

# RECRUITER

United States Army Recruiting Command August 2002

# Journal



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in Schools** page 5

# Recruiter

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**Front Cover** from left are students Jasmine Robinson, Miranda Knight, and Jarod Ash. The recruiter is SFC Feliece Cortez, U.S. Army Recruiting Command. *Photo by Greg Calidonna.*

## Getting the jump on entry DEP for FY 03

**M**argaret Thatcher once defined success as a mixture of a flair for the thing you do, knowing that is not enough, and that you have got to work hard and have a certain sense of purpose.

You demonstrate all these qualities as you go about accomplishing the Army's recruiting mission each month, and I say thank you for outstanding work. We are just about at the close out point for this fiscal year, and I expect that we will devote 90 percent of our efforts on filling the FY 03 E-DEP in about a week from this publication.

Your sound commitment has led us to exceed both the Active Army and Army Reserve missions each month to date during this fiscal year. Later this month, we will mark the third year in a row of mission success for U.S. Army Recruiting Command. It's not over until September 30, so we must continue to work DEP retention and provide our Army with new quality contracts to meet the demands of next fiscal year.

As of the end of June, we had accessed 57,138 soldiers for the Active Army, which is 451 enlistments above our assigned mission or 100.8 percent mission accomplishment.

For the Army Reserve, we recruited 23,623 soldiers, which is 733 enlistments above our assigned mission or 103.2 percent mission accomplishment.

Through the month of June, DEP loss was lower, contracts were higher, and accomplishment was higher than any year going back to FY 95. This degree of success was directly related to your efforts during the months of February, March, April, and May.

We are now approaching a new fiscal year, when the months of February, March, April, and May become critical to the year's success. Now is the time to get off on the right foot for continued success in FY 2003! We must build our entry DEP to assure a healthy bank account for when we reach the bathtub months.

In order for us to get a jump-start, I will need you to have 35 percent of the FY 03 projected accession mission in the DEP before the end of September. We were last able to accomplish this goal in FY 97, and we are well set to do it again in FY 03.

The FY 03 entry DEP goal is 26,600, which is 35 percent of the projected accession mission of 76,000. We will need at least 12,500 of those contracts to be placed in the first quarter.

By Oct. 1, we need 100 percent of first quarter in the bag. In other words, we should have almost every person that we need to make our first quarter accession mission already contracted when we start the new fiscal year.



*MG Michael D. Rochelle*

The success of E-DEP means a better recruiter quality of life in FY 03. With our bank account healthy, we will not be burdened with concerns during the bathtub months. We will have our strategy in place for the leaner months and recruiters and families can enjoy more predictability throughout the entire year, with reduced stress and a greater sense of overall wellness.

As in past years, four-day holiday weekends will be possible. You and your family will be able to enjoy a better quality of life with some of the immediate pressure reduced.

However, I must say that to accomplish our E-DEP goal of 26,600, renewed and sufficient emphasis must be placed on DEP sustainment, because your soldiers will be in the DEP longer. This means we can't conduct business as usual, or DEP loss sustainment cannot be maintained.

A successful E-DEP means we will meet the needs of the Army. The Army's units will not have to wait four to six months for trained soldiers to fill needed vacant slots.

The Army Reserve mission for next year is highly achievable and under station mission everyone recruits for both components. We must place our Army Reserve soldiers into training seats that are available in the months that the Army has seats; we need to continue to avoid the summer surge period that we have routinely used in the past.

An entry DEP of 26,600 will set us on the glide path for success in 2003. Keep your sense of purpose and continue the hard work. Our future is looking great, but it is only assured when each of us does our jobs to the best of our ability. We have started the path to success early this year, so in using Todd Beamer's words, "let's roll."

I must add one final thought concerning the Labor Day weekend. The command has experienced five fatalities this fiscal year. Accidents involved watercraft, motor vehicles, and aircraft. As we approach the remaining summer holiday, commanders and supervisors must ensure personnel attend pre-holiday briefings and complete vehicle safety inspections. Soldiers, family members, and civilian employees must ensure safety doesn't become a buzzword. Stay safe and have a great holiday weekend.

## Congratulations are in order

Congratulations on a great June! Yes, I realize June ended weeks ago. That's the trouble with real time and publication dates. Still, I believe it important to recognize your success.

You wrote 111 percent of the RA gross contract mission last month. The DEP loss rate was 19.3 percent — an improvement over last year by 1.8 percent. The accession mission for RSM June was 7,500 and you exceeded it by 239.

You also exceeded the USAR accession mission of 1,711 by 494. The quality marks remained high for both RA and USAR putting USAREC ahead of glide for the FY 02 strategy and FY 03 entry DEP. Eight battalions achieved mission box in June and another battalion achieved volume.

These units represent almost 25 percent of the command. The command achieved a milestone on June 21 by writing its 79,500th contract for FY 02.

Our guidance counselors continue to do a great job selling training seats for all MOSs to include 18X. This cohort continues to exceed the quality of other MOSs. We've enlisted 484 into the 18X program year to date. I need you to get these DEPs their DLAB and APFT as soon as possible. We can't afford to lose these training seats.

You should also know that CSM Perry L. Roberts was selected as the command sergeant major of the U.S. Army Accessions Command.

CSM Roberts and his wife, Nonnie, previously served at Fort Bragg, N.C.



CSM Roger Leturno

I'm sure we will see him soon.

Just before writing this article I attended my 30-year high school class reunion. About a third of the graduating class was there. Since our 20-year reunion, I noticed a few more receding hairlines, wrinkles, and expanding waistlines but I thought we looked pretty good for a class of aging baby boomers. I was surprised at the number of classmates that stayed close to home after graduation and still reside within 25 miles of where we grew up. Not surprising, our class represented a wide variety of careers. Yes, we even had a few military. Two (including your CSM)

still remain on active duty. For as much as I respected the career paths of those I once went to school with I have absolutely no regrets about mine.

After dinner the conversations began. Everybody wanted to catch up on lives of others. I realized while listening that these are the parents of the kids we recruit today. Their stories are typical of many in this

generation. After 1972 the draft ended and so did the reason to serve. Absent military experience, these now parents couldn't consider this an option for their own kids. There was only a small handful whose children now wear a uniform. So while I enjoyed the reunion, I was also anxious to return home. I feel a little sorry for my civilian classmates. They will never know the special relationships that exist in a military community nor the love affair of being a soldier.

Thanks again for all that you do. The commanding general and I are very proud of your achievements.

Keep it up and good recruiting.

*On June 21, the Command achieved a milestone by writing its 79,500th contract for FY 02.*



# Chaplain's Motivational Notes



by Chaplain (LTC) Jim Stephen  
HQs USAREC

## Age is opportunity

She is a woman like many others approaching their 77th birthday. Arthritis creaks in her joints and tears at her fingers. Operations on her legs and back have left her unable to walk very far. She lost her husband five years ago; six others of her family have died from cancer. In short, like many others, she has experienced tragedy enough to give up on life and end up bitter or despondent.

But the remarkable thing about her is what she does in spite of her years, in spite of her pain, in spite of the dozens of reasons she could simply surrender.

In the last decade, she has made hundreds of quilts — first for her children, grandchildren, and great-grandchildren and, next, for every newborn in the neighborhood. Last year, she helped make one hundred quilts, which were sent to a hospital in Nicaragua. She donates time at a shelter workshop for the handicapped. She is compiling a book documenting the lives of her ancestors. She brings meals to her invalid friends and drives them to their doctors' offices.

“I see people,” she says, “who have just given up. Maybe they have reasons — heaven knows there are enough of them — but they’ve stopped even wanting to live. There is always beauty in the world if you want to look for it,” she’ll tell you with a smile, “and, besides, I’m not giving up as long as I see somebody else going.”

The French philosopher, Montaigne, wrote that the value of life lies not in the length of days, but in the use we make of them; a man may live long, yet live very little.

**The night hath not yet come; we are not quite  
Cut off from labor by the failing light;  
Something remains for us to do or dare;  
Even the oldest tree some fruit may bear.  
For age is opportunity no less  
Than youth itself, though in another dress,  
And as the evening twilight fades away  
The sky is filled with stars, invisible by day.**

— from “*Morituri Salutamus*”  
by Henry Wadsworth Longfellow

It’s inevitable that life will test us with our own heartaches and burdens. But, when we arrive at the point where surrender seems more desirable than fighting against depression and pain, remember a 76-year-old woman who, through acts of simple kindness, has discovered the secret to a life of purpose and contribution.

She and many like her teach through example what instinctively we all know to be true: no matter how old we are, age is opportunity.

Please send your comments to James.Stephen@usarec.army.mil.

# Everyone at school is either a prospect or someone who can influence a prospect

by Gary L. Bloomfield, Kansas City Recruiting Battalion

As recruiters, your job is selling the Army, and in many communities where there is no nearby post, you are the only Army those local people will ever see. That means you first have to sell yourself before you try selling the Army. This is especially vital if you want to succeed with your assigned high schools.

You have to sell yourself, but not just to the senior graduating class and to the school counselor, but to virtually everyone at that school. And one way to do that is to pretend you're a participant in a national beauty contest, or that you're a politician, hot on the campaign trail.

You've seen them both in action. They smile constantly, shake hands a lot, and give the same prepared speech ... over and over and over again to every person they see.

## “Glad-handing” to the top

Obviously both the beauty contestant and the political candidate have a motive for their actions, which is to gain the necessary support they need to catapult them to the top. But why should you, an Army recruiter, act the same “glad-handing” way toward everyone at your schools? Because, simply, everyone at that school can help you, in some form, to reach the top.

The janitor might consider joining the engineers, either RA or Reserve, if he's young enough and if you talk to him. Get in good with him even if he's a senior citizen and thus ineligible to join the Army because when you bring a TAIR team in or that school has a career day, the janitor will be the one you run to for tables, chairs, etc.

The cooks and kitchen help also might consider giving RA or the Reserve a try, doing the same thing they're already doing, but with slightly better pay and benefits, and in a different uniform. School secretaries and nurses might be worth a sales pitch, and even if they don't think the Army is right for them, they might put in a good word to any student assistants they have.



## Promote Scholar-Athlete Program and Army fitness

Athletic coaches can be made aware of the Scholar-Athlete Program, the numerous Army athletes who've participated in both summer and winter Olympics trials and any other national and international competitions, and the Army's commitment to physical fitness.

Student athletes should know about the Army College Fund, just in case that athletic scholarship they were planning on doesn't come through.

Shop teachers might persuade their students to consider a mechanics or engineering career in the Army; foreign language teachers should know about the Army's linguistic needs and opportunities; English, journalism, and photography teachers and the newspaper staff should know about the public affairs positions the Army has; and the band and choir teachers can be encouraged to sponsor clinics involving area Army musicians and singers.

## Cadets just need some prodding

Many Junior ROTC cadets are already interested in the military, and may only need a little extra push to make an Army commitment. And don't assume that an Air Force JROTC cadet is leaning toward joining the Air Force. That may be the only service sponsoring JROTC at that school, and there may very well be cadets interested in the Army. But you won't know that until you talk to them.

## Don't waste time — talk to someone

Remember, every single person at that school is either a prospect or someone who can influence a prospect, so whenever you're in a school, don't just mill around in the halls until the bell rings, don't just sit in an office waiting for a student to meet you. Get out and talk to someone ... anyone! Smile until your cheeks hurt, shake hands til your arm drops off, and tell everyone, not just the counselors, at that school all about the Army and its great opportunities.



# It's not the lead, it's the relationship

## — *developing partnerships that work*

By CPT Kent Daniel, commander, Roanoke Company, Beckley Recruiting Battalion

With the birth of the Army Accessions Command, responsibility for recruiting high quality young men and women into the total force has merged. Now we have unified accession goals for both officer and enlisted personnel, not just in theory, but in reality.

A common focus, rewarding incentives, and a cooperative, solution-oriented team approach allows recruiters and ROTC cadre to provide our Army the human capital it demands.

Successful partnerships develop with small, deliberate steps that progress over time. As the bond of trust strengthens, the relationship and a subsequent unity of effort germinate, take root, and grow. As in any relationship, there is give and take.

### **Both parties must benefit or the relationship diminishes.**

Components of a successful ROTC and USAREC partnership do not have to be unreasonable objectives that are based on separate missioning criteria or veiled in wordy documents that make some international treaties appear brief in comparison. Simple Rules of Engagement (ROE) keep everyone within the spirit of our total recruiting effort and provide essential resources.

Recruiter and ROTC cadre support requirements can be mandated by the Accessions Command commander. However, good-faith execution by both parties requires collaboration. Recruiting battalion commanders and professors of military science must direct specific actions, such as the execution of the

rules of engagement by the recruiting company commander and the ROTC recruiting officer. Priorities of work must be implemented, rank ordered, and superimposed over existing calendars.

A recruiting battalion level partnership and planning conference could be held at least semi-annually. Planning sessions must be attended by all key players from recruiters to professors of military science. However, the key to consistent coordination and a great working relationship must be sustained daily and weekly by the campus recruiter under the guidance of their recruiting station commander.

The Christiansburg Recruiting Station, Beckley Battalion, illustrates how a simple ROE has led to a successful, long-lasting partnership using the campus recruiter.

The recruiting station provided Virginia Tech University with a mature, qualified campus recruiter. Both the PMS and the recruiting battalion commander agreed that the campus recruiter would report to his station commander daily on current and future recruiting activities. Command and control rests with the station commander.

The campus recruiter uses all of his assigned equipment: laptop with LAN card, government vehicle, and cellular telephone. The ROTC Department provides total campus access to include facilitation with the campus recruiter receiving a university identification card, which makes him a member of the ROTC Department and thus part of the university faculty and staff. ROTC provides a desk and phone with a dedicated phone line and access to plug into the university LAN. The recruiting battalion

absorbs all telephone line installation and toll fees.

Rules and operational edicts help shape the “what we should be doing environment.” What has to be done, is that we must produce the soldier on the other end of the funnel. All must view the proverbial funnel as one system, not distinctively disparate organizations with unique products. The recruiter is the first link in a systematic process, which seeks to put the right personal qualities into the right occupational specialty, both officer and enlisted.

### **What does it take to be a campus recruiter in terms of personal characteristics?**

The campus recruiter has to be a seasoned professional. He or she must possess the inherent traits of all noncommissioned officers. Their actions must epitomize the core elements of the NCO Creed, with special emphasis on initiative and integrity. Campus recruiters need a proven track record of quality mission success — one grounded in a fundamental recruiting skill set. These self-starters require an optimal sense of situational awareness, which allows them to traverse the campus and community with ease.

Campus recruiters have to be chameleons. The effective campus recruiter is fully at ease in any interface situation. They can effectively communicate with anyone from incoming freshmen to the university president, faculty, and staff. Communication skills embody the very crux of our collective recruiting mission. The campus recruiter who is adept in key communication skills will be able to efficiently act on leads that come from personal contacts built within a deliberate network.



Leads come from many sources. As USAREC and Cadet Command massage the automated leads system, the best leads are handled at the lowest level. Refined leads must be passed from campus recruiter to the Cadet battalion recruiting officer and vice versa with as little as a phone call or a sticky note. Initial pre-qualification questions help each party cut to the chase and secure the contract.

The U.S. Army Recruiting Command's Army Recruiting Information Support System now provides three top of the system ROTC leads reports: the ROTC referral report, ROTC enrollment report, and the ROTC unqualified referrals report. These systems will provide much needed automation to a heretofore non-functional referral system between both players. However, the campus recruiter cannot wait for propagation of data that may take weeks to funnel into his ARISS system. Instead, recruiters fax USAREC Form 914, the Army ROTC Referral Information sheet, to the campus recruiter, who personally hands the lead to the ROTC Department Recruiting Officer. The campus recruiter informs the recruiting company commander of the referral, who informs the Recruiting Battalion Operations Section and Education Services Specialist. This quality control measure is imperative to insure first, the timeliness of the referral and follow-up, and secondly accurate awarding of recruiter incentive points for their quality referral to ROTC.

Finally, as lead generation from multiple sources allows us to home in on our target, all players must be able to operate in a complex battlefield framework. One that is characterized by feeder ZIP codes, demographic market segmentation, varying lifestyles, and diverse psychographic buying motives. Thus, it is not the lead that matters most. What matters most is the personal interaction between the campus recruiter and the ROTC Cadet Battalion Cadre. A viable relationship will grow over time; refined leads will turn into netted contracts: soldiers. After all, our collective mandate is to recruit and fill the ranks of our Army. We have a force depending on us to provide the strength.

# Priorities of work

*Developed by Beckley Battalion*

## **Campus recruiter priorities of work**

Become a member of the ROTC team.

Ensure all Campus Recruiters (CR-ROTC) are promptly received by the Recruiting Operations Officer (ROO). In addition, obtain a disposition for tracking purposes for recruiter incentive points and forward to the CLT directly.

Ensure that all leads coming from the ROTC Department are worked for enlistment into the RA or USAR and that the CLT receives the ROTC-EL data for tracking purposes.

Ensure the PMS or designated representative is informed about upcoming Beckley Battalion planning conferences or marketing meetings.

## **Recruiting company leadership team priorities of work**

Provide command and control for the campus recruiter through the established chain of command.

Provide roll up reports for all Cadet referrals to ROTC (CR-ROTC) each month or when requested by ROTC or the Beckley Recruiting Battalion.

Provide GCA and PSA leads on a monthly basis that have informed their respective recruiters that they will be attending a postsecondary institution in our area of operations NLT the 8th of each calendar month to ROTC and campus recruiter.

Receive leads from ROTC (ROTC-EL) and provide them to the appropriate recruiter for processing. Complete the ROTC-EL report monthly and turn in with EOM reports to Beckley Recruiting Battalion with disposition.

Conduct an After Action Review as needed with the Military Science Department. This should be performed quarterly or each school semester. Send the results directly to Beckley Recruiting Battalion commander.

Attend quarterly marketing meetings at battalion with a military science representative.

Attend semi-annual planning conferences with Military Science Department representatives.

Maintain the lines of communication between the Military Science Department, the campus recruiter and yourself on a daily/weekly basis to ensure mission success for both organizations.

## **Recruiting battalion leadership team priorities of work**

Provide command and control for all company recruiting leadership teams.

Maintain accountability of all tracking mechanisms to include CR-ROTC, ROTC-EL, and GCA-Leads through the battalion operations and education services sections.

Ensure that companies are providing regular referrals to our ROTC partners in support of their accession mission.

Ensure compliance on all objectives of the Beckley Recruiting Battalion partnership with ROTC that is listed in the Memorandum of Understanding.

Conduct/host semi-annual planning conferences with our ROTC partners to ensure mission success.

Conduct quarterly marketing meetings to facilitate battalion resourcing and support ROTC upcoming major events in which target population is available or assembled.

## **Military Science Department priorities of work**

Ensure that the campus recruiter has an area in which he/she may support your mission.

Provide notification to the campus recruiter of any person that has expressed an interest in the Army or Army Reserve.

Inform the campus recruiter of all cadets that are withdrawing from classes and are scheduled to undergo an exit interview with the PMS.

Provide a disposition on all referrals that are received from the campus recruiter to the company leadership team. This enables us to verify that a proper handoff of the referral occurred and that no follow-up is required.

Maintain regular communication with the campus recruiter and the company leadership team.

Attend the semi-annual planning conferences that are hosted by the Beckley Battalion. These are essential to our partnership and plan for success.

Send a representative to a quarterly marketing meeting that could voice support requirements or resources that could be used to help your recruiting effort. It is at this time that the Beckley Battalion will attempt to fill requests that supports your accession mission.

# Coping with a slump

By Recruiting Operations Directorate

**M**ost recruiters suffer performance slumps now and then. Slumps are inevitable, and they can creep up and play “gotcha” with production. What one does about such slumps is the distinction between the professional and the average. In the civilian sales world, it is the difference between the order taker and the salesperson. So, what causes a slump? What should recruiters in a slump do (or not do)? How does a recruiter climb out of a slump?

Slumps happen for more reasons than we have space to list. One of the most common is being left alone too long without regular assistance or attention. Everyone needs strengths reinforced, weaknesses pointed out, and new skills to learn. When peers and leaders do not provide this sort of regular “maintenance” people fall into bad habits or ruts. They prospect where they had previously been successful and make each phone call the same as the last one, without any variety. These recruiters approach the job without motivation or enthusiasm and never make adjustments based on market needs.

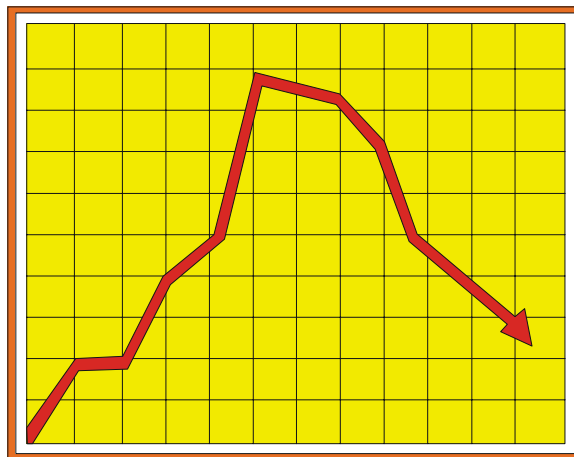
## Receiving negative input

You may begin to receive a lot of negative input when you’re in a slump. We know that never helps! Non-specific, negative criticism may cause the recruiter to build a barricade around his or her desk as though it were a night fighting position. That recruiter’s attitude in life may change from success to survival. His or her self-esteem hits rock bottom; initiative, drive, enthusiasm, and grit simply evaporate. The things which have made them successful in the past do not seem to work any longer. If this situation is not promptly identified and effectively addressed, the recruiter may develop that slightly metallic “bitter acid” taste called defeat.

## Performance slumps occur

Performance slumps occur in every recruiter’s professional life, even the front runners. The keys remain quick diagnosis and prompt action. We’d all like to be able to identify and solve our own problems, but sometimes that’s just not possible. Recruiters don’t plan slumps or ruts; it is often hard for them to recognize when they have fallen into one. Check your buddy. Peers or your boss should be key to identifying when you are off your game. Just as occasional slumps are common to all, solutions are generally more common than not. Either you’ve fallen into the trap of not tending recruiting basics or you’ve neglected to regularly freshen up your execution of those basics.

Critical recruiting tasks often become mundane and taken for granted, but prospecting, the sales presentation, processing, DEP/DTP maintenance and follow-up require constant attention and practice. Salespeople in a



performance slump will most likely find the problem in one or more of these key tasks. Luck, or the market, may have permitted you to be successful by skipping one of these steps, or you may have fallen into bad habits of execution, or you may just need some new ideas to freshen up your approach. Once again, check with your buddy. Help is often only a desk away.

## Variety is the spice of life

It has been said, variety is the spice of life. For a recruiter, variety puts the spice into selling. Recruiters need to be sensitive to the ebb and flow of their market. Operating with a daily work plan that reads pretty much the same all the time may indicate a lack of sensitivity toward the market itself. It's certainly tough to build for future success when you're doing little more than repeating yesterday. Take a hard look at your work plan. If a change is needed, look at the market and ask what tends to happen when, and be there when things happen. Simply changing a schedule may not pull a recruiter out of a slump, but it will probably help.

Fatigue may be another indicator of a slump. Everyone gets tired from time to time. That is part of life, being in the Army, and being a recruiter. Irregular and long hours play a regular part in recruiting. Recruiters recover quickly from physical fatigue; it is emotional fatigue that usually accompanies performance slumps. When you feel barely able to get out of bed in the morning, worn out by the drive to work, or are exhausted by noon you may well be emotionally fatigued. This is a wellness danger signal as well as a probable indicator of performance problems.

Immediate change is the solution to emotional fatigue. What form that change takes, depends on individual personality. A new approach to tasks at work, time off (to do something different), rediscover a hobby you have not followed recently, or any number of actions which will invigorate your emotions. The key is action or interaction.

## Sales professionals say

Sales training professionals say the best way to become enthusiastic, is saying to yourself "I will act enthusiastic, I will act like I really enjoy what I'm doing, I will act like I really love the Army and my job." Emotions follow actions. Acting enthusiastic charges your emotional batteries (ever wonder why physical exercise is most often scheduled in the morning?) It starts your day off with enthusiasm and charges those batteries. Successful recruiters know it works. Studies by professional sales and motivational organizations have shown this technique works. The recruiters on the ground can make it work —



they're the only ones who can. Success and sustained enthusiasm go hand in hand.

A realization that a growing number of presentations are required to produce a single enlistment is another indication that something's wrong with your performance picture. Recruiters sometimes get to the point where it seems a tape recorder could give his/her sales presentation. The telephone call and subsequent sales presentations begin to sound like carbon copies, each like the one before. The net result is a larger number of negative responses. That can be very depressing. This sense of sameness, just going through the motions, often means the recruiter is doing the job but has forgotten to focus on the prospect: to find and fulfill the individual's needs.

## Every prospect is different

"Canned" presentations can indicate the recruiter is working for the recruiter and not for the prospect. Every prospect is different. Each has different needs, goals, and desires. That means every sales presentation must be different, because what appeals to one person may not appeal to another. The recruiter must discover what is important to that particular person that day and discuss the particular Army features which address what that person considers important. Begin listening to prospects again and again. You can't find out what's important to them unless you do. Listening is a major skill, which can quickly lift you out of a slump. Someone once said, "The more you listen, the better you sound."

Everyone needs to be alert to signs of potential performance slumps. Remember to check your buddy. Identify potential problems early and act accordingly. No one can be "up" all the time, and when you're not, return to recruiting basics! It will freshen your approach. Performance really is a matter of awareness, action, and attitude. Remember that your attitude is key and it equals 100 percent of your outlook on everything. This alone can pull you from a slump.

# ASVAB Career Exploration

— *new and improved*

By Diana Lee White, Recruiting Operations, USAREC

The Defense Manpower Data Center released the new Armed Services Vocational Aptitude Battery and Career Exploration Program on July 1. The entire program has a new look, a new feel, and most importantly a new focus. Design changes to the student version of the ASVAB, coupled with new interpretation materials, can help education services specialists and recruiters build more solid relationships with school counselors, students, and parents.

A team of professionals, (including DoD career planning and developmental psychologists, an expert panel of career development professionals, educators, counselors, and students) revamped the materials so as to realign the entire program with the needs of the most important end consumer, the student.

The redesigned program:

- Provides a comprehensive career planning experience that meets the career development needs of 21st century students.

- Emphasizes the importance of career planning and decision making.

- Fosters career exploration and provides a full-spectrum of career opportunities to students regardless of their gender, ethnicity, or ability level.

- Assists all students, whether they are planning on immediate employment after high school in civilian or military occupations, or further education at a university, community college, or vocational institution.

- Can be used in the post secondary market to assist college freshmen in determining majors of study.

Notable differences include adjustments to the Summary Results Sheet, and the elimination of the numerical operations and coding speed from the full battery. Other changes include: the addition of an interactive Career Exploration Web site, [www.asvabprogram.com](http://www.asvabprogram.com), available on Sept. 1, 2002, a new counselor handbook, a new student Career Exploration Guide that replaces the old student workbook and a revised student ASVAB Summary Sheet which now includes the individual's AFQT score. Aside from a change in the looks and names of these materials, the unwieldy and time consuming highlighting pens are also no longer required. Other adjustments while subtle, are significant.

Now Career Exploration with the ASVAB fosters a more open-ended investigation of job fields, the kinds of people who populate each, and the skills and competencies needed for each. The new OCCUFIND section of the Career

Exploration Handbook is aligned with approximately 400 civilian career fields that also have military counterparts. The interactive Web site will offer even more job listings (approximately 500).

Previously, when engaging students in the CEP and ASVAB interpretation process, students were matched up with potential careers. This, in many cases, foreclosed many career options for a significant number of students. This kind of foreclosure or limiting of avenues for the future was especially significant for the one-out-of-three students who had composite scores of 4/5 or 5/4. This new listing of career fields corrects the situation by providing materials designed to help students examine career fields in light of the skills and competencies specific jobs require. Students are then asked to examine their own skills and competencies and make decisions about what skills they need to increase in order to achieve placement in their favored career selections.

**One of the more subtle yet powerful changes to the program includes the replacement of the words aptitudes and abilities with skills and competencies. The new phraseology is extraordinarily empowering for students because skills and competencies can be learned.**

The revised program helps to make connections between the academic subjects students learn at school with the skills necessary for success in the world of work. It encourages students to recognize that skills and abilities change based on education, training, work related experiences and the degree of effort each

individual exerts on improving proficiency. So that no matter what a person's current skill levels he or she can explore virtually any option. Finally, the program offers steps individuals can take today to move towards their goals. All of this combined encourages students to buy into their own potential and to focus on possibilities rather than foregone conclusions.

One of the more subtle yet powerful changes to the program includes the replacement of the words aptitudes and abilities with skills and competencies. The new phraseology is extraordinarily empowering for students because skills and competencies can be learned. What you do not possess now you can acquire. This is not the assumption regarding aptitudes and abilities. Contained in their meanings is a sense that students are not able to change their aptitudes or abilities. A person is born with an aptitude for math, or an ability to play sports; and therefore, one who is not born with these is doomed to fail in algebra class or will never be a star athlete. You can see why then, rather than becoming excited about the worlds of possibility that abound, that so many teens in a test interpretation audience might have left an interpretation session disheartened about their future prospects.

The advent of brand new materials gives you an unparalleled opportunity to increase your penetration into the school market. This exciting new product offers more benefits to

# ion Program

schools than ever before. Recruiters can still offer an excellent, cost-free testing program to the schools; it remains an excellent indicator of SAT and ACT performance, provides recruiters with pre-evaluated leads, and can readily fulfill states' career exploration curriculum requirements. Furthermore, the full test is 15 minutes shorter, and interpretation sessions have the potential to be completed in one 50-minute session. These last two items will please principals and test administrators who may have refused to schedule the ASVAB because of the length of time it took to administer and interpret. Schools are crunched more than ever for instructional time.



**Lewis Becks, guidance counselor at Eastern High School, Lansing, Mich., is a big believer in ASVAB testing. He is proud of the military and wore an Army T-shirt to school, June 11.**

## Guidance counselor believes in ASVAB testing

*Story and photo by John C. Heil III, Great Lakes Battalion*

Lewis Becks believes in what the military can do for a young person. As a guidance counselor at Eastern High School in Lansing, Mich., he shares with youths every day the difference between a job in the military and a job in civilian life.

"If you have the aptitude for it, we'll take you and make you," said Becks about the military. "Whereas in civilian life, it's like you get there and we'll take you."

Becks is a big believer in the Armed Services Vocation Aptitude Battery Career Exploration Program. The ASVAB tests you on your abilities in English, mathematics, science, mechanical, automotive, coding, etc. Becks believes this helps young people see what they're good at, perhaps discovering a hidden talent they didn't know they had.

"My interest started back when I went in the military and it was due to the ASVAB and what it did for me," said Becks, who entered the military with a bachelor's degree. "I went in not for sure what I wanted to be. In the testing it came out that I had some particular aptitudes that would be beneficial. I was asked would I like to make use of those and be trained in them.

"I always look at the fact that there's something inside of us ... a talent or gift that every human has in some way shape or form. We all have something. I believe it's a God-given type of thing. So when kids see their ASVAB results ... they see possibilities."

Becks found out that his talent was in languages and he went on to be a Russian interpreter for the U.S. Air Force.

"I have three nephews who are all military and they've all decided to stay longer than their four years and through my talking with them, and relaying my experiences, they all joined," said Becks. "They found something they enjoy doing. The only way you can find that is aptitude. Scholastically with the tests they take in the school, that sort of tells you that you're good in science, math, etc., but it doesn't give you application, and that's where I think the military makes a difference. If it wouldn't have been for the military I wouldn't have a career emphasis that followed me. It was an experience for me that I cherish, so I brag on it."

As a result of his positive experiences, Becks has worked with the Army and ASVAB officials to present ASVAB Career Exploration Program benefits to juniors and seniors. When a schedule conflict didn't allow some students to take the ASVAB on the scheduled day, Becks worked to reschedule another session, allowing 65 more students to take the test. Becks also coordinated sessions for interpreting the results with small groups of students allowing them to gain a better understanding of the results and their career opportunities.

"The ASVAB shows them something about themselves and Lewis Becks has been an strong proponent of the program. He has a military background and provides a positive perspective of his experience with the students," said MAJ Jonathan Allen, education support specialist at the Great Lakes battalion.

With his experience, Becks can help students feel more comfortable about military life.

"The hardest thing is the dispelling of fear of the military," said Becks. "The chance of something else happening to you is actually much greater than you going in the military and going to the front and being wounded or killed, but there is that fear that that's a possibility. For every one person that's in a fighting position there's like 10 to 12 that's in support."

Becks mentioned that he would like to continue on with his knowledge of the military and support of the ASVAB program with the school district following retirement.

"I'm trying to sell the military as a whole and you pick and choose," said Becks. "Whether it's the Army or Marines ... maybe they see the Marines as tough – gung-ho ... that's what they want to be. I'm not going to deter that. The important thing to me is where do you fit in? That's the ASVAB. To me that's what it does. It makes the glove fit."

# Reflections of a recruiting company commander

By Pearl Ingram, Editor, Recruiter Journal

This month, CPT Juan Miranda completes two and one-half years as commander of the Tulsa Recruiting Company, Oklahoma City Battalion. He says he's had a great time, and it's been a good job.

"Challenging at times," he said, but quickly adds, "with the help of the noncommissioned officers, it can get to be an easy job."

Miranda recalls an afternoon in early Spring of 2001, when he and 1SG Steven Walker were driving from the Tulsa South recruiting station to Muskogee, Okla. At that time, Tulsa Company was in the bottom 10 of the 47 companies making up Oklahoma City battalion.

"Things were looking bleak at that point," said Miranda.

In talking with Walker, Miranda remarked that he felt like the captain of the Titanic. The ship was going down and there was nothing he could do. Walker, who Miranda describes as very wise, told him that the station commanders are our life raft, and they will get us to safety.

"The commander is not the one who is the subject matter expert," said Miranda. "It's the NCO who is the subject matter expert. We just lead, encourage, and manage."

Tulsa Company had mostly brand new station commanders in the Spring of 2001. But Miranda found that the station commanders wanted to take on the mission, were highly motivated, and very competitive.

"They are great guys," said Miranda. "Competition drives them. They're always competing among themselves."

Miranda admits his surprise was not a pleasant one when he learned he was coming to recruiting.

"I didn't want to come to recruiting," he said. "I think that's the main thought of anyone assigned who did not volunteer."

But six months into the job, he found he loved it. He learned he had a temptation for micromanaging, due to the constant stream of high-level information coming his way. He didn't like the attribute he was using and with the help of his first sergeant, he decided to make some changes.

"If you treat the recruiters like the true professionals they are, they'll perform like true professionals, he said."

Another thing he found he didn't like was the views held by some in the mainstream Army towards recruiting. However, he found these to be the same views he once held – that people sent to recruiting aren't as successful as people in other places in the Army.

"I found out pleasantly, that it is the opposite. It's high-quality officers and NCOs that are working here."

He learned his company was trying to do too much without clear goals. Once they established the goals, they started to move forward in the numbers.

He learned a negative approach to leadership doesn't work

in recruiting. "You have to work on the rewards versus the punishment," he said.

He learned team building was the first step to building success. "Once we had that, we could meet our goals."

"It's just like having a football team," he said.

"You have a coach and you have a quarterback. You have to have a good coach but if you don't have a good quarterback making the plays, you will not have a successful team. I think that's the key. You have to listen to what people are saying and then challenge them to do a little bit better each month."

From being in the bottom 10 companies, the NCOs in Tulsa Company have achieved top company in 5th Recruiting Brigade. In May, they were the top company in all of Recruiting Command.

He learned recruiting company command is not that different from command in the mainstream Army.

"It's the same job," he said. "The noncommissioned officers are the backbone. They're the ones that perform the mission day in and day out. I was blessed with two good first sergeants and they run the day-to-day business, and that leaves me time to do the planning, directing, coaching, and mentoring."

Recruiting may seem different, says Miranda, but once you look into it and get familiar with it, it's the same job. It's planning and executing the mission just like in the mainstream Army and with a good group of NCOs.

Five of the eight new NCOs in Tulsa Company have converted to 79R while Miranda has been in command and the other three have their packets in to convert.

"Most of my NCOs right now are people who were recruiters before in the company, and now they are station commanders," said Miranda. "There's nothing that you can do without team building. They have esprit de corps, they're motivated, and that comes through team building."

"It's a great command. I would recommend to anybody," said Miranda.

His final advice to a new commander, "Don't take anything personal — it's not personal, it's professional. Sometimes we get our feelings hurt because somebody is telling us that our numbers are not the way they should be. For that recruiter, it's a lot more personal when a 17-year-old tells him he doesn't want to enlist. That's a lot more personal."



**CPT Juan Miranda, Tulsa Recruiting Company, Oklahoma City Battalion, completes two and one-half years as commander this month.**

# PLANNING FOR Life

## A ninth year of excellence

Two schools with outstanding career planning programs shared the U.S. Army Recruiting Command's ninth annual Planning for Life Award. On July 1 at the annual American School Counselor Association (ASCA) conference in Miami, Fla., the command recognized Bear Creek Middle School and Emerald Ridge High School. These two programs were selected as the national winners because they both promote comprehensive career planning for all students, while demonstrating extraordinary collaboration among students, parents, school, and community.

Five other schools were given national honoree status. They included Wichita High School South in Wichita, Kan.; Princeton High School in Princeton, Mo.; Piscataway High School in Piscataway, N.J.; Charleston County School District in Charleston, S.C.; Wood Cross High School in Woods Cross, Utah.

Bear Creek Middle School, located 30 minutes south of Atlanta in Fairburn, Ga., serves a diverse population of 1,200 students in grades 6-8. The Bear Creek Development Program was begun in an effort to assist all students with preparing for their futures. The school's objectives and activities provide students with an increase in self-knowledge, exploration of their career choices, as well as prepare them to plan for high school and beyond. This is achieved by answering three questions: Who Am I? (6th grade), Where Am I Going? (7th grade), and How Will I Get There? (8th grade).

According to Charma Shaw, Career Planning Director for Bear Creek, students at each grade level are given the opportunity to explore the world of work and determine what he or she needs in order to reach academic and career goals. In accepting the Planning for Life award, Shaw stated "It is an

**CPT John Acevedo, Operations Officer, Miami Battalion, presented awards to Michaelae Sein-Ryan, career specialist, Emerald Ridge High School; Linda Quinn, principal, Emerald Ridge High School; Laverne Ware, counselor, Bear Creek Middle School; Charma Shaw, career coordinator, Bear Creek Middle School; and Dr. Sandra DeShazier, principal, Bear Creek Middle School.**

honor to be recognized by the U.S. Army Recruiting Command's Planning for Life program. It validates our belief that our career guidance program will help students become effective, successful and contributing citizens in a global society," she said.

The command then recognized Emerald Ridge High School in South Hill, Wash. Established just two years ago, Emerald Ridge is the newest high school in the Puyallup School District. To help students prepare to compete and succeed in a global economy, school leaders decided to organize the curriculum around a career pathway model. While there are five different pathways, one aspect of each student's day is commonly shared — a daily advisory group which serves as a home base for each student and the key communication vehicle for the school. Over the course of the high school years, the students are coached through a variety of activities and lessons related to educational and career planning, leadership development and community involvement. Each student documents his or her work in these three areas in a portfolio and completes a culminating senior project.

Michaelae Sein-Ryan, the school's career specialist, was equally honored and commended the U.S. Army for choosing to honor schools in this way. "What this recognition symbolizes to us is that we are on the right path to providing the best future possible for our students," said Sein-Ryan.

In a session during the ASCA Conference, the two winning schools had the opportunity to present the highlights of their programs to interested individuals. This session was well attended and all left with new ideas on how to improve career planning programs in their own schools.

During the past nine years, the Planning for Life Recognition Program has strengthened USAREC's partnership with ASCA and the nation's counselors. Having recognized over 240 schools at the state level and 20 schools at the national level, the Army has underscored the importance of career planning as a life-long necessity. Planning for Life complements the Armed Services Vocational Aptitude Battery Career Exploration program, which assists in promoting a decision to enter the Army as an equal and viable career choice.



# Fraudulent degrees are big business

*—don't be a victim*

By Carol Berry, Director, Navy College Office, NAS Oceana

**D**iploma mills are notorious for imitating in superficial ways the structures and functions of legitimate degree programs. Conversely, there are many legitimate programs that offer nontraditional degrees in an effort to serve the needs of adult students. Therefore, it is difficult to develop a comprehensive list of characteristics that one can use to spot a diploma mill. Some characteristics are listed in this article. The following list is to be used with caution. It exemplifies the characteristics one may find (but not always) typical of diploma mills. Students are encouraged to beware and to investigate thoroughly any institution before beginning a program. Service members are encouraged to check with their Education Center serving their installation before pursuing any program. Here are some characteristics of diploma mills:

- The organization may have a name similar to a well-known college or university.
- The address often suggests a prestigious location, but mail may only be received at a post office box or mail service. The organization may frequently change its address. There is no significant cluster of physical facilities; it operates from a single office or may be a private residence.
- Full-time staff are few in number and lack qualifications appropriate for serving as professional educators or educational administrators. Part-time staff, most of whom are full-time with other organizations, are heavily used to provide instruction or academic services. Many or all faculty lack appropriate advanced degrees from recognized and accredited higher educational institutions

or may have degrees from the diploma mill itself. Long lists of degrees typically follow the names of faculty.

- There is little or no selectivity in admissions; frequently no admissions requirements are listed. Degree requirements, if any, are few and frequently unspecified.
- Degrees ordinarily can be obtained in a time frame far shorter than that required for the completion of a program at a generally recognized and accredited institution.
- Tuition and fees are usually on a per-degree basis. Assessment of learning outcomes or achievement is minimal or nonexistent.
- The organization has no library or maintains inferior resources than that expected of a degree-granting institution.
- Great emphasis is placed on granting credit for work experience and prior life experiences without appropriate mechanisms for assessing the experience in terms of college-level work. Sometimes the assessment is offered free to prospective students on a mail-order basis with an implied promise that more can be expected upon official enrollment.

- Terms such as nontraditional, alternative, and innovative are used to gloss over a multitude of sins.
- The words state authorized or state approved are used to suggest that the organization has undergone a process of academic review comparable to accreditation. The organization is not accredited by an agency recognized by the U.S. Department of Education. Promotional materials may, however, list agencies not recognized by Department of Education.

The Army Education Center is an excellent resource for soldiers and family members to use when assessing the legitimacy of an educational institution. The book, *Bear's Guide to Earning College Degrees by Distance Learning*, is another resource you may want to consult to avoid the pitfalls of enrolling in a diploma mill program.



## Child safety seats save lives in auto crashes

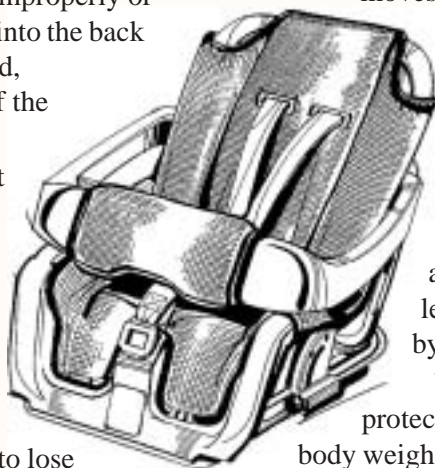
By John A. Kolkman, HQ USAREC Safety Office

What do you consider to be the most precious responsibility you have as a commander, first sergeant, parent, or concerned adult? I believe we would all put children — ours or our employees' families — at the top of the list. Many times while driving, I see children standing in the front seat, riding in pickup trucks, and precariously tumbling from front to back. These children are unprotected when a vehicle is involved in a collision.

A simple rule of thumb can be applied to understand the amount of restraining force needed to keep a child secured in his seat during a motor vehicle crash. Weight  $\times$  speed, that is the weight of the occupant times the speed the vehicle is traveling at the time of impact. An example is: a 40 pound child in a vehicle traveling at 30 miles per hour would require 1,200 pounds of restraining force to keep him in a seat during a crash. An improperly or unrestrained child would be propelled into the back of the front seat, the dash or windshield, another passenger, or be thrown out of the vehicle through a window or sunroof.

A child who is too small for the seat belt system tends to slouch down until their knees reach the edge of the seat. This moves the lap belt up over their soft, unprotected abdomen. If the shoulder belt rubs against their neck they tend to move it under their arm or behind their back (I've seen some adults do this too) causing them to lose upper body restraint and suffer head, upper body and spinal injuries which could lead to paralysis or death.

During a crash, using a lap belt alone, the body is propelled forward, jack-knifing over the lap belt that can cause serious internal injuries, and the head strikes the back of the front seat, rolling backward as the body continues in its downward arc, breaking the neck. The spine stretches and the spinal cord can be damaged. The 40-pound child in the example would sustain approximately 1,200 pounds of crushing force against their abdomen, and the child could sustain a lacerated liver, spleen or bowel, a ruptured bladder, and internal bleeding. Many of these internal injury symptoms do not present themselves at the time of injury. An occult bleed may not be detected for hours after a crash. There have been so many of these injuries to children and partially restrained adults that the medical community has named the group of common injuries "Seat Belt Syndrome."



In almost all cases in which an infant died, the baby was riding in a rear-facing safety seat in the front passenger seat. The back of the safety seat was so close to the dashboard that the air bag hit the safety seat with tremendous force. The force broke the back of the safety seat and caused a fatal brain injury. Child safety seats are not designed to protect against this extreme impact.

If there is no rear seat and no air bag shut-off switch, a child is at high risk from a passenger air bag.

Some pickup trucks made since model year 1996 have switches to shut off the passenger air bag. Other vehicles may have them in future years. Turning off the switch is the best way to protect an infant riding in a rear-facing safety seat or an older child using a safety seat, booster, or safety belt.

The form of a child's body (morphology) and the way it moves (kinematics) are not like those of an adult.

However, there are also major differences between a 6-month-old baby and a 10-year-old child. Therefore, restraint systems have to be adapted to each age group. The systems devised by Renault are based on years of experience and a database that is unique in the field of accident research. They go far beyond the level of protection that is currently imposed by law.

**Up to age 2:** The child's neck must be protected. A baby's head accounts for half its body weight and the neck remains very vulnerable until age two. To restrict the risk of injury and protect the chest and abdomen, children should sit facing the rear in a shell seat and their seatbelts should always be fastened. They should never travel in the front if the car is fitted with a passenger airbag. In the event of an accident, the release of the airbag could prove fatal to a child.

**From age 2 to 4:** It is still the child's head that needs most protection. Children should be seated facing the front in an appropriate seat, with the seatbelt fastened, to prevent them from being thrown against the back of the front seat in the event of a front impact.

**From age 4 to 10:** The standard rear seatbelt still does not provide sufficient protection for children, and because they are small, it could even cause abdominal injuries. A stable booster seat ensures that the three-position seatbelt is correctly placed and securely fastened. The pelvis is held in place and the risk of serious injury reduced by 30 percent.

## A recruiter writes:

I understand that it takes time for items to make it to the field. I have had several schools and students ask for Army pencils. It pains me to see classes in high school that before had nothing but Army pencils using Navy or Air Force pencils. I need to know what I should tell my teachers and students.

## The Chief of Staff responds:

Thank you for your input to “The Way I See It” program. We always appreciate new ideas from recruiters in the field.

Providing “An Army of One” pencil for field recruiters is already part of our plan. Unfortunately, a series of vendor production problems delayed the fielding of this product. We have secured a new vendor and a contract action is now pending that will put pencils into the Recruiter Store by mid-July.

For more information, please contact Ernie Bagley at 1-800-223-3735, ext. 6-0185, DSN 536- 0185, (502) 626-0185 or e-mail at [ernie.bagle3@2usarec.army.mil](mailto:ernie.bagle3@2usarec.army.mil).

## A recruiter writes:

I was wondering about education category. When we put in an IIE, they count as an OTH to our mission, but when they ship, they count as a GA 12L. Why can't it be the same as shipping-count them as GA when they DEP in. In addition, California high school prof exams, right on the document, it states should be considered as a high school diploma. The students that take the test are smart – very smart on the document. It also says considered to be within the top 10 percent of his class. However, it counts as a GED/IIE OTH but at ship time 12L GA. Is there a way to fix this and make it fair for recruiters not just a ship time accessions credit (GA)?

## The Chief of Staff responds:

I would like to thank you for your recent submission to “The Way I See It” program. Your question concerning mission credit granted at ship time for Tier II credential holders is an interesting one. The first thing to understand is the difference between a contract mission and an accession mission.

The Department of the Army determines the accession mission based on end strength requirements, how many soldiers are needed to accomplish the Army's missions. This number of required accessions is based on the number of projected ETS and re-enlistments. The Department of the Army breaks this number down by test score category (I-III A, IIIB, and other). Quality caps based on education code and test score category further control the mission.

Department of the Army set the quality caps for this year at 90 percent high school graduate, 65 percent test category I-III A, less than 2 percent test category IV, and minimum of 18 percent females of any test category. This means we are only able to access so many “non-quality applicants” (Tier II credential holders and test category IV).

A contract mission is designed to ensure the accession mission is achieved. Contract mission considers the accession mission and historical numbers of DEP losses for a like period. Then, these numbers are distributed to the brigades, battalions, companies, and stations. So, these are the numbers you finally see on your station Operations and Analysis Board. They are broken down by education level and test category.

What all this means is that an applicant who enlists into the Army as an HA does count as a quality contract for test score category, but



not for educational quality. Therefore, it is not considered a quality contract because both quality requirements are not met. One exception to the quality standards is the GED Plus Program that allows up to 4,000 HA accessions per year.

These are excluded from our quality mission because this is a test. No change is made to the education code upon accession.

For further information contact SFC Vandebos at DSN 536-0428, or toll free at 1-800-223-3735 ext. 6-0428, or e-mail at [Dirk.Vandebos@2usarec.army.mil](mailto:Dirk.Vandebos@2usarec.army.mil).

## A recruiter writes:

Lately I have encountered many questions about the “Army of One” campaign. Many of the students at the high school here in El Paso have asked how come we don't have standup posters with females in BDUs or in dress greens. The only ones we have are the two females in dress blues. In addition, with the new campaign we seem to have fewer posters to advertise the Army. When we order these, only four are available, but only one has a “catch” picture which is the one with the Apache helicopter. I feel that after the new campaign started we have less with which to advertise. The new generation wants to see sniper posters such as the one that says “who says that money doesn't grow on trees” and so forth. The new generation wants to see explosions and tanks in battle, the toughness and power that our Army can offer, that it is not only the Marines that go to combat as an elite force. We have the best teams – Delta Force, Special Forces, and Rangers, not to mention the awesome tanks and helicopters. Our youth want to see the strength that we have, and I think it is time our advertisement department comes up with innovative ideas. They have done it in the past. We can do it again. This is what the new generation wants to see.

## The Chief of Staff responds:

Thank you for your interest in “The Way I See It” program and for your ideas to improve Army advertising.

Your suggestion to produce a standup of a female soldier dressed in either the Battle Dress or Class A uniform is one we will consider executing in the near future. Regarding posters, you are correct. Currently, we have only four posters available in the Army of One style. We are in the process of developing new posters and plan to have those distributed to the field soon.

Your recommendation to produce posters that feature explosions and tanks in battle is well noted. However, we discovered through target market research that images like these reinforce negative stereotypes about the Army. This same target market research shows that young people want to know what kinds of job skills and lifestyle the Army can offer.

The focus of the Army of One campaign, and the underlying message it conveys, is that the Army empowers individuals to succeed. We found that young people are interested in skill training and where that training might lead later in life. It's this interest that drives the Army of One campaign. And, as recruiting numbers demonstrate, this is why the Army of One campaign has had such tremendous success.

If you would like further information, please call Marlene Bland at 1-800-223-2725 extension 6-0145 or email [Marlene.Bland@2usarec.army.mil](mailto:Marlene.Bland@2usarec.army.mil).

# The Way I See It

**Vision implies change.** Change is upon us. We are better off to participate in change and to help shape it than to be dragged along by change. You can help shape the future and make it better. You know your job better than anyone. What are your ideas for improving operations? Share them on the space below and mail this according to the instructions on the back of this form, postage free.

Please be as detailed as possible when citing examples for improvement. Recruiters, support staff, and family members are encouraged to use this space to voice ideas and concerns. If you desire a direct response to your comments or suggestions, please include your name and address. Names are *not* required.

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Dear Chief of Staff:  
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**Teamwork:** Working together as a team, we can accomplish more than working as individuals. Share your vision for the future of the U.S. Army Recruiting Com-

mand. All forms are mailed to and received directly by the USAREC Chief of Staff, Fort Knox, Ky.

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HEADQUARTERS  
U.S. ARMY RECRUITING COMMAND  
FORT KNOX, KY 40121-2726

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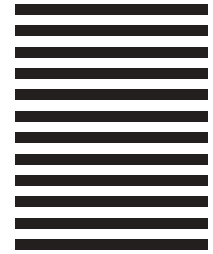


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Fold here first

# Time management

## for the recruiter

By Recruiting Center One, Recruiting and Retention School

**T**ime management seems to come easily for some people. But for most of us, there simply aren't enough hours in the day. There's your job, your wife, your kids, yourself. If you don't take a moment now to plan for the use of your time, you will definitely feel the pressures of an overloaded schedule later. USAREC Regulation 350-6 doesn't just suggest mission planning, it requires it. But does mission planning have to stop when you walk out of the office? Taking control of your daily schedule can be simple, and all you need to do is sit down and think things through to make better use of your time.

You've decided to heed our advice and try to get a little organization into your daily routine. So how do you do this? The Recruiting and Retention School offers classes on scheduling and time management, but do we really take those lessons to heart and do we apply those skills to our life beyond the recruiting station? Some of us do, but most do not. So to help you along, here are some suggestions.

**Start by brainstorming.** Sit down with anyone who affects your daily routine, in other words, get your spouse and kids in on the process. Use a pad and pencil and write. You know you have to do PT every morning. Write it down. Every Tuesday at 1745 is little Johnny's tae-kwan-do class. Write it down. Your wife has her garden club meeting on Thursdays at 2000. Write it down. You like to do your follow-up calls on Monday afternoons. Write it down. Are you starting to get the idea?

**Organize your brainstorm results.** Make a simple chart—seven days, 24 hours, and lots of room to write. Start putting down your obligations.

Consider what it will take to meet your obligations realistically. Is the office 20 miles from your daughter's school? Then you cannot expect to get there in five minutes. If you are obligated to pick her up at 1700, you cannot schedule other obligations up to 1655. If you have 10 follow-up calls to make each week, don't schedule 30 minutes and become upset if one good call takes 20 of those minutes.

According to the Self-Development Center at George Mason University, it's better to be precise at first. It is easier to find something to do with extra time than to find extra time to do

something. Most importantly, make it work for you. A time schedule that is not personalized and honest is not a time schedule at all.

**Decide where your schedule will be kept.** "The recruiter has tools the Army provides," explains SFC Sonya Jones, an instructor at the Recruiting and Retention School. "And if they'll take the time to become well acquainted with those tools, they'll probably find them satisfactory." If those tools don't work for you, there are all sorts of fancy time management systems to choose from. And there are all sorts of people who will tell you that one kind is better than the others.

The truth is—they all work and they all fail.

**Share your schedule.** This is the greatest way to prevent catching an earful from an angry spouse or an uptight superior. If CSM Brown gets a copy of your schedule and knows that on Wednesday, from 0830 to 1230 you will be at Central High, there will be no reason for him to ask, "Where have you been?" upon your late arrival to the office. And how much of your stress will that relieve? "I always liked posting a 90 day, dry erase calendar in my office," SFC Brian Adams states. "It was a clear, visual way for my teammates to see



what I was doing."

**Update your schedule.** Once you have created that first schedule, keeping it up-to-date and accurate should be easy. Keep in mind, it is all right to deviate from the schedule. Like everything else in life, flexibility helps ease frustrations. "Time management experts often suggest planning for just 50 percent or less of one's time. With only 50 percent of your time planned, you will have the flexibility to handle interruptions and the unplanned emergency. When you expect to be interrupted, schedule routine tasks. Save (or make) larger blocks of time for your priorities," explains Kathy Prochaska-Cue, Nebraska extension family economics specialist. But if you can keep a schedule from week-to-week, day-to-day and get yourself back on track quickly after interruptions, you will find time in your day to do everything, including the fun stuff.

So, it may not sound like much fun to schedule yourself to the point that you are even scheduling your leisure time, but you will find that with a little forward thinking you will start to free up more time for yourself. Additionally, not having to worry about whether you will have time in your day tomorrow to get the tasks you were supposed to complete today will help relieve a great deal of stress.

# Market Research Highlight: Postsecondary Education Opportunity Bulletin

## What is the relationship between income level and educational attainment?

By MAJ Veronica S. Zsido, Market Research Team, PAE, USAREC

This article addresses the relationship between income level and educational attainment; but first highlights the market-intelligence value of the *Postsecondary Education Opportunity Bulletin*, which served as the main source for the data contained in this article. The bulletin is published monthly, available online at [www.postsecondary.org](http://www.postsecondary.org), regularly provides educational-trend analysis down to the state level, and frequently breaks out this analysis by age, gender, income level, race and ethnicity. Although anyone with Internet access can visit this site, it is recommended that brigade and battalion market analysts and educational specialists search the site for high priority market topics (i.e., college stop-out data), as well as articles and reports that focus on their specific area of operations.

Most of the reports on the site are immediately accessible, but some prompt you for userid/password. The userid is always *newsletter* and the password is always identified on page 2 of the hardcopy version of the monthly bulletin. Educational specialists should consider subscribing to this bulletin. The password can also be obtained from the educational specialists in the Recruiting Operations Directorate, USAREC, who will post the monthly password on their Intranet site, <http://hq.usarec.army.mil/ro/Education/Index.htm>, as well as send out notification messages to the educational specialists in the field.

The site provides links to previously published bulletins, and also makes it simple to go straight to listings of available reports for individual states or subject categories. Below is a partial listing of articles currently found on "What's New on the Site."

6/17/02 Access Denied: The Oregon Story

6/17/02 College Entrance Rates By Race/Ethnicity for Recent High School Grads 1960 to 2001

6/17/02 College Entrance Rates by Gender for Recent High School Graduates 1959 to 2001

6/9/02 Public High School Completion by State and Race/Ethnicity 1981 to 2000

5/20/02 The Human Capital Economy and Higher Educational Opportunity in Indiana

4/30/02 The Human Capital Economy and Higher Educational Opportunity in Iowa

Bulletin #114 focused on educational trends for 18-24-year olds (data: 1996-2000) based on income, gender, and race/ethnicity. As you might expect, students from higher (vs. lower)

income families are more likely to graduate high school, but the disparity is dramatic between income groups. This disparity also applies to college continuation trends (which assumes high school graduation, then calculates the probability of enrolling in college prior to age 24), and is compounded when calculating college participation (which calculates the probability that a student will both graduate high school and continue to college prior to age 24). The table below captures some of these statistics:

Family Income		HS Grad	Coll Contin.	Coll Particip.
< \$25K	Male	57%	50%	29%
	Female	70%	61%	42%
\$25-50K	Male	75%	62%	46%
	Female	85%	73%	62%
\$50-75K	Male	87%	69%	60%
	Female	92%	81%	74%
> \$75K	Male	91%	84%	76%
	Female	95%	90%	85%
Total avg	Male	78%	68%	53%
	Female	85%	77%	66%

The analysis continues further and breaks out educational attainment by income level and race/ethnicity. The next table captures these statistics:

Family Income			HS Grad	Coll Contin.	Coll Particip.
< \$25K	Caucasian		70%	57%	40%
	Afr. Amer.		59%	48%	28%
	Asian/PI		85%	87%	74%
	Hispanic		54%	55%	29%
\$25-50K	Caucasian		81%	66%	54%
	Afr. Amer.		79%	68%	54%
	Asian/PI		90%	84%	75%
	Hispanic		69%	61%	43%
\$50-75K	Caucasian		89%	74%	66%
	Afr. Amer.		90%	71%	64%
	Asian/PI		90%	87%	79%
	Hispanic		79%	66%	52%
> \$75K	Caucasian		93%	86%	79%
	Afr. Amer.		93%	83%	77%
	Asian/PI		89%	93%	83%
	Hispanic		85%	78%	67%
Total avg	Caucasian		86%	75%	64%
	Afr. Amer.		73%	63%	46%
	Asian/PI		88%	88%	78%
	Hispanic		65%	61%	40%

The Postsecondary Education Opportunity Bulletins continually provide valuable insight with respect to our postsecondary market. The data provided above clearly shows the educational opportunity disadvantage faced by youth from lower-income families. How we incorporate this market-related information into our recruiting strategies further highlights the importance of IPM (Intelligence Preparation of the Marketplace).

# Path to success



*“One of the secrets of life is to make stepping stones out of stumbling blocks.” – Jack Penn*

By Jerald Hunter, Education Specialist, 1st Recruiting Brigade

New Army recruiters sometimes wonder how they can become successful or, better yet, they ask if there is a secret to school recruiting. Besides hard work, drive, and knowledge of your product and schools, there is no single method to use in your approach to school recruiting. However, there are some activities that every field recruiter should do to boost prospects in the secondary and post-secondary school markets.

Here are 10 steps to start you on the right path to success in school recruiting.

**Know yourself and be enthusiastic.** Take an inventory of your strengths and weaknesses. Play to your strengths and take the necessary steps either to remove or at least minimize your weaknesses. Positive thinking will be your key to success. You have to convince yourself that you can succeed at whatever you desire, because you can.

**Get smart; learn your programs and schools.** Learn more by making use of the many resources available to you. Ask your battalion education services specialist, station commander, and fellow recruiters what school administrators need and desire. Talk to these people and see how they work with educators, the competition, and other influential people. Incorporate information from their experiences and mistakes into your ideas and plans for school recruiting.

Obtain copies of your battalion and company high school and college penetration. Make a school folder for each of your schools and ask your battalion ESS for materials you can add to those folders. Learn about current laws and past legislation pertaining to school access and school lists. Be knowledgeable about the Armed Services Vocational Aptitude Battery Career Exploration Program, Planning for Life, Concurrent Admissions Program, and other recruiting programs.

Take advantage of available Internet information. Enroll in the College Recruiting 101 online course where you can learn how to work a college campus.

**Analyze your schools.** Work with your station commander and ESS to help you perform a market analysis of your schools and to determine where assistance is required. Make your assigned high school and college Web sites a daily reading requirement. Obtain and study previous, current, and future school calendars of events. Do this before you begin making your actual contacts, so that when you reach one of your COIs on the phone or have an opportunity for an interview you are informed.

**Develop a school plan.** Time spent in planning will help guarantee your tactical success. Target and research your school market, analyze market demographics, and determine your competitors market share, as well as how they work their schools. Plan your work; then work your plan.

**Build a network.** You should seek introductions to people who are in a position to help you gain access to your primary market. Take every opportunity to attend school functions and workshops, as well as college and job fairs. Identify at least three centers of influence in each school: the high school principal, college registrar, etc.; the highest-level guidance counselor, academic advisor, or an influential department chair in your school; and the career development advisor or student placement officer. However, this does not include your JROTC/ROTC PMS, veteran’s counselor, or college public affairs offices. They can become your targets for future contact.

**Market in your schools and maintain visibility.** Marketing is packaging your product and advertising your programs. Market your programs through your school and community COI network and use direct mail, e-mail, and telephone marketing strategies to your advantage.

**Schedule your time wisely.** A schedule is your road map to success. If you have no direction, you’ll travel in circles and ultimately never reach your production goals. Plan and schedule back to school and COI events to market your programs. Learn to manage your daily planning guide, school folders, school data sheets, and Lead Refinement Lists.

**Only make a promise that you can keep.** Do what you have to, but keep your promises, follow through on assignments, return telephone calls, tell the truth, and go the extra mile. A lack of follow through on commitments will hurt your integrity and your reputation.

**Do the right thing.** On the job you are not only judged by the results that you produce but also by the way you deal with and treat others in the process. Reputations, confidence, and opportunities are enhanced when you use honesty, loyalty, and integrity in your daily activities.

**Sustain; be consistent and persistent.** Don’t let frustration or circumstances beyond your control stop you. Believe in yourself and believe that you can achieve mission requirements.

**Know yourself and be enthusiastic.**

**Get smart; learn your programs and schools.**

**Analyze your schools.**

**Develop a school plan.**

**Build a network.**

**Market in your schools and maintain visibility.**

**Schedule your time wisely.**

**Only make a promise that you can keep.**

**Do the right thing.**

**Sustain; be consistent and persistent.**

## Reeves went from being a favorite uncle, to surrogate parent, to her recruiter

By Lee Elder, Nashville Battalion

It's been quite a transition for SGT George Reeves and his niece, Crystal Reeves.

First, he went from being her favorite uncle to her surrogate parent and now he's her recruiter.

Reeves, 34, gained custody of his 17-year-old niece late in 2000 about the same time he was reporting for duty as an Army recruiter at the Columbia, Tenn., recruiting station. He and his wife, Sherice, were childless after being married for more than a decade when Crystal came along.

"It was a big adjustment," George Reeves said while sitting behind his desk in the corner of the station. "Then, it was all fun and suddenly it became having to tell her to get to school and saying, 'You can't go out until you finish your homework.' It's not all party time anymore."

Crystal agreed.

"They were my favorite aunt and uncle," Crystal said. "They were the ones always bringing donuts and ice cream."

Crystal was adopted by Reeves' sister, Marie, when she was 5 years old. Her mother died and suddenly her home in Missouri became a difficult place to live.

She joined Reeves while his wife remained in Missouri finishing her studies. After growing up in a home full of children, she suddenly found herself coming home to an empty house while her uncle worked late nights in recruiting.

It was then that Crystal became a regular at the station. She kept busy answering telephones or making food runs to the Sonic restaurant next door.

About the time she entered her senior year at Spring Hill High School, Crystal began to think seriously about joining the Army herself.

"I had no intention of joining the Army," Crystal said. "I hung out here a lot because I didn't want to be home by myself. The more time you spend here, the more it grows on you."



**SGT George Reeves discusses the Army with his niece, Crystal Reeves.**

Once he became convinced Crystal was seriously considering the Army, Reeves set up an actual appointment to discuss the prospects.

"I didn't want her to join just because she's my niece," Reeves said.

Crystal did eventually enlist. She joined for six years as a military policeman.

Reeves said he was especially excited about Crystal's college prospects during and after her enlistment. She will earn \$50,000 through the Army College Fund. In addition, she will earn credit through the Army's Concurrent Admissions Program at Christian Bible College in Springfield, Mo.

"We didn't have 18 years to plan for her college," Reeves said. "The Army College Fund is a chance for her to make more of herself. This is the best way for her to afford to go to college."

Crystal left June 20 for basic and advanced individual training at Fort Leonard, Mo. She said she hopes to draw a European assignment, but first would like to come back to Columbia as a Hometown Recruiter Assistant.

"She's a good DEP soldier," Reeves said. "She's already helped us put one individual in."

"And there's several others who are thinking about it," Crystal added.

## Seattle Battalion hero

By Bill Pearce, Seattle Battalion

When taxi driver Nicholas Fernandez picked up a passenger near the Washington State Capitol of Olympia on the morning of Feb. 28, 2002, he had no idea he was putting his life in danger. Unfortunately for Fernandez, his passenger shot him twice in the back in an attempt to car-jack the cab.

1SG Dwayne Thomas, of the Seattle Battalion's Olympia Recruiting Company was right behind the cab when the window blew out and the wounded Fernandez jumped from the cab. As the car-jacker raced away, Thomas put the bleeding victim in his pickup and headed for Madigan Army Medical center at Fort Lewis.

Thomas, who received a Bronze Star for service in the Gulf War, does not like to be called a hero. "I did what anyone in



**1SG Dwayne Thomas drove a cab driver to the hospital after he had been shot by his passenger.**

similar circumstances would do" he said.

Fernandez was released after a four-day stay in the hospital. His cab was found 30 minutes after the car-jacking by the Washington State Patrol with its engine and meter running.

Thomas' Company Commander, CPT Ciro Stefano describes the first sergeant as "The hardest working, most committed NCO I have ever worked with."

Nicholas Fernandez is very fortunate that Thomas was right behind him on that fateful morning.



## 2002 Mega DEP Event

*By Kerry Larsen, Great Lakes Battalion*

The third annual Mega-DEP event held May 4 highlighted the ongoing mutual support efforts between the U.S. Army Tank-Automotive and Armaments-Command and Great Lakes Recruiting Battalion. Over 450 DEP soldiers, recruiters and guests gathered at the Warren, Mich., facility for a day of rock climbing, briefings, and equipment displays. The event also featured a catered lunch for attendees.

“Our relationship with TACOM continues to thrive, providing tremendous support for the battalion. The willingness of the staff to give up a Saturday to host our prospective soldiers and their families and provide information on the equipment displays is really tremendous,” said LTC Gary Pease, Great Lakes commander. “The displays such as the SmarTruck and its high tech weapons and features amazes the attendees. And, of course, everyone gets a shot at climbing the rock wall.”

Pease added, “The number of vehicles and support personnel provided by TACOM is just great. Our DEP soldiers get a look at tanks, HMMWVs, cranes, Bradleys and a variety of other equipment.”

DEP events held periodically throughout the battalion keeps recruits interested and motivated as they await the start of their Army experience.

The majority of attendees represented the Mt. Clemens company area. MAJ Kevin Wilkinson, company commander, organized the event. “The support we receive from TACOM and the 333rd Infantry Battalion in Flint really enhances the function. The DEP soldiers and their families are tremendously impressed by the drill sergeants,” said Wilkinson.

“SSG Richard Emmendorfer and SSG John Sanford’s professionalism and appearance dispel a lot of the DEP soldiers’ apprehension. The opportunity for them and their families to discuss basic training with a drill sergeant alleviates a lot of concerns,” he added.

CSM Dennis Crandell represented the TACOM commanding general at the event, sharing his career experiences with the attendees and assuring the DEP soldiers that a future sergeant major was in their midst. Crandell also presented a videotape highlighting TACOM’s mission.

In addition to hosting the mega DEP event, TACOM provides equipment for a variety of recruiting events throughout Michigan, including the annual training conference. These displays enhance battalion efforts to meet Army and Army Reserve enlistment goals.



With a DEP soldier’s assistance, SSG John Emmendorfer demonstrates the proper technique for the Army four-count push-up. Emmendorfer is a drill sergeant with the USAR 333 Infantry Battalion in Flint, Mich.



SFC Edward Washington (left) and SFC David Spiker discuss Army life with a pair of DEP soldiers at the TACOM mega DEP event.



Defensive measures control panel and video display screens are located in the rear seat of the SmarTruck. Access to the system is controlled by fingerprint identification.



## Bring your spouses to work day

Story and photos by Lee Elder, Nashville Battalion

Recruiting truly became a family affair on May 10 when U.S. Army Recruiting Battalion Nashville spouses joined the battalion's "Bring Your Spouses to Work" day.

Nashville Battalion commander, LTC Claudia Wigglesworth, authorized the event as part of the Army's Military Spouse Appreciation Day. Soldiers were allowed to bring their spouses to their workplaces and were then dismissed early.

Clarksville Company took the premise one step further. Its company leadership team brought spouses in early to do physical training.

This move only made sense, according to 1SG Loren Sturgis. "Recruiters work from sunup to sundown," Sturgis said. "If you really want to see what my day's about, you come in when I come in."

Thus, spouses crowded into the Clarksville Recruiting Station just before 6:30 a.m. to stretch and get ready to exercise. The station commander, SFC Paul Bennett, planned a circuit, which ran around a local shopping mall, to test the endurance of recruiters and spouses alike.

"My wife does PT five days a week so she's pretty coordinated," said SGT Chuck Carroll, a Clarksville recruiter. "It was different having her there, we had a lot of fun."

Carroll's spouse, PFC Tracy Carroll, is a flight operations controller with Company A, 101st Aviation Regiment at nearby Fort Campbell, Ky.

Another glowing review of the day came from SSG David L. Martin, who commands the Lebanon Station. His wife, Emily, is a new Army Reserve soldier.

"She made phone calls and talked to female prospects," Martin said. "She's been through the MEPS recently and it was like having an extra brain out there to help me as a recruiter. She's a good recruiter in her own right, and I use her as much as she will let me."

Sturgis' wife, Karen, explained, "I had quality time with my husband, plus I have a new insight and respect for what goes on Monday through Friday. I truly enjoyed it."



Clarkville 1SG Loren Sturgis (right) and his wife, Karen, take part in early morning physical training with fellow Clarkville recruiters and their spouses.



SGT Chuck Carroll and his wife, PFC Tracy Carroll, loosen up before running PT with the rest of the station members. Clarkville Company started its spouse day very early that morning.

But she added, "I didn't realize how patient he has to be. It definitely helped me understand what he goes through."

For his part, Sturgis applauded the event. "The spouses got to see our daily chores and daily challenges," Sturgis said. "I think they learned to be a little more tolerant of our lengthy work schedule. I think it should be done again and done more often because of the turnover of the soldiers we have."



## D.A.R.E. Day 2002 in Hawaii

Photos by Ray Graham

SSG Nathan Correia, Kaneohe, Hawaii recruiter (top left), with HRAP PVT Fintan Murphy and DEP Ruben Ortiz, watch the Golden Knights jump into Honolulu's Aloha Stadium on May 21 for D.A.R.E. Day 2002. The event, sponsored by the local Drug Abuse Resistance Education Program, was designed to steer elementary school-age children away from drugs. Over 15,000 children from the island of Oahu attended, along with Army recruiters from each Hawaii recruiting station and their DEP members. The event was co-sponsored by the Honolulu Police Department.

## Cobra Challenge Wrestling Tournament

*Story and photo by D.A. Silva, Miami Recruiting Battalion*

The Miami Battalion, in conjunction with Boyd Anderson High School, was instrumental in planning the recent successful Cobra Dual Challenge Wrestling Tournament at the Broward County Community College in Davie, Fla.

“Our congratulations go to Coral Springs High School for winning the tournament and to the runners-up from Boyd Anderson High School,” Miami Battalion commander LTC James A. Campbell said.

“There is more to competing than just winning,” Campbell said. “Each and every wrestler should be proud of their dedication and discipline. They all stepped up to the Cobra Challenge. This event enabled us to reach out to a large number of students, and I am proud we were able to enlist three of these athletes in the world’s finest army.”

Fine young wrestlers from the Broward and Palm Beach County high schools competed. It was a popular event showcasing many of the area’s top teams: Cardinal Gibbons, Boyd Anderson and Coral Springs High Schools.

“Some of the finest high school wrestlers in the state were at this tournament,” says Otis Rollie, coach of Boyd Anderson’s wrestling team and the Cobra Challenge Tournament Coordinator. “This was a very exciting competition.”



**Coach Dan Jacob, Coral Springs High School, accepts first place trophy for his winning team from MAJ Wendell K. Johnson, commander of the Fort Lauderdale Company.**

“The Battalion supports such activities in an effort to promote physical fitness, teamwork, and discipline,” Campbell said. “We are always interested in providing positive role models for high school students.”

There was a live radio remote broadcast from the site. The Army rock wall was part of the festivities, and recruiters were on hand to answer questions.

The event was extremely productive for the battalion, yielding over 200 leads. Since the tournament, three participating wrestlers have joined the Army.

## Grandson of Cleveland legend enlists into Army Reserve

*Story and photos by Perry Edelbergs, Cleveland Recruiting Battalion*

Cleveland sports fans are familiar with the achievements of legendary National Football League Hall of Famer Lou “The Toe” Groza, who played for the Cleveland Browns from 1946-1959 and 1961-1967. However, many people may not be aware that before his glory sports days he served in the Army during World War II. And now, grandson Justin Groza is keeping the family Army tradition alive by enlisting into the Army Reserve.

Twenty year old Justin, a graduate of Hoover High School in North Canton, is currently a sophomore at Baldwin Wallace College in Berea majoring in finance. Justin noted that not only did grandfather Lou serve in the Army but his maternal grandfather did as well. Justin said that he desired to serve his country as a result of the September 11th attacks.

SFC James Mauer of the Lakewood Recruiting Station said that Justin enlisted for six years and will enter the combat engineer field. Having signed up for the Alternate Training Program (ATP), Justin will take his basic training at Fort Leonard Wood, Mo. Next summer, following the completion of his upcoming school year, he will take his Advanced Individual Training (AIT) also at Fort Leonard Wood.

When asked about grandfather Lou’s military service, Justin

noted that his grandfather was drafted into the Army in 1943 and was stationed in the South Pacific. Following service in a surgical battalion and attaining the rank of master sergeant, Lou was discharged in 1946. Lou helped the team win four straight All-America Football Conference championships. In 1950, the Browns joined the National Football League and promptly captured the NFL championship that season on Lou’s kick during the closing seconds of the title game over the Los Angeles Rams.



**Justin Groza, grandson of NFL Hall of Famer Lou Groza, enlisted in the Army Reserve. His recruiter is SFC James Mauer of the Lakewood Recruiting Station, Cleveland Recruiting Battalion.**

## DoD introduces online medical research library

*By Austin Camacho, Special to American Forces Press Service*

Veterans and service members can now find the Gulf War research-related medical information they want on one central Web site, [www.gulflink.osd.mil/medsearch](http://www.gulflink.osd.mil/medsearch).

The site is the collaborate effort of the Defense Department's Deployment Health Support Directorate, the Department of Veterans Affairs and the federal Centers for Disease Control and Prevention in Atlanta.

The idea for the online medical library, dubbed Medsearch, came as a recommendation from a 1999 CDC conference, according to Drue H. Barrett of the CDC's National Center for Environmental Health.

"We brought together a variety of different scientists, researchers, veterans and patients' advocates," she said. "In several different work groups at this conference there was raised this issue that sometimes the research was difficult to search through because it was on several different sites."

Medsearch strives to fill the needs of both veterans and researchers, Barrett explained. Veterans wanted one place to go where all the information and research was available in a way they could understand and access it. Researchers wanted an easier way to keep track of all the research being done by the federal government in various places.

The site's creators believed it would be nearly impossible to capture all the research done related to Gulf War veterans' health, but government-funded research would at least represent the majority.

Some of the material on Medsearch consists of plain language documents, like the case narratives written in the last few years by the Office of the Special Assistant for Gulf War Illnesses, known today as the Deployment Health Support Directorate.

Many articles, however, were published in scientific journals and filled with technical jargon. Directorate officials have said they can't rewrite these documents, but they are committed to

making the information in them accessible to all readers. They've done this by adding introductions that give people a quick summary or synopsis of what they'll find in each document. For those who understand the scientific language, the original documents are posted in their entirety with source details.

The site's topics are listed in simple language so visitors can readily identify what they're looking for. For example, data on neurological disorders are listed under "Brain and nervous system."

There are also topics listed that you might not see in other medical sources. For instance, pesticides and depleted uranium are environmental and occupational hazards that civilian health care providers may not have much information on, but that are of key interest to Gulf War veterans.

Those who visit the site should know they are viewing just the first stage of an ongoing project. The site will be updated continually as more research is done. Barrett said she hopes Medsearch will become increasingly valuable to veterans as time passes.

*(Austin Camacho is the senior public affairs specialist at the DoD Deployment Health Support Directorate, Office of the Assistant Secretary of Defense for Health Affairs, in the Pentagon.)*



## DoD civilians, military qualify for vacation club

*American Forces Press Service*

Service members and DoD civilians are eligible to rent condominiums in certain resorts around the world as part of a vacation club arrangement between the Army and a civilian corporation.

Army Morale, Welfare and Recreation arranged with Cendant Corp. and one of its subsidiaries, Resort Condominiums International, to offer the condos at reduced rates to active and reserve service members, military retirees, DoD civilians, and any other persons eligible to use military morale, welfare and recreation services.

The deal offers condominium unit

rentals for \$234 per week at selected resorts. The normal rates are \$600 to \$1,500 per week in season, according to Verlin Abbott, Cendant national vice president for DoD and government marketing.

"I have gotten phone calls from scores of individual MWR offices talking about how great the program is — received e-mails from hundreds of places around the country from active duty soldiers, retired military, and DoD civilians, asking how to sign up," said Dan Yount, chief of Army leisure travel services. "The program has generated a lot of positive response from people."

Yount said he thinks the program is a good deal for the DoD community. "I've stayed in some of these places at a much higher rate," he said. "It cost me \$1,000-plus. So \$234 a week for anything from a three-bedroom unit to an efficiency is a good deal. Also, these units are renovated every three years. These are great places."

Cendant/RCI manages more than 3,700 time-share resorts worldwide. The discount arrangement is possible because not all resort units are used by owners or rented all the time. The company must pay upkeep costs, but receives no revenue while units are vacant.

In the arrangement between the Army and RCI, the vacationer can get information about the Armed Forces Vacation Club from any MWR Information, Tickets and Reservation office or Information, Tickets and Tours office, or they can get information and book reservations either online or via a toll-free telephone reservation center.

Access to club information is available by visiting the Army's "Great Travel Deals" Web site at [www.armymwr.com/portal/travel/traveldeals](http://www.armymwr.com/portal/travel/traveldeals) and clicking on the Armed Forces Vacation Club logo.

In navigating the club Web site, visitors will find a list of available units and dates among the thousands of participating resorts for booking, all for \$234 for seven nights. Service members or civilians can reserve a condo using a major credit card. The MWR office receives \$22 for every reservation booked.

Some restrictions apply. Confirmed

vacations are not transferable. The customer purchasing the space-available voucher must check in at the resort and be at least 21 years old. Pets are not allowed at any location.

Abbott said service members and civilians must be flexible with their requests. "You're not going to get Vail (Colo.) at Christmas," he said. "Generally, what's available is off-season or on relatively short notice." In fact, most vacancies aren't posted until 14 to 21 days before the scheduled date of arrival, he said.

Participating resorts have different amenities. Typically, condos feature up to three bedrooms, a living room and fully equipped full or partial kitchens. Many units have laundry facilities or such amenities as whirlpool tubs or fireplaces. Guests have access to on-site or nearby facilities, such as beaches, golf courses, tennis courts, spas, ski slopes, fishing lakes, hiking paths, horseback riding, restaurants, and shops. Many resorts also provide planned adult and children's activities.

RCI is a time-share exchange company, but service members and DoD civilians have no obligation to sit through sales pitches or other presentations, Yount said.

For more information on the club program and other discount travel packages and specials check with installation MWR ITR or ITT offices, or visit [www.armymwr.com/portal/travel/travelresources](http://www.armymwr.com/portal/travel/travelresources).



**The new Armed Forces Recreation Center in Garmisch, Germany, depicted in an artist's rendering.**

## Armed Forces Recreation Centers expand in Florida and Germany

*Special to American Forces Press Service*

Two popular Armed Forces Recreation Center destinations are being expanded for Defense Department vacationers.

Officials broke ground May 7 for a new 330-room hotel and conference center in Garmisch, Germany. When it opens in fall 2004, the \$70 million facility will replace the World War II-era hotels currently located in Garmisch and Chiemsee.

A \$94 million construction project will boost the number of guest rooms to 587 from 288 at the Shades of Green Resort at Walt Disney World.

## NCOs get new career development guidance

*by Joe Burlas, Army News Service*

An updated Department of the Army pamphlet will soon provide noncommissioned officers more robust career development guidance on the path to sergeant major.

Replacing a 15-year-old generic DA PAM 600-25, Noncommissioned Officer Professional Development Guide, the new guide will offer structured institutional and self-development career advice tailored to each military occupational specialty and skill level via the Web later this month.

"The Army has been in need of this publication for some time," said retired SGM Carl Armentrout, chief of Army Development Systems XXI Enlisted Component. "The field asked for better NCO professional development guidance and it is being delivered. It's very extensive."

Updating the NCO guide was one of the recommendations the Army Development Systems XXI task force made to Army Chief of Staff GEN Eric K. Shinseki last year. According to its charter, the task force was formed in October 1999 to "chart a course for enlisted and warrant officer development and management required in the next century."

Making the pamphlet an e-book allows it to be updated quickly by MOS proponents and other Army officials when changes occur or more current information is available, Armentrout said.

As an e-book, the guide also has hundreds of hyperlinks for more detailed coverage of specific Army subjects and programs. Users can checkout the Army's Credentialing Opportunities Online Web site to see how a MOS

compares to a similar civilian profession and what is required to qualify for jobs in that career field. Another link takes users to the Army education Web site that details information on a myriad of academic degree-building programs and available tuition assistance.

Specifically, the guide lays out the duties, prerequisites, required institutional training and recommended self-development of each MOS by career management field and skill level, Armentrout said.

Armentrout gave an update on other ADS XXI enlisted initiatives:

Career field proponents have made significant progress on the requirement to reduce MOSs to a more manageable level, he said. When the ADS XXI task force formed, the Army had 241 MOSs. The number today is less than 200.

The next step is for the Training and Doctrine Command to look across proponents to see what other MOSs might be consolidated for further reductions, Armentrout said. Low-density MOSs that are not inherently military are also being examined for possible outsourcing, he said.

On the need to staff Sergeant Major Academy instructor positions with seasoned senior NCOs, the first batch of 15 report in this summer, with 15 more following in 2003 and another 15 in 2004. The recent practice had been to staff the academy's 48 instructor positions with sergeants major who had just graduated from the academy's training, Armentrout said. Another fix in the works is lifting a regulatory ban that prohibits command sergeants major who leave command positions for other non-command assignments from returning to command slots, he said.

A similar initiative is under review to field experienced senior NCOs in observer/controller positions at the National Training Center, Fort Irwin, Calif., and the Joint Readiness Training Center, Fort Polk, La.

"Obviously, a command sergeant major who has taken a battalion through the National Training Center a time or two is better qualified to mentor NCOs coming through NTC than someone who has never been there before," Armentrout said.

## Army “Basic Training” ads receive Gold Effie Award

*Army News Service*

The Army’s advertising agency won top honors this month from the American Marketing Association for the “An Army of One” advertising campaign last year profiling six actual Army recruits as they progressed through basic training at Fort Jackson, S.C.

Leo Burnett USA won 12 awards, the most of any advertising agency, at the American Marketing Association’s 34th Annual Effie Awards held in New York City June 6. The Effies, an annual competition sponsored by the American Marketing Association, recognizes results-based advertising, creative achievement in meeting and exceeding advertising objectives, and honors campaigns that deliver the best marketplace results for clients.

Burnett swept the competition with five gold, five silver and two bronze awards on behalf of nine clients.

“This validates the Army’s approach to connecting in a more meaningful way with America’s youth,” said Mr. Reginald J. Brown, the Assistant Secretary of the Army for Manpower and Reserve Affairs. “We are well pleased with the results thus far and look forward to further success.”

Winning campaigns included the U.S. Army series, which received a gold Effie Award. The award-winning strategy took a peer-to-peer approach to communicate with recruits in an integrated campaign to change prospects’ perceptions of the Army and its brand. The ads also were provided on the Army’s recruiting Web site, [www.goarmy.com](http://www.goarmy.com), along with more information about the Army and specific Army jobs for those individuals prompted by the ads to consider joining the Army and Army Reserve.

“We are extremely pleased with the success of the ‘An Army of One’ campaign,” said MG Michael D. Rochelle, commander of the U.S. Army Recruiting Command at Fort Knox, Ky. “We are absolutely elated by this award, which shows that our principal market recognizes the relevance of our advertising campaign and the great efforts by the Leo Burnett team.”

The U.S. Army Recruiting Command has exceeded its Active and Reserve recruiting goals every month this fiscal year, an accomplishment attributed in part to the “An Army of One” advertising and Web campaigns.

The American Marketing Association (AMA) has over 40,000 members worldwide, in 82 countries, with nearly 400 chapters throughout North America and Canada.

The AMA is the only organization that provides direct benefits to marketing professionals in both business and education, and serves all levels of marketing practitioners, educators, and students.

## Army to excite youth about math, science

*By SSG Marcia Triggs, Army News Service*

Army Secretary Thomas White recently committed \$2 million of the service’s funds in an effort to get America’s youth excited about math and science.

A partnership between the Army and National Science Center Inc., a non-profit organization, was renewed May 22 during an informal ceremony in White’s office.

“Since the beginning of this relationship, which began in the 1980s, the Army has been able to do two things,” said Dr. George Fry, the NSC director. “The Army has found a way to get students to take harder math and science courses. Also, teachers, students and parents see the Army in a positive role.”

Fry, who has a doctorate in education, said NSC is involved in seven programs, but the one that has opened doors to the Army involves two soldiers in an 18-wheeler.

Last year the Mobile Discovery Center Van stopped at 78 schools across the country and reached more than 25,000 students.

Two Mobile Discovery Centers will be on the road beginning next school year, to meet the daily requests from teachers and educators across the country, Fry said.

The current van is manned by a team

of two former recruiters. It pulls onto school property, invites up to 50 students inside the semi-truck and tells them that they will have fun, and they will learn something. With hands-on activities and interactive conversations, students learn about a number of topics including electricity and sound waves.

“We get the students pumped up,” said SFC David Cundiff, an exhibitor with the U.S. Army Recruiting Command. “We create a lot of excitement, and hopefully create an attitude so that the next time science is done in the class, they’re interested.”

The team is not there to teach or recruit, Cundiff said. However, they are planting seeds in the minds of their audience of third-to-eighth graders, he said.

“After the presentation, the students ask about our jobs in the Army, and they think soldiering is cool,” Cundiff said. “Most teachers are impressed with the Army’s service to the community, and that opens the door for recruiters.”

Cundiff was recognized for his work with the students by a Georgia television station. He was one of 30 people to receive the Golden Apple Award, which recognizes teachers and educational professionals for outstanding achievement. Nominations for the award come from teachers, parents, students and community residents.

Sponsorship from USAREC started in 1992 with one mobile van, but the idea for the partnership came from a Signal Corps general in the late 1970s, Fry said.

Retired LTG William Hilsman, a former commanding general of the U.S. Army Signal Center, Fort Gordon, Ga., was responsible for training young soldiers in fairly complex military specialties, Fry



said. However, a lot of money and time was being spent on remedial training to equip them with the basic math and science skills, he added.

“When Hilsman talked to his friends in academia, business and industry, he found that students were coming out of high school going into college and jobs lacking the background they needed to be successful,” Fry said. “From there the program was born.”

Since its inception, one of the major challenges has been judging its effectiveness.

“We don’t control all of the variables, so producing solid research that says we did this and this occurred is difficult,” Fry said. “What we do have is anecdotal feedback, which is letters from people who have told us they’ve gone on to be math or science teachers because of the program.

“We’ve also received letters from people who joined the military and attributed their interest to seeing positive NCOs.”

The NCOs who run the Mobile Discovery Centers are only a small fraction of the military support given to the National Science Center, Fry said. The organization is assigned to Fort Gordon and its mathematics, science and technology center receives support from the Signal NCO Academy, Fry said.

Fort Discovery opened in April 1997 and now has more than 250 participatory exhibits for students. Over the past three years, the NSC has been a leading producer of distance learning programs in Georgia and nationally within the Department of Defense, Fry said.

More information about the NSC can be found on the center’s Web site at [www.NationalScienceCenter.org](http://www.NationalScienceCenter.org).

## New uniform regulation goes online

By SSG Marcia Triggs, Army News Service

The most current uniform policy regulation went online June 25, and clarification of the Army’s tattoo policy is only one of two dozen changes or updates that will take effect Aug. 1.

Last December the Army announced that changes were being staffed, and the tattoo policy is one that underwent the most modifications.

“Under the old regulation, it stated that tattoos were prohibited on the face, neck and head. ... Now, it states that tattoos are not to be visible in the Class A uniform with trousers. So there is a common standard for both males and females,” Messman said.

Soldiers who currently have tattoos on their hands will be “grandfathered” and allowed to keep them, Messman said, as long as the tattoos are inoffensive.

Counseling requirements for commanders with soldiers who have tattoos are also outlined in the updated regulation. Offensive tattoos anywhere on the body are prohibited, but tattoos that are not offensive need to be documented in a written report at the discretion of the commander.

To eliminate subjective opinions from one command to the next, the soldier will present the written documentation at his new assignment, Messman said.

Other items that were revised include hair, nails, contacts, cell phones, pagers, headgear, “camelbacks,” desert battle-dress uniform insignia, regimental distinctive insignia, physical fitness uniform wear and pregnancy, the explosive ordnance detachment badge, and the black mess uniform.

The beret, which is a new clothing item, is addressed in the updated regulation. When soldiers are not wearing the beret outside, they should be carrying it, Messman said.

Soldiers should not attach headgear to the uniform, hang it from their belt or put it in a uniform pocket. This headgear policy has always been in effect, Messman explained. However, in maneuver environments placement of the utility cap is at the commander’s discretion, she added.

What people have to remember is that the Army regulation is the only publication that accurately spells out proper wear of the uniform, Messman said. Regardless of what media sources put out, soldiers should first seek clarification from AR 670-1, and focus on what the regulation states now, and what will go into affect in August, she added. The uniform regulation was last revised in 1992, but in order to keep up with the pace of changing times the regulation is periodically reviewed.

“The regulation has to change with time,” Messman said. “If not we’d still be wearing uniforms from the Civil War.”

A new policy regarding cell phones and pagers is one addition to the regulation that was generated by technology, Messman said.

Under the regulation only one electronic device will be authorized for wear on the uniform in the performance of official duties. The device may be either a cell phone or pager — not both. The device must be black in color and may not exceed 4 X 2 X 1 inches. Devices that do not comply with these criteria may not be worn on the uniform and must be carried in the hand, bag, or in some other carrying container.

“We depend a lot on leadership in the field,” Messman said. “They know the young soldiers of today. I get their input on when it’s time to allow something that wasn’t allowed before, or when something starts becoming a distraction and needs to be addressed.”

The policy change authorizing braids and cornrows is an example of items that were once seen as inappropriate in the workplace, but now considered conservative and business-like, Messman said. And the policy clarification that prohibits two-toned manicured nails is an example of a growing trend that has no place in the work area, she added.

People usually have the hardest time accepting the grooming policies, Messman said. “We don’t want to rob people of their individuality,” Messman said. “But the Army has never professed to be a leader in fashion. Our goal is to create a conservative, professional image and some of the more trendy styles will not accomplish that goal.”



# Gold Badges

RSM JUNE 2002



## **ATLANTA**

SSG Tena Hall  
SSG Wadus Davis  
SGT Shauna Fowler

## **BALTIMORE**

SFC Alonda Grier  
SFC Roger Winter  
SSG Ronald Eckert  
SSG Timothy Blackwell

SSG Andre Charlot  
SSG Robin Krieger  
SSG Todd Reeder

SSG Richard Clarke  
SSG Kelly Bennett

SGT Quincy Martin  
SGT Derrick Allen  
SGT Christopher Belcher

## **BECKLEY**

SFC Richard Seamans  
SSG Regan Ward  
SSG Kevin R. Wyatt  
SSG Ronald Cunningham

## **CHICAGO**

SSG Christopher Grant  
SGT Angel Laracuente  
SGT Jason Avila

## **COLUMBIA**

SFC Anthony Jernigan  
SSG Samuel Cartledge  
SSG Cynthia Encapera  
SSG Neysa Williams  
SSG Derrick Holmes

SSG Rodney Howell

## **COLUMBUS**

SFC Cynthia Salinasskahan  
SFC Gerald Wyche  
SSG Christopher Hester  
SSG Jeffery Houseworth

## **DALLAS**

SFC Danny Sills  
SFC Duane Davis  
SSG Claud Miller  
SSG Joseph Vinson  
SSG Alan Wilcox  
SSG David Curtin  
SSG Christopher Davis  
SSG Brian Rennert  
SGT Raymond Martinez  
SGT Shawn Miller

## **DES MOINES**

SFC Ronnie Shamberger

## **GREAT LAKES**

SFC Jeffrey Baker  
SSG Timothy Paradis  
SSG James Springstube

## **INDIANAPOLIS**

SFC Joseph Lucas  
SFC David Pruni  
SSG Dennis Chaffin  
SGT Jonathan Longar  
SGT David Holland  
SGT Frederic Webb

## **JACKSON**

SSG Carlos Reynolds  
SSG Janet Saunders  
SSG Robert Robinson  
SSG Donald Davis  
SSG Robert Underwood  
SSG Michael Moyers

## **JACKSONVILLE**

SSG Harry Rosado  
SSG Seasine Albarran  
SSG Ronald Mitchell  
SSG Keith Pruett  
SGT Lee Maertz  
SGT Josue Ramos  
SGT Elleanor Wiggan

## **KANSAS CITY**

SSG Jerry Hanshaw  
SSG Erik Kuerst  
SSG Matthew Payne  
SSG Scott Vanhoozer  
SSG Kelly Mitchell

## **LOS ANGELES**

SSG Lisa Osgood  
SSG Darick Majka

## **MIAMI**

SSG Herber Vargas  
SSG Carmelo Ferrer  
SSG Hector Diaz  
SSG Reinaldo Boneta  
SGT Daniel Alonso

## **MID-ATLANTIC**

SFC Shane C. Smith  
SFC Brian Hoffman

## **MONTGOMERY**

SSG Ozro Covington

SGT Donald Hontz

## **NASHVILLE**

SSG Matthew Macon

SGT Martin Moreno

SSG Michael Johnson  
SSG Paul Fenn

## **NEW ENGLAND**

SSG Daniel Francis  
SSG Samuel Zawistowski  
SSG Walter Robinson  
SGT Bruce Sanders  
SGT Charles Blough  
SGT Peter Rego

## **NEW YORK CITY**

SFC Damon Glover  
SSG Luis Laluz  
SSG Auston Charles  
SSG Roberto Cruz  
SSG Stanley McQueen  
SSG Johnny King  
SSG Donald McMillian

## **OKLAHOMA CITY**

SSG Jason Jonas  
SGT James Phillips

## **PITTSBURGH**

SGT Lee George

## **PORTLAND**

SSG Andres Acoba  
SSG James Daniels  
SSG Corey Hammond  
SGT James Perry  
SGT Gregory Pinkal  
SGT Michael Winters

## **RALEIGH**

SSG Kevin Blackshear  
SSG Jess Jones  
SSG Aubrey Crenshaw  
SGT Michael Felder  
CPL Misty Newell

## **SACRAMENTO**

SSG Hector Segura  
SSG Eric Owens

## **SALT LAKE CITY**

SFC Rodger Seppala  
SSG Peter Martin  
SSG James Cole  
SSG Etharl Richardson  
SSG Bryan Patrick  
SSG Gwendolyn Bijold  
SSG Jared Rudd  
SSG Mark Garcia  
SSG Scott Wyatt  
SSG Michael Lyons  
SSG Nick Wilkinson

SSG Pablo Cadena  
SSG Roosevelt Buckner  
SGT David Ross  
SGT David Palmer  
SGT Darin Fowler  
SGT Paul Clonch  
SGT Kevin Peters

## **SAN ANTONIO**

SFC Juan Luna  
SSG Arturo Solano-Hurtado  
SSG Jose Rubalcava  
SSG Joel Arellano

## **SEATTLE**

SSG Suk Jun  
SSG Rolana Frank  
SGT Stacy Tyrone  
SGT Kevin Tyler  
SGT James Horner  
SGT Gregory Armstead

## **SOUTHERN CALIFORNIA**

SFC Kenneth Juede  
SFC Raule Lemus  
SFC Thomas Asis  
SSG Ronald Strietzel  
SSG David Pantojas-Vidal  
SSG Jeremy Godfrey  
SSG James Woods  
SSG Collen Pagatpatan  
SSG Timothy Boone  
SSG Steven Montoya  
SSG Robert Taylor  
SSG Dorothy Herlem  
SGT Robert Rodriguez

## **ST. LOUIS**

SSG Chad Hester

## **SYRACUSE**

SFC Dennis Marcello  
SFC James Polnitz  
SFC Thomas Westrick  
SSG Robert Conkling  
SSG Arthur Smith  
SSG Eric Hampton  
SSG Peter Palumb  
SSG Matthew Blair  
SSG Peter Durussel



# Morrell Awards



**RSM JUNE 2002**

**ALBANY**

MSG Gregory Bryant

**COLUMBIA**

MSG Samuel Cobbs

**DALLAS**

SFC Floyd Louis

SFC Michael O'Brien

SFC Larry Jeffries

**DES MOINES**

SFC Clifford Cunningham

SFC Raymond Graham

**INDIANAPOLIS**

SSG Joseph Gonzalez

**JACKSONVILLE**

SSG George Isaac

**NEW YORK CITY**

SFC Lester Rodriguez

SFC Kevin Williams

**PHOENIX**

MSG Vincent Reed

SFC Gregory Reller

SSG Ray Kruithof

**PITTSBURGH**

SFC Thomas Kingdom

**PORTLAND**

SSG Gregory Smith

**SALT LAKE CITY**

SFC Mark Griffin

SFC James Phebus

**3D AMEDD**

SFC Patrick Lee

# Recruiter Rings



**RSM JUNE 2002**

**ALBANY**

SFC Dale Konopinski

SFC Luis Hernandez

SFC Paul Mosseau

**BALTIMORE**

SFC James Brooks

SSG Keith Cline

SSG Kerry Williams

**BECKLEY**

SSG Kevin Wyatt

SGT Gene Agee Jr.

**CHICAGO**

SFC Charles Ransom Jr.

**CLEVELAND**

SSG Athiena Wilder

**COLUMBIA**

SFC Christopher Sharp

SFC Harry Waiters

**GREAT LAKES**

SSG Cory Johnson

**HARRISBURG**

SSG Nathan Billips

SSG Matthew Miller

**HOUSTON**

SSG Omar Swift

**INDIANAPOLIS**

SFC James Davison

SSG Mark Cochran

SSG David Richardson

SSG Willie Harris

**JACKSON**

SSG Reginald Ewing

SFC Alster Watters

SFC Michael Smith

**JACKSONVILLE**

SSG Felecia Thompson

SSG Lorenzo Felton

SSG Melvin Zeigler

**KANSAS CITY**

SFC James Roberts

**LOS ANGELES**

SFC Thomas Krech

SSG Eric Swanson

**MIAMI**

SFC Elvin Delgado

SSG Orlando Batista

SSG Denise Eldred

SGT Presly McKeever

**MILWAUKEE**

SFC Charles Luedtke

SFC Jeffery Vollmer

**MINNEAPOLIS**

SFC David Moulton

SSG Patrick Adelman

**NEW YORK CITY**

SSG Michael Mason

SSG Jose Rivera

**PHOENIX**

SFC Jonathan Horn

SFC Ellen Casavantes

SGT Nathan Burgess

SGT Thomas White

**PORTLAND**

SFC Kevin McDonald

SSG James Stevens

**SACRAMENTO**

SSG Jonas Mack

SSG Joseph Dirks

**SALT LAKE CITY**

SFC John Nyman

SFC Daniel Adams

SFC Adam Potter

SSG Daniel Luepar

**SAN ANTONIO**

SSG William Robinette

**ST. LOUIS**

SFC Michael Wilson

SFC Joe Myer

SSG Jason Powers

**SYRACUSE**

SFC Danny Brown

SSG William Lavier

SSG Steven Rider

**3D AMEDD**

SFC Samuel Bryan

# The Test

1. **The \_\_\_\_\_, or lack thereof, for each DEP and DTP member largely determines if they will fulfil their contract obligation?**
  - a. consideration
  - b. conversation
  - c. enthusiasm
  - d. attitude
2. **Recruiters will meet with each DEP/DTP member no earlier than \_\_\_\_\_ day(s) and no later than \_\_\_\_\_ days following enlistment into the DEP/DTP.**
  - a. one/nine
  - b. six/three
  - c. 15/eight
  - d. three/10
3. **The requirement for the DEP or DTP member is to contact his or her recruiter every \_\_\_\_\_ and have one face-to-face tutorial with the recruiter \_\_\_\_\_. Remember it's the \_\_\_\_\_ responsibility to make sure these meetings occur.**
  - a. two weeks/ each month/ recruiter's
  - b. two months/ every quarter/ station commander's
  - c. one week /every quarter/CLT's
  - d. three weeks/each month/ recruiter's
4. **After the DEP or DTP briefing, the recruiter and the new soldier must sign \_\_\_\_.**
  - a. USAREC Form 1135
  - b. USAREC Form 1232
  - c. USAREC Form 2332
  - d. USAREC Form 5636
5. **The command goals are to limit DEP loss to no more than \_\_\_\_\_ percent of the RA gross contracts. The command goal is to limit DTP losses to no more than \_\_\_\_\_ percent of USAR contracts.**
  - a. 8/9
  - b. 90/78
  - c. 10/10
  - d. 10/20
6. **Who determines if a DEP member who has a recent law violation and no longer meets the enlistment eligibility as outlined in 601-210 should be shipped for IADT?**
  - a. Unit commander or designated representative
  - b. BLT of the recruiting command
  - c. Station commander
  - d. CLT
7. **What do you do if a soldier, or the officer who has administered the oath of enlistment, failed to sign the DD Form 4 and distribution has been made?**
  - a. The OMPF copy will be signed and a memo or DA 4187 explaining the circumstances will be attached.
  - b. SM will sign when he gets to his gaining unit
  - c. It does not matter as long as there were two people present.
  - d. The battalion commander of the gaining unit will do a memo explaining the circumstances.
8. **What is the recruiter required to do when notified the DEP was found to have tested positive for drugs at MEPS?**
  - a. Advise the applicant and let him or her know that they will receive a letter from the CMO.
  - b. Advise the applicant and his or her parents.
  - c. Notify his or her school and the gaining unit.
  - d. Do a USAREC 986 and send it through the proper channels.
9. **A moral waiver will not be submitted on a DEP member receiving a felony conviction or other adverse disposition (OAD) while in the DEP. In cases where the DEP is convicted of a felony offense, the individual will be separated within \_\_\_\_\_.**
  - a. two weeks
  - b. three days
  - c. two days
  - d. one month
10. **When DEP and DTP pre-BT tasks are trained and successfully accomplished, the recruiter who performed the training must complete and sign what form?**
  - a. USAREC Form 1123
  - b. USAREC Form 5236
  - c. USAREC Form 562
  - d. USAREC Form 1137
11. **Women are not required to have their hair above the collar while in a PT uniform.**
  - a. True
  - b. False
12. **Soldiers are authorized to wear \_\_\_\_\_ on their uniforms.**
  - a. Personal cell phone
  - b. Personal pager
  - c. Both
  - d. Neither
13. **Male soldiers are not required to wear headgear to evening functions.**
  - a. True
  - b. False
14. **Male soldiers are authorized to wear one earring in the left ear when off duty and in civilian clothes provided it is round and fits snug against the ear.**
  - a. True
  - b. False
15. **It is OK to mix PFU and IPFU items until the Army wear out date of Sept. 30, 2003.**
  - a. True
  - b. False

The answers to this month's test can be found on the inside back cover.

# Mission Box

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



### RSM June 2002

#### Top Regular Army Recruiter

SSG Sandra Powell  
(Baltimore)

SSG Alex Cajigasalers  
(Jacksonville)

SSG Scott Howe  
(Minneapolis)

SGT Brian Heffernan  
(Dallas)

SSG Edward George  
(Portland)

#### Top U.S. Army Reserve Recruiter

SSG Karol Beale  
(Baltimore)

SSG Roger Sanderson  
(Jacksonville)

SGT Charles Battle III  
(Great Lakes)

SFC Robert Jenkins  
(Dallas)

SFC George Ybarra  
(Phoenix)

#### Top Limited-Production Station

Roanoke  
(Beckley)

SGT Jathan Day

Atlanta West  
(Atlanta)

SFC Robert Wiley

Wausau  
(Milwaukee)

SFC John Diflauro

Antoine  
(Houston)

SSG Darlene Thomas

Tempe  
(Phoenix)

SFC Jeffrey Hankins

#### Top On-Production Station

Arlington  
(Baltimore)

SSG Timothy Carte

Lebanon  
(Nashville)

SSG David Martin

Sault Sainte Marie  
(Great Lakes)

SFC Scott Townsend

Wentzville  
(St Louis)

SSG Christopher  
Figura

Daly City

(Sacramento)

SSG Rodolfo Abalos

#### Top Company

Potomac  
(Baltimore)

Augusta  
(Columbia)

Indianapolis Metro N.  
(Indianapolis)

Tulsa  
(Oklahoma City)

Tempe  
(Phoenix)

#### Top Battalion

None

None

Milwaukee

Dallas

None

#### Top Health Care Recruiting Team

Southeast

Florida

Indianapolis

San Antonio

Rocky Mountain

### Answers to the Test

1. c. USAREC 601-95, 2-3a
2. d. USAREC 601-95, 2-3b
3. a. USAREC 601-95, 2-3(2)
4. a. USAREC 601-95, 2-3e
5. c. USAREC 601-95, 3-1b
6. a. USAREC 601-96, q(8b)
7. a. AR 601-210, pg. 80, 6-15c
8. a. AR 601-210, pg. 51, 5-93b

9. b. USAREC 601-56, 2-2d
10. d. USAREC 601-95, 5-7(b)
11. b. AR 670-1, 1-8a(3)(a)
12. d. AR 670-1, 1-9a(2)(b)
13. a. AR 670-1, 1-10k(3)
14. b. AR 670-1, pg. 9, 1-14c
15. b. AR 670-1, pg. 62, 14-6a



**Montgomery GI Bill**  
**ROTC** **LOAN** **REPAYMENT** **ASVAB**  
**Army** **CONCURRENT**  
**College** **ADMISSIONS**  
**Fund** **PROGRAM**