

# RECRUITER

United States Army Recruiting Command June 2011

# Journal



**Army Strong  
Recruiting  
Family**





## FEATURES

### SAMC 9

Board selects 17 NCOs for induction into USAREC's Sergeant Audie Murphy Club Chapter.

### Using Social Media to Recruit 11

Social networking tools help recruiters connect with applicants, virtual world they live in.

### Virtual Family Readiness Groups 12

The vFRG Web system provides traditional functionality in online setting to connect remote families.

### eAFMS 13

The Army Family Messaging System helps commanders communicate up-to-the minute information with teams.

### Soldier and Family Assistance 14

What do battalion SFAs do for Soldiers, Families?

### Army Strong Daughter 16

Recruiter's 10-year-old daughter acts quickly to assist school bus driver stung by a bee.

### Facebook-to-Face Reunion 17

Social networking site leads NCO to renewed relationship with estranged daughters.

### Army Iron Man 23

Battalion develops high school Army Iron Man of Year competition to recognize top football player in state.

### SAMA - Not Just Another Acronym 27

New market tool in the Report Management Zone consolidates market intelligence into one location.

# June 2011 Volume 63, Issue 6 Contents

## DEPARTMENTS

- 4 Recruiting News
- 5 Command Sergeant Major
- 6 Chaplain *"How Do You See Yourself?"*
- 7 Family News
- 8 Station Commander Essay *"USAREC Family"*
- 10 Battalion Best Practice *"Reserve Recruiting"*
- 26 Ask the Doc *"Waiver Process, Kidney Transplant"*
- 28 Field File
- 34 The Test
- 35 Safety *"ICE Your Phone"*

**ON THE COVER:** Staff Sgt. Edward Szczepanik, his wife, Cindy, and their children, Jasmine, 7, and Edward, who was born in the couple's car April 4. Photo by Sgt. 1st Class Matthew Conkling. **BACK COVER:** Sergeant 1st Class Barbara Brackeen and her daughter, Morgan, 5. Photo by Heather J. Hagan, Portland Battalion.

# RECRUITER Journal

## U.S. Army Recruiting Command

Commanding General:  
Maj. Gen. David L. Mann

## Public Affairs Officer:

S. Douglas Smith

## Editor:

Julia Bobick

The Recruiter Journal (ISSN 0747-573X) is authorized by Army Regulation 360-1 for members of the U.S. Army Recruiting Command. Contents of this publication are not necessarily official views of, or endorsed by, the U.S. Government, Department of Defense, Department of the Army, or the U.S. Army Recruiting Command.

The Recruiter Journal is published monthly by the U.S. Army Recruiting Command Public Affairs Office.

Send submissions and correspondence to Editor, Recruiter Journal  
ATTN: RCMEO-PA  
Building 1307, Third Avenue  
Fort Knox, KY 40121-2726.  
Phone: (502) 626-0172, DSN 536.  
E-mail: RJournal@usarec.army.mil.  
www.usarec.army.mil/hq/apa/journal.htm

Deadline for submission of material is the first week of the month prior to publication.

Printed circulation: 9,500.

Periodicals postage paid at Fort Knox, Ky., and at additional mailing office.

POSTMASTER - Send address changes to:  
Cdr, U.S. Army Recruiting Command  
ATTN: RCMEO-PA (Recruiter Journal)  
1307 Third Avenue  
Fort Knox, KY 40121-2725

Feedback: We want to hear from you.  
Send your magazine comments, ideas and story suggestions to the editor.  
E-mail [julia.bobick@usarec.army.mil](mailto:julia.bobick@usarec.army.mil)

Find Recruiting Command online:  
[www.facebook.com/usarec](http://www.facebook.com/usarec)  
[www.army.mil/usarec](http://www.army.mil/usarec)

# Enjoy Summer SAFELY

The Memorial Day Weekend started the Army's annual summer safety campaign and June is National Safety Month — making it the perfect time to also talk about safety in USAREC.

Without a doubt, our people are our most valuable asset. As a team, we must be actively involved in watching out for one another ... if we don't, who will? As leaders, we have a responsibility to provide relevant training, ensure Soldiers are prepared and knowledgeable, and live life as safely as possible — both on and off duty.

While the Army as a whole began the fiscal year on a positive trend and accidental fatalities are down 19 percent Army-wide from 2010, there are a few areas of concern I'd like to address to help keep our entire team safe. The fact is we have lost 80 Soldiers across the Army (two in USAREC) to accidents this year ... I know you agree, one loss is too many. The Army also lost three Soldiers to drowning during Memorial Day weekend — bringing the total to six already for the fiscal year. Fact: it takes only 20 seconds for a child to drown and just 60 seconds for an adult.

Motorcycle accidents also continue to claim Soldiers' lives at a high rate. There have been 24 privately owned motorcycle fatalities (two in USAREC) compared to 18 during the same time in FY 10.

It might surprise you to know motorcycle accidents are the leading non-combat related cause of death and injury to our Soldiers. I expect all leaders to place special emphasis on motorcycle safety. During the past six years, 12 USAREC Soldiers have died in off-duty privately owned motorcycle accidents. We have more than 1,600 motorcycle riders across the command ... and we must ensure all of them are properly licensed, mentored by an experienced rider, have successfully passed the required safety courses and have a copy of the "Surviving Riding" guide.

Bottom line: throughout the summer and before long holiday weekends, leaders must to ensure Soldiers receive safety briefings incorporating outdoor activities, defensive driving techniques, mandatory seat belt/child restraint use, and the negative effects of alcohol/drug use, excessive speed, and fatigue have on driving safely.

We must be prepared for summer activities in order to achieve our goal of a safe and enjoyable season, while minimizing the potential regret and sorrow resulting from an accident.

This is a wonderful time of year for all of us to spend with family and friends, but we must be disciplined and conduct all events safely.

Army Strong!



Maj. Gen. David L. Mann



## Check Out This Month's Excellence in Innovation Idea

Recruiting Command's new Excellence in Innovation program captures ideas, best practices and innovation from across the command.

Every month a new theme will be the topic for station commanders to submit their thoughts and best practices for review and selection as the winner of the Excellence in Innovation award. The station commander selected each month will have the opportunity to do a video of his or her innovative idea to be broadcast to the entire command.

To learn more about the program, submit an idea or view the innovation of the month, visit <https://forums.bcks.army.mil/secure/CommunityBrowser.aspx?id=1234962>. This month's top idea comes from Sgt. 1st Class Robert Crothers, Houston South Company.



### New Partners

#### 396 - Cleveland County Sheriff's Office -

**Oklahoma City Bn** - The Cleveland County Sheriff's Office was established in 1889 to provide professional law enforcement to the citizens of Cleveland County, Okla. Their mission encompasses functions of courthouse security, civil process, detention facility operation, investigations and community patrol.

**397 - Banner Health - Phoenix Bn** - Banner Health is one of the largest non-profit hospital systems in the country. They have 23 hospitals and health care systems in seven states with more than 35,000 employees. They are anxious to hire Soldiers.

**398 - Patrick Cudahy Inc. - Milwaukee Bn** - Patrick Cudahy has long been identified with a distinctly flavored bacon that is "Sweet Apple-Wood Smoked."

For a complete partner list, visit [www.armypays.com](http://www.armypays.com).

**399 - Time Customer Service Inc. - Tampa Bn** - Time Customer Service Inc., a subsidiary of Time Inc., provides fulfillment services for a broad array of marketing partners in a variety of direct marketing businesses. Its fulfillment services range from retail back office to simple data processing; from list management to cutting edge hybrid merchandise direct marketing and traditional customer service.

**400 - Aaron's Inc. - Atlanta Bn** - A rental and rent-to-own company, Aaron's purveys home and office furnishings, electronics and appliances through more than 1,675 stores in the U.S., Puerto Rico, and Canada.

**401 - TJ FIG Inc. - Sacramento Bn** - TJ FIG Inc. provides data collection and analysis, special item development, fabrication installation and maintenance, on-site routine and surge maintenance support, system operational support and supply management. Positions include Mine Resistant Ambush Protected Instructor, Mechanic and Field Service Representative Certified Trainers.

## Recruiting ProNet URL Change

The Army has changed from "BCKS" Web addresses to ones that use the new "Army Professional Forums" addresses. Be sure to change your ProNet bookmark to <https://forums.army.mil/CommunityBrowser.aspx?id=51486>

## Master Recruiter Badge Requirements Released

The U.S. Army Master Recruiter Badge is awarded to members of the Army and Army Reserve for meeting specific tasks, conditions and standards while assigned to USAREC.

For complete badge requirements, reference USAREC Mmsg 11-143.

## HRC MOS Smartbook

The following link can be used to access the online HRC Smartbook (requires AKO login): <https://smartbook.armyg1.pentagon.mil/default.aspx>. The qualifications for all MOSs listed in the online Smartbook are the official qualifications to be used for enlistment.

Reference USAREC Mmsg 11-179.

## AR 601-210 Update

The updated AR 601-210, dated Feb. 8, 2011, is effective as of March 8, 2011. For the complete list of changes to the regulation, reference USAREC Mmsg 11-176.

## Training Required for Soldiers Reclassified 79Rs

All active Army Soldiers reclassified to PMOS 79R before Oct. 1, 2009, are required to complete the Station Commander Course (SCC) by April 30, 2012.

Those Soldiers should ensure their unit is working with USAREC G3 to schedule them for the SCC at the earliest opportunity, and provide USAREC G3 with updated status on Soldiers. The USAREC G3 point of contact for this action is Phil Tabor.

## DID YOU KNOW?

### Enlistment Policy Issues, Reminders

USAREC liaisons are still encountering Soldiers arriving at the training base reception battalions without the necessary documents to enroll their Family members into DEERS. Necessary documents include:

1. Birth certificates
2. Identification cards (must be government issued and not expire within 30 days of ship date (such as driver's license, state ID, passport)
3. Marriage certificates
4. Social Security cards
5. Court ordered child support documents

Unmarried Soldiers must present court documents proving they are required to pay child support, including the amount required to be paid. Senior guidance counselor/guidance counselor will ensure all dependent source documents are scanned into ERM and hand carried by the Soldier to the reception battalion.

All shippers with an MOS requiring possession of a valid state motor vehicle operator license must have their driver's license valid through the completion of AIT. No exception will be given for renewal to be sent to a Soldier in training.

For these issues and more, reference USAREC Mmsg 11-170.

# Effective Performance Counseling

In this command, we like to say we make mission when recruiters do their job. If we expect our Soldiers to do the job, we as leaders must clearly lay out the mission and how to achieve it.

The Noncommissioned Officers' Creed charges NCOs with two basic responsibilities: accomplishment of the mission and the welfare of their Soldiers. While accomplishment of the mission appears first in the creed this does not mean taking care of Soldiers is less important. In fact, taking care of Soldiers ensures mission accomplishment — they go hand in hand.

Mission success comes when we clearly define success and show our subordinates how to achieve it. We use two devices to achieve those ends: recruiting operation plans (ROPs) and counseling.

Effective counseling is a shared responsibility between the rater and the rated Soldier. The primary purpose of counseling is to improve the rated Soldier's performance and to guide his or her professional development. Effective counseling does not dwell solely on the past; it also looks to the future and how the Soldier can improve.

Leaders and their subordinates must work together to set and agree on goals. Both the leader and the led should feel free to share their point of view. Leaders must give Soldiers credit for their successes, and Soldiers must acknowledge they can do even better.

The noncommissioned officer evaluation report (NCOER) — generally an annual product — reflects the substance and quality of the counseling. Counseling should be a conversation. The leader explains what he or she expects from the Soldier. The subordinate listens, responds and interprets the leader's words. The Army requires formal counseling each quarter; informal counseling should occur as needed — even daily.

The final product at year's end is the NCOER. This document has enormous effect on not only the Soldier's career, but on the Army and the NCO Corps. That is why leaders must pay careful attention to what they write in an NCOER and how they write it. Like quarterly counseling, the language in the NCOER must be clear, accurate and honest. Like counseling, the NCOER must look in two directions: to the past and to the future.

The Army relies on NCOERs and academic evaluation reports (AERs) for making personnel management decisions and to select Soldiers for promotion and schooling. Reports inflated or loaded with "jargon" do a disservice to the Army, the unit and to the Soldier. The high quality of today's NCO corps requires leaders to evaluate Soldiers accurately, thoroughly and honestly.

Developmental counseling is the key to writing an effective and accurate NCOER. Taking time to conduct and record timely counseling will save time when writing the NCOER. The leader must rate the whole Soldier — that is, every facet of the NCO's duty performance during the rating period. Then the rater and senior rater must honestly assess the Soldier's potential for promotion and higher-level assignments.

Throughout the Command we have challenges writing NCOERs any promotion board member can understand. Board members come from every corner of the Army — many know nothing about recruiting. An NCOER full of recruiting acronyms and jargon makes it hard for board members to grasp the Soldier's fine qualities and potential.

Senior enlisted selection board members see a summary of each NCO's last five evaluations. Board members also see the complete performance, commendatory and disciplinary portions of the OMPF, which contains all of the Soldier's evaluations. In other words, the members of the board who decide which NCOs they will recommend/select for promotion, advanced schooling and/or elimination under the QMP, have viewing access to all of the Soldier's evaluations.

Raters need to carefully review what they write on an NCOER. They should ask themselves, "If my mother were sitting on the promotion board, would she understand what I just wrote?"

I ask every rater, senior rater and reviewer to scrutinize your reports and do what is right by the Soldier, the unit and our Army so we develop our Corps effectively and choose only the very best for promotion and assignment.



Command Sgt. Maj. Todd Moore

***“ Competence is my watchword. My two basic responsibilities will always be uppermost in my mind — accomplishment of my mission and the welfare of my Soldiers. I will strive to remain technically and tactically proficient. I am aware of my role as a Noncommissioned Officer. I will fulfill my responsibilities inherent in that role. All Soldiers are entitled to outstanding leadership; I will provide that leadership. I know my Soldiers and I will always place their needs above my own. I will communicate consistently with my Soldiers and never leave them uninformed. I will be fair and impartial when recommending both rewards and punishment. ”***

*— Excerpt from NCO Creed*

# How Do You See Yourself?

*By Chaplain (Lt. Col.) Thomas W. Cox*

In “The Whisper Test” Mary Ann Bird writes: “I grew up knowing I was different, and I hated it. I was born with a cleft palate, and when I started school, my classmates made it clear to me how I looked to others: a little girl with a misshapen lip, crooked nose, lopsided teeth and garbled speech.

“When schoolmates asked, ‘What happened to your lip?’ I’d tell them I’d fallen and cut it on a piece of glass. Somehow it seemed more acceptable to have suffered an accident than to have been born different. I was convinced that no one outside my family could love me. There was, however, a teacher in the second grade whom we all adored -- Mrs. Leonard by name. She was short, round, happy -- a sparkling lady. Annually we had a hearing test. ... Mrs. Leonard gave the test to everyone in the class, and finally it was my turn. I knew from past years that as we stood against the door and covered one ear, the teacher sitting at her desk would whisper something, and we would have to repeat it back -- things like, ‘The sky is blue,’ or ‘Do you have new shoes?’ I waited there for those words that God must have put into her mouth, those seven words that changed my life. Mrs. Leonard said, in her whisper, ‘I wish you were my little girl.’”

Many people live with burdens, despair, anger, grief, resentment, jealousy, hatred, low self-esteem, self-righteousness, inflated egos, depression and any number of conditions that rob them of peace, contentment, joy, satisfaction, hope and love. Many people cope with their negative emotions with alcohol/chemical substance abuse, cybersex or sexual promiscuity, and/or risk taking behavior — all in an effort to avoid the negative emotions that tend to dominate their thoughts and feelings.

There’s a better way to live life. What would it mean to your life if you could replace all the lies you believe, consciously and unconsciously, with truth?

What would it do to your life if God whispered to you, “I wish you were my son,” or “I wish you were my daughter?”

I encourage you to ask God for help in seeing yourself as He sees you.



## Child Care Assistance

Military Child Care in Your Neighborhood is a Department of Defense program designed to meet the child care needs of servicemembers and civilians living in areas where on-base military child care is not available.

Many servicemembers in Recruiting Command and Cadet Command are eligible. Contact Child Care Aware at (800) 424-2246 to determine eligibility.

If eligible, families can enroll online at [www.naccrra.org/MilitaryPrograms/](http://www.naccrra.org/MilitaryPrograms/).

## Free Gym Memberships

The Defense Department has contracted with the Armed Services YMCA to fund memberships at participating YMCAs throughout the U.S. and Puerto Rico for all active duty servicemembers at independent duty stations. DoD will also buy down memberships at private fitness facilities where YMCAs are not available.

Members must log a minimum of eight visits per month. For details, visit [www.usarec.army.mil/hq/HRD/SFA/personal\\_wellness.shtml](http://www.usarec.army.mil/hq/HRD/SFA/personal_wellness.shtml).

## Updating EFMP Records

The Exceptional Family Member Program is a mandatory enrollment program to provide comprehensive and coordinated community support, housing, educational, medical and personnel services to Families with special needs.

Soldiers are responsible for keeping the medical and/or special education needs documentation current as the Exceptional Family Member (EFM) condition changes or at least every three years, whichever comes first.

If you have questions about your EFM's records, contact your battalion Soldier and Family Assistance (SFA) program manager.

## Resource Handbooks

Download the 2011 USAREC "Family Strong" Resource Guide at [www.usarec.army.mil/downloads/hq/HRD/SFA/2011\\_Resource\\_Guide\\_Final.pdf](http://www.usarec.army.mil/downloads/hq/HRD/SFA/2011_Resource_Guide_Final.pdf).

An additional resource, the Army Sergeants Major Academy Spouse's Handbook is online at [www.usarec.army.mil/downloads/hq/HRD/SFA/SMASpousesHandbook.pdf](http://www.usarec.army.mil/downloads/hq/HRD/SFA/SMASpousesHandbook.pdf)

## SHARP Training Mandatory for All Soldiers, Civilians

The Secretary of the Army has ordered that all Department of the Army personnel — military and civilians — receive special training regarding the Sexual Harassment/Assault Response and Prevention (SHARP) program.

All personnel are expected to attend a three-hour block of training in small groups conducted by a trainer who has a thorough understanding of the SHARP program. In addition to the small group training, all personnel must complete an one-hour online training course called Team Bound. Training must be completed by Sept. 30.

The USAREC G-3 Tasking office has published a formal tasking for the training plan in USAREC. Brigade SHARP specialists have training materials and additional information about SHARP.

Don't be a bystander. Learn to recognize the signs of sexual harassment that can lead to sexual assault and acknowledge that sexual harassment/assault is wrong and negatively impacts the Army. Develop skills to intervene and stop sexual harassment/assault.

For more information about the Army's SHARP program, visit [www.sexualassault.army.mil/](http://www.sexualassault.army.mil/).

## \$4,000 For Eligible Spouses Pursuing Education

The Military Spouse Career Advancement Accounts Program (MyCAA) is a career development and employment assistance program sponsored by the Department of Defense. MyCAA helps military spouses pursue licenses, certificates, certifications or some associate degrees necessary for gainful employment in high demand, high growth portable career fields and occupations. MyCAA offers the following:

**Training and Education Financial Assistance:** MyCAA provides a maximum education benefit of \$4,000 with an annual fiscal year cap of \$2,000 to assist eligible military spouses who need professional credentials to meet their portable career goals.

**Employment Readiness Counseling:** Counseling services are provided to all military spouses married to active duty service members of all ranks, regardless of their eligibility to receive MyCAA financial assistance and their desire to pursue higher levels of education. Counseling services help military spouses identify additional sources of federal, state and local financial assistance, expanded career choices and opportunities and support resources.

**Employment Assistance and Career Services:** Referrals are made to networks of military friendly employers for MyCAA spouse participants who have completed their programs of study using MyCAA funding and who are ready to seek employment.

Program is open to spouses of servicemembers on active duty in pay grades E1-5, W1-2, and O1-2. For program details, visit <https://aiportal.acc.af.mil/mycaa/>.

## Leased Housing Program Available to All Soldiers

The Leased Housing Program was established to improve the quality of life for Army Recruiting Command Soldiers where housing costs are not fully supported by the basic housing allowance.

The Corps of Engineers (COE) will pay a Soldier's rent and utilities if the Soldier qualifies for program. There is no credit check and no deposit. The COE will do its best to provide Families a list of three dwellings to select from. The contract is between the COE and lessor.

The Leased Housing Program is open to all Soldiers — unaccompanied and accompanied — who meet all the following requirements:

- Accompanied Soldiers must be receiv-

ing BAH at the 'with dependents' rate (DEERS verification required).

- Family members must accompany the Soldier.
- Unaccompanied Soldier must be receiving BAH at the 'without dependent' rate.
- Soldier must have at least 12 months remaining upon lease execution.

Soldiers participating in the program will forfeit all housing allowances.

Applications and questions can be e-mailed to the USAREC Housing Office at: [usarechousingoffice@usarec.army.mil](mailto:usarechousingoffice@usarec.army.mil) or call (803) 751-8787/8802.

There is a slide presentation on ProNet at <https://forums.army.mil/Community-Browser.aspx?id=1416421&lang=en-US>.

## WINNER

# Families Important to Army's Success

By Staff Sgt. Nicholas J. Parsons  
Ithaca, N.Y., Recruiting Station

Army Families can have many positive effects on the morale of all Soldiers and Families. They support the well-being and strength of our units. Army Families volunteer in many different ways to play key roles in ensuring our Soldiers are taken care of well. One way Army Families take care of the Army team is through the Family Readiness Group (FRG). They are essential to mission success and Soldier stability. Through support, guidance and love, Army Families play a vital role to mission success and are of the utmost importance to the Army team.

A Soldier's life on and off the battlefield mirror each other. In most cases a Soldier who is going through tough times with his or her Family may have trouble concentrating on the mission at hand. Some of these tough times could be caused from a spouse not knowing how the Army works. Not knowing could be as simple as a communication issue; with strong Families a lot of these issues can be eliminated. A strong Army Family, with a sense of belonging, reflects directly on the servicemember. This all rolls downhill reflecting directly on the unit. As a Soldier, you have two Families, which are the Army Family and your home Family. When these two Families are balanced correctly, the Soldier's morale and job performance should be at its highest point. As shown in so many cases through technology, we are able to accomplish so much more. A prime example of this is today's social networking and Internet capabilities, allowing Soldiers to unite with loved ones even while fighting on the battlefield. These great advantages improve the Family bond and raise the morale of our Soldiers. In return for our Soldiers' strong bonds with their Families, the Soldier is willing and ready to face any obstacle to accomplish the mission.

We know Families provide the framework for success in our complex and demanding Army. To build even stronger Families and increase the morale of all Soldiers, we have the Family Readiness Group. The Family Readiness Group's service to our Soldiers is another example of why our Families are so important to the Army team. The FRG not only supports the well-being of married Soldiers but also supports the well-being of single Soldiers. Through car washes, bake sales, and other events, the FRG provides services to all of the unit's Soldiers. They help Families get established and support single Soldiers in many ways. Single Soldiers also benefit from the care of our Family Readiness Group, which steps up when their Families are away. One example of this is when a unit deploys and the FRG makes care packages with the essentials for Soldiers living in the barracks. Also, they send cards and small gifts through the holidays while Soldiers are deployed. They don't just give to married Soldiers, they provide services to everyone. Because of this support, the Family Readiness Group increases the morale of single and married Soldiers alike. With the morale of all the Soldiers at a high due to the support of the FRG, the Soldiers can focus on the mission at hand. The accomplishment of the mission strengthens a unit's success and well-being.

Army Families are imperative to the growing needs of the Army. They provide support to all Soldiers raising morale on and off the battlefield. The Family Readiness Group, which is made up of our Families, provides for our Soldiers in too many ways to count. Without the Family Readiness Group, our Family support for the mission would diminish, and our Soldiers may not have the poise to complete the mission. Without the Soldiers completing their missions, our units would suffer severely. Without Families bonded with the Army team, we could face changes. This would be catastrophic to the success of the United States of America and its ability to win wars. As we can see Families are of the utmost importance to our nation's success. They raise the morale of Soldiers and provide units with the strength that is necessary to complete and dominate the mission together as an Army team.





# SAMC

## USAREC Selects NCOs for Induction

*G-3 Plans and Programs Division*

**17 NCOs** were selected for induction into the USAREC Chapter of the Sergeant Audie Murphy Club (SAMC) during the annual board June 13-15 at Fort Knox, Ky. Twenty-eight noncommissioned officers appeared before the board, where they were tested on their leadership and knowledge of Sgt. Audie Leon Murphy, Army Regulations, Field Manuals, USAREC history and other areas.

In order to appear before the USAREC board, all the Soldiers had to appear before battalion and brigade level boards. Only the best from each brigade were chosen to appear before Command Sgt. Maj. Todd Moore and the USAREC board.

Sergeant Audie Murphy Club inductees are expected to live up to the four tenets of the Sergeant Audie Murphy Club: loyalty, discipline, professionalism and caring.

The formal club induction ceremony is tentatively planned during the command's Annual Leaders Training Conference.



### **1st Brigade**

Sgt. 1st Class Adrienne Campuzano, Baltimore Battalion

Sgt. 1st Class John Kortz, Harrisburg Battalion

Staff Sgt. Mark Lucero, 1st Brigade

Staff Sgt. David Cyr, New York City Battalion

Staff Sgt. Donald Mack, Syracuse Battalion

### **2nd Brigade**

Staff Sgt. Timothy Ferraro, Columbia Battalion

Staff Sgt. Kevin Miller, Jacksonville Battalion

Staff Sgt. Thomas Misner, Tampa Battalion

### **3rd Brigade**

Sgt. 1st Class Thomas Dow, Minneapolis Battalion

Sgt. 1st Class Stephen Roberts, Nashville Battalion

Sgt. 1st Class Donald Graves, Columbus Battalion

Staff Sgt. Scott Valentic, Indianapolis Battalion

### **5th Brigade**

Staff Sgt. Paul Everhart, Houston Battalion

### **6th Brigade**

Sgt. 1st Class Sherri Roundtree, Sacramento Battalion

Sgt. Brett Anderson, Sacramento Battalion

### **Medical Recruiting Brigade**

Sgt. 1st Class Jorge Larez, 5th Medical Recruiting Battalion

Sgt. 1st Class Dennis Rabe, Special Operations Battalion



# Using Reserve Partnership Programs to Boost Reserve Recruiting

By Master Sgt. Ken Harvey  
Mid-Atlantic Battalion

The Mid-Atlantic Recruiting Battalion has made a name for itself over the past year for applying non-traditional aggressive approaches to Reserve recruiting. With the current demand to fill the ranks of the Army Reserve, every recruiter in the battalion has one mantra sounding off in their heads daily: “With the regular Army, we win battles ... with the Army Reserve, we win wars.”

Thus, the Mid-Atlantic Battalion is using numerous combat multipliers to achieve its Reserve mission for FY 11. More specifically, they are working with ROTC departments, veterans offices on campuses, the New Jersey National Guard, assorted Reserve units throughout the geographic area of operation and police and fire departments and using the Army Reserve Employment Partnership Program.

They have two major components to their marketing strategy success: First is to address the competitive marketplace in a simple and direct manner. Second, they implement and support day-to-day operations. In New Jersey’s very competitive marketplace, a strategy that will ensure a consistent approach to offering the Army Reserve in a way that will outperform the competition is critical. Therefore, the battalion considered many factors to increase combat multipliers to achieve mission accomplishment. It all begins with one overall objective in mind — Making the Army Reserve attractive to Future Soldiers and showcasing the Army Reserve as one of the strongest in the industry pertaining to the Armed Forces.

One way they are achieving success is by using programs already in place, but often not used to their potential. Chief among these programs is the Army Reserve Employment Partnership Program.

The Chief of the Army Reserve, Lt. Gen. Jack Stultz has stated, “Our Employer Partnership program has become a part of our strategy for recruiting, reenlisting and career management. We have partners who want [Reserve Soldiers] on their team because of [their] skills. They see [their] affiliation with the Army Reserve as a force multiplier.”

This program allows recruiters to be prepared to design a program for individuals seeking employment to meet the needs both in the Army Reserve and in the community by searching advertisements for specific skills or job trades. Recruiters can promote this program by offering job training to those who are currently in high school, vocational schools and universities. However, recruiters are not solely limited to this select group of potential prospects. This type of innovation can cover VA Centers, sister services, employment offices, etc.

The battalion is also using the Reserve Operations section as a Strike Team, launching them out to recruiting stations across their area of operations to ensure Soldiers are trained on Reserve incentives. This not only trains the force but also keeps them motivated to build the strength of the Reserve. The Strike Team uses Employment Partnerships in the ZIP codes with the highest propensity to enlist to establish working relationships with both the Employee Partner and the community. The battalion’s spearheading of this operation has established direct lines of communication with the Human Resources Departments of the selected organizations.

In short, aside from being a great recruiting tool, these partnerships are a win-win situation for service-members, employers and the nation as a whole. The end result is the Soldiers in the Mid-Atlantic Battalion are creating a very positive work environment with an attitude of effecting change in a way that will successfully fill the ranks of the Army Reserve in the extremely competitive environment in which they operate.





By Jessica Maxwell  
1st Brigade

## Using Social Media to Recruit

Staff Sgt. William Partrea, a recruiter in Mechanicsville, Va., said his morning routine begins with opening e-mail and his work Facebook account. Facebook, Twitter, MySpace — all of these tools are ways to stay in touch with people, but now recruiters can leverage them to reach out to potential servicemembers, as well.

“Facebook is now a work essential tool,” Partrea said.

### Tool For Connection

The majority of high school students communicate via text messages and Facebook because of the speed. By realizing this, recruiters can leverage the simplicity and immediacy of Facebook.

When prospects come into a recruiting station, Partrea said he asks if they are on Facebook and, if so, asks them to become a fan of the station page. He said when a potential recruit becomes a fan, it shows immediate interest in the Army.

“We know immediately if he or she is interested versus cold calling individuals in that age group,” Partrea said.

Staff Sgt. Mark Lucero, the 1st Brigade band recruiter, said once someone becomes a fan, not only can the recruiter check out the prospective Soldier’s page but the individual can also check out the recruiter’s page.

“The biggest thing for them is to see that we’re real,” Lucero said. “It’s more personal for them to see our photos and read our background.” Partrea added there are elements of honesty and candidness with Facebook.

By leveraging social media tools, recruiters can stay up-to-speed with current trends and events in the community, as well as stay in touch with a recruit. Partrea said he has had past recruits stay in touch with him and ask about reenlistment opportunities.

“We can see the big games coming up, and that’s a great way to connect to the kids,” Partrea said.

### Effective Recruiting

Not only is using social media the “cool way to reach out,” Partrea said it also enables recruiters to be more effective at their jobs. He said he can talk to more prospective recruits and then keep in touch once the recruit enters basic training.

Partrea said he often has multiple chat boxes open, talking with Future Soldiers.

“I can talk to three or four interested people at one time, instead of talking to one possibly uninterested person on the phone,” Partrea said.

Lucero said for prospective band members, social media works both ways.

“Serious players have social media these days,” Lucero said, adding that for musicians, MySpace Music is an effective online music portfolio.

MySpace Music allows musicians to upload their music and customize their page with photos, upcoming events and videos. Lucero said, as a recruiter, MySpace Music gives him instant access to the musician and recordings.

### Creating a Network

Partrea and Lucero said social media has allowed other Future Soldiers to reach out to them, having heard about them from their friends.

“One person from a school tells their friend from another school,” Lucero said. “The Future Soldiers tell their friends, ‘hey, go check out Staff Sgt. Lucero’s profile.’”

Partrea said social media gives him a chance to talk to more students. “Access to Facebook opens up referrals,” Partrea said.

On the flip side, social media supplies more information for recruits. Army Facebook sites (recruiting station, goarmy.com, USAREC) allow individuals to connect with other recruits, ask questions and receive an immediate response and click through photos and videos.

In addition, recruiters can use Twitter as a tool to reach more people while they are on-the-go.

Lucero said he is working on a Facebook photo album that shows a band recruit’s transition from civilian to Soldier.

“It’s an easy way to say, ‘Check it out, they’re just like you!’”

He added that if a recruit posts a question on Facebook, people other than the recruiter can answer candidly, which adds to the recruiter’s credibility. Lucero said the recruit can see the recruiter is not feeding them a line.

“The best recruiting tool is a happy person,” Lucero said.

### Here to Stay

By using social media tools, recruiters can reach out to more prospective recruits, individuals who have already shown interest in the Army. Social media can be used to keep up with Future Soldiers, give instant answers and connect recruiters to a network of potentially interested friends of Future Soldiers.

“We can use it to work smarter,” Partrea said.

# VFRGS

## Promoting Communication Between Soldiers, Families, Leaders

By Frankie Stull

USAREC G1 Soldier and Family Assistance Division

The Army's Virtual Family Readiness Group (vFRG) Web system provides all of the functionality of a traditional FRG in an ad hoc and online setting to meet the needs of geographically dispersed units and Families across all components of the Army. The vFRG provides a portal to a host of links, information and ways to communicate with Soldiers and Family members through forums, video e-mail, telephone tree and photo galleries.

The one-stop vFRG Web site serves both married and single Soldiers, who will find a host of useful tools available for providing information to spouses, parents, grandparents, siblings and significant others.

The vFRG allows Family members to dictate how involved they want to be in the FRG and to access a myriad of resources ranging from unit information, financial information to directions to the nearest school.

This is the perfect venue for people to get information that is available and to stay in contact around the world. There is much information available through the site, and they won't have to go all over to search for it. Links to Armywide and local community resources are also available.

### vFRG Benefits

- Meets all requirements outlined in Army Regulation 25-1 for information security.
- Provides a resource for communicating safely and quickly with Families, no matter where they reside.
- Units control and maintain their own content and users.
- Includes training program and technical support.
- Families can update their own contact information.
- No funding required by units or users.
- The vFRG administrator (appointed by the commander) completes the vFRG application located online and submits to the Army Family and MWR Command.

### Access to vFRG

It is very easy to access and use the vFRG site located at [www.armyfrg.org](http://www.armyfrg.org). Upon entry to the vFRG Web site, Soldiers and Families can locate their unit's vFRG site by clicking on the "Find an FRG" button located on the top right of the home page. They must then subscribe to their unit's vFRG Web page for full access.

In order for a Soldier to subscribe to the vFRG Web site, the

"sponsoring Soldier" must be listed in the unit's vFRG Soldier database. The Soldier should include Family members on his or her sponsor list. The vFRG site administrator ensures all Soldiers are included in the database.

The information entered into the database is what you use to access the vFRG. It is important Soldiers and Family members provide a valid e-mail address, which does not have to be an Army Knowledge Online (AKO) address. Some spouses and Family members may not have an AKO account but still would like to use the secure features of the vFRG to stay in touch and access information.

Family members may subscribe by entering their names, the sponsoring Soldier's name and the last four digits of the Soldier's Social Security number. The names of the Soldier and Family members must appear exactly as originally entered into the Soldier database. If the Soldier database contains the Family member, it will be automatically approved for viewing access.

If not listed in the Soldier database, the vFRG administrator then receives an e-mail to approve or disapprove the Family member or friend access to site.

Once approved, Family members can log onto the vFRG Web site and proceed to their unit's vFRG page.

### vFRG Leaders/Administrators

FRG leaders are the backbone of the vFRG. By using the various administration tools on the site, they can easily disperse information and reach out to site subscribers, creating an online FRG community that benefits all of the Soldiers' Family members and friends.

FRG Leader Tools include: online telephone tree, discussion forums, Announcements, FAQs, Download Center, Newsletters, Resource Links, Online Store, eAFMS, and Site Feedback.

Weekly System Administrator Webinars alternate between morning and afternoon hours (see calendar for specifics). Requests for alternate training Monday through Friday during regular business hours will be considered on a case-by-case basis.

The Family Readiness Group Site Administrator's User Guide provides FRG site administrators a useful resource for managing the FRG Web system.

### USAREC vFRGs

Contact your Soldier and Family Assistance (SFA) Program Manager for additional information about vFRGs and how to access this valuable information. You can reach your SFA by calling (800) 790-0963, then enter the number of brigade and the number of your battalion (from the listing on the recording).



# Keeping USAREC Families CONNECTED



By Julia Bobick  
Editor

The eArmy Family Messaging System (eAFMS), started in 2009 as a pilot program in one battalion, now connects more than 10,400 leaders, Soldiers and Families command wide and has the potential to reach even more.

“In such a geographically dispersed command, there’s no better way to keep our entire USAREC Family connected with up-to-the-minute information, from emergency instructions to routine messages about essential services or training,” said Col. Theresa Lever, USAREC G1. “We want to ensure all our Soldiers are registered in the system and all our Families know about the system and also have the opportunity to sign up to receive messages.”

Through eAFMS, commanders at any level can send messages to their registered users via landline, cell phone, e-mail, pager, wireless PDA and/or SMS text messaging.

Colonel Michael Hauser, 3rd Brigade commander, said he and Command Sgt. Maj. Allen Simmons leverage the capability as often as possible to communicate with their Soldiers. Every member of 3rd Brigade is registered in eAFMS, he said and depending on the occasion, will receive either a voice message, e-mail message or both. Commanders can choose how they want to send messages and registered users can choose how they prefer to receive them.

“This system is a great way to leverage technology and communicate with one voice. Soldiers and Family members will receive the message as transmitted — nothing is lost in transmission,” Hauser said.

Hauser and Simmons primarily use eAFMS to reinforce command safety messages before all four-day weekends and at the beginning of key holiday periods. Messages of appreciation and positive feedback are also a great way to ensure Soldiers “in the trenches” know their leaders care about them, he added.

Lower-level units use the system to communicate additional relevant time-sensitive information, such as emergency evacuation plans and weather alerts, unit training, Future Soldier Training Program events and spouse activities — anything commanders want to immediately communicate to their Soldiers and Families. Leaders can code their messages yellow, blue and green to indicate whether it is routine, time-sensitive or emergency information.

In addition, the system notifies the commander of any registered individuals who did not receive the message, such as undeliverable e-mail or texts, according to Frankie Stull, USAREC Soldier and Family assistance division chief.

“This feature is important when the commander sends out yellow-coded messages with weather alerts, evacuation plans or other emergency type information,” Stull said. “When they see who has not received the message — for any reason — commanders can contact those folks individually, to ensure they were notified — especially in the case of an emergency.”

All Soldiers should be registered into the system when they arrive at their unit, but family member registration is voluntary.

The eAFMS contractor is working to update the system so Soldiers can log in and update their own contact information as changes occur, as well as add their Family members to the system, according to Dean Murdock, eArmy technical support team. In the meantime, Soldiers should alert their eAFMS administrator — most often the battalion Soldier and Family Assistance (SFA) program manager — if their personal information changes. Family members who are not in the system but would like to register should also contact their battalion SFA.

# What Can Your SFA Do For You

**T**hey're often referred to as one-person Army Community Service (ACS) centers, providing Recruiting Command leaders, Soldiers and Families all the support and services they're used to receiving from a traditional Army installation ACS staff.

Battalion Soldier and Family Assistance program managers, called SFAs for short, provide assistance with a broad range of Soldier and Family quality of life programs, as well as support the remote medical and dental care of Soldiers and Family members assigned to the command.

"Condensing down the work of eight program managers to a one-person shop isn't easy," said Jo Kinchington, Salt Lake City Battalion's SFA for nearly 12 years. "In our case, we do our best to stay current on all the ACS programs for general information and referral, but also utilize staff at other installations for more specific support when the need requires it."

Partnership with outside civilian and military community support services is also critical to providing the best service and programs to USAREC Soldiers and Families, according to Kinchington, whose battalion covers about 500,000 square miles in six states.

"Although we do our best, we have to link with nearby resources in order to ensure our Soldiers and Families get everything they need to make their experience with our command a pleasant one."

What is the No. 1 thing recruiters and their Families come to her for? Help with medical and dental issues tops the list.

"Our job is to prevent personnel from being billed for any services during their time with us. Since so many of our Soldiers and Family members are stationed in areas far away from military treatment facilities, they require our assistance to understand and navigate the medical and dental services they must utilize in local communities," said Kinchington, a former Army spouse with 21 years of experience working for the Army in Family programs both stateside and overseas.

"We work with our Families, with the medical and dental providers and with TRICARE and United Concordia to help Soldiers get the best care possible in their own local area."

She wants Soldiers and their Families to know that she and the other SFAs across the command are here to answer their questions and assist in any way possible from the day they join USAREC until they leave. Soldiers and Families can call upon their SFAs for any family readiness assistance they would normally get from an installation ACS office.

"One of the least utilized programs we have is financial readiness. Although we do not provide direct assistance in setting up Family budgets, financial planning and so on, we easily link to specialists

## Do For You

### GENERAL INFORMATION & REFERRAL

TRICARE/DENTAL PROGRAM

ARMY FAMILY TEAM BUILDING

ARMY FAMILY ACTION PLAN

FAMILY ADVOCACY PROGRAM RESOURCE

ATC FAMILY PROGRAMS

EXCEPTIONAL FAMILY MEMBER PROGRAM

RELOCATION ASSISTANCE

VOLUNTEER PROGRAMS

CHILD CARE ASSISTANCE

ARMY EMERGENCY RELIEF

FINANCIAL READINESS

By Julia Bobick  
Editor

from Military One Source at brigade level who can provide such assistance," she said. "We also can assist in contacting Army Emergency Relief and/or get them information on where to go for assistance."

There are a lot of resources available to assist Soldiers and Families, according to Kinchington, and the SFAs' job is to ensure Families have the information they need when they most need it, to help them make informed decisions.

Salt Lake City Battalion has extended that information sharing to Future Army Families by providing Army Family Team Building (AFTB) classes as part of its Future Soldier Training Program. Battalion volunteers train Future Soldiers and their Families during monthly FSTP training events.

"We teach AFTB Level One classes and they and their family members learn about what to expect as they start their military life," she said.

They make the classes fun while providing relevant training on topics such as Army benefits and entitlements, chain of command, financial readiness, and customs and courtesies.

"Most of our volunteers are spouses, so it gives them the opportunity to be in the stations and share in the mission accomplishment by relating their positive view of the military lifestyle with those newest to the military."

While battalion family programs are as varied as the SFAs who run them, all SFAs provide the same basic family readiness services and support to their Soldiers and Families.

Soldiers and Families with questions are encouraged to reach out to their SFA. Those who don't know who their SFA is can call (800) 790-0963 with their brigade and battalion information handy.





Sergeant 1st Class Barbara Brackeen, Beaverton, Ore., Army Career Center assistant station commander, hugs her 5-year-old daughter, Morgan.

# Family, a Sense of Belonging

Story and photo by Heather J. Hagan  
Portland Battalion

**F**amily is the most important thing in Sgt. 1st Class Barbara Brackeen's life — she said it's where you find love, comfort and support.

"You may not always agree with Family, but you can depend on them for anything," said Brackeen, in an April 16 interview with Portland Battalion public affairs staff about how she balances her priorities as a Soldier and a mom.

"It's funny that you asked me what it is like to be a mom in the Army because this question was recently asked by a lady, who is interested in joining," said Brackeen, who shared her experience as a Soldier and as a mother. "Being a mom and serving in the Army are two of the most rewarding things I have ever done or could ever imagine doing."

Brackeen has served in the Army for more than 17 years. It was five years ago when Brackeen said her life changed — her daughter was born.

"I knew that I had to find a way to balance my priorities," said Brackeen, assistant station commander at the Beaverton, Ore., Army Career Center.

She said balancing her service as a Soldier in the Army and her responsibilities as a mother has not always been an easy task.

"There have been times I have put one above the other," said Brackeen. "I learned quickly, with the help of my husband, Justin, it makes a big difference when you just take the time to sit down and talk to your child or pick them up one day from school and take them for ice cream. Kids grow up too fast and it is important to make them feel important."

As a family they enjoy going to the zoo and the beach, and geo-caching. Morgan, 5, understands Brackeen goes to work for the Army.

"Allowing her to come to my office and to events lets her see for herself what the Army is about," said Brackeen. "We are one big Family and we take care of each other. She is always thrilled to be around the noncommissioned officers I work with. When I pick her up from school she makes sure everyone knows I am in the Army. And when she sees the commercials on television for the Army she tells me, 'That is your Army, mommy.'"

Brackeen said it is important for everyone to feel a sense of belonging and respect.

"Family makes up the most important people in my life," said Brackeen.

# Army Strong 10-Year-Old Aids Bus Driver

By Cathy Pauley  
Sacramento Battalion

The afternoon of April 26 was pretty much a normal day for 10-year-old Micheala Vera. The Hendersonville Elementary School fifth-grader had studied, played at recess and was finally on her way home via the school bus. But the day turned anything but normal when a bee flew into the bus window and stung the driver, Blossom Rutledge. After she was stung, Rutledge was able to pull the bus over to the side of the road and park, but the venom was causing an allergic reaction.

The children were unaware Rutledge was severely allergic to bee stings, but Micheala's instincts told her something was wrong. She watched as Rutledge, crying in pain, tried to talk on her cell phone through the tears.

"I went to go help her," Micheala said. "Then I saw one of the boys pick up the bus radio. I asked him to let me take the radio and I tried talking into it for help." Unfortunately, the radio was garbled.

Micheala asked Rutledge if she was OK and Rutledge said, "No. I'm in pain," and added she couldn't feel her arm. Then Rutledge started "jumping" and Micheala thought she was having a seizure. She asked Rutledge for permission to get her cell phone out of her purse and then used it to call 9-1-1. Soon after the 9-1-1 call, a paramedic arrived and helped Rutledge.

While she was caring for Rutledge, Micheala said some of the students on the bus were scared and crying. "I told another fifth-grader to go help calm them down."

Micheala's actions were a result of what she learned from her dad, Sgt. 1st Class Erick Vera, currently a noncommissioned officer recruiting in Stockton, Calif. Vera took lessons he learned about staying cool in stressful situations and passed them on to his oldest daughter.

"I have always taught my kids to be calm during stressful situations; step back and think about doing what is best," Vera said. "I truly believe my daughter's actions are a product of a child raised within the Army community. Like it is said, 'It takes a village to raise a child.'"

Micheala, who graduated from fifth grade in May, lives in South Carolina with her mom, Tara Lynn Vera; her sister, Emily Lynn, 6; and her brother, Rocco Cash, 4. Her favorite subject is science and she enjoys the swings at recess.

"Micheala showed amazing courage and bravery under a potentially dangerous situation. I thank God every day with blessing her father and me with such amazing kids," Tara Lynn Vera said.

"Even though hundreds of miles separate us, I wake up every day and live day-by-day, telling myself how proud I am to be a Soldier who is a father of a great American hero," Erick Vera said. "Micheala is stronger than anyone else I know. She is strong. She is Army Strong. She is outspoken. She is passionate. She is my daughter."

For her actions, Micheala received a certificate of appreciation from the Colleton School Board May 17 and a plaque from Hendersonville Elementary School at her fifth-grade graduation.

Micheala has been hailed as a hero by her parents, students and Blossom Rutledge. But asked who her hero is, Micheala said, "I have four heroes. They are my mom, my dad, my nanny and my papa because they are always there for me."



Sgt. 1st Class Erick Vera and his children Emily Lynn, 6, Rocco Cash, 4, and Micheala, 10, vacationing in Miami.

## Bee sting reactions

Although severe allergic reactions are not that common, they can lead to shock, cardiac arrest, and unconsciousness in 10 minutes or less. This type of reaction can occur within minutes after a sting and can be fatal. Get emergency treatment as soon as possible.

People who have experienced an allergic reaction to an insect sting have a 60 percent chance of a similar or worse reaction if they are stung again.

## How common are insect sting allergies

About 2 million Americans have allergies to the venom of stinging insects. Many of these individuals are at risk for life-threatening allergic reactions. Approximately 50 deaths each year in the U.S. are attributed to insect sting allergies.

— Source: [www.webmd.com](http://www.webmd.com)



# FACEBOOK-TO-FACE REUNION

## Social Networking Site Leads Soldier to Estranged Daughters

By J. Paul Bruton  
Sacramento Battalion

**W**hen Sacramento Recruiting Battalion started sending out the word that it was mandatory for Recruiting Stations to start using Facebook, 40-year-old Sgt. 1st Class Matthew Conkling was not thrilled. Busy manning North Bay Company's Army Career Center in Ukiah, Conkling thought Facebook wouldn't bring much change into his world. In fact, he thought it was only going to cause him grief as he tried to set up an account and configure a fan page for his station.

**He couldn't have been more wrong.**

In 2003, after seven years of marriage, Conkling found himself going through what he called a "horrible and hostile" divorce.

The worst part was that he and his wife had two daughters who were caught in the upheaval. The Conklings had a daughter, Sabrina, then 5 years old. When they married his wife also had a daughter, Samantha, from a previous relationship.

Samantha, who was 13 at the time of the divorce, had been in Conkling's life since she was 2 years old. And even though she was not biologically Conkling's, he said he had always treated her as if she was.

"I claim her as my own daughter. She's mine," he said.

During the divorce proceedings, the court awarded custody of the two children to Conkling's wife. Although he had visitation rights, they were denied, not by the court, but by his wife's new boyfriend.

"I suddenly wasn't allowed to see my girls. Then they up and moved — he took them to Florida. From that point on it became almost impossible to contact them," Conkling said.

In spite of the distance, he did his best to reach out and continue to be a part of his daughters' lives. But with his ex-wife's

boyfriend blocking his efforts to even make phone calls to the girls, his contact became less and less frequent. Then, it stopped altogether.

"At one point I tried to call them and the phone number was no longer in service. I tried to find them through white pages, Internet, DEERS (Defense Eligibility Enrollment Recording System), any way I could — and still lost contact with them," he said.

His efforts ultimately became futile, and the silent months ticked into years with no word. He eventually quit looking.

"I finally gave up searching," he said. "I kept a trust fund for Sabrina by direction of a lawyer — just in case I could find them — but I pretty much gave up looking last year, just after Sabrina's 13th birthday."

Enter social networking

As the task to set up a Facebook fan page went out to the stations, not everyone knew how to create a page. Conkling had gotten a start on it, but later asked the battalion public affairs office for some guidance.

Neither the battalion public affairs specialist nor Conkling had any idea it would result in more than helping to reach out to Future Soldiers and prospec-

tive candidates. But as soon as he had the Ukiah Station's fan page operational, Conkling received an e-mail via Facebook that completely jolted him.

"Almost immediately, I received a message sent directly to me," he said. "It was my daughter, Samantha! I was floored ... I couldn't believe it."

Conkling said he read the e-mail, forwarded it to his personal Facebook account and replied back to her. Within a couple of seconds, the daughter he had not had contact with for eight years called him on his cell phone.

"I was in complete shock! We talked for three hours," he said.

A month-and-a-half later, Conkling traveled to Florida where instead of a Facebook-to-Facebook reunion he at last had a face-to-face reunion with his girls.

Now 21, Samantha is married to 22-year-old Marine Corps Lance Cpl. Martin Williams. Stationed in St. Mary's, Georgia, they have a 3-year-old daughter, Olivia. Conkling's daughter Sabrina is now 14 and will come spend her summer with dad, traveling the states and renewing relationships with relatives.

Conkling said as long as his girls were out of the picture, he always felt like he was missing something in his life. Little did he know not only was he missing his daughters, but he was missing a granddaughter, as well. In fact, Samantha has another baby due in July, so Conkling is suddenly a dad again — and soon to be a grandfather twice over.

With 23-plus years of service in the Army, finding his daughters has quickly influenced Conkling to lean toward the military exit sign. He even plans on moving to Florida so he can be closer to his girls — and grandchildren.

"This has been such a big relief off my chest — knowing they're safe." Conkling said. "Now I can be a dad again — and a grandpa!"

# Life <sup>in</sup> the <sub>the</sub> Passenger Seat

By J. Paul Bruton  
Sacramento Battalion

Staff Sgt. Edward Szczepanik rolled out of bed around 4:30 a.m. April 4 and pulled on a sweatshirt and sweatpants. Tasked with driving the station commander of Ukiah, Calif., Army Career Center to Fairfield on this particular morning, Szczepanik (pronounced says-panic) thought he would return home around 5:30 a.m. and hop back into bed for a bit more shut-eye before donning his Army uniform for the day.

Little did he know that instead of a pre-work snooze, he would soon be delivering his wife's baby boy in the passenger seat of the family car.

The story could have easily ended in an uneventful manner — the baby being born in the hospital like so many other babies — however, on the previous night, Szczepanik's 7-year-old daughter, Jasmine, had crawled into bed to sleep with them. As Szczepanik's wife, Cindy Nakanishi, and Jasmine slept together, Szczepanik returned home and was getting ready to go back to bed, when Jasmine accidentally kicked her mother in the stomach.

"When she sleeps, she's like a little tornado bouncing around," Szczepanik said.

Cindy, who was jolted awake by the kick, suddenly felt like she needed to get up and use the bathroom. She then told Szczepanik that she thought her water had broke. Almost immediately, she started having contractions.

"I was listening to what she was saying and trying to figure out what was going on," said Szczepanik. "I was wondering, 'Is this the real deal, or is she just feeling something that is going to pass, or what?'"

He would quickly find out it was indeed the real deal, as Cindy suddenly started having very strong contractions.

"I started to get ready as if it was going to happen and woke up Jasmine. Usually, she is a very hard sleeper and difficult to wake up, but she pounced right out of bed, bright eyed and ready to roll."

Then Cindy's demeanor became more urgent and she told Szczepanik, "I think I'm going to have the baby!"

Szczepanik said he nodded and quickly began gathering

some things for the trip to the hospital, not understanding the full urgency of Cindy's statement.

"I was like, OK, the baby's coming — we're on the way — the hospital is close."

But he still wasn't getting it, and Cindy stated emphatically, "I don't think I'm going to make it! It's happening now!"

I said, "Oh yes you are going to make it — it's only like two minutes away."

She said, "No! It's happening now, now!"

Szczepanik said he began thinking about the first aid he's learned in the military.

"Hey, basic first aid I can do — I've even taken the combat life saver course — but there wasn't anything in that training about birthing a baby!"

Szczepanik tried to expedite the process of getting Cindy to the hospital. Jasmine was already in the back seat, wide-eyed, waiting to leave, but Cindy was to the point she could barely walk. Szczepanik picked her up and carried her to the passenger seat of the car, but there she became insistent.

"He's coming now! Right now!" she yelled.

Szczepanik said as soon as he removed Cindy's pants, the baby was already coming.

"By now my adrenaline was pumping and I went into action mode. I started telling her she needs to push. Within a matter of moments, she was able to push the baby out."





SFC MATTHEW CONKLING

Staff Sgt. Edward Szczepanik, his wife Cindy Nakanishi and their children Jasmine and Edward, who was born in the couple's car April 4.

All the while, 7-year-old Jasmine was in the back seat of the car watching the whole thing — making commentary like, “Oh, my God! Oh, my God!”

Szczepanik said he had Jasmine call 9-1-1, but she was so excited she wasn't able to communicate very effectively with the operator.

“Yeah, that call didn't go too well, from what I remember.”

Szczepanik said after the baby was born, he found himself on his knees holding his son for what he thought was just a brief moment.

“I was staring at him saying, ‘He's beautiful,’ and Cindy was like, ‘Hello, let's go to the hospital now ... can we go already?’”

Szczepanik took off his sweatshirt and wrapped the baby in it, then handed the child to Cindy. Since they were so close to the hospital, he said he was thankful he didn't have to cut the umbilical cord.

When they arrived at the hospital, emergency medi-

cal technicians were standing out front and were in awe of Szczepanik having delivered his wife's baby.

“It was actually kind of funny because they were standing there talking with us, but not taking action medically. Some were even making cracks like, ‘Better you than us!’”

Finally, a nurse came out and took charge. She got Cindy on a gurney and wheeled her into the emergency room. Once inside, it was determined that Edward Michael Szczepanik III was a healthy 8 pounds, 5 ounces.

Cindy was declared healthy, as well, with no complications, and was back home after just 30 hours at the hospital.

So after going through a once in a lifetime experience and performing the duties of an emergency room pediatrician, Szczepanik said it was amazing to deliver and hold his own newborn son.

What was the biggest down-side of the entire experience?

“Finding someone to detail the car was harder than birthing the baby!” he said.

# Army Programs Earn National Recognition

## AAC Wins Public Relations Society of America's Silver Anvil, Award of Excellence

*U.S. Army Accessions Command*

The U.S. Army Accessions Command was honored June 9 with both a Silver Anvil Award and Award of Excellence by the Public Relations Society of America (PRSA). The Silver Anvils are awarded each year to the agencies and campaigns that have “successfully addressed a contemporary issue with exemplary professional skill, creativity and resourcefulness.” These awards are the highest honors an organization may receive from the PRSA.

The U.S. Army Accessions Command, in conjunction with its agency partner Weber Shandwick, received an Award of Excellence for its work in the Government category Reputation/Brand Management for “Army Strong — Connecting Army and America,” and a Silver Anvil Award in the Government Events and Observances — Seven or Fewer Days category for its work on the U.S. Army All-American Bowl.

“Through programs like these, the Army and its many partners have helped show Americans Army life and the strength of the Soldier,” said Lt. Gen. Benjamin C. Freakley, Commanding General, U.S. Army Accessions Command.

“Our ability to share stories through social media channels and through events like the All-American Bowl enables us to showcase the opportunities available through Army service, highlight the lives of our Soldiers and their Families and insert ‘Army Strong’ into the everyday vernacular of Americans. We are honored to have our efforts recognized in this way and look forward to continuing our conversations with Americans.”

“Connecting Army and America” focused on the latest efforts to continue building the Army Strong brand in the eyes of all Americans. During the past year, this concentrated on sharing the Army story by offering media Soldier stories, building a base

of advocates in communities across America to better understand Army service and what it offers Americans, using existing opportunities and events to showcase Soldier stories and developing a larger presence in digital and social media to foster two-way communication between the Army and the American public.

These initiatives led to increased success in generating media impressions and leads at Army events across the nation while greatly expanding the Army’s presence in digital and social media. Overall, the campaign delivered more than 1.3 billion media impressions, of which more than 55 percent contained Army messages.

Online, 251 new Soldier bloggers joined the award-winning Army Strong Stories site to share their individual stories, posting more than 415 written and video entries and driving an increase in site traffic of more than one million visitors. This visibility for the Army and its messages about the value and meaning of service is unprecedented.

As part of the effort to connect the Army and America, the U.S. Army All-American Bowl has grown exponentially. The 2010 game hosted more than 34,000 spectators in the San Antonio Alamodome (including thousands of Soldiers from Fort Sam Houston), an ever-growing roster of advocates from communities throughout the country and the best high school football players and bandsmen in the nation. A major component to this growth has been the awareness and Army messaging generated through media engagements.

The single-largest public-facing outreach program for the Army, last year’s All-American Bowl delivered nearly half a billion media impressions, hundreds of

millions of which carried Army messaging. In addition to engaging traditional media, the All-American Bowl has continued to explore opportunities in social media, building genuine communication with Americans online. The integration of platforms like Army Strong Stories, GoArmy Facebook and GoArmy Twitter into the outreach effort has captured even more attention for the game. The game continues to evolve beyond a once-a-year high school football all-star game, becoming a year-round platform for the Army to share its story with the American public.



Bruce Jasurda, the Army's chief marketing officer, accepts the Public Relations Society of America (PRSA) Silver Anvil award during the awards banquet in New York City June 9. The Army won the Silver Anvil for its work on the U.S. Army All-American Bowl.



# Teaching Flag Etiquette

Story and photo by Barry Collins  
Dallas Battalion

An Air Force retiree and an Army recruiter are teaching students lessons not found in their school books. Each morning and afternoon of every school day, volunteer students raise and lower the United States and Texas flags as part of a flag ceremony at Waxahachie's Ninth Grade Academy. The students stand straight, reverently as the flags are raised. "Reveille" is played, followed by the national anthem.

What brought about this surge in student patriotism and flag etiquette?

According to school Principal John Aune, local caterer Jim Rodriguez and Waxahachie recruiter Staff Sgt. Jose Rivera were the driving force behind the school flag ceremony.

Previously, the flags were raised unceremoniously by the school's building engineer. Rodriguez said he was dropping his daughter off at school one morning when he saw how the flags were being raised.

"This guy came out of the building with one flag crumpled up under one arm and the other wadded up under the other arm," Rodriguez said. "He just clipped them on the chain and pulled them up the pole."

The Air Force veteran said the lack of respect for Old Glory and the bad example it was setting for the school's students spurred him to action.

"I spent 20 years in the Air Force and have a great respect for this nation and all it stands for, so I sat down and wrote a set of instructions the kids could use to raise and lower the flags the proper way, [creating] the F.L.A.G. program," Rodriguez said.

F.L.A.G. stands for Fly, Lower And Gather (the flag).

For help turning his idea into action, Rodriguez started looking for a partner. A short time later, he met Rivera at a charity event.

"We talked for a while and [Rodriguez] said he had an idea and needed a partner," said Rivera. The two agreed to make the F.L.A.G. ceremony a joint project and after a little refining, they took the idea to several local schools. "We started talking to the schools and the Ninth Grade Academy happened to be the first [to accept]."

Rodriguez and Rivera trained volunteer students and in early October they conducted their first ceremony. Rivera said when it comes to respecting the flag, it all comes down to instilling discipline, dedication and pride.

"I remember when I came to the U.S. in 1995 and went to school for the first time," Rivera recalled. "The students would line up outside while the flag was raised and then we recited the Pledge of Allegiance."

The F.L.A.G. ceremony "brings back all those feelings that come with describing what the American flag means to people. I was born in Mexico, and my mother brought me to the United States to better our lives," Rivera added. "The American flag means a lot to me — hope, pride, tradition and much more, so I want to pass that along."

What started as a local effort has spread to other areas.

"I've received phone calls from the Dallas, Rockwall and Richardson independent school districts all wanting help to start a F.L.A.G. program in their schools," Rodriguez happily said.



LEN BUTLER

Coleman Boddie and Marrison Hooper attach Old Glory to the halyard under the watchful eye of Staff Sgt. Jose Rivera. BELOW: Waxahachie Ninth Grade Academy students Isiah Parrish, Kally Yates, Coleman Boddie and Marissa Hooper march into position to post the Colors.







# Students Take on Drill Sergeants

High School Athletes Showcase Talent in Drill Challenge

Story and photos by Jorge Gomez  
Milwaukee Battalion

**M**ichael Gilsdorf, a Reedsville Wis., High School senior learned for the first time how important the team concept is to the Army.

“I knew that [the Army] expected character but I never knew how much team meant to a Soldier,” Gilsdorf said.

Gilsdorf and eight other top high school athletes from different parts of Wisconsin were selected to participate in Milwaukee Battalion’s third annual “Warrior Athlete Drill Challenge” April 2. Drill sergeants from the Mobile Exhibitor Drill Sergeant Program, Accessions Support Brigade (ASB), engaged the athletes in a series of physical fitness drills and team exercises at the Cousins Center in Milwaukee.

In partnership with the Milwaukee Bucks, the Milwaukee Battalion designed the event to provide top student athletes, who were nominated by their schools, with an Army fitness experience on a small scale.

“We stressed the importance of teamwork and tried to develop a sense of cohesiveness among them,” said Staff Sgt. Erika Watson, an ASB drill sergeant. “We also talked to them about education and how that has helped us in our Army careers.”

Getting students who have never met each other to work as a team in a short period of time is no easy task. Yet Staff

Sgt. Jason Smith, another ASB drill sergeant, made it his task to give the students a brief sense of camaraderie.

“We did our best to provide a physical fitness challenge that would give them a good workout without overdoing it. We kept in mind that these students are not Soldiers so we had to strike a balance,” Smith said.

The drill sergeants taught the students how to march in preparation for their court recognition at the Bradley Center, just before the start of a Bucks vs. Philadelphia 76ers game.

“Learning the commands and how to turn and stand was fun,” Gilsdorf said. “I didn’t realize how much was involved while marching.”

At the conclusion of the drill challenge, the students participated in a banquet at the Bradley Center where they listened to guest speaker Maj. Mark Richards, a UH-60 Black Hawk helicopter pilot assigned to the 75th Division in Arlington Heights, Ill. Richards discussed what the Army has meant to him and how his life has changed as a result of being a Soldier.

“Sharing adversity and victory with a group of strangers pulls you together to achieve great things and even something bigger than yourself,” Richards said to the students.

“Some of the reasons that you enjoy the



**ABOVE:** Kelsey Sebo, a Reedsville High School senior, and Staff Sgt. Melissa Murphy, Milwaukee Battalion, coordinate their steps during a relay team competition.

**TOP:** High school seniors from different parts of Wisconsin and recruiters from the Milwaukee Battalion participate in a team relay competition during the Warrior Athlete Drill Challenge at the Cousins Center in Milwaukee April 2.

challenges that sports and clubs provide you are some of the same reasons that I have enjoyed my time in the military.”

Katherine Kroening, an Athens High School senior in Athens, Wis., said the overall experience has made her want to challenge herself more in order to earn a sense of pride and accomplishment.

Dennis Haak, a Belleville High School senior, expressed a similar sentiment.

“This [experience] will give me more options to consider when I finally finish high school,” Haak said.



# Battalion's Army Iron Man Competition Recognizes High School Football Player

Story and photos by Christine June  
Harrisburg Battalion

Freeport Yellow Jackets' Wide Receiver Derek Durand has the bragging rights as Harrisburg Battalion's first U.S. Army Iron Man of the Year, and he has the championship-quality ring to prove it.

"It's unbelievable. I didn't expect it to be this elaborate. It looks like a Super Bowl ring," said Durand, after he was presented the Army Iron Man ring May 31 during his school's end-of-year award ceremony.

This was the first football season the battalion held a 10-week campaign to recognize the best two-way high school football player in Pennsylvania.

"Playing and excelling on both offense and defense, the Army Iron Man must demonstrate physical and emotional strength, as well as strength of character," said Mike Sinnott, from The Sports Flash Radio Network, which co-sponsored the campaign.

In the 2010 season, Durand had a team-high 33 receptions for 834 yards and 10 touchdowns while making 81 tackles on defense with nine passes defended and a forced fumble. In the fall, Durand heads to the Slippery Rock University on a football scholarship.

High school football fans across the state voted for the winner of the Army Iron Man of the Week on [www.TheSportsFlash.com](http://www.TheSportsFlash.com). At the end of the regular season, fans elected Durand as the 2010 Army Iron Man of the Year from the 10 weekly winners.

"Voting got pretty intense in school," Durand said. "My computer teacher one day said, 'Okay, everyone log on and vote for Derek.' We all logged on, and they were all yelling, 'You're winning ... oh, no ... you're losing.' We were all pretty excited."

All the recruiters at the Butler Recruiting Station not only voted but also rallied the community to cast their votes for Durand, said Sgt. 1st Class Steven Jones, who presented the ring to Durand.

"The Army Iron Man weekly competition shows the Army's commitment to the local schools and students by taking an active interest in promoting good life choices," Jones said.

More than 55,000 votes were cast for the Army Iron Man of the Year for Pennsylvania with Durand receiving 17,466 votes to beat Springdale's Chris Liberto, who had 14,759 votes.

"It's just fabulous," said Derek's father, Todd Durand. "It's a great honor, and for him to have something like this and to have it presented by the Army and everything they do for our country — it's just a great experience."

Both of Durand's parents attended the ceremony.

"I think it's nice that the Army is always giving back," said Derek's mother Mindy. "The ring is just gorgeous and to have him get that ring in front of his peers and the community — it was nice to see that."

Durand also received two tickets to a Pittsburgh Steelers home game and was recognized on the video board at Heinz Field. A profile of him as the Army Iron Man of the Year will also appear on the Steelers Youth Football TV Show.

The Army Iron Man of the Year was part of the battalion's 2010 Army STRONG Tour, which included the Pennsylvania Passing League, Army Football Coach of the Year, the Army STRONG Wrestler and Wrestling Coach of the Year and the Army Rivalry Tour.



Sergeant 1st Class Steven Jones and Sgt. Justin Myers from Butler Recruiting Station with the 2010 Army Iron Man Freeport Area Senior High School Senior Derek Durand May 31 following the school's end-of-year award ceremony. Durand received the above ring for his accomplishments.

# Welcome to the Army Family

By Rick Welling

Doctrine Division, Recruiting and Retention School—Forward

When you took the oath to become a leader, Soldier or Army civilian, you joined the largest multicultural Family in the United States. The Army Family includes all Soldiers (active, Reserve and Guard), retirees, veterans and Army civilians and their Families.

The Army Family grows with each oath of enlistment, each new cadet reporting to the U.S. Military Academy, and with each new spouse or newborn child.

The Army Family is growing 365 days a year.

Army recruiters are fortunate to be responsible for welcoming the biggest number of new Army Family members. That responsibility is entrusted to only a select few, and should never — ever — be taken for granted. The Army places a high value on both military and personal preparedness. Commanders have an obligation to promote personal and Family readiness. Recruiters execute this mission daily as they prospect and process new recruits and develop Future Soldiers.

The Army adopts the Families of Future Soldiers the moment the new recruit takes the oath. This moment is a critical point. Families exert great influence in their Future Soldiers' decisions — their decision first to enlist and later to ship to basic training. Seventeen-year-old applicants need their parents' written approval to enlist, but even much older applicants will not enlist without their Family's support.

Even after fully-trained Soldiers arrive at their first duty assignments their parents, spouses and Families take on new critical support roles. Deployed Soldiers greatly rely on their Families' support. A positive Family support team can lead to a long, productive career. Lack of Family support can often cut short a Soldier's career. That is why leaders must remember when they take care of the Family, they take care of the Soldier.

The recruiter is the first member of the Army Family to introduce the warrior culture into new members. Recruiters must continually help their Future Soldiers understand they are the foundation of the warrior culture. Like any large institution, the Army uses culture to let people know they are part of something bigger than themselves; they have responsibilities not only to the people around them, but also to those who have gone before and to those who will follow.

The warrior culture is also part of each Army Family member. The Warrior Ethos, the Army Values, the uniforms, slogans and creeds all support the warrior culture. These elements remind us of the sacrifices that came with the oath we have sworn or affirmed.

Members of the Army Family come from varying backgrounds, cultures, and races, but they share many common goals. Army life encourages cohesion. This includes commitment, sacrifice and adaptability. It is not always easy to adjust to the chal-

lenges of Army life. Army Families face challenges people outside the Army Family rarely encounter. Army Families face frequent and sometimes prolonged separations with deployments and relocations. The warrior culture binds Army Families together. Like any other Family unit, this Family encourages its members to trust and support one another — both in times of need and times of joy.

Members of the Army Family have to consider the impact this warrior culture has on their immediate Family group: spouse and children, parents and grandparents. All members of the Army Family fully understand deployments, geographic moves and extended training come with the job. How do these events affect a Soldier's Family?

The children of Soldiers are often labeled "Army brats." These children move with their Soldier-parents from one assignment to the next. Many Army brats never have a hometown. This lifestyle often exposes these kids to foreign languages and cultures.

Army brats are members of an American subculture with millions of members. A number of researchers have described military brats as one of America's oldest but least-known and largely invisible subcultures. They have also been described as a modern nomadic subculture.

Army spouses are a culture all their own. Life for an Army spouse can be stressful. Some Army spouses find reassignments and other hardships associated with the Army very difficult, as they are constantly forced to establish new networks of friends.

Marriage is a partnership, and some people struggle to make marriages work within the Army. This can become even more complicated when children are involved.

Some Army spouses have careers of their own, and many Soldiers marry Soldiers. Reassignments and deployments create special problems for the Army spouse who is pursuing his or her own career. Spouses trying to establish careers may find it difficult to relocate constantly, especially if they have professional certifications that may require recertification in a new place of residence.

Like Army children, Army spouses are exposed to different languages, cultures and routines. They're sometimes forced to do without customary luxuries and conveniences.

Service in the Army is dangerous. When a Soldier is deployed, maintaining constant communication can be a challenge. Returning Soldiers may be stressed and sometimes have difficulty readjusting to life in garrison or civilian community. An Army spouse who supports and helps his or her partner becomes an important part of successful reintegration after a deployment.

The Army Family is a special and precious group of people. Each member directly or indirectly learns, commits, sacrifices and supports each other.

We don't always like our Family members, but we love them and would sacrifice for them.

*The Army Family — it may not be perfect, but it's our Family!*



# The **O** in SOLDIER

By Rick Welling

Doctrine Division, Recruiting and Retention School—Forward

The Army is constantly improving enlistment incentives, adding new programs and rescinding those ineffective or obsolete. Recruiters, regardless of their specialty (enlisted, AMEDD, chaplain) must be on the lookout for new incentives and how they can be used during the “identify and establish goals” portion of their Army interview. Product knowledge is an important part of the Army interview and therefore key to recruiting success.

The “O” in the acronym “S-O-L-D-I-E-R” stands for Occupational and Career Enhancement, but are you really well versed in the college education portion of “O”? More specifically, how well do you understand the Montgomery and Post 9/11 GI Bills?

This short article will attempt to share the latest information regarding the GI Bills, associated programs, and Web links that go into far greater detail. This information can be invaluable during the Army interview as you map out ways for prospects to achieve career goals and realize their true passions.

It’s critical to stay current with enlistment incentive programs. In fact, it’s so important we’ve created an “Army Interview Resources” topic under the “Recruiter/Engagement Team” collaboration site on Recruiting ProNet for just that reason. The following are just a few of the programs and features, with links, that can help you guide your prospect to an Army decision. You may also discover changes that can provide educational benefits to both you and your family.

## Post 9/11 GI-Bill

The Post-9/11 GI Bill provides financial support for education and housing to persons who have at least 90 days of aggregate service on or after September 11, 2001, or persons who were discharged with a service-connected disability after 30 days. You must have received an honorable discharge to be eligible for the Post-9/11 GI Bill. Additional information about the Post 9/11 GI Bill is located on the Web at <http://www.gibill.va.gov/>.

## Yellow Ribbon Program

The Yellow Ribbon GI Education Enhancement Program is a provision of the Post-9/11 Veterans Educational Assistance Act of 2008. This program allows institutions of higher learning (degree-granting institutions) in the United States to enter voluntarily into an agreement with the Department of Veterans Affairs (the VA) to fund tuition and fee expenses that exceed the highest public in-state undergraduate tuition rate. How many of your colleges and universities participate in the Yellow Ribbon program?

Explore this link to find additional information:  
[www.gibill.va.gov/GI\\_Bill\\_Info/CH33/Yellow\\_ribbon.htm](http://www.gibill.va.gov/GI_Bill_Info/CH33/Yellow_ribbon.htm).

## Credentialing Opportunities Online (COOL)

COOL explains how Soldiers can meet civilian certification and license requirements related to their military occupational specialties (MOSs).

Use COOL to:

- Get background information about civilian licensure and certification.
- Identify licenses and certifications relevant to Army MOSs.
- Learn how to fill gaps between Army training and experience and civilian credentialing requirements.
- Learn about resources available to Soldiers that can help them gain civilian job credentials.

You might want to look up your MOS and see what you may already qualify for. You too can be COOL.

Get details about COOL online at <https://www.cool.army.mil/index.htm>.

## Concurrent Admissions Program (ConAP)

ConAP is a partnership between over 1,950 participating colleges, Army Recruiting Command, and Servicemembers Opportunity Colleges (SOC). SOC assists with the program’s implementation and management and serves as liaison between Army recruiters, ConAP colleges, Army education centers and the higher education community.

Get more details and locate participating colleges and universities on the Web at [www.soc.aascu.org/conap/](http://www.soc.aascu.org/conap/).

Recruiters today recruit from Generation Y. Who is Generation Y? They are tech-savvy individuals who grew up with technology and rely on it for information, communication, and recreation. Armed with smartphones, laptops, cell phones and other electronic gadgets, these young people are plugged-in 24 hours a day, 7 days a week. This generation prefers to communicate through e-mail and text messaging rather than through face-to-face contact. They prefer Webinars and online technology to traditional lecture-based presentations. Members of Generation Y are experts at researching information. That’s why it’s important to stay informed and up to date on Army programs. Your prospects will check out your information before they make a decision.

Leaders and recruiters alike should make a habit of frequently checking the “Army Interview Resources” topic on the “Recruiter/Engagement Team” collaboration site on Recruiting ProNet. It might be a good idea to bookmark these sites, share them with peers and subordinates, and post them on the station’s social networking site. An informed recruiter is a successful recruiter.



# How Does the Medical Waiver Process Work?

Have a question about medical qualifications for enlistment, medical waivers, health issues or any other topic for the command surgeon to address? Submit your questions by e-mail to [rjournal@usarec.army.mil](mailto:rjournal@usarec.army.mil) and look for answers in the next issue.

**Q:** How does the medical waiver process work?

**A:** When a potential recruit is identified by the Military Entrance Processing Station (MEPS) as having a disqualifying condition, a medical waiver is requested. The MEPS physician uses the Department of Defense Instruction (DoDI) 6130.03 which defines Medical Standards for Appointment, Enlistment, or Induction in the Military Services.

The guidance is straightforward and the condition either meets or does not meet the standard. This DoD instruction manual is used by all MEPS providers, so there is no need or reason to transport an applicant to a MEPS station other than the closest one which would be the most convenient and efficient for both the recruiter and the applicant.

Once the paperwork is completed at the MEPS, the packet is electronically forwarded to the Command Surgeon's office for consideration. The USAREC Command Surgeon's office receives an average of 120 waiver requests every duty day. This equates to nearly 30,000 waiver requests annually. A disqualifying condition does not automatically deny accession. Likewise, a waiver does not deem an applicant has suddenly met the standard.

A medical waiver provides the opportunity for an individual to access into the U.S. Army despite having a medical condition that does not meet the physical standard for accession. Waiver decisions are based on several factors: the specific medical condition to include its duration, extent or impact on physical capability and performance, severity of the condition and the natural course or progression of the condition over time.

Recommendations from specialty consultants are obtained on a case by case basis to assist with making the waiver decision. The applicant's specialty or skill set and the needs of the Army are also important considerations since this directly correlates to the ultimate goal of meeting the mission.

**Q:** Can an individual with a transplanted kidney enlist?

**A:** Kidneys are vital organs that are important in maintaining appropriate fluid and electrolyte balance in the body. Normally, there are two functioning kidneys but we can "get by" with one. Invariably, a person who is a recipient of a transplanted kidney has a serious pre-existing condition that has resulted in complete kidney failure. This major deterioration of kidney function is life-threatening and dialysis or death are the only other alternatives.

Other than identical twins, no two individuals have exactly the same genetic composition. This disparity results in rejection of the transplanted organ unless medication is administered to suppress this response. Medication prescribed for this purpose suppresses the immune system and hence the name immunosuppressive therapy. This medication must be taken on a daily basis for the rest of the individual's life.

Unfortunately, suppression of a person's immune system also makes him/her more susceptible to illnesses and infections. Close monitoring and vigilance are essential to ensure the person remains as healthy as possible and to assess the extent of rejection which does occur after the transplant has taken place.

Consequently, a person with a transplanted kidney is disqualified from Army enlistment.



# SAMA

## Not Just Another Acronym

By Linda Clingan  
USAREC G2

In a sea of USAREC acronyms, another new one just floated to the surface: SAMA, which stands for Segmentation Analysis and Market Assessment. This is a market tool located in the Report Management Zone, under the Intelligence Folder. The G2 enlisted the assistance of a team of Data Warehouse programmers to develop a tool that would throw Must Win/Must Keep/Market of Opportunity ZIP codes, potential, production, population, segmentation and market share all together into one location. The result is SAMA.

SAMA can create reports down to the ZIP code level allowing users to see priority ZIPs (Must Keep/Must Win/Market of Opportunity), population by the 39 Tactical Segments (to target specific areas with MAPs), the weighted four-year average (which is used to assess the potential) and the current production. This tool provides a standard methodology for battalions, companies and stations to identify, prioritize and target various markets within their territories to optimize production. Must Keep, Must Win and Market of Opportunity ZIP codes are one way to assess the markets and develop an overall Brigade, Battalion, Company, and/or Station Targeting Market Plan for successfully achieving the mission. SAMA can be a part of that plan.

Five different reports at various levels are available:

- The Market Assessment Report is the core SAMA report that lists all Must Keep and Must Win ZIP codes within a station RSID. All reports are derived based on the foundational calculations used in the Market Assessment Report.

- The ZIP Code Roll-up Report is a summary report based on the ZIP Code Category: Must Keep, Must Win, Market of Opportunity and Supplemental ZIP Codes. This report totals the number of ZIP Codes within each category.

- The ZIP Code by Category Report lists every ZIP Code by its category (Must Keep, Must Win, Market of Opportunity, and Supplemental). This is a key report that will identify which category a ZIP code falls within, listed by each ZIP code.

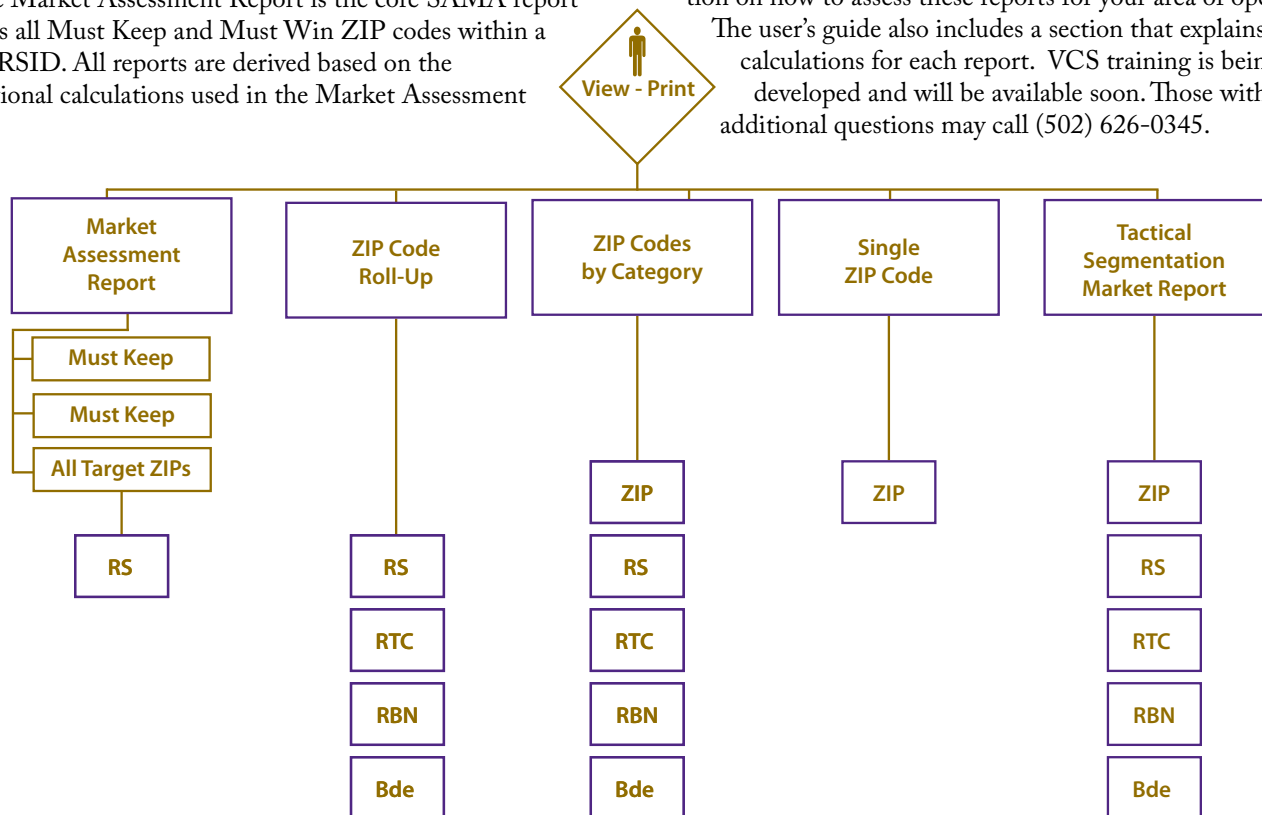
- The Single ZIP Code Report allows the user the capability to review/research an individual ZIP code. This report gives the same data elements as the Market Assessment Report, regardless of the category.

- The last report is the Tactical Segmentation Report. This is a report that rolls up population and contract production by Tactical Segment. It sums all data, regardless of ZIP category. The report provides, by Tactical Segment: population, year-to-date production, previous year-to-date production and the weighted four-year average production.

The below graphic illustrates each of the reports and their available reporting levels: ZIP code, recruiting station (RS), company (RTC), battalion (RBN) and brigade (Bde):

A complete SAMA User's Guide is available on the SAMA Homepage located in the upper right corner. The guide includes a Reports Analysis Guide with best practices from 1st Brigade (who has beta-tested the tool) and an analysis guide with instruction on how to assess these reports for your area of operation.

The user's guide also includes a section that explains the calculations for each report. VCS training is being developed and will be available soon. Those with additional questions may call (502) 626-0345.



# Operation Knight Shot Showcases Army Aerial, Marksmanship Talents

Story and photo by Jessica Maxwell  
1st Brigade

With more than 300 people attending, Operation Knight Shot showcased the Golden Knights, the U.S. Army Marksmanship Unit and local high school bands in May at Joint Base McGuire-Dix in New Jersey.

Hosted for the second time by the Mid-Atlantic Battalion, Operation Knight Shot combined the efforts of different services and involved Army advocates from the Northeast region.

Battalion Commander Lt. Col. Harry Woodmansee said the event educated the community on military efforts and talents.

A joint services swear-in of new enlistees, hosted by Maj. Gen. David L. Mann, USAREC commanding general, involved more than 30 students taking the oath of enlistment.

"They are the future," Woodmansee said. "I'm proud to be part of this moment."

During the three days, groups of Army advocates took part in Golden Knights tandem jumps and marksmanship demonstrations. Junior Reserve Officers' Training Corps drill teams put on demonstrations and Army recruiters set up a rock climbing wall. Servicemembers from the joint base military police also demonstrated the training of military working dogs and their handlers.

"This is a great event for the community," said Ken Wong, Philadelphia Advisory Board member. "People really enjoy this type of event."



Army Golden Knights Commander Lt. Col. Joe Martin talks to New Jersey Lt. Gov. Kim Guadagno as she prepares for her tandem jump May 5.

Mann also presented the Gen. William E. DePuy award, a top Reserve Officers' Training Corps award, to Dr. Greg Weisenstein, president of West Chester University for his support of the university's ROTC program.

"We clearly have the world's best military, and the ROTC programs spanning the country contribute to that reputation and build on it," Weisenstein said. "I'm honored to receive this award."

Although the weather interfered with tandem jumps on two days, Army advocates enjoyed learning about and talking with the Golden Knights, the Army's parachute team. Attendees learned about the harnesses and parachutes used for tandem jumps, as well as heard personal stories from the Golden Knights, including the thousands of jumps team members have completed.

Staff Sgts. Mark Weeks and Josh Richmond, members of the Army Marksmanship Unit, put on a show for the advocates. After being wowed by the skills of Weeks

and Richmond, individuals were given the chance to shoot clay targets with shotguns, coached by Weeks, a former National Shotgun Team coach. Richmond, the current world champion in men's double trap, answered questions from the crowd about their techniques and training.

After the event, Army advocate Alan Krutchoff said although the weather interfered with his jump, he enjoyed being with the Golden Knights and had a great time at the range.

## Former DCG Presents Awards for Excellence in Portland Battalion

The Army G3/5/7 Director of Operations, Readiness and Mobilization Maj. Gen. Joe Anderson recognized Sgt. 1st Class Derrick Smith and Staff Sgts. Kenneth Hudgins and Jeffrey Randall for exemplary performance May 31 at the Portland Battalion headquarters. In addition, Staff Sgt. David Watson (pictured) received his Glen E. Morrell Award from Anderson. Due to the command's recent change in the awards program, these are the last four battalion Soldiers to receive Recruiter Rings and Morrell Awards



HEATHER J. HAGAN, PORTLAND BN



## Cincinnati Company Hosts Multi-City Community Covenant Signing

By D. Charone Monday  
Columbus Battalion

Carrying out a community covenant signing with a city requires coordination, pre-planning and sometimes a little bit of luck. Getting on the schedule of the mayor, council members and other influencers can be daunting. Include community business leaders and other government entities such as the chief of police, and it only adds to the difficulty of pulling off a successful event.

Now, imagine you're going to do that with four different cities all at the same event. That's exactly what Columbus Battalion's Cincinnati Company did recently as they reached out to their various com-

munities.

"We decided to bring in several of the communities because the communities themselves were tight knit, they touch each other and they work well with each other," said the company commander, Maj. Roy Rogers.

Local veterans groups were invited to set up tables and displays to share how they help veterans and active duty Soldiers.

"One reason we brought a lot of the organizations out here today was to connect another puzzle piece with the community leaders so they can see what type of organizations are in their footprint like the USO and VFW ... and others that support the local veterans," said Colerain Station processor, Sgt. 1st Class Joel O'Bradovic, who was tasked with

coordinating the event. He admitted the covenant signing was one of the most difficult tasks he's had as a recruiter.

"My advice to others wanting to do a multi-city event is to do a trial run with a smaller community and then try a multiple one like the one we held today," he said.

When asked what he would do differently O'Bradovic said, "In the future I'd like to invite superintendents and principals of the high schools and other prominent people in the community because people do look up to them ... so to have them support something like the community covenant is tremendous."

In the end, the day provided Cincinnati Company the opportunity to connect with many community leaders, community members and VIPs.

## Tuskegee Airman Speaks to Northeast Ohio Students

By Capt. Erin Humelsine  
Warren Company

Cleveland Battalion's Warren, Ohio, Company recruiters invited former Tuskegee Airman Arthur Saunders to speak with students of Warren's Champion and Warren G. Harding High Schools in late February. The events were coordinated as part of African-American Heritage Month.

Saunders, 90, was part of an elite group of men who served their country with great distinction. The former Tuskegee Airman spoke to the students about his experiences during World War II and how his service was an instrumental part of his future success.

The former airman relayed to the students his personal story of the Army before it was fully integrated. In an article published by The Warren Tribune Chronicle, Saunders was quoted as saying, "I loved my military career. We integrated the armed forces and made progress no matter how difficult."

An Ohio resident since 1956, he served seven years in the Army and used his GI Bill to complete his degree in architecture after leaving the service.

The U.S. Army Air Corps' Tuskegee Airmen were part of a highly decorated African American combat unit that served during World War II. They were also at the spearhead of integration of the U.S. military. The Tuskegee Airmen received three Distinguished Unit Citations for actions in World War II and are recognized for having earned 150 Distinguished Flying Crosses; 744 Air Medals; eight Purple Hearts and 14 Bronze Stars.

Warren Station Commander Sgt. 1st Class Melvin Vander-



Arthur Saunders is flanked by recruiters from the Warren, Ohio, Recruiting Station: Sgts. Bruce McAfee and Christopher Blakeslee, Sgt. 1st Class Melvin Vanderhort and Staff Sgts. Jeffery Emrick and Martin Mounts.

hort was responsible for the coordination of Saunders' visit.

"When Mr. Saunders speaks to you and discusses his experience, it seems like it just happened," he said. "His energy and passion for public speaking are unmatched."

Future Soldier Pvt. Theo Sprague, a Champion High School senior, said after he heard Saunders speak he took away the following thought: "I learned to put aside what the world thinks and just endure."

Future Soldier Pvt. Kat Rudy, a junior from Champion, said she enjoyed listening to Saunders' presentation and was honored to have a photo taken with him.

The feedback received from Saunders' school visits was exceptional. Additional schools have since contacted the recruiting station asking for him to present his Army Story to their schools.

It has been over 65 years since the end of World War II and the veterans from this era are becoming a scarce resource. The time is now to use these local heroes to tell their Army stories which will no doubt assist in making Army a true representative force of the nation.

## NCO Husband, Wife Promoted Same Day

By Cathy Pauley  
Sacramento Battalion

Staff Sgt. Angelica Jones and Sgt. 1st Class Raymond Jones share the same workplace as noncommissioned officers in the Capitol Company. As a married couple, they share a home and family. Now they share yet another, if not unique distinction: the husband-wife duo were both promoted the same day.

Capitol Company Commander Capt. Jamie Grymes promoted the couple to their respective ranks April 1 in front of a formation of their peers from the company's seven Army career centers.

"It is an honor to have the opportunity to have an outstanding husband and wife team under my command," Grymes said. "And furthermore it is extraordinary to have them both promoted on the same day."

Grymes read the orders promoting Angelica to staff sergeant as Raymond replaced her sergeant's rank with the staff sergeant insignia. Following her promotion, Grymes then read Raymond's orders and Angelica ripped the old rank off her husband's Army Combat Uniform and applied the sergeant first class rank.

Raymond, 26, enlisted in June 2002 as a chemical operations specialist. When he decided to enlist in the Army, he just walked into the Army Career Center and told them he "just wanted to join." He was selected for recruiting duty and assigned to the Florin Army Career Center in July 2010.

Angelica, 25, originally dreamed about joining the California Highway Patrol. She changed her plans in 2004 and enlisted in the Army for three years, liked it and decided to stay. Also a chemical operations specialist, Angelica was selected for recruiting duty and joined her husband in March 2011. She is assigned to the Arden Army Career Center.

Although not a statistic formally tracked, a husband-wife NCO team being promoted on the same day is a rare event for both the U.S. Army Recruiting Command and the U.S. Army.



ALISA FELDMAN, MIAMI BN

## Like Father, Like Daughter

Miami Battalion Trainer Sgt. 1st Class Alcibiades Angulo with his daughter, Yomaueling, after she took the oath of enlistment in early May. Angulo asked his mentor and Miami Battalion Commander, Lt. Col. Isaac O. Johnson, to swear in his daughter. Yomaueling, 22, left for training in mid-May. The graduate of Saint Peter College with a bachelor's degree in business will follow basic training with Officer Candidate School at Fort Benning, Ga., to become an Adjutant General officer.

## Columbia Battalion Guidance Counselor Shows Army Strength at Lake Murray Triathlon

By Chloe Rodgers  
Columbia Battalion



Master Sgt. Kenneth Diaz

Columbia's Master Sgt. Kenneth Diaz brought some positive publicity to the Army while competing in Lake Murray's 2011 Triathlon in May. Formerly a Marine, Diaz serves as Senior Reserve Guidance Counselor at Fort Jackson MEPS, supervising enlistments for Army Reserve and training other advisers.

Diaz, who's been in the Army 16 years, recently began participating in triathlons, and hopes to bring some attention to the Army through his personal feats.

"I wanted to find something to get the Army name out there, so events like this are great," Diaz said. "It's not so much a recruiting event, but something where more people can see that we're out there

and active in the community."

"I wear my Army team jersey, my yellow helmet — I try to stay with Army colors — and I definitely hear people cheering me on more," said Diaz. "Training takes a lot of preparation and self-motivation, but it's worth it."

The May 8 Lake Murray Triathlon at Dreher Island State Park consisted of a 750-meter swim, 16-mile bike ride and a 5K run. Before the triathlon, Diaz showed excitement for the event.

"It's finally here and I'm looking forward to it," exclaimed Diaz. "I'm happy, I'm excited, and I'm ready."

The 2011 Lake Murray Triathlon's proceeds went toward the SADS Foundation.

"It's a great thing to participate in, and I'm more than happy to put my body and the Army name out there for such a good cause," said Diaz.



# Answering the Call to Help

By John Thompson  
Houston Battalion

**K**lein Recruiting Station Commander Sgt. 1st Class Reginald Gee says armed with U.S. Army training and experience, and through his education and commitment to God, he was able to help a fellow Soldier and his family.

January's Battalion Station Commander for the Month, Gee recalls this pivotal call for help. He and the Soldier were stationed in Huntsville, Texas. Gee was working as a recruiter and the Soldier was attached to the station because Houston area medical facilities met the requirements to care for the Soldier's special needs child. When the child's health took a turn for the worse, the Soldier turned to Gee for spiritual help.

"He called me one night when I was supposed to go to a company gathering and said he was at the hospital. 'Can you come here to pray for me and my child?'" Gee recalls the conversation. "I told the company commander that I would not be going to the gathering because I needed to go to the hospital to pray for a Soldier and his child."

Gee's company commander granted his request. Over the years, others have asked him to minister to their spiritual needs. In the office, however, Gee separates his military obligations from his pastoral duties, but sometimes finds he is still maintaining values mirrored in both. With strong core values as his foundation, he said he supports and mentors Soldiers in the station. By helping them succeed, they help to hone his leadership skills.

He said the values and discipline he learned through Army service set him on the path to self-improvement, and clarified his desire to enter the ministry.

"I wasn't disciplined before I joined the Army," Gee admitted. "I was hard headed running loose in the Houston streets. The Army changed me as far as discipline, integrity and loyalty. When they say be loyal to your chain-of-command, I'm not going to do anything to put my chain-of-command in jeopardy."

Gee said he is fascinated by people's reactions when they learn he is both a Soldier and a minister. Suddenly, they believe he has all the answers. But that's OK, said Gee, and it is common for parents and relatives of young men and women to bring them to talk with Gee about the Army and life choices.

Gee grew up in Houston and as a young boy his early memories include a life of poverty. He was adopted as an older child by a pastor and his wife. This change in his early life, he feels, gives him a closeness, an affinity with teens at risk of going down the wrong path. He embraces helping them explore an Army career, if they qualify, or other options.

In four years as a recruiter, Gee earned the Recruiter Ring and the Glen E. Morrell Award for Recruiting Excellence.

For most of his career, including two deployments to Iraq, his job was to help save lives as a combat medic flying into hazardous situations aboard helicopters. In 18 months in Iraq, he racked up 70 critical care missions earning seven Army Air Medals, presented to aviation personnel for merit or heroism in the line of duty. Gee said the missions showed him how fragile and how precious life is. That epiphany caused him to reflect on the values of the pastor and the pastor's wife who raised him.

"If God is first in my life I will be able to take care of my family and my job," Gee said. "I give Him what I owe Him and He gives me the means to take care of my family and to be successful in my job."



On behalf of the Victory Lane Sports Park Men's Armed Forces Softball Team, Staff Sgt. George Martinez, Arrowhead Recruiting Station, holds the first place trophy garnered from the Golden Glove NIT softball tournament played in late February at Victory Lane Sports Park in Glendale, Ariz.

## Phoenix Battalion Recruiter Pitches Way to Golden Glove Championship Trophy

By Deborah Marie Smith  
Phoenix Battalion

**S**taff Sgt. George Martinez, Arrowhead Recruiting Station, pitched the Armed Forces softball team to first place during the Golden Glove NIT softball tournament at the Victory Lane Sports Park in Glendale, Ariz., Feb. 27.

The 11-player all-male team composed of four Army, three Air Force, and four Navy players, competed against seven Valley business teams that Saturday and Sunday. Staff Sgt. Martinez played baseball in high school as an outfielder for only one year, yet fine tuned his pitching skills by playing numerous softball games while serving in the Army. Two weeks before the tournament, some of his teammates asked him to join the team as the pitcher.

"It was wonderful to be able to get together with a bunch of service members (and veterans) to play ball," Staff Sgt. Martinez said. "I look forward to competing again; we have a lot of fun."

## Operation Recruit Army Strong: Future Soldiers Get 'Taste' of What is to Come

By Christine June  
Harrisburg Battalion

**F**ear, worry and a wish to do well burned on the faces of 114 Future Soldiers and their guests as they faced a drill sergeant for the first time — ever.

"In cadence, in cadence — watch me — 1,2,3 ...," barked Staff Sgt. Michael McKenzie, a drill sergeant from Company C, 1st Battalion, 417th Regiment, as he demonstrated four prep drills from the Army's standardized physical training program.

It was the "bend-and-reach" drill that began Harrisburg Recruiting Company's mega Future Soldier Event "Operation Recruit ARMY STRONG" held April 30 at the National Guard Training Center, Fort Indiantown Gap, Pa.

"Got it?" shouted McKenzie after he explained the day's training sessions: first aid, airborne and anti-tank rocket familiarity, simulator training on convoy missions, and M-16 and M-4 rifles.

"Yes, drill sergeant," replied the Future Soldiers.

"Do you got it?" repeated McKenzie in a "final" tone.

"Yes, drill sergeant," screamed the Future Soldiers.

"Getting there, getting there." McKenzie warned, "I like it loud."

This event was a chance to give Future Soldiers a taste of what it is like to be a Soldier and what to expect at basic combat training, said Harrisburg Recruiting Company Commander Maj. Eric Sutton. Even during lunch, Future Soldiers got a taste testing of Army life by getting to try the military's Meals Ready to Eat.

"A lot," answered Future Soldier Tony Trump on whether or not he felt this mega event helped to prepare him for basic training. "It got me used to saying, 'Yes, drill sergeant,' and, 'No, drill

sergeant' every time."

Trump joined the Army in February from the Harrisburg Opportunity Center as a motor transport operator (88M) and will head to basic training as a private in early June.

"Basically, I wanted the whole event to really focus on the fun aspects of the Army," said Staff Sgt. David Gordon, the Future Soldier leader at the Harrisburg Opportunity Center, who oversaw this event for all three of the company's opportunity centers. "I wanted Future Soldiers and their guests to get hands-on training on the exciting parts of the Army."

Training was provided by Reserve Soldiers from Company C, 1st Bn, 417th Regt, and Pennsylvania National Guard Soldiers from the Flight Simulator Division, both out of Fort Indiantown Gap, and the 365th Engineering Battalion from Schuylkill Haven, Pa.

Instructors for the airborne class were even closer at hand — they are recruiters assigned to the Harrisburg Opportunity Center, Staff Sgts. Joseph Tremblay and David Sowers.

"Airborne! What are you looking for?" asked Tremblay, who was an instructor at the U.S. Army Airborne School at Fort Benning, Ga., before being assigned as a recruiter.

"Holes, rips, tears, blown sections, gores and broken section lines," answered the class of about 20 Future Soldiers in unison after repeating it about 15 times per class.

Guests of Future Soldiers also included 14 members of the Harrisburg Battalion's new Students Taking Active Roles (S.T.A.R.) Leadership Club at Steelton Highspire High School. The battalion created this club this year as a way for schools without a Junior Reserve Officers' Training Corps program to offer their students a similar experience.

## NCO Takes Army Family Team Building to Whole New Level Enlisting All 4 Children

By Cassidy McFarland  
Salt Lake City Battalion

**R**ock Springs Station Commander Sgt. 1st Class James Holler has taken Army Family Team Building to an all new level — he has enlisted all of his children. His oldest daughter, Spc. Jessica Holler, enlisted in December 2006 as a Army Reserve military police officer. Son, Spc. Clayton Holler, enlisted in July 2008 as an Army Reserve wheeled vehicle mechanic and reenlisted for active duty Special Forces in April 2011. His youngest daughter, Pvt. Courtney Landeroz, enlisted in March as a small arms repairer.

"I now know how my parents felt. My dad retired from the Army, my brother and I enlisted in the Army and my rebel sister joined the Navy. My dad always said I could not understand how proud he was, but now I can."



Pvt. Courtney Landeroz, Spc. Clayton Holler, Spc. Jessica Holler, Yvette Holler and Sgt. 1st Class James Holler.





Rose City Station Commander Sgt. 1st Class Brandon Mattern holds Braxton and his wife, Nichole, holds twin brother Bentley.

## Twins Surprise Station Commander, Wife

Story and photo by Heather J. Hagan  
Portland Battalion

Rose City Station Commander Sgt. 1st Class Brandon Mattern and his wife Nichole never thought for a moment their twins, Bentley and Braxton, would be born March 21. The boys were born at 31 weeks because Nichole didn't make it to full term pregnancy. On Feb. 1 she was admitted into the hospital due to a high risk pregnancy. Among several other challenges with premature birth, Nichole developed pulmonary edema and stopped breathing because of the abnormal build up of fluid in her lungs.

With his wife and babies in the hands of the specialists, Mattern, feeling helpless about the situation he could not control, spent every minute with his wife and newborn sons.

"I spent every single day in the hospital," said Mattern.

The family left the hospital together two weeks ago to their Vancouver, Wash., home. The Matterns' lengthy stay of more than 90 days in the Neonatal Intensive Care Unit added up in medical costs. The twins little bodies needed to catch up to where it was safe for them to leave the NICU.

"Both infants were kept in incubators," said Nichole. "But Bentley gave us a scare."

Weighing just 3 pounds, 11 ounces, Bentley was on a ventilator and other treatments for the first 12 hours of his life due to immaturity of his lungs. "There were cords and all kinds of stuff hanging out of him," said Mattern. Often times, premature babies suffer from respiratory distress and Bentley needed help breathing.

"Braxton weighing 4 pounds, 5 ounces came out talking," said Nichole. She said he was a little better off than his brother. Visiting the Portland Battalion headquarters May 11, 7-week-old Braxton cooed in his infant car seat while Bentley remained asleep.

## Selfless Service Army Wives' Ethos, Too

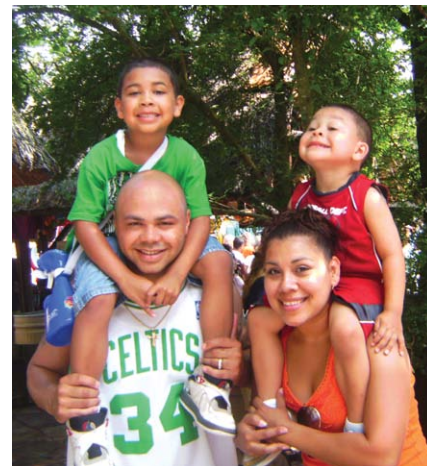
By Constance Bryson  
Oklahoma City Battalion

Selfless service is a part of the Army's ethos and can be associated with the definition of an Army wife. Putting her career on hold many times to support her husband's career path is often one of the many ways an Army wife shows her dedication to her family and to the Army.

Stephanie Espinoza Dollins, wife of Sgt. 1st Class Daniel Dollins of the Oklahoma City East Recruiting Company, knows too well this ethos. The mother of two boys ages 3 and 7, she foregoes her own career as a certified nurse's assistant, to spend time raising her two boys and tending to her family's needs.

Besides being a mom and a wife she also plays as a guard for the Tinker Air Force Base Lady Hawks Basketball team,

as a substitute team member. Answering the call when needed comes second nature to Stephanie. Dollins is very supportive of his wife and appreciates what she does to raise and care for her family. She also serves as the Family Readiness Group Leader for the company. This job is time consuming in itself. Being a member of the FRG is selfless service in itself — being a shoulder



Sgt. 1st Class Daniel Dollins, his wife, Stephanie, and their boys, Devin and Daniel Wayde Jr.

to cry on, an ear to listen, a phone book for available services to help others, a guide for others who are new to recruiting, a party planner and meeting facilitator, are all a part of the job description of an FRG leader and the most important part of this position is that it is voluntary.

The gym is one way the Dollins family spends time together by staying physically fit together. Everyone in the gym knows who the Dollins boys are, with their outgoing personalities and bright smiles. The Dollinses, who have been married nearly 10 years, agree their family time is special.

Taking care of her Army Family is "all a part of the love I have for my husband and my children, it just comes naturally and makes me feel full of pride and joy to see them happy."

1. Which of the following is included in USAREC's mission essential task list (METL)?
  - a. Develop COIs and VIPs.
  - b. Provide Family support and Soldier well-being to the recruiting force.
  - c. Maintain government owned property.
  - d. Increase recruiter presence in private schools.
  
2. Which recruiting function supports human resources, intelligence gathering, operational support, facilities and logistics, marketing, educational support and Family support?
  - a. Sustainment
  - b. Training
  - c. C2
  - d. Intelligence
  
3. Soldier and Family Readiness Groups (FRGs) represent not only the Families of married Soldiers, but single Soldiers, as well. Who is responsible for all aspects of Soldier and FRGs, to include guiding group leaders in planning activities and ensuring their overall success?
  - a. G1/S1
  - b. Battalion XOs
  - c. Sergeant Majors
  - d. Commanders
  
4. Who at USAREC headquarters, brigades and battalions assists the commander in accomplishing Family readiness goals?
  - a. G1/G2
  - b. Family Advocacy Program (FAP) coordinator
  - c. Soldier and Family Assistance (SFA) program manager
  - d. Family and Morale, Welfare and Recreation (FMWR) manager
  
5. The USAREC and brigade staffs include a Family Advocacy Program (FAP) coordinator. Which of the following is not a duty of the FAP coordinator?
  - a. Assist commanders in addressing the problems of spouse and child abuse.
  - b. Help coordinate services to at-risk Families who are vulnerable to the kinds of stresses that can lead to abuse.
  - c. Investigate and prosecute alleged spouse and child abusers.
  - d. Encourage voluntary self-referral through education and awareness programs.
  
6. The Family and Soldier readiness system deals with the state of preparedness of the Army Family. It promotes \_\_\_\_\_ and improves Family well-being.
  - a. independence
  - b. uniformity
  - c. teamwork
  - d. awareness
  
7. The FRG formed by the \_\_\_\_\_ provides training, feedback, support, and insight for spouses and addresses Family issues before they become a crisis.
  - a. Battalion commander
  - b. Company commander
  - c. Station commander
  - d. First sergeant
  
8. The FRG is made up of recruiters' and station commanders' spouses. Who normally serves as the FRG leader?
  - a. Company commander's spouse
  - b. First sergeant's spouse
  - c. Senior recruiter's spouse
  - d. Senior station commander's spouse
  
9. The FRG along with the \_\_\_\_\_ assists Families with transitions and helps minimize the confusion and uncertainty accompanying a move.
  - a. Army Wellness Program
  - b. Army Relocation Program
  - c. Army Sponsorship Program
  - d. Army Cultural Awareness Program
  
10. In addition to welcoming and helping Families, FRGs should be encouraged to plan activities that bring the local Army Family together. Some groups have combined their events with company mega Future Soldier Training Program functions, bringing recruiters' and Future Soldiers' Families together. This type of activity is called a \_\_\_\_\_.
  - a. Shaping operation
  - b. Combat multiplier
  - c. Sustaining operation
  - d. Decisive operation

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

If you want to see the answer key, you must be a member of Recruiting ProNet. If you're not already a member, you're missing out on a great way to learn from other recruiting professionals. To apply for membership, click "Become a member" on the Recruiting ProNet home page: <https://forums.bcks.army.mil/secure/CommunityBrowser.aspx?id=51486>.

**Family Readiness Groups are the Excellence in Innovation topic for June. Check out Recruiting ProNet See what leaders across the command are saying about the value of FRGs:**  
<https://forums.army.mil/CommunityBrowser.aspx?id=1242742>



# 'ICE' YOUR PHONE

By Bob Van Elsberg  
U.S. Army Combat Readiness/Safety Center

*Reprinted from KNOWLEDGE, the official magazine of the U.S. Army Safety Center. Information on the ICE program in this article was provided by the American Society of Safety Engineers, available online at [www.asse.org/](http://www.asse.org/).*

Imagine finding yourself “speechless” — unable to communicate with emergency responders when you need to most. Maybe you’ve had an accident and are unconscious. Maybe you’ve fainted. Maybe you’re having a heart attack, stroke or severe allergic reaction and can’t talk. The emergency responder needs to know who to contact on your behalf, but you’re not able to tell them. That’s where your cell phone might be able to “speak” for you.

“How,” you ask? Well, it’s really pretty easy. Most of us create a directory of contacts on our phones so our family and friends are just a click away. When victims are unable to communicate, emergency responders often check their cell phone directory, hoping to find the number for a family member or other important point of contact. This is where “ICE” comes in.

ICE, as an acronym, stands for “In Case of Emergency.” You can create a contact under the title ICE, followed by the person’s name and telephone number. If need be, you can create multiple ICE contacts, such as ICE1, ICE2 and ICE3, to add additional phone numbers, perhaps including your family doctor and work associates who need to be contacted during an emergency. Because names in contact lists appear in alphabetical order, some people use an “A” before the word ICE. This allows these numbers to be the first ones seen by emergency responders when they open the directory.

Who would you want to have on your ICE contact list? Your nearest Family member would probably top the list, followed by your primary care physician and a work contact. Remember to provide both daytime and nighttime telephone numbers as appropriate so those on your ICE list can be contacted 24 hours a day.

The ICE idea originated after the terror bombings in London in 2005. One of the paramedics who responded to the scene suggested the idea, which later became a nationwide safety campaign in Great Britain. Its popularity was such that the idea has spread to other countries, including the United States, where many emergency responders have adopted the practice. By creating your own ICE cell phone contact list, you can help emergency responders help you during an emergency.



## Engaged Families

**The strength of our Soldiers  
comes from the strength  
of their Families.**



U.S. ARMY

ARMY STRONG.



U.S. ARMY COMBAT READINESS/SAFETY CENTER

<https://safety.army.mil>

**ARMY SAFE  
IS ARMY STRONG**





**Army Family Strong**