

RECRUITER

United States Army Recruiting Command December 2001

Journal

Season's Greetings

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Recruiter

December 2001, Volume 53, Issue 12



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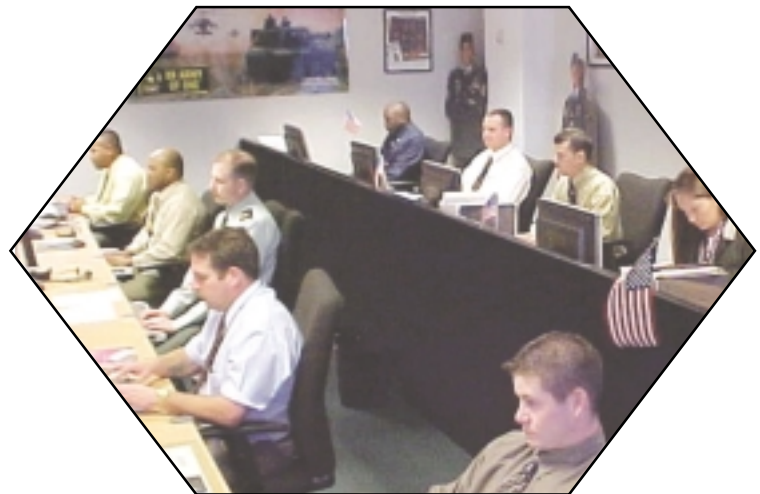
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Features

5 Cyber recruiters chat live for leads

Have you visited the www.goarmy.com or www.goarmyreserve.com Web sites? Your applicants, DEPs, and DTPs have.



6 Recruiting gets DOD Information Management Award

DOD awarded the U.S. Army Recruiting Command Information Support Activity the Chief Information Officer Award for outstanding achievement in information management.



Journal

Departments

- 2 Commanding General
- 3 Chaplain
- 8 Pro-Talk
- 15 Safety
- 22 Field File
- 28 News Briefs
- 30 Salutes
- 32 The Test

10 Recruiting team hits the road again

The USAREC Recruit the Recruiter Team wants to help soldiers who have thought about recruiting duty but never gained the knowledge needed to make a decision.



12 Army balloon pilot keeps feet on the ground with strong values, strong leaders

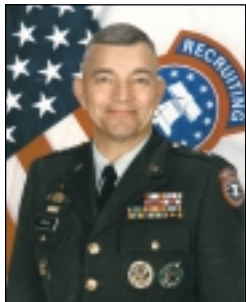
MAJ Kevin N. Knapp has epitomized the Army's slogan, "An Army of One," for the last seven years by single-handedly piloting, funding, and promoting the Army balloon.

14 Army to sponsor high school All-American Bowl

The nation's top 75 high school football players will battle it out in the U.S. Army All-American Bowl Jan. 5 in San Antonio's Alamo Stadium.



From the Commander



MG Dennis D. Cavin

An editorial recently ran in a Romanian newspaper. The writer asked the question, “Why are Americans so united? They don’t resemble one another even if you paint them! They speak all the languages of the world and form an astonishing mixture of civilizations...”

During this holiday season we’ll celebrate the religious traditions and beliefs of many of those civilizations. We’ll also celebrate the coming of a new year.

And in many ways we’re really celebrating our diversity and how we unite in that diversity. Regardless of the color of our skin, our religious beliefs, our gender and the many other things that make us different from one another, we are one nation – the United States of America.

That’s never been more apparent or more important, as we wage war against terrorism.

Our differences make us one. Just like “An Army of One,” the synergism of the talents and skills of our individual soldiers benefits this great Army team.

As we gather with loved ones this holiday season, it should be a festive time, but tempered with an understanding that our world has changed and we have comrades in harm’s way.

We, as Americans, are living in the greatest country in the world, and that privilege comes at great expense today, just as it has for 226 years.

Please remember the soldiers who won’t be able to

spend time at home this year, and remember the families who continue to grieve the loss of their loved ones from September 11.

Remember them and cherish the fact that we come home to our families each and every day.

I encourage the soldiers and civilians of USAREC to take time off, to rest, relax and share in the joy this time of year brings.

For the many members of this command who will be traveling to various destinations, please be extra safe.

Enjoy this time and return from the break refreshed and prepared to meet the challenges of our recruiting mission in 2002. Our nation and our Army depend on us to provide the strength.

So what did the Romanian decide as to why we as Americans are united? He asked was it, “... Their land? Their galloping history? Their economic power? Money?”

His final thoughts, “I tried for hours to find an answer... I thought things over, but I reached only one conclusion. Only **freedom** can work such miracles!”

Let’s celebrate the miracle of freedom and the many miracles in our lives.

Happy Holidays

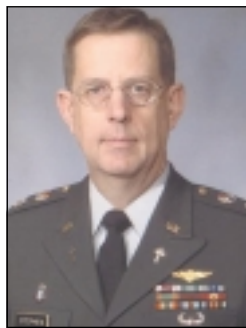




Chaplain's



Motivational Notes



by Chaplain (LTC) Jim Stephen
HQS USAREC

“The Joy of Laughter”

When situations become tense and life seems unbearable, humor can work wonders. Have you ever laughed and reminisced with a friend, been to a funny movie, or read a favorite joke book — and laughed and laughed, all the while feeling better? The joy of laughter — if only for a moment — can help to relieve tension, ease pain, and soothe an aching heart. It’s become a cliché, but it’s never had more meaning than now: laughter is great medicine.

Humor’s benefits are powerful and long lasting. According to Dr. William Fry, from Stanford University Medical School, laughter is a form of physical and mental exercise. After studying the effect of humor on health for 25 years, he explains: “When we laugh, muscles are activated. When we stop laughing, these muscles relax. Since muscle tension magnifies pain, many people with arthritis, rheumatism and other painful conditions benefit greatly from a healthy dose of

laughter.” A good laugh improves circulation, clears the respiratory passages, fills the lungs with oxygen-rich air, and can counteract fear, anger, and stress. Some have called it “internal jogging.”

But, even while laughter is so beneficial and makes us feel so good, we don’t do it often enough. Perhaps our hectic lives have made us so serious, so covered with layers of education and sophistication, that we have lost the ability to look for humor and to enjoy the lighter side of life. We may be so busy being busy that we do not take time to laugh — even to smile — at anything, including ourselves. Of course, life has its challenges and difficulties, its pain and sorrow; but it also has its joy, its moments to smile and be glad.

Think of children with their ready smiles and contagious laughter. Even in the darkest moments, their cheerfulness is not far below the surface. They see the funny things around them: the playfulness of a puppy, the tender teasing of an adult, the humor in a cartoon. And, in those simple moments that inspire children’s laughter, we see the joy that is each of ours to behold. For, while there is “a time to weep,” there is also “a time to laugh.”

In the words of Chester Cathedral’s modest “Prayer:”

*Give [us] a sense of humor, Lord;
Give [us] the grace to see a joke,
To get some happiness from life,
And pass it on to other folk.*

Share with me your insight at: (James.Stephen@usarec.army.mil).



A heartwarming letter from a new recruit's mother

Las Cruces, NM 88005
October 23, 2001

MG Dennis D. Cavin
Commanding General
Headquarters, US Army Recruiting Command
Fort Knox, KY 40121-2726



Dear General Cavin:

Today, Tuesday October 23, 2001, I gave my son, Justin G. Predmore, to the U.S. Army. Based on the information given to him by his recruiters, he decided that the Army was his choice. I pray to God that this was a good decision on his part.

My son is probably not that much different from other young men who have chosen the Army. He is a good boy, raised in a small town in New Mexico with much love and more than a little naivete. He's gone to college for four semesters, still does not know what he wants to do with his life and is hoping the Army will give him a direction to his life. He is a boy who was taught to love and respect his country. I have the same apprehension as a million other mothers have had, maybe somewhat different given the events of September 11. I hope that when your recruiters sign up these boys, they realize that they are not just numbers for their quotas. I hope they and the Army recognize that we are giving our sons to you for safekeeping. Train them, equip them, spare no expense to safeguard them, and realize that they are our country's most valuable asset.



All over this country, mothers just like me are shedding tears and will go to bed at night with a knot in their stomach and a prayer on their lips. We do not know what the future holds for our country and especially for our sons. We have to trust that the Army will help grow them into men who serve their country with honor and dignity, and God willing, come home safe each day.

Sir, I pray for my son and I pray for the United States Army.

Sincerely,
Patricia G. Zediak

P.S. I am attaching a photo that was taken 17 years ago - perhaps 'tis kismet!

UNITED STATES ARMY RECRUITING COMMAND
FORT KNOX, KENTUCKY 40121-2726
November 14, 2001

Mrs. Patricia G. Zediak
Las Cruces, New Mexico 88005

Mam
Dear Mrs. Zediak,

Words cannot express how touched I was when I read your letter. You have clearly raised a fine young man who is now a member of the world's greatest Army. An Army with a proud 226-year history filled with stories of this nation's heroes.

I hope that you rest easily knowing that the Army will provide Justin with the training and leadership he needs no matter what he faces. As we say in the Army, we train soldiers and grow leaders every day.

I can assure you that our Army Recruiters don't just see numbers, they see people. Often, they see themselves in the young Americans they recruit and enlist. It wasn't that long ago that they too embarked on a great Army Adventure. More than anything, though, our recruiters see this generation's heroes!

Thank you for sharing your thoughts and prayers. Rest assured, the Army will take good care of the son you entrusted to us.

Sincerely,

*God Bless you
and your son for
your belief in our
Army.*

Dennis D. Cavin

Dennis D. Cavin
Major General, US Army
Commanding General

Cyber recruiters chat live for leads

Have you visited the www.goarmy.com or www.goarmyreserve.com Web sites? Your applicants, DEPs, and DTPs have. In fact, during FY 01, there were more than 7,455,000 visitors to the Web site and more than 163,000 visitors to the live “Cyber Recruiting” chat room — many of them prospects with whom you have discussed Army opportunities.

Live recruiter chat began operation in November 1999 with two recruiters but has already expanded to 34 recruiters due to the success of the program. Visitors ask every question imaginable about the Army Reserve and Active Army.

“Someone once asked if they could bring their dog to basic training,” said SFC Mark Edwards, cyber recruiting station commander.

They want to know what the Army has to offer, if they qualify, and what life in the Army and Army Reserve is *really* like.

“The more routine questions are questions like ‘how old do I have to be to join, do you have to be a U.S. citizen, what disqualifies you’ — legal and

medical problem questions,” said Edwards.

With the growing popularity of the Internet, your applicants are more informed than ever before, and many use USAREC’s Cyber Recruiting Station to validate information that recruiters give them. Internet recruiters answer every question with strict adherence to regulation and policy, with a focus on generating enough interest and excitement to motivate the applicant to visit a recruiting station.

Cyber recruiters tell prospects where to find their local recruiter and, if enough information is provided, will then forward the lead to a local recruiter. The prospect still must see their local recruiter to enlist. An important point to remember is that all enlistment credit and points are awarded to the local recruiter — cyber recruiters do not get any enlistment credit or recruiter points when the prospect enlists.

“Some visitors ask just one question and leave,” said Edwards. “Others may visit again the next day.”

More than 13,000 leads were sent to recruiters by the Cyber Recruiting

Station, which resulted in 886 enlistments in FY 01. The lead to enlistment conversion is the best in USAREC — currently 8 percent — because cyber recruiters pre-qualify each prospect before sending the information to the station recruiter. Cyber recruiters are constantly asked to provide information to DEPs, parents, COIs, and VIPs.

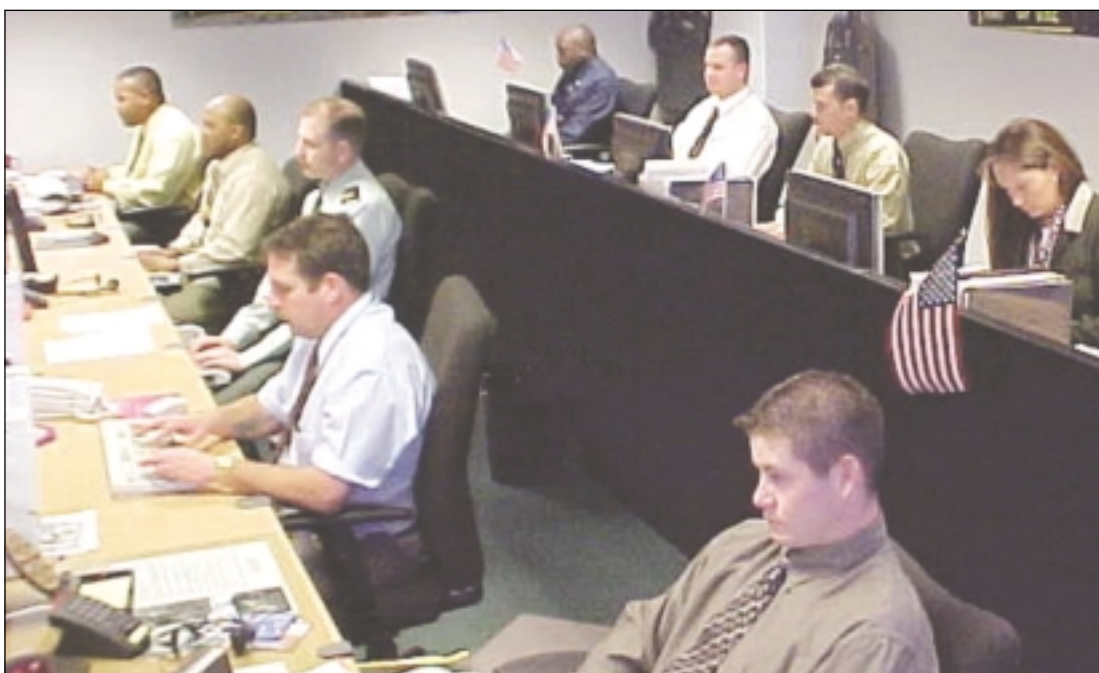
“We e-mail the recruiting station as soon as we have a lead,” said Edwards. He determines the recruiting station by the ZIP code provided by the prospective applicant.

Cyber recruiters have the prospects announce their interest in Army opportunities by coming to the Web site — the cyber recruiters do not have to find interested prospects. Visitors to the Web site are “logging on” from home, high schools, colleges, Internet cafes, and places of employment. They contact cyber recruiters by visiting the live Recruiter Chat, or by sending an e-mail to goarmy@usarec.army.mil.

Prospects enjoy the comfort that asking anonymous questions provide. Through this medium, they feel no pressure to enlist and can ask anything at all about the aspects of joining the

Army. Cyber recruiters routinely discuss legal, medical, or other issues that prospects may be embarrassed to share with a field recruiter face-to-face, and can, many times, overcome such concerns.

Check out the live Recruiter Chat at www.goarmy.com. As a recruiter, you may want to see what prospects are asking. Send your prospects to the Web site to validate what you have already told them. You can see how the cyber recruiters handle the questions and how they dispel myths and misperceptions prospects may have. 🎄



Front row left to right: Willie Johnson, Tony Clark, SFC John Sheehy, Ed Long, David Blakeman. Back row left to right: Ricky Price, Bruce McGee, Herberto Tua, Mimi Gray. At USAREC, cyber recruiters work three shifts answering questions about Army enlistments. (Photo by Marjorie Lehman)

Recruiting gets DOD Information Management Award

By Pearl Ingram, Recruiter Journal Editor

Photos by Greg Calidonna, USAREC APA

The U.S. Army Recruiting Command Information Support Activity (ISA-USAREC) received Department of Defense level recognition during a ceremony held in Alexandria, Va., October 30.

DOD awarded the Chief Information Officer Award to ISA-USAREC for outstanding achievement in information management. USAREC competed with all services and agencies within DOD for group winner. The winner was selected by an executive board member vote and judged USAREC's nomination based on accomplishments in the areas of acquisition, interoperability, information assurance and applications development. There were a total of six criteria met.

First and largest DOD implementation of secure dial up service

The executive board recognized ISA-USAREC for the first and largest DOD implementation of secure dial up service through the Internet.

"It lets the recruiter use the Internet to access USAREC systems and to operate securely while they are doing that," said Roger Balaban, director of the Information Support Activity at USAREC. "It also lets them use the Internet in a non-secure mode to conduct normal business."

USAREC provides secure access to

more than 12,000 Army and National Guard recruiters.

"If you give a recruiter regular Web access, they can't use that to access an Army system to pass data about applicants, make packet projections, or to use the ARISS system," said Balaban.

USAREC created a virtual private network tunnel so recruiters could use the Army Recruiting Information Support System, known as ARISS.

"While in this tunnel other people who use the Internet cannot intercept. You use a certificate so you can communicate securely," he said. Using the same Internet communications path, ISA-USAREC also provided every recruiter with an e-mail account.



The CIO award based on accomplishments in the areas of acquisition, interoperability, information assurance and applications development was awarded to ISA-USAREC October 30, 2001. Members of the team that accomplished fielding of the projects are: (from left, front row:) Len Roberts, Steve White, Kathy Bishop, Gary Bishop, (back row, from left:) Jamie Richards, Shawn Clay, and Jim Burt are part of the Information Management Team that spearheaded the successful accomplishments of these projects.

Established a Web-based nationwide commercial Internet Service Provider account

Working with GSA, USAREC established a Web-based nationwide commercial Internet Service Provider account ordering system, called the Joint Recruiting Management System (JRMS), which has expanded to support some of the other military services.

“It may be transparent to the recruiter, but certification is a big thing in the technical community,” said Balaban.

ISA-USAREC established, operates, and maintains the Recruiting Services Data Network, which provides dedicated data network support to all of the recruiting services. They lead the way in conversion of this network to the new service offerings of FTS 2001, resulting in improved service and reduced cost.

“The ISA-USAREC provides the data communications network that supports all the recruiting services, the Army, Navy, Marine Corps and MEPCOM,” said Balaban. “It is a \$2 million a year savings to DOD by us (USAREC) doing that, and it is a direct benefit to everybody.”

Established a cost-effective nationwide contract for cellular telephone

ISA-USAREC also established a cost-effective nationwide contract for cellular telephone service for recruiters. “Every recruiter was provided a cellular telephone last year,” said Balaban. “We established a cellular telephone contract which gives a telephone to each recruiter that uses pooled minutes. That means 1,000 minutes per phone with no roaming or long distance charges.”

Being the first-known organization to implement a cellular telephone contract nationwide, using one vendor with pooled minutes was important, according to Balaban. But the task of finding vendors interested in such a contract, was not an easy one.

“When you try to get 9,000 phones in the hands of recruiters, there are a lot of issues,” said Balaban. “Cobbling together a contract that does this takes a lot of effort.”

Gained certification of software developed especially for recruiting use

ISA-USAREC gained certification of software developed especially for recruiting use. Certification followed a concerted effort by ISA-USAREC and contractor EDS to improve processes and software development procedures in support of the USAREC and Army Recruiting Information Support System. This recognition for software certification was a first in the Army Personnel Community.

“It may be transparent to the recruiter, but certification is a big thing in the technical community,” said Balaban. “The process used in developing our software has been certified by a nationally recognized method, which is the Software Engineering Institute Capability Maturity Model. The benefits are a higher quality product and higher quality programs.”

Recognized for innovative Web development

ISA-USAREC was recognized for innovative Web development. The command currently supports 35 Intranet and 33 Internet sites with a total of nearly 17,000 Web pages. During FY 2000, there were more than three million visitors to the public recruiting Web site GoArmy.com.

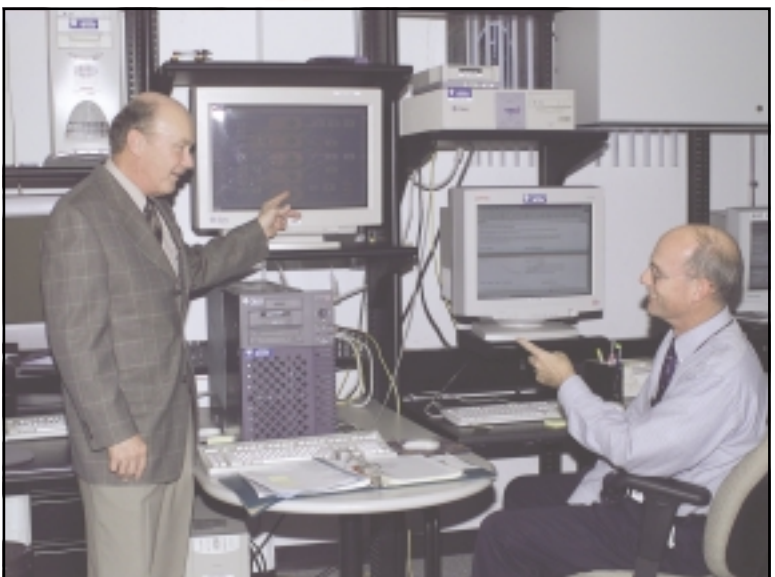
“The new way of communicating for the command is through the Web,” said Balaban.

Policies and procedures are published through the Web. The command is firmly committed to use of the Web as a tool. It’s become pervasive in accomplishing our daily business. It’s our current and future direction for recruiting applications.”

GoArmy.com kept pace with the changing “An Army of One” advertising campaign and hosts Web chat, Web cameras, and live chat. ISA-USAREC is not involved in developing the artwork that is on GoArmy.com site, but they do host and post the GoArmy.com site. The network and Web servers are provided by ISA-USAREC, as well as the hardware that supports Web chat activity and cyber recruiting.

“The benefit of all of this to the Recruiting Command is higher quality, reasonably priced use of technology,” said Balaban. “Our commitment is to continue to refine them and continue to deliver new products and services.”

“To accomplish the fielding of these items in this timeframe required innovation, dedication, and hard work by the technical support staff,” said Balaban. “When you think about it, that’s why DOD and the CIO committee recognized us. These projects are big in scope and were done in a relatively short timeframe.”



Len Roberts and Jamie Richards in the Service Oversight Center after ISA-USAREC was awarded the Chief Information Officer Award by DOD.

Holiday recruiting

By SFC Patricia Pesicka
Recruiting Operations Directorate

What can be done to make recruiting more fun during the holidays? How can we perform the five critical tasks to make them fun and interesting? Do you know what the five critical tasks are? Here are just a few suggestions to help keep the season fun, interesting, and successful.

You know you can't go a whole day without prospecting. "No" prospecting will get you "no" where. Telephone prospecting is not only a necessity but also a requirement. Make your phone calls interesting, fun, and enthusiastic by using MR-ACE-SING.

You do remember MR-ACE-SING, don't you? When you are introducing yourself, try wishing whoever answers the phone a "Happy Holidays." This will put most people in a friendlier frame of mind. Another suggestion is ask the prospect if they could use \$20,000 for their holiday shopping. Of course this needs to be phrased as an opened-ended question, but give it a try.

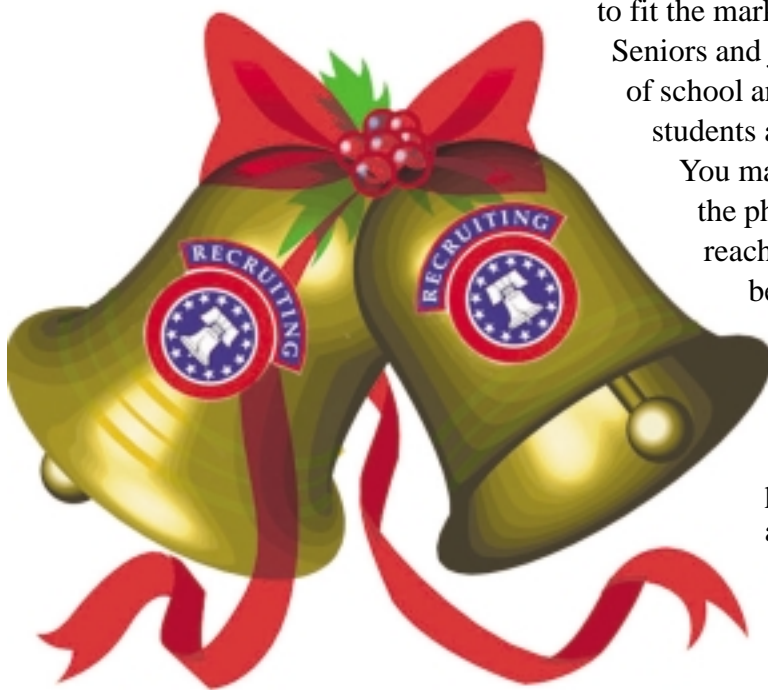
Who are you going to call? Well Santa isn't going to help, so you'll have to do the telephone prospecting yourself. Of course you can't call everyone, but during the holiday season, the time to call is an important factor. Your red time should be adjusted to fit the market in your area. Seniors and juniors are out of school and your college students are back home.

You may want to hit the phones earlier to reach your market before they go to work or out holiday shopping. Remember phone calls are an interruption. Keep the call interesting, be enthusiastic, and seek the

appointment. You're a great recruiter and you *can* make it happen.

Well, you don't want to spend all your time on the phone, and face-to-face/area canvas prospecting is also a daily must-do. Since it's the holiday season, this is a great time for community recruiting. There are always various groups conducting events in your area, such as holiday festivals, concerts, organizational group meetings, and local fund raising events. Volunteer or lend a helping hand if you can. You might just be able to contact a lot of people and get seen in your community in the process. Wish everyone you talk to "Merry Christmas" or "Happy Holidays." Just remember that not everyone celebrates Christmas. There is also Kwanzaa (Dec. 26 - Jan. 1), Hanukkah (Dec. 10-17) and Winter Solstice (Dec. 21). So you may want to use a generic greeting because you probably won't know what ethnic group they belong to.

Don't like going out and doing face-to-face alone? The Christmas Exodus HRAPs are home, so take them with you. HRAPs are there to work, so make them work. Your DEP/DTPs may also be on vacation, take them with



you too. HRAPs and DEP/DTPs know the community and will be able to point out your market's hangouts. Hit the malls, shopping centers, arcades, bowling alleys, billiard halls, and other recreational spots. Challenge the DEP/DTP and HRAP to get the most leads or pass out the most business cards. Give the winner a reward, like lunch.

While out doing your face-to-face prospecting, try passing out holiday greeting cards with your business card inside. Just make sure it's a generic holiday card. Give them to the mayor, police chief, local merchants and anyone else you meet. Put everyone in the holiday spirit.

Referral prospecting is a great way get blueprint information and leads. Use your HRAP and DEP/DTPs to gather blueprint information on their friends. Call the parents of those DEP/DTPs who have shipped. Wish them a happy holiday and talk to them about their son or daughter. Ask for a referral. Contact your school COIs before school lets out for the holidays. Determine if there will be any school functions, i.e., holiday pageants and sports events, occurring during the holiday break. Maybe they'll need a hand and


this will keep you involved with your schools during the holidays.

DEP/DTP maintenance during the holiday season is vital to your recruiting mission. Keeping your DEP/DTP member involved will help to reinforce their decision to join the Army. It was mentioned previously to use your DEP/DTPs for face-to-face and referral prospecting. Since your DEP/DTP member might be on vacation and not planning to go away for the holidays, invite them to go with you on appointments or house call follow-ups. Having a DEP/DTP member with you could play a key role in the decision of a lead, prospect or applicant, especially if they know the DEP/DTP. Hold a station holiday party and invite the DEP/DTP member along with his or her parents. This will give you an excellent chance to see what the level of motivation is for your DEP/DTP.

Follow-ups during the holidays do not have to be taken to the extreme. Follow-ups can be as simple as contacting someone who has not made a decision. With a telephone call to wish him or her "Happy Holidays," or make a house call for the



purpose of delivering a holiday greeting card. Don't forget to follow-up with COI/VIPs, DEP/DTP members, and high school faculty. These actions could work to your future advantage by getting referrals and possible contracts.

The holiday season is a time to relax, reflect, and enjoy family and friends. Some of these helpful hints you might have already known about and tried, but take some of these techniques and try them out. See if they can help you during your daily activities. It could make your job easier. Remember to work smarter, not harder. In the first paragraph we talked about five critical tasks: prospecting, sales presentations, processing, DEP/DTP maintenance, and follow-up. Did you remember them? I hope you did. 

Happy holidays to all.

Recruiting team hits the road again

By Pearl Ingram, RJ Editor

If we could pull from under the holiday tree a perfect gift, it could be a wish to have a job in which we can easily excel and a job in which we can find joy in doing day after day.

The USAREC Recruit the Recruiter Team wants to make such wishes come true for soldiers who have thought about recruiting duty but never gained the knowledge needed to make a decision.

“When commanders went out to the field and talked with NCOs about recruiting, there seemed to be a consensus that NCO volunteers tend to be happier with their assignment, and we hope they are performing better,” said MSG Jack Miracle, NCOIC for Special Missions.

USAREC now has two teams with the Recruit the Recruiter program. Each team is made up of two experienced ring recruiters at the rank of sergeant first class. The teams travel to installations throughout the country and present 30-minute to one-hour briefings to interested soldiers on the advantages and the challenges of recruiting duty.

According to Miracle, he plans to target those NCOs who have thought about recruiting duty in the past and tell them about the new incentives and assignment preferences. He said that at one time, prospective volunteer recruiters could select five battalion areas for assignment preference. Now they can choose their assignment down to company level.

“They can choose three companies, and we will assign them their first choice if it is available,” said Miracle. “If their first choice is not available, we look at the second. We’ve been having a pretty good success rate at getting them where they want to go so far, but it’s the early stages.”

A few years ago the Recruit the Recruiter Team was operating under the Personnel Directorate. It was later moved to the Recruiting Operations Directorate and combined with the Warrant Officer recruiting team. For the past 17 months, the teams traveled together with the warrant officer team doing a briefing followed by the Recruit the Recruiter Team brief.

“We didn’t think it was really successful,” said Miracle. “It confused a lot of people. NCOs might arrive at 0930 for the Recruit the Recruiter brief and find the warrant officer brief going for the next hour. Often they might not be able to come back for the recruiter brief.”

The teams are now traveling separately, which Miracle feels allows his team to be more mission focused.

“We generate the interest around the Army for NCOs to

take a look at our program and to submit applications,” said Miracle.

The team is looking to find about 1,000 NCOs over this fiscal year to volunteer for recruiting duty. He feels station missioning will help in developing interest in volunteering.

“We’re trying to tell all sides of the recruiting story,” said Miracle. “If we have an NCO on a three-year detail and he has had a bad experience, he will share that with the NCOs in his platoon, company or battalion. We are trying to counter that bad information with the complete story.”

He tells the NCOs who attend the briefing that not all people are cut out for recruiting duty. He also tells them that with a good work ethic, a good attitude, and a winner spirit they are going to be successful and probably enjoy what they are accomplishing.

“As a recruiter, you make your own schedule for success,” said Miracle. “An individual has to be proactive, a go-getter, and a good planner.”

Under a new initiative, each brigade will provide one volunteer or DA selected recruiter to assist the Recruit the Recruiter Team. As an example, when the team travels to the Fort Meade area to do a briefing, 1st Recruiting Brigade’s recruiter representative will assist the team for two days telling audiences about recruiting duty from a “new recruiters perspective,” said Miracle.

The team travels Army wide to Korea, Germany, Alaska and Hawaii. Each briefing is at least 30 minutes in length and volunteers are interviewed and pre-qualified

at the end of the briefing. They then must submit an application and be qualified through USAREC.

Detailed recruiters must make up the difference in the number of recruiters needed for recruiting duty and the number of soldiers who volunteer. The volunteer rate to date is near 23 percent versus the 72 percent DA select this year. The recruiting team’s goal is to bring the volunteer rate up to 50 percent. Just a few years ago the volunteer rate was at 46 percent.

“Not only will this initiative help the Recruiting Command, but hopefully it will help the Army by DA not having to select soldiers who don’t want to be recruiters,” said Miracle.

The Recruit the Recruiter Web site is www.usarec.army.mil.



SFC Victor Rios, NCOIC for Recruit the Recruiter Team, gets 80 to 100 e-mails per day asking for information on becoming a recruiter. (Photo by Marjorie Lehman)

U.S. Army Recruiting School

A student's perspective

By SFC Terry Anderson, Class #061-01

“Are you tracking?”

“Click the forward tank.”

“Obviously you have a reason for saying that. Would you mind telling me what it is?”

Three phrases you're sure to hear at Fort Jackson's U.S. Army Recruiting and Retention school. At any one time nearly 600 soldiers are attending the Army Recruiting Course, and I was in class #061-01 along with 100 other prospective recruiters. The majority of my class was selected by Department of the Army, and I was one of a handful of volunteers.

My sergeant major's first reaction when I told him I was volunteering for recruiting duty was “Why in the world would you want to ruin your career like that?” And that was one of the milder reactions.

I'm a broadcast journalist by MOS, and I've had a successful career. Friends, family and co-workers asked me why I would throw all of that away to become a recruiter. The U.S. Army Recruiting Command values skills like public speaking, clear and concise writing, interpersonal skills and being able to think on your feet. I haven't been “on mission” yet so I still have a lot to prove to myself and to my station commander, but using those skills I picked up as a broadcast journalist can only help my phone calls, interviews and sales presentations.

When ARC class #061-01 started week one, we were 101 strong. When our class began week two, we lost 10 of our classmates for various reasons: admin problems with their recruiting packets, being overweight, and failing one of the first two tests. We lost two more during week five. The ARC instructors gave classes on enlistment eligibility and moral and administrative qualifications. Students who failed either test had the chance to retest. If they failed again, they went home or were recycled. It was sad to see some of our classmates go home but it was refreshing to see that the school held students to a high standard.

Weeks two through six involved training on Army benefits and programs, computers, how to make cold calls and how to do sales presentations. The course is laid out in a very logical manner, easing students into what recruiting is all about: meeting one-on-one with America's young men and women and selling them on soldiering. ARC instructors stressed interpersonal skills over memorization skills. During telephone calls in week four, students had to call “leads” and try to get them to agree to an initial appointment. Getting in front of your peers and role-playing with an instructor was a bit nerve racking for many students. My multimedia small group instructor, SFC Gregory Foster, made sure our class hit all the steps during our sales presentations, but if our energy

or enthusiasm was lacking he tore us up. Each multimedia sales presentation at the schoolhouse takes approximately one hour. Students must establish rapport with the prospective soldier then sit him or her down and determine their needs and interests. We were more concerned with hitting each step in the interview process than we were with establishing rapport. But once we got comfortable with the interview framework, the comfort level increased and the interviews went smoothly.

The final week of the ARC is known as “RECEX,” or recruiting exercise. It's a three-day culmination of six weeks of intense instruction. RECEX starts with a Class A inspection and the formal speech presentation follows immediately after. Then comes a 50 question test, an evaluated phone call and a multimedia presentation. It's a chaotic week, but RECEX ensures each student leaves the school with a solid base of training. Everyone was relieved when graduation day finally arrived.

I made some good friends during my seven weeks at Fort Jackson, friends I'll keep in touch with while I'm on the recruiting trail. We'll share stories, compare notes, and compete with each other to see who gets their Gold Badge first. When we started the course many of my classmates didn't want to be there. But when we finished, I can honestly say I didn't hear anyone talk about not wanting to recruit. That's testimony to the professionalism and teaching skills of the ARC leadership and cadre. So for the next three years as we're “putting 'em in boots,” we'll think back and reminisce about clicking the forward tank during computer week, we'll handle objections from potential recruits, and we'll definitely be tracking due to our seven weeks at Fort Jackson.



Recruit the Recruiter Team Members

MSG Jack Miracle — assigned from Nashville Battalion

SFC Victor Rios — served in New York City and Baltimore Battalions

SFC Shane James — previously served in the Oklahoma City Battalion

SFC Larry Luden — previously served in Houston Battalion

SFC Miyoshi Mumpfield — Previously served in the Montgomery Battalion

ARMY balloon pilot keeps feet on the ground

By CPT Stephen Vrooman
Personnel Directorate

MAJ Kevin N. Knapp, a former St. Louis Recruiting Battalion S-3 and 3rd Brigade USAR Operations Officer, has lived the Army's new slogan, "An Army of One," since 1994. Even though the slogan just recently replaced "Be All You Can Be," Knapp has epitomized it for the last seven years by single-handedly piloting, funding, and promoting the ARMY hot-air balloon. His actions as an individual, representing the Army, were front-page news in July at the 2001 National Scout Jamboree (NSJ) on Fort A.P. Hill, Va.

Pictures of the ARMY balloon at the 1997 NSJ were on the cover of the 2001 Special Jamboree Issue Newspaper. Four years ago Knapp first flew at the NSJ and his balloon was one of two images chosen to represent the U.S. Army in the media (the Golden Knights were the other image). His balloon is jet black with "ARMY" in 16-foot gold lettering. It has immediate recognition in any audience. Not only are the letters and colors distinctive but the balloon is 26 percent larger than the standard sport hot-air balloon.

Knapp pilots the ARMY balloon regularly at special events across the U.S. to increase public awareness about the Army, the Army Reserve, and the Army National Guard. "I travel as much as my time and allowance permits," said Knapp. But he does this on his personal time, often using leave, occasional weekends, and training holidays. He is stationed at Norfolk, Va., right now in the U.S. Joint Forces Command as the Deputy, Joint Personnel and Administration Division.

Total Eclipse, the name of the balloon, "is the ARMY balloon, but not the Army's balloon." Just as Knapp funds his own travel and appearances, he designed and owns the jet black balloon. It's an expensive personal hobby and commitment which Knapp clearly enjoys since he is fortunate enough to combine two of his passions, the Army and hot-air ballooning. He has taken GEN Eric Shinseki's directive that every single one of us in uniform is a recruiter to a higher level as the unofficial "Army balloon corps of one." For the last seven years he has flown at special events to strengthen community

relationships and capitalized on the use of partners in recruiting to promote America's understanding of its Army.

One of the special events Knapp attended at the 2001 NSJ was the opening flag ceremony with the new Secretary of the Army, Thomas E. White. "No other place on the face of the earth has a greater collection of patriots than we have here this morning," proclaimed White. He referred to over 32,000 Scouts, 8,000 Scout Leaders, and 2,400 members of the joint force support efforts of Army, Navy, Marine, Air Force, and Coast Guard service members.



The "ARMY" hot-air balloon floats above the crowd. (Photo by CPT Steve Vrooman.)

The 2001 NSJ was the perfect place to share the Army message with the young men and women of the next generation that will lead our country. Knapp easily connected with and invested in America's youth to inspire community service. As a former Scout Master and an Eagle Scout, he tailored the Army message for the Scouts. He emphasized that Army service provided personal development and cited soldiers who are Scouters who continue to inspire by personal example. Knapp described the Scouts as "almost like a captive audience." Scouts come to the jamboree, held every four years, to enrich the heritage of scouting by sharing with other American Scouts as well as international contingents.

The 2001 slogan was "Strong Values, Strong Leaders." At the closing ceremony, President George W. Bush praised the youth movement by saying, "These are the values of scouting and these are the values of America." While at the jamboree Scouts have opportunities to visit a cavalcade of events representing nearly every walk of life.

America's Army has supported scouting since 1937 at its first National Scout Jamboree and this year marked Fort A.P. Hill's twentieth anniversary as the site host for the NSJ.

The U.S. Army, under the support of First Army, Fort McPherson, Ga., set up, resourced, and manned the Army Adventure Area (AAA).

The AAA was a site designed to draw the Scouts in to experience the Army. Scouts progressed through the 18-station, combined-arms AAA for a special issue jamboree patch. Each station was a hands-on opportunity for the Scouts

ound with strong values, strong leaders



MAJ Kevin Knapp autographs “ARMY” hot-air balloon 2001 National Boy Scout Jamboree trading cards at the Army Adventure Area. (Photo CPT Steve Vrooman.)

to see Army equipment and soldiers up close. Twelve basic branches, the ARNG theater dome, Army Marksmanship Unit arcade, ROTC challenge tower, a USMA display, and the USAREC climbing wall were part of the Army action center.

Knapp attracted a steady stream of visitors at his static display daily at the AAA. He autographed ARMY balloon trading cards and used his enthusiasm to spur the youth to action in the AAA. In concert with the Army bands at the AAA entrance, Knapp maintained a forward presence by proudly calling attention to soldiers and veterans in the crowd. When Knapp wasn't working with the masses at the AAA he took the Army message, youth drug awareness, and his energy for the sport of hot-air ballooning to the people. He visited 13 different locations on Fort A.P. Hill to celebrate scouting and provided many of the youth with a once-in-a-lifetime experience.

He took the Army face-to-face to the Scouts' campsites. He visited troops at their front gate and led the 11-21 year-olds through a brief ballooning history, tying in the military applications from the local Civil War battlefields prominent in Virginia. He engaged the youths with questions and answers and shared his military background and the opportunities the Army has offered him. "The Army has been good to me. I received the best medical training available, used the GI Bill to earn my degree and had the best officer training available." Knapp entered the Army at the close of the Vietnam War as a teen-ager under the Special Forces Option.

He became a medic and communications specialist before earning his degree and returning to SF as a commissioned officer.

But Knapp was quick to redirect the conversation to the youths and their goals. Since scouting programs cover the spectrum of careers most of the Scouts have an idea of what they aspire to be. Knapp encouraged them to do something they enjoy. For him, flying is "magic. It's real; it keeps you in the moment, right here, right now!" And teen-agers live in the moment so he drew them in. They learned about balloon flight firsthand as newly appointed ground crew. The Scouts actually did everything to unpack, inflate, tether, deflate, and properly repack the balloon, except work with the fuel.

The 2001 NSJ was Knapp's second jamboree with the ARMY balloon. He developed a closer relationship with the Boy Scout hot-air balloon pilots and looks forward to invest-

ing more time with today's youth at the next jamboree in 2005.

Until then, he'll continue to single-handedly fund, pilot, and promote the ARMY balloon to improve America's understanding of the U.S. Army, Army Reserve, and National Guard.

When asked recently about the ARMY balloon being a target for terrorist activity, Knapp equated it to wearing the military uniform; "I personally believe wearing the uniform is more of a deterrent than a target. I have found that "ARMY" balloon participation in community events fulfills public need for reassurance and their desire to acknowledge military service."

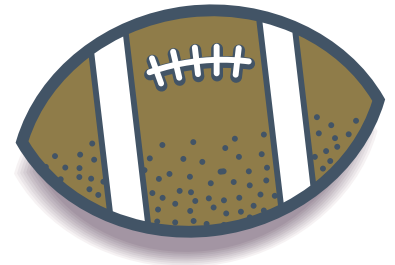


MG Dennis D. Cavin (left) visits with MAJ Kevin Knapp, the "ARMY" balloon's pilot. (Photo by CPT Steve Vrooman.)



MAJ Kevin Knapp, owner/pilot of the "ARMY" hot-air balloon at the 2001 National Boy Scout Jamboree. (Photo by Dr. Ralph Armstrong.)

Army to sponsor high school All-American Bowl



Army News Service

The nation's top 75 high school football players will battle it out in the U.S. Army All-American Bowl Jan. 5 in San Antonio's Alamo Stadium.

This is the second year of the high school All-American Bowl and the first time the Army is a lead partner for the event, according to Army Recruiting Command officials.

"This is a great opportunity for the Army to help recognize the nation's top football players. It is an important part of our continuing efforts to honor students who excel in academics and athletics," said COL Thomas E. Nickerson, director of Advertising and Public Affairs for the U.S. Army Recruiting Command.

Tom Lemmings, the nation's premier high school recruiting expert, will choose the players to compete in the East versus West contest.

Once the athletes are selected by Lemmings, who also selects USA Today's top 25 players each year, Army recruiters across the nation will help deliver the good news.

Lemmings will select the top 400 players from nominations submitted by their coaches. Nominations were mailed to the athletes' coaches Oct. 13. The Army will begin announcing the final team selections during the U.S. Army All-American Selection Tour that began Oct. 22 in Virginia Beach, according to Nickerson. The tour is also scheduled to stop in Pittsburgh; Gloucester, Mass.; Daytona Beach, Fla.; Avon Lake, Ohio; Joliet, Ill.; Raleigh-Durham, N.C.; Ventura, Calif.; Seattle; Dallas; San Antonio; and St. Louis.



"Announcements will continue into December so that as many players as possible have an opportunity to respond and play."

The nation's top high school sportswriters will select the nation's top player, who will be honored before the game. The player will receive the Hall Award Jan. 4 at

a dinner sponsored by the San Antonio Downtown Rotary Club. The award is named for Ken "The Sugarland Express" Hall, the all-time leading high school rusher. Hall, who played for Sugarland High School from 1951-1953, is a Texas legend having gained over 11,000 yards.



The U.S. Army All-American Bowl official spokesman is Herman Boone, legendary coach of Washington, D.C.'s T.C. Williams High School. Boone was the subject of the movie "Remember the Titans," which chronicled his achievements as the coach of one of the nation's first integrated football teams. The winning team will receive the Boone Trophy.

"It is a great honor for the Army to be associated with Coach Herman Boone and Ken Hall," Nickerson said. "These men represent values that all of us, not just football players, should emulate — commitment, dedication, personal courage, loyalty and teamwork."

More than 21,000 people are expected to fill Alamo Stadium for the All-American Bowl, which premiered last year in Dallas. ESPN2 will carry the game live.



Safety Alert: Home for the Holidays!

By John Kolkman, USAREC Safety

The Christmas and New Year's holiday season is fast approaching. With great anticipation, we look forward to opening presents, seeing our children in stage productions at church and school, and enjoying family fun by sledding down a large hill on a fresh blanket of snow. We love the holiday cheer and this time of the year.

This is a magical time for most of us, and we all share the same common goal: making it through the holiday season uninjured. We expect to have great fun but don't take the time to think about the risks. The potential for an accident increases when we drive long distances to visit family and friends, attend parties and gatherings, and make the decision to drive after drinking alcohol. Participating in winter sports or just staying home can lead to accidents also. These activities cause the most injuries and fatalities.

The Army requires commanders to brief all soldiers and civilian workers on types of hazards inherent to this time of the year. Commanders and supervisors are required to conduct POV and GOV inspections for all military personnel one week prior to holidays in order to allow those who have car deficiencies to get them fixed. DA

civilians and contractors are encouraged to take part, even though it's not required. A briefing is part of the commander's safety program, along with ensuring that all employees review the Commanding General's holiday safety message. Briefings and inspections are to be conducted for those who go on leave prior to the commander's inspection and briefing.

The safety briefing should include winter driving tips, risk management, driving fatigue, alcohol, and winter recreation.

Commanders at all levels can get assistance from battalion and brigade safety officers for briefing materials and presentations. It's been proven that a proactive safety

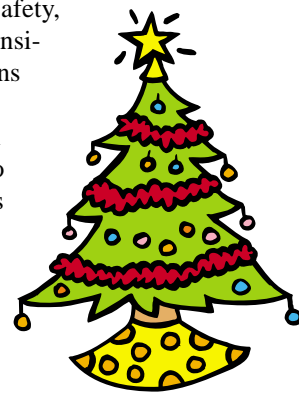
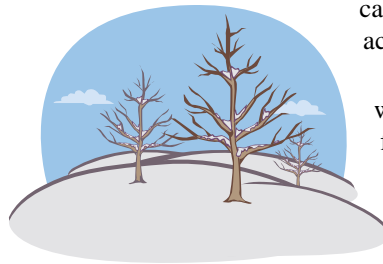
program can save lives and keep resources on mission. Zero accidents can be achieved with the right attitude towards safety. The Jackson Recruiting Battalion did it the 4th quarter of FY 01. Great job, LTC William Brady, and your recruiters who put safety first on their list!

Home safety should also be included in the commander's safety briefing. This is the time of the year to check the batteries in your fire and carbon monoxide detectors. Small children are highly susceptible to carbon monoxide poisoning because of body size. Each year many lives are lost due to the silent killer. Christmas trees when dry can be hazardous if they catch fire. Checking faulty lights and electrical plugs, and putting salt on slick sidewalks can reduce the potential for an accident to occur also.

Certain geographical areas will require more preparation for cold weather than others. If you live in or plan on traveling to a high-risk area, you should have safety equipment in your vehicle in the event your vehicle breaks down. It's important the appropriate protective gear is used when participating in outdoor activities. Downhill sledding, skiing, and snowmobile riding can lead to fatal accidents when DOT approved helmets (full-face) are not used. Most are due to head injuries or blunt trauma.

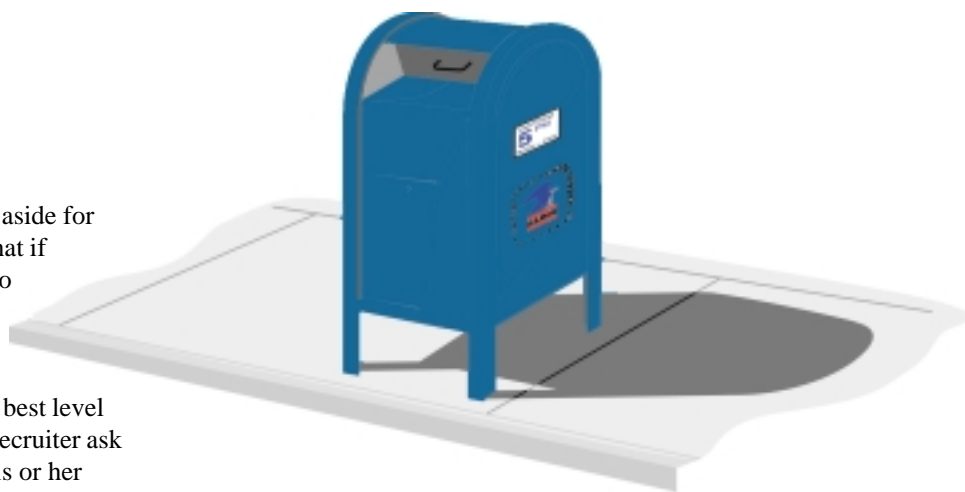
Commanders and supervisors have a great deal of responsibility when it comes to mission, safety, and employee welfare. We also have a responsibility to assist them by making good decisions when faced with choices between safe and unsafe behavior. Together we can ensure an injury-free holiday season and come back to work charged and ready for mission success for 2002!

*Happy Holidays from the
USAREC Safety Office
and a Safe Return!*



An Anonymous Individual Writes:

Why are family support programs always pushed aside for the sake of the mission? Doesn't anyone realize that if you take care of families that the recruiter is able to concentrate on accomplishing his or her mission? You don't want to send an infantryman into battle thinking about problems at home – why do you expect recruiters to perform at their best level when they have families with needs? How can a recruiter ask someone to join an Army that is not supporting his or her family? "Families first, then the mission will happen."



An Anonymous Individual Writes:

"Measures of Effectiveness" seems to be the latest craze in USAREC. Considering the amount of money that is being thrown into recruiting efforts, effectiveness should be measured.

The question is how do you accurately measure the effectiveness of chaplain and family support programs. You usually hear from the very happy ones or the complainers about support. The vast majority who receive support just go about life knowing the chaplain and family support will be there to support them. How do you measure this "peace of mind" for recruiters and their families?

From the Personnel Directorate:

In recognition of the need for establishing family support programs, the USAREC TDA was modified in 1990 to add soldier and family assistance (SFA) personnel to each recruiting battalion and in 1995 SFA positions were added to recruiting brigades. Additionally, Family Advocacy Program personnel and chaplain unit ministry teams were added to the recruiting brigades to provide assistance to USAREC soldiers and families. The command realized that recruiters were stationed where they could be the most effective in accomplishing the recruiting mission – not necessarily where they could receive the best support. About two-thirds of the USAREC population works and lives beyond the military catchment area of any installation. It became important to bring the support to the recruiters and their families. Commanders at all levels are encouraged to use these resources and assist families whenever possible so that the recruiting mission will happen.

Providing quality assistance to USAREC soldiers and family members pays off in dividends that are easy to understand yet more difficult to measure. Helping soldiers solve problems allows them to return their "battle focus" on production in a shorter amount of time. Having SFA personnel to assist with relocation challenges, emergency bills, and information needs

pays off in reduced down time. Educating our soldiers and families about prevention of child abuse, neglect, and spouse abuse creates a healthier work and home environment. Identifying issues to improve USAREC and the Army during family symposia pays off in improved services, procedures, and in some cases, federal legislation. Realizing that the USAREC unit ministry teams are available to provide pastoral care and assistance during personal crises does provide peace of mind to our soldiers and families. Assisting commanders, soldiers, and families to navigate the rapids of TRICARE medical coverage is a key role of SFA personnel. Again, this is easy to understand but difficult to measure.

Many of these programs are preventive in nature. Courses that are taught by Army Family Team Building instructors help family members understand more about the Army and family readiness groups, preventing feelings of confusion and isolation. Getting emergency financial help to soldiers and families may prevent bankruptcies and possibly discharges from the Army. A counseling session with a chaplain over the phone or in person can do much to prevent serious problems from becoming worse. The easy part of program evaluation can be accomplished by measuring the number of calls, classes, emergencies, loans, and counseling sessions. Yet this is only a partial measure of effectiveness. The much more difficult evaluation is quantifying the number of marriages saved, the number of soldiers who reenlisted or converted, the number of unnecessary medical expenses avoided, and the number of hours commanders, soldiers, and family members saved by having these trained personnel available to assist them in solving a myriad of personal and professional problems.

While we work on doing a better job of quantifying the family and chaplain programs' effectiveness, USAREC will continue to support them with assigned personnel and funding to continue their work in supporting the finest recruiting force in the world.

Fold here second and secure with tape

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

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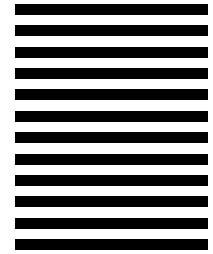


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Fold here first

Seven characteristics of a successful station commander's marriage

by MAJ Stephen Bowles and Elena Baylor-Elks, Recruiting Center One

It's late. The kids have just fallen asleep. Dinner is cold and your spouse is waiting for your arrival. Your spouse leaps from the couch upon your entrance home and gives you a hug. She wants to talk about what happened to little Donnie at school today. How Lucy scored a goal at the soccer game, a new neighbor your spouse has become best friends with, then on to planning the Christmas holidays. While you on the other hand just want some peace and quiet.

Scenes like these occur everyday around the recruiting community. Differences in work schedules, personal preferences, and communication styles are a part of the challenges of everyday living. Failure to attend to differences leads to marital distress, which can result in marital conflict and a growing apart. Having a foundation of important characteristics and principles to practice can make for a long and successful marriage.

A survey of 33 married and three single male station commanders, and one married and two single female station commanders, reported the following characteristics as important to a healthy marriage.

The station commanders' top-ranked characteristic of a healthy marriage is honest communication. Honesty and communication are the key to a successful relationship and

maintaining a positive family environment. Trust between partners suffers when important events or feelings are withheld or when complaints are exaggerated.

The second most important characteristic found was respect for one another. Building a relationship on mutual respect creates a powerful foundation for a couple. As in any relationship, respect for another person's thoughts, feelings, strengths, weaknesses and desires are vital to creating this strong bond.

Taking time to be alone with your spouse ranked third. It may be difficult to arrange to be alone for extended periods of time, especially when children are part of the family, but the rewards are well worth the effort. Hire a sitter for the evening, or arrange for a family member to keep the kids overnight.

Sharing each other's goals and celebrating one another's achievements is the fourth most popular characteristic. Recognizing that each partner has goals unique to them and recognizing the achievement of those goals, offers a sense of appreciation and legitimacy to the achiever.

Unity of thought on major issues in the family is the fifth characteristic. Making decisions concerning finances, child rearing, chores, and so forth with equal input from each partner goes a long way toward bonding the spouses.

The sixth characteristic is setting aside at least five minutes a day —



and preferably more — for relaxed communication focused on the relationship. It may sometimes seem impossible to squeeze time from an already overloaded schedule, but the time is vital to your relationship.

A willingness to forgive and show kindness toward your spouse is the seventh characteristic. When we are overly critical, harbor grudges, or vent our frustrations on our spouses, we risk undermining our marriages.

Additionally, sharing each other's hobbies, dreams and goals creates purposefulness in a relationship. Add some laughter together at least once a day and this will cure the stress of the world around you. It's difficult — if not impossible — to remain angry in the midst of a hearty belly laugh.

Developing and maintaining a good marriage takes constant effort, but experienced station commanders have found that these eight tips make the task that much easier. Nurturing your relationship takes consistent effort. This group of station commanders has identified the areas for a successful relationship in recruiting to be honest communication, mutual respect, spending time alone, and celebrating your achievements with each other.



The College Market

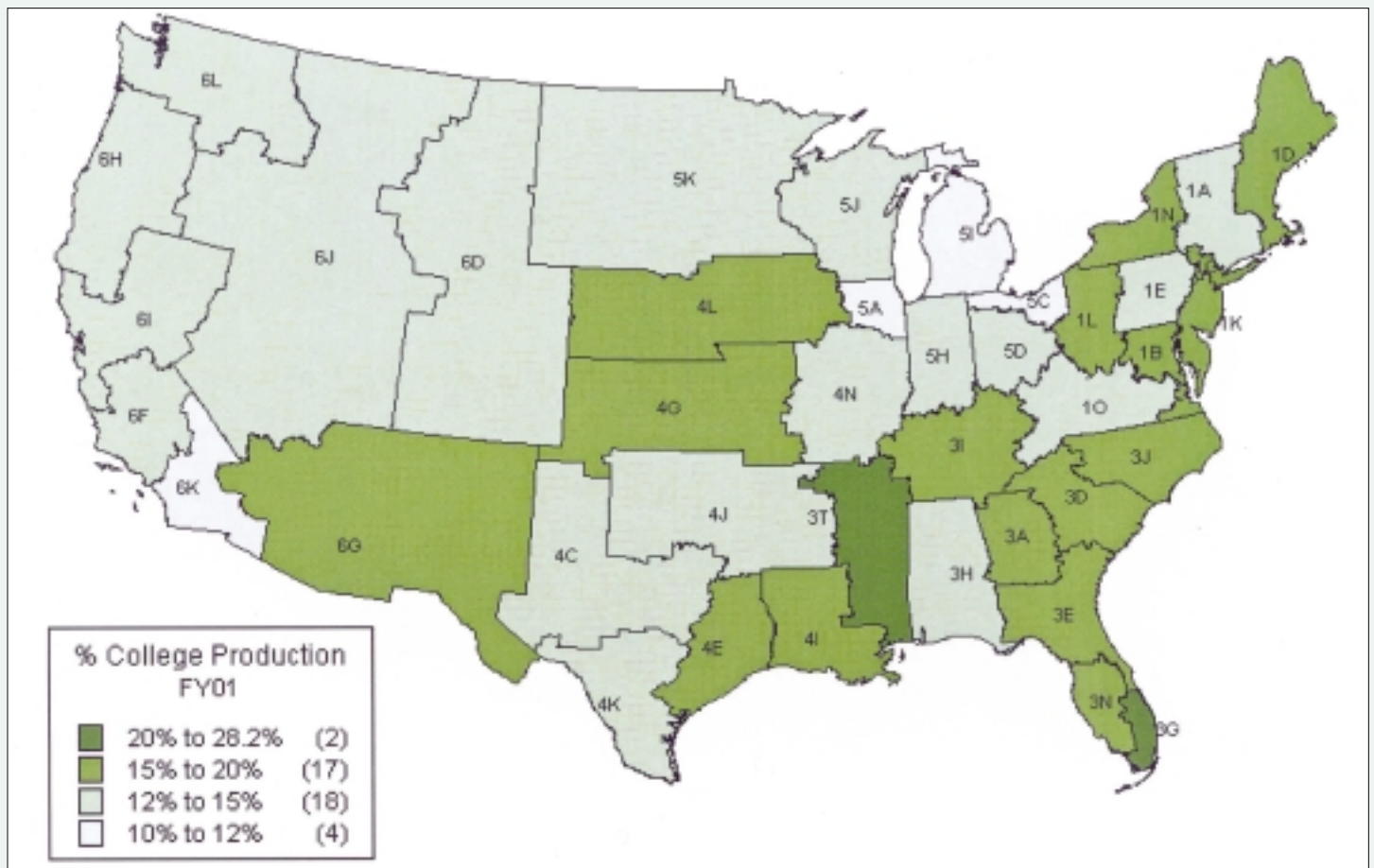
by MAJ Veronica Zsido, USAREC PAE

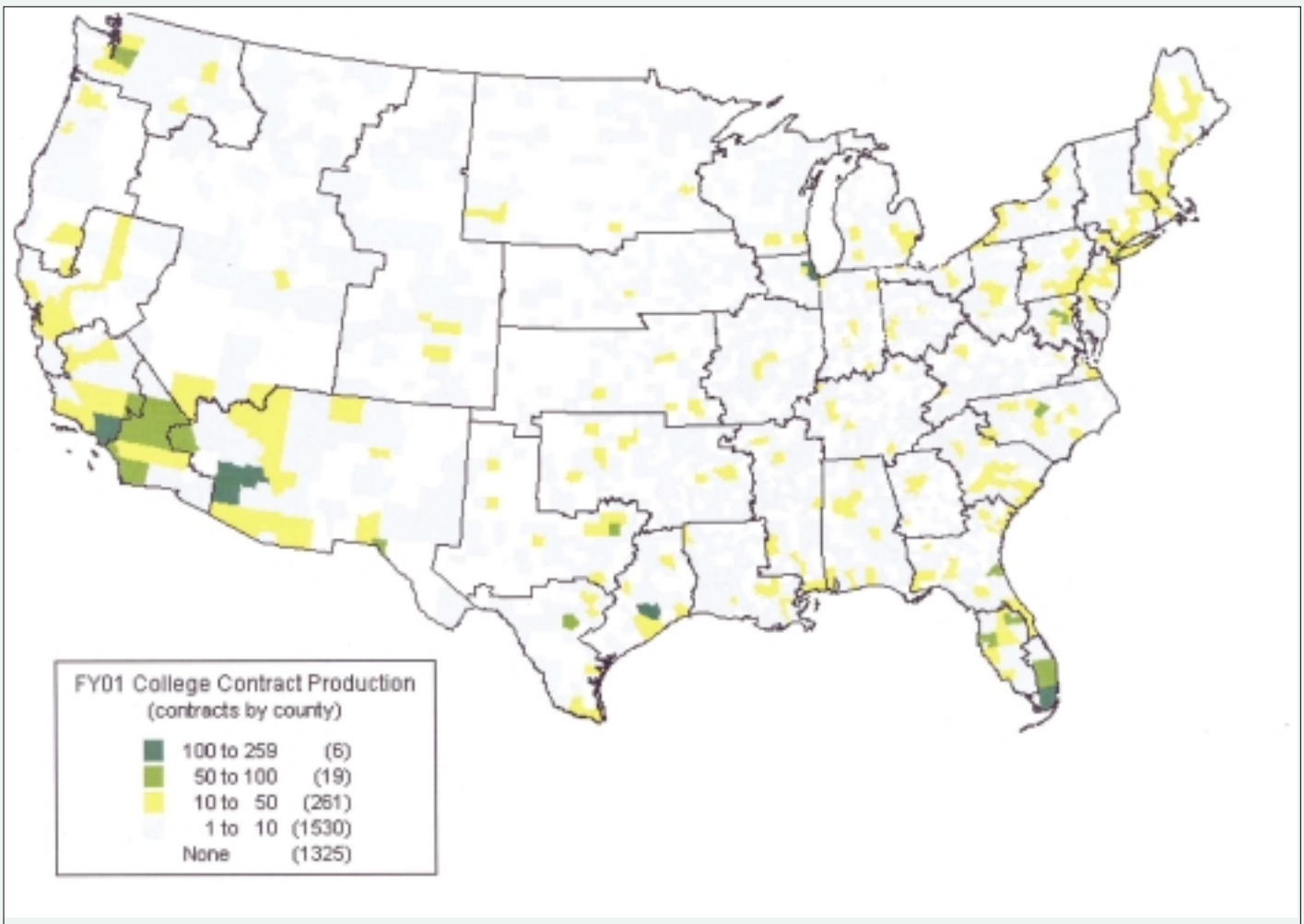
With as many as 63.3 percent of all high school graduates heading off to college, it is clear that much of today's youth and their COIs believe that college attendance is a requirement upon high school graduation. Although college continuation rates have reached an all-time high, it is interesting to note that college graduation rates have not increased as dramatically. As a result, the College Stop-out Market continues to provide USAREC high-quality production potential.

In the July issue of the RJ, we provided a top-line perspective of the Command's success in the college market. In this issue, we define the criteria for capturing college production, briefly compare institutional stop-out rates, highlight PAE Intranet college production reports, identify our top college production battalions, and also identify the top counties for college production.

The definition of college production underwent significant scrutiny and more than its fair share of revision in FY 01, but is now official and final. College contracts include Prior Service for RA production and are broken out by PS and NPS for USAR production; are based on educational information at time of contract; and must meet at least one of the following:

- * 13 or more educational years, or...
- * One of eight educational codes (D, G, K, N, R, U, V, or W) indicating that the applicant has earned a documented degree, or...
- * One of three educational codes (6,8, or A) indicating that the applicant is currently enrolled in college or has acquired some amount of documented college credits, or...
- * One or more semester hours (as entered in the new / mandatory REQUEST field), or...





* College First program (testcode = “TF” or “TG”)

The PAE Intranet uses these criteria to report college production and only requires the user input RSID and start/end RSM dates (i.e., “200010” to “200109” for FY 01). You can go to the PAE Intranet at <http://maps.usarec.army.mil/apps/index.htm> and select Race-College or Some College Report within the desired echelon folder to provide college production numbers for brigade, battalion, company, or station level. Brigades and battalions can also use the above criteria to pull the raw data from the Enhanced Applicant File (EAF).

In FY 01, USAREC achieved 14.9 percent college production. The stop-out market accounted for the bulk of this production — 10.6 percent (of which over 96 percent was documented college). The remaining college production broke out as 3.8 percent degree college and .5 percent College First.

USAREC’s top 10 college production battalions based on total college contracts are: Miami, New York City, Phoenix, Baltimore, Jacksonville, Raleigh, Montgomery, Los Angeles, Houston, and Columbia. The first map compares battalions based on percent college production, and you can see that the battalions also achieved high

percent college production and represent five of the top 10 battalions based upon percent college.

The five battalions that round out USAREC’s top 10 based upon percent college are: Jackson, New England, Nashville, Des Moines, and Tampa.

The second map increases resolution to county level and highlights counties that produce the largest numbers of college contracts.

Although there are exceptions, stop-out rates tend to be higher in two-year (vs. four-year) institutions, public (vs. private) institutions, and open enrollment institutions (vs. those with SAT and/or ACT cutoff requirements, etc.). And although there are also exceptions concerning stop-outs, these individuals tend to be freshmen and meet one or more of the following attributes: First generation college (i.e., their parents did not attend), lower GPA (<2.0), enrolled in remedial reading courses, working >35 hours per week, delayed enrollment, and/or low or moderate participation in campus activities. Identifying colleges in your area, respective stop-out rates, and college production profiles is a key step in the formation of an effective college penetration plan.



Mother and son enlist in the Reserve

Story and photos by D.A. Silva, Miami Battalion APA

SFC Glenn Dawkins, Reserve recruiter for the Plantation Recruiting Station Miami Battalion refers to the mother and son “exceptional.” “She asked,” Dawkins explains. “It was not about education; it out service to country.” “When Josack, presently attending education at Florida Atlantic University and living in Davie, is no stranger to the army. The 39-year old mother of three served in the Reserve from 1982 to 1990 until she became



pregnant with her youngest son, Cory. Her MOS was 76Y, Supply.

On September 10, 2001, the day before the terrorist attack, Josack signed up for a six-year tour. Gary, her 17-year old son, was inspired by the attack and joined five days later. Following basic training in August, he will train as a 27D, paralegal; his mother will serve as a 92Y, supply.

Josack eagerly embraces her patriotic responsibilities. “We grew up in that World War II mentality where you pull your own weight.” She quickly ticks off her motives for joining, “Duty, honor, country. Isn’t it our responsibility to go?”

She recalls, when Gary was only five, how she came home from weekend drill and a friend remarked on her uniform. The young Gary jumped to her defense, “My mommy protects the flag of the United States of America.” Now both mother and son will proudly share that role.

“It’s everyone’s responsibility to go over there and take care of business,” she says. “If I was activated, I wouldn’t hesitate.” Gary, pulling himself to his whole 6 feet 2 inches, agrees. “I think I’d like to fight.”

“The bottom line is that there are many legitimate reasons for joining the Army,” says Dawkins, “but it sure is nice to know that love of country is still one of them.”



SFC Glenn Dawkins

Sisters enlist on same day

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

Besides being sisters, Terri and Kristy McDowell are also best friends. That friendship culminated when the siblings enlisted in the United States Army.

Terri, 22, who enlisted for four years as a Multi-channel Transmissions Systems Operator-Maintainer, 31R, followed the lead of her younger sister, Kristy, 19, who enlisted for two years as a Cargo Specialist, 88H. Both scored well above average with identical scores of 61 on the ASVAB test

“It was Kristy’s idea to join the Army,” Terri said. “I thought it was a good idea, and I followed her lead to work together in the Army.”

They’ll get a chance to work together early on as they both left for basic training on the same day for Fort Leonard Wood, Mo.

What’s also amazing about this story is that SGT Brian Boase of Waterford Recruiting Station, who enlisted Kristy and

Terri, has known the sisters since fourth grade through high school.

“My parents are very excited for me,” said Terri, who has an Associate of Arts Degree in Vehicle Design Engineering and will enter as a private first class. “I’m going to send them tickets to visit me at my first assignment in Germany.”

Kristy will get \$26,500 for college, which she wants to start right away in pursuit of a Bachelor or Arts Degree in Law

Enforcement. Terri will receive \$23,400 for college (Montgomery GI Bill) in addition to a \$13,000 cash enlistment bonus.

“I went in to get experience and a skill in a job that I could use when I get out,” Terri said. The sisters look forward to the adventure that the Army has to offer. Both enjoy camping, hiking, paintball, and riding dirt bikes.

“I was surprised and excited to have both enlist on the same day,” Boase said. “It was so awesome how this all came together.”



(Left to right) Kristy McDowell, SGT Brian Boase, and Terri McDowell at the Great Lakes Army Recruiting Battalion.

Marine to Green

Story by Mike Murk, Syracuse Battalion APA

SFC David Seal is an especially persuasive recruiter.

Anyone in Syracuse Battalion will have trouble refuting that statement. Especially since the 31-year old station commander found an impressive way to cap off his 13 years as an on-production recruiter — he put his former rival Marine Corps recruiting station commander, the man he directly competed against in his market in Oneida, N.Y., into the Army.

Seal said he considered his final contract "... a real feather in my cap."

For the now former Marine, SGT Reylon Turner, the issue was not diminished love for the Corps, but one of options.

He explained that his Marine Corps occupation specialty of aviation ordnance had merged with another career field. With that merger came severely curtailed chances for promotion for an E-5 like himself, and a time of reflection on his future path.

The path that led him to change a Marine Corps career to an Army career grew out of his discussions with Seal.

Obviously the two recruiters had their "competitive" conversations, but professionally, the two had what they called a decent working relationship — talking to the same kids in Oneida and referring potential recruits to each other.

Once in dealing with one family, "he put one brother in the Corps and I put the other brother into the Army," said Seal.

But their dealings, both personal and professional, were based on the mutual respect and admiration of two brothers-in-arms.

"I've always had the utmost respect for the Marines," said Seal, who began his Army career in the infantry.

And when the tone of Turner's questions changed from that of professional curiosity to serious change-of-life decision making, Seal's approach definitely paid off.

It also paid off for Turner. His Army counterpart was able to find him a good match for his career goals besides keeping his E-5 rank as he transitions from Marine to soldier. Turner will cross-train into a guaranteed MOS, 14R — Bradley linebacker crewmember, and get a guaranteed duty assignment at Fort Stewart, Ga.

The former leatherneck listed several reasons why the result was a definite "win" for him. "I stay an E-5, I'm able to cross-train into an MOS that I really want; and I get to broaden my leadership experience within combat operations." He had spent his Marine career serving in support units.

Turner also says he's looking forward to another opportunity on his long-range plans — applying for the Air Defense Artillery Warrant Officer Program.

And in return, what does the former Marine bring to the Army?

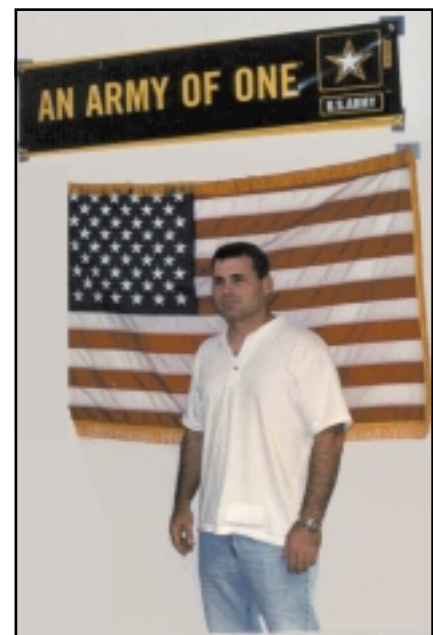
"Proven leadership experience, the ability to work under stress, and using limited resources to get the job done," he replied.

For Seal, Turner is the 67th and last person he put into the Army as an on-production recruiter. Seal leaves the command of the two-person Oneida Recruiting Station and PCSs to Watertown, N.Y., where he takes over as station commander, overseeing seven other recruiters.



Left: Former Marine SGT Reylon Turner (left) takes the oath of enlistment from Navy Lt. J.G. Michael Arbagi, Test Control Officer, Syracuse MEPS. Turner, former commander of the Marine Corps Recruiting Station in Oneida, N.Y., was persuaded to join the Army by his Army counterpart, SFC David Seal, then commander of the recruiting station in Oneida.

Right: Turner gets his photograph taken for his Delayed Entry Program ID card.



Great Lakes Battalion visits Centerline High School

Story and photos by John C. Heil, III, Great Lakes Battalion APA



A total of 750 students from three high schools within the Warren area enjoyed climbing a rock wall, looking at military equipment such as a black and gold HMMWV and watching Army informational videos at Centerline High School's Army Day - September 27.

Three stations in the Mt. Clemens Company worked the event including Warren, Detroit Metro and Lakeside. The event included a rock climbing wall, a Multiple Exhibit Vehicle, black and gold HMMWV and a dog tag machine. All the hard work by more than eight soldiers at the event proved successful, generating 500 leads, seven appointments and one contract to date.

"This was an awesome awareness event for both the students and faculty," Mt. Clemens Company Commander, MAJ Kevin Wilkinson said. "The exhibit team was extremely successful in dealing with the audience."

"We got great support from the school," SFC Kenneth Love said. "They brought everyone out to participate. The dog tag machine was real popular."

Work with the Junior ROTC Program and help from Head Counselor, Gerald Perrin, contributed heavily to the Army's success in the school.



Photos top left counter clockwise: SFC John Howard works the rock wall at Centerline High School, Sept. 27. Left: SSG Ayanna Morales records information from a potential recruit. Right: SSG Gary Mitchell (left) and PFC Thomas Tarrant work the dog tag machine. Bottom left: 1SG Kelvin McKinley talks with students at Centerline High School. Bottom right: SFC Kenneth Love discusses Army opportunities with students.



Great Lakes Battalion teams up with University of Michigan for a Tailgate Tour

Story and photos by John C. Heil III
Great Lakes Battalion APA

There are many physical challenges a soldier must go through in a career with the U.S. Army. At the University of Michigan, Sept. 22, civilians had the opportunity to enjoy physical challenges with the College Television Network Tailgate Tour.

The Tailgate Tour, which included the Army's Physical Challenge, was located outside the stadium in a strategic location for fans heading to the football game.

The Challenge consisted of 20 push-ups, 20 sit-ups, and five pull-ups with a time limit of one minute. Those who met the challenge received either a free hat from CTN or a free Army T-shirt. Behind the Challenge set-up was the Army table where SSG David Spiker, SSG William Roark, and SGT Rodney Hope worked in unison with the University of Michigan ROTC Department handing out RPIs and PPIs for lead cards. "I really liked the Physical Challenge," Ann Arbor Station Commander, Spiker said.

Early in the day, Hope was interviewed by a local radio station, providing free publicity to the Challenge. A minivan, wrapped with the slogan, "An Army of One," was strategically placed next to the live radio remote.

The event resulted in 47 people filling out lead cards, 19 qualified leads and five appointments. At one point, Hope talked the University of Michigan cheerleaders into trying out the Challenge, which attracted several spectators. "Getting the cheerleaders involved brought more awareness about the Army to the school," Hope said.

Setting records by time worked effectively as potential applicants rushed through the challenge attempting to beat the record of 45 seconds.



SGT Rodney Hope was interviewed by a local radio personality in front of the Army wrapped minivan, providing free publicity to the Army Physical Challenge in the adjacent parking lot. The event totaled 19 leads and five appointments.



The University of Michigan cheerleaders tried the Army Physical Challenge. A total of 20 push-ups was part of the challenge which had a time limit of one minute.



SGT Rodney Hope offers an Army T-shirt for a lead card at the Army Physical Challenge at the University of Michigan.



A potential applicant does 20 sit-ups — part of the Army Physical Challenge held Sept. 22, 2001.

Anthrax threat suspends Dear Abby, "Any Service Member" mail programs

**By Jim Garamone
American Forces Press Service**

Military postal officials have reluctantly ended the "Operation Dear Abby" and "Any Service Member" postal programs due to the anthrax threat.

Alan F. Estevez, acting assistant deputy undersecretary of defense for transportation policy, suspended the two programs in a signed Oct. 30 memorandum to the Military Postal Service Agency. The memo formalizes an interim agency suspension issued Oct. 16. Effective immediately, mail will no longer be accepted for these anonymous-sender programs.

The Dear Abby program, founded by the newspaper advice columnist, has delivered mail to U.S. service members overseas during the holiday season for 17 years. "Any Service Member" mail grew out of Desert Shield and Desert Storm, but really cranked up during the U.S. assistance to Bosnia in 1995, officials said.

Both programs let U.S. service members overseas know that fellow Americans support them and appreciate their sacrifices.

A written notice from the Military Postal Service Agency said the most critical issue surrounding these mail programs is personnel safety. "Both of these programs create an avenue to introduce mail into the system from unknown sources," the notice said. "The recent mail-related attacks have demonstrated the vulnerability of the postal system."

Mail handling has become more sensitive and time consuming, said officials, and the increased volume of mail that would result from the Dear Abby and Any Service Member programs could impact the quality of military postal service and force protection.

U.S. Postal Service officials said a ton of letter mail equals about 71,000 typical first-class letters.

For more information about military mail, 2001 holiday season mailing schedules and more, visit the Military Postal Service Agency Web site at <http://hqdainet.army.mil/mpsa/main.htm>.

Flu, anthrax share symptoms but have key differences

**By Jim Caldwell
Army News Service**

With the approach of flu season, an Army doctor said people who contract the virus may instead fear they are infected with anthrax.

"That's because the symptoms of flu are similar to the early symptoms of those reported in people infected by the terror weapon," said Col. Bernard DeKoning, command surgeon for the Training and Doctrine Command.

"So, not all symptoms of 'the flu' are caused by influenza or anthrax," he said. "A subtle, but perhaps helpful distinction is that anthrax normally doesn't cause a runny nose or a 'productive cough.'"

A productive cough brings up mucous or drainage.

"One must keep in mind that 'the flu' can be caused by any number of viruses," he said. "'The flu' comprises symptoms such as fever,

cough, fatigue and/or respiratory discomfort caused by any number of strains of influenza and other viruses."

Only the most common strains of flu have vaccines against them, DeKoning explained. Flu itself sometimes can be dangerous, especially among the elderly and people with certain medical conditions.

Sniffles and a productive cough are not a 100 percent foolproof indication that a person has not been inflicted with anthrax, either, the doctor said.

DeKoning said that people who choose to see a doctor because they do not know whether they have anthrax or the flu should retrace their activities over the past week by asking themselves the following questions:

Did I or do I have a runny nose and/or a productive cough?

What were my activities?

Who was I with?

Were those people experiencing the same signs and symptoms?

When did they start experiencing the signs and symptoms?

Do those people have runny noses and productive coughs?

Any unusual sores on my skin?

Did people I was with have skin sores?

"Your doctor will find the answers to these questions very helpful," DeKoning said. "Based on your answers, your doctor may want to consult other colleagues and perhaps perform some tests such as a nasal swab or a blood test."

In the Army, flu vaccinations will be carried out just as they are every year.

"This year, a slight delay in influenza vaccine delivery has

been experienced," DeKoning said. "Upon receipt of the first shipment of vaccine at military installations, vaccination of mission critical personnel and high-risk medical individuals will begin."

"It is anticipated that sufficient influenza vaccine will be available by late November to meet all military beneficiary requirements," DeKoning said.

DeKoning said anthrax vaccine is currently not available for civilian use. Besides, inoculation against anthrax consists of six shots over 18 months, plus a booster shot every year after that.

"We should all remember that the chance of any of us coming in contact with anthrax is extremely small," he said. "Yes, we all need to be vigilant about our surroundings. However, we also need to live our lives, enjoy our freedoms and not become paralyzed by the fear of anthrax."

(Editor's note: Jim Caldwell is a writer for the TRADOC News Service.)

Homeland defense is DOD job no. 1, White says

**By Jim Garamone
American Forces Press Service**

DOD must make significant changes in the structure of the department to refocus on the homeland defense mission, Army Secretary Thomas White said before the Senate Armed Forces Committee.

White is DOD's interim executive agent for homeland security as well as the acting assistant secretary of defense for special operations and low-intensity conflict.

He told the senators that

the recently published Quadrennial Defense Review restores the defense of the United States as DOD's primary mission. "Put another way, homeland security is the No. 1 job for the United States military," he said. "It has our full attention."

The Sept. 11 attacks were threshold events with profound implications for the military, he said. They've left no doubt that terrorism "is a permanent part of our future."

In the past, DOD responded to acts of terror on two levels: crisis management and consequence management. The department must change this mindset, he said. For one thing, the apportionment of forces in the future must be balanced between warfighting requirements abroad and defending America at home, he said.

White suggested that homeland security includes two simultaneous and mutually supporting functions. "First is homeland defense, a DOD-led task involving protection of the United States in areas where we in the Department of Defense have unique military capabilities such as air defense," he said. The combat air patrols now flying over the United States under control of the North American Aerospace Defense Command are a prime example of this homeland defense function.

The second function contains civil support. This is where DOD provides assistance to a lead federal agency. White said this can range from the FBI for domestic counterterrorism tasks to Health and Human Services for biological attacks.

"The key to this civil support effort is a layered

approach beginning with local and state first responders and progressing through state-controlled National Guard units and then finally to application of federal assets including unique DOD capabilities on an exception basis," he said.

White said these functions demand comprehensive approaches to accommodate evolving threats and finite resources. "Properly focusing on this complex mission and providing the coordination necessary for joint and interagency action requires a reorganization of DOD efforts," he said.

The department must consolidate its homeland defense efforts into a single staff organization. This would dramatically improve the quality of policy coordination, planning, resource allocation and responsiveness, he said.

DOD must develop operational arrangements for the future. "Currently, the military responsibilities for homeland defense are assigned to several commanders on an interim basis pending revision of the Unified Command Plan," he said. The commands involved are NORAD for air defense, U.S. Space Command for cyber and information infrastructure protection and U.S. Joint Forces Command for land and maritime protection.

The interagency coordination process must be improved to guarantee timely and efficient cooperation among the many federal, state and local organizations that have or share homeland security responsibilities, he said.

White said the department is working on this plan with

Tom Ridge, director of Homeland Security and other federal agencies.

Operational commander gives his take on war against terror

*By SFC Kathleen T. Rhem
American Forces Press Service*

The commander of U.S. operations in and around Afghanistan said America should take great pride in its military forces and that this war is "unconventional rather than linear."

"These wonderful young people ... should give us pause for a great deal of pride as a nation," said Army GEN Tommy Franks, commander of U.S. Central Command in Tampa, Fla. He has operational control of all U.S. military missions in the Middle East and Central Asia. "They certainly give me cause to have that pride in their work," he said.

Franks and Defense Secretary Donald Rumsfeld stressed that people shouldn't try to measure progress based on how much ground is gained or lost.

"In World War II, you could see progress island to island in the Pacific and kilometer by kilometer in Europe. In the Cold War, you did not see progress," Rumsfeld said. "What you saw was the process which caused the Soviet Union and that empire to decay from within."

He predicted the same thing would happen to the Taliban. "Ultimately, the effect of all the pressure that's being put on the Taliban through law enforcement, through intelligence gathering, through financial freezing of accounts, as well as the air

war and the work that's being done on the ground will make life so difficult for Al Qaeda and the Taliban that people will decide they prefer not to let them in their country," Rumsfeld said.

Franks reiterated that the war is right on schedule as far as American officials are concerned, and said it doesn't make sense for the media to ask for regular progress reports, because many things are happening behind the scenes.

"We like the progress that we have had up to this point," he said. "If you look at the wars in history, whether it be the build-up for our work in Kosovo or whether you look at prior wars, what you see is frequently we will undertake military operations at the same time we build capacity.

When I say we're on our timeline, that's what I mean.

"And I don't think that it serves us well to try to articulate that in terms of geography," he added.

Rumsfeld urged people not to focus on the number of air missions flown as a sign of U.S. resolve. He said comparing sortie rates from the current operation to rates from previous conflicts results in "a misunderstanding of the situation."

Visit the USAREC Intranet page at <http://home.usarec.army.mil> and click on Command Information to find Operation Enduring Freedom updates. For daily updates on Operation Bold Eagle and Operation Enduring Freedom, visit the DOD news page at <http://defenselink.mil> and click on Defend America or go directly to <http://www.DefendAmerica.mil>.

DoD to re-look anthrax vaccine issue

By **Gerry J. Gilmore**
American Forces Press Service

DOD will look at ways to kick-start U.S. production of anthrax vaccine that, up to now, has been manufactured by just one company in Michigan, Defense Secretary Donald H. Rumsfeld said.

Bioport was DOD's sole contractor for anthrax vaccine. The company has had quality control problems and hasn't produced any vaccine for some time. Its manufacturing operations currently lack Food and Drug Administration approval.

Rumsfeld said DOD would try to fashion an arrangement that would give Bioport one more chance at supplying an FDA-approved anthrax vaccine.

Officials said DOD has anthrax vaccine on hand to meet anticipated military needs.

SGLI spousal 'opt-out' deadline extended to Dec. 31

By **Gerry J. Gilmore**
American Forces Press Service

Troops who don't want spousal coverage in the Servicemembers' Group Life Insurance program now have until Dec. 31 to cancel at no charge. This is a one-month extension on the initial Nov. 30 opt-out deadline widely reported in October.

New rules effective Nov. 1 provide SGLI participants with free \$10,000 coverage per child and low-cost spousal coverage of up to \$100,000.

Service members with personal SGLI coverage of \$100,000 or more are

automatically enrolled for the maximum \$100,000 spousal coverage, said Navy Capt. Chris Kopang, DoD director of compensation. The accompanying premium will be deducted from military pay each month.

Spouse's coverage can be no higher than the member's, and so is limited if the member carries less than \$100,000 personal coverage, he explained. Spouse coverage must be elected in \$10,000 increments. Premiums are based on coverage and the spouse's age.

Spouse's age	Rate per \$1,000	Maximum Monthly Premium
Under 35	\$.09	\$9
35-44	\$.13	\$13
45-49	\$.20	\$20
50-54	\$.32	\$32
55+	\$.55	\$55

Coverage for children up to age 18, or 23 if a fulltime student, is free and automatic, so long as the member participates in SGLI, Kopang said. Eligible Reserve component members receive the same family-member coverage with premiums being deducted from their drill pay, he said.

But what if service members don't want spousal SGLI coverage? No problem — opt out of the Veterans Administration-sponsored coverage.

Kopang said troops who don't want spousal SGLI coverage need to visit their military personnel office to fill out and submit an "8286A" form. The forms are also available on the VA Web site: www.insurance.va.gov/sglivgli/sglifam.htm. Those who cancel in time will be reimbursed for any premiums inadvertently withheld from their pay.

Members should carefully weigh their choice, Kopang advised, especially if they currently have no spousal insurance.

Commandwide Operations Sustainment Training Conference attendees donate \$1,952 to Pentagon Victims Fund

By **Recruiting Operations Directorate**

The commandwide Operations Sustainment Training Conference was held during the week of 14-20 Oct. 2001. The training session focused on bringing the entire command up to standard with respect to daily operations. Everything from ARISS familiarization and certification, AR 601-210, GC redesign, awards, waivers, education issues, and security clearances were included. A dinner was held to celebrate the success of the command for FY 01 and to have the participants share in a social event for team building. The evening started with a tribute to our fallen comrades and for those who had become victims of the terrorist attacks

on Sept. 11. After an emotional opening and a patriotic salute to America, a spontaneous gesture emerged from the audience. The 6th Brigade walked forward and handed Frank Shaffery, deputy director, Recruiting Operations, an envelope containing \$164. CPT Eleanor Thompson, USAR Operations Officer, Denver Battalion, who had suggested that the 6th Brigade make the donation, then asked Shaffery to challenge the other brigades and USAREC staff. The generosity was overwhelming. In 30 minutes, brigade after brigade, as well as the USAREC staff in attendance, collected \$1,952. The money will be sent in the name of the command by MG Dennis D. Cavin, USAREC commanding general, to the Pentagon Victims Fund in care of Army Emergency Relief.

The command should be proud of these officers, NCOs, and civilians that dipped into their pockets to help this cause. A gesture from the heart made that evening a testament to the resolve and compassion that we have within USAREC.



MG Dennis D. Cavin, USAREC commanding general, signs the two-star letter that accompanied the money collected at the Operations Sustainment Training Conference.

Web site lets soldiers ASK for assignment options

Army News Service

A new Web-based program now gives enlisted soldiers a say in choosing their next duty assignment.

The Assignment Satisfaction Key, or ASK, Internet tool will provide soldiers, for the first time, the capability to post assignment preference information directly onto the Total Army Personnel Database. ASK went active Oct. 12 at www.perscom.army.mil.

Assignment preferences are no longer "Dream Sheets" as they used to be called, said COL Jeffrey Redmann, deputy director of Enlisted Personnel Management. Under the old "Dream Sheet" days, soldiers could choose from 230 continental United States locations and 280 overseas locations, he said.

"In reality, soldiers had little chance of being assigned to many of these locations," Redmann said.

ASK will require soldiers to select three CONUS locations and three other preferences outside of the continental United States.

Preference locations mean that if a soldier has to rotate or do a special duty like drill sergeant or recruiter, this is the place or the duty he would prefer, said MSG Thomas Gills, a branch manager at Total Army Personnel Command. The first two preference choices will be from the Army's 10 divisions, because that's where soldiers are needed most, Gills said. The other choice will be from Table and Distribution of Allowance, or TDA installations.

Soldiers are also required to select three CONUS and

three OCONUS volunteer locations from a list of TDA installations. Volunteer locations mean that if a soldier has to change duty stations now, this is where he would want to go, Gills said.

"By providing soldiers with realistic location options, we should be able to match Army readiness requirements with the soldier's preferences ... which will be a win for both the Army and the soldier," Redmann said. "Soldiers are contributing to the overall decision process and their vote will count."

Soldiers who don't submit preferences will be sent to duty stations based on the needs of the Army, Gills said. Soldiers also have to understand that they will not always be put in a position because they want to go there and it's open, Gills said.

"There's a saying that what's best for you is not always going to be the most comfortable for you," Gills said. "When a soldier submits his preferences, a branch manager will look to see if the soldier meets the requirements, and also look into the soldier's assignment history."

"We are professional development NCOs, and our job is to find assignments that will help soldiers progress in their military career."

ASK is available to soldiers through PERSCOM's Web site at www.perscom.army.mil. Soldiers will need to use their Army Knowledge Online account password to gain access to their information. Army Chief of Staff GEN Eric Shinseki directed that all soldiers get an AKO account.

The completion of the new Web application culminates a five-year project, titled Operation Engage, to improve

communications between enlisted managers and soldiers, PERSCOM officials said.

Other Operation Engage initiatives include putting fax machines in all enlisted career branches for expeditious processing. Soldiers will be able to easily identify their branch managers by a unique e-mail address. Also, there are pocket cards for soldiers with career branch phone numbers, e-mail addresses and fax numbers. About 550,000 pocket cards have been distributed.

Direct mailings are also being sent to enlisted soldiers to notify them of assignments and other career management information. Almost 5,000 PERSCOM telegrams are sent to soldiers each week.

Another initiative is the interactive voice response system, which is an interactive telephone system that provides enlisted soldiers with automated assignment, school, and retention information 24 hours a day. The IVRS telephone number is 1-800-FYI-EPMD.

Revised NCO-ER to reflect Army values

by SSG Marcia Triggs Army News Service

A change to the Noncommissioned Officer Evaluation Report will require that soldiers be rated on the Army's seven core values beginning in November.

The current Army values that were instituted in June 1998 - loyalty, duty, respect, selfless service, honor, integrity and personal courage - will be listed on the new NCO-ER in Part (IVa), Values and NCO Responsibilities.

Next to each value, raters will check either "yes" or "no"

to indicate whether the soldier demonstrates that quality. Most of the time the block checked is yes, said SGM Anthony Everette, the chief and policy maker for the Enlisted Evaluations Branch.

"Even though the raters are not required to write comments if they mark "yes," they should take that time to highlight the soldier's strong points," Everette said. "Also if the rater determines that a "no" check is warranted in one or more Army values, then he must clearly explain what the deficiency or shortcoming is."

Values are the moral, ethical and professional attributes of character. Unquestionably, a "no" check will result in a non-selection for promotion for the rated NCO.

This is the first revision to the form in 13 years, which is the longest an NCO rating system has gone without being revised. However, the change to the current rating system is minor, Everette said, because this is one of the best systems that the NCO corps has had in evaluating its soldiers.

The NCO-ER will change to Department of the Army Form 2166-8, and the NCO Counseling and Checklist, which is used in conjunction with the NCO-ER, will change to DA Form 2166-8-1. Both forms are currently available online.

When the rater and soldier sit down for a counseling session with the revised worksheet, the Army values will be a prominent topic.

"We all can recite the Army values, but that doesn't mean we all fully understand what they mean," Everette said. "So I expect for the rater to sit down face-to-face and one-by-one go through and explain to the soldier what is expected of him to demonstrate those values."

Gold Badges

RSM OCTOBER 2001



1ST AMEDD

SFC Errol Isaac

ATLANTA

SFC Stephen Browne

SFC Reginald Rogers

SGT David Beard

SGT Jeffrey Bearden

SSG Donald Boutwell

SSG James Dinkins

SSG Gerry Gilmore

SSG Glenn Kapheim

SSG Leonard Oliver

SSG Desi Rickerson

BALTIMORE

SGT Steven Jones

SGT Patrick White

SSG John McLean

SSG Harley Arnold

SSG Luther Parker

SSG Jacquelyn Green

SSG Robert Gomes

SGT Tamara Williams

SGT Nicholas Kucan

SSG Derrick Prehn

SFC Lasandra Stuckey

SSG Cheryl Johnson

BECKLEY

SFC Merrill Harvey

SGT Daniel Hughes

CHICAGO

SSG Roberto Perez

SGT Kai Ruxlow

SFC Duane Thomas

CLEVELAND

SSG George Birth

SSG Louis Davis

SSG Joseph Crepps

SSG Charles Washington

SGT Jeffrey Gilbert

COLUMBIA

SFC Charles Thomas

SSG Marcus Wooten

SSG Daniel Gorgan

COLUMBUS

SGT Dwight D. Henderson

SSG William J. Lane

SSG Michael B. Koger

SSG Timothy L. Coss

SFC Reginald G. Johnson

SSG Sabrina N. Pinkard

SFC Jesse H. Reese

DALLAS

SSG Troy Cummings

SSG Glen A. McCaskill

DES MOINES

SFC Robert Seat

SSG Lisa Dubbs

INDIANAPOLIS

SFC James Sample

SFC James E. Horner

SSG Joseph R. Starn

SSG Thomas Wertzbaugher

SSG Maury Northington

SFC Rafael Panola

SSG Steven Taylor

JACKSON

SSG James Smith

SFC Daniel Etherton

SGT Jarrod Odom

SSG Stephen Goodman

JACKSONVILLE

SSG Alex Cajigas

SSG Stevie Lopez

KANSAS CITY

SSG James Szecsi

MIAMI

SSG Danny Morales

SSG Rigoberto Miranda

SSG Samuel Williams

SGT Jermaine Velus

MID-ATLANTIC

SSG Jeremy Williams

MILWAUKEE

SSG Kenneth Oestrich

SSG Patrick Salyer

SGT Anton Jones

MINNEAPOLIS

SSG Kirk R. Engle

SSG Paul E. Harris

SSG Eric Emery

SSG James Wasson

SSG Lester Clason

SSG Brian Green

MONTGOMERY

SFC Terrance Whitfield

SSG Almeter Thompson

SSG John Byars

SSG Gerald Owen

NASHVILLE

SFC John Crowder

NEW ENGLAND

SSG Anthony Lavertu

NEW YORK CITY

SFC McKinney Rulesha

SSG Micheal Greene

SSG Patrick James

PHOENIX

SFC Michael S. Stone

SSG Gerardo Negrón

SSG James Butler

SSG Christina Gonzales

SSG Fenella McFadden

SGT Thomas White

SSG David P. Furney

SFC Shannon Rice

SSG Eric Boyko

SGT Derrel Haidek

SSG Jorge A. Valenzuela

SSG Douglas A. Fraser

PITTSBURGH

SSG Thelmon H. Morrison

PORTLAND

SSG Stephen Ellison

SFC Kevin Greene

SGT Sharol Padua

SSG Konrad Wilson

SOUTHERN

CALIFORNIA

SSG Tony Mallard

SSG Javier Colonmendoza

SGT Hernan Fierro

USAREC SPECIAL

FORCES

SFC Ian Gerdes

SSG Richard Odom

ST. LOUIS

SGT Guy Proffer

SGT Frederick Webb

SFC Anthony Barry

SSG Christopher Figura

Morrell Awards

RSM OCTOBER 2001



ALBANY

SFC Joseph Williams

2D AMEDD

SFC Debbie Hayes
SSG Raymond Davis
SFC Rodney Hockenberry

1ST AMEDD

SFC Tracy Wolf
SFC Thomas Dinetta
SFC Torrance Hubbard
SFC Ronald Banks
SFC Jason Caswell

BALTIMORE

SFC Kenneth Luburger
SFC Craig Dolan
SFC Claude Williams

SFC Steve Bennett
SSG Timothy Meech
SFC Guy Brown

BECKLEY

SFC Tommy Dean
SFC Michael Thompson

CHICAGO

SFC Tyler Holmes
1SG Maxcine Blackwell

COLUMBIA

SFC Eli Smith
1SG Dennis Bottoms

COLUMBUS

SFC Billy Durham
1SG Frank Gainer
SFC Robert Wickline
SFC Jack Waddington

DENVER

SFC John Lynch

HARRISBURG

MSG Thomas Chastain

INDIANAPOLIS

SFC Anthony Lubarsky
MSG Jerry Barker
SFC Jonathan Adams
SFC Steven Sherbert

JACKSON

SFC Venice Varnado

JACKSONVILLE

SFC Rodney Lewis
SFC Louie Gill

LOS ANGELES

SFC Roberto Hernandez

MIAMI

CSM Thomas Lipuma

SFC Vance Morton
SFC Alvin Lopez
SFC Don Sharp

MID-ATLANTIC

SFC Michael Gormley

MINNEAPOLIS

SFC Clarence Caldwell

NEW ENGLAND

1SG Leroy Johnson
SFC Paul G. Downing

PITTSBURGH

SFC Patrick Feeny

PORTLAND

MSG Christopher Schroeder

RALEIGH

SFC Stephen Bowens
SFC William Martin
1SG Richard Armour

SALT LAKE CITY

SFC Allen Gunoe
SFC Bueford Borron

SOUTHERN

CALIFORNIA

SFC Lawrence Marion
SFC Edward Spurgeon
SFC Kevin Brown

USAREC SPECIAL FORCES

SFC Bernard Gratkowski
SFC Christopher Hochstetler
SSG William Cruz

Recruiter Rings



RSM OCTOBER 2001

ALBANY

SFC Robert Kraeger

BALTIMORE

SSG Jerry Lawson
SFC Iress Dean
SFC Gregory Moore
SSG Aaron Hampton
SFC Wilfred Davis

BECKLEY

SFC Maurice Greer
SFC William Lockler
SFC Terry Dewayne

CHICAGO

SSG Albert Lampkins
SFC Trent Bumgardner
SFC Gerard Martinez

CLEVELAND

SFC John Dubiel
SFC Lee Steveison
SFC Craig Fiddler
SFC Todd Kelley

COLUMBIA

SSG Wilbert Louis

COLUMBUS

SSG Sean Smith
SFC Gary West
SFC Robert Riley

DALLAS

SSG Bertha Middlebrooks
SFC Victor Manuel
SFC Roger Heinze

GREAT LAKES

SFC Paul Smith

HARRISBURG

SFC Brian E. May

INDIANAPOLIS

SGT Joseph Gonzalez
SGT Fredrick Parody
SFC Todd Williams

JACKSON

SSG Joe Newsome

JACKSONVILLE

SSG Derrick Florence
SSG John Ford
SGT William Marks
SFC Daniel Tompkins
SFC Walter Edgington
SFC Sidney Woods
SSG Paul Alvarez

LOS ANGELES

SFC Joseph Weagraff
SSG Gregory Etris
SSG Stacey Burch
SSG Jody Colvin
SFC Robert Steele

MIAMI

SSG Daniel Roman

MINNEAPOLIS

SFC Scott Knight

MONTGOMERY

SSG Marcus Watts
SFC William Beaulieu
SSG Robert Buttry
SSG Rick Mee
SFC Michael Pearson
SFC Charles Blanks
SSG Rodney Lee
SFC Melvin Warnock

NEW ENGLAND

SFC Derrick Heins
SSG Michele Picard
SSG Robert Tetu
SFC Anthony Burghardt
SSG Michael Bernard

NEW ORLEANS

SFC Delvin Stevenson
SFC Richard Ross
SSG Darron Tuggle
SSG Reginald Calhoun
SSG Alphonso Anderson
SSG Michael Christopher

NEW YORK CITY

SSG Gregg Richardson
SFC Matthew Eskridge

OKLAHOMA CITY

SSG Gerald Phillips
SSG Gary Critser
SFC Jimmy Barker
SFC Jerry Lindsey
SFC John Strand

PHOENIX

SFC Todd Blanton
SFC Edward Boatwright
SSG Valerie Tucker
SFC Stefan Austin
SFC Daniel McFadden
SSG Marcos Sierra
SSG Gregory Reller
SSG Rodney Butler
SSG Henry Utterback
SSG Darrin Brimmer

PITTSBURGH

SSG John White
SFC David Bonanno
SSG Ronald Ours

PORTLAND

SFC Gregory McNiell
SFC Lee Brokaw
SSG Rolando Carnate

RALEIGH

SSG Shawn Mahoney
SFC Samuel Suslik
SFC Anthony Poole

SFC Anthony McMillian
SSG Marc Baker
SSG Lincoln Beverley
SFC John Payne Jr.
SFC Keith Singleton
CPL Joanne Jones

SACRAMENTO

SFC James Bonola

SALT LAKE CITY

SSG Randy Cleveland
SFC Dewight Farra
SFC Steven Graves
SSG David Cameron

SAN ANTONIO

SSG James Shiver
SFC Glenn Snyder

SEATTLE

SSG Roy Kuhn
SSG John Taylor
SFC Chet Mainwaring

SOUTHERN

CALIFORNIA

SFC Charles Cline
SFC Steve Monday

USAREC SPECIAL FORCES

SFC Jerry Paris
SFC Oliver Bailey
SFC Daniel Martin
SSG James Shepherd

TAMPA

SSG Darin Rosales
SFC Michael Van Dyke

The Test

1. How many chapters are there in AR 601-210?
 - a. 10
 - b. 12
 - c. 8
 - d. 20
2. Who has the authority to ship applicants to basic training using facsimile documents?
 - a. Senior guidance counselor
 - b. Operations NCO
 - c. Operations Officer
 - d. All of the above
3. An applicant who is 17 years of age can be enlisted into the United States Army without parental consent.
 - a. True
 - b. False
4. A recruiting company commander has the authority to disapprove a request for waiver for a felony level offense.
 - a. True
 - b. False
5. Who is the primary evaluating official for tier evaluations?
 - a. Battalion commander
 - b. Battalion executive officer
 - c. Battalion education services specialist
 - d. Recruiting company commander
6. How long is a tier evaluation valid?
 - a. Indefinite
 - b. 3 years
 - c. 2 years
 - d. 5 years
7. An individual who is not in the 12th grade may be enlisted into the United States Army.
 - a. True
 - b. False
8. In order to improve time management, a recruiter may disapprove an applicant's legitimate request for a moral or administrative waiver.
 - a. True
 - b. False
9. Regulatory contact requirement of 100 percent of seniors is due on what date?
 - a. 31 January
 - b. 30 September
 - c. 31 December
 - d. 28 February
10. An applicant may be referred to the ROTC program using their SAT or ACT score.
 - a. True
 - b. False
11. What two forms are required in order to complete an ROTC minipacket?
 - a. USAREC Form 914 and DD Form 2807-2
 - b. USAREC Form 914 and DD Form 1966-1
 - c. DD Form 1966-1 and DD Form 2246
 - d. USAREC Form 794 and USAREC Form 914
12. Who is the approval authority for mission reductions?
 - a. DCG-East
 - b. CG USAREC
 - c. DCG-West
 - d. Both A and C
 - e. None of the above
13. An applicant who claims no law violations will have local police checks placed into their enlistment packet no later than _____ from enlistment into the DEP or DTP.
 - a. 10 days
 - b. 30 days
 - c. 15 days
 - d. Prior to active duty date
14. What is the validity period for a DD Form 369?
 - a. Indefinite
 - b. 6 months
 - c. 90 days
 - d. 1 year
15. Is USAREC FL 41 required to be completed on all applicants who have been detained for a period of more than 24 hours?
 - a. True
 - b. False
16. What is the maximum allowable time for the donning of an individual's protective mask?
 - a. 15 seconds
 - b. 30 seconds
 - c. 19 seconds
 - d. 60 seconds
17. What is the preferred range to zero on an M16A2 rifle?
 - a. 500 meters
 - b. 300 meters
 - c. 500 yards
 - d. 300 yards

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 October 2001

Top RA Recruiter

SSG Roger Brown
(Mid-Atlantic)

SGT William Marks
(Jacksonville)
SGT Mark Steinfeld
(Miami)

SSG Thomas Twigg
(Great Lakes)

SFC James Dale
(Kansas City)

SSG William Roepe
(Salt Lake City)
SSG Fenella McFadden
(Phoenix)
SSG Phillip Coe
(Southern California)

Top USAR Recruiter

SFC Clifford Stein
(Albany)

SFC Gwendolyn Pratt
(Montgomery)
SSG Jose Young
(Tampa)

SGT Frankie Exum
(Chicago)

SSG Calvin Lamont
(Oklahoma City)

SFC Robert Wilkinson
(Salt Lake City)

Top LPSC

Burlington
(Albany)

Lake Park
(Miami)
Hoover
(Montgomery)

Schaumburg
(Chicago)

Muskogee
(Oklahoma City)

Cottonwood
(Phoenix)

Top OPSC

Franklin
(Baltimore)

Frankfort
(Nashville)

Louisville (Downtown)
(Indianapolis)

Irving
(Dallas)

Santa Monica
(Los Angeles)

Top Company

Providence
(New England)

Lexington
(Nashville)

Columbus
(Columbus)

Lewisville
(Dallas)

Tempe
(Phoenix)

Top AMEDD

New York City

None

Cleveland

Dallas

Rocky Mountain

Answers to the Test

1. a. AR 601-210.
2. d. AR 601-210, para 2-1d.
3. a. AR 601-210, para 2-3b.
4. a. AR 601-210, para 4-28a.
5. c. USAREC Reg 601-101, para 1-10b.
6. b. USAREC Reg 601-101, para 1-9f.
7. a. USAREC Reg 601-101, para 2-2e(2).
8. b. USAREC Reg 601-56, para 1-7.
9. d. USAREC Pam 350-13, para 5-8.
10. b. USAREC Cir 601-85, para 1-4c.
11. a. USAREC Cir 601-85, para 2-2 & USAREC Msg 01-067.
12. d. USAREC Reg 601-73, para 6b.
13. b. USAREC Reg 601-94, para 4b.
14. a. USAREC Reg 601-94, para 5g.
15. b. USAREC Reg 601-94, para 5m.
16. c. STP 21-1 SMCT, Task #031-503-1019, page 390.
17. b. STP 21-1 SMCT, Task #071-311-2030, page 121.

