

RECRUITER

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Journal



Cutting Edge of
Cyber Recruiting



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Members of Cyber Recruiting Center at Fort Knox, Ky., support the field with chat rooms and blogs for interested prospects as well as information for Future Soldiers and their families. *Photo by Walt Kloeppel*

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The Chicago Battalion hosted the annual Army Strong zone at the 10 day Chicago Auto Show Feb. 13-22.



Cover:

Linguist Zuber Hewrami is an 09L translator for the Cyber Recruiting Center at Fort Knox, Ky.

Capitalizing

on a Virtual World

Today's technology continues to influence the way in which we conduct the business of recruiting for our All-Volunteer Army. To an even greater extent, advances in technology continue to influence the way in which the Army's target-age market gathers their information.

We have learned that the younger generation is less likely than ever to read newspapers and magazines and to view recruiting advertising in printed publications. The communication of choice for today's young men and women leads directly to the World Wide Web.

It seems hard to believe that the Army's recruiting Web site was posted more than 10 years ago. Since that time, visits to Web sites have evolved into social media environments. The GoArmy site's most recent update features "Ask A Soldier," an online discussion board where visitors can ask questions in a forum environment. Soldiers from across the Army are encouraged to answer prospects' questions from their point of view — a real life experience for your prospects.

GoArmy.com's use of video increased during the January update. The home page marquee features "Straight from Iraq," Real Soldiers, Real Stories from our deployed Soldiers, and "A World Like No Other," a virtual world where prospects can become familiar with the Army and imagine themselves in similar unique situations. The virtual world uses computer-generated imagery to allow prospects access to featured MOSs. The 3D approach is much like a gaming experience and contains rich video content. This virtual world capitalizes on the Millennial Generation trend of experiential marketing prior to engaging in consumer decisions.



Maj. Gen. Thomas P. Bostick

The GoArmy Web site was designed to be a one-source entry point for prospects and parents, and it answers questions for influencers and educators as well. It has been listed as one of the nation's top 5,000 Web sites with more than 13 million visitors last year. Young people are especially attracted to the site's latest trends in Web design.

We should urge prospects to explore GoArmy.com and additionally encourage Future Soldiers to register on the Future Soldier Training Center.com site. This month's magazine features an article on page 16 about this valuable way the Army is staying in touch with Future Soldiers. Both

of these Web sites were created to make your job easier by providing the knowledge today's generation requires before making an important decision about their future.

In addition to a successful Web site, USAREC has just completed 16 tactical segmentation ads that target subgroups within the overall market. Working with the S2s, who can identify the tactical segments, these ads allow recruiters to use direct messaging that resonates within their market. Our advertising initiatives expand the possibilities for reaching a larger audience with the Army message. Let's stay ready to take full advantage of all the McCann Worldgroup campaign can do for us.

Early last month I sent a command-wide message announcing MG Don Campbell as the next commanding general of Recruiting Command. He previously served in USAREC as the deputy commanding general. We are fortunate to have him and his wife, Ann, back on the team. They will do a wonderful job for the command and our Army.

Thank you for all that you do. Army Strong!

Integrity is Not an Option

Having the great honor and privilege to serve as the senior NCO of the Recruiting Command, I am thoroughly amazed when watching our NCO recruiters in action. The majority of recruiters are selected to serve by their branch managers; this is based on past success and future leadership potential. Many of those who were selected did not necessarily choose to serve as recruiters, but being professionals, they accepted the assignment. I commend them on their professional attitude.

As recruiters, our NCOs are leaders, communicators, planners, public relations experts, marketing experts, mentors and counselors. While serving as recruiters, NCOs enhance their leadership skill set and they will carry the knowledge and experience they've gained during their assignment throughout the remainder of their career.

Speaking of careers, let's talk about retention. No doubt, it is at the highest level it has been in some time. While Soldiers should weigh all the benefits to stay in the Army, as mentors, we need to be sure that those Soldiers who will not be staying on the team have a good solid plan when they transition out of the Army. We owe them that.

We also owe our Future Soldiers the very best. After having visited several reception stations, one of the continuing trends we have to watch is the rate of attrition. Some attrition is due to recurring issues applicants may have had in the past. Some trainees allege that they revealed this information to their recruiter prior to enlistment but were told, "Don't worry about it." Again, these are only allegations, but even if we only have a small percentage saying this, it must stop. It's not the right thing to do. We want qualified Soldiers. The pressure to achieve mission must not overrule our Army values, especially our integrity. Everything we do must be done with utmost integrity.

On this issue we must trust the system. If an applicant does not meet Army qualification standards, and they don't receive a waiver, they are not qualified. That is actually a good thing. It may not be a good thing for that recruiter in that month because the applicant may be the only person he or she had for the month, but that's OK. It's better to have that happen prior to shipping. Some applicants may make it through, but most won't and we would have wasted a lot of energy, time and training on someone



Command Sgt. Maj. Stephan Frennier

who had no chance. Trying to cover up law violations and other disqualifiers is not worth it. If you know outright that they are not qualified, move on to the next person. Of course, we want every applicant to leave on a positive note. We don't want to disgrace anyone but we have to respectfully tell them that they cannot join the Army because they are disqualified. Follow your conscience. Ask yourself, do you want this person to be a future leader? It's a question you have to ask. Is it someone who you would want your son or daughter entrusted to?

In closing, I want to encourage all who are interested in competing for the Sergeant Audie Murphy Club board to get your applications in this month, because the number of slots is limited. Contact your battalion command sergeant major for information concerning your local SAMC board. Hooah!



Rule of Engagement!

Marriage. The Most Difficult Job in the World

How to Make it Work!

By Chaplain (Lt. Col.) Doug Peterson

This is the fourth of our discussions on why relatively few of us fully and deeply enjoy the marriage relationship and what we can do about it. My encouragement has been to invest an effort in introspection and personal growth toward making what we have even better.

This month: Dealing with conflict, Part 2.

Last time I suggested three critical concepts to govern our handling of conflict.

- √ Your spouse is not your enemy.
- √ You can break the cycle of destructive patterns of conflict.
- √ Look at conflict as an opportunity for personal growth.

With that context laid, the one practical rule of engagement that I would emphasize in managing conflict is this:

- √ Attack the problem, not the person.

Is it easy and natural to attack the person? You bet it is!

On one occasion while I was stationed at Fort Hood, Texas, my wife called and asked me to stop for some bread at the commissary on my way home.

I was tired. It had been a long day, and I didn't feel like messing with anything that I really didn't have to mess with. But I stopped at the commissary just before closing and bought eight loaves for our family of 6 and one half. After arriving home, I carried the bread through the house to our freezer. I opened its top and impatiently and carelessly dumped the bread in.

My wife happened to be watching and asked, "Doug, how come you just dumped the bread into the freezer like that? Normally, you are neat and orderly. Why did you do it like that?"

My reply went something like this, "Hey, I just walked by the kitchen on my way to the freezer, and I saw dirty dishes stacked to the ceiling. What in the world have you been doing for the past week?"

Needless to say, things degenerated from there and it was a long night for me in the doghouse.

Now, what did I do? What should I have done? The mature thing would be for me to have said, "I'm sorry. Let me straighten out the bread." And that would have been the end of the story.

But instead, reacting to criticism, I attacked my wife. You see, there is something about human nature that doesn't like to be challenged, threatened, or attacked. Or how about accepting responsibility? Think again! And too often we are very good at either defending ourselves or attacking the other person in return.

What we need to do is to stop and ask ourselves, "What really is the issue at hand?" And then deal with that issue rather than attack the other person. Handling conflict should always be a positive, constructive process, not negative and destructive.

And watch out for other forms of personal attack.

- √ Name calling — labeling detracts from the issue.
- √ Being historical — bringing up all past crimes avoids the focus on the current issue.
- √ Mind-reading — pretending to know the person's motives is presumptuous; deal with the issue.

√ Using the words "always" and "never" — blanket condemnatory statements again avoid the current single issue.

Attack the problem rather than the person. Intellectually, it's an easy concept. But putting it into practice may require consistent effort and self-discipline. The results, however, will be well-worth it.

Next month: What will hold your marriage together, even in the most difficult of circumstances? We'll look at the Big "C" word.

THE WAY I SEE IT

How I Feel About Team Concept

Dear TWISI,

As an NCO, I'd like to speak from my perspective of the supposed team concept being practiced in 3d Brigade.

First, there is no such thing as a team concept and roles as set forth on paper. Not when right after being briefed on roles the command suggests that, oh, by the way, everyone is a prospector. That's right, this is indicative of the culture that won't change especially when numbers drive the success of the command.

Recruiting is not a team sport. The only accolades that we have are the trinkets won by our individual effort. It is not each recruiter's responsibility to motivate someone to want to work.

We have filled out more than three surveys about how we feel about this concept. By far the responses have been negative.

Why then are we continuing to waste time and effort going down this road that, as I am told, has been traveled before?

We recently scrapped the EBC project. After running the first EBC, I sent up the flag that this system has serious flaws. But we pushed ahead only to scrap it. The only way to completely eliminate the matches is to fingerprint first, which is why the new initiative in that regard may be worth it.

My most serious point is this; listen to the field, check the numbers, look at the statistics and see if this system is better. It's not. I, like many others, choose to recruit due to my success or lack thereof, being determined by me alone. But when I'm asked to complete a survey about this concept and supposedly requested to offer an honest assessment only to be told by the first sergeant that he knows that this team concept is here to stay, then why waste my time? I should just say what they want or better yet just mark C's all the way down.

We are disadvantaged in the awarding of points. My peers who are not in 3d

Brigade are seeing more success in awards and are moving ahead quicker. Why? They don't share points, we do. The extra pay initiative seems to be all but scrapped with no real notice.

I believe if we increase the individual training with dedicated days to do just that and increase the penalties for failure to follow orders, mixed in with praise, more motivation and more training, then we will get there. But if anyone believes that degradation, longer hours, threats and tough talk is going to scare the force into submission, then we need only look across the field to quash that train of thought viz Houston Battalion.

I love this occupation. But in order to be the best salesmen possible, our training should be based on just that. I believe we assume our force is comprised of GED Bravos when we make statements about this not being salesmanship but leadership. I submit that it is both, but when I attend my marketing and sales classes and see terms like ROP/SWOT and so on, I quickly recognize that we are selling a product. In my opinion we have the very best product in our field, and we should not be ashamed of that.

When I walk up to a potential applicant, I say "I am Staff Sgt. Knowitall, and I am a Army recruiter." I say it with force and pride. And they respect that.

I could go on and on with the concerns but please, if you don't respond to anything, I'd like the real deal about the team concept.

Staff Sgt. Marcus Brown

Chief of Staff Responds

Dear Staff Sgt. Brown

Thank you for your input to "The Way I see It." Your observations raised some interesting points recognized by the leadership of USAREC.

The commanding general has established a Commanding Generals Initiatives

If you have an issue you would like to have addressed through The Way I See It, e-mail TWISI@usarec.army.mil

Group. This newly formed office is charged to explore, test, pilot and develop initiatives using a methodical process to ensure a smoother transition for change within the command.

The CIG is reviewing lessons learned from the Team Recruiter Concept and is beginning an experiment called Pinnacle. This experiment explores how to remove the administrative processing and non-face-to-face tasks from recruiters to a civilian support team. This will allow recruiters to focus on interacting with the public. Another expected result of this experiment allows a division of labor leading to specialization of skills for the recruiters so their initial and sustainment training can provide a greater level of initial and retained skills making them more effective.

Their training on automation and processing requirements will be greatly reduced. This also allows the recruiter to focus on mastering the fundamental skills of communication and the art of influence while leaving the administrative processes to a civilian staff.

TRC was the first phase of many in the evolution of how the command will best use its most valuable asset, the recruiter. The TRC in its current form will likely expire as the command moves forward to a more refined set of processes which will evolve through the Pinnacle experiment. By taking the basics of TRC combined with the methodical testing of the best practices of Pinnacle, the command will propel the recruiter to become the star performer of USAREC and the Army's ambassador to the American people.

Thank you for responding to the program. For further information contact the CIG at 1-800-223-3735, ext. 6-5053 or e-mail at john.kessler@usarec.army.mil.

Sincerely,
Col. Hubert E. Bagley

Leveraging COIs to the Max!



Capt. Bradley Parker, Plano Texas Company Commander, speaks to the Plano Kiwanis Club to cultivate community relationships. Photo courtesy of Weber Shandwick

By Katie Garrett, Weber Shandwick

Engaging centers of influence allows recruiters to build positive and supportive environments in communities where the value of being a Soldier is recognized, understood and shared. These community champions become informed advocates, as well as trusted sources of information about the Army. Their status within the community can be effective in helping recruiters overcome obstacles and provide prospects and influencers with accurate, timely information about the Army.

“Influencers are an invaluable tool in the community. Not only can they open doors for recruiters, they can positively change perceptions about Army service and can help recruiters build a network of supporters in an area,” said Kim Hanson, chief, Advertising and Public Affairs, 2d Recruiting Brigade.

Every community has COIs. They may be business or civic group executives, former elected officials, education leaders or local celebrities. Some of them may have military backgrounds, experience in education, a desire to help today’s youth and more. Despite a COI’s experience level or area of expertise, all have the ability to influence. They have networks of friends and acquaintances who they can call on for support.

Outlined below are five key steps for creating a successful group of COIs.

1. Identify COIs in your designated area. Every community has those individuals who are well-known and respected locally with a proven track record of making things happen.

2. Classify COIs. Once COIs have been identified in your community, decide how they can help you. Questions like the following will help identify those COIs whose work corresponds closely to the Army’s mission:

- ◆ Do they work in a school district that you want access to?
- ◆ Can they get you in front of the city council?
- ◆ Can they help you get into a local event?

- ◆ Are they leaders of a veterans organization such as VFW, American Legion, Military Officers Association of America?
- ◆ Do they have a specific area of expertise that directly relates to the Army?

3. Engage potential super COIs. Next it is important to schedule individual, face-to-face meetings to connect with and engage COIs more fully. The meetings, which should include participation by Army personnel, create an opportunity to inform them about the benefits of Army service and determine their willingness to support the Army.

4. Highlight challenges and next steps. COIs who commit to the Army mission need to know where help is needed and what they can do. Commitment cards are an effective means of identifying how a COI wants to support the Army’s recruiting efforts. Potential commitments include:

- ◆ Help the local Army team define important channels of influence in the community.
- ◆ Use personal influence to open doors and create opportunities for local recruiters.
- ◆ Believe that service in the Army makes young Americans stronger and that becoming a Soldier is a career choice more Americans should consider.
- ◆ Commit to helping the Army meet its recruiting mission, strengthening communities and individuals, providing opportunities for young people and protecting the nation.

5. Follow-up with COIs. Finally, maintain close contact with your COIs. If they’ve helped you with an event, make sure they understand that their help was appreciated. Update COIs with next steps and keep them abreast of upcoming events in the area.

If you have questions about engaging and leveraging COIs or would like to learn more, visit www.ArmyGrassrootsPlaybook.com or contact Denny Shields at dshields@webershandwick.com.

Activating Change



By Donald Copley, Recruiting and Retention School

Are you “change capable?” Do you have the desire to help the commanding general create an organization that embraces change and provides value to all of those who serve in it? How would you be able to help achieve such an end-state? A soon-to-be launched training initiative, titled Activating Change, will give USAREC personnel the opportunity to do just that.

The goal of the Activating Change training is to expand our change capability by transforming the command into a model for developing Army leaders. This initiative is a key step in cultural change efforts designed to help make USAREC an assignment of choice for Soldiers, civilians and family members. The desired end-state is that Soldiers leave recruiting duty satisfied that their contributions were valued, supported and recognized within the U.S. Army Recruiting Command.

The Activating Change training, scheduled for release this summer, will be structured around three key hallmarks of change identified as part of USAREC research efforts and decided upon by USAREC senior leadership.

The first hallmark, *Activating Capability*: Encompasses leadership practices that tap into the ability to change that exists in every individual. The second hallmark is *Communicating for Results*: effective leaders fill information gaps and use dialogue to generate energy and momentum. The third hallmark is *Monitoring Mechanics and Mood*: Effective leaders can address logistical challenges and budding resistance to a change.

This training will follow a blended learning train-the-trainer methodology and will be rolled out to the command between May and June of this year using a five-phase approach.

Phase 1 - Brigade commander, command sergeant major, staff

Phase 2 - Battalion commander, command sergeant major, staff

Phase 3 - Company commanders and first sergeants

Phase 4 - Station commanders

Phase 5 – Recruiters

The training will consist of four blended elements. The first element will be a 10-to-15-minute Distance Learning introduction session available through the BlackBoard classroom. The second element will be a 90-minute Distance Learning module for recruiters and 180-minute Distance Learning module for all others, also will be hosted available on the BlackBoard learning platform. The third element of this training will be a 90-minute virtual classroom session to allow for small group instruction. The fourth element of training will be an on-the-job application practical exercise using the tools you were trained on. This final application demonstration will be a written document on lessons learned when applying the activating change training. This document will be submitted back to the BlackBoard learning classroom as the final hurdle for course completion.

Prospecting for Success

By Lucas Hutton, *Recruiting and Retention-Training*

Ask any recruiting leader what's the recruiter's most important task and the likely response is prospecting. It is the fundamental recruiting activity. Lack of prospecting degrades all other recruiting functions and puts the station's mission at risk. Vigorous, persistent, and effective daily prospecting is key to success.

In general, recruiters prospect by one of three methods: by telephone, face-to-face contact, or by mail. Telephone prospecting includes both conventional phone calls and text messaging. Mail includes e-mail and conventional postal mail. Veteran recruiters are probably wondering about referral prospecting and the familiar P1, P2, P3, and P4. See the sidebar item.

An efficient prospecting method allows the recruiter to quickly contact a great number of people and yields a high number of enlistments. Telephone and e-mail prospecting rank most efficient. Face-to-face contact less so, but the recruiter's personal physical presence can make a powerful impression. Which method is best depends on the local environment, the season of the year, the time of day, type of prospect, and the recruiter's skills and preferences. What matters are results.

Recruiting doctrine guides how we think about recruiting in general and prospecting in particular. Two revised recruiting doctrine manuals taking a fresh look at prospecting will be published soon USAREC Manual 3-0, Recruiting Operations, and USAREC Manual 3-02, Recruiting Company and Station Operations.

While prospecting will continue to be a fundamental task, recruiting veterans will notice a reduced emphasis on lead generation by the recruiter.

Today most of the lead generation happens at higher levels. The Army buys lists of prospects from many sources. Leads are collected at national and local events. Recruiters get quite enough leads to keep them busy and productive.

Recruiters on the Frontline

Despite enlistment incentives and aggressive advertising campaigns, recruiting stations remain the frontline bringing powerful strategic resources to bear at the tactical level.

Prospecting puts the Army into direct personal contact with people. A prospect can ignore a TV ad. A recruiter's personal approach demands a response.

Every level of command conducts some type of prospecting. A person responding to a national ad is responding to a prospecting operation. However, if that person decides to enlist, he or she will be interviewed by a local recruiter. Station commanders and recruiters are best positioned to determine which prospecting methods work best in their environment.

At the station level, prospecting involves a recruiter reaching out to prospects for the purpose of getting an appointment.

Leaders and recruiters must think of prospects as high-value targets. The recruiter must know where to find the highest concentration of high-value targets, when those targets will be within range, and which weapon will be most effective against those targets. The recruiter, therefore, must execute prospecting operations at the time and place that will most likely bring results. Spending 90 minutes calling high school seniors during school hours is a huge waste of time. Walking around the local shopping mall early Monday morning is equally nonproductive.

The Power of Referrals

A referral is a powerful multiplier. A referral can enhance the recruiter's credibility and steer him or her toward a high-value target. A contact enhanced by a referral will more likely result in an enlistment than a pure cold call. This fact alone shows why

every commander and every leader needs to develop their own set of COIs. The recruiter should view every person they meet — even people who cannot enlist — as a potential COI and a potential source of referrals.

The commander must look closely at results. A classic USAREC prospecting operation is the boiler-room. In a typical boiler-room session recruiters pound the telephone keys. How many of those new appointments turned into an interview that produced qualified applicants who enlisted? The answers tell the commander whether boiler-room sessions or even telephone prospecting itself are efficient and effective in their local environment.

Prospecting analysis tells the local commander which methods work best and when. If face-to-face prospecting generates 40 percent of enlistments every month, the leader can determine how much time and energy to devote to such operations.

Prospecting analysis also helps the commander identify training needs. If recruiters are interviewing many prospects but converting few of them to applicants, the commander may need to refresh their interviewing skills.

What Happened to My Ps

Any Soldier who has been in USAREC longer than a few weeks knows all about P1, P2, P3, and P4. The P- system has been around for decades. Readers will find not a trace of it in the revised manuals being released this year.

The P- system served as convenient shorthand — P1 prospecting by telephone, P2 prospecting by referrals, P3 face-to-face prospecting, P4 prospecting by e-mail.

Let's say a center of influence refers someone to a recruiter who calls the prospect and makes an appointment, essentially, making a prospecting phone call. So, did the recruiter prospect by phone or by referral? Heated arguments can erupt over such questions, but who cares? What matters is the recruiter got an appointment with a prospect. Dropping P2 certainly does not devalue referrals. Successful recruiters know from experience that referrals enhance their credibility with prospects. A referral makes it easier to get an appointment. A referral makes it all the more likely that the prospect will become an applicant and that the applicant will become a Soldier.

As for the whole P- system, it makes sense to drop this contrived way of speaking. Instead, our manuals discuss the various prospecting methods in plain English.



Photo by Walt Kloeppel

Suicide Prevention

—to follow Army ‘Stand Down’ Day

By Gary Sheftick, Army News Service

An Armywide “stand down” for suicide-prevention training continued through March 15, and it will be followed by chain teaching that must be completed by July 15.

The centerpiece of the stand-down training is an interactive video called “Beyond the Front” that Army Vice Chief of Staff Gen. Peter W. Chiarelli said he spent five hours with on a recent Sunday.



Deputy Chief of Chaplains Brig. Gen. Don Rutherford provides closing remarks March 4 at the Suicide Prevention Summit attended by more than 100 chaplains from across the Army.

During a blogger’s roundtable on suicide prevention, Chiarelli said the interactive video is “some of the best facilitation for training that I’ve seen in 36 years in the Army.” He said the purpose of the video is to reduce the stigma of seeking help, to teach Soldiers to recognize the signs of suicide and how to provide help to a battle buddy.

Commands are scheduling this stand-down training with the video in two- to four-hour blocks during a 30-day window that began Feb. 15. Soldiers watch the interactive video in small groups and make decisions on how to react to the vignettes. Their decisions determine the outcome of the vignettes and ultimately whether the Soldier on the video lives or dies.

It’s important for all Soldiers — especially NCOs and junior officers — to be able to offer capable intervention to those at risk, Chiarelli said.

“Unfortunately suicide is touching every segment of our force — Active, Reserve and National Guard; officer and enlisted; deployed and nondeployed, and yet-to-be-deployed,” Chiarelli said.

Last fiscal year, 138 Soldiers committed suicide, Chiarelli said, and five additional cases are still pending confirmation. In January, 12 Soldiers committed suicide with another 12 cases still pending. In February, two Soldiers committed suicide and another 16 cases are still pending confirmation.

“As a Soldier and a leader, I’m deeply saddened every time a Soldier loses his or her life,” Chiarelli said, “but it’s especially troubling when a Soldier commits suicide.”

About a third of those Soldiers were deployed, Chiarelli said. Another third had returned from a deployment, and the last third had never been deployed.

“The rational person might think, the more deployments, the more likely you are to commit suicide,” Chiarelli said. “But we saw just the opposite.”

He explained that “a certain resiliency” seems to grow in Soldiers that have completed multiple deployments.

Chiarelli announced at the roundtable that a new Suicide Prevention Task Force has been created and will be headed by Brig. Gen. Colleen L. McGuire. The task force will look across

Chain Teaching

. . .the training is designed to reduce the stigma of seeking help. . .

multiple disciplines — from personnel to medical — to try and discern the root causes of suicide and synchronize solutions.

There's no single solution to the problem, Chiarelli said, characterizing it as "very, very complicated."

About half of the Soldiers who committed suicide last year had sought treatment from mental-healthcare providers, Chiarelli said. Yet they still committed suicide.

Only 5.4 percent of the suicide victims had been diagnosed with Post Traumatic Stress Disorder, said Col. Elspeth C. Ritchie, a psychiatrist who serves as director of Strategic Communications for the Army Medical Department. She said 17 percent had problems with substance abuse.

About 60 percent of those who committed suicide had relationship problems, said Col. Thomas Languirand of Army G-1. Some also had compounded legal problems, financial problems, or work problems, the panel explained.

Chiarelli participated in a two-hour video teleconference with commanders across the Army whose units had been affected by suicides. Commanders in Iraq, Korea and other locations shared feedback. He said the video teleconference will be followed by a written report.

Also, Chiarelli spoke to more than 100 chaplains from across the Army gathered for a suicide-prevention "summit" meeting.

Many of the chaplains came from brigade level and lower and deal with Soldier problems on a daily basis, said Col. Dave Reese, director of ministry initiatives for the Army's Chief of Chaplains Office, and a planner of the summit.

Reese said the chaplains broke into four groups to discuss suicide prevention across four domains: Life skills training, Intervention and crises, Fostering hope, and Engaging grief and recovery.

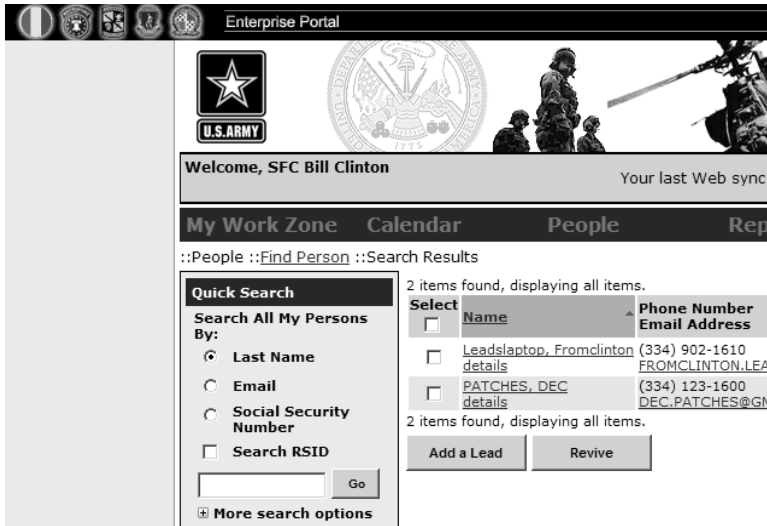
Eight professionals with Lean Six Sigma black belts (in business transformation) helped facilitate the group discussions on programs such as the "Strong Bonds" retreat for married couples and helped chaplains develop some new ideas. The initiatives will eventually comprise what Reese termed a renewed "holistic approach" to suicide prevention for chaplains.

What USAREC Is Doing To Meet Army Goals

USAREC conducted suicide prevention stand-down training Feb. 13. Recruiting operations were suspended to conduct commandwide training and leader development as part of the Army stand-down requirement. The command continues with conducting chain teaching with the "Army Shoulder to Shoulder, No Soldier Stands Alone" video and training focused on use of the ACE Suicide Intervention. The chain-teach training is being conducted March 15 to July 15 and is intended to augment the Army suicide video, "Beyond the Front," which offers a more intimate approach to training conducted by small unit leaders and first-line supervisors.

The Army's "Shoulder to Shoulder, No Soldier Stands Alone" video has been placed on the USAREC home page under the Training tab. USAREC conducted Suicide Prevention Sustainment Training in February, with all training phases continuing. This establishes routine suicide prevention annual training requirements and institutionalizes Army Suicide Prevention training in USAREC policy. Commanders may reuse materials provided for additional training. The Commander's Tool Kit is available at <http://www.armyg1.army.mil/hr/suicide/default.asp> to assist with selection of materials.

USAREC G-1, in coordination with the chaplain and command psychologist, are working with the Training Division to ensure requirements are being scheduled and tracked. If you have questions, contact Capt. Jessica Alston, G-1, at (502) 626-2015, Chaplain (Lt. Col.) Doug Peterson at (502) 626-0535 or Col. Linda Ross at (803) 751-8758.



eNSQ, Part III

By Michael Mitchell, USAREC G3

How will I use eNSQ to complete a record? In the previous two articles, RJ February and March, we discussed the update to Standard Form 86 to a new process called eNSQ. We explained how eNSQ would allow more efficiency while collecting information into the ARISS system, how more in depth the eNSQ question would be in certain sections, how the different screen layouts would be presented and how the questions would be arranged. This month we will get into the nuts and bolts of eNSQ — how to access it and what steps you will have to do to complete a record for enlistment.

How do I access this new application? It is important to know that eNSQ is an online Web-based application which will require a VPN connection to access. Once a VPN connection is established, you can access eNSQ from Recruiter Zone and Leader Zone for the majority of USAREC recruiters, while AMEDD and chaplain recruiters will gain access through DCA.

While in Recruiter Zone, use your mouse to hover over the People section and select “Find Person.” After you select Find Person and the next screen comes up, you must select the drop down by “Record Status” and choose “prospect/applicant.” After you select prospect/applicant you must select at least one additional criterion before you click the find button. Your search results will come up and show all of your prospects and applicants. Remember, you can only get to eNSQ if the record is in a prospect or applicant status. From there you only have to click on the person’s name, and it will take you to eNSQ.

Once eNSQ comes up you will be at the eNSQ home page. From there you can fill out the record from the noted sections on the home screen. The sections are: Person, Physical Screening Criteria, Personal Screening Criteria, Aliases, Contact Method, Citizenship, Residences, Education, Military Service

History, Military Service Schools, Employment History, Character References, Family & Associates, Foreign History, Moral Screening Criteria, Background/Investigation, Financial History, Technology Information, Group/Member Association.

The other way to access eNSQ will be through Leader Zone and this can be accomplished by clicking on “Person” in the upper left hand corner of the screen and after the next screen comes up, which is the search screen. You have to set your parameters by choosing the status of either prospect or applicant and then click “search.” Once the search results come up, click the name, which is hyper linked. The selected person will come up in a different screen and at the bottom left there will be a hyper link for eNSQ.

Once you click on eNSQ it will take you to the eNSQ home page and from there you can start to complete the record by going through each section. The amazing part about this option is that the station commander can update, edit, or complete the eNSQ portion of the record.

As you know, there are limitations to a lot of things that we do in our business. Once eNSQ is deployed there will be certain steps that must be done in conjunction with each other. The Army Interview, updating contact history, initiating waivers will all still need to be completed in RZ Lite on the Recruiter Workstation. Moral Waivers will require you to complete the moral section in eNSQ before the waiver will be ready for submission to the station commander. You will be able to fill out the questions in RZ Lite and all the questions that are exactly the same will populate the same questions in eNSQ. This will be the same if you fill out all the questions in eNSQ — it will populate the same questions and additional information in RZ Lite after successful replication. With all that in mind, there will be a requirement to use both systems for one applicant to fully enlist them.

AMEDD and chaplain users will experience little or no change with eNSQ. DCA is a complete online system and eNSQ blends almost seamlessly into the current DCA framework. DCA users will notice a few changes added by eNSQ. AMEDD and chaplain users will access eNSQ the same way enlisted users access eNSQ from RZ. MRB BATs will be able to provide detailed training on eNSQ prior to April 20.

eNSQ might look different and may be Web-based but there are certain sections that collect the same data that RZ Lite sections collect. The Person screen within eNSQ collects the same data as RZ Lite's "Prospect" screen with the addition of height, weight, eye color, hair color and body fat percentage. eNSQ streamlines certain data from screens within RZ Lite to one page in eNSQ. The sections of Financial History, Technology Info, and Foreign History have added questions that are not covered in RZ Lite. Since there are multiple sections that have added questions that are not covered in RZ Lite, you would as a user have to go through every section in eNSQ and mark them as complete before you can enlist the applicant.

With how replication works, it would be beneficial for you to complete the entire record in eNSQ first to make sure that all the data has been entered correctly. Then the data can be replicated down to RZ Lite to be filled in. A plus for using eNSQ is that you are given explanations as to what data is to be inputted in each field. There will be a detailed users guide published with step-by-step procedures helping you with eNSQ. Your battalion BATs will facilitate training within your battalions before the deployment of eNSQ. Rest assured you will be familiar with this new application.

eNSQ was developed to facilitate a requirement by DOD. eNSQ will hold about 70 percent of the enlistment record leaving the other 30 percent in RZ Lite. There are plans being executed to bring all functions and activities into one application, but for now it has to be this way. eNSQ will make your information collecting from the applicant more efficient and it will become second nature after you use it on a daily basis. It will be up to you to accept the change and embrace it as part of your daily operations. Detailed training will be conducted via VCS by your Battalion Application Trainer and Battalion Master Trainer from April 9 through May 1. Selected battalions will participate as Early User Test participants to "test drive" the application prior to fielding to the entire command between April 20-24. Send questions to Sgt. 1st Class Michael G. Mitchell @ Michael.mitchell4@usarec.army.mil or 502-626-1137.

Having a Problem Getting a Good Wireless Connection?

By Frank Perkins

USAREC is putting many recruiter applications on the Web, including eNSQ and many of the functions that are currently on the recruiter's laptop will eventually go on the Web. Also, AMEDD and chaplain are completely reliant on accessing the Direct Commissioning and Accessioning system, which is only accessible via the Web. The benefits of the Web are faster updates, the ability for multiple users to work on the same applicant (currently available to AMEDD and chaplain users), and no need to replicate data to and from the laptop. However, there is often frustration when it comes time to obtaining a secure connection. This will soon pertain to enlisted recruiting applications as they become more Web based with less data maintained on the laptop.

You must have a quality secure connection to ensure successful interaction with your applicant so you can successfully use Web applications, sign documents and project the applicant for processing. Air cards offer some relief, but what if there is no service or degraded service at your chosen location? This is where planning can help you ensure success.

When using air cards you have to understand what constitutes a good data connection. Signing documents electronically requires large bites of data to transfer to and from the applications, so your air card needs to connect with a good signal, at least four bars. Most air card companies offer a service area coverage map to let you know what to expect for connection speeds. Some Web sites provide you with a color coded map with the ability to enter an address, city, state or ZIP code and the type of connection you will receive with your air card at that location. If you can't get a connection in the coverage area on the map, you should plan ahead and have another option.

If your applicant has DSL or cable internet and a wireless router at his or her residence you can possibly connect there. Since most laptops are set up to connect from the recruiting station, this will require you to configure the Odyssey Client Manager on your laptop to connect through a different network provider. If you have never worked with the Odyssey Client Manager you should practice connecting to different networks beforehand. To open Odyssey, double click on the icon in your system tray, from this screen you can search for networks, save a network for future use, and select saved networks.

At some point it may be necessary to meet your applicant at a local hot spot. Many businesses and meeting places are now offering free wireless-internet to their patrons. There are many Web sites set up to help find these locations with nothing more than an address or ZIP code. These sites will help you find the best location to complete your application and sign documents. Of course, it would be a great idea to visit the location, check out the atmosphere, configure your Odyssey Client Manager, connect with your secure tunnel and access the system before meeting with the applicant.

Pinnacle

Making Recruiting Fun. Really!



Story and photo by Fonda Bock, Associate Editor, *Recruiter Journal*

Imagine a recruiting environment where recruiters work on average 50-60 hours a week, there's no more paperwork or phone prospecting; instead recruiters spend all their time face to face with prospects and the American public telling the Army story. There are no more quotas and recruiters are no longer monitored and chided for not making numbers.

This concept, all rolled up in a pilot project called The Pinnacle Experiment, is designed to more effectively and efficiently increase the number of recruits, lessen the burden on recruiters and make the job more enjoyable. And it's coming eventually to a station near you.

Pinnacle calls for sweeping changes in the duties of recruiters, a division of labor and a change in the mindset of recruiting. Instead of having recruiters take care of every detail of getting a prospect enlisted, the different duties will be assigned to different groups of people skilled in those particular areas.

"The concepts are simple and proven," said Rick Ayer, Director of the Commanding General's Initiative Group. "Quite frankly, the mindset of all our leadership and the Army has got to change, transition from a force that's been doing this linear every step a recruiter has to do process. We want to get away from the term recruiter. They're a Soldier assigned to recruiting duty. They're a Soldier who's the Army's ambassador to the American public and we need to portray them that way."

Currently, recruiters spend countless hours making phone calls to prospects and handling administrative paperwork. Under Pinnacle, all that will be handled by a support team of civilians.

"Recruiters are too critical to be spending their time on the administrative. Their time needs to be focused on having that interview, that face-to-face interaction whether it be with an applicant, the prospect's parents, with the center of influence, VIP or school principal. The key tasks of Soldiers are to tell their Army story, to counsel applicants, develop COIs, lead Future Soldiers. Anything that's face-to-face with the American people is what we want a Soldier doing," said Ayer.

Civilians will do all the background checks, drug testing, make sure packets are complete and data entry. They will set up appearances, school visits and appointments for recruiters with fully qualified, interested applicants, making the recruiting process much more efficient.

"(Right now) in order to achieve an 80,000 mission, you've got to interview about 540,000," said Ayer. "Now (we) give them leads and they've got to go looking for like a needle in a haystack for the qualified. Not a very good ratio. (When) you put in place other folks who are doing massive screening, it's like using a magnet to draw the needles out and then it's easier to pick them right off the edges of the haystack."

Pinnacle also calls for taking another duty off station commanders' plates — marketing. According to Ayer, station commanders currently get only a day or two of training in marketing, which he says is not enough.

"They aren't marketers, but we're telling them to develop marketing plans. Why don't we have a local marketing firm in every area of the nation, who understands that market, that's all they do full time. Let's use people who know how to do marketing assist in determining here's where you need to be, here's the right traffic flow, here's where people hang out, here's where the youth are, do the research for us and set up the events," said Ayer.

When recruiters are stationed back in their hometowns, their faces could end up on the Army Real Hero action figures and in local advertising, said Ayer. "We want them to be a hometown hero, to be a star in that community, a role model for young men and women and to be the quality control for the Army. And in the end, if you want an interview with this recruiter to join our Army, you've got to earn the ability to do that."

Stations will still have to make mission, but quotas won't be held over recruiters' heads. Their performance will be measured by how effectively they communicate, how well they tell their Soldier story and how many people they talk to actually enlist. But if the numbers aren't adding up, the command will look for ways to modify the system on the front end and with the



Sgt. 1st Class Anthony Clark, a recruiter at the Radcliff, Ky., Station, talks to a prospect March 17, who's interested in getting more information about joining the Army. Radcliff is the first station where Pinnacle will be implemented when it goes into effect this summer.

civilian support team. The support team will focus on the quantity while the Soldiers focus on the quality of (recruits).

“You can have more advertising, do more phone calls, send out more mail, add more incentives to draw more people into the funnel to begin with,” explained Ayer. “Modify up front, don’t start putting your thumb on recruiters’ heads. That’s a lot of what we do. Let’s work them longer hours to get the same results. We need to work smarter, not harder.”

It’s possible some of the smaller recruiting stations will close — which ones are yet to be determined. Currently, there are almost 9,300 military personnel working in recruiting stations across the country. Under Pinnacle, that number would drop to just over 8,250, more than 3,100 of whom would be civilians, freeing up more NCOs to work in the operational Army.

Maj. Byron Trexler, company commander for Radcliff Company in Kentucky near Fort Knox, the first company where Pinnacle will be implemented, views that as an improvement over the way it works now.

“Right now we have enough NCOs within the grades of E5 to E7 that can fill in several brigades. So we’re taking away combat power that can be used more effective in terms of the mission we’re trying to do around the world as opposed to recruiting. And if we can achieve that and still make our mission, then we’ll be doing good things.”

The look of Army recruiting will also change. Right now recruiting stations typically have white walls and black

furniture. Ayer wants to see the working environment become more inviting with a splash of color on the walls and interactive computer screens that talk about Army careers, where troops are deployed — technology comparable to what you’d find in an Apple store.

The ultimate goal of Pinnacle is to increase the number of quality enlistees, increase morale and make recruiting a more enjoyable option for Soldiers, said Ayer.

“Most Soldiers would like to be a spokesman for the Army and talk about their service and what they’re proud of. It’s hard to be proud when you’re spending your whole time going, gosh I’ve got to get this many people in a month or I’m going to be in trouble. And you pick the right people. There are some people who just aren’t going to like doing that and they shouldn’t be on recruiting duty.”

Pinnacle is scheduled to go into effect at the Radcliff Company this July. Trexler is optimistic about what it holds for the future of USAREC and the Army.

“For the applicant it allows them to make the best decision possible. For the working environment for the recruiter, they will have a relatively known schedule, a lifestyle more akin to any other type of job in the garrison environment that the rest of the Army has. For the Army as a whole, it will allow them to have more personnel for the nation’s missions, whether it’s domestic or foreign. And for USAREC, to be able to more efficiently use its manpower.”



USAREC Cyber Recruiting Center contractors Mike Skirvin and Ray Chitwood respond to e-mail from Future Soldiers and applicants about Army benefits, basic training and MOS choices. *Photos by Walt Kloeppel*

Future Soldiers Can Blog About Enlistment

By Pearl Ingram, Recruiter Journal Editor

Staying on the cutting edge with the 18- to 24- age group sometimes happens almost by accident. At least that's what happened with the Future Soldier Training Center.com, an upstart within Cyber Recruiting.

Surprisingly, chat room interest is declining, according to George Silva, cyber recruiting division chief.

Today's prime market is more into text messaging, participating in threads, and getting feedback to their questions instantly. That's not possible with the Army's FutureSoldiers.com Web site. The site offers chat but only on a scheduled basis.

"When it first started, we were just checking AKO accounts," said Silva. "It really had no defined limits, so we started playing with it, as contractors. We are now able to do more."

Recruiters assist Future Soldiers in setting up their AKO accounts, which is a requirement for all Soldiers. A couple of years ago, those who had incorrect accounts or had not registered for an account were telephoned by the Future Soldier Center contract employees and told about USAREC's FutureSoldierTrainingCenter.com.

"All of this came about based off the feedback we were getting as we contacted Future Soldiers across the command," said John Dunlosky, cyber center customer support.

To answer the instant feedback requirement that today's youths demand, several contract employees added forums and messaging. Under the family forum, Future Soldiers and family members can blog or chat about military health care with a family information specialist. More than 1,500 spouses have registered on the site.

"There is a bulletin board and a Web section for spouses and families," said Silva.

The Future Soldier Center now provides the social networking today's youth expect, especially when they are entering a new environment, such as an Army enlistment.

"There's the stress of enlistment and there's the motivation," said Silva. "Once you enlist, your stress kind of goes up because you have made a commitment. The longer you are in the delayed entry, the more you are stressed because of things you don't know."

Recruiters are required to make contact with Future Soldiers twice each month according to Silva. The Future Soldier Center can make contact twice a week and some Future Soldiers enter the site that often. Between the chat room and the Future Soldier Training Center, notification of two suicides have been received, several traffic tickets have been discovered and reported to recruiters, even pregnancies have been divulged.

Families can visit <http://www.jackson.army.mil> to get information on their Soldier attending basic training at Fort Jackson, S.C.

The message boards are broken down by ship dates, allowing interaction between Future Soldiers who will be attending training at the same time. They can view videos of their MOS and download the video to share with buddies.

“A lot of people talk with discussion threads,” said Dunlosky. “They can post something, make a statement, ask a question, read information and can hang around or they can come back in a couple of hours or a couple of weeks to see what response they have gotten.”

The goal behind the topic discussion thread is to encourage cross communication. A Future Soldier can speak directly to a drill sergeant and ask whatever question off the top of their head.

Nearly 6,900 Future Soldiers have registered on the site. The first requirement for registration is to have a full AKO account. The second requirement is to be in the Future Soldier Training Program. There have been more than 2,100 topic threads that have generated more than 9,800 posts, according to Dunlosky.

Although the site offers a lot, there is the down side said Silva. Some Soldiers have complained that it could lead to DEP loss.

“A DEP loss can come from the news, a bad day, or a (relationship) break up,” said Silva. He feels the Future Soldier Training Center offers recruiters and Future Soldiers more positives than negatives.

According to Command Sgt. Maj. Jeffrey Ingram, Special Missions Brigade, which oversees the Cyber Center, the recruiter needs to know that someone at higher headquarters is engaging Future Soldiers and acting as an early warning in providing the station and recruiter information, whether it is good or bad.

Future Soldiers are asked questions such as have you set up a direct deposit for banking. Would you like to enroll in a cyber squad? Do you know about the SMART2K referral program?

Changes in the Future Soldier’s status, such as development of a health issue or criminal incident, are immediately referred to the recruiter. Reports on the statistics of phone calls, e-mails and chats began going to brigade and battalion in March.


“The more people talk to the Future Soldier, helps him build confidence,” said Ingram. “I think that is the No. 1 thing it (the Future Soldier Center) does.



Doug Hoernke, supervisor for the Leads Refinement Center, answers a question for Cyber Center contract employees during online chat in the USAREC Cyber Recruiting Center.

What the Future Soldier Center Does

- Alerts recruiters to issues that Future Soldiers disclose
- Provides transcripts of Future Soldier Interactions showing topics important to the Future Soldier
- Assists Future Soldiers in establishing AKO and SMART2K accounts
- Grants access to Future Soldier Training System, the pre-basic training tasks list, and motivates Future Soldiers to complete list.
- Contacts families regarding Army lifestyle and Army benefits



Army Humvee displayed at 2009 Chicago Auto Show, Feb. 12. Photo by Courtney Whittmann

Army makes Big Splash at Auto Show

*Story courtesy of the Office of the Chief of Public Affairs
Midwest*

The Chicago Battalion hosted the annual Army Strong zone at the 10-day Chicago Auto Show Feb. 13-22. Filled with combat vehicles, flight simulators, helicopters and chin-up bars, the display attracted tens of thousands of people.

As visitors made their way past Hyundais, Hummers, Saabs and Subarus, the Army Strong zone covered in camouflage and marked with the signature yellow and black Army Strong logo caught their attention. Visitors lined up to climb the two-story rock wall, test their flying skills in an Apache flight simulator, compete in physical training exercises led by the Mobile Drill Exhibiter Team, and create a custom-made dog tag.

“(The Army zone) provided something fascinating and fun for the kids and brought a smile to everyone’s face,” said Sgt. 1st Class Phillips, Chicago Battalion.

Throughout the show, the battalion hosted senior military officials, Army athletes, Army musicians, America’s Army Real Heroes and Chicago media personalities. According to Battalion Commander Lt. Col. Ed Box, the battalion’s participation in the nation’s largest auto show increases Army awareness and creates a positive image of the Army and Soldiers.

Sgt. 1st Class Jamie Buckley, Recruiting Command Entertainment Team, sang the National Anthem for the opening



Olympic gold medalist Spc. Vincent Hancock and Sgt. Walter Glenn Eller III, Army Marksmanship Unit, sign autographs Feb. 22. Hancock won the gold medal at the 2008 Olympics for skeet shooting. Eller won gold for men's double trap shooting. Photo by Courtney Wittmann

Sgt. 1st Class Jason Harrison and Staff Sgt. Jeremy Beals, part of the Mobile Exhibitor Drill Sergeant Team, count the number of pull-ups performed by a willing spectator in the Army Strong zone area at the 2009 Chicago Auto Show. Photo by Brandi Schiff

ceremony, which was attended by Illinois Gov. Patrick Quinn and Secretary of State, Jesse White. Buckley also gave multiple performances throughout the weekend in the Army display area and greeted thousands of visitors as they shuffled in and out.

Maj. Gen. Thomas Bostick, commanding general, USAREC, conversed with Future Soldiers, local centers of influence and conducted media interviews. He spoke about the importance of maintaining an interactive relationship between America and the Army and congratulated the Future Soldiers on their commitment to patriotism.

The show featured two Olympic Gold medalists from the Army Marksmanship Unit, Spc. Vincent Hancock and Sgt. Walter Glenn Eller III. Hancock and Eller signed autographs for hundreds of visitors, while a few feet away, America's Army Real Hero Sgt. 1st Class John Adams gave signed copies of his action figure to eager kids.

The event also hosted Army ambassador and Chicago TV personality Merri Dee, who spoke to local high school students and Future Soldiers and signed autographs. Dee discussed the satisfying and honorable work of Soldiers and talked about the 150 plus jobs available in the Army.

"(The Chicago Auto Show) is a chance to show people the Army offers a great opportunity to have a good, secure job," said Sgt. Will Mora, Chicago Battalion.

The battalion's correlating advertising theme "Now Hiring, Ages 17-41" adorned the halls of the convention center during the 10-day event and helped generate more than 15,000 leads and 130 on-site appointments.

Visitors to the Army display could see and learn about Future Combat Systems' Class IV Unmanned Aerial Vehicle, which was on exhibit in the Army Strong zone. A looping video distributed information to those passing by and familiarized the general public with the future of the Army's combat vehicles.

Whether stopping by to climb the rock wall, take a ride in the Apache simulator, have an Army Marksmen Olympic gold medalist sign an autograph, or talk with a recruiter about joining the Army, the Army Strong zone provided something for all one-and-a-half-million visitors at the 2009 Chicago Auto Show.

Protect our Children

By Jack Nix, USAREC G-1

Army research since the start of OEF and OIF calls attention to child abuse and child neglect in our Army family. While child abuse numbers have actually declined, incidences of child neglect seem to increase with lengthy and multiple deployments. The harm done to children through neglect can be serious. It can lead to chronic problems that endure into adulthood. Neglect in certain forms can even result in the death of a child.

The Army and USAREC are committed to the prevention of child abuse in all its forms. Prevention of child abuse and neglect requires being alert to the warning signs. Troubled relationships, breakdowns in family functioning, signs of mental health problems, behavior problems in our children — all of these are serious warning signs.

April 2009 is Child Abuse Prevention Month in the Army and throughout the country. In USAREC, we are dedicating this month to an increased emphasis on the prevention of all forms of child maltreatment with a special focus on child neglect. The theme for the campaign is Act Now - Prevent Child Abuse/ Neglect. No matter what your role in our community, be aware of the warning signs, be prepared to help in the prevention effort, and be prepared to act. Parents at home, parents who are deployed, or parents who are in any stage of the deployment cycle stage, take responsibility and overcome the challenges

ACT NOW: PREVENT CHILD ABUSE AND NEGLECT



APRIL IS CHILD ABUSE PREVENTION MONTH IN THE ARMY

that may get in the way of your duty to protect and care for your children. Family and friends, step up and lend a hand to parents in need of support.

We know that our Soldiers and our families are resilient – truly Army Strong and that our Army community stands behind them. That resilience is important in the campaign against child abuse and neglect. Take action. Support each other. Be ready to seek out and accept the support and help you need.

The USAREC Family Advocacy Program leads the way in providing full support for the prevention agenda. Act Now and Prevent Child Abuse and Neglect. Turn to the USAREC Army Family Advocacy Program staff, FAPCs at brigade for tips on prevention.



Enter Sandman

By Michael B. Abrams, Anniston Army Depot, Ala.

I thought I was invincible 30 years ago. I was working in Washington, D.C., in a great job on my third assignment as an enlisted Soldier. As a specialist, I had a room in my barracks at Fort Myer, Va., and worked at a broadcast booth at the Navy Yard in Washington, D.C.

My girlfriend and I were soon to be married, so I found an apartment I could afford in Fairfax, Va. The only thing I had to do was drive to Alexandria, Ala., and get to the church on time. My noncommissioned officer in charge saw to it my work was caught up and I was set for two weeks leave.

When Tuesday afternoon rolled around, he told me I could leave, but warned me to be safe. I went to bed early, knowing I'd need to be rested to make the drive from Fort Myer to Alexandria. I woke up at 11 p.m., feeling great after a few hours of sleep.

I decided if I left right after midnight, I could get a six-hour jump on the trip and arrive at my fiancée's home about noon. I pulled out a little after midnight, driving my new car. The weather was clear and the traffic was light. This was going to be an easy trip. I had promised my NCOIC and my fiancée I'd be careful on this trip. But, to me, "careful" meant wearing my seat belt, doing the speed limit and not driving under the influence. I was used to driving long distances and had covered the 650 miles from Fort Myer to Alexandria in the past without problems. But this trip would be different.

After nearly six hours on the road, I was exhausted. My nap the previous evening hadn't been enough to carry me all the way through the trip. I surfed the radio without finding much of anything I liked, so I decided to stop when I found a place. In the meantime, I rolled down the windows and shifted and stretched in my seat. I made up songs and sang them — badly. If only I could make it just a little while longer. But the sandman had other plans. It was about 6 a.m. and there was a light drizzle on the road. I was driving near Lexington, N.C., crossing a small bridge when exhaustion overcame excitement and I fell asleep at the wheel. I don't remember the "crash" — only waking up afterward and wondering what had happened.

I'd driven over a short concrete bridge siding and landed with my car nose down in a dry creek bed. The car was at such a

steep angle the door fell open when I pushed it and I jumped to the ground. Fortunately, thanks to the light traffic, I hadn't hit anyone else. As I waited, other drivers stopped to help me until the state trooper arrived. I didn't know it then, but I had three deep cuts on my face. When the state trooper arrived, he radioed for an ambulance and a wrecker. I went to a hospital while what was left of my car went to a junkyard.

The doctors stitched up my face and looked for signs of broken bones or other trauma. I appeared to be OK and was released. However, now I was stuck without a car and with very little cash. I tried to contact my NCOIC and left him a voice message. I said I'd been in an accident, but wasn't badly injured and intended to continue my trip. I decided not to call my fiancée — I didn't want to worry her.

I got a lift to the Winston-Salem airport, where I used my credit card to rent a car. I then recovered my personal items from the wrecked car and got on the road again. Although I was tired, I was determined to get to the church on time — even if it killed me.

I eventually arrived safely at my in-laws' home. As it turned out, my NCOIC had gotten my message and called my fiancée, concerned how I was. She'd been a nervous wreck all day, wondering what kind of condition I was in. After describing my day-long adventure and receiving my first tongue lashing from the in-laws, I collapsed on a bed and fell fast asleep. That accident nearly cost me my life.

The outcome would have been very different if I'd hit the bridge siding a little further to the left on my front bumper. As it was, I cost the Army an ambulance ride, a couple of hours in the emergency room and medical treatment that included 32 stitches. We celebrated our 30th anniversary this year. We still take long trips, but I do a much better job of planning for them.

Nowadays, I use information provided by the U.S. Army Combat Readiness/Safety Center — particularly the Travel Risk Planning System (TRiPS) — and other sources to plan for proper rest before and during our travels. Back when I thought I was invincible, I thought fatigue was the one risk factor I could beat. I was wrong. I almost let it turn my trip to be with the girl of my dreams into a nightmare.

A Medical Miracle Enlists

Story and photo by D. Charone Monday, Columbus Battalion

Brandon McCain was born with a rare strain of spinal meningitis. At the time of his diagnosis, there were only 10 cases like it in the entire U.S. To make matters worse, he came from a broken home and also suffered from severe burns over his whole body caused by his blood cells not mixing properly.

At the age of 3, doctors told his parents that they expected him to lose all of his limbs and recommended immediate amputation of his left leg. Fortunately for him, his grandfather insisted that his parents refuse the operation.

After spending three months in the hospital, he was sent home in a wheelchair. His father had custody and provided the best he could for him. However, after one year, his father told him that he was tired of pushing him around and he had two options — either crawl or learn to walk. As cruel as this sounded at the time, Brandon now realizes it was the best thing that ever happened to him.

Because of his father's decision, Brandon began to crawl, and at age 5, he was walking with a full-support brace. Over time he started running and broke two braces from being too active. By third grade he was playing sports at school just like any other kid and the doctors pronounced him a medical miracle.

Due to his burns and subsequent skin grafts, he had a lot of scars on his face. As you may suspect, many school kids made fun of him because of the deep scars. But Brandon just kept on going ... braces, scars and all.

During his teen years, because of Brandon's previous condition, he developed severe muscle loss in his left leg. But even with this new medical problem, he still continued to play sports, which gave him a sense of belonging.

After he graduated, Brandon's uncle, a 25-year Army veteran, started talking to him about the Army. As his interest in the Army grew, Brandon decided to talk to a recruiter. It was then he learned that the damage to his left leg might disqualify him for service.



Brandon's recruiter, Staff Sgt. Highwood, shakes his hand after his successful enlistment into the Army.

With a lot of help and encouragement from his recruiters, a medical waiver was processed and Brandon was able to enlist. "I'm really excited about going into the Army. I'm ready to start a new chapter in my life," Brandon said.

For a young man who has overcome many obstacles in life, perhaps the biggest need that the Army will fulfill is that of finally giving him a sense of family.

According to Brandon, "I'm most looking forward to the camaraderie in the Army. My uncle told me it's just like a brotherhood and that's one thing I'm looking forward to because I'd like to have a close family, and I feel like now I'm finally getting one."



Albany Recruiter Promoted Meritoriously

By Andy Entwistle, Albany Battalion

Sgt. 1st Class Paul Drew was promoted meritoriously by Brig. Gen. Joe Anderson, USAREC deputy commander, in the Albany station on Feb. 25. Drew competed with 23 other Regular Army recruiters for the honor and was one of 10 selected.

"This is a big day," Anderson said as Amanda Drew "pinned" the new rank on her husband. "Although he has performed beyond his peers, this promotion is really recognition of his potential to lead them into the future."

Drew, a native of Greenfield, Mass., joined the Albany Battalion in 2002 as the personnel administration NCO but soon volunteered for recruiting duty. In 2004 he attended the Army Recruiter Course and in 2007 converted to attend the station commander course. Drew was named the battalion's top RA recruiter in 2007 and 2008, and last year he also earned the Morrell Award.

92 Year Old Still Active, Still on Duty

By Andy Entwistle, Albany Battalion

Sgt. 1st Class Richard Smethurst wore an armband instead of a Recruiter Badge. He didn't have a cell phone or a computer, but he knew his territory and his product.

He proved that in Jan. 1964, writing 15 contracts to earn the title of Top Recruiter in New Haven Company and a typewritten letter of thanks from his commander.

"Those were the days of the draft," explained Smethurst, 92, as he sat in the Waterbury Station, which he commanded 40 years ago. "Everybody had to take the AFQT. We got the scores each week and I called all the I-Alphas. I told them they could get drafted for the needs of the Army for two years, or they could enlist with me for three years, and pick their job. That worked pretty well."

The former recruiter spent 28 years on active duty, 20 of them in Recruiting Command, before retiring in 1971. According to Waterbury station commander Sgt. 1st Class Warren Steele, he hasn't lost a step.

"He's in here a couple times a month with the honor rolls for the schools. It's great blueprint information and it helps the guys with their calls. He also brings in school articles and stories about layoffs, all the local intel. He really knows the area," Steele said.

"He loves visiting the recruiters," said Madeline, Smethurst's wife of 62 years. "It's the closest he can come to the Army without going back on duty. It's just in his blood."

Smethurst, a Connecticut native, still reads Army Times at his home each week and knows the current pay scale. He's up on the latest recruiting incentives and excitedly spoke about the benefits of the new GI Bill.

"I tell people, where else are you going to get your whole education paid for? I bought my house with the GI Bill after World War II. People just don't realize the benefits of Army service."

Madeline agreed. "I never imagined we could live like we do at our age, but with the pension, and the medical care, it's wonderful. I don't know why everyone who joins doesn't stay 20 years," she said.

Smethurst enlisted in 1943 and served in the China-Burma-India Theater during World War II.

In 1946 he was assigned to the Armed Forces Entrance Examination Station — what we now call a MEPS — in New Haven, Conn. He later worked at the New Haven recruiting station for seven years, until he deployed to Vietnam in 1966.

In 1968 he commanded the Waterbury station and then opened Danbury as a one-man station just before his retirement. Even then he did not stray from the Army, spending the next 13 years as a personnel clerk with AFEES.

Some things have changed — there were no PPIs in Smethurst's day, no badges or Morrell Award, and the DEP lasted only 90 days — but other things remain constant. He flashes his business card, RPI 232A, from 1963. They were blank in those days, and recruiters used a stamp to personalize them.

"We left these everywhere," Smethurst said, "and we still took appointment calendars to our COIs; that's what we called them even then. We took care of the secretaries and they took care of us. We knew everybody in our area, the cops, the store owners, and we had them all working for us."

"There's a lot we can learn from him and other vets," Steele said as Smethurst rose to leave, carefully straightening his Army baseball cap.

"He has the voice of experience. I tell my new recruiters they just have to be smart enough to listen."



Waterbury station commander Sgt. 1st Class Warren Steele stands with 92-year-old Richard Smethurst and his wife, Madeline. Smethurst earned top recruiter in New Haven Company in 1964.

Texas Recruit Inspires Friends to Enlist

Story and photo by John L. Thompson III, Houston Battalion

Tomball High School track star John Lopez took a chance meeting with an Army recruiter at a car wash and turned it into an opportunity to live his dreams of Army service. Armed with an outgoing personality, he helped two of his friends enlist in the Army and has others considering taking the challenge of an Army career.

It was like any other day for Staff Sgt. Michelle Balboa, a recruiter working out of the Tomball station. While Balboa waited for her vehicle to cycle through the car wash she engaged Lopez in conversation. As it turned out, not only did he enlist in the Army — she says he became one of her “go-getters” when he used opportunities to talk with others about Army service, benefits and his decision to join.

Lopez, who also played varsity football, spoke with Balboa about his fervent desire to enter into the field of aviation. That conversation at the car wash led to an appointment at the recruiting station and ultimately ended with his enlistment contract as an aviation mechanic.

Lopez says, “It is the opportunity the Army gives me.

“In the Army you just learn it and then do it. And it takes less time than if you were in a civilian school.”

The Army pays for Lopez to learn the skills of an aviation mechanic and following his training he gains real-world experience while working on Army helicopters.

It was opportunity that led Lopez to interest others in joining him in the Army.

“I met with one of my friends I graduated high school with at a party,” said Lopez. “I asked him what he was doing and he explained he was working and “working on going to college.” I told him the Army could help him out.”

Lopez says he wasn’t planning on talking about the Army that night, but when his friend showed interest he spoke to him about the many jobs and benefits the Army offers and ultimately

led him to Staff Sgt. Balboa and the friend’s enlistment in the Army.

So far two of his friends have signed on the dotted line. One friend will be a military policeman and the other an Army Cavalry Scout.

It is Lopez’s easy going style and popularity with students at Tomball High school that helped him interact with those students.

“Everybody at school calls him “J-Lo” and says to him “Hey, how’s it going,” Balboa said. “He pretty much tells his experience so far about how he joined and what (training and benefits) he is getting and what he will be doing. He is laying out his plans for the future to those he meets.”

Balboa said she was very much impressed with the self-assurance he carries and how he looks to keep his many friends informed about an alternative career path they can



Staff Sgt. Michelle Balboa takes a moment with John Lopez, graduate of Tomball High School in Tomball, Texas. After securing his future by enlisting in the Army, he worked with two friends helping them become Army Strong. Photo by John L. Thompson III

explore when leaving high school.

Balboa said she was “blown-away” when individuals referred by Lopez started coming through the door. And she quickly added she is very proud of his professionalism and desire to help others.

Lopez shipped in March as a private first class. One of Lopez’s friends left for training earlier this year and the second is a senior at Tomball High School and will depart after graduation. Even though Lopez departed to Fort Jackson, S.C., other individuals he spoke with are still making their way to the Tomball station for an interview with Staff Sgt. Balboa.

“In the Army you just learn it and then do it. And it takes less time than if you were in a civilian school.” — John Lopez



Recruiter Earns Chamber of Commerce Recognition

Sgt. Kurt Curtis, Atlantic station commander, accepted the award for Chamber Newcomer of the Year from the Atlantic Chamber President, Kathie Hockenberry, on Jan. 17, at the annual Atlantic Area Chamber of Commerce dinner and awards banquet. Atlantic station is part of the Des Moines, Iowa company, Minneapolis Battalion.

U-Haul Partners with Army, Signs PaYS Memorandum of Agreement

By Deborah Marie Gibson, Phoenix Battalion

U-Haul, the “industry leader of do-it-yourself moving,” signed a PaYS agreement with the Army at U-Haul International in Phoenix, Ariz., Feb. 20. More than 80 guests attended the ceremony as 5th Brigade Commander Col. Robert Akam signed the agreement with U-Haul International President John Taylor.

“We support our military personnel and have always given a high priority to veterans in our hiring process,” said Taylor.

U-Haul has corporate recruiters who hire and place veterans in the company, as well as working with military installations’ Transition Assistance Offices, the Army Community Alumni Project, Hire Heroes USA, and the Disabled Veterans Outreach Program. In addition, they support numerous veteran agencies such as Soldiers Ride and the USO.

U-Haul was founded by a Navy veteran in 1945. After serving his country during World War II, L.S. Shoen introduced U-Haul to corporate America.

The corporation believes the values instilled in our service members are a valuable asset to the company.

“Such things as loyalty, respect, selfless service, honor and integrity are values that help make a corporation successful,” said Ed Custodian, U-Haul military recruiter and Army veteran.

The Phoenix battalion now has 34 PaYS partners.

“The Army is excited to add U-Haul to its team of corporate partners,” said Lt. Col. Michelle Mitchell, Phoenix battalion commander. “Signing this agreement enables our recruiters to offer quality employment opportunities to Soldiers upon entering the civilian workforce.”



5th Brigade Commander Robert Akam signs a memorandum of agreement with U-Haul International President John Taylor.

Solid Success in Recruiting, Retention

By Donna Miles American Forces Press Services

Department of Defense officials announced March 9, across-the-board recruiting and retention successes in February with every service meeting or exceeding its active-duty, Reserve and National Guard goals.

The statistics reflect solid recruiting performance during a month that Pentagon spokesman Bryan Whitman noted is traditionally a slow recruiting period.

Both the Army and Marine Corps, which are in the midst of growing their forces, exceeded their February goals. The Army led active-component recruiting signing on 324 more Soldiers than its 6,000-Soldier goal for February. The Marine Corps, with 1,752 new accessions, topped its monthly goal by a whopping 36 percent officials said.

In the reserve components, the Army National Guard signed on 6,114 members, 109 percent of its goal. The Army Reserve, with 3,614 accessions, topped its goal by 15 percent.

These recruiting successes continue a fiscal 2009 trend despite what the Pentagon's accessions chief described last week as a particularly challenging recruiting environment.

"The services have done a remarkable job in recruiting a quality force in an environment that has been characterized by most as the most challenging since the advent of the all-volunteer force in 1973," Curtis Gilroy, director of the Pentagon's Accessions Policy Office, told Congress.

But despite the challenges, Gilroy reported a strong year for military recruiting. "I'm delighted to report to you that the state of recruiting and retention for our active-duty force, as we are one-third of the way through fiscal 2009, is a success."



File Photo

Golden Knights Celebrate 50th Anniversary

By Cheryle Rivas, Golden Knights

The Golden Knights kicked off their 50th anniversary March 16 during a ceremony to celebrate the team's golden anniversary of serving the country as Army ambassadors representing more than one million Soldiers. Several original members of the 1959 team were there wearing jackets with the original parachute team patch.

Guest speaker Secretary of the Army Pete Geren noted that "as we celebrate the 50 years of the Golden Knights, we also celebrate the year of the NCO, adding that the "backbone of the Golden Knights is just like the backbone of our Army, it's the non-commissioned officer. NCO's are the Army's heart and soul."

The Knights unveiled a special 50th anniversary patch that team members will wear throughout the year. Busts of former

team members Sgt. 1st Class Pedro Munoz, a combat fatality in Afghanistan and member of the Gold demonstration team from 1998 to 2002, and Chief Warrant Officer Michael J. Novosel, a former pilot with the Golden Knights who earned the Medal of Honor for actions in Vietnam as a helicopter pilot were dedicated.

The Golden Knights have special activities planned for the coming months, including jumps into the new Yankees Stadium and the Statue of Liberty grounds.

For more information about the year-long 50th anniversary celebration visit www.usarec.army.mil/hq/GoldenKnights.

Financial Assistance with PCSing

By Rick Ward, USAREC

The recent drop in home prices has prompted legislation that provides assistance for military homeowners who are PCSing or have PCSed.

If you have moved or are moving, you may be eligible for financial assistance if you're selling your home or sold it after July 1, 2006.

Although DoD is in the process of establishing policy guidance and no action will be taken on the applications until guidance is received, now is the time to enroll in this program if you think you want to take advantage of these benefits. Only military personnel are eligible for this assistance.

The eligibility requirements are as follows:

1. Permanent reassignment requires a move of more than 50 miles.
2. Reassignment ordered between

Feb. 1, 2006 and Sept. 30, 2012 or earlier dates designated by the Secretary of Defense.

3. Property purchased or contract to purchase signed before July 1, 2006.

4. Property sold by owner between July 1, 2006 and Sept. 30, 2012, or an earlier date designated by the Secretary of Defense.

5. Property was the primary residence of the owner.

6. Owner has not previously received these benefit payments.

Download the application packet and complete the application on <http://hap.usace.army.mil/homepage.html>. Carefully read all instructions and mail your completed application to the USACE district responsible for the area in which your home is located — map is on the website.

Once DoD implementing guidance is received, the district will contact you concerning your eligibility and benefits.

A-RAP Suspended

The Army Recruiter Assistance Program Army RAP, the Docupak-administered referral assistance program for active Army enlisted Soldiers and Future Soldiers, was temporarily suspended March 6. This suspension does not affect the Referral Bonus Program referrals made via the Army Referral System-Sergeant Major of the Army Recruiting Team referral process.

Individuals who are already part-time recruiting assistants with Docupak and have confirmed referral enlistments, for which they have already received the first payment, will be paid in accordance with the terms and conditions of their employment.

A-RAP is accepting no new referrals from registered participants and no new program registrants as of March 6.

Army RAP participants may continue to submit referrals through ARS-SMART at www.ak.army.mil or through the USAREC 1-800 number dedicated to this program, 1-800-223-3735, ext. 6-0473.

Protection of Recruiting, Retention Incentives Urged

By Donna Miles, American Forces Press Services

Recognizing the likelihood of defense budget cuts, senior defense and military leaders have urged Congress to protect incentives they call critical to recruiting and retention.

Curtis Gilroy, the Pentagon's accessions policy director, emphasized the importance of bonuses and other enticements that attract qualified candidates from the 25 percent of the recruitment-age population that qualifies for military service.

As the Defense Department and military services look for ways to pare recruiting and retention programs, Gilroy urged the House Armed Services Committee's military personnel subcommittee to resist wholesale cuts that would have a negative long-term impact.

Gilroy conceded that the bleak labor market and flailing economy are likely to help the military fill its ranks with quality recruits.

"As the economy continues to dip and unemployment rises, recruiting should be somewhat less difficult. We know this," he said. "But the economy is not the only driver of our recruiting and retention programs. We have other significant challenges that are facing us today."

Adult influencers are less likely to recommend military service to young people than four, three or even two years ago. The propensity of young people to join the military has dropped. Meanwhile, there's been a declining pool of eligible, qualified young people who want to serve.

Gilroy pointed to shortcomings he said disqualify about three-quarters of all recruitment-age youth: obesity and other health problems, physical fitness deficiencies and lack of a high school diploma or equivalent, among them.

"We have a crisis in this country," he said. "When we add up all these disqualifiers, we find that only 25 percent

of our young people today ages 17 to 24 are qualified for military service."

Army Lt. Gen. Michael D. Rochelle, the Army's deputy chief of staff for personnel, agreed that recruiting and retention incentives have helped the Army fill its ranks with quality Soldiers despite the longest period of conflict in U.S. history.

"As a result, for the past two years, we met or exceeded our recruiting and retention goals for the total Army," he said.

But Rochelle said those successes can't be taken for granted. "The eligible population to serve in the armed forces has declined, and we must continue to work hard to attract and retain the very best."

Gilroy urged the subcommittee to avoid a repeat of the late 1970s, mid-1980s and late 1990s. When the economy weakened and recruiting and retention became less challenging, recruiting budgets got axed with long-term consequences.

"These lessons from the past showed us it is easy and quick to cut budgets during times when recruiting and retention are successful," he said. "But we also learned from those lessons of the past how difficult and how time-consuming and how expensive it is when we need to ramp up when recruiting and retention failed as a result of those budget cuts."

Retirement Guide

By Army News Service

The Army has created a retirement guide just for Army Reserve Soldiers and their families.

The 26-page Army Reserve Non-regular Retirement Information Guide was written specifically to cover the unique circumstances of Reserve retirement.

The guide is the result of a collaboration between the Army G-1 Retirement Services Division, part of the G-1's Human Resources Policy Directorate, and the Army Reserve Command.

"Publishing this guide represents a big step forward in helping to ensure that Reserve Soldiers and their families

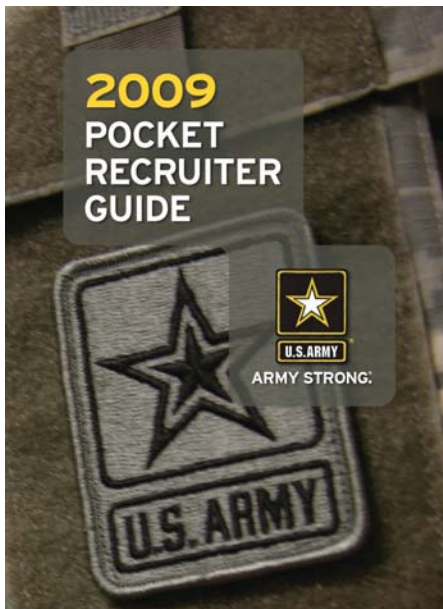
receive the Army's full support before and after retirement," said John Radke, chief of Army G-1 Retirement Services. "My team now includes an Army Reserve liaison officer, Lt. Col. Robert Hagan, who is spearheading our initiative to support this vital population."

One only needs to open a newspaper or turn on the television to understand the tremendous contributions the reserve-component Soldiers are making every day in support of Army missions literally across the globe, Radke said.

"We know these Soldiers are serving with distinction. We owe it to them and their families to make sure they're ready to retire," said Radke.

Publishing this guide will make it much easier for reserve-component Soldiers to understand the chronological steps they need to take before their actual retirement.

The guide is in the process of being distributed through the Reserve. In the meantime, it's available online on both the Army G-1 Retirement Services homepage at <http://www.armyg1.army.mil/retire>, under the "What's New" tab and on the special Army Knowledge Online site for Army Retirees at <https://www.us.army.mil/suite/page/559734>.



The 2009 Recruiter Pocket Guide was mailed out during March. More are available if you need them. Contact your battalion APA for extras.

April – Sexual Assault Awareness Month 2009

By Jack Nix, USAREC G-1

The Secretary of the Army and the Army Chief of Staff are aggressively implementing the Army's new Sexual Assault Prevention Strategy approved last August.

This comprehensive strategy consists of four overlapping phases, each of which have specific goals for reducing sexual assaults while simultaneously increasing Soldiers' propensity to report this crime.

Reaching these goals requires a clear cultural change that repudiates sexual assault. Your dedication and personal involvement will ensure the success of the strategy and the safety of Soldiers and civilians throughout the Army.

The goals of the Sexual Assault Prevention strategies are to:

Phase I: Committed Army leadership with an end state of aggressive senior leader condemnation.

Phase II: Army-wide conviction with ownership of sexual assault prevention. All Soldiers must act to stop assaults before they occur.

Phase III: Achieve Cultural Change, thus becoming the DoD retention leader where Soldiers live the Army values and eliminate assaults within our ranks.

Phase IV: Sustainment, Refinement, and Sharing, where others tell our story, we broadly share lessons learned, we sustain commitment and continually refine the program, and our program serves as a blueprint for our nation.

As the Army moves aggressively to implement its prevention strategy, all leaders must continue to sustain and improve their response efforts, training execution, offender accountability and care of victims of this crime.

The Army's policy on sexual assault is stated in AR 600-20, Chapter 8.

- ◆ Sexual assault is criminal offense that has no place in the Army.

- ◆ It degrades mission readiness by devastating the Army's ability to work effectively as a team.

- ◆ Every Soldier who is aware of a sexual assault should immediately — within 24 hours — report the incident.

- ◆ Sexual assault is incompatible with Army values and is punishable under the uniform code of military justice and other federal and local civilian laws.

- ◆ The Army will treat all victims of sexual assault with dignity, fairness, and respect.

- ◆ The Army will treat every reported sexual assault incident seriously by following guidelines. The information and circumstances of the allegations will only be disclosed on a need-to-know basis.

- ◆ The policy applies both on and off-post, duty and non-duty hours to all working, living, and recreational environments, including on and off-post housing.

April is Sexual Assault Awareness Month across the nation and the Armed Forces. In the Army and USAREC, sexual assault awareness and prevention is the every day responsibility of every Soldier and civilian. Together we can prevent sexual assaults in USAREC and set the example for the Army, the other services and our nation.

Contact your brigade sexual assault response coordinator for additional information and training.

MEPS Wins Award

USMEPCOM, the Department of Defense organization responsible for ensuring all applicants for enlistment in the armed services meet DoD aptitude, medical, and moral standards, received the 2008 Gold Award for North America — Global Awards for Excellence in Business Process Management, March 2.

The command operates 65 Military Entrance Processing Stations and administered almost 2 million Armed Services Vocational Aptitude Battery tests, medical examinations and background screening processes during FY 2008.

The award recognizes organizations that excel in implementing innovative business process solutions that meet strategic business objectives.

Gold Badges



FEBRUARY 2009

ALBANY

SFC Wallace Cunningham

ATLANTA

SFC Buddy Hagans
SFC Charlie Pippens
SSG Charles Quick
SSG Travas McBride
SSG Mitchell Richard
SSG Roger Rodriguez
SGT Kevin Shelby

BALTIMORE

SSG Patrick Boucher
SSG David Cavell
SSG Robert Guerra
SSG James Nelson
SSG Pernell Woodford
SGT Keith Lewis

CHICAGO

SGT Joshua Beadles
SGT Jacob Smith

CLEVELAND

SFC Elle Whitacre
SSG William Farmer
SSG Robert Ferguson
SSG Jeremiah Gooden
SSG James Jacobs
SSG Shawn Molloy
SSG David Myers
SSG Stephen Reed
SSG Tavaar Robertson
SSG Laura Spencer
SSG Craig Stasko
SGT Stephen Campbell
SGT Quinton Cooley
SGT Christopher Greer
SGT James Moorhouse

COLUMBIA

SFC Allen French
SSG Kyle Johnson
SSG Edwin Maldonado
SGT Freddie Jones
SGT Samuel Williams

DALLAS

SFC Quinton Harris
SSG Clark Randolph

FRESNO

SSG John Durham
SSG George Heath
SSG Tanya Mays
SSG Siphon Phan
SGT Angelica Brock
SGT Jonathon Morgan
SGT Adrian Urrutia

GREAT LAKES

SFC Deuntay Fields
SFC Jason Mitchell
SSG Robert Boerson
SSG Fredrick Brodie
SSG Kyon Cortez
SSG Brad Eifert
SSG Jarroun Freeman
SSG Adam Jacobs

SSG Marquis Ray
SSG Jason Rose
SSG Clifford Scott
SSG Terry Stenson
SSG Bradford Webster
SGT Jesse Dailey
SGT David Dunn
SGT Michael Klick
SGT April Scoener
SGT John Siple
SGT Jason Wade

HARRISBURG

SFC Rebecca Gerber
SGT Jessica Mitznahuatlcoyotl

HOUSTON

SFC Thomas Jensen
SSG Raymond Parrish
SSG Jeremy Serafini
SSG Travis Womack
SGT Jesse Duenes

INDIANAPOLIS

SSG Jason Barlow
SSG Antonio Brooks
SSG Andrew Lee
SGT Garen Walker

JACKSONVILLE

SSG James Beeman
SSG Torrin Bouvia

MID-ATLANTIC

SSG Curlington Goodluck
SGT Levi Vernon
SGT Aaron Wight

MILWAUKEE

SFC Frederick Youngs
SSG David Leonhardt
SSG Chris Morris Sr.
SSG Chase Rudd
SSG Jason Webster
SGT Tony Fisher
SGT Keith Samperisi
SGT Tyler Stockdale

MINNEAPOLIS

SFC Shannon Svoboda
SSG Barry Dreyer
SSG William Martin
SSG Lyndon Modin
SSG Andrew Milnes
SSG Joseph Smith
SGT Derek Beck
SGT Andrew Clements
SGT Brian Lockwood
SGT Burton Mazingo
SGT Roberto Rodriguez
SGT Shaun Weston

MONTGOMERY

SFC Joseph Miller
SFC Clark Pinyan
SFC Irene Reddock
SSG Jason Henn
SSG Eric Hicks
SSG Keith Pinkowski
SSG Henry Steedley
SSG Yerlondra Tapia
SGT Riki Knight
SGT Paul Myer

NASHVILLE

SFC Christopher Amos
SFC Andrew Cornett
SSG Timothy Bell
SSG Daniel Brown
SSG Marlon Butterworth
SSG Scott Carroll
SSG Michael Driggs
SSG George Favire
SSG Lemuel Howell
SSG Edward Minney
SSG Jerod Pauley
SSG Gena Williams
SGT Travis Cottington
SGT Kyle Kuta
SGT Isom Mullins
SGT Michael Stevenson
SGT Chrishone Wilson
CPL Dustin Skiles

NEW ENGLAND

SFC Johan Ponder
SFC Thomas Whittemore
SSG Benjamin Ames
SSG Brock Clukey
SSG Kristopher Decambra
SSG David Huntington
SSG Ian Mosher
SSG William Rose
SSG Daniel Tetrault
SSG Samuel Walker
SGT Juan Alvarez
SGT Shaun Collins
SGT William Tremblay

PHOENIX

SFC Tracy Coursey
SFC Jennifer Francis
SSG Craig Ascher
SSG Troy Marquez
SGT Ryan Hidde
SGT Thor Jaramillo

SACRAMENTO

SFC Robin Lennon
SFC Michael Owen
SFC Gabriel Pinto
SFC Eric Van Houten
SSG Mark Bickmore
SSG Erik Castillo
SSG Kenneth Gallagher
SSG Alexis Hernandez
SSG Michael Hussey
SSG Mark Kisielewski
SSG Gregory Lamothe
SSG Jeremy Nelson
SSG Robert Ramos
SSG David Scott
SSG Radiah Scott
SSG Gary Warren
SGT Steven Baker
SGT Erik Castillo
SGT Nicole Flowers
SGT Donald Gay
SGT Nicky Infante
SGT Jerry Keener
SGT Justin Lafaire
SGT Ricardo Maldonado
SGT Alfred McCoy

SGT Christopher Morlang
SGT Sandra Ray
SGT Michael Sanders
SGT Nicholas Soldan
SGT Ian Wagemann

SAN ANTONIO

SFC Eric Hamacher
SFC David Minor
SSG Jason Haas
SSG Willy Perez-Chavez
SSG Teddy Summers
SSG Stephen Woods
SGT Jonathon Garcia
SGT Terry Mincey

SEATTLE

SFC James Odea
SFC Mark Reid
SSG Joseph Bonis
SSG Stephen Dewitt
SSG Harold Fellows
SSG David George
SSG Cedric Presley
SSG Clinton Renskers
SSG Andru Slauenwhite
SSG Nero Valdemoro
SSG Lamar Washington
SSG Gloria Yaport
SSG Eric Yeager
SGT Gregory Ambrose
SGT Dennis Dorthy
SGT Kevanugh Edwards
SGT Mark Hickmott
SGT Craig Smalls
SGT Gregory Theriault
SGT John Winger

SPECIAL MISSIONS BDE CHAPLAIN

CH (MAJ) James Schaefer
CH (MAJ) David Sifferd
CH (MAJ) James Spencer
CH (CPT) John Lonbucco
MSG Ruthie Cain
SFC Robert Judge

SYRACUSE

SFC Jason Jones
SFC Joseph Plewniak
SFC Denise Puskar
SSG Christopher Barnett
SSG Timothy Kotchian
SSG Andrew Milczakowskyj
SSG Christopher Montgomery
SSG Michael Schultz
SGT Brandon Beechler
SGT Adam Clemens
SGT Craig Foley
SGT Steven Shepard
CPL Lewis Wolff

TAMPA

SFC Sean Marovich
SFC Edward Medeiros
SSG Steven Alfaro
SSG Robert Avila
SSG Robert Hennessey
SSG John King
SSG Angel Perez
SSG Jaime Negron-Ramos
SSG Katherine Smith
SSG Plinio Soto
SSG Karl Williams
SGT Edwin Rivera
SGT Dandre Wright

Rings



FEBRUARY 2009

1ST MEDICAL BATTALION

MAJ Craig Parsons
SFC Robert Briggs
SFC Abouh Neufville

2ND MEDICAL BATTALION

SFC William King

5TH MEDICAL BATTALION

CPT Francisco Gumataotao
SFC Sharon Nieves

ALBANY

SFC Peter Drake
SFC Leonard Roberson
SSG James Wierzbicki
SGT Clarke McGraw

ATLANTA

SFC Christopher Baetz
SFC Timothy Williams
SSG Robbyn Armstrong

BALTIMORE

SFC Bryan Pettaway
SFC Yvette Webb
SSG Jae Karnes
SSG Clifton Moore
SSG Kevin Richards
SSG Diego Ryland
SGT Luis Figueroa-Rivera

BATON ROUGE

SFC Bryan Dunnaway
SFC Robert Money
SFC Cedric Morgan
SSG Ivan Garrett
SSG Melvin Herbin
SSG Roberta Thomas

BECKLEY

SSG Clarence Ellison
SSG Phelan Holmes
SSG Jeremy Jones
SSG Brian Rucker
SSG Robert Trout

CLEVELAND

SFC Jason Bowden
SFC William Boykin
SFC Michael Dewyea
SFC James Rogers
SSG Jason Gaulke
SSG Shane McDonell

COLUMBIA

SFC Brandon Connor
SFC Jesus Morales-Gonzalez
SSG William Gray
SSG Earl Jenkins

COLUMBUS

SFC Todd Styles
SSG Charlie Landis

DALLAS

SFC Allan Lyson
SFC Cedrick Webb
SSG Isaac Bray
SSG Edward Delapena
SSG Rashedia Effinger
SSG Ryan Memolo
SSG Christopher Patterson
SGT Kirk High
SGT Christopher Palmer
SGT Robert Pierce
SGT Cody Porter
SGT Mistie Sierra
SGT Jason Verbosh

DENVER

SSG Jason Besmer
SGT Robert Nolan
SGT Wade Roit

FRESNO

SSG Jonathan Stafford
SGT Robert Caivano
SGT Stephen Coghill
SGT Matthew Roberts

GREAT LAKES

SFC Susanne Hardin
SFC William Meyer
SFC Anthony Slater
SSG Troy Gray
SSG Nicholas James
SSG David Skaggs
SSG Michael Warwick

HARRISBURG

SFC John Carter
SFC Gregory Celesky
SFC Sean Jenary
SFC Ronald Lambertson
SFC Edwin Raney
SFC Richard Smith
SFC Jay Williams
SSG Janet Bailey
SSG Gregory Boardman
SSG William Foy
SSG Michael Hucker
SSG Jessica Mitchell
SSG Seth Moore
SSG Jason Stouffer
SGT Anthony Fletcher
SGT Oscar Martinez
SGT Param Pamphile

HOUSTON

SFC Derrick Roberts
SSG Chad Emerson
SSG Robert Jaynes
SSG Cory Mayle
SSG Frank McCauley

SSG Scott Perry
SSG Charles Turner
SSG Jimmy Williams
SGT Joseph Aviles-Perez
SGT Nina Blackmon

INDIANAPOLIS

SFC Brent Koenig
SFC Cedric White
SSG Alan Weddle
SSG Jason Willard
SGT Ian Cross
SGT Justin Samples

JACKSONVILLE

SGT Norman Bailey
SGT Tyrone Dixon

LOS ANGELES

SFC Andrew Cormier
SFC Floyd Harris
SSG Joseph Miller
SSG Andrew Palmer
SSG Devon Perrymon
SSG George Sabin

MIAMI

SSG Joseph Barmoha

MID-ATLANTIC

SFC Luis Cartagena

MILWAUKEE

SSG Nathan Shelton

MINNEAPOLIS

SFC John Nelms
SSG Joshua Lichtensteiger
SSG Kenneth Saunders
SGT Imaikop Etim

MONTGOMERY

SSG Fredrick Guyton
SSG Edwina Lane

NASHVILLE

SFC Jason Byrd
SFC Charles Ray
SFC William Sturgeon
SSG Shane Newcomb
SSG Scott Staggs
SSG Bobby Stepro
SSG Keith Stout
SGT Jewell Russell

NEW ENGLAND

SFC Jesse Boardman
SFC James Cobb
SFC Timothy Hockett
SFC Manuel Perales
SFC Everet Sterling
SSG Eric Collett
SSG Brian Duby
SSG Anthony Jensen

SSG Aaron Kirby
SSG Juan Rivera
SSG Jeffrey Williams
SGT Robert Allen Jr.
SGT Mark Austin

NEW YORK CITY

SFC Julian Miranda
SSG Alejandro Campos

OKLAHOMA CITY

SSG Aaron Marn

PHOENIX

SSG Joel Sweeney

PORTLAND

SFC Norman Dillon
SFC Susan Yamashige
SSG Kevin Johnston
SSG Matthew Peeler
SSG Jeanette Riding

SACRAMENTO

SSG Thomas Christesen

SALT LAKE CITY

SFC Maximillian Sloat
SSG Dallas Jones
SGT Jessie Schafer
SGT Scott Swanson

SAN ANTONIO

SFC Roy Campbell
SSG Juan Barrera
SSG Kenneth Griswold
SSG Jason Morris
SSG Victor Thomas
SSG Cory Tondre
SGT Paul Parker Jr.

SOUTHERN CALIFORNIA

SFC Daniel Garvito
SFC Sonny Rollins
SFC Nathaniel Williams
SSG Galen Buckner
SGT Alejandro Alatorre

SYRACUSE

SGT John King
SGT Eric Krause
SGT Gale Roberson

SEATTLE

SFC Michael Welker
SSG Cory Geesey
SSG David Houghtlen

SOUTHERN CALIFORNIA

SSG Elias Weibe

TAMPA

SSG Carlos Acevedo
SGT Abdou Camarda

Morrell Awards



FEBRUARY 2009

1ST MEDICAL BATTALION

SFC Santiago Cuellar

6TH MRB

SFC Bruce Cronin

SFC Jason Quijas

SFC Derrick Wilborn

SSG Timothy Ratley

ALBANY

SFC Frederick Depka

SFC Paul Echols

SFC Robert Ponte

SFC Mable Sanchez

SSG Shawn Gumlaw

SSG Robert Monroe Jr.

ATLANTA

SFC Michael Miller

SSG Steven Pressley

BALTIMORE

SFC Glanatta Carter-Johnson

SFC Runita Clark

SFC John Helm

SFC James Mitchell

SFC James Montgomery

SFC Gilbert Rosa

SFC Nicholas Taliaferro

SFC Mia Torre

SFC Lisa Marie Woodrum

SSG Hector Ramos

SSG Michelle Williams

SSG Jeffrey Wright

BATON ROUGE

SFC Christopher Hunt

BECKLEY

SFC Robert Caldwell

SFC Stephany Officer

SFC Kerry Smith

SSG Shawn Mace

SSG Griffith Newell

SSG Rayfield Purnell

CLEVELAND

SFC Philip Haessly

SFC James Jackson

SSG Nathaniel Tolber

COLUMBIA

SFC Ronald Alligood

SSG David Shipp

COLUMBUS

SFC Jonathon Smith

SSG Jason Bettger

SSG Douglas Hawkins

DALLAS

SFC Ashford Harrison

SFC Joe Shelby

SSG Timothy Berry

DENVER

SFC Vaughn Jones

SFC John Lohnes

SFC Brenda Steinhauer

SSG Marc Parker

FRESNO

SFC David Williams

GREAT LAKES

SFC William Fritzingler

SFC Billy Montgomery

SSG Stephen Holcombe

SSG Danielle Kohut

SSG Joseph Slancauskas

SGT Jason Huls

HARRISBURG

SFC Claude Hebert

SFC Joshua Pondo

SFC William Robert

SSG Robert Maloney Jr.

SSG Larry Owens

HOUSTON

SFC Robert Harter

SFC Dondi Humphrey

SFC Louis Matusek

SFC Joshua Paulette

SSG Orlando Bennett

SSG Jonathan Fake

SSG Jason Greer

SSG Gerald Kimberly

SSG Gregory Lanier

SSG Dave Moore

SSG Jason Smith

SSG Kelvin Williams

INDIANAPOLIS

SFC Michael Miihlbach

LOS ANGELES

MSG Gerald Hogan

SSG Darrin Colwell

MIAMI

SFC Carlos Nieves-Garcia

MID-ATLANTIC

SFC Darrell Sherman

MILWAUKEE

SSG Danny Basham

MONTGOMERY

SSG Alan Ash

SSG David Boone

NASHVILLE

SFC Rodney Bost

SFC Lawrence Flowers

SFC Steven Grudzinski

SFC James Hart

SFC Saleem Salloum

SSG Robert Elgie

SSG Robert Sexton

SSG Jonathan Spradlin

SGT Barry Boone

NEW ENGLAND

SFC David Ehrlich

SFC Kevin Jancsy

SFC Roy Mitchell

SSG Eljay Blount

SSG Ryan Lee

SSG Patric Lepene

NEWYORK CITY

SFC Joshua Jenkins

OKLAHOMA CITY

SSG Rob Jackson

PORTLAND

SFC Kalani Kaneko

SFC Renny Lutz

SFC William Malpass

SSG Matthew Francis

SSG Ansley Tabelual

SGT John Joseph

SACRAMENTO

SSG Roderick Boone

SSG Kenneth Miller

SSG Antonio Vasquez

SAN ANTONIO

SFC Henderson Watson Jr.

SFC Gilbert Navarro

SSG Matthew Cavanah

SSG Geraldo Marin-Rodriguez

SEATTLE

SSG Spencer Hoffman

SSG Gabriel Martin

SORB

SFC Thomas Krell

SFC Matthew Kunk

SFC Eric Norman

SFC Dennis Pease

SOUTHERN CALIFORNIA

SFC James Chase

SFC Christopher Langseth

SFC Enrique Lomeli-Chavez

SFC Augustine Munoz

SFC Gerold Rector

SFC Preston Ruff

SFC Timothy Searle

SFC Joseph Ventura

SYRACUSE

SFC Jaime Albrecht

SFC Dwayne Devane

SFC Joseph Dobrowolski

SFC Robert Fielder

SFC Daniel Gonci

SFC Byron Higginbotham

SFC Troy Koerner

SFC Daniel Sanker

SFC Christopher Smith

SSG Edward Barnett

SSG Joshua McSpadden

79R Conversions

FEBRUARY 2009

BECKLEY

SFC Gregory Heller

CLEVELAND

SFC Nick Todich

FRESNO

SSG Lewis Lee

HOUSTON

SFC Reginald Gee

NEWYORK CITY

SSG Juan Castillo

1. Army Reserve Officers' Candidate School Enlistment Program is available for qualified applicants who have a minimum of _____ semester hours of transcript college credits from an accredited college or university.

- a. 90
- b. 120
- c. 60
- d. 30

2. Army Reserve applicants who possess civilian training, education, or experience may enlist at a higher pay grade and use their civilian skills in the Army. Such applicants may enlist under _____.

- a. the Standard Training Program
- b. Specialized Training for Army Reserve Readiness (STARR)
- c. A TPU position vacancy coded "will-train" on REQUEST
- d. the Army Civilian-Acquired Skills Program (ACASP)

3. An Army Reserve applicant in the Alternate Training Program must return to active duty to complete advanced individual training within _____ of completing basic training.

- a. 180 days
- b. one year
- c. 30 days
- d. 24 hours

4. What is the minimum term of enlistment for an NPS Army Reserve applicant in the STARR program?

- a. 4 x 4
- b. 8 x 0
- c. 5 x 3
- d. 6 x 2

5. An enlisted Soldier assigned to the IRR and who is not MOS qualified may enlist for _____.

- a. Alternate training option.
- b. A TPU position vacancy coded "will-train" on REQUEST
- c. The Standard Training Program (STP)
- d. STARR

6. A leader's role in motivation is to understand the needs and desires of others, to align and elevate individual drives into team goals, and to influence others and accomplish those larger aims.

- a. True
- b. False

7. _____ is the authority that a commander in the military service lawfully exercises over subordinates by virtue of rank or assignment.

- a. Innovation
- b. Military bearing
- c. Command
- d. None of the above

8. Which of the following is one of the eight core leader competencies?

- a. Honor
- b. Leads by example
- c. Purpose and vision
- d. None of the above

9. Formal leadership is granted to individuals by virtue of assignment to positions of responsibility and is a function of rank and experience.

- a. True.
- b. False.

10. _____ leadership is face-to-face or first-line leadership.

- a. Organizational
- b. Strategic
- c. Formal
- d. Direct

11. How long is a DD Form 369, Police Check, valid?

- a. Indefinitely, unless the applicant has committed or is alleged to have committed one or more new offenses.
- b. 6 months
- c. 90 days
- d. 364 days

12. Effective phase line March, an Army Reserve prior service enlistment contract in pay grade E-5 and above is worth how many bonus points?

- a. 10 points
- b. 20 points
- c. 40 points
- d. 50 points

13. If a prior service Soldier enlists in the USAR and is required to attend the Warrior Transition Course, within how many days must this Soldier report to WTC?

- a. 90 days
- b. 365 days
- c. 180 days
- d. 270 days

The answers to this month's test can be found on the next page.

MISSION BOX

The Achievements of One that Contribute to the Success of the Team



1st Brigade



2d Brigade



3d Brigade



5th Brigade



6th Brigade



Medical Recruiting
Brigade

February Fiscal Year 2009

Top Regular Army Recruiter

SFC Charles Jenkins New York City	SSG Tyjuan Rodgers Jacksonville	SFC Clinton Baker SFC Steven Mereand SGT Charlie Landis Columbus (Top Fire Team)	SSG Stephanie McLeod Dallas	SSG Ansley Tabelual Portland	SFC David Reynolds 5th Medical Battalion
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Top Army Reserve Recruiter

SFC Travis Crow Albany	SFC Andrew Gibson Columbia	SFC Do Nguyen Denver SGT Brian McDaniel Kansas City	SFC Robert Gonzalez Portland	CPT Vernita Riggs 2d Medical Battalion
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Top Large Station Commander

SFC Ryan Razon Stamford New England	SSG Israel Herrera University Jacksonville	SFC Jason Fellows Louisville Preston Nashville	SSG Jacquelyn Smith Scottsdale Phoenix	SFC Paul Bergeron Pocatello Salt Lake City	SFC Elizabeth Cimaglio Gainesville 2d Medical Battalion
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Top Small Station Commander

SSG Joshua Taylor Geneva Syracuse	SSG Joe E. Burton Meridian Baton Rouge	SSG Jeremy Hetrick Bellevue Nashville	SFC Randy Simmons Blue Springs Kansas City	SFC Maximillian Sloat Bountiful Salt Lake City	SFC Christopher Vanover Louisville 5th Medical Battalion
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Top Company

Albany Albany	Dothan Montgomery	Clarksville Nashville	Lewisville Dallas	Ogden Salt Lake City	Atlanta 2d Medical Battalion
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Top Battalion

Albany	Raleigh	Nashville	Phoenix	Salt Lake City	2d Medical Battalion
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Answers to the Test

- | | | |
|-------------------------------------|-----------------------------------|--|
| 1. a. AR 601-210, para 9-15 | 5. b. AR 140-10, para 2-6.1 b (1) | 9. a. True, FM 6-22, pg 3-8, para 3-49 |
| 2. d. USAREC Reg. 601-96, para R-5i | 6. a. True, FM 6-22, para 1-12 | 10. d. FM 6-22, pg 3-7, para 3-35 |
| 3. b. AR 601-210, para 5-63 d (1) | 7. c. FM 6-22, para 2-10 | 11. a. USAREC Reg 601-94, para 5g |
| 4. d. AR 601-210, para 9-17 | 8. b. FM 6-22, para 2-20 | 12. d. USAREC Message 09-074 |
| | | 13. c. USAREC Message 09-022 |



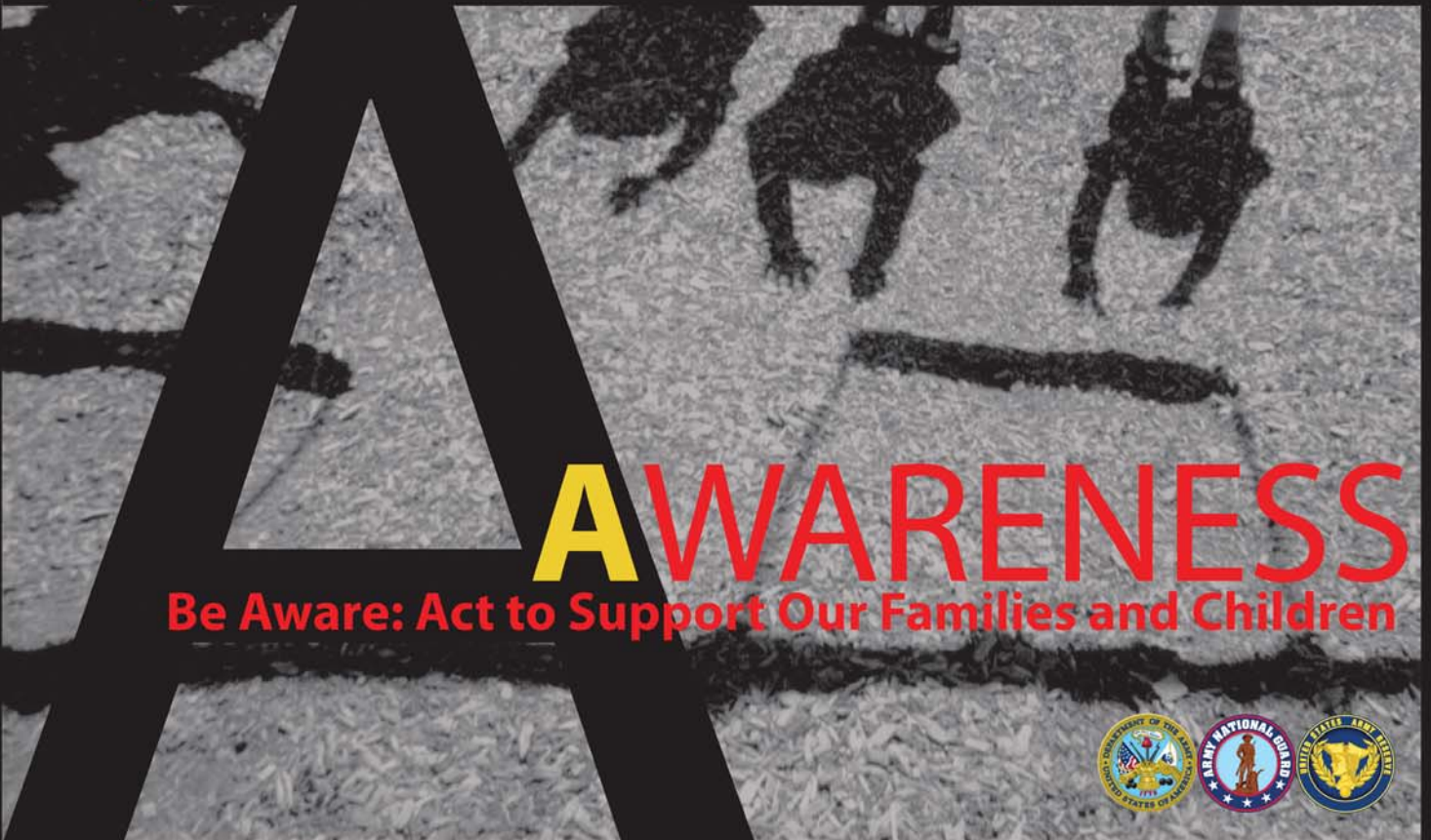
ACT NOW!

Prevent Child Abuse & Neglect

AWARENESS **C**ARE **T**EAMWORK



April is Child Abuse Prevention Month in the Army



AWARENESS

Be Aware: Act to Support Our Families and Children

