

*"Strength
Starts Here"*

U.S. Army Recruiting Command • October 2011

Recruiter Journal



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ON THE COVER: Photo by Julia Bobick.



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FY 12 Focus

Congratulations team on another successful year! Achieving both our Regular Army and Army Reserve missions, we accessed more than 83,000 young Americans — the best of the best who truly want to wear this uniform in service to the Nation.

In addition, our Medical Recruiting Brigade closed out 66 areas of concentration (AOC) — a fantastic accomplishment over the 46 we achieved last year.

My thanks to every member of the recruiting team for your hard work and sacrifices. We must also thank our Families who support us day in and day out — ensure you are sharing our success and my sincere thanks ... bottom line: we could not do it without them.

As we enter the new fiscal year we cannot lose momentum — especially with the Reserve mission. While the Army slightly reduced the Regular Army mission for Fiscal Year 2012, the Reserve mission increased by 2,000 — we can't lose any ground, especially as we begin the new fiscal year. Leaders at every level must ensure we are maintaining a high degree of focus on the Reserve mission. We need to start strong ... to end strong.

As we begin FY 12, here are my top focus areas for the year:

- **Recruit the Profession of Arms** ... Future Soldiers who truly embrace the Warrior Ethos
- **Exhibit the highest standards of professionalism** ... both on and off duty
- **Focus on/excel in Small Unit Recruiting** ... first line leaders (station commanders) play a key role
- **Select only those with the highest qualifications** ... and genuine desire
- **Dominate high schools/colleges** ... expanding our presence in schools is my No. 1 priority
- **Effective/responsive Future Soldier programs** ... we must prepare Future Soldiers to join the team
- **Maintain positive leadership environments** ... actions (not words) establish the environment
- **Take care of our people and Families** ... if we don't, who will?
- **Update the perceptions of influencers** ... one must "aspire" to make our team
- **Expand our partnership with America** ... we must give back — assist educators and attack obesity

You'll read more about these and other key areas in next month's Journal and during our upcoming annual training events, but I'd like to specifically touch on two of them now.

First is our school programs — our key toward posturing the command for long-term success. We need effective, well thought out school programs built on established relationships between recruiters and America's educators. At some point the economy will turn around; it's this effort that will ensure we are prepared for an increase in competition for these highly qualified applicants. Recruiters are partnering with educators and schools in many positive ways across the Nation. Be sure you are sharing your success stories and TTPs with one another in every forum possible — the Journal, training briefs, Recruiting ProNet. Equally important, please share what you are doing with your communities. The effort we put into effective school programs is more than achieving our mission — it's also about the long-term success of our Nation. It's about the Army's commitment to the education and the health and fitness of America's youth. This is an important message for America — make sure you are sharing it.

Second is our continued march toward the Pinnacle architecture through our implementation of Small Unit Recruiting. Pinnacle is more than facilities, resources and technology platforms. It's a fundamental change in how we approach our recruiting mission. Historically, recruiting has been an individual effort in which the recruiter conducted all the tasks required to enlist applicants, mentor and prepare them for training, and ensure they depart when required. The transformed process will focus on the recruiting station as the smallest element responsible for a recruiting mission. Pinnacle focuses on the importance of effectively leveraging each individual's skill sets and experience. Bottom line: we serve and recruit as members of a team ... as we do throughout our great Army.

Once again, great job on this extremely important mission, and thanks for all you do for our Army!

Strength Starts Here!



Maj. Gen. David L. Mann

Ensure Future Soldiers Have Correct Forms for Promotion

All Regular Army Shippers who earned a promotion while in the Future Soldier Training Program (FSTP) must have a completed USAREC Form (UF) 1137 digitally signed by the company commander scanned into their record along with the supporting documentation (DA Form 705, UF 1136s, or the printout from the Future Soldier Training System) justifying the promotion. Promotion will occur at the Military Entrance Processing Station not at the training base.

For Army Reserve Soldiers who earned a promotion upon completion of UF 1137, the recruiter or Future Soldier leader will provide the Reserve TPU commander with the appropriate supporting documentation for completion of a DA Form 4187 promoting the Soldier. If the Future Soldier's ship date is within 15 days or the TPU commander is not available, the MEPS guidance counselor is authorized to process the DA Form 4187.

USAREC members will place the following statement in the remarks section for promotion: "AR TPU Commander was not available for promotion of Soldier." An example of a properly filled out DA 4187 can be found at: http://my.usaac.army.mil/portal/dt/usarec/HQ/G3/Enlistment_Eligibility_Processing/PolicyBranch.html.

For this and other policy issues, reference USAREC Mmsg 11-233.



CG's Advisory Panel Discusses Master Recruiter Badge

Sergeant 1st Class Anthony Vanbroekhuizen from Urbandale Recruiting Station, Minneapolis Recruiting Battalion, briefs USAREC Commanding General Maj. Gen. David L. Mann and Command Sgt. Maj. Todd Moore Aug. 17 on the panel's recommendations concerning the requirements for earning the Army's new Master Recruiter Badge. The panel was composed of station commanders of the quarter as selected by the brigades for 1st and 2nd quarters FY 11, as well as last year's brigade station commanders of the year.

Check Out These Excellence in Innovation Ideas

Recruiting Command's Excellence in Innovation program continues to capture ideas, best practices and innovation from across the command. Your ideas will refine and improve specific areas in recruiting and be shared with the entire command as well as possibly affect change in doctrine and policy. Every month a new theme will be the topic for Station Commanders to submit their thoughts and best practices

September's top leadership idea comes from Sgt. 1st Class Jonus Ware of the Battlefield Recruiting Station. To view the innovation of the month or submit your own, visit <https://forums.army.mil/secure/communitybrowser.aspx?id=1234962&lang=en-US>.

Holiday Block Leave for Soldiers in Training

The holiday block leave period for Fiscal Year 2012 is Dec. 20-Jan. 2. All Future Soldiers shipping to training during October and November must be informed of their responsibilities related to holiday block leave travel. Training installation commanders will provide Soldiers and their Families information outlining holiday safety, emergency and medical information, and how to handle the media.

In addition, there will be no Home-town Recruiter Assistance Program duty scheduled for the holiday block leave period.

Reference USAREC Mmsg 11-227.

Army College Fund Suspended This Month

The Army College Fund enlistment option is suspended as of Oct. 1. Reference USAREC Mmsg 11-237.

Airborne Soldiers Needed

Airborne is a priority option with one of several military occupational specialties. There is also a bonus available for select specialties. For this and more incentive changes for the new fiscal year, reference USAREC Mmsg 11-238.

Religious Accommodation

Recruiting personnel are reminded they cannot make any promises or speculation with respect to religious accommodations. Recruiting personnel will reference the appropriate regulations when answering any questions or inquiries about religious accommodations and uniform wear with relation to religious practices.

Reference USAREC Mmsg 11-234 for the applicable regulations.

Cadet Command Referrals

Future Soldiers who are taken as a loss because they choose to continue their education will be referred to Cadet Command to ensure they are given the opportunity to remain a part of the Army team.

Reference USAREC Mmsg 11-230.

Identifying & Developing the

Best Leaders in USAREC

I'd like to begin by saying congratulations and extending my appreciation to the entire team for a job well done this year! To all our teammates, accessions partners and especially our Families, thank you for what you do, the sacrifices you make and support you give to ensure the success of our recruiting effort.

Now is not the time to relax, however; there is work to be done in shaping this command for continued success. I believe it starts with our people.

For the next couple of months I'll focus on the current and future strength of our recruiting force and the importance of having strong leaders and Families at the station level to embrace recruiting and lead their teams and this command into the future.

A few years ago we started a campaign to make USAREC a destination command that all Soldiers — and their Families — view as an attractive, career-enhancing opportunity. My sense is that it is working. The number of volunteer recruiter packets has steadily increased since Fiscal Year 2009. But we still have work to do; we need to continue telling our recruiting story across the Army, as well as to the American public. This command has a critical mission for our Army and we need NCOs who are up to the task.

No doubt we have talented, professional noncommissioned officers in the command — but the majority of them are just here for a short time, leaving us after one tour to return to their career fields in the operational Army. While there's nothing wrong with that, we also need Soldiers who understand the benefits and rewards of remaining in USAREC, know the difference they can make and want to stay.

Our leaders have the responsibility — to their Soldiers and to the command — to motivate and provide purpose to young NCOs and really explain why we need the best and brightest to stay in the command as leaders in our vocation. It is our small unit leaders who are the key to this command's continued transformation to align us with the Army's standard practices of teamwork and future mission success.

Right now, and for the next couple of years, we have the largest population of staff sergeants eligible for conversion to 79R of the past several years: more than 1,800 NCOs.

While we've set an arbitrary mark on the wall to convert 500 NCOs in Fiscal Year 2012 based on the size of the NCO population; I'm not challenging our leaders to simply convert as many NCOs as possible from this population. We will not compromise our standards just to achieve a number — we won't do it with our recruiting mission and we shouldn't do it to just keep people in this command. We can't say it enough — compromising standards leads to not only allowing the wrong people into our Army, but also keeping the wrong people in our command.

The challenge is to identify the best NCOs, with the right attributes and leadership skills to set the example and lead with integrity in USAREC.

Once those future leaders are identified as prime candidates for conversation, our sergeants first class need to make the time to mentor, coach and motivate them to stay in the command. I could never understate the role our current leaders have in shaping the leaders of tomorrow.

Next month I'll discuss being an effective small unit leader and mentor; how leaders assess and develop the talents of the individuals on their teams to make not only the individuals better, but also the team, the command and the entire Army.



Command Sgt. Maj. Todd Moore

**Join the Recruiting ProNet
Profession of Arms Discussion:**

What Does it Mean to be a Professional Soldier in Recruiting Command?

<https://forums.army.mil/secure/communitybrowser.aspx?id=1380848>

Protect Your Marriage, Relationship

Effective Coping Skills Empower Couples to Limit Impact of Combat Stress Reactions

By Chaplain (Lt. Col.) Thomas Cox

I was sitting in my office one day as the Fort Lewis, Wash., family life chaplain, when a young spouse barged into my office and authoritatively asked, “Do you do marriage counseling here?” She stood there, waiting for my answer; I could see she was very emotional.

I replied, “Yes, may I help you?”

She blurted out, “My husband was home for his two weeks R&R. I just dropped him off at the airport. He was home for two weeks, and it was a living hell. (Brief pause) I don’t know if I’ll be here when he comes home.” Then she burst out crying.

I asked, “Why were the last two weeks were a ‘living hell’?”

She replied through her tears, “We argued all the time, over little things — it didn’t make any sense. It was like he wanted to fight.” I calmly asked her, “Did he have episodes of anger that were inappropriate to the situation?” She nodded. “Did he emotionally withdraw from you?” She nodded and replied, “I tried and tried to do things for him, but he kept pushing me away. It hurt me so bad.” She burst out crying again.

I then told her episodes of anger and emotional withdrawal are normal for many combat veterans. Her crying stopped, and we engaged in a brief discussion. She left seemingly encouraged and, with my recommendation that she and her husband get some marriage counseling during the reunion process, I never saw her again.

This experience is typical in many military marriages especially when the Soldier has been in direct combat action. Research conducted after the first Gulf War indicated it normally took from nine to 18 months for a marriage to return to normal after a combat deployment.¹

Earlier research conducted after the Vietnam War indicated the divorce rate among Vietnam Veterans was higher than the U.S. national average with 38 percent of Vietnam Veterans divorcing up to six months after their homecoming.² I wonder how many divorces could be prevented if Soldiers and their spouses knew what was normal for a combat veteran during reintegration?

The top two behaviors that plague combat veterans’ marriages are emotional distance and episodes of anger.

With the first behavior, emotional distance,³ your Soldier may have episodes during which he/she is emotionally distant or withdraws. This is normal. It is important to remember not to take this emotional withdrawal personal. Don’t ask 1,001 questions in an attempt to find out what your Soldier is thinking or to heal his/her hurts. Give them the space to rationalize some of their experiences.

The most loving/caring thing you can do during emotionally distant episodes is to simply hold their hand and not say a word.

Many spouses can rationalize the emotional withdrawal for three to four weeks; however, after a while the emotional with-

drawal begins to be experienced as emotional rejection. Rejection produces hurt when it’s caused by someone we love. Three to four months of this emotional rejection turns into anger and resentment. Thus, a negative pattern develops in the marriage, and when this pattern is complicated by the second behavior — episodes of anger — the marriage can become dissatisfying.

The second behavior that ruins marriages is that the Soldier may have “angry” episodes. Anger is a necessary emotion for survival in a combat zone. The Soldier is safe while home, but his/her brain is hard wired for survival in the combat zone (normally the first emotion engaged in a threat situation). You will identify “downrange” anger because it is not appropriate for the situation and probably was easily triggered.

It is very helpful to recognize this dynamic and to choose not to automatically react to anger with anger. Be patient, and know angry episodes are normal. (Do not rationalize physical or emotional abuse as normal; rather seek help immediately.)

It takes time for Soldiers to adjust to being back home and feeling able to relax and feel safe again. But the recurring nightmares and intrusive memories and/or flashbacks that are some of the normal combat stress reactions require time to cope. Too many Soldiers use alcohol as their primary coping skill when dealing with combat stress symptoms.

Others seek risk-taking activities to replicate the adrenaline rush they experienced in combat. Both of these popular coping practices only complicate lives and relationships in the long run. (Poor coping skills are the third factor that contributes to marital ruin.)

I want to encourage you to protect your marriages and relationships. To do so, it is important to learn new and effective coping skills. These skills will empower you to limit the impact of combat stress reactions on your life and your marriage. One agency that offers assistance is the Veterans Administration which has Vet Centers spread throughout the United States and are a resource you can contact to get the assistance you need to improve your marriage and cope with the combat stress reactions.

Of course, there’s also Military One Source, online at www.militaryonesource.com/MOS/About/CounselingServices.aspx.

Don’t let your marriage become a statistic to normal combat redeployment stressors. It takes time, effort and support to get used to life “back on the block.”

Truth is, we have to work to stay in love. We have to work to make our marriages happy and satisfying.

¹ Peebles-Kleiger, M. and Kleiger, J (1994) *Re-Integration Stress for Desert Storm Families: Wartime Deployments and Family Trauma. The Journal of Traumatic Stress. 7(2) 173-193*

² Solomon, Z. (1988). *The effect of combat-related posttraumatic stress disorder on the family. Psychiatry 51:323-329.*

³ Peebles-Kleiger, 188.

Together We Can End Domestic Violence: Act Now!

Defense Centers of Excellence
for Psychological Health & Traumatic Brain Injury
RealWarriors.net

Domestic violence can happen to anyone, anywhere, at anytime regardless of their military service, race, ethnicity, education level, religion, gender or age.

Although experiencing stress is common for servicemembers and their families, it should never be used as an excuse to explain or justify domestic violence under any circumstances.

Moreover, anger, alcohol, or drugs are never excuses for abuse. That is why members of every military family — including servicemembers, spouses, parents, siblings or other caregivers — need to be aware of the valuable resources available for anyone experiencing domestic violence.

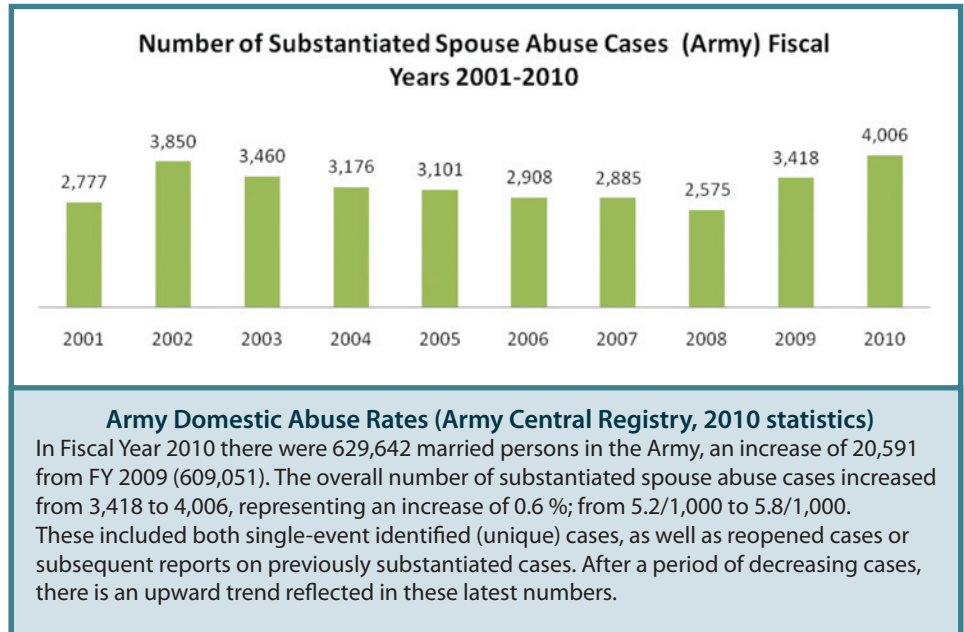
What is Domestic Violence?

Domestic violence is a crime, and it should never be a part of a loving relationship. It is not a normal or accepted by-product of military life. For their own safety, everyone in the military family should know how to identify domestic violence in all of its forms.

According to the National Center for PTSD Domestic Violence Web page, domestic violence includes the following acts:

- Physical violence — hitting, pushing, grabbing, squeezing, yanking, biting, choking, shaking or slapping
- Sexual violence — attempted or actual sexual contact without consent
- Threats of physical or sexual abuse — words, looks or gestures to control or frighten
- Psychological or emotional abuse — humiliating, insulting, isolating, ignoring or financially controlling
- Stalking — following, harassing or electronic tracking that makes you feel afraid

If any of the above situations occur, it is critical the affected family members and caregivers take action to protect themselves and find the appropriate care for the victim; the psychological issues that lead to domestic violence behaviors can be treated by behavioral health professionals. Reaching out is a necessary first step.



Army Domestic Abuse Rates (Army Central Registry, 2010 statistics)

In Fiscal Year 2010 there were 629,642 married persons in the Army, an increase of 20,591 from FY 2009 (609,051). The overall number of substantiated spouse abuse cases increased from 3,418 to 4,006, representing an increase of 0.6 %; from 5.2/1,000 to 5.8/1,000. These included both single-event identified (unique) cases, as well as reopened cases or subsequent reports on previously substantiated cases. After a period of decreasing cases, there is an upward trend reflected in these latest numbers.

How Do I Know

If I'm at Risk for Domestic Violence?

You can continuously evaluate your partner's behavior for indicators that may predict the likelihood of domestic violence in your relationship. Typical risk factors include:

- History of past battering
- Threats of violence
- Breaking objects or punching walls
- Unreasonable jealousy
- Controlling behavior
- Quick involvement in the relationship
- Blaming others for problems
- Cruelty to children and animals
- Abrupt mood changes
- Alcohol or drug abuse

What Can My Family do?

Have the strength to say, "No," to domestic violence. Servicemembers and Families may experience common stress reactions before, during or after reintegration. However, this reality does not excuse, explain or justify violence toward loved ones.

The DoD Family Advocacy program's Domestic Violence Awareness Campaign references the following steps in promoting education and awareness about domestic violence, which can be a helpful

resource for military families in addressing domestic violence.

- Teach young people that violence is not acceptable.
- Promote general domestic violence awareness by talking to your friends and family about this issue.
- Offer support and understanding — not judgment — to a friend or family member whom you may be concerned about.
- Support your friends and family by informing them of resources that can help them if they are experiencing relationship problems.
- Become active in domestic violence prevention activities in your community.
- Report to law enforcement or your local family advocacy program if you suspect abuse.

Need Assistance?

Call 911 if you feel you or a loved one is in immediate danger. The National Domestic Violence Hotline is (800) 799-SAFE (7233). USAREC Chaplains provide counseling and training and Family Advocacy Program coordinators at each brigade provide education and counseling services. Military OneSource also has free and confidential counseling services for Soldiers and Families by calling (800) 342-9647.

WINNER

Leadership No Different in Recruiting

By Sgt. 1st Class Steven Vickery
Oklahoma City MRT

The definition of leadership in accordance to FM 6-22 is as follows: *“Leadership is the process of influencing people by providing purpose, direction, and motivation while operating to accomplish the mission and improving the organization.”*

I depend on the leadership of my leader to guide and mentor me in all aspects of my job. Since my arrival in USAREC in September 2004, I have had outstanding leadership. My station commander trained me to be a successful recruiter. My first sergeant trained me to be a proficient and knowledgeable station commander. The senior master trainer I currently work for encompasses all the attributes of a seasoned leader in USAREC, and takes time to mentor and assist me with my professional development along with my personal development.

I will tell you leadership in USAREC is challenging and is absolutely required to accomplish this ever so important mission. The thing I have learned as being a leader in USAREC is that you must set and enforce the standard at all times. You must provide clear direction communicating how to accomplish the assigned mission: prioritize tasks, assigning responsibility for completion, and ensuring subordinates understand the standard. Your Soldiers in the recruiting station want and need direction; they expect challenging tasks, quality training, and adequate resources. You must give appropriate freedom of action to accomplish the task that they are required to do. If you can master this, success in USAREC is easily accomplished.

Station leadership is the cornerstone of USAREC leadership. The station commander is a subject matter expert in enlisting America’s sons and daughters in the world’s greatest Army. Station commanders in USAREC must possess an unmatched character.

The FM 6-22 says this about character: *“Character, a person’s moral and ethical qualities, helps determine what is right and gives a leader motivation to do what is appropriate, regardless of the circumstances or the consequences. An informed ethical conscience consistent with the Army Values strengthens leaders to make the right choices when faced with tough issues. Since Army leaders seek to do what is right and inspire others to do the same, they must embody these values.”* If there are station commanders out there who do not meet the above defined character, turmoil will arise in the recruiting station. The station commander has to violate his character only one time to compromise his command presence with his or her team. The station commander must at all time possess rigid integrity. You must do the right thing all the time. If the Station Commander cuts a corner for something simple, the recruiters will cut the same corner. All actions in the recruiting station must reflect the Army Values and leave no question that all actions are ethically sound.

Station commanders in USAREC must be complete leaders. Not only must they be subject matter experts in the recruiting aspect of the job, they must be counselors and trainers as well. Most new recruiters who arrive in our ranks are veterans of the war on terror. Station commanders must be able to assist and help

these individuals from which some suffer from PTSD. The station commander must train these individuals to be experts in their recruiting tasks. A well-trained Soldier is less affected by stress if he or she is proficient in the required tasks to accomplish the stations mission. I learned as a station commander you must make time to train your soldiers. USAREC Regulation 350-1 states the following:

“Station commanders are the primary trainers in their stations. They are responsible to provide their Soldiers with training that enables recruiting success, professional development, and adherence to command guidance.

Station commanders:

- a. Develop, implement, and manage the station’s training plan.
- b. Provide collective and individual needs-based training.
- c. Ensure the RDP and ATP are properly implemented and executed.
- d. Ensure Soldiers and civilians receive sustainment training as necessary.
- e. Provide necessary training resources.”

If a station commander does anything, this is the most important guidance they can adhere to. You must ensure that your soldiers are trained and able to accomplish their mission to standard. As a master trainer, I have seen station training executed where the station commander taught a class and concluded with, “You got it?”

You must train to attain a set or doctrinal standard of understanding. This validates the training was effective and ensures understanding on the subject trained. This gives the Soldier a sense of accomplishment and confidence to execute the task trained in the absence of direct supervision. As a station commander it is a good feeling when all of your recruiters can execute their tasks with little to no supervision.

In closing, there is no difference between USAREC leadership and Army leadership. I understand the mission is different, but the end state is the same: accomplishment of the mission. Nowhere else in the world can you be in charge of professional noncommissioned officers from all different military occupational specialties forged as a team to accomplish one of the Army’s most important missions: Providing the Strength.



Be, Know, Do

By Staff Sgt. Stephanie C. Lewis
Lawton, Okla., East Recruiting Station

Be, Know, Do. Leadership in Recruiting Command means character and competence to me. Station leadership within USAREC is the epitome of “Be, Know, Do.” It is the foundation of which our Army is built on. This starts when an individual joins the team and continues when they themselves are noncommissioned officers responsible for Soldiers of their own, passing down these characteristics and competencies.

A successful and impactful station commander requires certain characteristics. Station commanders should be setting the example for everyone around them, to include but not limited to the recruiters, applicants, Future Soldiers and community members. For most of the United States’ population, the only contact and knowledge of the Army is what they see on the television and what they’ve seen in their local communities from the members of the local recruiting station. This makes us ambassadors of the Army and as such the station commander needs to take point and lead from the front to ensure the community members take away a positive image.

Both MOS-specific and basic competencies are a must. Station commanders must be able to understand and communicate with their Soldiers. The majority of stations do not have the luxury of being near or at a military community with the usual support systems and resources at their fingertips.

Understanding who your Soldiers are and how they think and operate is paramount to being able to identify personal and professional needs that would otherwise be missed. Conceptualizing the technical and tactical skills required in recruiting command is the real trick. With the ever-changing environment, station commanders must have a commitment to continuously train, study, and adapt. For example, what would work in a big city more than likely will not work as well in a rural community and vice versa. USAREC messages are continuously coming out making changes to the way we do business and the equipment we use. Station commanders must stay abreast of this information or become stagnant and unproductive.

These tasks are demanding, never ending and take serious commitment for any NCO, let alone for an NCO who is influencing, operating and improving a recruiting station. Applying the “Be” and “Know” to everyday situations is the “Do” of why the station leadership within USAREC is of the utmost importance. The ability to identify and make the adjustments during everyday situations and plans in USAREC is a personal attribute that needs to be constantly tuned and refined. Understanding the changes in the market and how to leverage assets to improve market share will improve recruiting. Training others to do the same ensures our future leaders are capable to assume my role. This starts the cycle all over again training and setting the example for the next generation of leadership.

The United States Army starts with Recruiting Command. Our station leadership portrays who we are and what we stand for. It shows that learning is a never-ending process that will enable us to adapt and overcome obstacles and changes in our environment. This is the Year of the Station Commander, the year of the job that is the most demanding and rewarding. I am proud to be a station commander, to represent the face of the Army on a daily basis to the communities across America.



RECOGNIZING *Excellence*

Story and photo by Julia Bobick
Editor

This fiscal year Recruiting Command implemented a new award for excellence to recognize individuals who have made a significant impact on the recruiting effort. The U.S. Army Recruiting Excellence Medallion may be presented to anyone — Soldier, Department of the Army civilian employee, community leader — who has contributed to the success of the recruiting team through their work, volunteer efforts, community outreach and/or family support.

“The medallion is a new award to recognize excellence; is not designed to replace any previous recruiting award, like the Morrell Award or Recruiter Ring. We wanted a way to recognize any member of our team — Soldier and civilian alike — for exceptional contributions to the USAREC team,” said Victoria Sorensen, G3 Plans and Programs Division Chief. “Nominations are based on the whole-person concept, as well as recruiting performance and proficiency.”

Recruiting Command nominees (Soldiers and DA civilians assigned to USAREC) must clearly demonstrate a high level of professionalism, adherence to and qualities that promote the Army Values, tactical and technical competence, positive leadership and care for the team.

Nominees from outside of the command must be staunch Army advocates who demonstrate and promote the Army Values, speak on behalf of the Army and use their influence and talents to support the recruiting effort. External nominees could be local, regional and national community leaders, grassroots advisory members, Soldiers (active, Reserve or National Guard) and DA civilian employees serving in a military unit other than USAREC, school officials, college and university staff and faculty, business owners, political leaders, Reserve Ambassadors or Civilian Aides to the Secretary of the Army.

No individual may receive the medallion more than once.

Adding to the prestige of the award, only the USAREC commanding general can approve medallion nominations and presentations, she said. The medallion should be presented at high level events, such as the Annual Leaders Training Conference or annual training conferences.

Nominations for the medallion may be submitted any time of the year through the chain of command to the USAREC G3 Plans and Programs Division. While nominations may be initiated at any level, battalion and brigade letters of endorsement are required with the official nomination.

For more information, refer to the USAREC Message 11-243. The U.S. Army Recruiting Excellence Medallion is being added to the next release of USAREC Regulation 672-10, which is being renamed the USAREC and DA Recognition Program.



Being a Station Commander Means ...

“Being a professional, a leader and a mentor.” Sgt. 1st Class Pedro Loredo

“Being a station commander means first and foremost taking care of your Soldiers; it means taking on the role as leader, trainer mentor and coach. It means making the right and ethical decision, even when the pressure of making mission is weighing on your shoulders.”

Sgt. 1st Class Daniel Luce

“Being a station commander means being an educator and ambassador, and being a role model. Station commanders are senior members of a team of Army representatives, charged with sharing their experiences with a community. Whether they are conducting an interview, running physical fitness training, or participating in a community event, the station commander is responsible for representing the United States Army in their community. Called upon to be the master of all situations, the station commander must be flexible and adaptive. He or she must be able to flow effortlessly from answering the questions of a concerned parent, to demonstrating the skill and precision required to lead a color guard for a local parade.

Usually, the station commander operates in an area that has little or no full time military presence. Because of this, the local populace bases their opinions on the daily actions of a few Soldiers. The station commander sets the example for this small group of noncommissioned officers in all aspects of daily life, ensuring the members of that team live the Army values, and portray a sense of professionalism that is second to none. This responsibility is not to be taken lightly. Failure to demonstrate professionalism at all times would result in the reputation of the Army being tarnished, and restoring a reputation is no easy task.

Finally, the station commander is responsible for ensuring the young men and women of America are prepared to serve our country. Those chosen few, the 1 percent of Americans who step up to serve this great nation in the United States Army trust the station commander to prepare them for the mental and physical rigors of Basic Combat Training. Station commanders must identify the weaknesses of every Future Soldier, and develop programs to ensure their success. To me, this is the most rewarding aspect of being a station commander.”

Staff Sgt. Justin Boudreau

“Being a station commander means never allowing myself, or my team to compromise our integrity while acting as ambassadors for the United States Army; prospecting, processing, enlisting, and preparing the future soldiers of tomorrow's force, all the while giving the utmost respect and dignity to the applicants. It means at all times striving to meet the assigned missions put forth by the powers that be regardless of the adverse disadvantages that inherently face our team.”

Staff Sgt. Benjamin Byrd

“A station commander is a professional and expert in his [or her] field. He [or she] represents the Army with dignity and lives by the Army Values. He provides outstanding leadership and trains his Soldiers to be proficient in their duties. He mentors his Soldiers and places their needs above his own. He seeks self improvement and professional development to set the example and maintain himself as a well rounded leader.

Being a station commander is the most important position in recruiting. Providing the purpose, direction, and motivation to the recruiters assigned to his station to accomplish the mission is a constant task. He balances the work load and keeps the station running smoothly. He is fair when it comes to rewards and punishment.

A station commander is involved in the community and ensures his recruiters do the same. He is an ambassador for the Army. Establishing relationships with centers of influence and very important people in the community and schools is a critical task he performs to facilitate mission accomplishment.

Being a station commander is an honor and should not be taken lightly. ... A station commander is the leader and Soldier others desire to be.”

Staff Sgt. Nathan J. Hudek

“As a station commander I believe you are much more than a leader because of the unique climate of our work. I think the hardest part of being a station commander is going to be maintaining a balance of production and a good quality of life for your recruiting NCOs as we are part of a mission that never ends putting additional stress on yourself and recruiters.”

Sgt. 1st Class Matthew Sweatfield

“Being a station commander means living up to a higher standard. A station commander develops his/her NCOs to their full potential and prepares them for success. As a station commander you have to build strength, self reliance and self confidence through relevant and challenging training — pushing your recruiters to become mentally, physically and emotionally stronger while meeting and overcoming the challenges of recruiting a quality force to fill the ranks of our Army.

As the station commander you have to enforce the standards and discipline in order to reach success. ... Every recruiter in your station will be watching to see how you conduct yourself daily. Each recruiter as an NCO wants to be successful; it is up to you the station commander to provide the purpose, motivation and direction. Soldiers will do what you expect them to do, so expect them to recruit with integrity on a daily basis and they will.”

Staff Sgt. James R. Garrett

Recent station commander course students share what it means to be a station commander. Read and comment on them and more leadership topics at the station commander collaboration site on ProNet: <https://forums.army.mil/SECURE/CommunityBrowser.aspx?id=129507>

OCTOBER

2011

staysafeonline.org



National Cyber Security
Awareness Month

STOP.
THINK.
CONNECT.

Take Steps to

PROTECT YOURSELF ONLINE

Connect with Care.

▶▶ When in doubt, throw it out: Links in email, tweets, posts, and online advertising are often the way cyber-criminals compromise your computer. If it looks suspicious, even if you know the source, it's best to delete or if appropriate, mark as junk email.

▶▶ Get savvy about Wi-Fi hotspots: Limit the type of business you conduct and adjust the security settings on your device to limit who can access your machine.

▶▶ Protect your \$\$: When banking and shopping, check to be sure the site is security enabled. Look for Web addresses with "https://" or "shttp://", which means the site takes extra measures to help secure your information. "Http://" is not secure.

Keep a Clean Machine.

▶▶ Keep security software current: Having the latest security software, web browser, and operating system are the best defenses against viruses, malware, and other online threats.

▶▶ Automate software updates: Many software programs will automatically connect and update to defend against known risks. Turn on automatic updates if that's an available option.

▶▶ Protect all devices that connect to the Internet: Along with computers, smart phones, gaming systems, and other web-enabled devices also need protection from viruses and malware.

▶▶ Plug & scan: "USBs" and other external devices can be infected by viruses and malware. Use your security software to scan them.

Protect Your Personal Information.

▶▶ Secure your accounts: Ask for protection beyond passwords. Many account providers now offer additional ways for you verify who you are before you conduct business on that site.

▶▶ Make passwords long and strong: Combine capital and lowercase letters with numbers and symbols to create a more secure password.

▶▶ Unique account, unique password: Separate passwords for every account helps to thwart cybercriminals.

▶▶ Write it down and keep it safe: Everyone can forget a password. Keep a list that's stored in a safe, secure place away from your computer.

▶▶ Own your online presence: When available, set the privacy and security settings on websites to your comfort level for information sharing. It's OK to limit who you share information with.

Be Web Wise.

▶▶ Stay current. Keep pace with new ways to stay safe online. Check trusted websites for the latest information, and share with friends, family, and colleagues and encourage them to be Web wise.

▶▶ Think before you act: Be wary of communications that implores you to act immediately, offers something that sounds too good to be true, or asks for personal information.

▶▶ Back it up: Protect your valuable work, music, photos and other digital information by making an electronic copy and storing it safely.

Be a Good Online Citizen.

▶▶ Safer for me more secure for all: What you do online has the potential to affect everyone — at home, at work and around the world. Practicing good online habits benefits the global digital community.

▶▶ Post only about others as you have them post about you.

▶▶ Help the authorities fight cyber crime: Report stolen finances or identities and other cybercrime to www.ic3.gov (Internet Crime Complaint Center), the Federal Trade Commission at www.onguardonline.gov/file-complaint.aspx (if it's fraud), and to your local law enforcement or state attorney general as appropriate.

Source: StaySafeOnline.org

*From the Transition to the All-Volunteer Force
to the Repeal of Don't Ask Don't Tell*

LOOKING BACK

On 33-Year Army Public Affairs Career

By Douglas Smith
USAREC Public Affairs

It seems fitting to end my career 20 years to the month of becoming the USAREC Public Affairs officer and almost 31 years after beginning my first Recruiting Command assignment. I arrived in USAREC, fresh from the Army Forces Command Public Affairs intern program, in January 1981 as a public affairs specialist at the Fort Monmouth, N.J., District Recruiting Command — the very same month the Army launched “Be All you Can Be.”

In fact, I was influenced to come to recruiting by the father of Army recruiting himself. I heard then USAREC Commanding General, Maj. Gen. Maxwell R. Thurman, give an update on the status of the All-Volunteer Army near the end of my internship at Forces Command headquarters. He was so positive, so full of energy and so motivated about the future of recruiting that I chose USAREC as my first permanent Public Affairs assignment.

Having lived through the Vietnam draft era and seeing the harm the draft caused the nation, I wanted to make a positive impact on the All-Volunteer Force and do my part to ensure its success. Thus began my career in recruiting, which has spanned from the early success of the All-Volunteer Force to the repeal of Don't Ask Don't Tell. It's certainly been a challenging and rewarding career.

As my career progressed, I moved up from Fort Monmouth to Chicago Battalion where I was the advertising and public affairs (A&PA) chief to A&PA chief of the now-closed 4th Recruiting Brigade, before becoming the headquarters public affairs officer at Fort Sheridan, Ill., and following the command to Fort Knox. It's been so rewarding for me, working the with the news media, preparing the command group for media interviews and sharing my public affairs expertise with the brigade and battalion advertising and public affairs staffs for so many years through good recruiting times, as well as bad.

I've lived through so much with this command. The highlights include announcing we had achieved 100 percent high school diploma graduates in Fiscal Year 1992 and working the news media for former President George H. W. Bush's tandem jump with the Golden Knights at Yuma Proving Ground, Ariz., March 25, 1997. But I've unfortunately also had some very sad circumstances to deal with, including two Golden Knights fatalities and the Oklahoma City Federal Building bombing, where our losses included two public affairs specialists, John Moss and Peggy Holland. I am very proud the Army has named an annual civilian public affairs award in their honor.

I cannot stress enough how important it is for us — in this command and across the Army - to maintain professional, respectful working relationships and open, honest lines of communication with the news media, whether it's good news or bad. It is through the news media that we can speak to a wide audience of potential prospects, their families and their influencers and maintain their trust. We tell our Army recruiting stories through our people — our recruiters and our Future Soldiers, giving first-hand accounts of their Army stories.

That was one of the first things we were taught at the Defense Information School: to tell our stories through people. My career in USAREC has allowed me to do that, and I have enjoyed working on behalf of Army Recruiting Command for the past 30 years. Although I may be ending my career, I will always be ready to speak on behalf our Army and Army Reserve recruiters.



Douglas Smith (left) works with the media at Yuma Proving Ground, Ariz., in March 1997 for former President George H. W. Bush's tandem jump with the Golden Knights, then part of USAREC.

COURTESY PHOTO

Editor's Note: Douglas Smith, who ended his almost 33-year career in Army Public Affairs Oct. 1, has been in the Recruiting Command since 1981 and the command's Public Affairs Officer since September 1991.

QR Codes

By J. Paul Bruton
Sacramento Battalion

From Facebook, Twitter and Flickr to downloading apps on smartphones via a local wireless network, the technology and terms we use on a daily basis continue to evolve. While some people prefer to bury their head in the sand of the pre-tech era, others try to keep up with every new tech tool and toy.

To remain on the cutting edge and stay relevant to today's youth (and tech-minded grown-ups, too), the U.S. Army has kept pace with the tech surge. A quick scroll through the goarmy.com website reveals the Army has a presence on YouTube, Flickr, Myspace, Facebook and Twitter.

So what's the next step in the effort to keep current and provide information at the speed of a click? QR Codes. Short for quick response code, the modern-art-looking little boxes are actually codes that can be scanned with an iPhone, BlackBerry or Android device.

This brings us back to the word, app — or application. In order to scan one of these funky little code boxes, a person must download an app to read them. There are several scanning applications to choose from and they're free. Once a tech savvy reader has downloaded a scanning app, he or she can simply use it to scan the QR Code. And by the way, these apps can also scan the standard bar codes found on everything from potato chips to magazines.

So what's the point of using these codes? Scanning a QR Code allows an individual to obtain instant information, follow links and download coupons. And there are many more uses for QR Code, as well.

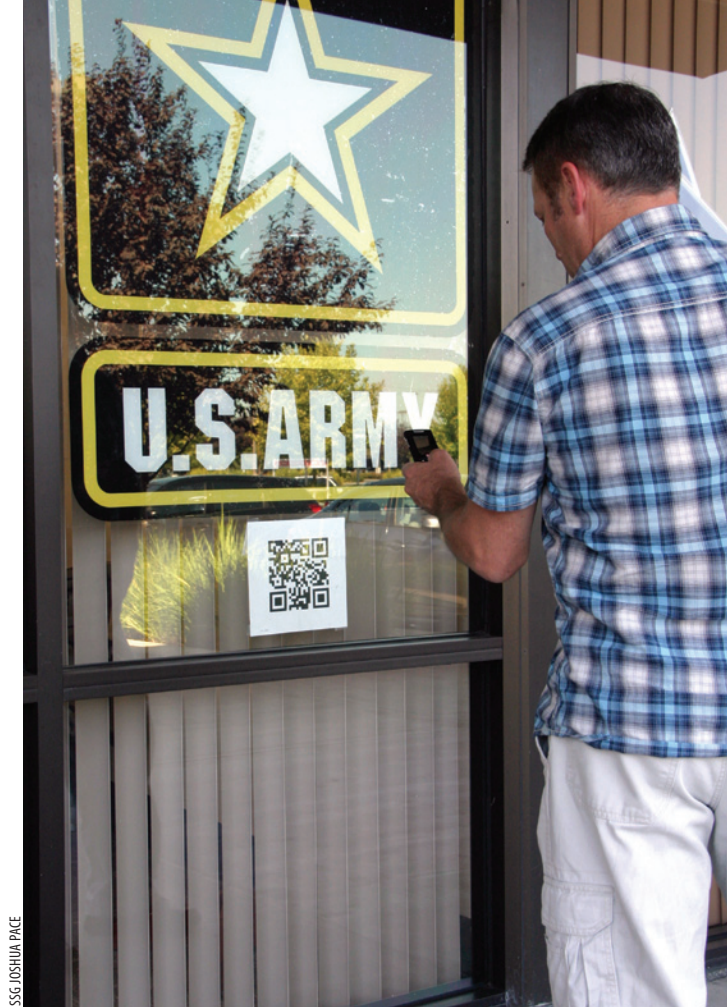
One of the best uses of QR codes is as an engagement channel for events, according to Steve Lambert, USAREC chief of marketing, especially at large events like the Chicago Auto Show, an NASCAR/NHRA race or a state fair.

"It allows prospects who want information, but for a variety of reasons can't make it to speak to a recruiter (long lines, not enough time, leery of the onsite recruiter), to make a connection to the Army brand to find out more information. It is in this way that many sales and retail corporations are expanding their customer base."

By scanning a QR Code, people can be quickly directed to the specific information they are seeking.

For instance, a customer in an electronic store who sees a QR Code under a plasma TV can scan the code and be directed to all the details, specifications, discounts and information he or she needs — right away. No geeky salesperson needed!

Currently, all of the Army recruiting centers in the Sacramento Battalion are creating QR Codes to place in their windows. If the Soldiers happen to be out of the center on an appointment, or if the center is closed for the weekend, a prospective applicant can simply scan the QR Code and find the information they need about that particular recruiting center. Prospective applicants will even be directed to the Facebook page of the recruiting center.



A passerby uses a smart phone to check the information produced from a QR code in the window of the Recruiting Center in Rancho Cordova, Calif.

OPENING UP A WORLD OF POSSIBILITIES

As more and more people continue to discover the innovative ways in which QR Codes can be used, people will no doubt see these quirky boxes popping up — not only where they expect them — but also where they least expect to find them.

Here are a few examples of how QR Codes are being used in innovative ways:

- **Trail Markers** — Scanning a QR Code trail marker provides information about the area plant and animal life.
- **Business cards** — Rather than gather and file hard copies of colleagues' business cards, just scan their QR Code and get all of their info instantly.
- **Nutrition information** — A quick scan of QR Codes (or Bar Codes) on food products can provide everything from calories per serving, to coupons, to where to buy it.
- **Reducing the load** — Someone browsing through a large catalog who is about to board a plane can scan the QR Code and get hooked up to the digital version of the catalog.

SBCs as easy as 1,2,3

By Julia Bobick, Editor

“Source-based codes are our ammunition to justify current and future advertising resources. If we can’t prove our return on investment through the use of SBCs, we are destined to have our future resources reduced.”

Tim Blair, USAREC deputy G7/9, said he doesn’t mean to paint a grim picture, but the need to justify every dollar is a reality as budgets get further reduced across not only the command, but also Armywide.

The SBC is the command’s tool to track response and lead generation resulting from a specific marketing activity/event.

The source-based code (SBC) or Marketing Activity Code (MAC) is a pre-assigned alphanumeric code assigned to a given marketing program, such as an event, a billboard, an email campaign, a high school poster initiative — anything specifically intended to generate leads.

“The Army’s struggle to find return on investment for local advertising is not a unique challenge; each day corporate America is demanding their marketing dollars work as hard any other business asset. This is why we put the tools in place to help us determine ROI,” said Nick Rice, regional field marketing manager with McCann Worldgroup. “The key to our success is actually using those tools.”

For programs like email campaigns, billboards and poster initiatives (with a phone number or Web address), the code is electronically assigned to the responses in the lead tracking system. For events where physical lead cards are used, the SBC should be identified on the cards, according to Rice.

The code is the way to take a stack of lead cards and assign them not only to specific recruiting stations, but also to a specific marketing activity/event in the system, according to Rice. When a recruiter ships off all the lead cards from an event, the leads processing contractor takes them; filters out the non-qualified leads based on current business rules like age, education level and interest in active duty, Reserve, ROTC; and then forwards only those qualified to the appropriate recruiting station (via Recruiter Zone) based on ZIP code.

Accessions Targeting Board events are automatically assigned an SBC, as are the majority of events involving an Accessions Support Brigade asset, which means there’s an 85 percent chance leads were correctly captured and processed, according to Rice. When an ASB asset is not on site — such as most local marketing events — he said there is an 85 percent chance that no leads will be submitted to the assigned SBC, which gives local commanders and the higher headquarters no way of knowing how successful it was.

“That’s not to say local events are not successful, but when 85 percent of the events in the system show no leads it’s very difficult for a senior leader to determine what is working and what is not,” Rice said.

When local marketing programs/events are assigned SBCs, lead cards are correctly processed and after-action reports are completed, the chain of command can analyze all the aspects of

the event — location, type of assets used, environment, manning and responses/leads — and determine how successful it was.

“If you’re spending money to generate leads, you should get credit for your efforts,” said Rice, which means commanders and recruiters should be sure every resourced event/activity they plan has an assigned SBC, and leads are accurately captured and processed.

“It’s difficult to stand up and ask for additional marketing dollars and resources when you cannot show the tangible impact on the recruiting mission.”

When that information is captured in the system, it not only justifies the resources to higher commands but also helps the next commander to make better informed decisions with future resources.

As advertising funds tighten even further, buys/events with few or no lead submissions will be prime candidates for elimination, according to Steve Lambert, USAREC marketing chief.

Recruiters/commanders who don’t know the assigned SBC for their local marketing event/activity or how to process the resulting lead cards should contact their battalion advertising and public affairs office for assistance.

Leads Processing Misconceptions

The biggest misconception is it takes a long time to batch leads and send them through the system. A few years ago that was true — it took days and weeks to get leads through the system, according to Nick Rice. Today, it can take as little as a one day for electronic leads and about three to five days for physical lead cards. The leads contractor now processes leads 10 times per day; resulting in a much faster access to prospect information, he said.

When paper lead cards from a weekend event are sent to the leads processing facility Monday, recruiters should start seeing them in their inbox before the end of the week.

In fact, the processing time can be radically accelerated by uploading digital files (spreadsheets and paper lead cards scanned to PDF) at <https://www.usarmysupport.com/leadsubmit>, Rice said.

The second misconception — and the reason recruiters might hesitate to send their leads through the batch system — is that recruiters cannot go ahead and work leads while they are being processed. If it’s a hot lead, recruiters can start working it right away; they don’t have to wait for the lead to come back to them.

“It’s not an either or situation,” said Steve Lambert. “The intent of SBCs is to measure the level of success for the buy/event. Recruiters are welcome and encouraged to engage a hot prospect while the leads are being batch processed. But to ‘pocket’ the lead instead of batching it puts future funding for those buys/events at risk.”

Recruiters should be sure to accurately reflect the lead source when they begin working a batched lead in advance of receiving it through the Recruiter Zone, he added.

Casualty Documents:

Soldiers must understand their importance

By Kevin Logan

U.S. Army Human Resources Command Casualty and Mortuary Affairs Operations Center

America has now been at war since October 2001, almost 10 years of putting Soldiers in harm's way. Ten years of, "No kidding, you're going to war; you need to ensure your casualty documents are current." Ten years of rushing Soldiers through personnel-readiness checks to provide them the opportunity to update their emergency data and life-insurance beneficiary information. Ten years of war with more than 4,400 deaths and 31,900 wounded Soldiers.

Stepping up to the plate

It is the responsibility of all Soldiers to update their own casualty documents and to ensure their intent is annotated properly. After all, only the Soldier knows when changes need to be made to either the Record of Emergency Data (DD Form 93) or Servicemembers' Group Life Insurance (SGLI) forms. Likewise, Army leaders and human resources (HR) specialists must understand every field on these forms as well as the ramifications of uneducated choices by Soldiers and how they affect their Survivors. Only then can they educate Soldiers: Informed decisions allow the Army to carry out the Soldiers' last wishes.

What are the 'Casualty Documents?'

There are two forms critical to supporting your survivors if something were to happen to you: DD Form 93, Record of Emergency Data, and SGLV Form 8286, Servicemembers' Group Life Insurance (SGLI) Election and Certificate. Together these two documents are known in the military as the casualty documents.

DD Form 93, Record of Emergency Data

Soldiers should view the DD Form 93 as the most important document they sign after their enlistment contract or oath of office. The Casualty and Mortuary Affairs Operations Center (CMAOC) retrieves a copy of the DD Form 93 for every reportable casualty from the Interactive Personnel Electronic Records Management System (iPERMS) and requests copies of the form from the unit to ensure it has the most current signed copy. This form provides CMAOC with the most up-to-date contact information for immediate family members whom the Soldier wants to be notified if the Soldier becomes a casualty. It is vital that the contact information on the DD Form 93 never be out-of-date. Additionally, the DD Form 93 is the official document that designates beneficiaries for death gratuity (DG), unpaid pay and allowances (UPPA) and appoints the person authorized to direct disposition (PADD).

Over the past few years, CMAOC has detected some issues with Soldiers' casualty documents.

Common errors for the DD Form 93 include:

- missing information for the mother and father;
- choosing an ineligible organization, minor child or no designation at all for the \$100,000 DG and unpaid pay and allowances;
- disallowed portion distributions for DG; and
- electing an ineligible person for the PADD.

If the Soldier's father and mother are known, their names are to go into blocks 6a and 7a, and their current addresses are annotated in blocks 6b and 7b. If a parent is deceased or whereabouts unknown, the name still goes within the appropriate block, but the address should be annotated as "deceased" or "unknown." If the Soldier is unsure of whom the parents are, then "unknown" in either block or both blocks would be sufficient.

Death Gratuity

Currently, many Soldiers aren't designating anyone to receive the death gratuity. In doing this, the Soldier loses the ability to specify his or her intent. Failure to designate a death-gratuity recipient causes the Defense Finance and Accounting Service (DFAS) to distribute it "by law."

Therefore,

- if the Soldier is married, the spouse gets 100 percent of the death gratuity;
- if unmarried with children, they divide it equally among all children;
- if unmarried without children, they divide it equally among both parents, whether or not they are married.

Human resources specialists need to ask the Soldier who he or she wants to receive the death gratuity and be able to explain the importance of designating recipient(s). When HR specialists don't ask Soldiers this question and explain it, Soldiers sometimes

- fail to update death-gratuity beneficiaries after a divorce,
- choose an organization or another non-human entity that cannot be paid according to the law or
- leave death gratuity to a minor child, not knowing that DFAS cannot pay out the entitlement to an underage beneficiary. The guardian, even the biological parent, must go to court and have themselves declared guardian of the child, after which DFAS will pay the guardian on behalf of the child. Overall, these designations — or lack of designations — result in unnecessary stress for the Survivors during an already difficult time.

Additionally, although the law also states that death gratuity will be distributed in 10 percent increments, obsolete DD Forms 93 show elections of 25 percent, 35 percent, etc. When Soldiers elect increments other than 10 percent, their chosen beneficiary is disallowed and that portion to be distributed “by law,” and those Soldiers lose their ability to choose the beneficiary.

Unpaid Pay and Allowances

Some Soldiers leave the “Beneficiary (ies) for Unpaid Pay/Allowances” field blank. This block is used to pay the beneficiary any monies that were due to the Soldier, such as an unpaid portion of a bonus and/or final paycheck. This oversight causes those Soldiers’ unpaid pay and allowances to be distributed “by law,” and those Soldiers lose their say in the distribution.

One of the more sensitive elections that execute the Soldier’s intent is the selection of the PADD. Soldiers need to think about who would be best person to make decisions relating to how they want to be laid to rest (buried or cremated), location of the interment or spreading of ashes, what they wear when buried, etc.

By law, this person must be the spouse or a blood relative. It is in their best interest for Soldiers to select the right person to ensure compliance with his or her wishes. When a Soldier doesn’t elect anyone or elects someone who isn’t a blood relative, the Soldier’s PADD will be determined by the order of precedence. If immediate family isn’t available, the Army will attempt to find a relative of the Soldier. If that fails, the Secretary of the Army will make these decisions for the Soldier.

SGLV Form 8286

Servicemembers’ Group Life Insurance Election & Certificate

After a reported death, CMAOC obtains the most current SGLV Form 8286 from the Soldier’s personnel file at the unit or using Electronic Military Personnel Office (eMILPO).

SGLV Form 8286 is used to designate principal and contingent beneficiaries for the Soldier’s SGLI of up to \$400,000. Soldiers can elect anyone to be a beneficiary. Soldiers can even elect organizations and agencies, unlike with the death gratuity.

The Department of Veterans Affairs (VA) has contracted with Prudential Insurance to provide low-cost life insurance to all Soldiers who wish to have coverage. Soldiers automatically join the service with coverage of \$400,000, but may choose to decrease in \$50,000 increments or cancel it at any time.

Updating your SGLI

Currently, the eMILPO system is the preferred method to process the SGLI coverage for all Army components. Issues do occur when Soldiers decrease their insurance coverage and then want to change their coverage back to a higher amount. Soldiers can do this but need to ensure that they complete the proper documentation. SGLV Form 8285, Request for Insurance, in conjunction with SGLV Form 8286 is needed to ensure the correct premiums are drafted from the Soldier’s pay. The new combined SGLV Form 8286, which is available on the VA’s website, is also sufficient to complete this action.

Whenever there is a change in SGLI coverage, the new forms must be transmitted to iPERMS, which is the Soldier database of record. All components have iPERMS and all casualty documents need to be stored in iPERMS to ensure the Army carries out the Soldier’s last wishes. Lack of documentation can result in

payment to other past beneficiaries. For example, an ex-spouse who was listed on an older SGLV Form 8286 may receive 100 percent of the monies if the Soldier didn’t update beneficiaries after the divorce.

When Soldiers elect a beneficiary for SGLI, they may designate any person, firm, corporation or legal entity, including charitable organizations. Soldiers cannot designate beneficiaries “by law” or “by will.” When Soldiers elect someone other than spouse, parents or other family members, they must be counseled for an unusual beneficiary.

Soldiers may have a very good reason for their election, but it is the HR specialist’s responsibility to counsel the Soldier to ensure that Soldier knows the election may have unknown consequences he or she cannot foresee.

Spousal Notification Letters

Whenever a Soldier designates a person other than the spouse or children to receive all or a portion of the death gratuity or SGLI, the Army must attempt to notify the Soldier’s spouse in writing. Therefore, if a married Soldier designates another person in addition to or in place of the spouse or children, the brigade S-1, separate battalion S-1 or Military Personnel Directorate (MPD) with the Soldier’s records responsibility will prepare and send a letter to the current filed mailing address for the spouse within Defense Eligibility Enrollment Reporting System (DEERS) or as provided by the Soldier. This letter is generated automatically when human-resources specialists use eMILPO to prepare both casualty documents.

U.S. Army Human Resources Command (HRC) has taken several steps to improve visibility and execution of these essential tasks:

- creating a query in iPERMS (under DD93/SGLV tab/unit summary),
- enabling unit’s identification of missing casualty documents, and
- forecasting ability for required annual updates.

Soldiers can now digitally sign the DD Form 93 and SGLV forms within eMILPO, which also automatically uploads them to iPERMS.

Additionally, all services are currently working with the Office of the Secretary of Defense on a new capability to automate the entire SGLV process, including forms completion, automatic iPERMS upload and respective premium change info to DFAS. CMAOC expects delivery to the field in December 2011.

Individual Responsibility

Again, it is each Soldier’s responsibility to keep his or her casualty documents up-to-date. If a Soldier becomes a casualty, the Army wants to be able to quickly notify the appropriate family members, and if the Soldier pays the ultimate sacrifice, the Army wants to ensure we execute the Soldier’s intent.

Leaders must provide every opportunity for Soldiers to update their records, and the HR specialist must fully understand casualty documents and be able to articulate the problems with some elections and decisions made by Soldiers. They also need to be able to provide guidance to each Soldier so the Soldier’s intent is captured and the Soldier fully understands the ramifications of individual decisions.

Cultural Awareness Training

By Vennice W. Furlow

Recruiting and Retention School—Forward

From time to time, USAREC has offered cultural awareness training to support specific recruiting efforts. In 2003, for example, USAREC offered cultural training to boost recruiting in markets with large Hispanic populations. When the Gulf War began, the Army saw a need for Soldiers who can speak and interpret Arabic, Dari Persian and Pashto.

In 2004, in response to that need, USAREC developed training to support recruiting for the new military occupational specialty (MOS 09L), interpreter/translator. The training gave Army recruiters information about specific cultural groups inside the U.S. and offered tips for finding candidates for the new MOS in those markets.

Today, a new cultural awareness training program is available for self development. This new program covers seven cultural groups: Native American and Alaskan Native, White American, Black American, Asian American, Hispanic American, Arab American and Jewish American.

We all learned in our formative school years that “America is a melting pot.” The Army is also a melting pot. The Army comprises many different cultures, customs, and images of “what America looks like” based on a specific population. The recruiter’s role is to conduct prospecting activities within this melting pot.

Recruiters value accurate and reliable information about the predominant cultural group in their area of operations. This information gives insight to commanders and recruiters on the type of marketing events that work best. It also allows recruiters to use interpersonal skills appropriate for the cultural group. A cultural gaffe can damage relations between community leaders and prospects and increase the difficulty penetrating this segment of the market. This information can be an added advantage when prospecting and networking with local community leaders.

Success depends on understanding the market. That understanding must include gaining understanding of different cultural groups.

The introduction lesson defines the aspects of culture and provides information on concepts of culture and perceptions, cultural issues, and factors that influence individual and group behavior. Each lesson explains the group’s origins, history, and significant contributions that have affected America.

The U.S. Army Training and Doctrine Command (TRADOC) paid to develop this training under The Army Distributed Learning Program (TADLP).

To develop this program, in 2009 the Recruiting and Retention School established a partnership with the Defense Equal Opportunity Management Institute (DEOMI). Dr. Gary McGuire at DEOMI played a key role as the subject matter expert. McGuire also provided the resources and lesson content to support the development of the training.

The program was developed for Army recruiters. However, each of the eight lessons will work for all branches of service and civilian employees as well. Other organizations have expressed interest in the program, and DEOMI is planning to use it with their students.

Soldiers and civilians assigned to USAREC may enroll in this training on the Accessions Command Learning Management System (LMS). For more information, call (502) 626-0148. This training also fits well with the “See Yourself Culturally” warrior task (Army Training Network task number 301-CAT-1001).

Link: <https://dtms.army.mil/DTMS/Task/ViewTask.aspx?TaskId=146424&EventScheduleId=0> (Requires AKO login.)

LMS Course Instructions

- Log in to iKrome (formerly the Enterprise Portal)
- Click LMS Home
- The LMS home page will open in a new window.
- From the LMS home page, click “Cultural Awareness Training” located under Command Courses.
- Click the start button for any of the eight lessons, and the selected training will load.
- The Registration Confirmation page will appear. You should now be able to launch the course from your enrollments page.

If you don’t see the LMS gadget on your iKROME home page, go to ‘Manage,’ click ‘Add Gadget,’ then ‘Tools’ and click on ‘LMS’ to add it your page.

Editor’s Note:

Vennice W. Furlow, chief of USAREC’s Distributed Learning Division, Recruiting and Retention School—Forward, demonstrated the cultural awareness self-development training program at the Army Distributed Learning conference in Newport News, Va., in June.



Musical Mission

Army Field Band Introduce Students to Instruments

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

Soldiers from The U.S. Army Field Band teamed up with Maryland schools to introduce elementary-school students to musical instruments for the first time through demonstrations Aug. 30 through Sept. 1.

By having members of The U.S. Army Field Band demonstrate the instruments, students had the chance to see and hear professional musicians perform on an instrument the students could learn to play during the upcoming year.

For many band directors, having premier musicians demonstrate the instruments motivates students to sign up for the band program.

“They get to see and hear the best play individually and then play together,” said Timothy Beall, Northfield Elementary School band director. “And they get a chance to see each of the instruments played so well they just get so excited about it.”

Northfield Elementary School students were particularly excited. Following the demonstrations, students had the opportunity to ask questions that ranged from how certain sounds were produced, to why the Soldiers chose their instruments.

One student, who was fond of “Star Wars,” wondered if the theme song could be played on the trumpet. Sergeant 1st Class John Altman, who demonstrated the trumpet, said not only could it be performed, but having interest in a specific song and the instrument associated with that song was a good indicator for what instrument a student may want to play. “That’s how it worked for me,” said Altman. “I heard a song and I thought, ‘I like the way that sounds; what’s that playing? A trumpet? I want to play that.’ So that might guide you in the direction of which instrument you want to play one day.”

The demonstrations typically last about 30 minutes, to allow the musicians enough time to reach other students in different schools. For the Army Field Band, reaching as many students as possible and providing a positive experience for those students is paramount.

“Everybody remembers the first day they saw an instrument that they wanted to play if they end up playing that instrument,” said Sgt. Maj. Virginia Turner, concert band element leader. “I remember the first time I encountered a trumpet and I was like, ‘OK that is something I want to do.’ But even if a kid plays it in school and pursues other career options, he or she will always be tied to music and will always be tied to the positive experience they had with an Army musician.”

“They [Soldiers] are all professionals,” said Beall. “I play all these instruments and I know enough to teach the kids the basics, but I don’t sound as good as each one of them do on their main instrument. So [students] get to hear a flute specialist play the flute and a clarinet specialist play the clarinet; when you put all that together it is way more effective than I would be able to do by myself.”

This year, the Soldier-Musicians of The United States Army Field Band were able to provide instrument demonstrations for 16 schools throughout Maryland.



Master Sgt. Joseph Bowlds demonstrates the bassoon to Northfield Elementary students Aug. 31 in the school’s band room. The demonstration is part of The United States Army Field Band’s Educational Outreach Program designed to inspire and educate students through musical excellence.

'Our Community Salutes' Expands to Mississippi

Story and photo by Jennifer Villaume
Baton Rouge Battalion

The Jackson community recognized more than 150 graduating high school seniors enlisting in the armed forces upon graduation June 2.

Our Community Salutes (OCS) was designed to honor future members of the military outside their own high school graduation, honoring them in the community for their decision to serve.

"Typically graduations do not set aside or acknowledge the graduates that are choosing to serve," said Capt. LaTasha McCullar, company commander for the Jackson Recruiting Company. "With the help of OCS, we honor those graduates and give them support from the community they have pledged to defend."

"This venue affords the community to highlight their own, to draw attention to their future heroes and to establish military service as a viable option to our young men and woman," said Lt. Col. Jose Torres, Baton Rouge Battalion commander.

"Only one of four applicants qualify to enlist in our Army and the fact that young kids make a commitment to serve and wear our uniform — our symbol of strength; is something that must be loudly recognized," said Torres.

Juanita Sims-Doty, President and Executive Director of the International Community Ambassadors Network, served as the committee chair organizing the banquet for the seniors and parents.

"I feel that this inaugural recognition banquet has ignited a spirit of continued pride and support for our enlistees and their parents," said Doty.

The committee consisted of members of the community and representatives from each branch of the military. The committee volunteered by sending out invitations, organizing the program, packaging survival kits, and decorating for the event.

"As I shook the hands of the enlistees and their parents, I saw a 'spark' in their eyes that told me how much being recognized by their community meant to them as they go off to serve our country," said Doty. "I saw how proud the parents were of their children who had made this commitment. And I saw the community come together to show support and appreciation."

In addition to honoring the future enlistees, the ceremony honored the parents. A parent's oath of support was administered and a parent's prayer was read by parents, both written for the event by Carlyn Hicks of Jackson, Ms.

"It is important to honor parents and loved ones because these are the most influential people in that Future Soldier's life," said Hicks. "By embracing their family members, it sends a strong message that 'we get it' and makes it easier for familial support of our armed forces in the long run."

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

"With so much focus on the Soldiers, there is very little focus on the family members, mothers and fathers, who have to deal with the new adjustment of their son or daughter's decision to join the armed forces," said Hicks. "So, the survival kit was symbolism of, 'Hey parents, we know you are afraid and nervous, you aren't alone, here's how you can get through this tough time and make it better for your son or daughter during this transition.'"

In addition, the 2011 Gen. Colin L. Powell Service Award

was presented to Emily Gibson, a high school guidance counselor at Neshoba Central High School for her support for high school students desiring service in all branches of the armed forces. She provides academic and career counseling and coordinates presentations and activities for military recruiters.

"The event offers everyone the opportunity to better our community, our Army and our Nation. I surely hope that it provides a vision for many of our youth, as well as their parents, to work towards achieving their goals in life, ultimately building a greater nation," said Torres.

Our Community Salutes was created in 2009 by Dr. Kenneth Hartman who saw the need to honor seniors who chose a different path beyond college outside of their high school graduation service. Across the United States, local communities conduct banquets each year with coordination from local volunteers, civic organizations, active and retired military, high school educators and community leaders. For details, visit www.ourcommunitysalutes.com/.



Brandon Hall, a Future Soldier in the Jackson Recruiting Company, shakes hands with Lt. Col. Jose Torres during the Our Community Salutes ceremony in Jackson Ms. Hall is graduating from East Rankin Academy and enlisting as an Airborne Ranger Infantryman.

California Teen Serving as Recruiting Company's Youth Program Coordinator

By Cathy Pauley
Sacramento Battalion

Brandon Matel was surfing the Internet when he came across an application to become an Accessions Command Teen Panel member. Brandon felt he would be a good fit for the panel because of his confidence and leadership, so he applied.

"I am a leader who isn't afraid to ask questions," he said. "I love the feeling of leading a group to success and reaching goals, but take full responsibility when I fail as a leader."

Though he was not selected for the national panel, 15-year-old Matel is now focused on the local level where he has agreed to be the youth program coordinator for North Bay Recruiting Company. He brings a rock-solid résumé that includes leadership roles in American Canyon High School band (he was selected as Drum Major for 2011-2012 school year), Sophomore Class President (2011-2012), Kiwanis Key Club, National Honors Society and two years with the Napa Valley Youth Symphony. His experience includes living the life as an "Army brat." His dad, Sgt. 1st Class Albert Matel, has been in the U.S. Army for almost 17 years and during Brandon's lifetime has been assigned to seven duty stations.

The family — Brandon, younger brother Bryan, parents Albert and Imelda "Mimie" and family dog, Tytan — live in American Canyon where Brandon hopes to complete his senior year. Albert Matel is the station commander for Napa Army Recruiting Center.

Sacramento Battalion Soldier and Family Assistance Program Manager Vicky Cameron said Brandon will be volunteering his services for the Army Family Action Program, battalion annual training conference and battalion Family Organizational Day. For North Bay Company,

Brandon will send letters to incoming teens as part of the youth sponsorship program and will work with the family readiness group during North Bay planned family events.

As program coordinator, Brandon wants to meet all the youth in North Bay Company first so they are comfortable enough to ask him questions.

"I'm very social and I like to introduce myself," he said. "If people are comfortable with me they will ask questions. And it helps that we all have something in common — we all have one parent in the military."

Brandon understands how difficult it is for children of military families — especially teens — to say goodbye to their friends.

"I believe that best of friends stick with you forever," he said.

Brandon's strengths in school are math and science and he has aspirations to become a doctor. His passion, however, is music. He plays guitar, piano and the ukulele in his free time, and plays the clarinet at first chair in his high school band. Brandon likes the fact that in band, everyone has to listen.

"The melody, bass and structure ties our instruments together and we all sound like one person."

Outside of school, Brandon was recently confirmed in his faith at St. Basil Catholic Church in Vallejo and is enrolled in a discipleship class that will allow him to assist Sunday School teachers once he completes the year-long program.

"I love to help people and I'm very outgoing. I like to include kids who seem left out," he said. "When you move around a lot you get to know people — it builds



Brandon Matel, 15, is in the National Honor Society, just one of his many accomplishments. A sophomore at American Canyon, Calif., High School, he is the North Bay Recruiting Company Youth Program Coordinator.

a sense of character and you see the world from a different perspective. The whole world is a place you can fit into."

Albert and Imelda Matel are very proud of Brandon.

"When he was young, he was always very positive and believed he could make a difference and change the world little by little," Albert Matel said. "As parents we learn from him and sometimes wonder who the parent is."

COURTESY PHOTO

Recruiters Recall Patriotism of Post-9/11 America

By Lisa Daniel

American Forces Press Service

Like so many Americans, Army Sgt. Cheri Depenbrock watched the horror of 9/11 unfold from her office television. What was different for the Army recruiter was how it changed her job in the weeks after.

In seven years of helping ensure the Army met its recruiting goals, Depenbrock was used to reaching out to young people, telling them what the Army could do for them, and mostly answering their questions about how they could get their college paid for by signing up.

“It was almost always for college, for money, and for having a full-time job,” she said, referring to the reasons people enlisted.

Sept. 11, 2001, changed that. In the days, weeks and months thereafter, Depenbrock, like military recruiters around the nation, watched in amazement from her Cincinnati office as people who never would have thought of joining — or rejoining, as many would have it — approached recruiters with the sole purpose of defending America.

“It was amazing the people walking into that office, the ages,” she said. “We had so many prior-service folks wanting to come back. I was amazed at how many older people tried. I know some of them were in their 50s. And, military-wise, we couldn’t do anything for them.”

Some younger people with prior service did rejoin, Depenbrock said, and the first-time recruits were different. While patriotism has always driven young people to service, it was almost always matched with a desire for college money or new opportunities. Suddenly, they weren’t asking about money, she said.

“It was all about the patriotism,” Depenbrock said. “They didn’t care about anything else. Money had nothing do with it. I swear, I think half those kids would have joined if we hadn’t paid them.”

An annual Pentagon survey of young people’s propensity to join the military showed an 8 percent increase among young men likely to enlist immediately after 9/11, and remained high until 2005, a Defense Department official said.

One of those young men was William Grigsby, now an Army staff sergeant who enlisted in early 2002. “The events of 9/11 had everything to do with my decision to enlist,” he said.

Grigsby, an aircraft electrician on a three-year detail as a recruiter in Houston, graduated high school in June 2001 and was indecisive about his plans, first considering the Army, then college, and then deciding against both.

Three months later, “I was working a dead-end job at a grocery store,” Grigsby recalled. He was driving home from the night shift on the morning of 9/11 when he heard a news report about two hijacked planes being flown into the World Trade Center in Manhattan.

Almost immediately after, Grigsby said, his mind went back to joining the Army. As U.S. forces moved into Afghanistan to dismantle al-Qaida and their Taliban backers, “I watched in awe as our military forces took control of the country,” he said, adding he had no reservations at the prospects of deploying to war.

Recruiters from around the country remember post-9/11 as a time when many potential recruits came to them.

Army Master Sgt. Juan Dozier calls himself “a recruiter of two different generations.” There was the generation before 9/11 — his generation — who enlisted for various benefits the military could provide.



Like other recruiters, Master Sgt. Juan Dozier witnessed a spike in patriotism following Sept. 11, 2001, that led many Americans into recruiting stations.

“There wasn’t so much of a sense of purpose, of ‘What can I do for my country?’” he said. “It was more, ‘I need the training or education money.’”

Dozier didn’t begrudge them — he was one of them. Raised in the tough Southside Chicago neighborhood of Englewood, Dozier enlisted in the Army in 1989 as a way out.

“The only thing I wanted to do was have different scenery,” he said.

“They took a chance on me being from Southside Chicago,” Dozier said, adding that his recruiters asked him to take a bus to meet them outside of his neighborhood because they were concerned about violence there.

“The only time they came and got me was when it was time for boot camp,” he said.

After serving as a motor transport operator in Germany, then California and Texas, Dozier was working as a recruiter in Columbia, S.C., when 9/11

occurred. People began flowing into the recruiting station, and they were prepared to fight, he said.

Defense Secretary Leon E. Panetta and his predecessor, Robert M. Gates, have praised the more than 3 million young people who have joined the military since 9/11, all knowing they likely would go to war.

Dozier compared their mindset to that of peacetime recruits caught off guard by military interventions such as the Persian Gulf War that began in 1990.

“Back then kids were saying, ‘I didn’t join for this, and a lot of them were trying to get out,’” he said. “These kids now, they know what they’re signing up for. For most of them, they know war is part of the job.”

Recruiters say they now hear a mixture of reasons for enlisting, with many potential recruits still citing patriotism, but a growing number also looking for benefits such as health care.

“When they come in now, they’re looking at benefits,” Depenbrock said. “They’re not talking about the GI Bill — they’re talking about a safety net.”

Army History Center Certifies Medical Recruiting Brigade as 'Allgood's Highlanders'

By Fonda Bock
Medical Recruiting Brigade

The certification of the heraldry of the Medical Recruiting Brigade as the "Allgood's Highlanders" was unveiled during a ceremony in August at USAREC headquarters on Fort Knox, Ky.

Activated in October 2007, MRB recruits doctors, nurses, dentists, medical specialists and veterinarians, as well as chaplains, warrant officers and Special Operations Soldiers.



The brigade requested the name of "Allgood's Highlanders" as a tribute to the late Col. Brian D.

Allgood who was killed Jan. 20, 2007, when the helicopter he was traveling in was shot down in Iraq. Allgood was the highest-ranking medical officer to die in the war. He

was often referred to as the man 'born a ranger, who became a surgeon.'

From his philosophy, the brigade adopted MRB's motto, "Vigilant and Steadfast." As such, his spirit lives on as an integral part of the brigade. Today, when Soldiers of the

MRB meet in public, they not only render a salute but state "Highlanders" and the respondent replies with "It's Allgood."

The designation was officially approved by the U.S. Army Center of Military History March 16, 2010.

Accomplishing the heraldry of the brigade was one of the steadfast goals of Command Sgt. Maj. Luther Legg, G3 sergeant major and former MRB CSM.

"This is one of the three or four things I really felt like I needed to get done for the stability of the brigade," said Legg. "When a unit gets heralded, it says they are now part of the tradition of the Army. And it pays homage to a great Soldier and a warrior."

Recruiter, Former USAREC CSM Participate in South Carolina 9/11 Memorial Event

By Vernetta Garcia
Columbia Battalion

Despite the South Carolina heat, hundreds gathered at the downtown Columbia Metropolitan Convention Center to commemorate the 10th Anniversary of 9/11. The ceremony honored 47 South Carolina first responders, who gave their lives in the line of duty since Sept. 11, 2001. A memorial dedicated to their memory was unveiled. The memorial includes two beams recovered from the World Trade Center placed between two 25-foot granite towers with the names of the first responders engraved in them.

Keynote speakers, Columbia Mayor Steven Benjamin and S.C. Governor Nikki Haley, paid tribute to first responders including law enforcement, firefighters, emergency medical services, and the military and their families.

"I want to thank so much the first responders, their families that sacrificed and showed such bravery," said Governor Haley.

"It's so heartwarming to know other people won't forget," said Annie Cannon, whose son Keith Cannon a Richland County sheriff's deputy, died in the line of duty in 2005.

The ceremony also included an F-16 aircraft and helicopter flyover that left the crowd awe struck. White Knoll High School in Lexington, S.C. was recognized for funds raised for a new fire truck for the New York City Fire Department Ladder 101. The tribute concluded with an honor guard giving a roll call of the fallen heroes, a 21-gun salute, taps, and "God Bless America" by a local pipes and drum corps.

Retired Command Sgt. Maj. Marty Wells, a former USAREC command sergeant major, led a 44-member honor guard. They were comprised of police, firefighters and servicemembers from around the state.



Retired Command Sgt. Maj. Marty Wells and Master Sgt. Kenneth Diaz stand in front new memorial honoring those who gave their lives in the line of duty since 9/11.

The honor guard gave the roll call of each the first responders. Master Sgt. Kenneth Diaz, Columbia Battalion Army Reserve senior guidance counselor, was a lead member of the honor guard and ensured all names were called and completed the roll call.

"Being born and raised in New York City, I have never felt more humbled and honored to have participated in such a historic event."

Wells, currently the 81st Regional Support Command strategic outreach coordinator said, "I was honored to take part in this event honoring American Heroes. I trust we touched some hearts today; their service and sacrifice definitely touched mine."

Battalion Commander Recognized in Top 10 Women of New York Capital District Region

By Joseph Newfrock
Albany Battalion

To celebrate Women's Equality Day in August, a New York television station solicited nominations to recognize the Top 10 most influential women who have made an impact on or been influential in the New York Capital District Region. Albany Battalion Commander Lt. Col. Janice M. Gravely was selected among the Top 10.

While in command only a short time, Gravely epitomizes the successful ac-

complishments of women within the military community and the affect it has on supporting and encouraging men and women throughout the military and civilian community. Under her direction, she has led her Soldiers in becoming an active and integral part of their local communities. They volunteer as coaches, substitute teachers, mentors and facilitators at area high schools and colleges as requested. They sponsor community service projects like the bone marrow donor program, coat drives, food drives, veterans' home visits, and many other events. Moreover, Gravely

has received the Military Outstanding Volunteer Service Medal for her personal involvement in mentoring challenged youths, serving as a Volunteer Income Tax Assistance Coordinator for disadvantaged communities, serving in various capacities in her local church, and other events too numerous to mention.

Her accomplishments clearly demonstrate her ability to effectively manage what equates to a major regional corporation. Gravely is only the second woman to serve as Albany Battalion commander since its inception in 1972.

Jacksonville Battalion Stages Training, Team Building on St. John's River

Cynthia Rivers-Womack
Jacksonville Battalion

Jacksonville Battalion company and station commanders sharpened their professional recruiting skills during its semi-annual Station Commander Training and Team Building event in June. The three-day event took place in downtown Jacksonville along the south bank of the St. John's River and included leaders from Jacksonville, Gainesville, Savannah, Valdosta, Warner Robins and Charleston companies. Highlighting the Year of the Station Commander, the intent of battalion commander Lt. Col. Daniel E. O'Grady and Command Sgt. Maj. Gary R. Stiteler Jr., was to focus on NCO professional development, team building through various physical fitness challenges and review of recruiting doctrine. Stiteler said the meeting was the perfect environment for leaders to fine-tune their craft, share best practices and recognize peers.

"Just like Soldiers in the field must maintain their Warrior Tasks and Battle Drills, Soldiers on recruiting duty have the same requirement in terms of knowledge of processing applicants, station administration and [Military Entrance Processing Station] procedures. The battalion commander and I want to ensure the battalion's leaders are battle ready in the recruiting arena," said Stiteler.

Each morning of the event team building was the focus beginning with rigorous physical fitness and competition that included a three-mile relay along the St. John's River, a one-mile H-3 push, tug-of-war, 10 minutes of pull-ups and the water carry. Each day was rounded out with professional development training that included SHARP and resiliency training and NCOER management. The highlight of the gathering was the inaugural Critical Skills Assessment Test (CSAT) tournament pitting each company against one another with knowledge-based questions and answers.

In true tournament fashion, trophies were awarded to Warner Robins Company for the physical fitness challenge and Gainesville company for scoring first place in the CSAT competition.



Houston Station Commander Serious When it Comes to Telling Jokes

Story and photo by John L. Thompson III
Houston Battalion

If humor is the best medicine, then at least one award-winning Army recruiter in Houston Battalion's West Company should be a doctor: he keeps his audience in stitches, if you'll forgive the pun.

Sergeant 1st Class Tyraka Dixon has a secret. By day, he is a recruiting station commander who earns top honors for recruiting. The Recruiter Ring and Glenn E. Morrell Award recipient is also a USAREC Sergeant Audie Murphy Club member.

When Dixon is not working on a double master's degree, he plays gigs as a stand-up comedian in comedy clubs in Houston and in a few comedy clubs around the United States.

Living life embracing humor has interested Dixon since he was a child. When he was a high school basketball player, he didn't want to be the only one awake during two-hour road trips. Cracking jokes and poking fun in a positive way kept his teammates awake and kept morale high. To this day, this kind of positive humor is the basis of his personalized style of humor.

"I like to find the silver lining in every situation," he said. "No matter if it is a good or bad situation I can find comedy in everything. Laughing is good for the soul. I think laughter is universal and everyone can benefit from it."

By finding the humor in life situations, Dixon said his audiences can better relate to his stories and jokes. And after a long week of work, people want to go to a place where they can laugh at what they have been through. It helps people find a sense of perspective, he explained.

Armed with a notepad wherever he goes, Dixon observes daily life and makes notes so later, in the confines of his home, he is free to develop his material. Once prepared, he runs his new bit by his harshest critic: his wife. He said if he can get her to laugh, then he knows his jokes are funny.

Whether it is standing up before a live audience or in front of a group of fellow Soldiers during organization day, Dixon has found a unique Soldiering tool to ease the concern of fellow or Future Soldiers.

"Humor can be an effective tool to enlist a Soldier or to ease his mind."



Sergeant 1st Class Tyraka Dixon entertains Soldiers and Families during the 2011 Houston Battalion Organizational Day. He hopes his positive style of humor helps others over the rough patches in life.

Los Angeles Community Advisory Board Hosts 1st Community Salute to Future Soldiers

By Eric Nishizawa
Los Angeles Community Advisory Board

The Los Angeles Army Community Advisory Board hosted the inaugural Los Angeles Community Salute to Future Soldiers in June featuring remarks by Medal of Honor recipient George T. Sakato.

The salute honored more than 500 of Los Angeles' Future Soldiers who represent nearly all of Los Angeles' communities.

In all, approximately 1,000 people attended to hear Sakato deliver the keynote speech of the event. Among the attendees were local leaders from government, business, community and entertainment, including Civilian Aide to the Secretary of the Army Jay McCann, State Senator Ted Lieu, Los Angeles City Councilman Dennis Zine, California Court of Appeal Justice Jeffrey Johnson, former Baywatch star Angelica Bridges, cast members from "Reno 911," Dodgers great Al Downing, former Doors member Robby Krieger, country singer Amy Scruggs, actors Johnny Stron and D.B. Sweeney and comedian Thom Tran.

During his remarks, a bright and chipper Sakato recounted

the engagement during the battle to rescue the Texas Lost Battalion for which he received his Medal, recounted some of his experiences in Basic Training, spoke of the history of the 442nd Regimental Combat Team (he was a member of Company E) and advised the Future Soldiers to listen to their drill sergeants.

Later, Sakato assisted in administering the oath of enlistment to the Future Soldiers.

"Sir, thank you for your inspiring words, today. You are truly Army strong, and we salute you," Los Angeles Battalion Commander Lt. Col. Robert Blankenship told Sakato following the ceremony.

Sakato also addressed the entire Los Angeles Battalion when he shared his Army story.

Everyone who wanted to shake his hand, get an autograph and take a picture with him was warmly received with a broad smile. His modest bearing inspires all who see in it we are each capable of doing incredible and great things, if we will rise to meet our challenges. He will be remembered in Los Angeles history for his valor and as the first of what will be a long line of keynote speakers at Los Angeles Community Salutes to Future Soldiers.

Army Strong Families Continue Tradition

By Deborah Marie Smith
Phoenix Battalion

An Army Strong Family legacy was made when Ryan Asta raised his right hand and cited the U.S. Army enlistment oath in the presence of his father at the Albuquerque, N. M., Military Entrance Processing Station July 28.

A “scene from an Army commercial” is how Ryan’s father, Sgt. 1st Class Richard Asta, the Farmington Recruiting Station commander, describes what it was like when he discovered his son wanted to join the Army. From Indiana, Ryan came to visit his parents in New Mexico during summer break. He just completed his second year at Indiana University.

“He told me and my wife there was something he wanted to talk to us about,” said Asta. “Of course, being a parent, you can’t help but wonder if it’s bad news. So we all sat around the kitchen island and Ryan told us he had been thinking about something for a while. Then he just blurted, ‘I want to join the Army.’ He said he had this strong feeling to serve his country and do his part.”

Asta completed his son’s enlistment



Sergeant 1st Class Richard Asta, Farmington Recruiting Station commander, competes with his son, Future Soldier Ryan Asta, in a push-up challenge Aug. 7.

packet and said it was a very significant point in his life and career.

“Enlisting my son into the world’s greatest Army has been one of my proudest moments besides him being born,” he said. “As a parent, I am so proud of him for making this decision on his own. As a Soldier who is coming to the end of his career, what a way to close out 20 years — knowing my son will continue to defend this great country.”

The Asta Family (on both sides) has a long history of relatives who have served their country in different military branch-

es. Joining the Army and following in his father’s footsteps is what Future Soldier Asta describes as “kind of cool.” However, it’s not the main reason why he selected the Army.

“I did my research and none of the other services appealed to me like the Army does,” he said. “Seeing what the Army has provided for my father and our family for the past 20 years; I want that life, too.”

Asta ships to basic combat training in February to become a military policeman. He plans to make the Army a career, just like his father.



Manuela Martin, Pvt. Jeffrey Martin and 1st Sgt. Jeffrey Martin

Albany Battalion

Inspired by his family’s proud tradition of military service, Pvt. Jeffrey Martin joined the Army in July to become a radiology specialist. The son of 1st Sgt. Jeffrey Martin, commander of Europe Recruiting Detachment in Kaiserslautern, Germany, Martin is an honor student at Kaiserslautern High School. The family has an extensive history of military service. His maternal great grandfather served in the U.S. Army during World War II, while his paternal great grandfather served in the U.S. Navy during the same time period. His paternal grandfather served in the Army during Vietnam.

Martin is scheduled to ship to basic training in June 2012. He aspires to obtain a degree in medicine using the G.I. Bill.

Future Soldiers Wear Army Sashes at 79 High School Graduation Ceremonies

Syracuse Battalion

“We were surprised by the number of school administrations that welcomed the Grad Sash program. We had heard from another battalion’s after action review comments that they’d had some problems getting schools to allow the wear of sashes with cap and gown.”

Diana White, the Syracuse Battalion education services specialist, said the battalion planned accordingly and decided to start off with a pretty small purchase of sashes for School Year 2010-2011.

The Syracuse Battalion Fusion Cell came up with a conservative estimate and originally planned to purchase 250 sashes. Unforeseen budget limitations prompted the executive officer to cut the sash order down to just 150.

“We wanted to avoid potentially negative responses and pave the way for a successful set of mini-partnerships with our school districts. So, we opted to start things off in early February with an informational letter to districts and principals.

“Initially, school responses to Lt. Col. Rouleau’s letter trickled in relatively slowly. But, the last two weeks of May and the first week or so of June saw so many additional schools that we were at risk of having insufficient sashes on hand,” said White.

Nearly 25 percent of the battalion’s area schools responded. Only 10 of the 106 responses indicated the school would not allow students to wear the sashes during graduation because of strict graduation day dress codes that allow no deviations or additional items or similar school/district policies. One school offered an alternative suggesting Future Soldiers could be permitted to wear a lapel pin with the Army logo.

Overall however, the program was supported by schools in the battalion area, according to White, offering recruiters an additional avenue to tell the Army story. One Waverly High School Future Soldier’s decision to serve prompted a headlining story in a local paper, complete with pictures of the Future Soldier wearing the sash with cap and gown. Several schools wanted to know if and when the other services might institute this sort of program so they could honor all future servicemembers in this way.

Ultimately, of the 96 high schools that expressed interest in the program 79 had graduating Future Soldiers.

This program provided the battalion’s recruiters with opportunities to demonstrate again how the Army is an integral part of schools and communities.

Soldiers from every Syracuse Battalion company attended Future Soldier graduation ceremonies to cheer on the new grads, mingle with other students, parents, family members and school staff, and take pictures of their Future Soldiers.

The battalion plans to order twice as many sashes for this school year.

Syracuse Battalion’s grad sash program process comprises the following steps:

1. Grad Sash program written as part of the battalion school plan.

2. Battalion ESS writes Grad Sash invitation letter, which the battalion commander signs.

3. Letters and participation forms are mailed out to every school district and every high school principal in mid-January or early February.

4. Soldiers and station commanders follow-up verbally with schools and

hand carry additional copies of original letter/forms.

5. Battalion ESS compiles spreadsheet of participating schools.

6. Company commanders provide names of Future Soldiers at participating schools.

7. May 15 is the final day for schools to register.

8. All Future Soldiers who enlisted before May 25 and are graduating at a participating school will get a sash.

9. First week of June, battalion ESS packages up sashes for each school.

10. Soldiers pick up sashes (very remote stations, sashes are mailed to schools)

11. Soldiers deliver sashes to each school’s graduation POC and coordinate Soldier presence at ceremony to support Future Soldiers and take pictures.

12. Soldiers send pictures and AARs up the chain of command to track ROI.

Note: Recruiters are reminded to refer to the guidance in USAREC Regulation 5-3, Local Marketing Program Planning and Execution, when implementing programs that include the purchase of personal presentation items.



Pfc. Mitchel Bethin, Sgt. Raymond Theriot Jr. and Pvt. Daniel Zogaria from Cheektowaga, N.Y., recruiting station.

COURTESY PHOTO



Station commander Sgt 1st Class, Chad Wasileski, watches as local kids enjoy the bungee run at the Zanesville Kicking Bear community outreach program. The event also provided him the opportunity to nurture his relationship with community COIs.

Station Commander Develops Influencers Through Youth Outreach Programs

Story and photo by D. Charone Monday
Columbus Battalion

As advertising budgets dwindle, finding sources that provide recruiters open access to applicants is high on everyone's list. One such source is community outreach programs that focus on local youth. Recently, Zanesville, Ohio, station commander Sgt. 1st Class Chad Wasileski partnered with a youth outreach program called Kicking Bear.

Kicking Bear, a nationwide mentoring program, uses outdoor events such as camping, archery, and canoeing to pair up underprivileged children with an adult mentor. They target youth from ages six to 16 and often include additional "fun" events such as hayrides, tug-of-war, canoe races, and overnight camping.

Even though the majority of the kids at the Zanesville event were not yet in high school, Wasileski considered his participation a high priority.

"I didn't really think about return on investment...that wasn't my primary focus. My primary focus was to show that Army recruiting is more than just going out and finding young men and

women to join the Army. It's also an organization that believes in youth and wants to exude a positive influence."

Armed with only the bungee run and a dog tag machine, the two-day event also provided the opportunity to develop influencers.

"You're going to get a return on investment because you're building community relations and personal relationships and out of that you're going to get enlistments down the road. It's good for the Army in the long run to show that we can be there just like anybody else in volunteering for different community events," Wasileski said.

"By us going out there and helping with the event it shows that we are part of the community too. We live here, our kids go to school here, and we want to give back to the families that participate in these types of events."

Though participating in these types of programs helps develop COIs, it's also a great way of helping the next wave of recruiters. The kids may be 6 years old now, but one day they will be juniors in high school and ready to consider serving their country. It's never too early to plant a positive Army image into America's youth.

New Orleans Company Soldiers Give Back to Community Through School

By Jennifer Villaume
Baton Rouge Battalion

Twenty New Orleans company recruiters and 60 Future Soldiers donated their time in July to paint Miller-McCoy Academy's interior walls for the students returning from summer break.

The project to paint the school developed from a meeting of the battalion and company leadership teams and members of the New Orleans chapter of the group 100 Black Men during the Essence festival earlier in the month.

"We don't have an Army installation here to provide us support so we count on our local community. This is our way of giving back to our community for taking us in like they do," said New Orleans Company 1st Sgt. Scottie LeBlanc.

Miller-McCoy Academy, New Orleans' only all-boys charter public school, serves over 530 urban students in East New Orleans. Miller-McCoy is an open admission, college preparatory school serving 5th grade through 12th grade as an option for parents seeking a gender based, structured environment with emphasis on math and business.

"The school opened in 2008 with 6th and 9th grade," said Assistant Principal Stephen Goodly. "We are excited because this is the first year we will have a graduating class."

"These students chose to attend a school that has uniforms that include a bow tie for middle school and full length neck tie for high school students. They chose to attend a school that has stricter standards than some of the other schools in the area," said LeBlanc.

"The buildings don't nearly meet the standards of the way they dress to attend it. We had an opportunity to change that a little. We can't do it all, but we can contribute our time to make the learning environment a little bit better for these young Americans," said LeBlanc.

The Future Soldiers came out to help the community that they are leaving to join the Army.

"The Army helps people, and now I am part of the Army, so I came to help the community I grew up in," said Future Soldier Chaquell Perry. "Our local schools need help."

Perry graduated with honors from O'Perry Walker High School and enlisted into the Army Reserve. She plans to attend the University of Louisiana at Lafayette to pursue a degree in medicine then into the Army Medical Scholarship program.

"Our Future Soldiers are excited to be giving to their community," said Maj. Mitch Mabardy, New Orleans company commander. "Community service is part of our Army values and this serves as a great learning experience for their future careers as Soldiers."



Miller-McCoy Academy Director of Student Discipline Norven Shipp, New Orleans Company Commander Maj. Mitch Mabardy and Assistant Principal Stephen Goodly stand in front of a newly painted schoolroom.



Sgt. 1st Class Negrete, Gretna Recruiting Station, and Blake Jones, Slidell Recruiting Station Future Soldier, help paint the classrooms of Miller-McCoy Academy in New Orleans as part of their Company's community service projects.

1. What publication establishes Army policy for leadership?

- a. AR 350-1
- b. AR 600-200
- c. AR 600-100
- d. DA Pam 350-58

2. What is the Army's strategic objective?

- a. Trained and equipped Soldiers and developed leaders
- b. Protect our National interests
- c. Win our Nation's wars
- d. Create a lean and mobile force

3. Which of the following is not a core leader competency?

- a. Leads by example
- b. Communicates
- c. Develops others
- d. Operates independently

4. What are the three levels of leadership?

- a. Direct, indirect, and multi-directional
- b. Direct, organizational, and strategic
- c. Decisive, shaping, and sustaining
- d. Autocratic, democratic, and functional

5. All leaders have a responsibility to develop those junior to them, to the fullest extent possible. In addition to institutional training and education, leaders can facilitate development through the knowledge and feedback they provide through what means?

- a. Distributed learning
- b. The Army Learning Management System (ALMS)
- c. Counseling, coaching, and mentoring
- d. Hands-on training

6. Leadership is the process of influencing people by providing purpose, direction, and motivation while operating to accomplish the mission and _____.

- a. improve the organization
- b. minimize risk
- c. minimize cost
- d. take care of Soldiers

7. In the Army leadership requirements model which of the following is an attribute?

- a. A Soldier developer
- b. An achiever
- c. A developer of others
- d. A leader with presence

8. Which of the following is NOT a core leader competency in the Army leadership requirements model?

- a. Leads
- b. Counsels
- c. Develops
- d. Achieves

9. Which of the following is one of the major factors that determine a leader's character?

- a. High morals
- b. Resilience
- c. Innovation
- d. Empathy

10. The impression that a leader makes on others contributes to the success in leading them. How others perceive a leader depends on the leader's _____.

- a. Demeanor
- b. Outward appearance
- c. Actions and words
- d. Charisma

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.army.mil/secure/communitybrowser.aspx?id=51486>.

Have you visited Recruiting ProNet lately? In keeping with October's "Leadership" theme, Sgt. 1st Class Terry Ford (station commander in Rolla, Mo.) wrote about the poisonous kind: toxic leadership. "This type of leadership could potentially lead to suicide," Ford wrote. Leaders don't have to threaten Soldiers to get results, Ford added. "Try helping them out once in a while or giving them the chance to accomplish a personal goal. They WILL work for you." See Ford's complete post and many others at <https://forums.army.mil/SECURE/CommunityBrowser.aspx?id=1541612>.

Use Caution to Avoid Hitting Deer

Compiled by the USAREC Safety Office

The animals that claim the largest number of lives in the United States are deer. There are more than 1.6 million deer-vehicle collisions each year, resulting in 150 occupant deaths, tens of thousands of injuries and over \$3.6 billion in vehicle damage, according to the Insurance Information Institute. The Institute also estimates the average claim for deer-vehicle collisions is \$3,000, depending on the type of vehicle and severity of the damage.

With such a high number of deer-vehicle collisions each year, it is extremely important to recognize this ever-present risk. October, November and December see a huge increase in deer activity because of the run of mating season (the “rut”). Nearly 47 percent of all collisions with deer take place during this three-month period. November has by far the highest number of deer/auto collision incidents. According to State Farm statistics, the top 10 states for deer-car accidents (July 1, 2008-June 30, 2009) are Pennsylvania, Michigan, New York, Ohio, Virginia, Georgia, Texas, Wisconsin, Illinois and North Carolina.

Deer-auto collisions also follow a pattern during a 24-hour period. The highest likelihood for a collision is between 5 and 8 a.m. and p.m. More than 50 percent of all collisions in the past five years occurred during those peak hours.

To minimize your risk of a collision with wildlife motorists should follow the following tips:

- Be aware of and when passing through a “Deer Crossing Zone”. Drive with caution in areas known to have a large deer population and in areas where roads divide agricultural fields from forestland. Collisions are not just in the country, however, many deer crashes occur on busy highways near cities.
- Be alert and drive cautiously during the early evening and morning hours when deer are particularly active. These are the highest risk times for deer-vehicle collisions.
- Scan the fields adjacent to roadways for deer. Often you can see deer approaching and can slow down to avoid a collision.
- During hours of darkness when there is no approaching traffic, set headlight to high beam or use fog lights to better illuminate the roadway and the eyes of any deer on or near the roadway.
- Where you see one deer crossing there will usually be another one (their wingman), deer seldom travel alone (They use the buddy system).
- If you see deer on the side of the road, slow down. Deer are unpredictable, especially when faced with glaring headlights, blowing horns and fast-moving vehicles. They often dart into traffic.
- Always wear your seat belt. Insurance Institute for Highway Safety (IIHS) reports that in a study of fatal animal crashes, 60 percent of people killed were not wearing a seat belt. Sixty-five percent of people killed in animal related crashes while riding motorcycles were not wearing a helmet.
- If deer are in the roadway and you are unable to stop to avoid hitting it, Do Not Swerve. Statistics prove it’s better to hit the deer than a vehicle in oncoming traffic or depart an improved road and flip, roll or strike an object. Brake firmly when you notice a deer in or near your path, but stay in your lane.
- Do not rely on devices such as deer whistles, deer fences and reflectors to deter deer. These devices have not proven effective.
- ALWAYS drive at a SAFE and prudent speed.

If you are unable to avoid a collision with a deer, take the following steps:

- Do not touch the animal! The deer, in attempting to move or get away, could hurt you or itself.
- Remove your automobile from the roadway, if possible.
- Call the police.

RECRUITER'S CODE OF ETHICS

I AM RESPONSIBLE FOR REPRESENTING THE UNITED STATES ARMY IN AN IMPORTANT POSITION DURING THIS PERIOD OF THE ARMY'S HISTORY. MY NEGLIGENCE OR DELAY IN FULFILLING THIS RESPONSIBILITY COULD PLACE IN DANGER THE AMERICAN WAY OF LIFE AND THE SACRED COURSE OF HUMAN FREEDOM.

I WILL ENCOURAGE TO ENLIST IN THE UNITED STATES ARMY THOSE YOUNG MEN AND WOMEN WHO ARE MORALLY, APTITUDINALLY, PHYSICALLY AND ADMINISTRATIVELY QUALIFIED, YOUNG PEOPLE WHO WILL SERVE WITH HONOR AND DISTINCTION, AND WITH WHOM I WOULD BE PROUD TO SERVE IN PEACE AS WELL AS IN WAR.

I WILL ALWAYS MAINTAIN THE HIGHEST STANDARDS OF MILITARY AND MORAL CONDUCT IN THE PERFORMANCE OF MY DUTIES WHILE CONDUCTING RECRUITING OPERATIONS THROUGHOUT THE UNITED STATES, ITS TERRITORIES AND OVERSEAS. I WILL LEAVE NO QUESTIONS AS TO THE CORRECTNESS OF MY ETHICAL STANDARDS OR MORAL PURPOSE, AND I WILL ALWAYS DEMONSTRATE AN UNSHAKABLE SENSE OF INTEGRITY.

I DEDICATE MYSELF TO THE SUPPORT OF MY ARMY AND MY COUNTRY. AND, WHEN I HAVE FULFILLED MY RESPONSIBILITIES AND DISCHARGED MY DUTIES, I WILL HAVE STRENGTHENED THE UNITED STATES, ITS ARMY AND THIS CODE THAT I WILL REPRESENT. I AM IN THE ARMY AND IN MY COMMUNITY.

