

RECRUITER

United States Army Recruiting Command February 2006

Journal



TOUCHDOWN!

Army scores big with
All-American Game

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NEW INCENTIVES
page 6

RECRUITER Journal

U.S. Army Recruiting Command

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Commanding General
Maj. Gen. Thomas P. Bostick

Public Affairs Officer
S. Douglas Smith

Editor
L. Pearl Ingram

Associate Editor
Walt Kloeppel

Associate Editor
Mary Kate Chambers

Cover Design
Joyce Knight

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New Incentives: new tools for the job



Maj. Gen. Thomas P. Bostick

The outlook for Fiscal Year 2006 continues to be strong. Units across the command are improving each month. You have met both the active Army and Army Reserve mission every month so far this fiscal year. (The active Army mission has been met for the past seven calendar months and the Army Reserve for the past four.) Congratulations to all.

Last month I told you that the Department of the Army was reviewing a range of new incentives to help the mission. Our Army leadership and the members of Congress have provided several new recruiting incentives that will have a positive impact on the mission. It is important that all of us understand each of these new incentives.

Some of those incentives are now in place, and others will follow.

The \$1,000 bonus for Soldiers who provide referrals through the Sergeant Major of the Army Recruiting Team (SMART) program is in effect. You now have the entire Army behind your recruiting efforts.

The new \$40,000 active Army bonus and \$20,000 Army Reserve bonus are also in place. These increased maximum cash enlistment amounts will help the Army to recruit the very best young men and women who wish to answer the Call to Duty.

We have also been authorized to open active Army enlistment age to individuals who have not reached their 40th birthday, so now is a good time to re-contact those folks you've met who were not eligible in the past.

Let's take full advantage of these new incentives to get maximum media coverage at both the national and local levels so that young Americans who wish to serve are aware of the options available to them. We have provided you talking points and questions and answers to use as you speak with the news media and centers of influence in your areas. It's up to each of

us to help tell America what its Army can offer new Soldiers.

There are other positive developments. We are continually improving our local and national marketing campaign as well as cyber and Internet recruiting. We just received more than \$23 million in additional local advertising funds, which includes funds to support the SRAP program and AMEDD recruiting. These additional funds will allow us to hyperstimulate the market even further during the remainder of FY 06. Our PaYS program has hit 139 partners and continues to grow. I had the opportunity at the Army All-American Bowl to witness the Secretary of the Army participate in a PaYS partner signing ceremony. It is good to see corporate America supporting the Army by offering job opportunities for our veterans after they've served proudly.

A few areas will require our continued focus. First, we must continue to aggressively work both the high school and college markets. Both are essential to our success. Secondly, we must keep our Future Soldier Training Programs strong, so that those who contract for this summer are there when we need them.

Finally, despite of all of the new programs above, the most important incentive to serve will come from the inspiring Soldier stories that young men and women hear each day – our Soldiers on the front lines of this recruiting mission are most important to our success. The individual effort of each member of our team is what really makes the difference, and I thank you for your effort.

Let me conclude by saying that I believe in your professionalism and I believe in you. I am confident that Recruiting Command is now poised for continued success. We have a long way to go, but we're moving in the right direction, and I'm confident that we will achieve mission success.

USAREC Transformation: Vital to Army Transformational Success



Command Sgt. Maj. Harold Blount

To meet current and future challenges, the Army is transforming the way it fights, trains and how it does business. According to Secretary of the Army Francis J. Harvey, “Army transformation is a multi-dimensional process which involves adapting new technologies to war fighting; developing improved joint operating concepts and business practices; changing organizational structures; and developing leaders, people and a culture that are relevant to the future. It’s important to remember that Army transformation is not an end state; it is a continuous journey in which the operational Army and the institutional Army adapt to an ever-changing operational environment. As such, Army transformation is ingrained in everything that we do — today, tomorrow and forever.” (1)

Transforming USAREC is a key and integral component of Army transformation. It has been said time and time again that “Soldiers are the centerpiece of Army formations and the cornerstone of Army vision.” The Army’s modular force initiative and the Army’s force generation model are inextricably tied to USAREC’s ability to successfully provide the accession requirements to man self-sufficient and standardized brigade combat teams (BCTs).

Also, much has been said about today’s recruiting environment — a good economy and nation at war — makes

recruiting the force challenging. Everyone is aware, including the national and senior Army leadership, that recruiting for America’s Army is seen as the nation’s challenge, not just USAREC’s nor the Army’s. With support from every corner of this country, we can make huge transformational inroads while aggressively and successfully prosecuting the mission.

I am most proud of how we are making strides to develop leaders within this command who are self-aware and highly adaptive. We’ve come quite a long way over the past couple of years: We’ve fielded and implemented new doctrine; migrated from a sales-based to leadership-counseling centric enterprise; moved from class B to ACU/BDU uniform; and fielded numerous technological solutions, just to name a few. Additionally, we’ve begun to leverage the Lean Six Sigma process in order to streamline the entire recruiting process from lead generation to Future Soldier training/leadership. We’ve aggressively pursued courses of action to better select recruiters and to grow our 79R cadre leaders. It’s worth mentioning again that we’re executing numerous transformational strategies while recruiting an Army for a nation at war.

Notwithstanding the current progress, we must be mindful that transformation within USAREC is indeed a “journey and not an end state.” We must continue to

transform our approach to how we think about recruiting operations. Moreover, we must strive toward a perpetual renewing (transforming) of our expectations, attitudes and commitment to excellence as high-performing members of a team of team. According to Secretary of the Army Harvey, the Army’s vision for leaders in the 21st century is that of a pentathlete — a multi-skilled leader who personifies the warrior ethos in all aspects, from war fighting to statesmanship to enterprise management. The NCO pentathlete is effective in any environment and proficient in all aspects of being a Soldier. Know that every member of the command will relentlessly pursue individual realization to become a pentathlete.

Recruiting remains one of the highest priorities of the Army leadership, evidenced by the “Call to Duty” campaign and the mobilization of the entire Army to support the recruiting effort. Clearly there’s a direct connectivity between Army transformation and USAREC’s transformation. We’re making monumental strides toward becoming the quintessential “learning and growing” organization. As we continue to transform, I ask that each of you assess your role in this never-ending process toward realizing the Army’s vision of an NCO pentathlete.

1 Dr. Francis J. Harvey, “Building the Future Force While Continuing to Fight the Global War on Terrorism,” *ARMY The Magazine of the Association of the United States Army*, October 2005, pp 17-21

Honey or Vinegar ?

Honey or Vinegar?

A few months ago I received the following story from a friend:

The preacher placed two identical jars on the table next to the pulpit. “These jars came from the same factory, were made of the same materials, and can hold the same amount. But they are different,” he explained.

Then he upset one and it oozed out honey. He turned over the other, and vinegar spilled out. “When a jar is upset, whatever is in it comes out. Until the jars were upset, they looked alike. The difference was within and could not be seen. When they were upset, their contents were revealed. Until we are upset, we put on a good front. But when we are upset, we reveal our innermost thoughts and attitudes, *‘for out of the abundance of the heart his mouth speaks.’*” (Luke 6:45)

Stress and conflict have a way of bringing out the best or worst in a person. When confronted with a challenging personality or situation, we may only have a few moments to respond. We have three courses of action: (1) Suppress our emotions and submit to the stress or aggressive actions. (2) Act out in a combative manner. (3) Respond with assertive grace and understanding.

Our natural response may be avoidance when possible. If not, we may submit to negative or aggressive behavior. Submission demands that we suppress our honest feelings, needs, values and concerns. It becomes visible in our body language. We shrug our shoulders, lose eye contact and use an excessively soft voice. Such responses invite others to take advantage of us. Suppressing our feelings can only add to the stress and may erupt later in an intense conflict. Avoidance will never resolve the issue and only delay resolution.



Chaplain Lt. Col. Lyndell E. Stike

The second alternative is to erupt in an aggressive attack, expressing our feelings, needs and ideas at the expense of others. Winning is our only objective! Our voice becomes loud and we may be abusive, rude and sarcastic. It is like throwing a grenade into a crowded building. Everybody is affected by the blast. These attacks create immeasurable collateral damage. It restricts open communication and can mar relationships. Once the grenade explodes it is impossible to put the pin back in.

Instead of submitting or attacking we can respond with grace and understanding. An assertive person can communicate without abusing or dominating others. They have learned how to balance their personal needs with those of their mate, supervisor or friend. Respecting the personal space of others is paramount to the assertive individual. When we respond with assertion we maintain the possibility of relationships and ensure the positive energy exchange. Grace flows like honey and understanding like water from the lips of those truly touched from the inside.

Today, as you confront issues in the station or struggle with the challenges of marriage, how will you respond? The choice is yours. What will flow from the inside? Will it be sweet, smooth honey or bitter vinegar? It is my prayer that we all demonstrate true beauty of grace, patience and understanding that only comes from a balanced understanding of self and others.

Chaplain Recruiters Serve God and Country

By Christopher Dunne, 3d Brigade

They serve both God and country and they act as spiritual guides to Soldiers and their families, on active duty and in the Army Reserve. Service in the Army Chaplain Corps can be an exciting and rewarding career option for those seeking to serve a higher calling.

For 3d Brigade's chaplain recruiters, fulfilling the Army's need for spiritual advisers provides its own rewards. Chaplain (Maj.) Kristina Moeller and her recruiters visit 41 seminaries each year, all across the Midwest. "Our job is to inform and raise awareness — people just aren't as aware of our program as they are of opportunities in the pastorate," she said. Of course, they also have to put people in the Army. "I believe the chaplaincy sells itself," said Moeller. "The ministry in the military is the most exciting and offers the most diverse congregation you'll ever meet."

Moeller was company commander of a transportation unit and deployed to Somalia when she heard the call. "As we hauled fuel and water throughout the country, my company assisted the chaplain in building a chapel and a choir, fed and taught the children at the orphanage in Mogadishu, and did first aid for the locals," she explained. "This 'mission work' motivated my Soldiers tremendously, resulted in my baptism in the Indian Ocean, and led me to my journey to become a chaplain."

While chaplain recruiting is similar to Regular Army/Army Reserve recruiting in many ways, the program offers some stark differences as well. "It takes three to six months to process applicants for the Chaplain Candidates Program or Chaplain Program," Moeller explains. "The quickest I ever had an applicant process was in about four weeks."

In addition to medical and fitness requirements, prospects must also obtain the support of their churches and denominations in order to be considered for the program. This ecclesiastical endorsement certifies that the applicant is a clergy person in their particular denomination or faith group; that they are qualified spiritually, morally, intellectually and emotionally to serve as a chaplain in the Army; and that they are able to provide for the religious needs of Army personnel.

This endorsement is required of all Army chaplains. In fact, Moeller said, "If the church pulls its endorsement, the Chaplain can no longer serve. The church can end their career at any time, because chaplains are accountable not only to the Army, but also to their denomination."



Capt. Kristina Moeller, transportation company commander, being baptized in the Indian Ocean in 1993. Her experience led to her journey to become an Army chaplain.

Another difference is that recruiter and prospect don't always meet face-to-face. "It's rare that we meet our clients," Sgt. 1st Class Jamille Phillips said. "We do a lot of processing through the mail and by e-mail." But after more than 10 years as a recruiter and nearly three years as a chaplain recruiter, Phillips enjoys the challenge. "I wanted to be part of recruiting the ministry," he said. "When this position came open, my prayers were answered."

Among the similarities, chaplain recruiters regularly conduct TAIR, DEP and COI events. And, like many campuses across the country, not all seminaries are receptive to military recruiters. "Some of the more liberal seminaries have encouraged me not to put my uniform on," said Moeller.

But, she says, most Chaplain candidates really feel they have a calling to serve. The best part of the job? "Seeing 'em in boots!" she said.

Staff Sgt. Milton Shelly is the newest member of the Chaplain recruiting team. A Chaplain's Assistant by training, he enjoys "helping to bring future chaplains into the Army to take care of the Soldiers in peacetime and war."

The mission for 3d Brigade's chaplain recruiters is 16 chaplains and 24 chaplain candidates admitted to their respective programs each year. The chaplain recruiters made their annual mission for FY05, bringing 25 chaplain candidates and 15 chaplains into the Army. "It's a team effort that took a lot of hard work and perseverance," Moeller said. "It wasn't easy to do, but we did it. We feel blessed."

\$40,000

\$20,000

\$1,000

It All ADDS UP

age

39

Incentive changes should help boost recruiting

By Mary Kate Chambers, Associate Editor

Soldiers across the Army had several reasons to cheer when President Bush signed the National Defense Authorization Act in January.

The law approved raising the maximum combination of cash enlistment bonuses to \$40,000 for Regular Army, doubling the Army Reserve bonus to \$20,000 and increasing the Army's enlistment age to 39 years.

Also approved was a program to allow a \$1,000 bonus for Soldiers who refer a recruit. This allows the whole Army to work as highly motivated aides for USAREC's cause.

"I believe the new authorities provided by Congress, such as the \$1,000 per referral bonus and the max enlistment bonus ... will continue this positive trend" of meeting monthly missions, Secretary of the Army Francis Harvey said. He noted that the Army met recruiting goals for seven months and "the future looks promising."

The Regular Army enlistment bonus had not been increased since November 1999, when it went to \$20,000.

"We thank Congress for their recent legislation to provide bonuses such as these," said Lt. Gen. Franklin L. Hagenbeck, deputy chief of staff, Army G1. "We feel very confident that we will be able to reach our recruiting goal for 80,000 this year."

While the Army does not have a single bonus of \$40,000, there are combinations of the various types of cash bonuses that could add up to the \$40,000 maximum. For example, an

enlistee can combine an MOS bonus with one for shipping to training within 30 days for a critical MOS, one for higher education and one for airborne training.

For highly qualified recruits, the six MOSs that will qualify are Fire Support Specialist (13F), Multiple Launch Rocket System Crewmember (13M), Special Forces Candidate (18X), Satellite Communications Systems Operator-Maintainer (25S), Explosive Ordnance Disposal Specialist (89D) and Petroleum Supply Specialist (92F).

"That will be used selectively for skills that are hard to recruit. That will not be used across the board and we will use it judiciously, where we need to have it," Harvey said.

Raising the active Army age limit will expand the recruiting pool, provide motivated individuals an opportunity to serve and strengthen the readiness of Army units.

The increase in the age limit makes it the same as the Reserve limit, which was raised in March 2005.

Since then, 3,309 Soldiers 35 or older have enlisted in the Army Reserve.

History of maximum bonus incentives

Four-year or longer	Maximum	Increase Date
	\$40,000	January 2006
	\$20,000	November 1999
	\$12,000	March 1997
	\$8,000	October 1995

High Priority MOSs

Three-year	Maximum	Increase Date
	\$40,000	January 2006
	\$20,000	April 2005
	\$17,000	February 2005
	\$15,000	August 2004

Before August 2004, the maximum was \$6,000

Most all other MOSs

Three-year	Maximum
	\$10,000
Two-year	Maximum
	\$6,000



The standards for older applicants are no different from their younger peers. They are subject to the same standards and eligible for the same incentives.

Experience has shown that older recruits who can meet the physical demands of military service generally make excellent Soldiers based on their maturity, motivation, loyalty and patriotism.

The \$1,000 Referral Bonus pilot program works on the idea that “every Soldier is a Scout.” It is operated through the Sergeant Major of the Army Referral Team process.

Regular Army, Reserve or National Guard Soldiers serving in a recruiting or retention assignment or receiving Special Duty Assistance Pay for those duties are not eligible for the referral bonus. There are exceptions, but members whose duties could be perceived as creating a conflict of interest, as determined by the secretary of the Army, will also be ineligible.

Soldiers may not refer an immediate family member, and the bonus will be paid in a lump sum once the applicant completes Basic Training and Advanced Individual Training.

The NDAA also increased the maximum enlistment contract from six to eight years.

Recruiting is “a month-to-month thing and as I said, the rest of the year looks promising, but we’re certainly not going to sit on our laurels,” Harvey said.

FOR MORE INFORMATION
www.usarec.army.mil/smart
1-800-223-3735, ext. 6-0473

Master Sergeant Promotion Board Analysis for FY06

By USAREC G3

The FY06 Master Sergeant Promotion Board convened on Oct. 4. It considered sergeants first class with a date of rank of 4 October 2003 and earlier with a basic active service date between 4 October 1982 and 5 October 1997 (both dates inclusive).

The total number of recruiting sergeants first class considered for selection was 1,245, and the number selected for promotion was 100. USAREC selection rate was 8 percent; the total Army selection rate was 14 percent.

Soldiers selected for promotion to master sergeant performed well in the most critical leadership position for a sergeant first class: station commander. Soldiers should take time to ensure that their records are up to date. It is imperative that they update their photo whenever there are changes to the uniform even if the photo is less than five years old. To remain competitive for promotion, a 79R sergeant first class should continue to seek out and be successful in leadership positions.

These NCOs were selected for promotion to master sergeant

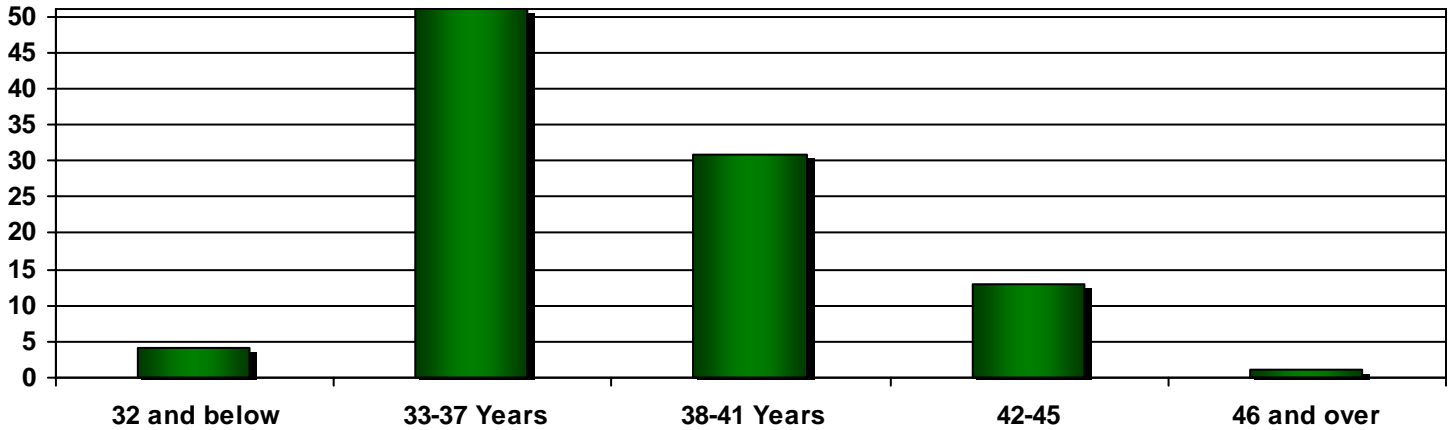
EDWARDS, EDDIE
RANDALL, DARIN
DODD, MICHEAL
VARNADO, VENCIE
ADAMS, BRIAN
LEE, LARRY
SMITH, KENNETH
RALSTON, DAVID
FOOTER, DANIEL
CLAY, TOMMY JR
FOSTER, JEFFREY
VELEZ, ANGEL
MITCHELL, DOUGLAS
COX, JAMES
MURRELL, CARMEN
WISE, RUSSELL
LITTLETON, FRED
MCBRIDE, MATTHEW
BOWERS, ANTHONY
BUTLER, EVA
RESENDEZ, JAIME
DOUGLASS, DAVID
LAURENCE, DONALD
BENTON, CURTIS
DAVIS, DANIEL

HURDLE, GEORGE
MILTON, LILLIE
JOHNSON, ANGELIA
BURTON, JEREMY
MCDONALD, KEVIN
POWERS, RUSTY
JOHNSON, DALTON
REYES, MARLON
WATSON, CARLOS
BROWN, CHRISTOPHER
LANDRAURIVERA, ANGEL
NERUD, DAVID
NORTHEY, JOHN
WALKER, RICHARD
FRIDAY, AARON
RANSOM, CHARLES
CLEMONS, WILLIAM
GALLAGHER, HEIDI
GENTRY, RANDALL
BASKERVILLE, JULIUS
CAMPBELL, MARCUS
HUTSON, MICHAEL
MALEK, ALVIN
CARRIGAN, SEAN
POWELL, SANDRA

VELASQUEZ, MARTIN
COURTNEY, ANTHONY
JONES, WAYNE
MCLAIN, NICHOLAS
SANCHEZ, AQUILINO
GARCIA, RAFAEL
WILSON, GERALD
ALLEN, CHRISTOPHER
GINGLES, DANIEL
CARTER, TIMOTHY
THOMAS, BARBRA
SANDOVAL, PAUL
STEVENS, CRAIG
PHILLIPS, GERALD
PAUL, JAMES
RIVERARIVERA, WILLIAM
CAMERON, DAVID
LAICK, STEVEN
WESTFALL, RANDAL
DOZIER, JUAN
RIVERA, ALVIN
TORO, BOLIVAR JR
BIDWELL, KEVIN
ZASTROW, CHRISTOPHER
HOUSE, SUSAN

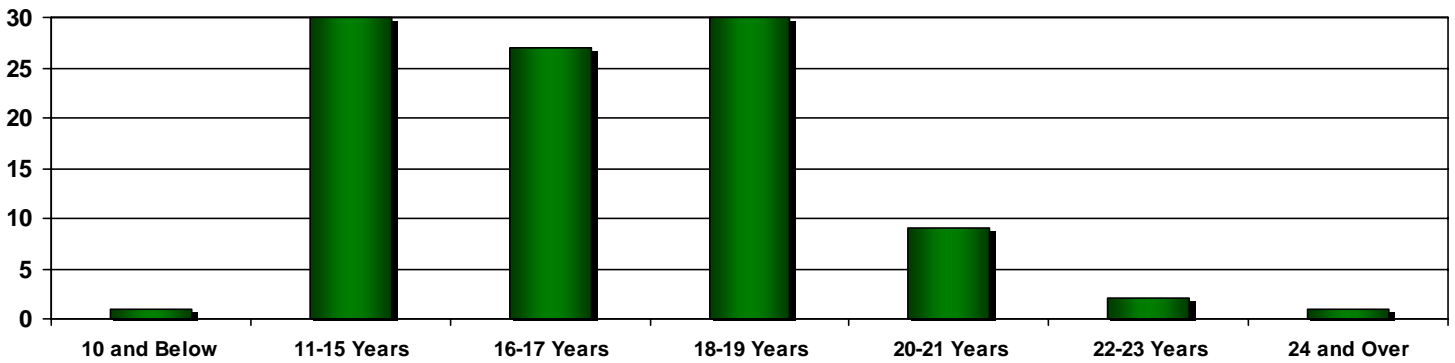
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RODRIGUEZ RIOS, JOSE
MILLER, CARL
BOOZE, ANTHONY
WARD, JEFFREY
BRYAN, CORY
PAIGE, RICKY
GRIJALVA, MICHAEL
SMITH, BRIAN
RAMOS, MARTINEZ
TURNER, ANTHONY
JOHNSON, FREDRICK
WARREN, CHRIS
POOLER, TODD
CASTELLANO, JESSE
WILLIAMS, STUART
BLANCETT, DAVID
GAYLORD, JEFFERY
COLONRIVERA, ELLIS
HOLLAND, WILLARD
SCHWAB, MICHAEL
KING, JODY
BILLIPS, NATHAN
JACKSON, CARLO
LANGE, RICHARD

AGE FOR MSG SELECTEES



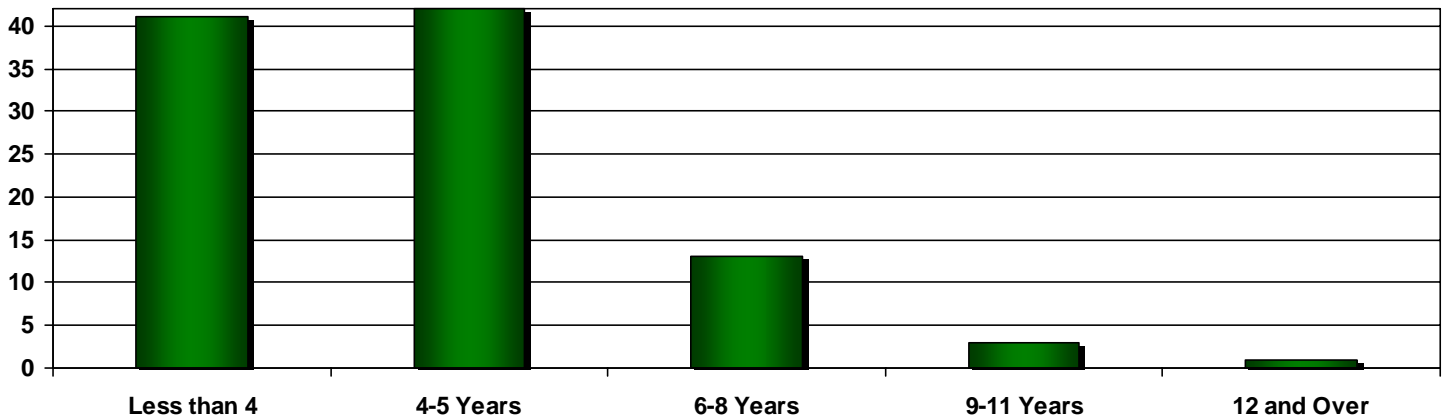
The average age of the sergeants first class selected for promotion was 38 years. The oldest was 46 and the youngest was 32. The chart is the age range of those selected for promotion.

TIS FOR MSG SELECTEES



The average time in service for those selected for promotion was 17 years of service. The highest was 24 and the lowest was 10.

TIG FOR MSG SELECTEES



The average time in grade for those selected for promotion was five years. The highest was 15 years and the lowest was two years.



The Morrell Ring

By Walt Kloeppe, RJ Associate Editor

Six deserving recruiters were a ‘first’ when they received USAREC’s newly designed award, the Morrell Ring. The ceremony took place at USAREC Headquarters on Sept. 26. As an added honor, the rings were presented by none other than retired Sgt. Maj. of the Army Glen E. Morrell.

“It is a pleasure for me to come up here to present this award,” said Morrell. “I was very honored and humbled when they named that award after me and now they revamped that a little bit to where you can wear it all the time. I congratulate each individual which is receiving it today,” said Morrell.

The Glen E. Morrell Award is the highest award for recruiting excellence. Named after the former USAREC command sergeant major, the Morrell Award has been changed from a medal to a ring. Recruiters, after earning their recruiter ring, must earn 2400 points to be eligible to join the elite group of Morrell recipients.

During the “Best of the Best” conference in April, it was approved by the commanding general that the medal be replaced by a ring. The ring is sterling silver, rhodium plated, with a garnet stone, and the original Glen E. Morrell eagle design is sealed on the stone. Recipients will also receive the neck medallion.

For the first presentation of the rings, each brigade was responsible for selecting a representative who earned the award for RCM September and who achieved the highest volume.

Representing 3d Brigade, 1st Sgt. Charles Tucker of Columbus Battalion gave thanks to his family and Soldiers for his success.

“Earning the Morrell as a first sergeant is incredible because it wasn’t me who did the work. I have no one to thank but my family and the Soldiers who work for me, because without them, I wouldn’t be getting a Morrell award today,” said Tucker.



Left to right, back row; Retired Sgt. of the Army Glen E. Morrell, Sgt. 1st Class Daniel Gorgan, Sgt. 1st Class Roy King, 1st Sgt. Charles Tucker, former USAREC commander, Maj. Gen. Michael Rochelle. Left to right, front row; Staff Sgt. Yvette Garcia, Sgt. 1st Class Ronnie Sarmiento, Staff Sgt. Latasha Bowens. Photo by Jim Welker

Tucker further reflected on what it meant to be awarded the ring from the man whom it was named for.

“I don’t even know how to put that into words, it’s a real honor.”

During the ceremony, Morrell gave his respect to the recruiters who toil everyday to accomplish the mission.

“You know they call this a volunteer Army but it’s not a volunteer Army, it’s a recruiter’s Army. We would not have the Army today if it were not for the United States Army Recruiting Command,” said Morrell.

First six recipients of the Morrell Ring are:

- 1st Bde - Sgt. 1st Class Roy King
- 2d Bde – Sgt. 1st Class Daniel Gorgan
- 3d Bde – 1st Sgt. Charles Tucker
- 5th Bde – Staff Sgt. Yvette Garcia
- 6th Bde – Sgt. 1st Class Ronnie Sarmiento
- Headquarters – Staff Sgt. Latasha Bowens, formally of Houston Battalion.

Local Influencer Kit

“Hot” leads mean nothing if you get a cool reception from their influencer.

By John A. Nosalik

Anyone who has ever served as a recruiter in the Army knows that when it comes to “filling boots,” there is no magic formula. No matter what programs are in place, there are always external factors that will effect the final numbers. Heading into '06, one of the dominant factors is influencers.

While it's ultimately a prospect's decision to join the Army, Influencers play an important role in the decision-making process. Influencers can be anyone from parents and legal guardians to school counselors, coaches, clergy and even friends and neighbors. Parents, however, typically have the most influence over a prospect's decision-making. It's their opinions and oftentimes their approval that a prospect will seek in an effort to decide whether joining the Army is a viable option for them.

After Sept. 11, young (and not so young) men and women across the United States wanted to stand up to those who brought down the World Trade Center towers and do their part to defend their country. And, no doubt, influencers saw this as a noble cause. But as we remain “An Army at War,” the highly publicized risks of joining the Army have started to outweigh the nobleness of the cause — especially for influencers.

So now influencers are asking recruiters some pretty tough questions on behalf of their loved ones. Some of these questions have even tougher answers. That's why the Army has some broad-reaching messages in place for '06 — to help break through some of the barriers that recruiters come up against when addressing an influencer's concerns. These messages are intended to educate Influencers on the value of being a Soldier and encourage them to have more informed conversations with their prospects.

The most visible of these messages will be influencer-focused TV and print ads, scheduled to hit the market around January and July, targeted to influencer-aged adults (35-54).

But without local support, these messages can only work so well. So in addition to the national campaign, the Army has created a Local Influencer Kit that will supply recruiters with updated tools they can use to successfully respond to any questions prospects and influencers have, in order to overcome enlistment barriers and ultimately reach their mission goals.

In early 2006, every recruiter will be receiving their Local Influencer Kit. Included in this kit will be a PowerPoint presen-

tation and a “Question and Answer” packet. Additionally, it will include a supply of influencer brochures and DVDs that can be handed out at events or given to influencers and prospects to better inform them before their first meeting with a recruiter.

While money for college and the promise of learning a skill aren't completely gone as motivators for a young man or woman to consider joining the Army, what is apparent is the growing barrier of influencers who are impacting prospects' decisions. The Local Influencer Kit should reassure those influencers to tell the Army story.

Local Influencer Kit contains:

Influencer PowerPoint Presentation

The purpose of this piece is to speak directly to Influencers about the questions, concerns and decisions they have before them when a loved one expresses interest in joining the Army. Topics such as deployment, training and benefits, as well as other relevant information, will be included. In addition, there will be a video section with actual parents and their loved ones who are Soldiers giving their views on how they dealt with the whole experience.

Frequently Asked Questions

Chances are that the questions Influencers ask recruiters have changed quite a bit in the last several years. These sheets will prepare the recruiter to better answer some of the tougher questions they are being asked, given the current climate the Army and its Soldiers are facing throughout the world.

Influencer Brochure

Recruiters can use this piece as a handout to prospects and Influencers early in the decision-making process. It gives a top-line overview of the Army and some of the more commonly asked questions Influencers have when a loved one considers joining the Army.

Influencer DVD

Influencers tend to trust other Influencers—especially those that have a loved one serving in the Army. This DVD will feature parents, spouses and Soldiers talking firsthand and giving straight answers about everything they have experienced and are experiencing as it relates to the Army. The DVD also touches on deployment from many different perspectives and how Influencers and Soldiers deal with it. Many different views are expressed on such subjects as family issues and keeping in contact with loved ones who are deployed.

Annual Awards Selection Process Changed

Story by Pearl Ingram, Editor

Photos by Walt Kloeppel, Associate Editor

The USAREC annual awards selections took on a new look for 2005. Keeping in line with TRADOC procedures, competitors had to demonstrate they were well rounded in recruiting tasks and Soldier skills. In addition to appearing before the board, there was a land navigation course requirement for the NCO of the Year category. They were also required to complete a PT test.

Five station commanders spent 30 to 40 minutes responding to questions ranging from current events to leader development to drill and ceremony — not exactly an easy day by most standards. In addition to the board proceedings, the five Soldiers competing for NCO of the Year ran a land navigation course. They were faced with a 25-degree day and forecasts of one to four inches of snow on the Fort Knox, Ky., training area. In addition to the PT test and board appearance, the NCO candidates of the Year were required to weapons qualify with an M16 simulator.

Sgt. 1st Class Kelvin Cooper, Syracuse Battalion, Cheekwaga Station commander, said he found no surprises in the board's questions.

"Everything they asked us is covered in the study material," he said.

He had studied for the brigade board at the end of October. He took a week of leave and studied more. He studied two days before coming to the board and studied after arriving.

"I think it was a good experience because it was an eye-opener," said Cooper. "When one of the board members is from your brigade, you learn what their focus is by some of the questions they ask you."

There were also hands-on tasks conducted by the Recruiting and Retention School. Each recruiter was required to conduct an Army interview and make a prospecting phone call.

Sgt. 1st Class Jeffery Gaylord, a station commander for three years, has six recruiters in his Anniston, Ala., station. He concentrated on the new Army doctrine in preparing for the board.



The board, consisting of the brigade CSMs and the Recruiting and Retention School CSM, prepares to question a contestant.

Competitors for the First Sergeant of the Year category were asked to complete an After Action Report. They were also evaluated on conducting a counseling session with a station commander and on conducting a telephone prospecting call, as well as the Army interview.

"Station commanders have the same tasks as first sergeants," said Sgt. 1st Class Edgardo Andino, Recruiting and Retention School. They also completed a four- to six-minute impromptu presentation with two minutes preparation time allowed.

"We had to throw in recruiter tasks to make it more realistic and to make it more competitive," said Andino. "Anybody can take the NCO board book and study in the book and do well on the board."

All of the competitors were given a written test and were assigned a written essay.

Command Sgt. Maj. Phillip Tabor, 3d Brigade board member, said he thought the Soldiers liked it better with the hands on portion added.

"They might not like the written part, but I think they like the hands on part. We wanted to fall in line with how TRADOC does it. It will give us a better assessment instead of just how well they answer questions," said Tabor.

Command Sgt. Maj. Maria Martinez, 1st Brigade, says the board provided a great opportunity for Soldiers to go back to their command and share board experiences.



Competitors conduct an Army interview as part of the new board curriculum.

“It takes a really special Soldier to make it to this level,” she said. “It is indicative of their leadership as they continue to mentor their Soldiers and that’s what is important to me.”

Her advice for those who may want to participate in awards competition in the future is start now to prepare and don’t wait until the end of the fiscal year.

Sgt. 1st Class Larry Bovee, Bay City Station, Bath, Mich., told the board members that he has confidence in his recruiters’ ability to be successful.

“I didn’t realize that I had such a knack for this job,” he said. “I have felt a great deal of success out here in recruiting.”

Staff Sgt. Lori Jackson, Fayetteville, N.C., station, competed in the Regular Army Recruiter of the Year category. She had competed at battalion and brigade level but said she had never competed at command level in a board competition.

“I thought I would be more nervous than I was,” she said. “The brigade one (board) was the main event. That was where it was a little more stressful.”

Jackson said the most difficult part for her was the five minutes before she went into the room. “Once you get in there, it’s not so bad. I would say the anticipation is the most difficult.”

Both she and her husband were selected for recruiting duty. “It’s very rewarding. You learn a lot about people and a lot of things you don’t know about the Army as a regular Soldier.”

She says she has had outstanding support from her family and in her large 12-person station they work as a team. The written test and the essay were the most challenging part of the board because she didn’t know what to expect. However, she likes the new doctrine better than the way she was taught when she first started recruiting.

“It puts more of your own style in the way you sell the Army. Actually, I incorporate some of the old style into the new. I think it is better if you can use your own techniques.”

First Sgt. John Jordan, Harrisburg Battalion, found the questioning technique used by the Recruiting and Retention School in the After Action Review provided him new ideas for transforming from the old habits into the new doctrine.

“It was challenging,” he said, “because the board members would ask a question and it wouldn’t be ‘here’s you an answer. It would be how do you apply that? You had to make sure that you could apply new doctrine and principles.”

The names of the winners and runners up will be announced at the Annual Leaders Training Conference in February.



Staff Sgt. Jeffery Brown, Dallas Battalion, shoots high score, winning the shooting portion of the USAREC Annual Awards Board.



Sgt. 1st Class Douglas Romero answers questions from the board.

eBoards May Become Way for the Future

By Pearl Ingram, Editor

Selection boards are generally thought of in terms of large stacks of files piled high on a table and pictured with board members thumbing through folder pages. However, the sounds of rustling pages, except for the Reserve applicant packets, were replaced by the hum of computers for the Active Army applicants at USAREC's first electronic selection board in November. In fact, this was the Army's first officer selection board to be conducted electronically.

Two flat-screen computer monitors sat in front of each selection board member. The applicant packet was viewed in PDF format on the right screen, while the left screen displayed the forms for scoring each applicant. The PDF file of the packet could be scrolled as each board member posted their ratings to the left.

There was no waiting for one board member to complete scoring a packet, and there was no rushing of slower scoring board members. USAREC made history as this first online selection board was completed in a neat and tidy room.

"We are making a digital packet from the papers that they are sending to us," said Chief Warrant Officer Stephen Beckham, who served as the board leader. The packets had been scanned and sent by a Portable Digital Sender.

"A fax machine on steroids," said Beckham. The scanned pages were sent from the portable scanner directly to an e-mail address. Much in the same way as pages go through a copy machine, papers were stacked to transmit through the digital sender. The digital files opened easily on the morning of Nov. 14 and displayed clearly with barely a glitch in the newly designed software.

"We can handle a digital packet and we can board a digital packet. Now, we need Soldiers to make a digital packet," said Beckham. The challenge, according to Beckham, is how to get people who have different parts in the process to give input in digital format.

When considering 360 packets shipped for a selection board, shipping costs alone could save money. Time spent on reviewing each packet electronically, however, also decreased.

"We usually spend from 7:30 until 6 o'clock every night, Monday through Thursday and part of Friday morning," said Beckham. "We have saved at least one day on this board, even with the learning curve of doing the first electronic board."

He said the software glitches dealt with viewing of the packet, not scoring them. The other time saver was adding the scores by hand and then having a second person review and validate them.

"To create the order merit list for each MOS was a 40-minute process. Now, there is an export process."

The plan is to move to electronic boards in WOFT and OCS boards within the next couple of months.

"If you came in here a week ago, these computers were not here," said Beckham. A microfiche reader was required at each desk since the Official Military File came on microfiche.

"This has made my job so much easier," said Beckham, who was not a voting member but handled the board administration.

By mid-year, the plan is to have 10 to 20 percent of the packets electronic and by the end of the year, it is hoped that 80 percent of the packets will be electronic.

The Army Knowledge Online Web site will play a big part in the records becoming digital. Forms will eventually be filled out on AKO and packets will go to the agency as an electronic file. However, that process is eight to 10 months out according to Beckham.

Right now there are more than 4,000 digital senders Armywide. Every PSB has one, and it is connected to a Web site through a secure server.

"I think it helped to speed up the amount of time you spent looking at a packet because it is done electronically," said Maj. Jen Eickhoff, board president. "Once you are familiar with the program and its tools, it is pretty easy to navigate around and look at what you need to instead of flipping back and forth."

Eickhoff said the board was super easy. "Technology has actually helped the process," he said.

A 2002 Army training and leadership study mandated looking at automating the warrant officer application, processing, and selection board procedures. As USAREC began using the Six Sigma management tool, a business methodology designed to increase process efficiency and quality while at the same time eliminating waste in effort and dollars, the warrant officer selection board automation was an ideal project.

Analysis showed that one application spent an average of 378 hours in the flow from the time it reached USAREC until it reached DA. By automating the process, the flow time was reduced to 88 hours.

The cost savings in shipping and copying packets was an additional savings estimated at \$10,000 per year. In addition, the selection board meeting was projected to drop from five days to three days.

Pop Quiz: Is Your High School Plan

Still Working?

By Janelle Greenlaw, 1st Brigade Education Services

The 05-06 academic year is well under way, and it is important to remain vigilant in sustaining targeted involvement in the school environment. The high school market continues to be a focal point for prospecting and generating leads. Although school implementation plans may be in place, it is beneficial for recruiters to assess, update and track the techniques used to penetrate high school campuses. Recruiting personnel should consistently evaluate the effectiveness of specific implementation techniques in order to recognize areas of success and identify methods resulting in decreased efficiency.

Outlined below are 10 useful tips for recruiters. The purpose is to create a more focused school penetration plan in order to obtain maximum number of quality enlistments.

1 Maintain rapport and credibility with key high school officials. This is the first step to preserving school access. Cultivate working relationships with counselors, coaches, teachers and staff members. Tailor your approach to appropriate officials when requesting support, services and information. Through the utilization of various staff members you may be granted additional access to communicate with students. School ownership is the goal.

2 Participate in school functions. Initiate involvement in school activities throughout the year. Consider coaching athletics, mentoring, volunteering as a chaperone for school events, supporting graduation activities, serving on a local school committee, organizing a color guard presentation for sporting events or special occasions, assisting student clubs with holiday projects, participating in career fairs and financial aid nights and assisting as a judge for regional science fairs.

3 Promote, schedule and administer the ASVAB. Meet with school guidance counselors to discuss the value of the ASAVAB Career Exploration Program. Outline benefits including the identification of students' interests, abilities and personal preferences, and the exploration of civilian and military career opportunities and work environments. Incorporate the March 2 Success program through discussion of preparation strategies designed to enhance math abilities, develop English skills and improve standardized test performance. Be available to assist with test administration and interpretation sessions. Encourage school officials to test the maximum number of 10th-, 11th- and 12th-grade students.

4 Encourage enrollment in ConAP. Take advantage of events and presentations as opportunities to discuss the benefits of ConAP with students and centers of influence. Provide resources explaining the advantages of attending a home college, using GI Bill education benefits and receiving college credit for training experiences in the Army.

5 Actively work to receive school lists. Maintain a proactive approach to obtaining complete school lists in a timely fashion. Get to know the individual responsible for releasing student data and work to build a positive relationship. Be accessible to receive lists or to direct questions related to student privacy, FERPA and NCLB.

6 Organize COI events. Conduct a COI luncheon during teacher in-service days or faculty meetings, organize a COI event in recognition of Education Week or arrange for an Army representative to be a guest speaker at a school function.

7 Offer Army resources for special activities. Provide school officials with information on available Army resources. Possible APA avenues include TAIR teams, vehicle/equipment displays, cinema van and MEVs, the Army Field Band and color guard teams.

8 Get to know student influencers. Newly elected class officers, school newspaper and yearbook editors and key athletes can help generate interest and awareness in military service. In addition, these individuals may provide referrals of current or former students.

9 Share information from graduates. Testimonials in the form of letters or success stories depict real-life examples of military service students can identify with. Personal accounts often aid in building trust when communicating the Army story.

10 Maintain pride and professionalism in all school interactions. Present a positive image of military service. Be indispensable to school officials and students. You are the Army in the high school.

Refer to USAREC Pam 350-13 (School Recruiting Program) or contact your battalion Education Services specialist for more information.

Army All-American Bowl 2006



Photos by Greg Calidonna

By Rich Lamance, Army News Service

America's top high school athletes shared center stage with America's top Soldiers during the 2006 U.S. Army All-American Bowl high school all-star football game held in the Alamodome, San Antonio, Jan. 7.

East versus West players battled in front of a nationally televised audience and in front of 31,565 fans, the largest in the Army's six-year history of hosting the event. The East won the game 27 – 16.

During pre-game activities, 78 Soldiers, who were awarded either the Distinguished Service Medal, the Silver Star, the Bronze Star or the Purple Heart, were introduced along with the nation's top 78 high school players.

Soldiers attending medical advanced individual training at Fort Sam Houston marched onto the field to recite the Soldier's Creed, along with the U.S. Army Field Band, which provided a musical salute.

A group of 100 San Antonio Future Soldiers were given the oath of enlistment by Army Vice Chief of Staff Gen. Richard A. Cody during a pre-game ceremony.

Two ROTC graduates were also commissioned by Gen. William Wallace, the commanding general of the Training and Doctrine Command. 2nd Lt. Chris Adams graduated with a master's degree from the University of Texas at San Antonio and 2nd Lt. Shannon Christian was commissioned after receiving a bachelor's degree from the same school.

Four Soldiers from the 101st Airborne Division airborne assault school at Fort Campbell (Sgt. Jeremy Mitchell, Sgt. Mike Cortez, Staff Sgt. Ira Hutton and Staff Sgt. Warren Feaster) capped the pre-game ceremony by rappelling from the rafters of the Alamodome to present the game ball to the players.



Army Reserve Sgt. Chris J. Neiweem, a military policeman with the 814th Military Police Company in Arlington Heights, Ill., one of the Iraqi Freedom veterans honored before the game, believes the messages he and his fellow Soldiers articulate during the week are important ones. "Our trip to San Antonio is a real celebration of courage from several different angles.

"We have competitive young athletes that represent the best in the country and we have Soldiers who have put it on the line for their country representing the best of the Army. It's kind of fitting having this contest in the city of the fighting spirit of those who fought in the Alamo. Both sides represent leadership and are role models to our communities and nation as a whole."

Sgt. 1st Class Shawn P. Caskin, a platoon sergeant with Battery A, 2nd Battalion, 4th Air Defense Artillery at Fort Sill, Okla., believes that the greatness of our country is closely linked to the greatness of our Army.

"Americans need to realize that we would not be the great country we are today without having the best military in the world," said Caskin.

"To continue to have the freedoms and liberties we enjoy, people must be willing to serve their country. If feel that it's important for our citizens to give back, and I think every young person should serve in some way."



Photo courtesy ARNEWS

Photo courtesy ARNEWS



“We have competitive young athletes that represent the best in the country and we have Soldiers who have put it on the line for their country representing the best of the Army. It’s kind of fitting having this contest in the city of the fighting spirit of those who fought in the Alamo. Both sides represent leadership and are role models to our communities and nation as a whole.”

— Sgt. Chris Neiweem, 814th Military Police Co.



Ted Ginn Sr. accepts the Herman Boone trophy from Herman Boone.

Remember the Titans

If you saw the movie, you’ll remember Coach Herman Boone. Boone was infamous for easing racial tensions back in 1971 at T.C. Williams High School in Alexandria, Va., along with assistant coach Bill Yoast.

They were honorary coaches at the U.S. Army All-American Bowl, awarding the Herman Boone trophy to the winning team. Accepting for the East Team this year was Ted Ginn Sr., the East Team coach. Ginn has been the head coach of the Glenville High School Tarblooders since 1997. Coach Ginn was an East U.S. Army All-American Bowl assistant coach in 2002 and his son, Ted Ginn Jr. was a 2004 U.S. Army All-American Bowl and Pete Dawkins MVP.

Accenture Joins PaYS

Secretary of the Army Signs Accenture as the 120th PaYS Partner

By Shae Warzocha, PaYS Marketing Team Leader

Just around the corner from the Alamodome in San Antonio, a historic event took place prior to kickoff of the All-American Bowl. Secretary of the Army, the Honorable Francis J. Harvey, and Accenture Chief Operating Officer, Steve J. Rohleder signed the agreement making Accenture the 120th Partnership for Youth Success partner.

Maj. Gen. Thomas P. Bostick, USAREC commanding general, told the audience of approximately 800, “We want to offer our Soldiers every opportunity to achieve a lifetime of success and working with partners like Accenture, who know the value of employing Soldiers.”

Accenture, ranked 529th on the Global 1000 list, is a management consulting, technology services and outsourcing company with net revenues of \$15.55 billion for fiscal year 2005. “We are proud to be enlisting in the U.S. Army’s PaYS program and to provide opportunities to qualified veterans who are transitioning into the private sector” said Rohleder. Citing “high performance business strategy” as their core business, Accenture identifies new business and technology trends and develops solutions to help their clients enter new markets, increase revenues in existing markets, improve operation performance, and deliver their products and services more effectively and efficiently.

With clientele that include 87 of the Fortune Global 100 and nearly two-thirds of the Fortune Global 500, Accenture credits their customer service and commitment for their continued



Mr. Stephen J. Rohleder, Accenture, chief operating officer; Secretary of the Army Francis J. Harvey; and Maj. Gen. Thomas P. Bostick, USAREC commanding general, sign the PaYS partnership with Accenture. *Photo by Maria Gallegos*

success. Technology innovation and implementation research receive \$250 million each year ensuring their customers continue to receive the most current and cutting edge solutions. The partnership will enhance the already solid relationship Accenture has with their clients, most entering their second decade. Through the partnership enlisting Soldiers who select Military Occupational Specialties that match skills needed by Accenture will begin a mentorship during their enlistment that guarantees them an interview for employment. “We see our participation in PaYS as a natural extension of the professional relationship Accenture already has with the U.S. Army and we look forward to strengthening that relationship going forward,” said Rohleder.

Accenture is not only a great company to hire; it’s a great place to work. They have 110 locations in 48 countries and 12 states. Future Soldiers can select positions that require MOS certification and/or a degree during their enlistment processing. The partnership guarantees the interview; the Soldier must meet all requirements outlined in the Statement of Understanding issued at enlistment. Careers with Accenture will offer Soldiers fast paced and rewarding challenges. PaYS Soldier contributions will ensure that Accenture’s clients will continue to give superior service and the best technology solutions available for decades to come. Participants were welcomed into the All-American Bowl where Accenture sponsored 2,500 seats to celebrate the partnership and thank the military, their family and friends.

The Golden Knights

Educating Influencers from the Sky

By Steven Field, U.S. Army Public Affairs

Recruiting is, among other things, about relationships. Recruiters know that direct interaction is key to getting out the message about the Army and the personal and professional benefits of joining. But in today's recruiting environment, even multiple impressions with a prospect aren't a guaranteed contract. Influencers — parents, teachers, sports coaches — have an incredible impact on a young man or woman's decision to enter the Army, and today many Americans are simply saying, "Not my kid."

Enter the Golden Knights

The elite skydivers gave 21 community leaders from central and south Florida the opportunity to get an up-close look at the Army by providing them a tandem skydive clinic held in Zephyrhills, Fla., at the beginning of November. After a day of interaction with Soldiers and a thrilling skydiving experience, the Army was able to influence the influencers and show key Floridians what it means to be a Soldier and what the Army can do for young men and women.

Army Public Affairs collaborated with U.S. Army Recruiting Command, Cadet Command, the Army Reserve, the Army National Guard and the Association of the United States Army. Each organization nominated several candidates - from the president of the National Hockey League's Tampa Bay Lightning to an Orlando morning news anchor to a Broward County school board member - to jump with the Golden Knights.

The Golden Knights tandem team taught participants techniques for jumping out of an airplane, showed them what equipment they would be using, and in groups of three, gave them the thrill of a lifetime.

"This clinic shows that the Army does so much more than just military activities," said Pamela Peralta, Principal of Chamberlain High School in Tampa, Fla. "There is community outreach, scholarship opportunities and training for students. Events like this show that the Army is a positive force in the community."

Some of the clinic attendees, such as Danny Ramos, director of Hispanic Achievers, were excited and ready to jump as the training began. Others, such as Maxon Victor, student body president at the University of South Florida, displayed apprehension about what they were about to do. Sgt. 1st Class Kurt Isenbarger, their Golden Knight instructor, joked with them during his training to put them at ease.



"When you are in the airplane anticipation will build, and build, and build until you are right about here," he said as he positioned himself with his toes hanging over the edge of a mock airplane door. "That's when you have to remind yourself to breathe." Everyone laughed.

Once everyone was briefed, it was time to get suited up and harnessed. Jumpers donned tight-fitting yellow and black jumpsuits, blazoned with the Army and Golden Knights logos, as well as tight black caps and goggles.

When suited up, they boarded their plane and prepared to jump. Each went through about one minute of free fall — shooting through the sky at about 120 mph — followed by about five minutes of descent under the canopy after the parachute opened.

"It was so quiet," said Sally Schulze, a local TV reporter in Orlando. "Just the whistle of the wind and the whole world below you. It's incredible."

In all, the tandem clinic was an opportunity for people of all different backgrounds to take a break from what they normally do to get a taste of what the Army has to offer. They participants got to spend a day with Soldiers from the Golden Knights, Army recruiting, the Reserves and Department of the Army civilians, and to talk to them about service to the nation.

"I didn't even know the Golden Knights existed," said Lea Tucker, who does an evening program on an Orlando radio station that ranks highly among the 18-35 year-old male audience. Although she said that her station carried lots of Army advertising and recruiters are present at a lot of the station's community events, she had little military knowledge.

"When I think of paratroopers, I think of World War II. The Golden Knights bring the Army into 2005. They show us what it means to be a Soldier in a cool, fun way," said Tucker. She also said she was going to talk about her day with the Army and the thrill of jumping out of an airplane with Soldiers all night on her radio program.

"The significant thing is that these people are not unique," said retired Maj. Gen. Fred Raymond, president of the Suncoast Chapter of the Association of the United States Army. "They are representative of the fine noncommissioned officers we have throughout our Army. The Army has a lot to offer a high school graduate - teamwork, discipline, leadership, Army values — all in a drug-free environment. The Army can put them on a path to success."



Intimate Partners and Domestic Violence

Effective Jan. 1, the Department of Defense expanded the definition of domestic violence to include intimate partners. Incidents involving intimate partners are reported and processed in the same way as incidents of spouse abuse.

Definitions

Domestic violence is an offense under the United States Code, the Uniform Code of Military Justice, or state law involving the use, attempted use or threatened use of force or violence against a person of the opposite sex, or the violation of a lawful order issued for the protection of a person of the opposite sex, who is: (a) a current or former spouse; (b) a person with whom the abuser shares a child in common; or (c) a current or former intimate partner with whom the abuser shares or has shared a common domicile.

Intimate partner is a person of the opposite sex with whom the victim shares a child in common, or a person with whom the victim shares or has shared a common domicile.

Process

Incidents of domestic violence involving intimate partners are reported through Family Advocacy Program channels at the nearest servicing military installation. FAP staff will interview the victim and abuser, and then present a recommendation to the installation's Case Review Committee. The CRC will determine case substantiation based on its findings and recommend a treatment plan for the victim and abuser. If substantiated, the incident will be recorded in the Army Central Registry database.

The victim and abuser, if eligible, will receive treatment and services through the medical treatment facility. If not eligible, the victim or abuser will be referred to service providers in the civilian community.

Impact

Prior to this change, domestic violence incidents involving intimate partners were handled through legal channels with little or no involvement in the FAP process. Victims and abusers will now be offered treatment services to improve their relationships and quality of life.

With an entry in the Army Central Registry database, the FAP staff will be able to identify abusers with a history of substantiated incidents. In doing, they will be able to make informed recommendations about treatment plans and possible administrative actions to the command.

For additional information, contact your Brigade Family Advocacy Program Coordinator.

I AM STILL HERE



By retired Master Sgt. Shane Curtis,
U.S. Army Combat Readiness Center

Motorcycles were my thing growing up. I raced in motocross competitions just about every weekend and worked for the shop that sponsored me. I fell often enough to learn the hard way that my helmet, gloves, elbow and shoulder pads, boots, long-sleeved jersey, and riding pants really did work. But it wasn't until one night after I joined the Army that I learned just how important my helmet was.

I bought a new motorcycle and ordered a full-face helmet that looked cool and worked. That helmet cost me some money. I always needed more money, which meant I needed to get my sergeant stripes. To get that promotion, I needed to go to night school to further my education and gain an airframe and powerplant license. Riding my motorcycle was part of that process. When I got off duty, I rode home, grabbed my books, and then headed off to school on my bike.

But all that changed one night. As I was going down the four-lane road heading toward our house, a teenage girl who'd had her license less than a week came toward me from the opposite direction. She saw me coming her way but thought the car behind her was going to rear-end her, so she turned in front of me, thinking she could make it. She didn't — instead, she hit me head-on.

I flew over the handlebars and into her windshield. The back of my head bounced off her steering wheel, and then I was thrown face-first into a telephone pole on the side of the road. The doctor said that if I hadn't been wearing my full-face helmet, parts of my head would've been smashed into the windshield and the left side of my face would've been left on the pole.

I was in and out of consciousness for the first four days after the accident. I woke up long enough to say I wasn't unconscious the whole time, but I was in a semi-conscious state for the next two weeks. By the time I realized what was going on, close to a month had passed. Although my parents came to see me, I didn't know they were there. Some of my coworkers were there every day to help my wife, who basically lived in my hospital room with me — but I don't remember that either.

I spent more than two months in the hospital receiving physical and occupational therapy. I'd suffered a double brain concussion, and my brain swelled so badly, the doctors thought they would have to drill holes in my skull to relieve the pressure. Fortunately, the day I was supposed to have the drilling done, the swelling went down on its own.

I lost most of my memory and even had to learn how to walk again. The doctor would give me a razor and tell me to shave, but it wasn't until after I was released that I found out the razor didn't have a blade in it. The doctor just wanted to see how good my coordination was — they didn't trust me with a blade.

I also had a problem with my memory. I knew names and people, but that was about it. Part of my therapy was going back to the airfield to learn stuff I once knew. It was only after I was told what an item was that it rang a bell and would come back to me. I'd say, "Oh yeah, that's what that is, now tell me again what it does." Once they'd tell me I'd say, "Oh yeah, that's right, I remember now!"

After two months had passed, the doctor gave me a "quick test." He told me to remember three things: the number 7, ice cream and blue sky. After he talked to me for what seemed like an hour, he asked what the three items were. Once I told him, he said I was ready to go home.

The things I couldn't do that were listed on my profile made me feel like there was little I *could* do! No driving for a year, no climbing on top of aircraft, no going inside an aircraft unless the ramp was down and I could walk up it. I couldn't stand for more than 10 minutes, walk more than a mile, run, do physical training, and — for the fear of blackouts — go anywhere alone. My flying and crewing days were over for the next couple of years.

It took years of hard work before I got back to normal — well, about as normal as I will ever be. I still have some minor problems with my memory, but I did make it back on flying status after several years. For me, life is good. I'm living a life that would've ended if I hadn't been wearing my helmet the night that girl turned in front of me.

You hear people argue that wearing a helmet gets in the way of their "personal freedom" or keeps them from hearing or seeing dangers around them. Well, I can tell you from experience that helmets work because I AM STILL HERE.

Contact the author at (334) 255-3724, DSN 558-3724, or by e-mail at shane.curtis@safetycenter.army.mil.

In Fiscal Year 2004, 25 Soldiers lost their lives on motorcycles. In 2005, 45 Soldiers lost their lives on motorcycles. Think safety!

Recruiter helps veteran to be buried in uniform

By Patrice Creel, Jackson Battalion

“We do hope that Sgt. High receives some type of recognition for going beyond the call of duty for a fellow soldier,” wrote Charles Cox of Las Cruces, N.M., to U.S. Rep. Steven Pearce. Cox explained a special service by Sgt. 1st Class Richard High Jr.

While an Army Soldier’s actions often exemplify “going beyond the call of duty,” the circumstances surrounding High’s notable deeds are somewhat unusual.

As his letter related, “Our father, Clayton Cox, passed away on June 11, 2005, at the Veterans’ Home in Little Rock, Ark. He wanted to be laid to rest in his hometown of Osceola, Ark., and buried in his Army dress uniform. Our sister, Cathy, could only find his Army dress jacket with his medals on it. My brother, Steven, and I started the search in the local area for a pair of dress slacks and dress shirt. As we were searching in the Blytheville, Ark., area, I had a thought to seek out the U.S. Army recruiting station.”

High took the phone call, which came on the Army’s birthday.

“They asked if I could point them in the right direction,” for their father’s uniform. High told them he could help.

High’s extra pair of Class A slacks and dress shirt were the exact sizes needed.

“Sgt. High presented us with a dress shirt and pair of slacks that would fit our father,” said Cox. “Sgt. High took these items out of his own closet and unselfishly gave them to us.

“Our father was laid to rest with full military honors and was dressed appropriately thanks to the big-heartedness of Sgt. High.”

As for the coincidences of the brothers finding High at the station that day, finding the very two items needed to complete their father’s dress uniform, and finding the right sizes in the short timeframe available, High said, “God led them down the right path, and I was just in the right place at the right time.”



Maj. Gen. Peter Chiarelli, commander, 1st Cavalry Division, and Maj. Gen. Thomas Bostick, commanding general, USAREC, presented Soldiers awards for their SRAP performance. Above photo by Spc. Colby Hauser; right photo by Maria Gallegos

1st Cav Soldiers recognized for SRAP duty

By Maria Gallegos, Dallas Battalion

Soldiers who participated in the Soldier Recruiter Assistance Program were recognized for their service at the 1st Cavalry Division Headquarters field at Fort Hood, Texas, Nov. 7.

Forty-eight Soldiers from the 1st Cavalry Division volunteered for SRAP in support of the Dallas Battalion. They assisted recruiters in the community by sharing their stories and experiences in Iraq with friends and family in their hometowns.

In August and September, the SRAP Soldiers generated 22 contracts from 454 leads.

The Soldiers received an honorary Army recruiter certificate and a Dallas Battalion coin, presented by Lt. Col. Bob Bond, battalion commander, and Command Sgt. Maj. Warren Swain, command sergeant major, on behalf of the battalion.

Fourteen SRAPs with one contract each also received a U.S. Army T-shirt, while four remaining SRAPs with two contracts each received an additional U.S. Army T-



shirt and Army Achievement Medal.

Maj. Gen. Peter Chiarelli, of 1st Cavalry Division, and Maj. Gen. Thomas Bostick, of Recruiting Command congratulated the Soldiers.

The awards presentation concluded with four staff members from III Corps Retention were acknowledged with Texas Rangers baseball bats and Army Achievement Medals for their excellent logistical support to the SRAP Soldiers and Dallas Battalion.

Chiarelli, on behalf of the 1st Cavalry Division, accepted a framed Texas Flag from Bond and a USAREC plaque from Bostick in appreciation.

“The Dallas Recruiting Battalion appreciates Maj. Gen. Peter Chiarelli and the 1st Cavalry Division for their contribution to our recruiting efforts,” said Swain. “If there is anything our battalion can do for them, we are here to support them in any way possible. They have given us full support and we’ll be ready to return the favor.”

Sacramento reaches thousands at Veterans events

By John Heil III, Sacramento Battalion

Cheers erupted from a crowd of 62,779 at the Network Associates Coliseum as the Green Beret Special Forces parachute team jumped out of the sky landing close to the Oakland Raiders shield, wrapping up a flurry of activity for recruiters in the Sacramento Battalion for the Veterans Day weekend.

The Green Beret team from Ft. Bragg, N.C., had a busy weekend in the battalion, jumping at a football game on Saturday before the Raiders game on Sunday.

“It was very positive exposure at the Raiders game,” said Sgt. 1st Class Jemahl Martinson. “I was very impressed with how excited the fans were about the jump team.”

Also taking place over the weekend was the San Jose Veterans Day Parade, where recruiters had the 11th ACR horse team in attendance. At another football game, Army television commercial spots were displayed throughout the game and Lt. Col. Gregory D. Lautner tossed a ceremonial coin during pre-game activities. Recruiters worked a booth and rock wall.

The Raiders, UC-Berkeley and the San Jose Veterans Day Parade all had the NHRA Show Bikes on display.

“It was a very exciting and productive weekend,” said Lautner, the Sacramento Battalion commander. “We expect to get some good results from these events.”

Running back Lamont Jordan of the Oakland Raiders met Sgt. 1st Class Robert Campos and Martinson on the field. He showed his gratitude and respect for the military.

“He was eagerly seeking an opportunity to thank us,” Martinson said of Jordan. “He was very gracious to those who wear the uniform and what we do. The fans picked up on that and wanted to show their appreciation also.”

Overall, Sacramento Battalion impacted more than 150,000 people at Veterans Day events.



Top: A Special Forces Green Beret Parachute Team from Fort Bragg, N.C., jumped during pregame activities at the Oakland Raiders game Nov. 13. *Photo by Annette Ellis.* **Above:** Recruiters from East Bay Company, Capt. James Morgan, Sgt. Robert Marin, Staff Sgt. Dionico Zarrabal, Sgt. 1st Class Jemahl Martinson and Staff Sgt. Danny Chong, posed with Spike, second from right. *Photo by Sgt. David Behrmann*

Video game event a top lead-generator

By John Heil III, Sacramento Battalion

America's Army was on display in the form of the latest video games from Ignited Minds at the Game and Music Experience (G.A.M.E.) at the Moscone Center in San Francisco Dec. 2-4.

The Army's display included Army video game kiosks, the LaserShot and a Humvee from a Reserve unit. The Army table display included a drawing for America's Army X-Box game, a San Francisco 49ers helmet autographed by Joe Montana, Dwight Clark and Roger Craig, and giveaways such as the America's Army game for PC.

“I was very excited about the great turnout,” Sgt. 1st Class Victor Farrier said. “This was excellent lead generating event.”

“This was a spectacular event all the way around,” Sgt. 1st Class Mark Wilder said. “It was an excellent and unique way to reach out to the target market and develop COIs.”

The event generated more than 400 leads, several appointments and several COIs, putting it as the No. 1 lead generating event in the battalion over the past two years.

Siblings see benefits in Army

By Chris Wilson, Oklahoma City Battalion

James Hallock completed a copier sale and wondered about a job with more opportunity and excitement.

Amy Hallock, his sister, put the last touch on an interior design and yearned for something that fulfills a high purpose.

They both found fulfilling, exciting careers with the U.S. Army.

“I always felt there was something more I could be doing,” James said of his decision. “My job didn’t have a lot of room for growth and wasn’t very exciting.”

“I enjoyed my career, but I yearned to do something more fulfilling,” Amy said. “I wanted a career where I could serve a higher purpose.”

Their pursuit of new careers led the pair to Staff Sgt. William Zinn, of the Stillwater recruiting station.

“A friend of mine recommended I talk to Sgt. Zinn,” James said. “Sgt. Zinn told me of the options available, and I decided this was something I wanted to pursue.”

James chose to enlist as a cavalry scout.

“I heard that it was fast-paced and challenging,” he explained. “I researched the job on the Internet, and it convinced me it offered all the opportunities I wanted.”

In addition to his cavalry scout training, James also has an option of attending the Airborne School at Ft. Benning, Ga.

Amy was drawn to the Army because of a love of language



Siblings Amy Hallock and James Hallock were looking for something more than their respective careers. Photo by Ron Turner

and a desire for higher purpose. She discovered an aptitude for languages while taking a class in Arabic in college.

“I always loved language,” she said. “I have a talent for picking them up.” Amy enlisted as a linguist.

James and Amy say their parents support their decision to join the Army.

“They had some reservations in the beginning,” he said. “But they’re extremely proud.”

Army Combat Action Badge awarded to Dallas’ own

By Barry Collins, Dallas Battalion

Sgt. 1st Class Ernest C. Tipton, Hewitt station commander, is the first Soldier assigned to the Dallas Battalion to be awarded the Army Combat Action Badge.

Tipton served in Iraq with the 810th Military Police Company from September 2002 to March 2003. His unit was ambushed several times by enemy; the most intense attack came in March.

“We were on convoy security detail attempting to re-supply the 3d Infantry Division when we were hit,” Tipton said. “Fire from an abandoned building hit one of my lead teams. One of the gunners took multiple hits in the lower part of his body, and the driver took rounds in his chest and arm.

“I returned fire with an M204 grenade launcher and (High Explosive) rounds and the gunner on my vehicle opened up with the M2 (.50 caliber machinegun).” Abrams tanks provided reinforcements, and ended the fire fight.

The platoon killed 40 to 50 enemy personnel, Tipton said. “Lost my lieutenant in the same fight — a [rocket-propelled grenade] came through the windshield and hit him.”

Tipton also sustained an injury to his right leg in the fight and had to be returned to the United States for surgery.

“Our intent is to recognize Soldiers who demonstrate and live the Warrior Ethos,” said Gen. Peter J. Schoomaker, Army chief of

staff, when he established the CAB.

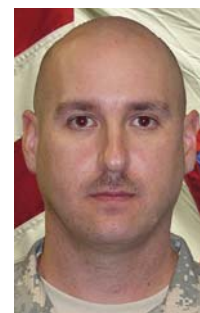
And Tipton has lived the Warrior Ethos for 16 years.

“It was 1989, I was 17-years-old and I wanted to be a deputy sheriff but I was too young, so I decided to enlist and become a military policeman,” said the Cocoa Beach, Fla., native. “Originally I planned to do my five years in the Army and get out, but as time went on I found myself enjoying what I was doing more and more, so I decided not to leave.”

Several deployments and many stories later, he left the MP corps for recruiting in 2003.

“I enjoy recruiting,” Tipton said. “Although the job has its stressful moments, at the end of the day I still have a feeling of accomplishment. Knowing that you are helping someone achieve something and helping them make one of the most important decisions that they will ever make is a great feeling.”

The CAB “may be awarded to any Soldier performing assigned duties in an area where hostile fire pay or imminent danger pay is authorized, who is personally present and actively engaged by the enemy and performing satisfactorily,” according to the authorizing language.



Tipton



HCRT aids Tulane Medical School 10K

By Staff Sgt. Clancy G. Thomas,
New Orleans Health Care
Recruiting Team

Members of the New Orleans Health Care Recruiting Team carefully placed barricades on the streets of downtown Houston recently to prepare for an extraordinary race.

Runners stretched and readied themselves for the 10K run/5K walk on a very cool and humid morning. The event was in support of Tulane Medical School, one of the primary medical schools the New Orleans HCRT recruited from before Hurricane Katrina hit in August.

Capt. Charles Calais, New Orleans Health Care Recruiting Team commander, crosses the finish line. Photos by Maj. Christopher Rivera

“This event is to help the school fund special community necessities that were lost due to Katrina, things like volunteer medical services, homeless shelters and other community needs,” said 2nd Lt. Nathan Teague, a fourth year medical student attending Tulane on a scholarship with the U.S. Army Health Professions Scholarship Program. Teague also coordinated the race.

More than 300 people from all over the world participated. Many Tulane alumni showed their support to the school and New Orleans community.



Spc. Miguel Millet Jr. and Master Sgt. Miguel Millet.

In Dad's footsteps

Story and photo by
Sgt. 1st Class Kevin Lauterbach,
USAREC Foreign Language Advocate

Spc. Miguel Millet Jr. had a guest on hand at his Basic Training graduation – his father, Master Sgt. Miguel Millet. A Spanish speaker, he enlisted to be a Spanish Skilled Linguist (MOS 98X) just like his father did in 1991.

Master Sgt. Millet is a former Foreign Language Advocate for 5th Brigade.

By joining as a Skilled Linguist via the Army Civilian Acquired Skills Program, both Millets were able to enlist as specialists.

People who already speak a foreign language are what the Army is looking for. Remember that not only does a Skilled Linguist count as a GA credit, but an enlistment with a Category IV language offers two for one contact credit.

Sharp Shooter



Army Chief of Staff Gen. Peter J. Schoomaker presents a letter of congratulations from President Bush to Sgt. 1st Class Norman L. Anderson, with his wife, Jennifer. Anderson, a service rifle shooter with the U.S. Army Marksmanship Unit, received the letter for winning the 2005 President's Rifle Match at Camp Perry, Ohio, in August. Photo by Paula J. Randall Pagan

2d quarter referral program offers incentives

USAREC G3

Effective immediately, the following incentives will be provided for members of the USAREC/AAC staff who provide referrals.

For civilian and contract employees, a USAREC commanding general's certificate of appreciation and coin will be awarded for at least three referrals for enlistment into the Regular Army or Army Reserve during the 2d quarter.

Your choice of a USAREC "Provide the Strength" T-shirt and a stainless steel coffee mug will be awarded to any civilian or contract employee who makes a referral who enlists. The referral that contracts must not be nor have been in the process of enlistment prior to the referral date.

For military staff personnel, a commanding general's certificate of appreciation and coin will be awarded for at least three referrals for enlistment into the

Regular Army or Army Reserve.

A three-day pass will be awarded to any military staff member who makes a referral who enlists. The referral that contracts must not be nor have been in the process of enlistment prior to the referral date.

In addition, the top person in each brigade, USAREC and AAC headquarters who provided the most referrals that resulted in enlistments will receive an official NASCAR jacket.

Referrals at the brigade and battalion level will be processed in accordance with each brigade's incentive program. Headquarters USAREC and AAC personnel should forward a copy of their referral cards to Kathy Daugherty, Programs Branch, G3.

Referral cards can be found on Form Flow USAREC Form 1250.

In order to receive proper credit for your referral it is important to fill out the referral's name, address and phone number any additional information you can provide would also be beneficial.

Point of contact for this action is Kathy Daugherty, at (800) 223-3735, ext. 0460 or DSN 536-0460 or e-mail Kathy.Daugherty@usarecarmy.mil.

Army cowboy wins eighth title

By Mavourneen Ryan

The U.S. Army has reason to be proud of one of its own. Army cowboy Fred Whitfield finished the 2005 Professional Rodeo Cowboy's Association season as world champion in the tie-down division.

This marks Whitfield's eighth world title (seven in tie-down, one in all-around) at National Finals Rodeo. In the 10th and final round of competition, Whitfield tied his calf in 7.4 seconds, the third fastest time of the day.

"It takes courage, strength and stamina to be the best in the world," said Trevor Brazile, who also competed. "This title is for the Soldiers who defend our country and preserve the peace everyday. They never quit and never accept defeat."

Also competing for the Army team at NFR were Cody DeMoss, who finished second in saddle bronc riding, Brazile (third in all-around and 11th in tie-down), Zack Oakes (fifth, bull riding) and Brittany Pozzi, (10th, barrel racing).

The Army athletes competed in patriotic fashion in an arena full of rodeo fans who paid special tribute to and welcomed

home Operation Iraqi Freedom Soldiers. The national anthem was also sung by U.S. Soldiers.

"No two titles are the same, but each one makes me feel stronger," said Whitfield, who is now tied for the most world titles in tie-down roping at eight. "What we do, what Soldiers do, is use all of our mental and physical strength to complete the mission."

These mark the third title for Army athletes in the PRCA since the partnership developed prior to the 2004 season. Last year, Luke Branquinho won the steer wrestling title and Brazile captured the all-around title.

"Every day these men and women impress me. The focus and discipline they bring to their work mirrors that of U.S. Soldiers," said Col. John B. Snyder, director of Strategic Outreach for U.S. Army Accessions Command. "I'm proud to have them on the Army team."

Army targets new veterans

By Donna Miles, American Forces Press Service

A new program designed to entice veterans of all services to join the Army is among initiatives expected to help the Army continue its recent success in reaching its recruiting goals, officials said. Officials are hopeful the new "Unity of Effort" program will encourage more prior-service members, regardless of their

US ARMY REFERRAL CARD
(For use of this form see OPORD 4-0034)

<input type="checkbox"/> Mr	<input type="checkbox"/> Ms	NAME (First and last):	SOCIAL SECURITY NUMBER:	DATE OF BIRTH:
ADDRESS (include Apt#, if applicable):				
CITY, STATE, AND ZIP CODE:				
TELEPHONE (include area code):		E-MAIL:		
NAME OF SCHOOL:			LAST GRADE COMPLETED:	
UNIT/OFFICE:				
NAME OF REFERRER (First and last):				

The information you voluntarily provide, to include the prospect's social security number, will be used for recruiting purposes only. The social security number will be used to analyze individual response. (Authority: 10 USC 503)

USAREC Form 1250, 1 Apr 2004 V1.00

service, to bring their experience to the Army's ranks.

In mid-November Army officials contacted 78,000 veterans who recently left the Army, Navy, Air Force and Marine Corps, encouraging them to consider returning to military service in the Army. Lt. Col. Roy Steed, the Army's deputy division chief of enlisted accessions, said during a recent interview with the Pentagon Channel.

The Army is hoping 1,600 of those contacted will take the Army up on its offer, helping the Army reach its higher recruiting goals with experienced new members who have already proven they can adapt to military life, Steed said.

"We are trying to work smart," he said. "If you have already recruited them once and you have already trained them once and the person wants to come back and serve, let's give them the opportunity to come back. And they are coming back."

Prior-service troops make attractive recruits, he said. "They bring experience. They bring commitment. They know what the military is about, so they already have that under the belt and they adjust and adapt a lot quicker," Steed said. "It's a win-win situation."

If retention rates are any indication, the program is likely to be a solid success.

The Army is at the 92

percent mark on its active-duty year-end re-enlistment goal, and the Marine Corps and Air Force both reported solid re-enlistment rates in November, defense officials reported.

The Navy barely missed its mid-career goal, officials said, but is making program adjustments to reduce losses in specific specialized skill areas to achieve its end-of-year mission.

On the reserve component side, the Army and Air Guard retained 103 and 101 percent of their cumulative goals for the year, respectively. The Army Guard is at 95 percent of its end strength and the Air Guard is at 99 percent, officials said.

Losses in all other reserve components were within acceptable limits during October, and that trend continued in November, officials reported.

Official debunks myths about recruits

By Donna Miles, American Forces Press Service

Recruits entering the military are head and shoulders above their contemporaries, and myths that imply otherwise reflect the Vietnam era, not today, a top Pentagon official told the American Forces Press Service.

"They are so clearly a cut above America," Bill Carr, acting deputy undersecretary of defense for military

personnel policy, said of today's recruits.

Carr bristles when he hears unfounded charges that the men and women entering the military are less educated, less affluent or less likely than other 18- to 24-year-olds to have alternatives to military service. Rather, a combination of volunteerism and commitment to service is prompting young people to enlist, Carr said, noting that a measure of shrewdness plays into their decision. "They are planning their future and considering what part we can play in it," he said.

Carr likes to think of himself as a "myth buster," helping break stereotypes he said are flat-out wrong and cheat servicemembers out of the pride they've earned and deserve.

He listed examples of those myths and set the record straight for each one.

- **Myth 1:** Military recruits are less educated and have fewer work alternatives than other young Americans.

In fact, military recruits are far better educated than the general youth population, Carr said. More than 90 percent of recruits have a high school diploma, compared to about 75 percent of the U. S. youth population.

That's an important issue to the military, Carr said, because a traditional high school diploma is the single best indicator of a recruit's stick-to-it-ness and likeli-

hood of successfully adjusting to military service. Recruits with a high school diploma have a 70 percent probability of completing a three-year enlistment versus a 50 percent chance for nongraduates.

The military has exceeded the 90-percent benchmark for recruits with high school diplomas every year since 1983, Carr noted.

- **Myth 2:** The military tends to attract people with lower aptitudes.

Recruits actually have much higher average aptitudes than the general youth population, Carr said. In fiscal 2005, 67 percent of recruits scored above the 60th percentile on the Armed Services Vocational Aptitude Battery. The test is designed so that the average young person will score 50 percent, he explained.

But high achievement on the test isn't new, Carr said. Sixty percent of new enlistees have scored at or above the 50 percentile — the military's benchmark for recruits — every year since 1985.

- **Myth 3:** The military attracts a disproportionate number of poor or underprivileged youth.

In reality, military recruits mirror the U.S. population and are solidly middle class, Carr said. He cited a recent Heritage Foundation report that shows most recruits come from middle-class families, rather than poorer or wealthier ones. Patterns in recent years reinforce this trend, showing a slight dip

in recruits from lower socioeconomic groups and a slight increase from upper-class groups, Carr said.

- **Myth 4:** A disproportionate number of recruits come from urban areas.

Inner cities are actually the most underrepresented area among new recruits, Carr said. Both suburban and rural areas are overrepresented, he said.

- **Myth 5:** The military isn't geographically representative of America.

The southern part of the United States generates the most recruits, 41 percent, but also has the biggest youth population to draw from, 36 percent, Carr said. Twenty-four percent of recruits come from north-central regions, which have 23 percent of the youth population. The west, with 24 percent of the nation's youth, contributes 21 percent of the new enlistees. And the northeast, with 18 percent of the youth population, provides 14 percent of new recruits.

Clearing up misconceptions about military recruits paints a truer picture of the young men and women joining the Army, Navy, Air Force and Marine Corps, and the capabilities they bring to their respective services, Carr said. It also reinforces what Carr said military leaders have recognized all along: "There's enormous talent in their midst," he said.

Army selects new advertising agency

*By Gary Sheftick,
Army News Service*

The Army has awarded its advertising account to McCann Erickson, a New York agency that will replace Leo Burnett Worldwide.

Leo Burnett has had the Army recruiting ad contract for about five years, kicking off the "Army of One" campaign in early 2001.

The new contract and ad agency does not necessarily mean the "Army of One" campaign will change, an Army spokesman said. He said Leo Burnett will continue providing services to the Army for a three-month transition period that ends in March.

The earliest the Army expects any new creative products from McCann Erickson is mid-2006, according to the spokesman.

The new contract is for up to \$1.35 billion of advertising, promotional and publicity programs to support all recruiting and retention programs for the Army and Army Reserve for up to five years. The contract is actually for a two-year period, but officials said it can be renewed for three more one-year periods, or up to five years total.

The contract covers a full

Sites for latest approved data for access

The Web site for the MOS Charts is
<https://www.armyg1.army.mil/pamxxi/secured/mosstructure/mos-charts.asp>

The Web site for the Electronic DA Pam 611-21 Smartbook with latest approved specifications and Standards of Grade is

<http://perscomnd04.army.mil/SMARTBK.nsf/>

The AKO Web site for the NOFC change implementation order sub-directories is

<https://perscomnd04.army.mil/NOFC2.nsf/>

The Web site for the MILPER messages to include the annual restructure reclassification message is

[http://perscomnd04.army.mil/milpermsgs.nsf.](http://perscomnd04.army.mil/milpermsgs.nsf/)

range of services, officials said, from developing a tactical advertising strategy to producing advertising using numerous communications methods — including television, radio, print, the Internet, direct marketing, promotions and events.

The McCann Erickson firm traces its origins to 1902 when Alfred Erickson, ad manager of McCutcheon's Department Store in Manhattan, began his own advertising agency. Fiat automobiles and Bon Ami cleanser were among the company's first clients.

In 1912, H.K. McCann and four partners launched their own ad agency with

Standard Oil as one of the major clients.

In 1930, McCann and Erickson merged to form a \$15 million international agency. Beech Nut gum, Del Monte and Encyclopedia Britannica were among the clients.

In 1997, McCann Erickson Worldgroup formed to include what is now the Weber Shandwick public relations agency, Torre Lazur Healthcare, Momentum and MRM Partners. New clients included Johnson and Johnson, Vistakon and MasterCard.

The agency's clients today include Black & Decker and Microsoft.



Gold Badges

DECEMBER 2005

3D AMEDD

SFC Marvin Lockett

ATLANTA

SFC Julius Torres

ALBANY

SSG Eugene Nelson

SSG Aaron Wilson

BALTIMORE

SFC Laura Calvillo

SSG Giovanni Ciccio

SSG Marcello Dean

SSG Keith Hingel

SSG Brian Oleen

CLEVELAND

SSG Troy Mace

COLUMBIA

SFC Ronald Anderson

SSG Krishna Adams

SSG Romaine Byrd

SSG Eugene Butler

SSG Stormy Knowles

SSG Angelina McFadden

SGT Ryan Miller

CPL Michael Snipes

COLUMBUS

SFC Christian Watrous

SSG Michael Anderson

SSG Justin Humphrey

SGT Justin Hathaway

SGT Tony Kellogg

SGT Brandon Korn

CPL Eric Johns

DALLAS

SFC Daniel Anderson

SFC John Burton

SFC Jon Fox

SFC Neil Shaw

SSG Thomas Moseley

SSG Nikika Myles

SSG Jacob Paddon

SSG Justin Phillips

SSG James West

SGT Michael Dean

SGT Charles Franklin

SGT Matthew Lamont

SGT Jason Latimer

SGT Jonathan Lewis

SGT Joseph Sharts

SPC Dustyn Bolinger

SPC Curtis McCrosson

DENVER

SSG Rodney Chatman

SSG Jason Schachter

SGT Raymond Loomis

CPL Brian Bradley

DES MOINES

SFC Eric Kleineweber

SSG Jonathan Fields

SSG Jonathan Martin

SSG Robert Putnam

SSG Erik Ramos

SSG John Webb

SGT William Harris

SGT Berry Jacobs

SGT Jeffrey Mann

SGT Benjamin Stockwell

SGT Michael Tucker

SPC Dustin Malloy

GREAT LAKES

SFC Michael Davis

SSG Mark Brigman

SSG Eric Campbell

SSG Lynn Dishon

SSG Justin Randles

SSG David Weir

SGT David Dykema

SGT Frank Sowell

HOUSTON

SFC Gregory Mitchell

SFC Sonja Serrano

SFC Kevin Solomon

SSG Jason Ashworth

SSG Pamela Edwards

SSG Daniel Flanagan

SSG Jose Fernandez

SSG Daniel Fortune

SSG Steven Jeffries

SSG Charles Miller

SSG Joe Ordonez

SSG Lance Richard

SSG Neal Roddy

SSG Daniel Schramm

SGT John Smith

SPC Bret Shank

INDIANAPOLIS

SSG Frederick Duke

SSG Danny Jones

SSG Nicholas Mullen

SSG Daniel Weeks

SSG Jeffery Wonser

JACKSON

SFC Teresa Harris

SFC Lovie Loyd

SFC Tyrone Smith

SSG Jeffrey Allen

SSG Monica Garay

SSG Roscoe Harris

SSG Freddie Johnson

SSG Brian Watson

JACKSONVILLE

SFC Anthony Crittenden

SFC Brenda Holden

SFC David Krummen

SSG Brian Jakstis

SSG William McCoy

SSG Lowell McCutchin

SSG Patrick Parker

SSG Alfredo Sanchez

SGT Robert Bramlitt

SGT Jerry Campbell

SGT Everon Folkes

SGT David Pelt

SGT Pliny Ruluked

KANSAS CITY

SFC Mark Chrisman

SSG Jason Allman

SSG Jason Gurney

SSG Alphonso Johnson

SSG Melvin Mack

SSG Justin Shelar

SSG Michael Straw

SSG Nathan Testerman

SSG Daniel Van Meter

SSG Steven Vickery

SGT Jeffrey Bryan

SGT Heather Brando

SGT Gerald Christensen

SGT Manuel Juarez

SGT John Kinsler

SGT Bradley Summers

SGT Scott Wolfe

LOS ANGELES

SSG Daniel Flottesmesch

SSG Jamie Hernandez

SSG Remi Lafayette

SSG Edward Marshall

SSG Stephen Navarro

SSG Charles Rice

SSG Raymundo Rosales

SGT Kevin Sitcer

MIAMI

SSG Christianah Adesida

SSG Larry Beckham

SSG Louis Matusek

SSG Jorge Mendez Fuentes

SSG Julio Siuwhite

SSG Laferral Stewart

SSG Yamil Santiago

MID-ATLANTIC

SFC Anthony Crespo

SSG Jouvens Celestin

SSG Reginald Cummings

SSG Ben Odum

SSG William Wieand

SGT Curtis Grant

SGT Robert Morgalo

SGT Kiya Muse

MINNEAPOLIS

SSG Stanley Williams

SGT Adam Helgeson

MONTGOMERY

SFC Hardrick Fountain

SFC Billy Jones

SFC Jerome Reilly

SFC Marcus Twine

SSG Marc Erice

SSG Richard Reifsnnyder

SGT Michael Oshea

NASHVILLE

SSG James Dye

SGT Timothy McKinney

SGT John Tengel

NEW ENGLAND

SSG Brian Hall

SGT Brian Wildes

NEW ORLEANS

SFC Anthony Jordan

SSG David Davenport

SSG Frances Leidinger

SSG Yurbran Sevilla

SSG Charles Steed

SSG Karen Urban

SSG Jackie Wilson

SSG Jeffrey Youmans

SGT Dennis Murray

SGT James Vanhorn

NEW YORK CITY

SFC Samuel Battistinivelez
SSG David Gedutis
SSG Richard Green
SSG Joshua Hammerstone
SSG Miguel Miranda
SSG Frederick Peyton
SSG Jose Reyes
SSG David Rodriguez
SGT Ulises Morel

OKLAHOMA CITY

SFC Kelly Heltzel
SFC Bryan Tschirhart
SSG Kevin Banks
SSG James Grant
SSG Paul White
SGT Benjamin Brigance
SGT David Cole
SGT Timothy Flynn
SGT Philip McKay
SGT Todd Vanguerrin

PITTSBURGH

SFC Mark Chiste
SFC Robert Hudson
SFC Natalie Jackson
SSG Jody Elkins
SSG Gregory Frazier
SGT James Butcher
SGT Justin Carrol

PORTLAND

SFC Gabriel Fabrizo
SFC Shane Hester
SFC Edwin Tabunar
SSG Robert Gonzalez
SSG Nelson Jack
SSG Samuel Montanez
SSG Jason Osterson
SSG Eric Spears
SSG Frank Steward
SGT Joseph Salas

SACRAMENTO

SSG Filemon Diaz
SSG Richard Korte
SSG Joseph Mees
SSG Adam Shepard
SGT Tyler Arnold
SGT Ronald Dekker
SGT Jason Krause
SGT Mark Stewart

SALT LAKE CITY

SSG Chris Champagne
SSG Alejandro Fierro
SSG James Holler
SSG Tipton Holland
SSG Ian Johns
SSG Joshua Lindt
SSG Laszlo Lujacs
SSG Luke Pearson
SSG James Reed
SGT Zachariah Merritt
SGT David Teel
SGT Joshua Zirbel

SAN ANTONIO

SFC Roberto Alvarenburgos
SFC Rickey Buchanan
SFC John Flores
SSG Jesus Camacho III
SSG Eddie Cervantes
SSG Jack Cleff
SSG Jose Cruz
SSG Antonio Herrera
SGT Jason Janda
SSG Carl Mantovani
SSG Giovanni Rigamonti
SSG Howard Scott IV
SSG William Spratling
SGT Rene Gonzalez
SGT Stephen Gonzalez
SGT Omar Jaimes
SGT Lawrence Kratwell
SGT Alamar Marrero
SGT Dante Langston
SGT Cynthia Pope
SGT Philip Sedlar
SGT Jerry Smith
SGT Ralph Stout
SGT Felix Villa
CPL Ricky Steinke

SEATTLE

SSG Jason Ford
SOUTHERN CALIFORNIA
SSG Leonard Davis
SSG Robert Sammon
SSG Marc Tamancampos
SGT Venessa Penunuri
SGT Jeffrey Weishaar

ST. LOUIS

SSG Tara Johnson
SSG Ryan Welch
SGT Christina Cantublanco
SGT William Guthrie
SGT Brian Hehl
SGT David Morrison

TAMPA

SFC Luis Negron
SFC Brandy Phelps
SSG Miguel Chacon
SSG Jose Diaz
SSG Gabriel Gonzalez
SSG Morgan Merrill
SGT Bernard Bell
SGT Bradley Dunn
SGT Benjamin Duvall
SGT Christopher Hand
SGT Jack Main
SGT Terry McKnight
SGT Michael Vanderheyden

Recruiter Rings

DECEMBER 2005

BALTIMORE

SFC Walter Davis
SFC Walter Hyson
SFC James Kirk
SFC Michael Zoran
SSG Erica Morris
SGT James Flowers

BECKLEY

SFC Timothy MacArthur
SSG Carl Morris

CLEVELAND

SFC Wayne Robinson

COLUMBIA

SFC Melvin Tassin
SSG David Gaffney
SSG Terrance Goff
SSG Curt Lawson

DALLAS

SSG Gregory Franklin
SSG Vicente Guillecepeda
SGT Randall Palmer

DENVER

SSG Randall Smith

DES MOINES

SSG Kelly Ball
SSG Christopher Flugga
SSG Cory Holloway
SSG Dennis Majewski II
SGT Nicholas Compton

HOUSTON

SFC Arturo McFarlane
SFC Jimmy Riojas
SSG Warren Evans

JACKSON

SFC Brad Martin

JACKSONVILLE

SSG Nancy Bennett

KANSAS CITY

SFC Shaun Keithline
SFC Walter Parrish

LOS ANGELES

SSG Kevin Gorsage

MONTGOMERY

SFC Ronald Crutcher

SFC Eddie Davis

SSG Adam Hare

SSG Jeremy Slusser

SGT Daniel Harrison



NASHVILLE

MSG Randall Perry

NEW ENGLAND

SSG Everett Leshner

SSG Stephen Parello

NEW ORLEANS

SFC Michael Talton

SSG Earnest McGowan

SSG Willie Harrell

SGT Edward Hawley

SGT Adam Whitford

NEW YORK CITY

SSG John Riviere

SSG Marisol Reyes

SSG Kevin Tyler

OKLAHOMA CITY

SFC Corey Cato

SFC George Dillard

SFC Michael Ricks

SFC Steven Strawn

SSG Dewayne Lowery

SSG Matthew Marr

PHOENIX

SFC Darryle Bankhead

PORTLAND

SFC Bryant Carver

SSG Samuel Contreras

SACRAMENTO

SFC David Bustamante

SSG Robert Bencheck

SSG Stephen Henderson

SSG Daniel Pushor

ST. LOUIS

SFC Billy Brumfield

SSG Jeremy Edwards

*SOUTHERN**CALIFORNIA*

SSG Albert Culanding

SSG Jerome Withers

SYRACUSE

SFC Duncan Ratliff

SSG Rachon Montgomery

SSG Eric Peisel

SSG Scott Reed

TAMPA

SFC Christopher Copeland

SFC Maharanie Joseph

SSG Miguel Nater

Morrell Awards

*DECEMBER 2005**BALTIMORE*

SFC Christian Humphrey

CLEVELAND

SFC Charles Washington

COLUMBIA

SFC Bryan Brown

SFC Anthony Richter

COLUMBUS

SFC Curtis Benton

SFC Michael Berry

SFC Robert Tally

SFC Joseph Watern

DALLAS

SFC Frederick Smith

SFC Marc Thomas

DENVER

SFC Luis Galicia

SFC Charles Williamson

DES MOINES

SFC Michael Minner

SFC Robert Morgan

SFC Andrew Privitera

GREAT LAKES

SFC Todd Easterday

SFC Charles Long

HOUSTON

SSG Reynaldo Rodriguez

JACKSON

SFC Choate Taylor

SSG Eric Marshall

JACKSONVILLE

SSG Henry Ayala

LOS ANGELES

SFC Dean Villanueva

SSG Robert Tonche

MONTGOMERY

SFC Richard Benson

*NASHVILLE*

SFC Robert Barron

SFC Gary Cable

SFC Gregory Miracle

SFC David Noble

SFC Antonio Peyton

SSG Bryan Herndon

NEW ENGLAND

SSG Robert Leeman

SSG Geoffrey Seay

PITTSBURGH

SSG Theodore Hewitt

PORTLAND

SSG Bennett Muasua

SSG Sharon Padua

SACRAMENTO

SSG Darrell Cabaluna

SALT LAKE CITY

SFC Virgil Megill

SFC Travis Odell

SFC George Olson

SOUTHERN CALIFORNIA

SFC Mario Galvan

SFC Frank Parker

TAMPA

1SG Daniel Harris

MSG Erick Bertram

SFC Roy Allen

SFC Najj Shaheed

SFC Charles Thomas

1. Recruiting leaders ability to be _____, _____ and _____ in an ever-changing operational environment is imperative for mission success.

- a. charismatic, flexible and forward thinking
- b. prepared, adaptive and focused
- c. adaptive, responsive and flexible
- d. responsive, charismatic and responsive

2. The doctrine in which USAREC manual focuses leaders on counseling, coaching and mentoring techniques to convey the Army story?

- a. UM 3-0
- b. UM 3-01
- c. UM 3-01-1
- d. UM 3-2

3. It is imperative that recruiters actively seek to _____, not _____, the environment from which they recruit.

- a. understand, judge
- b. develop, neglect
- c. develop, observe
- d. post, neglect

4. Which “Counseling Pitfall” “allows personal distractions to influence the outcome of the interview?”

- a. rash judgments
- b. loss of emotional control
- c. inflexible methods of counseling
- d. personal bias

5. When preparing for an Army Interview, during what measure would you “Review all the blueprint information on the prospect?”

- a. create a good appearance
- b. get organized
- c. write it all down
- d. plan your counseling session

6. What three avenues of approach to counseling does FM 22-100 address?

- a. interpersonal, personal and transformational
- b. personal, directive and interpreting
- c. prospective, indirect and directive
- d. directive, nondirective and combined

7. To start the Army Interview, the recruiter states the _____ of the meeting and establishes the role of the _____ during the interview.

- a. purpose, prospect
- b. purpose, Army
- c. location, parents
- d. timeline, prospect

8. When the prospect makes a commitment to join

the Army, the leadership and counseling process comes to an end.

- a. True
- b. False

9. Gathering information on a prospect from friends, parents, school officials and Future Soldiers is what?

- a. prospecting
- b. counseling
- c. discovering
- d. blue printing

10. It is vital to their mission that recruiters base their counsel and career guidance on _____ and not make assumptions.

- a. circumstances
- b. rumors
- c. facts
- d. none of the above

11. _____ is having the capacity for understanding and being sensitive to the experiences, feelings and thoughts of the prospect to such an extent that recruiters can almost experience or feel them themselves.

- a. reflective listening
- b. active listening
- c. empathy
- d. self-awareness

12. With proper guidance and timely follow-up, what will the prospect’s likelihood of enlisting do?

- a. decrease
- b. increase
- c. stay the same
- d. none of the above

13. Recruiters who are being honest and consistent in their statements and actions in their community are helping to build and establish what?

- a. believers
- b. trust and credibility
- c. mentorship
- d. values

14. Reflective listening requires what?

- a. Repeat to the prospect exactly what the recruiter heard them say, in their actual words.
- b. Repeat to the prospect what the recruiter heard him say by summarizing it and putting it into the recruiter’s own words.
- c. Repeat part of what the prospect said and input some of what you said.
- d. Ignore what the prospect said and listen to the parents.

The answers to this month’s test can be found on the following page.

Mission Box

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



1st Brigade



2d Brigade



3d Brigade



5th Brigade



6th Brigade

RCM November 2006

Top Regular Army Recruiter

SGT Nakia Riddick
Baltimore

SFC Lisa Slade
Nashville

SSG Adrin Young
Chicago

SSG Joseph Thibeault
Dallas

SSG Kristopher Elliott
Phoenix

Top Army Reserve Recruiter

SSG John Riviere
New York City

SSG Gerald Crite
Atlanta

SGT April Jensen
Minneapolis

SSG Brister Davis
Houston

SGT Gerald Rector
Southern Cal

Top Large Station Commander

SSG Daniel Hughes
Johnson City
Beckley

SFC Michael Phillips
Enterprise
Montgomery

SFC Steven Goldwire
West Allis
Milwaukee

SFC Michael Harrington
Conroe
Houston

SFC Angel Sinclair
San Luis Obispo
Los Angeles

Top Small Station Commander

SSG Jeffery Weaver
Pottstown
Mid-Atlantic

SSG Roger Acco
St. Augustine
Jacksonville

SSG Leonardo Olan
Central Michigan OCR
Great Lakes

SSG Shawn Miller
Pampa
Dallas

SSG John Funneman
Astoria
Portland
SFC Thomas Johnson
NMSU
Phoenix

Top Company

Europe

Anniston

Lancaster

Conroe

Guam

Top Battalion

Syracuse

Montgomery

Houston

Top AMEDD

Southeast

Georgia/Alabama

Chicago

Omaha

Rocky Mountain

Answers to the Test

1. c. UM 3-01-1, pg iii
2. c. UM 3-01-1, pg iii
3. a. UM 3-01-1, para 10
4. b. UM 3-01-1, para 19
5. b. UM 3-01-1, para 31

6. d. UM 3-01-1 para 33
7. a. UM 3-01-1 para 39
8. b. UM 3-01-1 para 60
9. d. UM 3-01-1 para 27
10. c. UM 3-01-1 para 47

11. c. UM 3-01-1 para 12
12. b. UM 3-01-1 para 57
13. b. 3-01-1 para 8
14. a. UM 3-01-1 para 16

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- Referrals must not have previously served in the Armed Forces.
- Referrals must enlist in either the Active Army, Army National Guard or the Army Reserve.
- Referrals may not be an immediate family member.
- Soldier referring may not be serving in a recruiting or retention assignment. Exceptions are staff members that are not directly involved with the processing of applicants including staff members receiving SDAP not mentioned above.

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or visit **WWW.USAREC.ARMY.MIL/SMART**

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