battalion do the expos statewide.

The first expos took place on three consecutive days at three different schools in Iowa City in October 2011.

Each expo featured Haman as guest speaker and local businesses and organizations from work out centers, bike shops, yoga studios, health food stores, university graduate student projects on nutrition, and hospital representation on spine health. The vendors gave five minute demonstrations and presentations to get the students involved in exercise, healthy living and nutrition. Drill sergeants engaged students in mind and body exercises, gave flexibility demonstrations and an Army command psychology team gave presentations on resiliency and mental health. Students, faculty and staff visited the expo throughout the day during lunch and study hall.



LEFT: Legrand Bren-Aime, a fitness instructor with the YMCA in Des Moines, Iowa, coaches a student at Lincoln High School in Des Moines on how to do pushups properly April 12. BELOW: Volunteers with Living Healthy Iowa, an organization formed by the Iowa governor’s office, talk to students at Lincoln High School about healthy eating habits at an expo April 12.



PHOTOS BY KEN PLANT

H E A L T H



A fitness instructor with a local gym in St. Paul, Minn., a student at Harding High School on how to exercise using TRX straps.

To encourage students to visit every booth, they were given a card to get stamped at every booth or station. Completed cards could be entered for hourly drawings to win prizes provided by the participating businesses and organizations, as well as a grand prize at the end of the day.

Seiler said the expos have definitely made school faculty more receptive to recruiters. Prior to the expos, recruiters had the opportunity to schedule one school visit a month at Iowa City High, during which they were only allowed to sit in the counselor's office and wait for students to come talk to them.

"But because recruiters had the opportunity to talk with teachers and faculty at the expo, we've been asked to do class presentations, help out with physical education classes and had one automotive teacher bring his entire class through the Reserve center to check out the Humvees and trucks. And we already have a few schools lined up to do the expos again in the fall."

Eleven more expos followed over the next several months in six different cities involving more than a dozen schools.

At the expos in Des Moines April 11-13, which featured 15 community organizations and businesses, the governor gave a presentation and read a state proclamation declaring the week as "Strong Healthy Students Week," which generated media publicity. A national fitness expert with workout facilities in Des Moines brought in tae kwon do and drill teams to give demonstrations. The expos drew more than 5,000 students in three days.

Students at East High School in Des Moines, Iowa, perform tae kwon do to music April 13, led by local fitness instructor Lance Farrell.



E X P O S

The expos helped the Des Moines Company get into two challenging high schools, including East High School, the biggest metro school in the state. Last year the company garnered just one contract out of East High School — this year recruiters got 10. Before this year recruiters made only an occasional visit to that high school. Now they're at East High School a couple of times a week participating in physical education and CPR classes and recently recruiters were invited to the school's charity golf tournament.

During the coordination of the expos, recruiters at Des Moines Company partnered with the principals, wellness coordinators and the PE departments. Through attending meetings every other week, recruiters created a bond and a partnership with the schools that didn't exist before. That resulted in school officials reaching out to recruiters, inviting them to participate in events and telling them about events.

The recruiters have been invited back by school officials to do the expos again next year, and due to media publicity and word of mouth from one high school principal to another, six other schools have requested the expos, as well.

Prior to the May 15-16 expos in Mason City, Waterloo Company Commander Capt. Forrest Moore was having difficulty gaining access to Clear Lake and Mason City high schools. He said past incidents with recruiters had left a bad impression of the company. But working on the planning and execution of the expos with school officials has cast recruiters in a different light.

"In the last year we had started making some progress," said Moore, "but these expos were really the home-run hit that kind of put us back in the schools 100 percent and now some of our recruiters are being asked back. So now, not only is this going to be an annual event for both the schools, but they're asking if we can do it twice a year and inviting us to give CPR classes, gym presentations and other things that previously we were asking if we could do."

Hinck believes the key to making this type of outreach effort work is twofold.

One — making it apparent to the community that recruiters really do have the students' best interest at heart. With that thought in mind, the first expo was set up with the sole goal of establishing a presence in the schools, gaining credibility and trust, fostering new relationships and changing perceptions, not generating leads. Lead cards were not gathered and recruiters didn't talk to students about enlisting. In subsequent expos recruiters were allowed to gather leads.

Two — commanders and recruiters need to work with influencers who have connections to the community.

The giving guest concept has resulted in five key tangible results, said Hinck:

- Community collaboration to propel student success in health, fitness, values and education,
- Army is the service which cares most about a healthy America, values, education and student success,
- Recruiters make a difference, not just a contract,
- More influencers view Army service as a choice, and
- Positive Army exposure; Army seen as a resource.



Giving Guest Approach

By Lt. Col. John Hinck
Minneapolis Battalion

I developed the "giving guest" approach based on my own upbringing. I am a product of both how my parents raised me and my training in the Army — together they taught me to be of service to others and to analyze in terms of "seeing the friendly, the enemy and the environment."

The idea of serving others and making a difference in the lives of others by giving of oneself became part of my fabric as a kid and, subsequently, has remained with me.

Being a giving guest is being on your best behavior in someone else's home/community and giving a gift of value; a sign of respect for others.

I wanted to continue the strong history of standards and discipline of our Soldiers in the Eagle Battalion. Soldiers are guests in much of the upper Midwest and we must live up to our Army Values; the U.S. Army is value added by showing strength and honor and leading/planning events which connect the collective needs of the community in schools to build awareness and propensity.

We are a giving guest in our schools because that is the focal point or center of gravity for our community and our Army's mission. To me, it just made sense.

So, the giving guest approach is being on your best behavior, bringing a gift of value, and collectively making a positive difference in our schools and communities.

Improving 79R Career Management

By Julia Bobick
Editor

For the first time in Recruiting Command history career recruiters have an assignment branch of sorts that parallels the way the rest of the enlisted career management field (CMF) cells are set up in the U.S. Army Human Resources Command.

The four-person 79R Professional Development Cell in USAREC G-1, established about eight months ago, manages recruiters assigned inside and outside of USAREC, according to Rodney Berry, chief of the USAREC G-1 Military Personnel Management Division. Recruiters can talk to these noncommissioned officers any time about future assignment possibilities and what's best for their careers.

"We are not here to replace the 79R mentors and role models in the field; we are here to provide our NCOs independent assignment advice and help them determine what's next — and what's best — for them and their careers," said Master Sgt. Steven Darbyshire, the NCO in charge of the team.

"We want to help NCOs understand the importance of and seek the challenging assignments it takes to be competitive, well-rounded leaders in Recruiting Command. We are here to help, mentor and supplement the advice from first-line supervisors; we want to ensure recruiters don't get stagnated, but we also don't sell sunshine and rainbows, we give them real, honest advice."

As an example, Darbyshire said they routinely emphasize to recruiters why it's a good thing for them to pack up their household goods and move their families within the command.

"It encourages cross-fertilization, builds multi-dimensional leaders and improves the entire command," Darbyshire said. "We encourage NCOs to seek out the assignments that will demonstrate their diversity as leaders and allow them to pass on lessons learned in another brigade."

The professional development cell is looking across the entire command and forecasting two or three moves ahead to first support the command's operational needs and second, support individual recruiters' career development.

"I believe 79Rs are fortunate to have a 79R branch focused on command readiness and the professional development of the 79R force," said Sgt. Maj. William Schindler, USAREC G-1. "I urge 79Rs to do two things to assist both themselves and the 79R branch. One is to keep their assignment preferences realistic, preferably one location per brigade and one special assignment. The other is to contact their assignment NCO nine to 12 months before their scheduled loss date to discuss assignment opportunities."

This is the command's first step in improving career field management and enabling NCOs to take charge of their own career paths, Berry said, because in the past, recruiters have had no representation or real input into their assignments, outside of the assignment preference list they can complete in the 79R preference application system.

"It's an avenue for recruiters to voice their desires; they are being heard."



Master Sgt. Steven Darbyshire



Sgt. 1st Class Jerry Holman



Sgt. 1st Class Shawn Russo



Sgt. 1st Class Eric Starika

USAREC G-1 79R Professional Development Cell

Master Sgt. Steven Darbyshire — MSG/PD-NCOIC: (502) 626-0210

Sgt. 1st Class Jerry Holman — SSG/SFC PDNCO: (502) 626-0633

Sgt. 1st Class Shawn Russo — AGR PDNCO: (502) 626- 0181

Sgt. 1st Class Eric Starika — SSG/SFC PDNCO: (502) 626-3206

www.facebook.com/USAREC79RBranch

So far, the team seems to be meeting NCOs' expectations across the command, according to Sgt. Maj. Jeffrey Telepak, CMF 79 proponent sergeant major at the Recruiting and Retention School, who discusses career management issues and informally surveys

students at the schoolhouse. He encourages NCOs to communicate with the professional development cell to ensure their desires are understood.

"I'm hearing many good news stories about the 79R cell," he said, adding that the advice he gives to every class he speaks to is for NCOs "to be proactive in managing their own careers."

The team, with a collective 47 years of experience in Recruiting Command, are the "guidance counselors" for all 79Rs across the command, available by email, phone or through their Facebook page. While they've received calls from several detailed recruiters, the team cannot help NCOs with assignments in other career fields, Darbyshire said; they will still have to call their own career field branch office for advice.

1st Army All-American Band Member Enlists

By Jonathan Agee
U.S. Army Field Band

Kelsey Ferneau played mellophone in the 2012 U.S. Army All-American Marching Band, and the experience changed her life. She is the first member of the band to join the active duty Army bands program.

“You don’t realize how much you can be pushed until they push you,” said Ferneau when talking about her U.S. Army All-American Bowl (AAB) experience in San Antonio, Texas. “And they’re really optimistic people that will never let you fail. They really promoted going after what you want to do.”

Following the AAB, the Urbandale High School student contacted North Des Moines, Iowa, recruiter Sgt. 1st Class Jacob Duncaf to explore becoming a Soldier-musician. As part of the process, Ferneau had to perform an audition on her instrument. Grading the audition was Sgt. 1st Class Patrick Donahue, 3rd Brigade band liaison.

Donahue recalls hearing her play the first note and having to do a double take. It’s rare to hear a high school band student with such impressive sound, he said. Donahue decided to include some more challenging literature for Ferneau to perform. Each time, “She knocked it out of the park,” said Donahue. During the audition, Ferneau also played the piano and bass guitar, and sang.

“The day of the audition I played my prepared pieces, and I

played everything on my French horn,” said Ferneau. “It was very casual, he wanted to see what I could do. Then we moved onto piano, bass guitar and singing. He heard different pieces of each of them. I think he liked that because I think the Army is looking for more versatile musicians. If they need a piece that needs a bass or piano for a ceremony, then I can cover it.”

In the notes section of the audition paperwork Donahue recalls writing, “If we hire one high school musician this year it needs to be this one, because she has a very bright future in the Army and Army bands. She is going to go far.”

Ferneau has been playing music since she was 4 years old. She started on the piano, and since that time has learned the mellophone, French horn, bass guitar and a little trumpet. Having a music major for a mother and a band director for a father, it is no surprise Ferneau found music at an early age. However, it wasn’t until the 5th grade that Ferneau found her passion playing the French horn, the instrument she will play in the Army.

“I think she is phenomenal,” said her mother Kathy Ferneau. “I know coming from a mother’s point of view you would expect that, but having been in music I also know what is good and not good and I think she is great.”

Before Ferneau plays her first note as a Soldier, she must complete basic combat training at Fort Jackson, S.C. According to her Future Soldier leader, Staff Sgt. Aldo Gonzalez, “she will excel in that, too.”

“She actually has excelled more than anyone else in the program,” said Gonzalez. “Her PT [physical training] aspect is outstanding and she never quits. ... I think she will be one of the top recruits in basic training.”

Ferneau shipped to basic combat training in late June. After becoming a Soldier and completing Advanced Individual Training at the Army School of Music, Ferneau will be stationed at Fort Benning, Ga., as a member of the U.S. Army Maneuver Center of Excellence Band.

Kelsey Ferneau practices a finishing movement for the Army All-American Marching Band during a rehearsal Jan. 6 in San Antonio, Texas.



ASVAB

Not Just a Test

By Dr. Eileen Van Kavelaar
Indianapolis Battalion

This article is about a career exploration program — not a test. It’s important to remember that when the Armed Services Vocational Aptitude Battery (ASVAB) is offered to a school, the school receives a complete package to help students identify careers or college majors that match their interests and abilities.

The test itself is just one part of the overall program. The program is offered at no cost to high schools for students in grades 10-12.

Multi-Aptitude Test

The ASVAB was designed to predict how well students will perform in occupational training or education programs. This includes all types of occupational training, from jobs that require a high school diploma to careers requiring many years of college. The test gives a snapshot of a student’s current abilities in the areas listed below.

Test administrators, test proctors and scoring of the test are all provided to the school.

Although we all know that students taking the ASVAB will also receive an AFQT score, for career planning purposes the ASVAB is not a pass/fail test. Students’ scores will depend upon the how much they have been exposed to the subjects tested.

Scores are not “in cement,” they can definitely improve with further study.

The ASVAB is nationally normed, which means a student’s scores are compared against those of other students from all across the nation. Not all aptitude tests can offer students this type of comparison.

The SAT and ACT tests have a different purpose than the ASVAB. They are used to predict success in college, while the ASVAB is used to predict success in occupational education. However, there is still some relationship between these college readiness tests and the ASVAB as shown in the table on the next page.

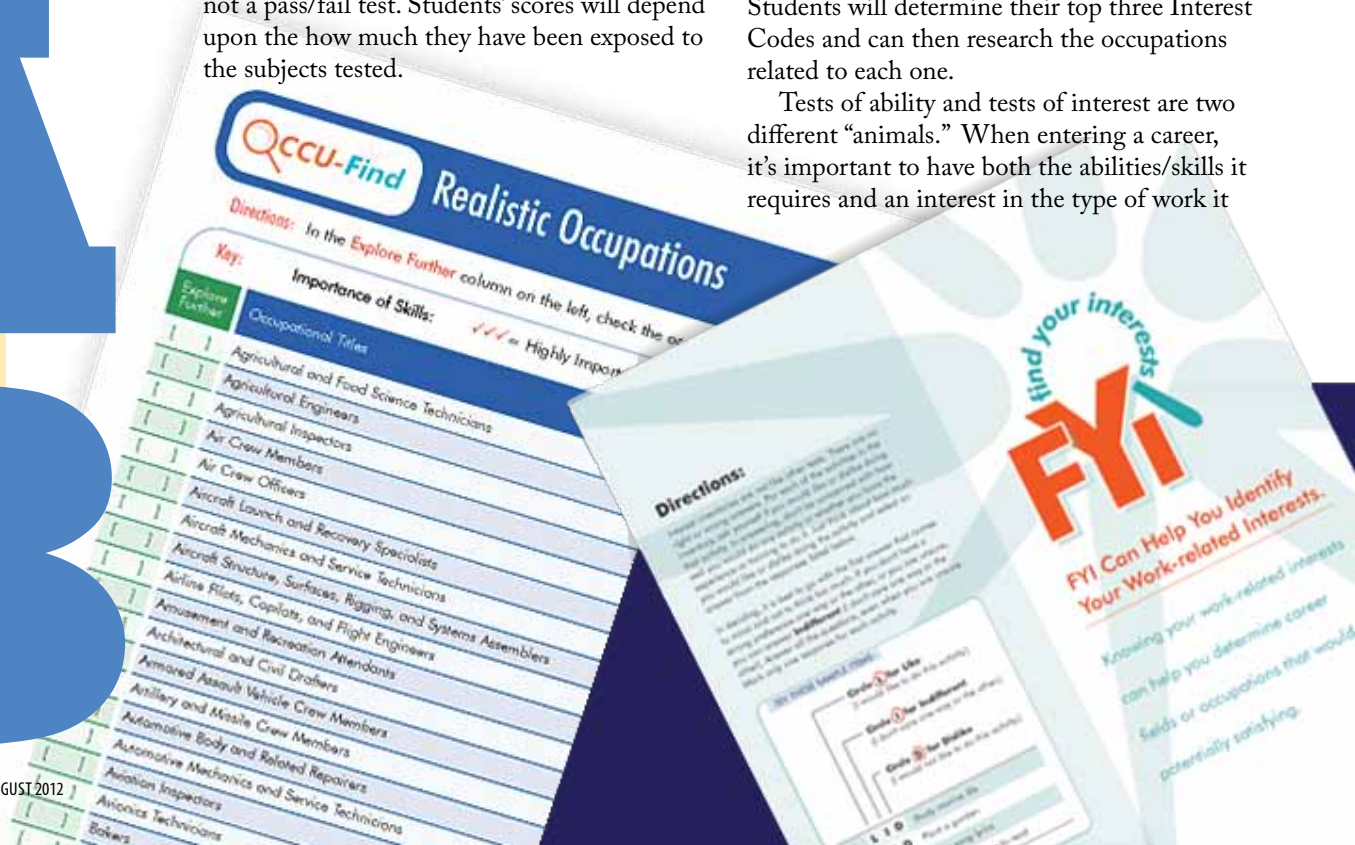
Interest Inventory: Find Your Interests

All students taking the ASVAB at a high school will receive the ASVAB Career Exploration Guide. Inserted in this book is a survey called Find Your Interests (FYI) designed to help students identify the types of jobs they would find interesting.

The FYI is a 90-item questionnaire that takes about 15 minutes to complete and is self-scored. It groups occupations into six different Interest Codes: Realistic, Artistic, Social, Enterprising, Investigative and Conventional.

The guide describes the Interest Codes and lists sample occupations related to them. Students will determine their top three Interest Codes and can then research the occupations related to each one.

Tests of ability and tests of interest are two different “animals.” When entering a career, it’s important to have both the abilities/skills it requires and an interest in the type of work it



ACT/SAT – AFQT Concordance Table

Source: Defense Manpower Data Center

ACT Composite Score	SAT* Composite Score	AFQT Category (and AFQT score range)
10 or less		V (1-9)
11	500-530	IV-C (10-15)
12	540-590	IV-B (16-20)
13-14	600-680	IV-A (21-30)
15-16	690-800	III-B (31-49)
17-18	810-900	III-A (50-64)
19-26	910-1180	ii (65-92)
27-36	1190-1600	i (93-99)
	* SAT administered 1995 or later	

involves. The Career Exploration Program ensures students get information related to both their abilities and their interests.

Career Exploration Tool: The Occu-Find

The Occu-Find is an exercise in which students use their Interest Codes obtained by taking the FYI and their ASVAB test scores to look at careers. The Occu-Find is also contained in the ASVAB Career Exploration Guide. More than 400 sample occupations are displayed both by Interest Code and by Skill Importance Ratings.

The Skill Importance Rating relates the importance of English, Math, and Science/Technical skills to each occupation listed. These subjects will be listed as “highly important,” “moderately important” or “less important.”

When students connect the importance of a subject area to a specific career that interests them, they can plan to take courses to be better prepared to enter that career field.

The ASVAB Career Exploration Guide directs students to websites for additional occupation and career resources.

Special Access to www.asvabprogram.com

Students taking the ASVAB at their high school get a private access code that links to countless resources and tools related to career and college planning. (Note: Your ESS can give you an Access Code so you can see all the different capabilities it offers.) Here are several examples of the types of information available:

- Career Videos
- Resume/Job Interview tutorials
- Search for jobs by Interest Code

- Detailed information on occupations – job descriptions, education/training required, employment outlook, average salary by state
- College Scholarship/Financial Aid Search
- Search for jobs currently open
- Education and Training Finder (regional, state, & local by occupation)

The mission of the ASVAB Career Exploration program is twofold:

(1) To provide quality career exploration for high school and post-secondary students.

(2) To provide high school and post-secondary students exposure to military occupations.

Educators will be more likely to offer the ASVAB-CEP to their students if they understand all of the program components. The www.asvabprogram.com site has some resources that are helpful in explaining the program to educators. These resources are available to everyone; you do not need an access code.

To see the resources for educators, log on to www.asvabprogram.com and click on the tab “Educators and Counselors.”

Resources will appear in a column on the right side of the next screen.

Among other items, you will find a presentation describing the ASVAB-CEP, an ASVAB-CEP fact sheet that provides some talking points and new presentation on making the connection between career clusters and military careers.

The ASVAB Career Exploration Program is an outstanding resource available at no cost to the schools.

Be sure your educators understand it’s much, much more than just another test.

USMEPCOM Exceeds 2011-12 Testing Mission

U.S. Military Entrance Processing Command

The U.S. Military Entrance Processing Command (USMEPCOM) exceeded its Armed Services Vocational Aptitude Battery (ASVAB) high school student testing mission for School Year 2011-2012 with three months to spare.

Between July 1, 2011, and the end of April 2012, the command tested 647,363 students, 108.3 percent of the 597,968 goal it set for itself. In contrast to calendar and federal fiscal years, the School Year runs July 1 to June 30. As of mid-May, 49 of the nation’s 65 Military Entrance Processing Stations had surpassed their individual testing missions.

“The fact we were able to accomplish the Student Testing Program (STP) goal earlier than last year is testament to the commitment of all hands to accomplish the mission,” said Navy Capt. Eric W. Johnson, USMEPCOM commander, said. “I am extremely proud of every USMEPCOM member who played a role, and greatly appreciate this exceptional accomplishment.”

By June 1, 56 MEPS had surpassed their individual testing missions and USMEPCOM as a whole had achieved 112 percent of its goal for the 2011-12 School Year.

The STP provides multiple benefits to the military services. Most significantly, for recruiters, it provides qualified leads. Also this year, the number of students using their student ASVAB score to directly enlist has remained constant.

“We’re right at 9.7 percent to date which is the same as last year,” said Don Hill, USMEPCOM testing division chief. Also, the STP allows recruiters more access to students in schools, and gives students more opportunities to learn about military service.



Liberty Challenge Prepares Future

By Tina Beller
New York City Battalion

Under sunny, clear skies in May, Future Soldiers from six Army recruiting companies assigned to the New York City Battalion competed for the coveted Liberty Cup at the inaugural Army Liberty Challenge Future Soldier competition. But, only one recruiting company's Future Soldiers charged forward to victory to win the golden Liberty Cup.

The competition started with two hours of grueling round-robin events wherein Future Soldiers performed several rounds of pushups, sit-ups, pull-ups, relay races, grenade tosses with water balloons.

"Future Soldiers who experience familiarization training together in a positive way have a stronger sense of cooperation and commitment to serve their nation," said Capt. Nicholas J. Kolodziej, officer in charge of the Liberty Challenge. "These Future Soldiers generally perform better in Army basic combat training, which ultimately prevents Future Soldier losses for the

U.S. Army Recruiting Command."

Besides measuring the Future Soldiers' physical endurance as a mark of their preparedness for basic combat training, the competition also focused on building esprit de corps and teamwork, both of which proved to be critically important during the final round.

With camouflage-painted faces, the Bronx Company Warriors challenged the Queens Company Titans in a good old-fashioned tug of war for the cup. After 22 seconds of this brutal test of strength and teamwork, the Bronx Company Warriors pulled the Queens Company Titans over the center line to win the 2012 Liberty Challenge title and the Liberty Cup.

In addition to the physical competitions, the Liberty Challenge also included several key opportunities for Future Soldiers and family members to explore the many tangible and intangible benefits that accompany Army service. After tasting





PHOTOS BY SSG STEVEN SANDY, NEW YORK CITY BN

Builds Teamwork, Soldiers for Training

an MRE for their first time Future Soldiers reunited with their families and friends for an hour of free time spent touring the post exchange, commissary, military housing and the UH-60 Black Hawk display from Fort Drum, N.Y.

Equally as important, Future Soldiers and their parents spent time touring the Future Soldiers and Parents Resource Center located in the Fort Hamilton Fitness Center. The decision to join the military is one of the most important decisions a person can make, and parents especially appreciated the opportunity to learn about the benefits to which their sons and daughters are entitled. The Future Soldiers and Parents Resource Center aimed to educate parents and Future Soldiers about the robust benefits package available upon enlistment, including the Post 9-11 GI Bill, which allows Soldiers to transfer the benefit to family members.

Attending the Liberty Challenge was a family affair for Kim

Bartollotta, mother of 18-year-old Jessica Bartollotta, a newly enlisted Army food service specialist.

“It didn’t matter what we were doing,” said Kim. “We wanted to be here today. In fact, [Jessica’s] grandparents came all the way from Pennsylvania to support her today. This has been very informative for us to know she will be taken care of while serving.”

The event concluded with several Future Soldier promotions, special recognitions and closing remarks by the battalion commander.

“Your loved ones are in good hands,” New York City Battalion Commander Lt. Col. Richard S. Davis told families and influencers. “They have made the right decision to join the U.S. Army. We ask that you share this message, so others can see how the U.S. Army takes care of your sons and daughters, our young men and women who are the faces of America and the strength of our nation.”





From **USAREC** to the
White House

*Story and photo by Vernetta Garcia
Columbia Battalion*

Staff Sgt. Kyle Busby has already accomplished far more than he ever imagined eight years ago while working at an ice cream shop and a home reconstruction business in his hometown of Clinton, Ill. And now, a small inspired act will soon take him to the White House and lead him on the journey of a lifetime.

In August Busby starts a three-year tour with the White House Medical Unit (WHMU), which provides comprehensive medical care to the president, vice president and their immediate families.

“This will be an outstanding opportunity, serving back in the medical field, working with the most prestigious doctors in the country,” said Busby. “I have a passion to help people and there is no better field for me than the medical profession.”

An Army medic, Busby wanted a change after three years of recruiting duty at the Dentsville Station in Columbia, S.C., and he set the wheels in motion that led him down the path he was meant to take.

Although his aspirations initially lead him to pursue the Criminal Investigation Command (CID), he said God was in charge and had other plans. Once he received the top secret security clearance required by the CID, he not so patiently waited for a CID school date.

One afternoon, Busby received a call from Human Resources Command and was asked if he was interested in White House duty — a position for which he would not have even been considered without the top secret clearance.

After an enthusiastic discussion with his wife, Busby decided to pursue this intriguing opportunity. One of only seven NCOs selected for interviews from the 250 whose records were reviewed, Busby traveled to Washington, D.C., in February for an interview.

Busby was interviewed seven times in two days; he was notified of his selection an hour after his last interview.

“My family is very proud of me and extremely excited about the new career,” said Busby. “My oldest daughter (Briana) thought it was the coolest thing when I got a letter from the White House stating that I was selected for the position.”

He and his wife, Alicia, have two other children: Gracelynn, 4, and Kaleb, 2. He said his wife is the backbone of the family.

“She stands behind me in everything that I do and always motivates, encourages and inspires me,” said Busby.

He was also inspired by his father who served in the Army as a military policeman, and had a passion to follow in his footsteps. “I wanted to make something of myself,” said Busby. “I have always had a calling to do something more and have taken that throughout my entire career.”

In 2004 he left Clinton for Basic Combat Training (BCT) at Fort Leonard Wood, Mo. After Advanced Individual Training he was assigned to Fort Stewart, Ga., and three months later he deployed to Iraq.

“I drove tanks, commanded tanks, gunned tanks, and served as the combat medic for my 15 fellow tanking brothers.”

He deployed again in 2007 serving as a squad leader with responsibility for all medical supply ordering, maintaining, inspecting and distributing for his battalion. It was during this last deployment that he volunteered for recruiting duty.

“I needed to share my Army story with others to inspire them,” said Busby. “I felt as though I have served as a medic and done my job well.”

Now having three years as a recruiter, Busby said he feels he has served his purpose: “to inspire many Future Soldiers.”

As his station’s Future Soldier leader, he has received numerous notes of appreciation from Soldiers who have shipped to BCT about how his training program has helped them tremendously.

“He is excellent at constructing action plans that replicate the rigors of BCT in order to provide realistic training,” said Capt. Karen Roxberry, Columbia Company commander. “I adapted our company Future Soldier program from his plan.

“For the past two years, I have observed Busby do some amazing things,” said Roxberry. “His training style demonstrates the passion that he has for the Army and his extensive knowledge as a combat medic.”

Busby said he’s proud of the impact he’s had on Future Soldiers.

“The ability to take a young kid that has no parental guidance or role models out of a lifestyle that they believe is ‘normal’ and introducing them to the Army lifestyle where they can really appreciate how the Army takes care of its own,” Busby said.

He’s not only affected Future Soldiers, but also hundreds of educators. Instrumental in the success of the 2011 Military Career Pathways 101, Busby was one of the primary presenters at Moncrief Hospital during a tour of Fort Jackson, S.C. The purpose of the tour was to highlight military careers. Since health sciences are among the most popular careers, he was able to showcase the many health related careers the military offers.

“He was clearly a subject matter expert, his presentation was impressive and was the most popular session of the day,” said Martha Daniels, battalion education services specialist.

A humble person, Busby takes on every challenge with open arms. He is excited about this opportunity and said he will take the experiences of recruiting duty with him on all of his future assignments.

“I never stop trying to learn more and achieve more.”

Just 32 credits from finishing his bachelor’s degree in health sciences, he said his long term goal is to attend the Uniformed Services University of the Health Sciences and become a specialized doctor.

The WHMU comprises the White House physician, who is often selected personally by the president; five active-duty military physicians, nurses, and physician assistants; three medics; administrators and one information technology manager. The medical unit protects the chief executive by guarding his day-to-day health or even performing emergency surgery.

The unit is part of the White House Military Office and is also responsible for emergency care for the more than 1 million tourists, guests and international dignitaries who visit the White House each year.

“I never stop trying to learn more and achieve more.”

During the Summer Leaders Seminar, high school seniors must figure a way to get up and down the pole without touching the ground or anything red. The team tied two poles together and were able to climb up and down the pole without incident as West Point Class of 2014 Cadet Evan Pardue looks on as a guide.





West Point Experience

Story and photos by Kathy Eastwood
U.S. Military Academy

Exhausted but enriched by the experience, the second and final group of high school seniors departed West Point June 15 after completing the weeklong Summer Leaders Seminar.

As these students begin to take a serious look into college choices and their future after high school, the Summer Leaders Seminar (SLS) offered them an opportunity to find out what life is like as a West Point cadet and what it takes to become a leader of character in the U.S. Army.

The West Point directorate of admissions offers two weeklong SLS sessions every June that are tailored for students' specific academic goals and allow them to tour the departments and learn in classrooms on subjects that interest them. The SLS participants are led by a cadet cadre, they sleep in cadet barracks, conduct early-morning physical training and engage in hands-on military training activities.



At the Leader Reaction Course at Camp Buckner, students had to get together and decide how to get from one place to another on an “unsteady” bridge. They needed to discover how to steady the bridge and get across without touching the ground as a team.

There is no sugarcoating anything, either. West Point wants its future cadets and leaders to be sure of their decisions so cadets provide the prospective candidates with all the information about the academy while demonstrating the academic, physical and military stressors that define the 47-month experience at the U.S. Military Academy.

On average, 4,000 students apply for SLS, and selection depends on grade point average, college entrance exam scores and class rank. Two sessions allow approximately 1,000 students to attend, and many students will also apply to similar programs at the U.S. Naval Academy, U.S. Air Force Academy and the U.S. Coast Guard Academy.

“My sister is coming to SLS for the second session,” 2nd. Lt. Elyse Ping, a 2012 graduate helping with the SLS, said. “She will also be going to the Air Force Academy SLS right after.”

Ping said the students learn more than what it is like to be a cadet and learning military tactics — they learn the importance of teamwork.

“They have to get motivated,” she said. “They have to complete tasks that require them to come up with a solution to a problem and work together to solve it. It helps them with teamwork and camaraderie.”

At an obstacle course, students were directed to cross a rickety bridge without touching the ground or anything red. The rails of the bridge were red. It was up to the group to figure how to get across. They formed a ‘man bridge’ by having two or three students lie across the bridge to steady it and one person walking would straddle them to get across. Mission accomplished ... eventually. Although, there are time limits involved, students have to employ strategy and trial-and-error thinking at each station.

Students were led by cadets from the Class of 2013 and 2014 as part of their leadership training, as well as Soldiers from Joint Base McGuire-Dix-Lakehurst, N.J., who, as specialized weapons instructors, provided familiarization to the SLS students on weapons and combatives.

“Many of these students are really motivated about coming to West Point,” Class of 2014 Cadet Juliette Wallerstein said. “It’s great spending time with those who want to serve our country. I didn’t go to SLS myself, but many of the cadets leading the SLS did.”

Once the students graduate from SLS, they receive an admissions packet from the directorate of admissions and for the past few years, about 50 percent of those graduates have attended West Point.

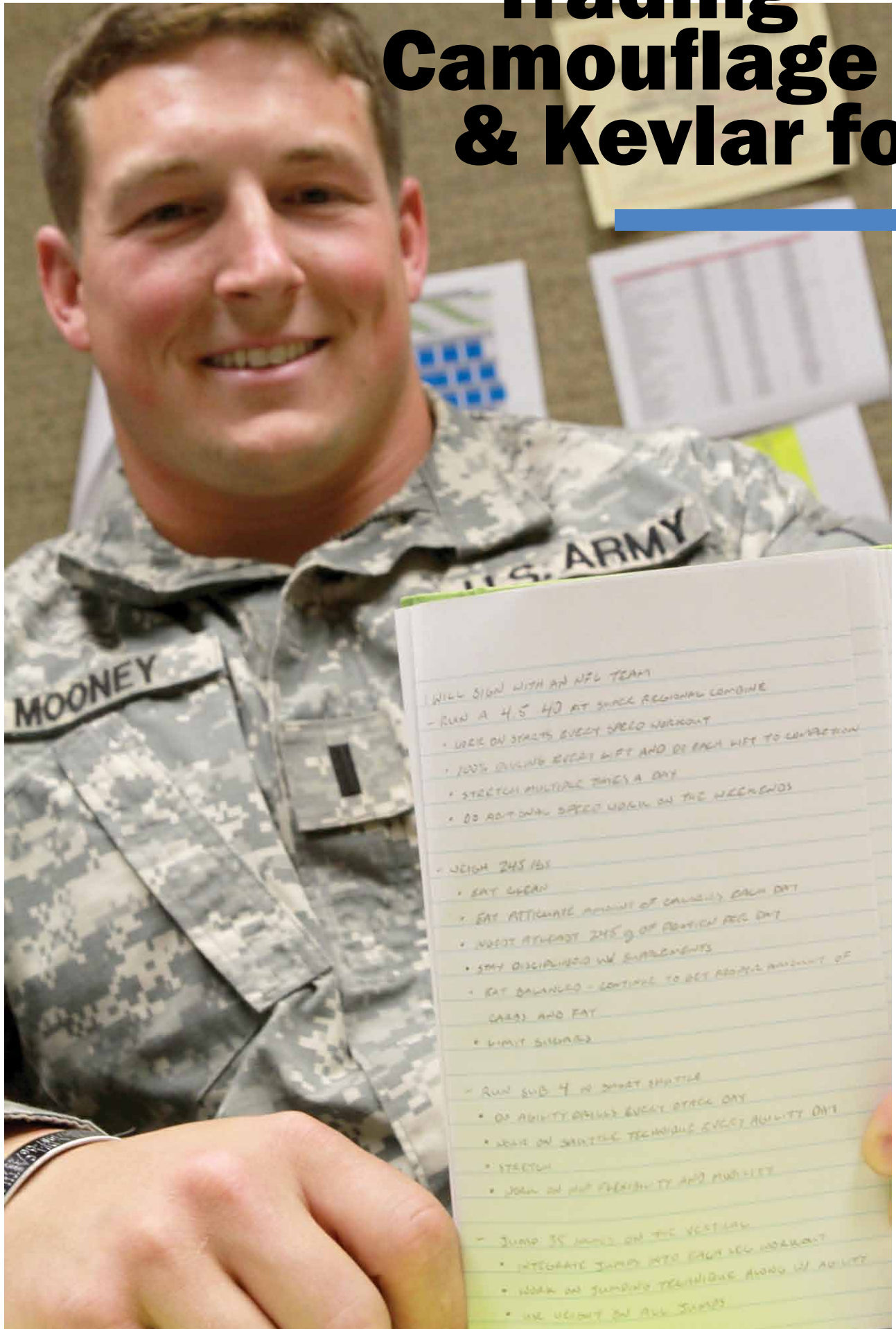
Jesse Wealing from Arizona is one of those who is hoping to be accepted to West Point.

“West Point is my No. 1 choice,” Wealing said. “I guess it is partly location, but my family have been in the Army for generations.

“This is fantastic. I always enjoy military-style things. Everyone who comes here wants to be the best Soldier they can.”

The summer seminar application process is very competitive, so students are encouraged to learn more and apply online early at www.usma.edu/admissions/SitePages/Summer.aspx.

Trading Camouflage & Kevlar for



NFL Uniform, Helmet

Trading in his camouflage uniform for a blue one, 1st Lt. Collin Mooney's biggest goal is about to come true, though he admits leaving the Army to play football for the Tennessee Titans is bittersweet.

"It's been a long journey for my wife and I the last three years," said Mooney, who was assigned to C Battery, 1st Battalion, 78th Field Artillery at Fort Sill, Okla. "She's been very supportive as far as me pursuing this and it's kind of a bittersweet deal because I'm leaving the Army; I'm leaving this unit that I've been with for two years, but on the other hand I'm going to play NFL football and pursue my dreams."

Mooney, who left for training camp in mid-May, said when he began his military career attending West Point the NFL was not his end goal. His grandfather influenced him to be an officer, and 9/11 also affected his decision to join the Army.

"Every little kid in the back of their mind says they want to play for the NFL, but going into West Point, the NFL was never my intention," he said. "I had actually applied to West Point prior to being recruited for football. Being an officer and being in the Army is what I wanted to do coming out of high school. It just so happened the way things worked out with football, I worked hard and I got a chance my senior year to do something and start so things just kind of fell into place."

Mooney broke Army's single-season rushing record his senior year with 1,339 yards and recruiters took notice. To be able to sign a military academy graduate they would have to wait at least two years for Mooney to fulfill his minimum contract to the Army first.

"It kind of got the ball rolling of maybe I want to play in the NFL maybe I do want to pursue this and then I got to thinking about it ... it's kind of a long shot, two years is kind of a huge long shot for me," he said.

So he started making plans for a military career by going to Ranger school and taking other necessary steps to progress as an officer.

"Finally, I did a pro day at [University of Oklahoma] and things went really well and I thought maybe something would happen," said Mooney. "A couple teams actually brought me in and then the lockout happened last year. It was like a lot of opportunity kind of went away because it was a frenzy of signing once the lockout ended, so I kind of got lost in the sauce."

Despite the setback, Mooney stuck with his dreams of playing in the NFL and stepped up his training with Aso Pogi and Josh Wolverton at "Next Level." His daily schedule included unit physical training or 5 a.m. speed

workouts, a full day of work including frequent field training exercises, two hours of lifting and then football practice which left him time to eat dinner and sleep.

The extremely regimented schedule paid off as he went to the super regional combine and showed off his hard work.

"I started getting calls closer to the draft from Tennessee, Jacksonville, New York Jets and New York Giants," he said.

Ironically, going into the NFL may be a break from his daily grind.

"To me it's exciting because it's like I've been able to perform the way I have even while working another job. Now I get to see, 'well what can I do if I'm just focusing on this?'"

Mooney said the Army has taught him the discipline that was necessary and the never-say-die attitude that has helped him keep hope for the past three years.

"You always have to have goals to reach, that was something that I learned very early at West Point. They always had goal setting and then you would use those goals to create positive affirmations: I want to sign with an NFL team, alright well what do I have to do to sign with that team?"

"So I do this every day, I do this every day, I do this three times a week ... now that I've reached the signing goal the next goal is to make the active roster," said Mooney.

Mooney said the support from his wife, family and the community is the reason he's made it so far.

"I never quit and no one around here ever quit on me, which I can really appreciate. I'm really thankful for everyone all the way up to the [commanding general] every time I talked to someone they encouraged me to keep going for it," he said. "Everyone in the Lawton-Fort Sill community has been encouraging."

While he takes his excitement with him and his new set of goals, he is closing the door on an Army career — one he will fondly look back on.

"I wrote a little letter to all the NCOs (noncommissioned officers) saying that this will be my first and only Army assignment. So when I'm one of those old Army guys when I'm 70, 80 years old, I'll be talking about this unit, this battery, these NCOs and these guys that I worked with. That's going to stay with me for the rest of my life."

Editor's Note: At the time of publication, Mooney — who practiced part of June with a broken hand — was still in competition to make the Titans' roster as a fullback.

Using Music to create Positive Change

Army flutist Staff Sgt. Katayoon Hodjati instructs fifth-grade flutist Jonah Laffiter during a weeklong workshop called OrchKids, developed to promote positive social change through music.



Story and photos
by Jonathan Agee
U.S. Army Field Band

OrchKids is a year-round during-and-after-school-music program that provides music education, at no cost, to underserved students in Baltimore. It was inspired by El Sistema, a program that for the past 40 years has transformed the lives of hundreds of thousands of underprivileged children in Venezuela.

Soldier-musicians from the U.S. Army Field Band recently joined OrchKids for a five-day workshop at Lockerman Bundy Elementary School.

Staff Sgt. Katayoon Hodjati, Woodwind Quintet leader, said the program was a perfect match for her skills and the values of the Army Field Band.

“I have quite a bit of teaching experience so I feel qualified to do this in addition to the performing I do as part of the Field Band,” said Hodjati. “And so this for me is putting together everything I do: the performing, the teaching, being part of the Field Band; I can roll it

all into one and have an impact locally which is really different than what we do when we tour.”

Aside from having premier musicians work with the students, there are two main factors that contribute to the success of OrchKids, said Nick Skinner, OrchKids manager with the Baltimore Symphony Orchestra. First is using it as a vehicle for positive social change and the second is democratic access to the arts.

“I like to think of the orchestra as a metaphor for society and how you have to treat people and fit within a structure and how you have to be able to contribute positively to something — and that’s really all these elements that are involved in making music with people,” said Skinner. “It’s just something that naturally happens. And that is where the social change comes from. Not to mention of course just being here. It started as an after-school program to target times where there is peak trouble with youth. We are trying to keep them

engaged in something positive and that is a large part of the social change.”

The democratic side of the OrchKids program is simply allowing children to have access to musical education and the arts. According to Skinner, many of the schools are unable to provide music education due to budget cuts and lack of funding. So OrchKids fills the gap and opens doors for Baltimore City youth.

Skinner and his colleagues work hard to bring the students a level of music education that is inspiring. He often invites guests such as the Woodwind Quintet to work with the students and showcase all the possibilities that exist through music.

Hodjati has a talent when it comes to working with the OrchKids. She has fun, but also instructs in a way that students can relate to. While working with the elementary students, Hodjati used an example of making a chocolate chip cookie to relate what the students were creating in the musical workshop.

When you put a piece of music together you have to put all the ingredients in — so all the accompaniment is different ingredients, Hodjati explained. We add one ingredient at a time and it doesn’t sound like much until you add the chocolate chips, which is the melody. Then you put it all together and you have a chocolate chip cookie, which is the accompaniment with the melody.

It was easily digestible lessons like this that made the Soldiers a welcome addition to the program.

The OrchKids program, started in 2008, grows larger each year. Skinner plans to eventually work with students throughout high school. By that time, he expects more student mentors to help with the program, as well.

“You take the student that knows two notes and he teaches the kid that knows one note and so on and so forth,” Skinner said. “Even though they may not be teachers, they can tell someone how to put their instrument together and how to hold it. They can teach them a couple of notes. And once we have hundreds and hundreds of kids here we are going to be relying on the older students that have been in the program for four or five years to step up and be leaders within this program.”

There is one collateral outcome of the program that does not primarily deal with music. Due to the fact that students are spending upward of three hours a day in the program, parents are becoming more involved in school than ever before. Skinner and his team have even combined some events, like “report card night,” with music to get more parents and guardians involved in the children’s education.

OrchKids has a big community concert on the night when parents come to pick up the report cards, said Skinner. Before initiating the concert, the school would typically hand out about 5 percent of the report cards to parents. Now, they hand out upward of 80 percent.

Because we have these concerts, every parent is going to come up to see their kid performing, said Skinner. “So they come in and they have to get the report card, and they have to talk to their teachers because their report card is their ticket into the show!

“If we weren’t in the schools, you’re talking about hundreds

and hundreds of kids that would never have had the opportunity to hear the wonderful group [Army Field Band Woodwind Quintet] that we had here today or be exposed to instruments or have the opportunity to play an instrument,” said Skinner. “Giving a child the gift to play an instrument is a gift of a lifetime. And what that can do to transform a child’s life is just a very powerful thing.”

For the Soldier-musicians who participated in the weeklong program, OrchKids has left a lasting impression. Hodjati plans to continue working with OrchKids on her personal time, and hopes that the workshop is the start of a continuing relationship with the Army Field Band.



Staff Sgt. Katayoon Hodjati, flutist, and Staff Sgt. Erika Grimm, oboist, perform for the students of OrchKids, a year-round during-and-after-school music program designed to create social change through music.



Clarinetist Sgt. 1st Class Michael Sears works with third grade clarinetist Tony Davis while fourth-grader Nikiya Monroe practices. Soldier-musicians from the U.S. Army Field Band joined OrchKids for a five-day workshop at Lockerman Bundy Elementary School.

Bringing Leaders Into Driver Training

U.S. Army Combat Readiness/Safety Center

The process Soldiers use to get their required motorcycling and driving training is changing Armywide Oct. 1 when the Army fully migrates back to an existing scheduling and tracking tool called DTMS, or the Digital Training Management System.

Recruiting Command started using DTMS to track motorcycle training completion in December 2011. In Fiscal Year 2013 that will become the standard Armywide, replacing the AIRS, the Army IMCOM Registration System used since 2007.

The Digital Training Management System has been used for years to plan and track individual Soldier training. The same DTMS mechanisms Soldiers used to schedule and annotate weapons qualification on the range will now also schedule and track them on the road using the "POV Licensing" tab.

Going back to the "old" way has its pluses, according to Charlie Ostrand, DTMS technical branch chief. Using DTMS adds leader involvement when Soldiers need to take required training and brings continuity to Soldiers' training records, allowing units to better respond to their needs for riding training.

No longer will Soldiers hand carry — and potentially lose — their training records when moving to a new assignment. Ostrand said, "They just show up at their next unit when the personnel system assigns them there. Then the unit can view their training record and update what they've done, where they're going and what they're doing."

The automated system allows leaders to quickly recognize when there is a problem with their Soldier's training. This, Ostrand explained, makes it possible for Soldiers to get their chain of command engaged much more effectively should problems arise. Also, leaders are better able to monitor their Soldiers' progress, ensuring they get the required follow-on training at the proper intervals. Being Web-based, DTMS allows both instructors and leaders to verify Soldiers attend the training.

USAREC driver training information from the USAREC Safety Office was compiled with this USACR/Safety Center article by Bob Van Elsberg.

Accident Avoidance Course Required for Soldiers, Civilians

All Soldiers, Army civilian employees and contractors must complete an Army or Department of Defense recognized accident avoidance course every four years before operating any Army motor vehicle (AMV), which includes rental cars driven in an official capacity.

USAREC drivers will complete the training online through the Army Learning Management System (ALMS).

Leaders will ensure driver education and training is conducted in accordance with USAREC and Army regulations. Refer to UR 385-2, AR 385-10 and AR 600-55.

Motorcycle Accidents: Just the Facts

By Dixon Dykman
USACR/Safety Center

Armywide in Fiscal Year 2011, there were 178 motorcycle accidents, including 47 Class A (an accident resulting in a fatality, permanent total disability or \$2 million in damage), nine Class B, 93 Class C and 29 Class D accidents reported to the U.S. Army Combat Readiness/Safety Center. These accidents resulted in the loss of 45 Soldiers.

There were also 122 Soldiers who received nonfatal injuries from these accidents. In addition to the loss of life and injuries, these accidents cost the Army 1,504 workdays, 518 days of hospitalization and 3,556 days of restricted duty for the Soldiers involved.

Of those who died, the majority (42 of 45) were enlisted. Of those, 26 were sergeants and below.

Additionally, nine were staff sergeants, six were sergeants first class and two were master sergeants/sergeants major. Three Soldiers who died were either commissioned or warrant officers. While the youngest fatality was 19 and the oldest was 48, 13 of the Soldiers who died were 23 years old or younger. The average age of a motorcycle crash victim was 30.2 years old. Most of the victims had completed the required training, wore personal protective equipment and were licensed to operate their motorcycles.

However, four Soldiers weren't wearing helmets, four didn't have a motorcycle operator's license and five hadn't completed Motorcycle Safety Foundation training. Twenty-six fatalities occurred during daylight hours, 16 occurred at night and the remaining three occurred at dusk.

Teamwork:

Taking it to the Virtual Level

By Ray Kuklinski
Recruiting and Retention School—Forward

It might be a new concept at recruiter and center level, but teamwork (small unit recruiting) it is not new to the rest of the command or the Army. That is not to say recruiters don't work together — they do. They run each other's police checks or transport each other's applicants to or from the Military Entrance Processing Station. Even though recruiters worked together, they didn't work collectively, they still had individual tasks and missions for which they were held accountable. The station's mission was no more than the sum of each recruiter's personal mission.

Small unit recruiting has radically changed the mission process. The end of individual recruiter missions has revolutionized recruiting. This simple but massive move has aligned USAREC with the rest of the Army.

A dictionary defines teamwork as “a cooperative effort by members of a group or team to achieve a common goal.” In today's small unit recruiting model, each team member performs their individual and collective tasks within the recruiting center to achieve the common goal. That goal remains unchanged — to enlist young men and women in support of the mission.

What appears as a minor change has caused a major paradigm shift in recruiting operations at the Soldier and recruiting center levels. Transforming to small unit recruiting has also set battalion, brigade and USAREC staff scrambling to support activities.

Battalion staffs must plan, coordinate and execute all the support actions for the transformation. The staff must study the market and redraw station boundaries. Some stations must close, and their people and equipment must move. Risk assessments, redistribution of authorizations and movement of personnel must all be accomplished to make a smooth transition from legacy to small unit recruiting, while supporting the battalion's recruiting mission.

How does the battalion staff accomplish all these actions? You guessed it: with teamwork. The staff has to work together because most actions require collaboration between sections. For instance, just to open or close a station requires input from the S-2 (intelligence officer), S-3 (operations officer), S-4 (logistics officer), the education services specialist (ESS), the advertising and public affairs (APA) officer and the adjutant (S-1).

Life would surely be easier if there were a website where recruiters, leaders and staff could go to ask questions about the transformation. All 44 recruiting battalions are engaged to some degree in the transformation. A website would allow people to learn from each other's experiences.

What if this site could cross battalion and brigade boundaries and put members in touch with the rest of the command, to include USAREC headquarters staff and the Recruiting and Retention School?

We have such a site — it's called Recruiting ProNet.

Recruiting ProNet is a virtual repository of information supplied by its members. It's a place to share bright ideas, ask questions and participate in discussions. ProNet was designed to take teamwork to a virtual level, and it was built specifically for this command.

ProNet has almost 10,000 members. USAREC staff monitors ProNet traffic daily to answer questions from the field.

What a prime opportunity you have, during USAREC's transformation to small unit recruiting, to draw from one on another's experiences. If you haven't already, join Recruiting ProNet today by logging into <https://forums.army.mil/secure/CommunityBrowser.aspx?id=51486>. Click on “Join Recruiting ProNet” and submit a member profile. A community administrator will quickly respond, and you're in.

In the spirit of teamwork, the Recruiting ProNet staff is always happy to serve you in any way we can. Remember — we're all in this together. Good recruiting!

Baton Rouge Community Group Honors Enlisting Seniors

By Jennifer Villaume
Baton Rouge Battalion

Our Community Salutes of Baton Rouge recognized more than 100 high school seniors who have chosen to enlist in the armed forces upon graduation.

“The Our Community Salutes event put our future military members on the same level of high school seniors who get recognized when they receive a college scholarship upon graduation,” said Baton Rouge Company 1st Sgt. Neal McMillan following the event at the Old State Capitol in April. “It was a first-class event that gave parents an up close look at how we are welcoming their children into the Army.”

For Battalion Commander Lt. Col. Jose Torres it was a venue to let the future of the military shine.

“This venue allows the community to highlight their own, to draw attention to their future heroes and to establish military service as a viable option to our young men and women,” said Torres.

With strict enlistment requirements the future service members are joining a military that is looking for the best of the best.

“Only 1 in 4 applicants qualifies to enlist in our Army and the fact that young kids make a commitment to serve and wear our uniform — our symbol of strength — is something that must be loudly recognized,” said Torres.

Retired Lt. Gen. Russell Honoré, the ceremony keynote speaker, gave many points of advice to the young enlistees, but one stood out to the crowd.

“Listen to your drill sergeants and non-commissioned officers,” he said. “You listen to them, you try to be like them — you try to be better than them.”

Honoré inspired the enlistees, their families and service members in attendance by saying that “to live free is a privilege, a privilege that has been paid for by previous generations throughout the years to keep this country free, and every generation has a responsibility to leave America free.

“For your time has come. It is your time to defend this nation; it is your time

to make your family proud. It is your time to pull that inner courage that is in you to overcome your fears. You will be well trained. You will be well equipped and you will be well led. It is up to you to meet those standards. And we will all be proud of you for what you have done to sacrifice and serve this nation.”

Jacques Villaume, Red Stick Kiwanis board member, served as the OCS committee chair organizing the banquet for the Future Soldiers, Sailors, Marines, their families and community influencers.

“I am proud to be a member of the Baton Rouge community and witness the voluntary enlistment of our community’s sons and daughters,” said Villaume, adding that the more than 350 people in attendance took the ceremony seriously and reacted positively to Honoré’s remarks.

“With the active duty personnel present, I felt the bond that was starting to develop between them and the new enlistees. I could feel them saying ‘Welcome brothers and sisters.’”

Volunteers from the community and representatives from branches of the military served on the OCS committee by sending out invitations, designing the program, packaging parent survival kits, and coordinating event logistics.

“This event offers everyone the opportunity to better our community, our military and our nation. It provides a vision for many of our youth, as well as their parents, to work toward achieving their goals in life,” said Villaume.

In addition to honoring the future enlistees, the ceremony honored the parents.

Janet Broussard, Blue Star Mothers of America 1st Vice President, spoke to the families on the importance of their support and encouragement.

“The OCS event was a wonderful event that showed support for not only the enlistee, but for the families,” she said. “Many parents said how much it meant to know they are not alone in this journey, but will have others to reach out to when needed.”

Broussard organized the survival kits for parents, which consisted of items to remind them of the support they can give to their children when at basic training and

beyond, such as a yellow rose, prayer book, phone card and a letter of support from Louisiana Governor Bobby Jindal.

Russell and Ashley Hooge attended the ceremony to honor their son, Taylor, a Future Soldier from Live Oak High School.

“The event was overwhelming and we feel that Taylor was really a part of the Army Family,” said Ashley Hooge, “It was a great event and was really appreciated.”

In addition to recognizing graduates, the event also honored 2012 General Colin L. Powell Service Award recipient Jason St. Pierre, Walker High School principal, for his support for high school students desiring to serve in all branches of the armed forces. Education and the armed forces are inexorably linked, according to John White, state superintendent of schools, who presented the award.

“Our military is the most extraordinary educators of our young men and women ... in this country,” said White. “It is an honorable thing and a good educational thing to have young men and women choose ... this rigorous pathway ... that is the United States Military.”

White tweeted after the event, “Attended an inspiring ceremony to induct #Louisiana grads into our armed forces. Proud moment. @USArmy.”

OCS increases public support of and morale among the future military enlistees and joins the young people together in their shared mission.

“It was a night to remember our past, enjoy our present, and to salute our future,” said Torres. “Many parents, friends, military, and community members will remember this day for years to come because of the community’s efforts to recognize service to our nation.”

The program was created in 2009 by Dr. Kenneth Hartman who saw the need to honor seniors who choose a different path beyond college outside of their high school graduation service.

Across the United States, local communities conduct banquets each year with coordination from local volunteers, civic organizations, active and retired military, high school educators and community leaders.

Phoenix Battalion Family Member One of First African Americans to Receive ROTC Commission from University of North Texas

By Deborah Marie Smith
Phoenix Battalion

History was made when 2nd Lt. Corey Milsap became one of the first African Americans to receive a Reserve Officer Training Corps commission from the University of North Texas in Denton May 11.

“Words cannot describe the pride I felt when I gave my son his first salute,” said Command Sgt. Maj. John Milsap, Phoenix Battalion. “I grew up in the deep South which was filled with segregation and little promise for African Americans. Being the first Milsap to serve in the military, I am proud my son decided to continue the tradition of serving our nation as an officer in the Army.”

Corey, described by his father as one who beats the odds, was born premature and not expected to live longer than two months. He weighed only one pound and was no bigger than his father’s hand. After two months Corey was able to leave the hospital. His father said that because his son had survived, there was “something extraordinarily special” about him. Corey matured into an above average child, both academically and physically, who possessed a love for learning, playing musical instruments and running track. Yet Corey was not considered likely to follow the footsteps of his father and become a leader in the Army ranks.

Even though Corey was born an “Army brat” he never expressed interest in learning about the Army or his father’s occupation. He said his father did a great job in separating and balancing work and family life.

“He is like his mother, into math and science, very book smart — but did not know what my rank was until after he entered the ROTC program at UNT,” Milsap said. “I did not want to push the Army on him. I wanted him to make his own decisions about whether or not he would pursue an Army career.”

During his senior year of high school, Corey received a four-year ROTC scholarship to UNT but was hesitant to accept it. He agreed with his father that if he did not feel the Army was for him, he could leave the program after two years. However, Corey quickly became motivated by the incentive he could be one of the first African-Americans to receive an officer commission from UNT and the first com-



Phoenix Battalion Command Sgt. Maj. John Milsap congratulates his son, 2nd Lt. Corey Milsap, during his commissioning ceremony at the University of North Texas May 11.

missioned officer in the Milsap Family.

“I worked extremely hard, academically and physically, to earn every stitch on my gold bars,” he said.

During his sophomore year, Corey was selected for the Ranger Challenge — the varsity sport of Army ROTC in which universities annually compete to perform military tasks. The challenge includes a written examination that tests cadets’ Army knowledge, physical fitness drills and field exercises.

Corey graduates from UNT in August with a bachelor’s degree in hospitality management. He will become an Army quartermaster officer and said he wants to positively influence as many Soldiers as possible to become the best they can be for themselves and for the Army.

“The Army has already benefitted my life tremendously and molded me from a 17-year-old teenager into a 21-year-old man,” he said. “Additionally, I had the opportunity to make history at the University of North Texas by [being in] the first minority class of Army officers. I am extremely anxious to see the greater challenges and experiences the Army has in store for me.”

Army Chief of Staff Awards Civilians for Service

Army News Service

Army Chief of Staff Gen. Ray Odierno honored five civic leaders for their service to Soldiers during a Twilight Tattoo at Joint Base Myer-Henderson Hall in May.

"I extend a warm welcome to everyone that came out tonight, and more importantly, for your incredible support to our Soldiers and Army families," said Odierno. "We are honored to have with us tonight five individuals who have gone above and beyond in their selfless support of our troops."

In front of more than a thousand visitors, Odierno presented the five individuals with the Outstanding Civilian Service Award — the third-highest honor the Department of the Army can bestow upon a private citizen.

Odierno presented awards to: Tom Coughlin, head coach of the New York Giants; Lynn Chwatsky, vice president of outreach for the Sesame Workshop's Military Families Project; Linda Patterson, president and founder of America Supporting Americans; John Harbaugh, head coach of the Baltimore Ravens; and Bob Delaney, former police officer and referee in the NBA.

"These individuals have dedicated an enormous amount of time and effort to support, enable, and empower our Soldiers and Army families," said Odierno. "I am proud to not only acknowledge all the support they have given to our Army, but to tell them how grateful we are for what they do as role models and selfless leaders."

The award is presented to civilians not employed by the Army, and cannot be presented to federal government officials at the policy-development level, or technical personnel who assist the Army as a consultant or adviser.

"It's a meaningful award; it's important to me to be a small part of what the military does," said Harbaugh during an interview prior to the ceremony. "I just want to say thanks to all of the military, and I am so grateful for everything they do."

Coughlin said he was offered the opportunity to be part of a USO Tour and wanted to get involved.



General Raymond T. Odierno, chief of staff of the U.S. Army, stands with Outstanding Civilian Service Award recipients (left) John Harbaugh, Bob Delaney, Lynn Chwatsky, Linda Patterson and Tom Coughlin. The award is the third-highest honor the Army may give to private citizens.

"I went to Mosul, Iraq, and was able to meet the Soldiers and the thing that really stood out to me was they all had such high morale and I was happy to be a part of that experience."

Harbaugh said the citation presented by Odierno means a lot to him.

"I'm probably one of those guys that haven't gotten many awards, but (getting this citation) is the top thing. It's the most meaningful award because it represents just so many people, just to be a small, tiny little part, a supporter of the military and what it has accomplished," Harbaugh said.

Harbaugh has invited wounded warriors to watch Raven games. He visited Iraq to show appreciation to Soldiers and just before this past Christmas he and the Ravens sent 300 packages to Soldiers in Afghanistan.

"No one in our family ever served in the military," Harbaugh admitted about his youth. "It just wasn't part of our family tradition."

Chwatsky said before the Sesame Street Military Families project she had never before worked with military families and the project has changed her life.

"I am a changed mother and I'm a changed wife, and I'm a changed person

because I've met all these service members and their families. . . . I am so honored and humbled because this is a team effort here at Sesame, and it's our little way of saying thank you to all our service members and their families for serving us and our country and our families every day."

"It's the ultimate service. Every day you go to work to serve this country and that's pretty powerful and until you really live it with these families, you don't really understand it," she said. "I'm proud to be a part of it."

Patterson was recognized for her organization's tireless work for more than 40 years to encourage communities and civic groups nationwide to adopt deployed Soldiers and units.

Delaney was recognized for what he considers his most important work, to "educate and inform" on the causes, effects and treatment of post-traumatic stress, known as PTSD. His work has created an environment conducive to healing and acceptance, Odierno said, and directly affected and improved the lives of countless Soldiers.

Compiled from Army News Service stories by George Markfelder and Rob McIvaine

Soldiers Motivate, Inspire Students at Annual Youth Leadership Conference

By Natalie Skelton
Beckley Battalion

Knowing that Soldiers are committed to living the Army Values, have leadership skills and are self-motivated, the American Independence Foundation of Colonial Virginia (AIFCV) requested volunteers from the Beckley Battalion to support its 2012 Youth Leadership Conference.

Two Soldiers from the Norfolk Company, Sgt. 1st Class Jacquelyn Green of the Chesapeake Station, and Sgt. Anita Cherry of the Lynnhaven Station, volunteered to contribute to the success of the event. Participating as chaperones for the female high school students, they got the opportunity to demonstrate their Army Values and their leadership skills in a way that left a lasting impression on both the students and their leaders. Forty-four students from New Jersey and Virginia attended this year's Youth Leadership Conference (YLC) at the Williamsburg, Va., Conference Center April 26-29.

Each year up to 45 high school juniors and sophomores are selected to attend. This year's YLC marked the 16th annual conference.

"I found this opportunity extremely

rewarding both personally and professionally," Green said. The organization "has opened my mind to the need for mentorship of today's youth. There is a lot of potential that can be brought out in our students that community services like this one can accomplish. The time is now to grow our future leaders of tomorrow."

Cherry added that "chaperoning the YLC was an excellent experience. I was able to witness first-hand, the 'forward thinking' of today's youth."

Retired Air Force Col. Bill Townsley, AIFC founder, and, retired Air Force Maj. Earl Johnson, AIFCV Director, requested the battalion's assistance for this four-day, jam-packed, fast-paced event that was billed as an exciting opportunity for the students to network and become friends with other students from around the U.S., while learning more about America, as it was in history and as it is today.

The seminar focused on educating America's future leaders; presenting ideas on what it takes to keep America strong, and encouraging participants to think about and develop their own leadership skills and how they can use those skills to help their country.

Townsley was impressed with Green's performance. In a letter he sent to the bat-

talion commander, he praised Green for the exceptional support she provided for the event and the foundation.

"In order to conduct the program, we have to have qualified volunteers. Without Sergeant 1st Class Green assisting our program as a female chaperone, this seminar would not have been possible. Her efforts were instrumental in ensuring our No. 1 priority: safety. As a chaperone she remained overnight in the dorms, observed the class during daily presentations and escorted the class to historical sites. At the conclusion of the training, she assisted in selecting our award winning leaders in various categories.

"Motivated by her desire to ensure our young leaders were aware of some of the pitfalls of life that can prevent one from obtaining their goal, including joining the service, she took [time] to speak about Facebook, criminal records and other electronic programs that could stifle their dreams. Thank you for supporting America's young leaders. Well Done!"

Green said she has been inspired and motivated to continue her efforts to support her community by working with her local church youth services. She said she plans to return to next year's conference as a youth counselor.

South Carolina Foundation Connects STEM Classroom Training With Army Helicopters

By Leslie Ann Sully
Columbia Battalion

The Celebrate Freedom Foundation (CFF) has a mission to honor veterans, educate youth and foster lasting patriotism in citizens. For that reason, Columbia Battalion has been partnering with CFF at major patriotic events.

"It was successful, but did not always target their primary market," said Jack Lovelady, CFF president. "So, we started working closely with Columbia Recruiting Battalion to find ways to reach high school students and specifically created interesting classroom presentations with our SOaR program."

The School/Student Opportunities and Rewards (SOaR) Program is an active program consistently working toward educating young men and women about career choices in the military. First, a CFF instructor meets with recruiters, teachers and career specialists from selected schools. Then, on the day of the scheduled visits, students receive handouts and lesson plans that connect Science, Technology, Engineering and Mathematics (STEM) training with the organization's Army helicopter display.

"The opportunity for students to see this type of Army equipment up close shows them the importance of math and

science for the future of our Army," said Staff Sgt. Ryan Cordell, Florence Recruiting Center. He said he could see on the face of students at West Florence High School the realization they could learn certain skills while they were in school so they can get the jobs they want after graduation.

Sergeant Christopher Thomas echoed the sentiment.

"They got to see the internal workings of an aircraft and the cockpit and instrument panels and radios. They learned about Army Aviation but also the Army in general," he said. "Two juniors that I have been talking to this year really got more interested during the visit. One is now talking about wanting to fly, so I told her we do have female pilots in the Army and there are options available for her."

The helicopter allows students to tie Army technology to current classroom teachings. It is an asset schools cannot afford, it doesn't compete for classroom time, and it supplements the classroom objectives, he said.

"It connects the classroom with real world jobs and Army MOSs. Every Army job can be related back to the helicopter," Lovelady said.

He added that after the visits many educators view recruiters also as role models and mentors for their student.

NCO Recruits Soldier to Fill Reserve Unit Vacancy She Left When She Became Recruiter

Story and photo by Pat Adelman
Milwaukee Battalion

Staff Sgt. Kelly Ernst enlisted in the Army Reserve as an ammunition supply specialist in August 2000 and was assigned to the 395th Ordnance Company in Appleton, Wis. Little did she know that one day she would be the one who would recruit her replacement in the unit or that it would be someone she baby-sat before enlisting.

Assigned to the Appleton Recruiting Center, Ernst is in regular contact with her former unit and knows the quality of the Soldiers assigned there. She also knows what vacancies are available. One of those vacancies is the job she enlisted for more than 10 years ago. That vacancy would allow her to complete one of her goals: to fill the position she left empty when she became a recruiter.

So it happened last month while Ernst was home visiting rela-

tives. During the visit she spoke to her cousin, Meghan Woods, a senior at Lakeland Union High School who had wanted to join the Army since she was a small child. She just needed the right guidance — that is where her old baby sitter came in to the picture. It was Ernst who gave Woods the direction to help her reach her goal.

“It has always been the one thing I was sure that I wanted to do,” said Woods about joining the Army Reserve. Talking with Ernst only cemented the decision for her. After hearing Ernst’s Army story, Woods was convinced that joining the Army Reserve was the right decision for her. As it turned out, not only did she enlist for the same MOS as Ernst, but she will also serve with the same unit: the 395th Ordnance Company; completing the cycle started by Ernst.

“It is the only thing I was sure I wanted to do after high school,” said Woods. Having just turned 18 only days before, enlisting was the first major decision she made for herself.

“I’m happy I could help her. I know the unit and have seen it grow and develop over the years,” said Ernst.

For that reason she was more than happy to complete the cycle and fill the boots she left vacant in her old unit.



Staff Sgt. Kelly Ernst and Meghan Woods

Rodeo Recruiting at Future Farmers Convention

By Daniel Gilbert
Oklahoma City Battalion

For the second year in a row, rodeo cowboy Ron Benton joined the Oklahoma City Battalion for the Future Farmers of America (FFA) conference in early May at the Cox Convention Center in Oklahoma City.

Benton and recruiters Sgt. 1st Class Billy Honey and Staff Sgt. Harvey Johnson spoke with more than 500 visitors during the two-day event that brings together students and educators along with parents and other influencers from across the state to develop leadership and teamwork skills.

Benton has a unique history with the Army and the rodeo, two paths he didn’t expect to cross. While still enlisted as an Army airborne Ranger, he decided to take up bull riding.

“I was just bull riding for fun and the challenge — started riding way late in life,” Benton said.

In 2003, three years after he

learned to ride and just before his Army retirement, Benton’s hobby and venture led him to a new opportunity that he calls rodeo recruiting: connecting America’s youth to patriotism through rodeo venues.

“I figured this rodeo recruiting job would last two years; I am on my ninth year now,” he said.

Although he was never an official FFA member, Benton quickly took notice of similarities between the Army Values and the FFA principles.

“Many of the traits we seek in the Army — integrity, leadership, motivation, loyalty, selfless service and patriotism — are already there. These youth who choose the Army simply trade in their blue FFA coat for an Army uniform,” he said.

In addition to rodeo recruiting, Benton can still be found riding bulls from time to time.

“I still love getting on bulls, even at my older age,” he said. “The only difference is that these good and younger riders ride their bull... I get thrown off.”



Ron Benton, professional bull rider Cord McCoy and Sgt. 1st Class Billy Honey at the FFA.

Former San Antonio Battalion Operations Officer Carries Lessons From Ball Field With Him to Company Command

By Jerrod Resweber

Weber Shandwick Public Relations Agency

Captain Jake Weber has made his mark in baseball with his recent induction into the North Carolina State University Baseball Hall of Fame, and now he hopes to bring the lessons he learned on the baseball field to his new role as a company commander at Fort Gordon, Ga.

Growing up in Wappingers Falls, N.Y., Weber's love for baseball started at just 7 years old. From there, his athletic abilities grew through strength and determination and landed him a coveted spot on the USA Junior National Baseball Team following his high school graduation. As a team member, Weber was given the opportunity to play with several of the best baseball players in his peer group and experience the game on the fields of some of Major League Baseball's most famous ballparks.

Although MLB teams scouted Weber upon graduation, he was determined to play the game in the collegiate arena while he earned his degree at North Carolina State University in Raleigh, N.C. Weber went on to leave his mark at N.C. State through countless honors, including Freshman All-American, First Team All-Atlantic Coast Conference and Academic All-American.

Weber's successes at N.C. State led him into a seven-year baseball career where he spent time playing in the Minor League with the Seattle Mariners, St. Louis Cardinals, Anaheim Angels and New York Yankees.

Following his stint as a professional baseball player, Weber took a cue from his wife, then a dental student through the Army's Health Professions Scholarship Program, and began researching the Army's Officer Candidate School (OCS).

"I was a little lost on what I wanted to do in my life following baseball," said Weber. "I saw that the Army would provide new career opportunities, and I also recognized the many similarities between the Army and sports. I saw a fit for me in the Army where I could use the leadership and teamwork skills I learned playing baseball."

Weber has now been in the Army for six years, and in April he transitioned from his role as operations officer with the San Antonio Battalion to the a company commander in the 442nd Signal Battalion at Fort Gordon.

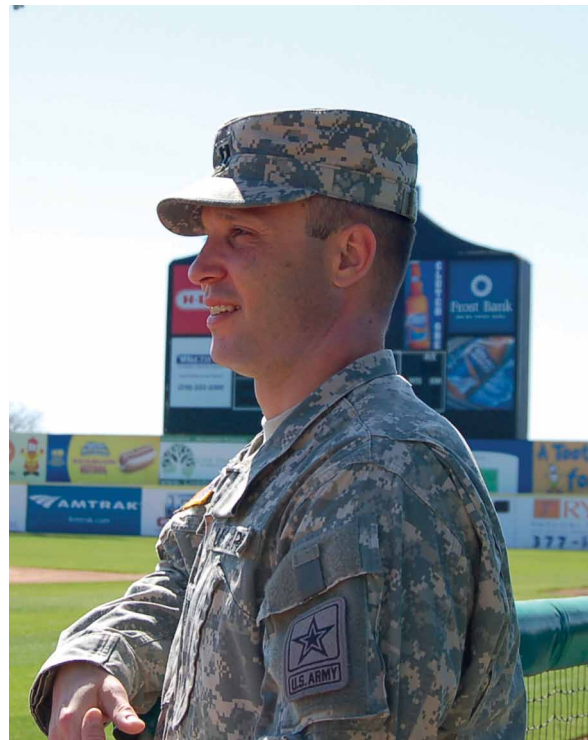
Weber manages a command that is responsible for warrant officer and signal function training courses. The courses range from providing Soldiers hands-on experience with signal equipment, such as high-speed satellites, to offering leadership training to Soldiers who will one day serve as the subject matter experts for their units in regards to planning, building and maintaining network communications.

Weber hopes to bring a strong sense of teamwork to his new role; something he has found to be the foundation of both his time on the baseball field and his time as a Soldier.

"Teamwork is a huge similarity between baseball and the Army. Any given day, you can have multiple players impact the outcome of the game. One player cannot win the game by themselves. Each player must execute their position successfully in order for the team to win."

With his recent hall of fame induction, Weber looks back fondly on his time playing baseball, but his new goal is to grow his career as an Army officer.

"College academics and baseball helped me grow as a person, which enabled me to transition well into professional baseball and later into the Army. My wife and I are dual military, and our goal is to make the Army a career. We both enjoy the camaraderie and the benefits the Army offers us and our two children."



Former San Antonio Battalion operations officer Capt. Jake Weber looks back fondly at his time playing Minor League Baseball but remains focused on taking the teamwork and leadership skills he learned on the baseball field to his new role as a company commander.



COURTESY PHOTO

Fayetteville Company Soldiers participate in a 5000m row for time.

Fayetteville Soldiers Train Like World-Class Athletes

Raleigh Battalion

Raleigh Battalion Soldiers are training like world-class athletes to maintain their edge as members of the world's best fighting force. Since March, Fayetteville Company Soldiers have been participating in an enhanced cross-fitness physical fitness program on Fort Bragg, N.C., where they've learned to use concepts and principles typically found in athletic development to heighten their physical readiness as tactical athletes.

The Soldiers travel two times per week to Fort Bragg's Fredrick Physical Fitness Center (PFC), to participate in the Soldier Performance Enhancement Program (SPEP). The SPEP fosters an educational culture of training with the intent of safely and effectively improving performance. The goals are to educate Soldiers in human performance concepts to promote resiliency and increase physical readiness, as well as promote injury reduction strategies.

"The program provides [Soldiers] an opportunity to improve their physical readiness while learning about various concepts and protocols taken from sport that will also help them as tactical athletes," said Casey Gilvin, Fredrick PFC manager.

During six-week training phases, Soldiers meet twice a week with SPEP staff who educate them about safe training and how to increase performance in various areas, including power development, strength, agility and aerobic training.

As a supplement to existing Army physical readiness training, the program affords attendees the opportunity to be exposed to training, methods and equipment that in the past were reserved for high-end athletic development, said Gilvin. The program's various resources and equipment enable individuals to effectively train despite a wide range of ability levels or experience across the entire group, he said.

"This human performance program serves as an additional opportunity to provide variety in programming while still meeting the mission or improving physical readiness."

Gilvin said he thinks the program helps Soldiers become more efficient in their given tasks, which could increase their career longevity.

Fayetteville Company Commander Capt. Neil Alcaria, who enrolled his Soldiers in the rigorous training program to improve their overall physical readiness and capabilities, said his Soldiers are already seeing the career benefits.

"Since joining the program, our team has been able to increase our overall Army Physical Fitness Test score, on average, from 254 to a 276," said Alcaria.

"Staying physically fit is just as important as staying mentally tough," he said, adding that he feels these attributes complement each other to produce a more well-rounded Soldier.

Healthcare Recruiters Pitch to Younger Crowd

By Lisa C. Simunaci

2nd Medical Recruiting Battalion

Bringing the Army story to a high school audience is a no-brainer for most Army recruiters. But for medical recruiters seeking physicians and other healthcare providers, presenting to the younger crowd is uncommon.

Even so, Army Reserve physicians, dentists and nurses found a receptive audience when they shared the stage with healthcare recruiters at two Florida high schools in the spring.

"Our students were in awe, their mouths were wide open," said Larry Roziers, executive director of high school programs for Duval County Public Schools. "We have young people still talking about it."

About 300 students from Mandarin and Darnell-Cookman high schools, both with medical education components, attended the schools' first Army Healthcare Career Day. Army Reserve healthcare providers from the 345th Combat Support Hospital served as subject matter experts for the day's event. For most students, it was the first time they had heard about the Army's opportunities for health care scholarships and careers.

Orlando Medical Recruiting Company Commander Capt. Joshua de Freitas said the high school engagements provided an opportunity to help students map out their potential medical education at a young age.

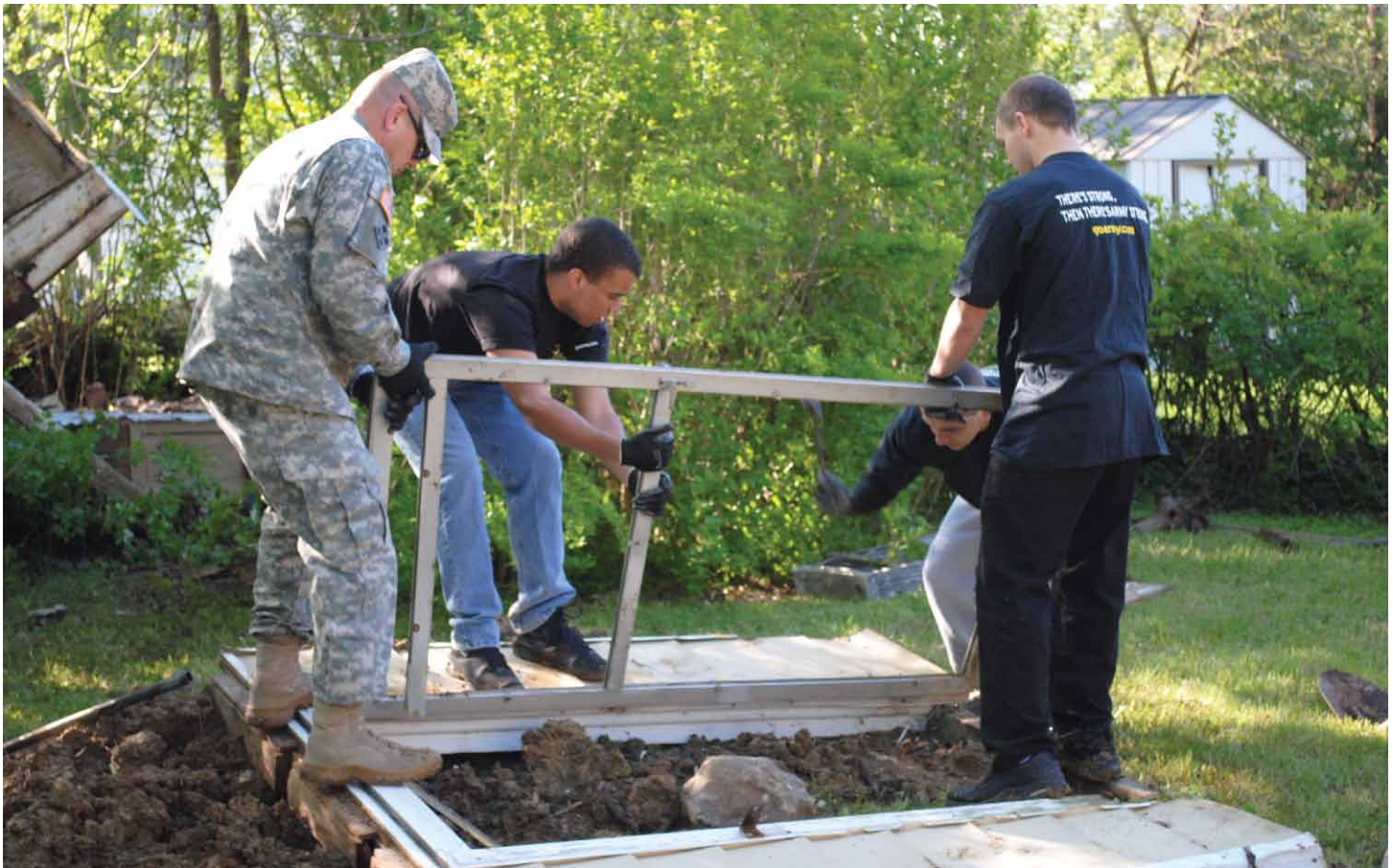
"We spend most of our time talking to medical school students and practicing physicians and nurses," de Freitas said. "This was a good chance for us to plant a seed and help guide their educational goals."

Darnell-Cookman Principal Mark E. Ertel said the students were impressed with the benefits the military provided along with the opportunity for different experiences.

"The students indicated that the military is now a viable option that they would like to explore as they make their college and career plans," Ertel said. One of the biggest take-aways for students, Ertel said, was that the presenters loved their jobs.

For members of the 345th CSH, the event was a great way to connect with their local community through their military role.

"Our staff members are eager to talk about their careers and share their experiences," said Dana Everitt, staff operations specialist with the 345th CSH. "Medicine can be a little more exciting in the military."



Columbus, Ohio, Station Commander Sgt. 1st Class Brian Hucik and Future Soldiers demolish an old shed as they help Habitat for Humanity renovate the inside and outside of a house belonging to a World War II veteran.

Recruiters Instill Army Values Through Volunteerism

*Story and photo by D. Charone Monday
Columbus Battalion*

Ohio's Habitat for Humanity needed volunteers for a renovation project designed to help a World War II vet and his son, who served during Vietnam. Columbus West Station Commander Sgt. 1st Class Brian Hucik jumped at the opportunity. Seeing it as a good chance for the recruiting company to show its support for veterans, Hucik believed it would also be a great opportunity to teach Future Soldiers about serving others.

After putting out the call for volunteers, 10 Columbus Company recruiters and 28 Future Soldiers from six high schools responded. Though the morning was chilly and the ground was muddy from the previous evening's thunderstorm, it didn't dampen the group's enthusiasm. Within a few hours, they managed to demolish a shed, build an access ramp, remodel the bathroom, paint portions of the house, clean the gutters, and provide some badly needed landscaping labor.

According to Hucik, the Future Soldiers loved helping the older veterans and had fun while doing it.

"It's a good opportunity for us to bring our Future Soldiers out and instill the Army Values and let them know what volunteerism truly is and work hand-in-hand with the community," he said.

The homeowner's son expressed his gratitude and thought it was a marvelous exercise in community service.

"They're getting a basic idea of what it is to work together as a unit and I think it's a wonderful experience for them," the veteran said.

The most important thing to Hucik was to teach the Future Soldiers that serving is a 24/7 proposition and not just something they do when they're in uniform.

"I think it would maybe inspire the community as a whole when they see these young people out here to maybe come out and start volunteering themselves. But mostly I think this benefits the Future Soldiers and the Soldiers who are out here today," he said.

1. In a recruiting center, each team member is expected to assume various roles. Which role establishes and promotes a favorable relationship between you and the community?

- a. Leader
- b. Communicator
- c. Marketing specialist
- d. Public relations specialist

2. The internal network provides information in a variety of ways to accomplish three basic objectives. Which of the following IS NOT one of the basic objectives?

- a. Increase Army awareness
- b. Boost recruiting efficiency and focus
- c. Develop a common operating picture
- d. Reach and engage people effectively

3. What is one of the best places to actively engage with other team members, to sharpen networking techniques and share insight and experience?

- a. Recruiter Journal
- b. Recruiting ProNet
- c. Facebook
- d. Twitter

4. Recruiting operations typically have three phases. Which of the following correctly describes those three phases?

- a. Plan, prepare and execute
- b. Decisive, shaping and sustaining
- c. Understand, describe and direct
- d. Execute, plan and prepare

5. What is the most important part of all the administrative recruiting tasks.

- a. Describing
- b. Processing
- c. Planning
- d. Visualizing

6. What is the systematic, continuous process of analyzing a recruiting unit's market and recruiting environment?

- a. SWOT analysis
- b. Information preparation of the environment
- c. Functions analysis
- d. Prospecting analysis

7. Each echelon of command uses the same four-step process to gather information. Which of the following IS NOT one of the steps?

- a. Define the local recruiting environment
- b. Direct efforts to high payoff areas and organizations
- c. Describe the recruiting environment
- d. Evaluate the market.

8. Prospecting is the foundation of recruiting. Purposeful, focused and vigorous prospecting leads to success. Of the various prospecting methods, which one is the most efficient way to rapidly contact a large number of leads?

- a. Text
- b. Virtual
- c. Face-to-face
- d. Telephone

9. Which of the following is a lead generation activity?

- a. Telephone prospecting
- b. Face-to-face prospecting
- c. Area canvassing
- d. Virtual prospecting

10. Whose shoulders does Future Soldier sustainment fall on?

- a. Future Soldier leader
- b. Recruiting Support team
- c. Engagement team
- d. All team members

Want the Answers? The answer key is on Recruiting ProNet (you must be a member). Look for the Recruiter Journal Test Answer link in the left column. Start from the Recruiting ProNet home page: <https://forums.army.mil/secure/communitybrowser.aspx?id=51486>.

Do you know how to post in Recruiting ProNet? Check out the tutorial, "Recruiting ProNet How-to Guide;" it's available in the Recruiting and Retention School-Forward SharePoint site. To get there, type SPAN in your browser's address bar and hit enter. Look in the lower right corner under USAREC Staff and click on "RRS-Forward." On the RRS-FWD home page, click "Document Center" and look for the title in the "Relevant Documents" pane.

Have you read this Month's Idea of Excellence? The top idea for July came from Sgt. 1st Class Edwin Smith of the St. Peters Station in Kansas City Battalion: <https://forums.army.mil/SECURE/CommunityBrowser.aspx?id=1737518&lang=en-US>.

Partnership for Youth Success[®]

New Partners

431 - Securitas Security Services - Fresno Bn - Securitas is the most locally-focused security company in the United States with over 450 local branch managers and more than 90,000 security officers who provide unmatched security solutions to meet the specific needs of thousands of businesses. They are based in San Jose, Calif., and services include guarding services, patrols and inspections, access control, concierge and receptionist services, security console operators, alarm response and specialized client requested services.

432 - Rasmussen College Inc. - Minneapolis Bn - Rasmussen College is a 110-year-old for-profit private college offering bachelor and associate degrees at multiple campuses in Minnesota, Illinois, North Dakota, Florida and Wisconsin. They have jobs in a variety of areas, such as legal assistant, regional admissions vice president, student finance advisor, systems engineer, linux system administrator, career services advisor, business program coordinator, human resources generalist and expert-virtual digital design.

433 - McCoy Group Inc. - Minneapolis Bn - McCoy Group Inc., which includes Truck Country, Foodliner, McCoy National Lease and Quest Liner, is a family owned and operated business operating in 33 states throughout the U.S. This organization has an ongoing need for entry, middle, and upper level management talent. They have career opportunities in truck driving, diesel mechanics/technicians, and logistics/distribution.

434 - Central Cardiology Medical Clinic - Fresno Bn - This small medical clinic finds nurses and other medical specialty candidates for all the hospitals in the Bakersfield, Delano, Ridgecrest, Frazier Park, Lake Isabella, Taft and Tehachapi, Calif.

435 - Faulkner Holdings - Mid Atlantic Bn - The Faulkner Organization is one of Delaware Valley's largest volume automotive dealers. The family owned and operated company has 25 automobile dealerships in southeastern Pennsylvania. The Faulkner Organization sells auto parts and offers automotive repairs and car financing. They are interested in filling their sales force and mechanic positions with veterans.

436 - Super Service, LLC - Great Lakes Bn - Super Service LLC provides dry van and flatbed truckload freight transportation. The company also offers dedicated contract carriage, where drivers and equipment are assigned to a customer long-term. Other activities include transport of pressurized gases and liquid chemicals, and handling of temperature-controlled freight.

437 - Hansons Window & Siding - Great Lakes Bn - Hanson's Window & Siding is a family owned business that offers services installing windows, roofing, vinyl siding, entry doors, gutters, insulation, and gutter guards in the Michigan and Ohio area. Hanson's is a family owned business with a stellar reputation. They have career opportunities for installers, telemarketers, sales representatives and trade show associates.

438 - Brinker International Payroll Company - Dallas Bn - Brinker International Payroll Company is one of the world's largest casual dining companies. Brinker International operates and franchises about 1,500 Chili's Grill & Bar locations in 30 countries.

439 - McDonald's Restaurants of Hawaii Inc. - Portland Bn - McDonald's Restaurants of Hawaii operates as a subsidiary of McDonald's Corp. They are independently managed and responsible for all the corporate stores in Hawaii.

440 - Grand Sierra Resort - Sacramento Bn - Grand Sierra Resort and Convention Center is a world-class resort offering the finest amenities under one roof; over 1,993 guest suites, a shopping mall, bowling center, luxury casino and several other activities. They are among the largest employers in Reno, Nev.

441 - The Los Angeles Film School - Los Angeles Bn - The Los Angeles Film School (LAFS) is an accredited college in the heart of Hollywood. LAFS has quickly become a leading academic center for aspiring filmmakers, offering degrees in film, computer animation, game production and audio using the latest technology.

442 - Bridgepoint Education - Southern California Bn - Bridgepoint Education ranks among the Top 10 employers in the San Diego area. The accredited institution offers associate, bachelor, master and doctoral programs in business, education, psychology, social sciences and health services. The institution has a wide range of jobs for Soldiers in marketing, finance, administrative support, compliance/legal/gov't affairs, business technology services, human resources, operations and university services.

443 - Quicken Loans - Great Lakes Bn - Quicken Loans has over 27 years providing world-class client service as a direct lender. They funded over \$30 billion in loans in 2011 have earned J.D. Power and Associates ranking for "Highest in Customer Satisfaction for Mortgage Origination in the U.S." for the second year in a row. Quicken Loans has positions in 26 career areas.

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Raymond F. Chandler III
Sgt. Maj. of the Army



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