

RECRUITER

United States Army Recruiting Command January 2001

Journal



Audie Murphy

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COMMAND SERGEANT MAJOR, USA
TRADOC COMMAND SERGEANT MAJOR

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GENERAL, USA
COMMANDING GENERAL

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Recruiter

January 2001, Volume 53, Issue 1



Features

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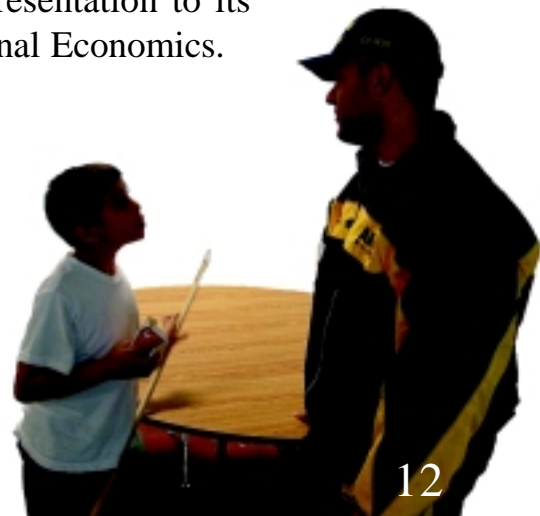


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From the Commander

MG Dennis D. Cavin



Happy New Year from USAREC Headquarters! At Fort Knox, our families are getting back into the swing of things after celebrating the holidays with family, friends, and loved ones. Of course, USAREC started our “new year” back in October, and you are already making progress toward our FY 01 mission.

Our first quarter mission success is critical to the Army. True statement, one I’m sure you’ve heard before. But let me explain why it is especially critical this year.

On January 21, the next Quadrennial Defense Review will convene. During this review, all of the Department of Defense will be looked at in terms of the National Security Strategy and the National Military Strategy. During this QDR, the Army’s chief of staff, GEN Eric Shinseki, would like to postulate that the Army is under-manned. But recruiting must be successful when he makes that statement, so no one can point a finger at the Army and say, “What do you mean, you need more troops? You can’t even recruit for the mission you’ve got today!”

Your contract mission has already been reduced for FY 01 over FY 00’s mission. I have no “flex” left to give you in terms of mission reductions. The number is the number. Therefore, the old standards don’t apply. Every recruiter has got to make a contribution to this mission every month. Those of you who have been around for a while remember that second and third quarters are traditionally challenging; you will understand the necessity for absolute diligence and effort to face our challenges.

I know we can break the mold of those challenges, however. I know we can make station missioning work and work well. The draft of the Station Missioning O&O is out in the field for staffing right now. I encourage your feedback. No system is perfect, so if you see where improvements are needed, send me your suggestions. There are no bad ideas – there are just ideas we can work. We’d like to get the final copy back out to you by mid February so that everyone is working from the same sheet.

I have had the opportunity to visit 14 battalions since October, and everywhere I go, I am encouraged by the vigor and enthusiasm I see in the recruiting force. Leadership at all levels – station commander to brigade commander – is fired up and ready to make a difference. Leadership in station missioning is essential, with NCOs in charge of NCOs. Mentoring is essential, especially where a recruiter is perceived to be a weak link. Everyone has something to contribute when overcoming these challenges. Under-achievers should be identified, their issues resolved through training, and their contributions calculated as part of the station’s success.

Delayed Entry Program sustainment is always an issue. We must do better. I have asked the USAREC Chief of Staff to identify a DEP “Tiger Team” to develop measures to drastically improve DEP sustainment. More on this in a future column, but know that we want to capture ideas that work and send them out to the entire recruiting force. Do not be silent on this topic. If you have a great DEP sustainment idea, send it to the Recruiter Journal staff at RJJournal@usarec.army.mil – they will forward it to the Chief, and we will work it.

My signature statement is “Proud to be here, proud to serve.” I am. I trust you feel the same way. I am confident that you got reenergized over the holiday period. We need your skills and enthusiasm to make our critical recruiting missions over the next nine months. Mission success is the only option, and we will achieve it together.

On Point for the Army!



Chaplain's Motivational Notes

“The Silence of Growth”



by *Chaplain (LTC) Jim Stephen*
USAREC HQS

The world shouts its demands at us in many ways. Voices over a thousand radio stations jangle at once. Undigested bits of information come creeping into corners of our house. Pressures keep us running first one way, then another, until finally we learn to respond only to the loudest and most insistent.

It is to a humanity tired of all this that August Fruge issued this invitation, “When your spirit cries for peace, come to a world of canyons, deep in an old land; feel the exaltation of high plateaus, the strength of moving waters, the simplicity of sand and grass and the silence of growth.”

Keeping in time and touch with the earth does restore our spirits, for much that we feel, and are, has its roots in nature. When we come away from the roar, far from the city's dust and stone, we are reminded of our kinship with something far more elemental.

Life moves quietly and steadily along an eternal path. Autumn leaves signal the renewing process that

brings spring blossoms. Wheat ripens in a silent field. Survey a forest or red canyon, untouched by man, and all is change and growth. Yet, there is no boisterous proclamation; the stillness is its own surprise.

As with nature, so with us. Life's most important moments happen quietly in the recesses of our soul. A boy becomes a man so imperceptibly we could not name the day. The girl's childish chants become a woman's lullabies. We are each made by the lying down of one memory upon the other, quietly building first our habits and then our character.

When does the adolescent, full of himself, finally extend his sympathy to another? How is it that the pain of the widow gradually melts into acceptance and finally to hope? There is no single, fiery moment when we move from ignorance to understanding, no sudden dawning of courage to face down fear.

All that is really worthwhile in this life comes slowly and without applause. That being the case, we must be more wary of sudden evolutions. We must feel less stressed by the voices shouting at us, less worried for approval, less frazzled by the nervous self-propulsion. Therefore, we must simplify, shed the intimidations of a hurried world and rejoice in the quiet times — rejoice beside the still waters.

Please encourage recruiters everywhere to read this message, and then send your comments to: James.Stephen@usarec.army.mil. 📧

Sergeant Audie Murphy Club

The following individuals from USAREC were inducted into the Fort Knox Chapter of the Sergeant Audie Murphy Club during a ceremony on 11 December 2000 held at Fort Knox, Ky. The ceremony was hosted by the USAREC command sergeant major, CSM Roger Leturno, and the United States Army Armor Center and Fort Knox command sergeant major, CSM Carl E. Christian. The guest speaker was CSM Dennis e. Webster, command sergeant major, III Corps and Fort Hood, Texas.

The SAMC is a privilege earned by few exceptional NCOs. The SAMC is a means of recognizing those NCOs who have contributed significantly to the development of a professional NCO Corps and combat-ready Army. Members exemplify leadership characterized by personal concern for

the needs, training, development, and welfare of soldiers and concern for families and soldiers. The SAMC is an elite organization of NCOs who have demonstrated performance and inherent leadership qualities and abilities, which were characterized by SGT Audie Murphy. Murphy was an NCO who, as a squad leader, consistently demonstrated the highest qualities of leadership, professionalism, and regard for the welfare of his soldiers.

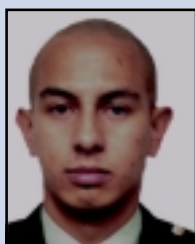
All RA and USAR NCOs in the rank of corporal through sergeant first class assigned or attached to USAREC units are eligible for the SAMC. (photos by SFC George Gain, Training Div, Recruiting Operations)



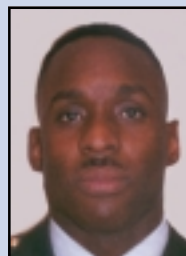
SFC Stephen E. Bowens
Raleigh Battalion, 2nd Bde



SFC Jose L. Gomez
Houston Bn, 5th Bde



SGT Jason R. Montano
New Orleans Bn, 5th Bde



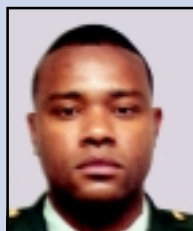
SFC Lindsey G. Streeter
Baltimore Bn, 1st Bde



SFC Frank C. Rockwell
Phoenix Bn, 6th Bde



SSG Waylon T. Long
Jacksonville Bn, 2nd Bde



SFC John D. Milsap
Atlanta Bn, 2nd Bde



SSG Dina M. Cochi
Mid-Atlantic Bn, 1st Bde



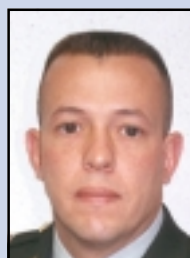
SFC Jeffrey M. Froelich
Atlanta Bn, 2nd Bde



SSG Kevin M. Bidwell
Pittsburgh Bn, 1st Bde



SGT James F. Shiver
San Antonio Bn, 5th Bde



SSG Craig P. Stevens
Miami Bn, 2nd Bde



SFC Gary T. Schoolfield
HQ, 6th Brigade

It's 0200 hrs, do you know where your HRAP is?

by John Kolkman
Safety Office

On the 17th of November at 0200 hrs, the United States Army Recruiting Command had a hometown recruiter involved in an accident that resulted in the arrest of the soldier and the death of one of his passengers. The details of the accident are still a bit vague because of an ongoing investigation, but we can discern some facts that are directly related to the accident. The soldier was young (18), along with alcohol, excessive speed, and he also lacked good judgment, all of this contributing to the death of one of his two passengers.

Even though the unit followed the guidelines for safety briefings and instructing the soldier, the accident could not be prevented. We all can use hindsight to say that someone or something could have prevented the tragedy, but it doesn't negate the fact that his command followed the rules, and he still made bad choices. A certain amount of personal responsibility lies with the soldier. The question now is, what did we learn, and how can we apply it? There are many factors that come into play when an accident happens.

Age is a very important factor, if you look at most soldiers' mindset after graduation from Basic Training and Advanced


Individual Training. They presume that they are death-proofed. We have all gone through a "bullet proof stage." When I say, "bullet proof," I mean that soldiers think that they can't be hurt. The youthful arrogance that most young people feel towards injury and fatality is normal. They need that drive of being on-the-edge and hard-charging spirit. That is what wins battles and keeps our nation free.

Excessive alcohol use is another factor that may magnify behavior and prevent the thought process. I've heard that alcohol is often referred to as "liquid courage." History reveals some armies actually gave out alcohol to calm soldiers' nerves before a battle, and in doing so curbed their natural fear of danger. Alcohol is the oldest man-made drug in the world, and when it is used it amplifies behavior, whether that behavior is good or bad. Along with the first statement made, we also realize it inhibits reaction time and judgment.

The last factor we identify is poor judgment, which is a learned behavior in every day life, and is taught from the time we are children. We learn good judgment by increased responsibility, our mistakes, and guidance from our peers or parents. Sam Walton, the founder of Wal-Mart, once said, "We try to learn from other people's mistakes, because most of us can't afford many of our own."

The wisdom in his remark is clear. Most of us can't go around making death-defying mistakes for long, because eventually it catches up with you.

So, what am I asking you to get from this article? It's really quite simple, learn from those who have made mistakes before you. Grasp the knowledge that youth, inexperience, and alcohol, combined with poor judgment may, and will eventually injure or kill you. Use the safety programs developed by our Army safety specialists. The USAREC commander, MG Dennis D. Cavin, sent out guidance in a memorandum on November 20, 2000, about HRAP vehicle safety. You may also check the United States Army Safety website at <http://safety.army.mil/home.html> for updated risk management and POV safety information. The USAREC Command Safety Office also has a site that will be available on January 1, 2001, at <http://hq/usarec.army.mil/cg/Safety/Index.htm>.

If you come away with understanding one thing from this article, it should be that the best chances for our survival is informative, pointed, and serious safety briefings with a caring and involved command. As for commanders and senior NCOs, HRAPs need to have a mentor who understands their youthful exuberance and cavalier attitude and can rein them in without breaking their spirit when necessary. 

Army Shooting Adventure Package Van

story and photos by Ed Drohan
Raleigh Battalion A&PA

Raleigh Battalion recruiters recently had a chance to try out one of the Army Marksmanship Unit's newest high-tech displays and walked away with a number of leads because of it.

Recruiters from Goldsboro, N.C., RS were the first in the battalion to work the Army Shooting Adventure Package Van. The van, which includes up to four firing positions where the public can use CO2-operated pistols to fire lasers at targets, visited the Seymour Johnson Air Force Base Open House Oct. 28.

The van also includes pop-up targets that members of the AMU use during demonstrations of action shooting for the public. Those demonstrations are done with AMU members using their own weapons fitted with lasers and firing blanks.

Recruiters helped set up the display one day before the air show and had shooters fill out lead cards before they moved on to test their marksmanship skills. Computer screens showed each shooter how they scored each time they fired, with those hitting the bullseye receiving an Army keychain lanyard as a reward.

The van drew crowds to the recruiters throughout the day despite the collection of aircraft and other military hardware competing for attention at the air base.



SSG Larry Walker and SSG Frederic Thomas from Raleigh Battalion's Goldsboro Recruiting Station help potential applicants fill out lead cards before allowing them to shoot at the ASAP van.



Army Marksmanship Unit members SGT Julie Goloski, left, and PFC Max Michel, right, instruct two young men firing the Army Shooting Adventure Package's CO2-powered pistols at the Seymour Johnson Air Force Base, N.C., Open House Oct. 28.

By mutual agreement between the AMU members and the recruiters, shooters had to be at least 15 years old so more qualified leads could be collected.

Even the van and the crew cab pickup truck used to pull it around the country were attention getters. Both are painted black with the AMU and Army logo embla-



Even the ASAP van and its crew cab pickup truck attract attention at air shows.

zoned in gold on the side and back panels.

AMU members said the new van is still in the testing stages and is only being used at air shows at this point. The electronics used in the van were originally designed for more static use, such as in a building, but were specially modified for mobile use in this case.

Plans are for the AMU to eventually acquire more of the vans so they can be used in more battalions, AMU members said. That would be just fine with the Raleigh Battalion recruiters who worked with it during its most recent visit.

Goldsboro recruiters said the new van was an outstanding asset, especially since it helped them collect 187 leads during the day. 📌



Army Marksmanship Unit members SGT Julie Goloski, left, watches as one air show participant shoots at the Army Shooting Adventure Package van, while fellow AMU member PFC Max Michel, right, helps another shooter check his score at the Seymour Johnson Air Force Base Open House in Goldsboro, N.C.

Buffalo company sets up LRC at Erie County Fair

by Michael Murk, A&PA
Syracuse Recruiting Battalion

Visitors to the Erie County Fair, near Buffalo, N.Y., had the chance to try out Army leadership training – thanks to inventive thinking from members of the Syracuse Recruiting Battalion.

Rather than try to come up with yet another new way to arrange a static equipment display, recruiters built a portable Leadership Reaction Course for fairgoers to try and negotiate.

SFC Gary Waguespack, a recruiter from the Hamburg, N.Y., Recruiting Station, hatched the idea and was the driving force behind the project that would give fairgoers a hands-on Army experience. He had the good fortune of having former LRC instructor SGT Andrew Becker recently arrive at Hamburg Recruiting Station from Fort Leonard Wood, Mo. SGT Becker provided the basic design for all the obstacles and oversaw construction of one section in particular.

“I designed and set-up the bridge-crossing obstacle,” said SGT Becker, “which was two facing ‘riverbanks’ with several sunken ‘piers’ halfway between the 20-foot gap.”

Teams crossing the obstacle must use two 10-foot boards to get their team across the “river,” using only a four-foot rope. Besides getting all team members over the crossing, the team must also carry their two boards and the rope over to the other side. Normally, participants also carry a couple of ammo boxes across to complete their “mission,” but SGT Becker said, “Most fairgoers were getting maxed out just trying to carry the two boards and the rope.”

Since the solution to the bridge-crossing obstacle isn’t what it seems at first guess,” SGT Becker said “it tests your ability to think

and your skills to do it within a team environment.”

To finalize the overall design, team members called on CPT Russ Partridge, an Army Reserve engineering officer with Headquarters 7th Brigade, 98th Division (Institutional Training) and, in civilian life, manager of a Rochester-based construction firm. Besides completing the design, CPT Partridge



Hamburg Station recruiters outside their decorated recruiting booth at the Erie County Fair. Inside the booth, fairgoers could see a HMMWV and try out several Leadership Reaction Course obstacles.

also created the raw materials list, performed quality control on local pricing, and helped in construction.

In all, four members and one spouse from Hamburg Station, Buffalo Company and the Syracuse Battalion pitched in to bring together all the lumber and components, build the course and assemble the enclosure. Banners and



Local Buffalo-area Hometown Recruiting Assistance Program soldiers attach safety foam padding on one of the LRC obstacles set up at Hamburg Station’s recruiting display at this year’s Erie County Fair near Buffalo, New York.

posters advertising Army opportunities decorated the outside of the enclosure and a High Mobility Multipurpose Wheeled Vehicle was parked outside. The HMMWV drew the crowds to the display area, where they then saw and were drawn to the obstacle course.

“Once one person tried out the course, they got pumped on the whole experience, and they then went out and brought their friends back to try it,” said 1LT James Specht from Syracuse Battalion Operations.

And drawn they were. Hamburg recruiters generated 199 leads and signed two contracts during the fair.

Some rain did come through the fairgrounds and the team thought they were going to see a slow down in traffic. However, the bad weather actually turned the LRC into a better display, drawing not only more people into the


display, but more young people from the right demographics.

“They were already wet and muddy [from the rainy weather],” said 1LT Specht, “they figured, why not try it?”

While everyone was pleased with the results, a display redesign is already in the works. Team leaders also have advice for other units wishing to try out the LRC idea.

“In the future,” said 1LT Specht, “we would recommend that the obstacles be brought up front to make them more visible,” noting that the LRC is an attraction in its own right.

More LRC displays with additional obstacles for use throughout the battalion are being planned for the spring and summer months according to the lieutenant.

Lastly, as with any new initiative, it is important to get Brigade Safety support to ensure that a thorough risk assessment is made of any interactive display such as the LRC. 

The Red Raider Battalion (JROTC) at Port Richmond High School

by Emily Gockley A&PA
New York City Recruiting Battalion

Port Richmond High School on Staten Island has the only Army Junior Reserve Officer Training Corps (JROTC) program in the borough. The program has been in place for the last seven years.

This year Cadet LTC Matthew D. Pride is the battalion commander. Cadet LTC Pride is a senior and will graduate next June. He plans to apply for the U.S. Military Academy at West Point.

He is coordinating four major events at his battalion this year. First of all, the cadets will be participating in a drill competition along with 20 other schools at Port Richmond. Cadet LTC Pride has invited Staten Island Borough President, Guy Molinari, and Assemblywoman Elisabeth Crowley to attend.

The second event is Military Activity Day where the Red Raider cadets compete against the student body in sports. "This is an opportunity to show Port Richmond faculty what we do and for other students to learn more about JROTC. This is a chance for us to blend in with other students," said Pride.

The third project is the annual Military Ball. "Here, is where cadets learn military protocol. The Ball is a fun and festive event," Pride said.

The fourth and final project is to prepare for an inspection from St. John's University, ROTC 2nd Brigade. "At the last inspection we were rated as an Honor Unit and my goal this year is to achieve Honor Unit with Distinction."

"This program is truly integrated. Any student can become part of the JROTC family. Senior cadets also learn to train and teach junior cadets. JROTC is an asset to Port Richmond High School and the Staten Island community," said Assistant Principal, Lisa Pollari.

"This program is great! 1SG Marvin Liles and SFC Tony Baker handed me a great outfit. The cadets here are yearning for leadership and eager to learn. They come to class prepared, and on 'uniform day' their BDUs are pressed and boots are shined. One day a week the students come to class in their military uniform,"

said JROTC Senior Army Instructor, MAJ Stephen Torelli.

Cadet Nydreema Johnson is involved in JROTC because she is interested having a career in the Navy.

Cadet Danora Gaddy, "I got involved with JROTC because I wanted to know what the Army would be like when I enlist after I graduate from high school."

Cadet Ricardo Hernandez says, "I'm going to join the Army and I want to learn more about it. I like the JROTC program."

"I joined the program because I thought it would be a good experience for someone who's interested in the military. It's a fun program and I've learned respect and leadership," said Cadet Elisabeth Pride.

"It's a taste of military life; you learn discipline, how to be a leader and a follower," said Cadet Thomas Boudreau.

"The purpose of Army JROTC program is to instill citizenship and a sense of community in the students," said MAJ Stephen Torelli. "I plan to have the students visit the Veterans' hospital in Brooklyn to visit 'old soldiers,' and bring them small gifts for Thanksgiving or Christmas. If a student is truly interested in a career in the military we can assist them; however, a student does not have to be interested in a future military career in order to be a part of JROTC. If any student is interested in leadership and wants to get involved with the community, then JROTC is the place to be," said MAJ Torelli.

Cadet CPT Michael Bradshaw is company commander of Alpha Company; "The company commander is the brain of the company. I've come up with events for the company to participate in; I get to teach classes. I've been in the JROTC program for four years. JROTC teaches you not only leadership but teaches how to follow. In order to lead, you must learn to follow. JROTC prepares you for the real world."

Cadet CPT Angelic Wilson is commander of Bravo Company, "My job is to make things happen. I give orders through the chain of command and supervise. My XO takes care of the

The Wreath

Symbolic of achievement
and leadership.

The Torch


Symbolic of
the passing of
military history
from one
generation to
another, and
reflects
enlightenment
through
knowledge.



paperwork and administrative details."

Both companies have executive officers (XO). Cadet 1LT Anesha Collins is the XO for "A" Company and 1LT Deborah Pride is the XO for the "B" Company. Collins thinks that her company commander is a good leader and says that she has learned a lot from him. "He has taught me how to motivate other cadets. I enjoy being in a leadership position, teaching others to become leaders," said Cadet 1LT Anesha Collins. Cadet 1LT Deborah Pride also likes working with her company commander and believes she is a good leader. Cadet Pride says she enjoys doing the paperwork and administrative details. "No job is too tough. JROTC teaches you to handle anything," said 1LT Deborah Pride.

Cadet 1LT Jennifer Dubarry is the S-5. "As the S-5, I work on fundraising projects. I handle the budget, and I take photographs. I started to take chain of command photos so the cadets and students know who's who in our battalion," said Dubarry. The S-5 is also the recruiting officer in charge of recruiting new cadets.

"We do not discriminate against sex, race, religion, or creed," said 1SG Marvin Liles. "We welcome all students into the program." 

Junior Achievement

a place for Army role models

by CPT David A. Forbes
Grand Rapids Recruiting Company
Great Lakes Battalion

During the high school fall semester of this year, the Grand Rapids Recruiting Company added a new kind of classroom presentation to its prospecting plan... Personal Economics. This year, soldiers in Army green are standing in front of high school and middle school classes and... teaching economics. The Grand Rapids Company is participating in the Junior Achievement Program.


Junior Achievement is a National Military Role Model Program that places military leaders in the schools working hand-in-hand with teachers. The vision of the Department of Defense and Junior Achievement officials is one that believes that "volunteering in the community revitalizes citizenry, increases team spirit, enhances character and leadership development, and reinforces values." This program allows military members to give back to the communities in which they serve and live. At present, Grand Rapids is teaching in one senior high school and two middle schools. CPT David Forbes and SFC Sean Davies are working at Central High School with a class of seniors and juniors. SGT Mike Ward and SGT Casey Romijn are teaching at Iroquois Middle School and SSG Shawn Jones teaches at Grandville Middle School. In most cases, two individuals are assigned to a class in order to ensure that someone is always available to teach. While participating in Junior Achievement, the NCO/teacher prepares to teach one class per week. Close

coordination with the teacher allows the NCO to teach topics that mirror the class curriculum. Each class is a Personal Economics class that focuses the student on the inner workings of the national economy, today's job market, and personal economic responsibility. It is necessary for the recruiter to spend time preparing for class, just as he would prepare for any school presentation. When asked about his teaching experience SSG Shawn Jones offered, "I have been very pleased with the program, it's been great to interact with the kids."

So what's in it for the Army? This being a question that we ask ourselves in the recruiting business. Well, the answer is everything. We as recruiters are ambassadors for the United States Army and by putting on our uniform each day we represent those sacred principles that has made this nation great. The Army recruiter is carrying 225 years of faithful service and dedication each and every time we face the American public. Indeed we carry pamphlets and presentations that provide information about all of the great financial and professional opportunities, but the foundation of our recruiting is what we stand for. To quote former Army Chief of Staff General Dennis Reimer, "Soldiers are our credentials." Today's student is tomorrow's leader. Therefore, the Army soldier as a role model in our schools is exactly the image that we want to portray.

Brian Mercer is the Marketing and Resource Manager for

the Junior Achievement of Great Lakes and has worked to get the Army recruiters involved in this program. He has explained that it is important to assess recruiters' abilities before placing them in the schools. Junior Achievement offers a training session to prepare recruiters for the classroom. Mercer explains that "by taking a cautious approach and ensuring that recruiters know what it takes to be successful, they will be." He believes that this program has reinforced trust in our Army as role models in our society. He states, "We highly recommend the recruiter for the classroom and look forward to our success together." Recruiters in the Grand Rapids Company have been particularly helpful in getting into schools where there have been challenges in the past.

Grand Rapids recruiters are already preparing for another semester of Junior Achievement. In fact we have already been asked to teach in one of the largest senior high schools. This is a program that has significant value for the recruiting company and builds the credibility of the Army recruiter. I encourage participation in Junior Achievement. It's important to understand that it takes individuals who will be able to teach a class of students and are able to manage time well enough to always be prepared for class. In today's world, it's important for our youth to see our soldiers for what we are, the bedrock of our society and the cornerstone of American values. 

Fiscal Year 2000 SecArmy Recruiting Initiatives Results

by MAJ John Halstead
PAE, HQS USAREC

ISSUE: Provide the Secretary of the Army with his initial program results.

FACTS:

1. SecArmy Recruiting Initiatives (Recruiting Initiatives) received funding and were executed in the 4th quarter of FY00. To date, the programs have a four to five month life span. Standard efficiency measurements, such as Gross Write Rate, 79R conversions, and the dollar cost per accession, cannot adequately explain each program's contribution to FY00's mission.
2. USAREC efficiencies improved in FY00, from FY99 and FY98. Gross Write Rate and Dollars per Accession are general production efficiencies. They track production program effectiveness. The 79R Conversion number is associated with the recruiter's quality of life. Detailed recruiters convert to 79R when their quality of life improves. All efficiencies track family of programs efficiencies; they don't and can't measure a single program. The table below illustrates USAREC's efficiency improvement over time since the Army's downsizing completion. The cost per accession includes Army programs that include military pay, advertising, incentives, etc; therefore, the metric should not be used for programming or budget decisions.
3. Including Recruiting Initiatives, over

- singular program's execution.
4. USAREC was responsible for executing twenty-two monetary Recruiting Initiatives. The command issued an Internet Recruiting Initiative Survey asking recruiters, leaders, and primary staff questions on applicable program effectiveness. Some programs, such as recruiter prediction tools developed in conjunction with Army Research Institute, are transparent to the production recruiter and most staff. These programs were omitted from the survey. Programs not included in the survey are addressed as such. The survey incorporated a skip design. If the surveyed person was not aware of the program, the survey automatically skipped down to the next program. By design, the survey only asks effectiveness questions to those that have heard or participated in the program. The survey has a margin of error of +/- 2.5%.
 5. Of those surveyed, the recruiters, leadership, and staff composition are: production recruiter (42.1%), station commander (15.5%), command sergeant major or first sergeant (4.6%), battalion staff (23.1%), brigade staff (4.2%), company commanders (0.6%), and battalion commanders (1.5%). The officer to noncommissioned officer ratio is 10.5% to 89.5%. The survey highlighted some commonality among programs, the most obvious related to program awareness. When respondents are aware of a program, they see utility

difference between the two averages. The awareness between the production recruiter and the leadership and staff are statistically the same. This data strongly suggests that there is a communication breakdown originating at Headquarters, USAREC.

6. Monetary Recruiting Initiative Program Effectiveness
 - a. Initiative A.1, Validate/Test Recruiter Screening Tool. The survey did not measure this program. ARI analyzes this program's scientific data in FY01. In FY00, ARI and USAREC tested a recruiter selection instrument (EQI) within the RRS. The preliminary test's initial indications suggest the EQI is not a valid predictor of a detailed recruiter's success or failure at the RRS. This fiscal year, the program extends the depth of analysis. The prediction test expands and includes elements of the SSI, and BAP. A concurrent validation study will be conducted this FY. The predictive validation study in FY02 incorporates this new test that will be administered at RRS. If successful, this program should move from a recruiting program to an Army program. As an Army program, the test should be developed to predict success in alternative noncommissioned officer career paths (drill sergeant, recruiter, ROTC, AC/RC, etc.) and be administered at BNCOC or PLDC.

- b. Initiative A.2, Interview Potential Recruiters. The survey did not measure this program. USAREC recommends terminating this program. This program is compensated by PERSCOM implementing better recruiter screening procedures and by the Commander's Course better communicating recruiter selection to future commanders. However, there is potential for this program if the Army implements a recruiter selection test at BNCOC or PLDC and selects more noncommissioned officers into recruiting. This program could then be used as an additional filter.

- c. Initiative A.3, Professional Sales Training. Based on survey results, 58% were aware of this program. Of those aware of the program, 47% attended a professional sales event in 4Q, FY00. Recruiters who attended professional

Efficiency Measurement	FY00	FY99	FY98	FY97
GWR	1.27	1.18	1.17	1.43
79R Conversion	451	288	363	372
\$ per Accession	\$13,310	\$13,996	\$11,914	\$10,341
Dollars are expressed in FY00 dollars				

150 separate programs and initiatives were rapidly introduced within USAREC in FY00. All programs focused on either improving production or improving recruiter quality of life. Due to the programs' rapid initiation, USAREC is unable to attribute efficiencies to any

highlights a command communications break down. Program awareness among production recruiters (average 38.8%) and among battalion to company leadership and staff (average 47.7%) was low. Statistical analysis of the means, however, suggests that there is no

in the program. On average, they judge utility of any given program to be over 69%. Unfortunately, the survey also

sales events believe that professional sales training increases their productivity. Of those participating in the program, 76% believe that professional sales training improved their sales skills, 52% believe the training directly improved their production, and 83% continue to use the techniques learned from these events. Answering the question of whether or not this method of sales training should be implemented at the RRS and in sustainment training, 79% and 82% of recruiters who attended professional sales training concur with the questions, respectively. In FY01, this program is incorporated into battalion annual training conferences. USAREC predicts awareness and participation will significantly improve in FY01. This training compliments and reinforces the training recruiters receive from the RRS. USAREC recommends sustaining this program.

d. Initiative A.4, Center One (initially the Additional Psychologist at RRS program). The RRS staff and faculty were the only recipients of this special survey. This was a small survey population. Of the staff and faculty, 70% were aware of this program's enhanced performance training and 62.5% were aware of the program's Center One. Of those aware of enhanced performance training, 57.1% attended the training. Of those attending training, 62.5% found the training useful. USAREC recommends sustaining this program.

e. Initiative A.5.1, Increase Leader Training. Based on survey results, only 29% of leaders (from recruiting company first sergeant to battalion commanders) were aware of this program. Of those leaders who were aware of the program, only 28% participated in a leader training event. Of those leaders who attended leaders training, 78% feel they improved their sales management abilities. Of those leaders attending leaders training, 79% and 76% feel that these leader training techniques should be implemented at the RRS and for sustainment training, respectively. Yet when leaders who attended the training were asked whether they currently use the techniques gained in this training, 84% responded affirmatively. In FY01, this program is

incorporated into battalion annual training conferences. Due to inclusion at the battalion annual training conferences, USAREC predicts awareness and participation will significantly improve in FY01. If participation and use of techniques increase in FY01, USAREC will recommend sustaining the program. Otherwise, USAREC recommends either terminating the program or re-allocating the program monies into sales training.

f. Initiative A.5.2, Recruiter Incentive Effectiveness. The survey did not measure this program. The Secretary of the Army, Manpower and Reserve Affairs specified RAND as the study proponent for this program. Results are due in 4Q FY01. To date, RAND has not defined the study objective for this program. USAREC withholds any program recommendation until results are known in 4Q FY01.

g. Initiative A.5.3, Recruiting Practices. The survey did not measure this program. ARI conducts the First Term Manning Study. Like RAND, ARI has not defined the study objective. All studies are required for re-establishing market connectivity and forecasting lost since Army downsizing. USAREC expects initial results from this program in 4Q FY01. USAREC withholds any program recommendation until results are known in 4Q FY01.

h. Recruiting Research. The survey did not measure this program. USAREC, with ASA, M&RA approval, developed this program from the re-allocation of SecArmy Recruiting Initiative money predominantly from Initiative A.5.3. The program filled numerous gaps in recruiting research. The program paid for recruiting simulation, a research partnership with Massachusetts Institute of Technology, a recruiting research partnership with the University of Louisville, a Youth Decision Making/Barrier model, Youth Market Segmentation, a LEADS effectiveness study, and an Early Warning System. These studies are active. USAREC expects initial results from this program in 4Q FY01. USAREC withholds any program recommendation until results are known in 4Q FY01.

i. Initiative A.5.4, Outsourcing Staff Recruiters. The program's intent is

replacing 79R recruiters serving as guidance counselors, cyber recruiters, and college recruiters with contract recruiters. The survey suggests that 39% of production recruiters and staff have worked with contract guidance counselors. Of those who have worked with contract guidance counselors, 52% feel that the contractors contribute to the recruiting mission. In FY00, 25 79R serving in staff recruiter positions (guidance counselors, etc.) were returned to the production force as a direct result of this program. USAREC recommends sustaining this program.

j. Initiative A.5.5, Independent Evaluation of the RRS. The survey did not measure this program. This program was not executed in FY00.

k. Initiative A.5.6, Provide Training Developers. The survey did not measure this program. This program was not executed in FY00. The ASA, M&RA authorized the re-allocation of monies from this program into Professional Sales Training.

l. Initiative A.6.1, Corporal Bachelor Leased Housing. In FY00, this program purchased 262 units for Corporal Recruiters. Eighty percent of corporals surveyed have program awareness. Of the corporals aware of the program, 48% of corporals claim participation in the program. Of the corporals participating in this program, only 2% are not satisfied with their living conditions. In FY01, the number of corporal recruiters doubles with the addition of another cohort. USAREC recommends sustaining this program.

m. Initiative A.6.2, Parking Support. In FY00, this program provided 733 parking spaces a month throughout the command. USAREC requires 893 spaces a month in FY01. Of all surveyed, 14% know of the parking support program while 19% still have a parking problem. This gap partially accounts for the increase in required parking support, but also communicates the need for better program communication and action. Of those aware of the program, 31% responded as participating in the program. Less than 10% of those participating in the program didn't perceive realized cost savings. USAREC recommends sustaining the Parking Support Program.

The FY01 National Defense Authorization Act provides direct reimbursement for recruiter parking in locations where contracting isn't feasible. The Command will also re-communicate the program to the field in order to fill the gap between those who require parking and those receiving parking.

n. Initiative A.6.3, Recruiter Uniforms. In FY00, this program issued 627 high quality Class A uniform vouchers. Of all surveyed, 71% believe a high quality Class A uniform presents a better recruiter image. Unfortunately, this program is not communicated well to the field force. Only 12% of the force surveyed were aware of the program. Of those recruiters aware of the program, 3% were issued a voucher. Of those issued a voucher, 43% of those surveyed obtained a new high quality Class A uniform. Much of this program's deficiencies reside within the AAFES supply and manufacturing channel. In support of AAFES, they did not have the initial supply and manufacturing capability in place to meet such large demand. Recently, many of the high quality Class A uniforms did not pass a quality inspection and were rejected for issue. Additionally, the demand exceeds the manufacturer's ability to produce. USAREC recommends sustaining this program.

o. Initiative A.6.4, Team Building. Sixty-five percent of those surveyed are aware of the Team Building Initiative. Of those aware of the program, 66% participated in a team building event in 4Q FY00. Team building event themes were sales and motivation (22%), adventure or outdoor events (44%), sports competitions (26%), or other events (6%). Of those attending teambuilding events, 81% found them useful in building teamwork within their units and 95% recommend continuing team building events. Of those who did not participate in team building events, 61% view team building events as a useful means of building teamwork. USAREC uses lessons learned from FY00 execution to build better-defined team building events for companies or recruiting stations. USAREC continues to review program for sustainment.

p. Initiative A.6.5, Recruiter

Memberships. In FY00, this program provided 943 professional organization memberships. The majority of memberships were Chamber of Commerce memberships. This program supplements an existing command recruiter membership program managed by the Advertising and Public Affairs Directorate. Of those surveyed, 59% are aware of this program. Of those aware of the program, 42% obtained memberships from the Secretary's program and 26% were unsure whether the memberships were obtained through the Secretary or the Command's program. Those involved in the program, 57% actively participate in the program. When asked whether unit memberships assist in the recruiting mission, 14% respond negatively, 42% respond positively and the remaining neither agrees or disagrees. Recruiting memberships often facilitate center of influence leads that can be difficult to track and credit. USAREC recommends sustaining the program.

q. Initiative A.6.6, Brigade Chaplains Program. Program awareness for the command was 52%. Of those aware of the program, 58% believe the program was well publicized. Of those aware of the program, 8% attended one of the seminars. Of those attending 74% attribute the seminar to helping their relationship(s) and 73% believe the program would also benefit those without a relationship. Of those attending, 83% recommend the program to others and 65% believe it should be included in annual training. Of those attending, 44% incurred out-of-pocket expenses attending the event. Out-of-pocket expenses generally were beverage costs. Of all surveyed, only 20% stated that the chain of command had placed criteria for attending and 97% stated there were no outside influences preventing their attendance. Because of the positive quality of life gained by keeping family relationships together, USAREC recommends sustaining the program. USAREC will improve awareness of the program to ensure all that need the program receive the program.

r. Initiative A.7, Family Coordination Program. This program is a major success in its short life span. This

program provides recruiters in remote areas a wide range of medical, educational, and legal services common to military installations at a relatively low cost. In 4Q FY00, 376 recruiters or their family members used this service. Despite a required chain teaching brief and a pamphlet mailed to every recruiter's home, only 26% were aware of the program. The command and Life Works used nine communication methods: email (47%), flyers (38%), the Army Times (19%), Chain Teaching (23%), memorandum (22%), pamphlet (22%), Internet (11%), the Recruiter Journal (24%), and Family Assistance channels of communication (29%). The percentages following the communication represent the multiple responses from those aware of the program. Of those aware, 19% used the program. The program has three methods of use: Internet (email, chat room, interactive web pages), mail, or a toll free number. Of those using the program most prefer the Internet (83%), followed by the toll free number (21%) and mail (9%). Of those using the program, 67% feel the information or help obtained from Life Works was beneficial and 69% feel the information and help was complete and thorough. USAREC recommends sustaining this program.

s. Initiative B.1.1, Virtual Office and Cellular Phones. To date, the vendor has distributed 6,163 of 8,860 cellular phone to recruiting battalions. Of those issued a phone, 76% were issued Secretary of the Army program phones as indicated by a local area code. The survey asked if the issued phone operated in the recruiter's entire market area and 76% responded yes. The percentage of Secretary of the Army program phones and area coverage are the same, but no statistical evidence suggests they are the same phones. In terms of helping the recruiting mission, 92% with cellular phones feel they help. Only 36% of those with cellular phones feel the need for a separate paging device. Usually, these 36% are in large rural areas and do not wish for their prospects to make a long distance phone call. USAREC recommends sustaining this program and upgrading the program as technology advances. Within the next two years,

cellular technology should move into its third generation technology. This technology promises more efficiency with a device that combines cellular communications with computing technologies.

t. Initiative B.1.2, Cyber Station. Fifty percent of those surveyed have cyber station awareness and 65% are aware of the recruiter central web site. Of those aware of cyber recruiting, 39% received leads from the cyber recruiters and 22% were unsure if the lead originated from the cyber recruiter. Of those receiving leads from the cyber recruiter, 52% label the lead as a quality lead while only 20% label the lead as non-quality. Of those aware of recruiter central, 66% use the site. Of those using the site, 70% feel the content helps in their recruiting mission. USAREC recommends sustaining this program.

u. Initiative B.6, Army Stores in Malls. The survey did not measure this program. This program asked West Point's Department of Economics to study the feasibility of opening an Army Store in malls much like Old Navy or Eddie Bauer. West Point has not completed the study. USAREC recommends waiting for the study results.

v. Initiative B.7, Kiosk. The survey did not measure this program. The Secretary's intent is synchronizing this initiative with the development of the Army Game. Naval Postgraduate School is developing a state of the art Army

Game using technology similar to SimCity software. The estimated completion date for the Army Game is FY02. Consequently, this program was not executed in FY00. Currently, Information Management Directorate is developing web-based games.

w. Initiative B.10, Recruiting Station Furniture. The survey did not measure this program. In FY00, the program paid for an interior designer's design. Elizabethtown Recruiting Station is the test station implementing the design. USAREC estimates the remodeling will be completed in January 2001.

7. USAREC recommends the programs listed in the chart below be migrated into USAREC's base funding program, under FARC MDEP. Outyear calculations are based upon a government standard inflation rate of 1.5%.

- The Recruiting Research program was formed from re-allocated Recruiting Initiatives money. The program is comprised of studies, analytical models, and simulations that fill gaps as identified by USAREC's Research Consortium. The cost of three million dollars (with inflation) over a steady state is different from Working Group A's recommendation. Working Group A recommended surge installments every two years, resuming in FY04, of \$4.8 million with two-year breaks after each surge. The Working Group also specified the FFRDC responsible for the study and the study topic. Recruiting Research allows USAREC to rapidly develop studies,

analytical models, and simulations that best fit the command's requirements.

- Recruiter and Leaders Attend Professional Sales Training is a combination of Recruiting Initiatives A.3 and A.5.1. Combining the programs into one program allows USAREC more flexibility to contract training at the appropriate level.

- Recruiter Selection in POI, a non-monetary Army Recruiting Initiative, is also included in the chart. This initiative introduced a general officer information briefing into the commander's course at Fort Leavenworth. Since the Pre-Command Course instruction and implementing better packet accountability from DA to all MILPO, commanders have improved detailed recruiter packet completion from 30% to 90%. USAREC requests expanding this program by shipping the Detailed Recruiter Selection Information Brief on CD-ROM to all leadership courses in the Army. The cost of the CD and shipping are reflected in the chart below.

8. USAREC plans on improving command communication with the following procedures: (1) Program Action Officers will write an article in the Recruiter Journal if their program directly impacts the production recruiter, (2) Command will re-enforce previously mandated chain briefings, and (3) HQS USAREC provide Chains of Command program information such that a company leadership team can communicate the program to production recruiters.

Recommended Permanent Programs	Recommended Funding Allocation (\$ Million)					
	FY02	FY03	FY04	FY05	FY06	FY07
Recruiter and Leaders Attend Professional Sales Training	2.2100	2.2432	2.2768	2.3109	2.3456	2.3808
Recruiting Research	3.0000	3.0450	3.0907	3.1370	3.1841	3.2319
Outsource Staff Recruiters	8.0000	8.1200	8.2418	8.3654	8.4909	8.6183
Leased Housing	3.3000	3.3495	3.3997	3.4507	3.5025	3.5550
Recruiter Parking	1.5000	1.5225	1.5453	1.5685	1.5920	1.6159
Recruiter Uniforms	2.4500	2.4868	2.5241	2.5619	2.6003	2.6393
Membership in Local Organizations	0.4000	0.4060	0.4121	0.4183	0.4245	0.4309
Brigade Chaplain's Funds	0.3000	0.3045	0.3091	0.3137	0.3184	0.3232
Family Assistance Programs	0.3000	0.3045	0.3091	0.3137	0.3184	0.3232
Cellular Phones	12.0000	12.1800	12.3627	12.5481	12.7364	12.9274
Cyber Station	2.0000	2.0300	2.0605	2.0914	2.1227	2.1546
Recruiting Station Furniture	2.5000	2.5375	2.5756	2.6142	2.6534	2.6932
Recruiter Selection in POI (non-monetary)	0.1500	0.1523	0.1545	0.1569	0.1592	0.1616
Totals	40.1100	40.7117	41.3223	41.9422	42.5713	43.2099

Milwaukee recruiter invests in Hispanic market

story and photos by Andrew, A&PA Madsen, Milwaukee Rctg Bn

Population trends in the United States suggest that Hispanics are the fastest-growing segment in our society as we enter the 21st century. This shifting demographic is evident not only in the statistics, but in the rising number of Hispanics occupying prominent public positions.

As America becomes more and more diversified, so too does the U.S. Army. These changes are reflected in the increasing number of Hispanic soldiers filling the ranks of units from Schofield Barracks to SHAPE, Belgium, and scores of posts in between.

Within USAREC, recruiters are quickly discovering that the key for tapping into the Latino market lies in building a strong rapport with the Hispanic community. By demonstrating a genuine commitment to Latino issues and developing strong bonds within the *barrio*, recruiters are establishing a level of credibility with parents and prospects who otherwise might question their true motives.

For SSG Lupe Berrios, the recruiting mission is closely tied in with his personal crusade to empower Milwaukee's Hispanic youth on the

city's south side. Berrios volunteers his time at a number of civic organizations and after-school groups, often working late into the night and throughout the weekend to share his message of opportunity with disadvantaged and troubled young people.

"It's never just the recruiter that goes into these schools and community organizations," Berrios said. "First I have to come in as a civilian—as one of them—and show that I care for them. I have to break down the walls, which is a difficult thing to do in the Latino community, before I can start recruiting."

Berrios, station commander of the Racine Recruiting Station, takes his mission personally. Soon after receiving his orders for recruiting duty, he specifically requested an assignment in Milwaukee. He wanted to return to the neighborhoods where he grew up. He wanted to make a difference, to give back to his community.

"As a Latino male who grew up in 'the hood,' I have an obligation to show the youth of today that they can grow up to be successful," Berrios explained. "I feel that going into the (inner) city and offering these kids an opportunity to excel and do something with their lives is an awesome responsibility."

Berrios has stepped up his involvement in the Hispanic Chamber of Commerce.

"They have opened a lot of doors," he said. "They have helped me to show people that I am here to help."

In addition, he donates his time at the non-denominational Milwaukee Christian Center, numerous Milwaukee youth groups, the YMCA of greater Milwaukee, and a first-time offender program for Latino teenagers.

"I go in to these places as a counselor, as a mentor, as a friend," he said. "And when they begin to express interest

in the programs and benefits that the Army has to offer, then I make an appointment to talk with them and their parents one-on-one.

"In working with Latinos, most of them are not aware of what today's Army has to offer," he continued. "And they are not (initially) receptive to the programs. That's why I come to them as a civilian, and show that I care for them first—then I show them what I can do for them as a recruiter."

Some recruiters fear that investing excess time in activities not specifically focused on recruiting inevitably detracts from making mission. There are hardly enough hours in the day for prospecting, interviewing, following up, and contracting as it is. How can volunteering another fifteen to twenty hours a week in community organizations possibly lead to mission box?

But for Berrios—who, until recently, worked out of the Greenfield Recruiting Station—his involvement in the *barrio* can hardly be seen as detrimental to his recruiting efforts. Since his arrival in early 1998, he has consistently met volume and mission box standards. And as his ties with the community have strengthened, so too have his numbers. For each month in FY00, Berrios was at or over 100 percent.

Wisconsin state representative Pedro Colon, whose district includes some of Milwaukee's most impoverished Hispanic neighborhoods, said that his constituents profit from individuals like Berrios who volunteer their time to make contributions within the community.

"Since I've been in office, Lupe has really made an effort to be more visible," Colon said. "Over the last three years, he has been working on ways to bridge the activities of recruiting with some of the obstacles that we face here in the community. He's taken it on himself to go and find out what those obstacles are, and then to constructively seek ways to overcome them."

Colon, the first elected Latino official in Wisconsin, believes that Berrios' message of Army opportunities is



Even though these youngsters aren't old enough to enlist, SSG Lupe Berrios manages to bring a smile to their faces outside the Milwaukee Christian Center.

resonating in the Hispanic neighborhoods.

“He is very cognizant of the fact that this is a growing community full of talent,” Colon explained. “And that talent has to be channeled in proper directions. And the Army benefits from getting good, qualified recruits while at the same time providing a valuable service to the community by training those recruits.”

Both men, Colon said, are dedicated to improving the quality of life for young Latinos.

“We share a lot of the same views on this community,” he continued. “We’re both following our gut feelings—I do it in the political realm, and Lupe does it in the realm of recruiting.”

At the Milwaukee Christian Center, Berrios recently spoke with a small group of teenagers about their future plans. A few said they were going to college; others were interested in moving directly into the local workforce. In each instance, Berrios listened intently to the young men. And at the appropriate moment, he outlined ways they could benefit from a stint in the Army.

One of the most challenging aspects of recruiting in the *barrio*, according to Berrios, is the prevalence of gang activity. Once a young person falls prey to the allure of the gang lifestyle, it becomes almost impossible to recruit them. Prospects with even the most casual ties to a gang inevitably wind up disqualified on physical, psychological, or moral grounds.

With young people turning to gangs at an increasingly early age, the challenge for Berrios and the youth organizations is to reach these kids before they succumb to the gangster lifestyle.

Ramon Candelaria, the youth program coordinator at the Milwaukee Christian Center, grew up with Berrios in the neighborhood in which he now works with disadvantaged youth. As teens, they both hung out at the center after school, shooting pool and break dancing. And they watched as more than a few of their childhood friends fell prey to the mean, unforgiving streets.

Candelaria received a sports scholarship following high school—his ticket

out of the *barrio*. After steadily improving for three seasons, he entered his senior year of college ranked as one of the top second basemen in the country.

But there was something missing in his life, Candelaria said. He discovered that his heart was no longer in the game. Sensing that his talents were needed elsewhere, he walked away from a promising career in professional baseball to pursue his calling in the inner city.

“It’s not a matter of my choosing to work here,” he explains. “It’s a matter of being chosen to work here.”

His foremost objective, Candelaria said, is to equip the next generation of Hispanics with the knowledge and resources for making responsible choices about their future.

“Our vision is to give these young people every opportunity to make the right decisions about life and about their future,” he said. “That’s all we can do—provide that opportunity and hope that they’ll empower themselves to make the right decisions. We can influence these young people in a positive way, but ultimately it’s up to them.”

Candelaria refers the youth at his center to numerous other community organizations, depending on their needs.

“I work with people from the military, people from the ministry, from the school system and from Job Corps to give our kids the best possible opportunities,” he said.

At the Latino Community Center, the doors open at 5:30 p.m. Hot meals are served to children whose parents—forced to work two or three jobs to make ends meet—cannot provide even the most basic necessities. It is here that Berrios takes on the role of “big brother,” dishing up dinner and quietly reassuring these junior high school students.

Mo Fontanez, the founder of the center, credits his service in the Army in the 1970s with helping to turn his life around.

“As I look back, I realize that the discipline (I received in the Army) is what I lacked,” Fontanez said. “That’s why it’s important for us to have Sergeant Berrios involved in our



The prevalence of gangs in Milwaukee’s impoverished neighborhoods requires SSG Lupe Berrios to stress the importance of staying out of trouble with this pre-teen at the Latino Community Center.


center—to convey that discipline and talk to our kids about the opportunities in joining the service.

“We’ve talked about some short-term and long-term plans to interest these kids not just in the military, but to get them thinking about their options,” he continued. “We want to give them some other options besides running the streets and getting into trouble.”

Fontanez is convinced that Berrios’ presence in the center is a powerful force for influencing the direction these kids eventually choose to go. With volunteers at a premium, he places a high value on the time Berrios donates to his organization.

“Sergeant Berrios has taken it upon himself to come in and be a mentor with these kids,” Fontanez explained. “He doesn’t have to do this, but he’s coming into the community to be a positive role model and promote the Army.”

For Berrios, that’s the bottom line: making himself available to the young people of his community, and anyone else willing to listen.

“For me, this is personal,” he explained. “I’m very sensitive when it comes to issues within this community. My passion is for these kids who feel they don’t have any other choice. When most folks are home watching TV, I’m still out working with youth groups, or talking to parents about getting their kid into the Army.” 

St. Louis Battalion recruiters take Army message to campuses

A college penetration strategy

by Ann Warner, A&PA
St. Louis Battalion

During a three - week period from mid - November through early December, St. Louis Battalion recruiters stormed targeted college campuses in Missouri and Illinois to broadcast their message through a series of radio remotes.

Recruiters targeted both the University of Missouri at Columbia and the University of Illinois at Champaign, the largest universities in their respective states, as well as other universities with a student population of at least 10,000. The battalion's strategy was to place a remote broadcast in normal high traffic areas on a weekday when classes are in session.

After local recruiters coordinated with ROTC and appropriate campus officials for venues and dates, A&PA got the ball rolling to arrange a remote with the leading commercial hit station in each community targeted to our prime demographic.

Situations varied from campus to campus. At Southern Illinois University in Edwardsville, recruiters were able to coat-tail on a Fall Fitness Day, an event opened earlier by the Flag Football program. In Cape Girardeau, recruiters set up at the campus recreation center at Southeast Missouri State University. At the University of Illinois and the University of Missouri, the location of choice was the campus student union and food court.

Promotional spots advertising the Army recruiters' appearances on campuses with the local radio celebrity aired two to three days before actual remotes, with a lot of good advertising on the airwaves about loan repayment, college credit incentives and specialized training. Once on campus for the remote, recruit-

ers set up their display tables and banners next to the deejay site.



photo by Dave Palmer, St. Louis A&PA
SSG John Roberson (l), Cape Girardeau, Mo., recruiter is interviewed by KGMO radio celebrity Bryan Moore.



photo by Dave Palmer, St. Louis A&PA
SSG Dennis A. Wisner(l), Cape Girardeau, Mo., RS talks to Southeast Missouri State University coeds at the radio remote on campus sponsored by the Army in November.

Recruiters supplied RPis, lead cards and lanyards, while, in most cases, deejays gave away CDs and tickets to campus football or basketball games to build a crowd. Several recruiters became "media stars" as they were interviewed by the deejay during the three "breakaways" each hour of the remote.


The results? So far, we can say this: Recruiters at the Columbia, Mo., RS

conducted a successful appointment at their remote at Mizzou (University of Missouri), while Cape Girardeau recruiters actually had two students make an appointment to meet at the recruiting station the same day as the remote at Southeast Missouri University, resulting in two commitments to contract.

SSG John Roberson of the Cape Girardeau RS said, "It was definitely worthwhile. It got us excellent exposure on campus, as well as some solid leads. The radio announcements, too, will go a long way to help us in this market."

An additional benefit of the remotes is that, while setting them up, recruiters found additional resources and calendar activities on their campuses. SFC James Seeger, the USAR recruiter in Columbia, Mo., made a connection with a student group at Mizzou that sponsors weekend activities and tours for students as

an alternative to going to bars. As a result, Seeger and other Columbia recruiters participated in the group's Saturday night Three-on-Three basketball tournament the day after the remote.

The St. Louis Battalion is planning to have another college remote blitz in the second quarter. 

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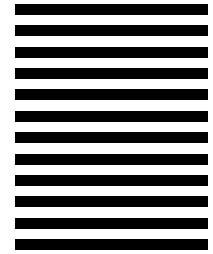


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U.S. Army First Sergeant Course

by *Kenneth D. Boyd*
USAREC Schools Manager

Congratulations on your selection to the U.S. Army First Sergeant Course. Now the question in your mind should be; how do I best prepare to complete this course successfully?

The course is conducted in two phases. Phase I contains 31 self-study lessons with an on-line examination at completion and is conducted at home station. Phase II includes three weeks of interactive small-group instruction conducted at Fort Bliss, Texas. The course focuses on training management, unit administration communicative skills, discipline and morale, logistics and maintenance, tactical operations, and physical fitness training.

Phase I packets are mailed or shipped UPS to students who have a reserved seat in the ATRRS, Army Training Requirements and Resources System, thirty days prior to their scheduled start date. Students will have sixty days to complete Phase I. Upon successful completion of Phase I the student will report to Fort Bliss for completion of Phase II and graduation from the course.

In the past there were problems with Phase I packets arriving in a timely manner. I have implemented some changes designed to eliminate past problems. I investigated why packets were not getting to students; bottom line was incorrect addresses. Now the student's company addresses are double-checked, once by their brigade and secondly by a telephone call from me. Once I verify their information, I place it into ATRRS 60 days prior to their Phase I start date.

I recommend soldiers selected for this course visit USASMA's web site at <http://usasma.bliss.army.mil>. The site contains the information in this column along with class schedules, points of contact, welcome letter, and student information paper. The First Sergeant Course Student Information Paper contains information for

inprocessing, quarters, uniforms, and other valuable instructions to the student.

If you are selected to attend the U.S. Army First Sergeant Course and have not received your Phase I packet two weeks prior to your scheduled start date of Phase I, call your brigade schools manager or contact me at COM (502) 626-0124; DSN: 536-0124 or email kenneth.boyd@usarec.army.mil.

Again, congratulations and good luck in completing the U.S. Army First Sergeant Course. 📞

Special Operations Recruiting Company seeks recruiters

The SORC is seeking individuals to recruit for Special Forces and for the Special Operations Aviation Regiment. Recruiting for Special Operations units requires the ability to interact effectively with prospective candidates as well as senior Army leadership. Interested soldiers should meet the following criteria: be a competent briefer, highly motivated, capable of working alone without direct supervision and meet the additional prerequisites.

- MOS 79R
- SSG through junior SFC (less than three years TIG)
- No history of recurring disciplinary action
- GT score of 110 or higher
- Score of 229 or higher on the AFPT (17-21 age category)
- Airborne qualified or volunteer for airborne duty
- Prior demonstrated success as a station commander with one to two years experience
- Cannot possess a P-3 profile

Interested station commanders should mail a copy of their 2-1, ERB, DA photo, last 5 NCOERs, DA Form 705 (PT CARD), and contact information to SORC Headquarters, Bldg D-3404, Darby Loop, Fort Bragg, N.C. 28310.

POC is SFC Jeffery Driver at (910) 432-1641 or e-mail Jeffery.Driver@usarec.army.mil. 📞

Nation observes Martin Luther King holiday Jan. 15

by *Rudi Williams*
American Forces Press Service

Monday, Jan. 15, 2001, marks the nation's 15th observance of the legal holiday honoring slain civil rights leader and Nobel Peace Prize winner Martin Luther King Jr.

King was born Jan. 15, 1929. Legislation creating the holiday in his honor names the third Monday of January as the day on which it is observed.

Legislators created the holiday in 1985 to serve as a time for Americans to reflect on the principles of racial equality and nonviolent social change espoused by King.

King's widow, Coretta Scott King, served as chair of the federal commission planning the first nine-day observance of the holiday the following year.

"For the first time in the history of this great nation, we're honoring a peacemaker, a messenger of nonviolence—a drum major for justice, love and righteousness who was a native son of America," she said. "Where others preached hatred, he taught the principles of love, nonviolence and a patriotic commitment to making democracy work for all Americans.

"Martin's day, therefore, should be a time for peace and nonviolence in all our human relationships and in every aspect of our personal lives ... a day when all of us put aside our differences and join in a spirit of togetherness in recognition of our common humanity."

King wrote six books: "Stride Toward Freedom," "The Measure of a Man," "Why We Can't Wait," "Strength to Love," "Where Do We Go From Here: Chaos or Community?" and "The Trumpet of Conscience." All his works and awards are preserved in the archives of the Martin Luther King Jr. Center for Nonviolent Social Change in Atlanta. 📞



High-tech recruiting station opens at mega-mall

By Linda D. Kozaryn
American Forces Press Service

Uncle Sam needs you, and he's moving to the mall to find you.

The armed forces are stepping into the 21st century with a new approach — high-tech recruiting stations in shopping malls. The military opened its flagship station Dec. 5 at Potomac Mills, one of the largest and busiest shopping centers in the Washington, DC, area.

The red-white-and-blue 'store-front' features computer kiosks and flat screen video displays. With state-of-the-art technology, the new station takes recruiting centers into the new century in a great location, according to Carolyn Becraft, assistant secretary of the Navy for Manpower and Reserve Affairs.

What counts, she said, "is location, location, location."

The Potomac Mills Recruiting Station represents a new, exciting way for the military to interact with the public, said Bernard Rostker, defense undersecretary for personnel and readiness.

"It's a way of getting people to come in and talk to our recruiters, who can convey the excitement, the thrill, and the honor of serving our country," he said at the opening ceremony.

"This is a pilot," Rostker said. "If this works out, it's just the beginning. We have 30 other locations that would meet the same criteria as here. We're not going to go into them, however, until we know whether this is cost effective. The challenge now is for the recruiters to learn how to use this to the best advantage."

Anyone who's shopped at Potomac Mills will understand why Uncle Sam wants in. "I was here one Saturday," Rostker said, "and it struck me that this mall was wall-to-

wall people, many of them teenagers."

People — 24.3 million of them in 1999, according to mall spokeswoman Michelle Ralston — shop at the mall's 230 stores, go to movies, hang out and just browse. The nearly mile-long mall is a major tourist attraction and also lures busloads of shoppers from across several state lines.

So when Rostker was undersecretary of the Army a while back, he asked, "Why aren't we in places like Potomac Mills?"

The response he got was that there was already a recruiting station in the area. It was across the street in a lower-rent strip mall.

"The rent was cheap for a reason," Rostker pointed out. "That's not where people go. Sports Authority wasn't across the street, it was in the mall. We have to learn how to appeal to today's youth just as Sports Authority has."

The Potomac Mills station isn't cheap, Rostker admitted. He added, though, the military needs to try different approaches to meet the recruiting challenge.

"It's all too easy to throw more recruiters and advertising dollars at the problem, but that's very expensive," he said. "The cost of the whole center here is less than a 30-second TV spot during a championship basketball game."

High-visibility recruiting stations trade that kind of short-term investment for a more permanent investment, he added.

Putting recruiters in the nation's mega-malls just may be the way to go, Rostker said. There, military "sales" specialists can tell both parents and potential recruits about the skill training, travel, and educational benefits available.

Recruiters can also highlight the

military's intangible benefits — discipline, esprit de corps, duty, honor, and patriotism. Veteran recruiters say many young people, like Temeika Kaminsky, one of the Army's newest privates, proudly join to serve their country.

Kaminsky, 20, of Alexandria, Va., is married and has a one-year-old daughter. After her 1998 high school graduation she worked in the e-trade banking industry. During the opening ceremony at Potomac Mills, she enlisted for four years as a signal systems support specialist, but said she plans on doing 20 years, if not more.

The Army recruit triggered a "virtual ribbon cutting" during opening ceremonies at the mall station. One touch on a kiosk computer screen and digital scissors appeared to cut a digital red, white, and blue ribbon.

"The military has been part of my life since I was little," Kaminsky said. "My mother's in the Air Force. My uncle's in the Navy. My family supports me. They want me to do what's best for my daughter and me."

"I love the idea of serving my country for a greater purpose. I want my daughter to know that there is a purpose out there for everybody. By making this decision of my own free will, I'm doing just that. I'm being the woman I'm supposed to be, and I'm showing my daughter that women are independent and strong and can do anything they want to do."

Kaminsky linked up with the military at a station located in a strip mall. The new high-tech station in the mall, she said, is a better spot to attract people.

"Everybody walks through the mall — the young, the old, newcomers to the country," she said. They're going to see this and it looks very professional. It stands out."

Capitalizing on New Army and Army Reserve Programs

story and photo by Ken Plant, A&PA
USARB Minneapolis

When South Dakota Governor William J. Janklow heard the U.S. Army introduced a new test program for South Dakotans to earn a GED he tasked his Special Assistant, Ron Zylstra, to “energize the program throughout his state.”

According to Zylstra, “Governor Janklow is excited about (the Army’s new test program) GED Plus. He sees this program as a great opportunity for young men and women of South Dakota who have not completed their high school education. GED Plus gives them a second chance to not only receive credit for high school, but to receive additional training and marketable experience while serving in the U.S. Army or Army Reserve.”

“Equally important,” Janklow added, “it builds life skills necessary for continued success from the moment they begin their active or Reserve enlistment.”

In September, responding to the Governor’s request to energize the GED Plus program in SD, the Minneapolis Recruiting Battalion’s Commander, LTC Steven Shea, orchestrated a special meeting. The meeting would include key Army recruiting personnel and SD GED examiners, educational administrators, workforce center and other state officials. A forum was developed, “**capitalizing on new Army and Army Reserve opportunities.**”

In addition to the Army paying for the GED certification, the three-year test cell in which the Minneapolis Recruiting Battalion is participating in, also includes bonuses for enlisting in certain occupational specialties, along with the Army College Fund.

The forum was designed to provide detailed information about the test program and allow valuable feedback from participants of how to enhance promotions of GED Plus throughout the state. A date was set to conduct the forum, Friday, Oct. 13, held in the conference room at the capital in Pierre, S.D.

The Battalion Education Services Specialist, Ms. Judy Kuegler-Doiron, positioned additional posters and information papers to the recruiting field and worked with Minneapolis Recruiting Battalion’s public affairs staff to initiate updated news releases, public service messages and announcements for all of the SD newspapers and radio stations.

She also prepared a colorful and updated GED Plus

PowerPoint presentation which she utilized for the information portion of the forum. She emphasized in the presentation that this program is for those students who dropped out of high school for the “right or honorable reasons.” Candidates must meet stringent aptitude scores and not have been expelled or have a history of drug or alcohol abuse.

On Oct. 13, Shea, Kuegler-Doiron, Minneapolis Battalion Sergeant Major, CSM Howard Handley, public affairs specialist Ken Plant, Sioux Falls Company Commander and First Sergeant, CPT Thomas McKinley and MSG Isaac Chamness, along with Pierre Army recruiters SFC Brian Twohy and SSG Roger White, and USAREC Education Services Specialist, Terry Backstrom, met at the state capital to begin a productive relationship with state officials.

A total of 34 participants took part in the forum, which has resulted as of December 4, in seven additional presentations on GED Plus made by recruiters in SD, an ongoing and growing email informational exchange, letters sent out by the SD Governor to key officials and educators encouraging additional promotion of the test program, and some

good feedback from the group. One group suggestion included the development of a short video to be used in explaining the program to potential enrollees/enlistees of the GED Plus program. At the request of attendees, the Battalion public affairs staff sent localized literature and single unit take-one racks to all the GED test centers, along with localized posters.

From this single forum a growing relationship has developed which should prove increasingly productive for the entire recruiting field in South Dakota. 📸



“Capitalizing on new Army and Army Reserve programs” at the South Dakota state capitol on October 13, 2000, from left to right, Minneapolis Recruiting Battalion’s GED Plus forum participants Judy Kuegler-Doiron, SSG Roger White, SFC Brian Twohy, CPT Thomas McKinley, MSG Isaac Chamness, LTC Steven Shea, CSM Howard Handley, SFC Brian Twohy and USAREC Education Services Specialist, Terry Backstrom.

Representative Recruiter

story by Janet Heyl, A&PA, Pittsburgh Bn
photo by Don Motz, A&PA, Pittsburgh Bn

U.S. Representative William J. Coyne, D-Pennsylvania, (center) officially joined the USAREC staff on Veterans Day when he was designated as an honorary recruiter for the day by COL David Slotwinski, (right), USAREC Chief of Staff and LTC Kenneth H. Clark Jr., (left) Pittsburgh Commander.

Coyne, who previously served as a corporal in the Army from 1955-1957, presided as grand marshal of Pittsburgh's 81st annual Veteran's Day parade. 📸



Officer on the run

by Maureen Welch, A&PA
Minneapolis Recruiting Battalion
photos by Ken Plant, A&PA,
Minneapolis Recruiting Battalion

Crossing the finish line, MAJ Curtis Mack, Executive Officer, Minneapolis Recruiting Battalion, assisted the Army in its 2nd consecutive win in the Twin Cities Marathon's "Military Challenge."

This year's 19th annual TCM was held Sunday, October 8, 2000. In 1999, a 10-mile race was added on marathon morning and the Minneapolis Battalion, in partnership with the TCM, challenged the other military services to the 10-mile race.

The 2000 Army team consisted of MAJ Mack (center), (standing left to right) CPT Mark Woommavovah, 1SG Sherman Patterson, and SFC Mark Nesgoda. This year's military participants included the Army, Air Force and Minn. Air National Guard.



"The natural association between fitness and the military made this partnership ideal," said a TCM representative. "We hope to build on our relationship with the military and improve awareness in the community." TCM reaches a large population of readers with their newsletters, magazines and electronic publications.

An increase from last year, 2,700 10-milers and 8,700 26.2-milers participated in the race. More than 200,000 spectators lined up along the course route and finish line.

With the distinction of "the most beautiful urban marathon in America" the Twin Cities Marathon also ranks as one of the nation's top marathons and one of the country's 12 great races. 📸

Reservists help Kansas City Chiefs make food drive a winner

story and photo by Galen R. Putnam
Public Affairs Specialist
Kansas City Battalion A&PA

Army Reservists from the 917th Support Group in Belton, Mo., recently had a unique opportunity to support a great cause and, in return, see a great football game.

In conjunction with the Kansas City Recruiting Battalion Advertising and Public Affairs Office, 25 reservists helped the Kansas City Chiefs Wives Club with their annual food drive. The soldiers helped collect thousands of pounds of food and clothing along with thousands of dollars in cash contributions.

Every fall, the Kansas City Chiefs football players and their wives sponsor a food drive for Allstars Community Outreach, a local non-profit organization that provides services to

residents of Kansas City's inner core. At one home game each year, fans are encouraged to bring food, blankets, coats or monetary donations and drop them off at collection points outside Arrowhead Stadium. This event requires numerous

volunteers willing to stand in the cold for as long as three hours prior to the game along with the Chiefs wives, while boxing up collected items and transporting them to a main collection point in the parking lot.

Luckily for the soldiers, after their work was done, they were treated to a key matchup against the World Champion St. Louis Rams, in which the Chiefs trounced their cross-state rivals, 54 to 34.

In addition to the annual food drive, at every home game recruiters from Kansas City Battalion man inflatable football-oriented skill games around the stadium. Their participation not only enhances the festive Arrowhead Stadium atmosphere but provides valuable Army exposure to thousands of fans. 📢



Food drive participants had the opportunity to not only help a good cause but to rub shoulders with players' wives and team cheerleaders. (L to R) "Kim," SPC Adrienne Roe, SFC Linda Peoples, "Carrie," SSG Dorris Taylor and SSG Anthony Richardson take a break in front of a collection point before the game. Chiefs cheerleaders are not allowed to divulge their last names.

General Shelton attends North Carolina State University homecoming game



Dianna Phillips, Raleigh Battalion A&PA

Joint Chiefs Chairman GEN Henry H. Shelton took some time on Veterans Day to talk with North Carolina State University On-Campus Recruiter SFC James Knott before pre-game festivities at the college's homecoming game. Shelton, an NC State alumnus, accepted the game ball from members of Fort Bragg's Green Beret Sport Parachute Club after a jump into the stadium that was arranged by the Raleigh Recruiting Bn. 📢

Special Operations Recruiting Honor Grad

story by SFC Christopher L. Hochstetler
Special Forces Recruiting Station Europe

The Army Recruiting Command was well represented at the Basic Airborne School class 2-01 during the months of October and November. SFC Randy L. Bailey, a member of the Special Operations Recruiting Company, graduated on Nov. 3 as the Distinguished Honor Graduate from the course. SFC Bailey not only graduated with honors, but also completed the course as one of the student platoon sergeants. This meant that he held responsibility for two hundred other students throughout the duration of the course. This coupled with the demanding physical curriculum of the airborne course made it all that much more challenging!

The three-week course culminated in jump week, where SFC Bailey successfully completed five jumps to include two with combat equipment and one night jump. Success within the Recruiting Command is not a new thing to SFC Bailey who has served as a field recruiter, and was the station commander for both Pontiac and Columbia Downtown Recruiting Stations in the Columbia Recruiting Battalion. Though SFC Bailey is a recipient of the Glen E. Morrell award, he continues to reach for excellence, as shown by his latest venture. When asked about Airborne School, SFC Bailey's only reply was "Keep your feet and knees together, and make mission. USAREC leads the way!" 🇺🇸



Cohen honors military Olympians

story and photos by Jim Garamone
American Forces Press Service

Defense Secretary William S. Cohen congratulated U.S. military Olympians Nov. 28 for their efforts in Sydney, Australia.

Cohen and Deputy Defense Secretary Rudy De Leon met with the athletes and thanked them for the way they represented America's military at the 2000 Games.

Cohen told the athletes that they learn things as athletes that serve them well as service members. "All the things one learns while participating in athletics — discipline, sacrifice, the fact that you have to play by the rules, winning, losing is preparation for life itself," he said.

One military athlete won a medal during the Games. He was Army SFC James Todd Graves who received a bronze in skeet shooting. Graves is a member of the Army Marksmanship Unit, Fort Benning, Ga. The military Olympians came from a

number of sports. The majority were shooters, but there were also two wrestlers, a modern pentathlete, a boxer and a rower.

Military shooters in addition to Graves, all also from the Army's Fort Benning unit were SPC Bill Keever, SFC Lance Dement, SGT Jason Parker, SGT Mike Schmidt, SSG Ken Johnson, SFC Daryl Szarenski, SFC Tom Tamas, CPT Glenn Dubis, and MAJ Mike Anti.

Other Olympians were Army SPC Chad Senior, modern pentathlon, Colorado Springs, Colo.; Army SSG Olanda Anderson, boxing, Fort Carson, Colo.; Army SPC Dawn Burrell, long jump, Fort Carson, Colo.; and Navy Petty Officer 1st Class Steven Mays, wrestling, USS John F. Kennedy. Olympic rower Navy Ensign Henry Nuzum was absent from the ceremony.

Military coaches were SSG Basheer Abdullah, boxing, Fort Carson, Colo.; Marine CPT Jon Antonelli, wrestling, Quantico, Va.; retired Army MSG Bill Brillling, shooting, Fort Benning, Ga.; and Jerry Quiller, a track and field coach from the Military Academy at West Point, N.Y. 🇺🇸



Defense Secretary William S. Cohen praises military Olympians and cites their "nobility of spirit" for their contributions to the Sydney Summer Games.

Mother and son swear in the same day

story and photos by John C. Heil III, A&PA Great Lakes Recruiting Battalion

Maxwell Raty and Cathyann Wuebben were sworn into the U.S. Army October 26, 2000. While that may not appear to be unusual — actually it is. You see, Cathyann is Maxwell's mother. In fact Maxwell made E-2, helping enlist his mother in the Army.

The story goes something like this. Harold Wuebben, a retired Marine thought that his son should consider the Marine Corps as a career. Maxwell went to the recruiter for the Marines and they turned him away since he didn't have a GED. Maxwell then went to the Port Huron Army Recruiting Station and the rest, as they say, is history. Maxwell got his GED in the summer of 2000 and by September 27 he enlisted in the Army as a heavy wheel mechanic.

"The Army will make a man out of him," Cathyann said of her 19-year-old son. "The Army will make him self-sufficient and give him a chance to be all he can be on his own. Max wants a challenge mentally and physically. He also wants an education."

During basic training in November, Cathyann said Maxwell called her and said the keys to basic are: pack light, good mental attitude, and keep your mouth shut.

"I look at basic training as a challenge physically and emotionally," Cathyann said. "This is an opportunity to show myself what I'm capable of."



Cathyann is already off to a good start with a 248 PT test and a promotion to E-3. "I followed the directions in the Army guide for new soldiers and I also listened closely to the recruiter's instructions," Cathyann said. She also completed the 35 pre-basic training tasks, finishing almost all of them before she even enlisted.

And what drew Cathyann to the Army? "I was looking for a challenge and adventure and the Army has both for me," she said. "I didn't want to stay in one place. This is a mid-life career change. The Army will be very good for me. I want to see it all. I want this to be a career. Anybody out there thinking about adventure or a life change, the Army is a wonderful opportunity. The benefits are great."

On her job she said: "They won't let me drive a tank so a career as a chemical operations specialist is the next best thing for me. I will be able to teach, train and learn a lot."

Cathyann attributes a lot of her and her son's decision to join the Army to Port Huron Recruiting Station Commander SFC John Simmons and the soldier who recruited both of them, SSG Mike Schnurr. "A lot of this would never had happened without the support of this recruiting office," Cathyann said. "We could never have gotten this kind of backing out of any other branch of service. They've been very supportive."

"This is a lifetime thing," SSG Schnurr said in reference to recruiting a mother and son. "This doesn't happen every day. It started out as a joke and then we got serious and were able to have them both sworn in the same day." 🇺🇸

Honolulu Company's new hot rod HUMVEE



photo by Ray Graham

Kapiolani Station Commander SSG James Freedman (left) and recruiter SFC Mark Ellison man the booth at the Year 2000 College and Career Fair held in Honolulu November 9 and 10.



photo by Ray Graham

Kapolei recruiters SSG Jerry Solivio (left) and SSG Aaron Ellegard prepare to drive the Honolulu Company's new hot rod HUMVEE in the recent Campbell High School Homecoming parade.

Army offers free online tech courses

by Joe Burlas, *Army News Service*

Active-duty and reserve soldiers, and Department of Army civilians can continue to take free online information technology courses thanks to a recently renewed contract between the Army and SmartForce, a commercial computer-based training company.

Since the Army first started offering the service in 1998, the course catalog has grown to offer training on more than 1,100 technical subjects.

“Rather than send people away from their jobs to half a dozen places for training, why not save time and money by having them sign up for online courses,” said LTC Tom Loper, the program’s project manager. “We opted to offer this education to both the civilian and soldier workforce. In an increasingly technology-based Army, these classes not only make students smarter at their jobs but give them more marketable skills for future jobs — inside or out of the military.”

The program is offered on the web at www.armycbt.army.mil. The classes range from how to use word-processor, database and spreadsheet programs for beginner through advanced users to 70 certification-preparation courses for systems administrators and computer programmers.


While all the classes are free for registered users, the program does not offer actual certifications. Arrangements for certification testing and associated testing fees - often costing several hundred dollars — must be made through commercial vendors. Links to those vendors are posted on the Army CBT web page.

Additionally, many of the offered courses may qualify for college credit. Loper recommended those interested in getting college credit for SmartForce classes check with their local Army Education Services office to determine which qualify and what costs may be involved through a college or university.

Currently, the instruction is primarily text-based with some graphics and photos. SmartForce plans to offer

streaming video for instructor lectures in the future when available bandwidth is large enough, Loper said. Online mentoring service is also offered on a limited basis.

To date, 70,000-plus registered Army users have used the SmartForce instruction.

To register or view the course catalog, visit the Army CBT web site. Registration must be made on a computer tied into an Army wide-area network using a military domain address. However, once the registration is complete, students may log on with a student number and password at home, a local library or on any other computer connected to the Internet. 

Army testing ‘buddy’ assignment program

by SPC Bryan Beach, *Army News Service*

The Infantry Center at Fort Benning, Ga., is testing a new program called the Buddy Team Assignments Program.

The buddy team program is designed to help initial-term infantry soldiers through the first rough months of adjusting to Army life after training. The program is currently being tested only with soldiers in the 11M, or mechanized infantry military occupation specialty, according to MG John M. Le Moyne, Chief of Infantry, U.S. Army Infantry Center, Fort Benning.

“Soldiers who were paired as ‘buddy teams’ during training will be given orders assigning them to the same company in the field,” said LTC Mark Fields, Chief of the Office of Infantry Proponency at Fort Benning.

“Throughout the history of basic training, there has always been a battle buddy,” said Fields. “During this test phase, commanders in basic training will be looking for compatible soldiers to pair as buddies who have similar contracts.”

Once these teams are created, they will continue through their training together until graduating.

“It’s important to realize that for infantry soldiers, the line between basic and advanced training is blurred into what is really just 13 weeks and two days

of training,” said Fields. “Infantry soldiers have the same battle buddy for that entire training period, which gives them a lot more time together to build trust.”

PERSCOM will work to ensure both soldiers are assigned to the same unit for at least six months. When the soldiers arrive at their duty station, their orders will annotate the last name and last four digits of the social security number of their buddy.

The Army Research Institute will track the progress of the soldiers to see if the attrition rate in those soldiers assigned to units with a buddy is lower than that of soldiers not assigned with a buddy.

Approximately 2,400 test group soldiers began arriving at duty stations in late August. Some of the soldiers are assigned as buddy teams and others are assigned individually to act as a control group.


“The program is based on a principle we all learned early in our careers,” wrote Le Moyne in a memorandum issued to corps and division commanders throughout the Army. “The fear of the unknown and the initial trials that test young infantrymen fall into perspective when a trusted buddy is on the flank.”

The program fits in line with Army Chief of Staff GEN Eric Shinseki’s guidance for reducing initial term soldiers attrition rate to below 5 percent annually.

“This program will be a very significant contributor to reaching that goal,” said Fields. “If you have a buddy by your side, you’re twice as strong.”

As for why only mechanized infantry soldiers were selected for the testing, he said it’s easier to track them.

“Other infantry soldiers may go on to airborne or other schools, whereas not too many mechanized infantry soldiers do. It makes it easier to keep the teams together and track their progress” said Fields. “But, we are planning to expand the program to other infantry specialties later this year.”

(Editor’s note: SPC Bryan Beach is a member of the 14th Public Affairs Detachment.) 

Happy New Year

Budget adds major TRICARE benefits for active duty

by Staff Sgt. Kathleen T. Rhem, USA
American Forces Press Service

Active duty members and their families should look for major new benefits coming soon in DoD's TRICARE managed healthcare plan, a senior program official said.

Air Force Col. Frank Cumberland, TRICARE Management Activity director of communications and customer service, said the most publicized TRICARE change in the defense budget signed Oct. 30 has been the opening up of benefits to Medicare-eligible retirees age 65 and older. The coming wave of change, however, won't overlook active duty members and families, he added.

Some of the benefits being added to TRICARE within the next year include:

- Active duty family members enrolled in TRICARE Prime will no longer have to make co-payments for care from a civilian provider after April 1, 2001.

- Family members of active duty troops in remote locations become eligible for the TRICARE Prime Remote program Oct. 1, 2001.

- DoD will have a five-year period to phase in making chiropractic care available to active duty troops.

TRICARE and health affairs officials are still working out the details on these changes and will announce them when plans are complete, Cumberland said.

TRICARE managers are also working to increase access to school physicals, eliminate the need for some nonavailability statements and some referrals for specialty care. Some of these issues may not come to pass before a new TRICARE contract is awarded, perhaps in 2003 or 2004, program officials advised.

Dr. H. James Sears, executive director of the TRICARE Management Activity, called the changes outlined in this year's budget legislation "the biggest platter of benefit changes" since the mid-1960s. TRICARE, he said, is adding benefits and continues to lower beneficiaries' out-of-pocket costs and, in the process, taking the irritants out of the TRICARE program and improving accessibility."


Sears added that people generally evaluate their healthcare system based on three factors:

- The quality of care.

- The range of benefits. "Does my plan cover everything that might happen to me?" Sears said.

- Cost. "Can I afford it?" he said.

"When you look at TRICARE, those are all slam dunks," Sears said.

For more information, visit the TRICARE Web site at www.tricare.osd.mil. 

DoD official travelers to get new plastic

by Gerry J. Gilmore
American Forces Press Service

Many authorized DoD military and civilian employees whose government travel charge cards have expired are exchanging their NationsBank 'plastic' for Bank of America Visa cards.

NationsBank, the previous DoD travel charge card contractor, merged two years ago with the Bank of America, said Larry Murray, the component program manager for Washington Headquarters Services, a service organization for the Office of the Secretary of Defense. Travel cards that were issued in 1998 will soon expire because travel cards are valid for only a two-year period.

"It is important for all cardholders to be aware of the expiration date stamped on their travel cards because thousands of cards will expire at the end of each month," said Murray, who noted that there are about 1.5 million travel cardholders in DoD.

Murray provides the following information to cardholders whose travel cards will soon expire:

- Cardholders should receive a letter from Bank of America no later than 30 days before the expiration date stamped on the card. It is imperative to keep the letter because it contains a card receipt and activation code that is needed to activate the account. Customers should call the Bank of America 24-hour service phone number at 1-800-472-1424 if they do not receive the letter at least 30 days prior to their card's expiration date.

- Cardholders should receive their renewal cards approximately two weeks

after they receive their letter, but no later than 15 days before their card expires. Those expected to be on travel or leave at that time should call Bank of America and request that their renewal cards be mailed earlier.

- Upon receipt of their renewal cards, customers should immediately call Bank of America to acknowledge receipt and to activate the account. Use the telephone number and the activation code contained within the Bank of America letter to activate the account.

- The renewal card should have the same account number that is stamped on customer's present travel card. If the account numbers do not agree, notify the Bank of America. Customers should then sign the back of the new card and destroy the old card.

- Customers whose accounts are in a closed or cancelled status will not be issued a renewal card.

- Those who presently have a travel card, but have never called Bank of America to acknowledge its receipt will not be issued a renewal card.


On May 1, 2000, it became mandatory for DoD travelers to use the travel card to pay for official travel expenses.

Shipping pets: dogs and cats only, and at owner's expense

by Rudi Williams
American Forces Press Service

Rabbits, gerbils, birds, snakes, fish, parrots, otters — horses — these are only some of the family pets people have tried to ship on military chartered aircraft when moving. To their chagrin, none of these prized pets were allowed aboard Air Force Air Mobility Command charters.

"Pets' means dogs and cats only," AMC's Tech. Sgt. Mitch Conley emphasized. He pointed out that pet shipment is not an entitlement, but a privilege limited to charter passengers in a permanent-change-of-station status. The limit is two pets per family. Waivers are required to transport more than two.

And there's a weight limit — 99 pounds, including the cage or shipping container. 

Conley said it costs about \$85 to ship a pet and kennel weighing up to 70 pounds aboard a charter flight, and double that for pets weighing 71 to 99 pounds.

The government does not underwrite or reimburse the cost of shipping pets, he said. Owners pay the freight alone, and they also must make their own commercial arrangements if the pet exceeds AMC's 99-pound weight limit. It's not cheap.

"I heard about a guy who paid \$1,300 to ship a 150-pound Great Dane," Conley said.


Pet owners are responsible for the preparation and care of their animals and satisfying all documentation, immunization and border clearance requirements, including quarantines. The shipping container used must be approved by the International Air Transport Association and be large enough for normal body movements and for the pet to stand up, turn around and lie down comfortably.

A small pet can travel in the charter aircraft cabin with special permission from AMC, but it must be in a hard-shell kennel not exceeding 20 inches by 16 by 8.

Conley said service members should advise their transportation office about their pets when make arrangements to ship their belongings. "They need to make arrangements two or three months before they're scheduled to move," he said. "They shouldn't just show up with pets."

He said owners should anticipate difficulty shipping pets during the summer months, when most PCS moves take place.

"We do more than 300 waivers a month during that time," he noted. "The majority is requests for additional space on aircraft. Many people have to ship their pets on commercial flights."

People who need a waiver because of the number, type and weight of their pets can call AMC at 1-800-851-3144 or DSN 779-7881, fax a request to (618) 229-7876 or DSN 779-7876 or send e-mail to petwaivers@scott.af.mil. A copy of the waiver form can be downloaded in Microsoft Word 95 format at www.amc.af.mil/do/don/pets.htm. 

Beneficiaries can help avoid medical bill problems

by Staff Sgt. Kathleen T. Rhem, USA
American Forces Press Service

There are several steps beneficiaries can take to avoid getting in hot water over unpaid medical bills, military health care officials said.

TRICARE officials have learned several lessons since implementing the Debt Collection Assistance Officer program, July 26. The program is designed to help beneficiaries deal with unpaid medical bills that have been sent to a collection agent or a credit bureau.

The beneficiary should first make sure information on the TRICARE explanation of benefits notification is correct.

"It's easy for mistakes to occur when people are coding in numbers and letters," said Marcia Bonifas, TRICARE Management Activity's director of customer service and beneficiary education. "If a social security number or procedure code is one number off, it can result in a claim denial."

"This can be resolved much more quickly if the beneficiary notices the problem and immediately calls the claims processor," she said.


Beneficiaries should also make better use of beneficiary counseling and assistance coordinators at each military medical treatment facility. "When beneficiaries receive a dunning notice, a notice that the bill has not yet gone to a collection agency but it will if not paid within 30 days, the coordinators will take that on and work with the claims processor to get it paid," Bonifas said.

This advice also applies to any bill beneficiaries don't understand. "If you get a bill and you're not sure what it is, get it in to your TRICARE Service Center and get them engaged early," Air Force Col. Frank Cumberland, the agency's director of communications, said. "Individuals should identify problems as early as they sense them. We want to solve problems as early in the process as possible."

Since the program began, Bonifas noted, beneficiaries have made good use of the Internet to get correct information

about the debt collection program. "They see it on the front page [of the TRICARE home page] and know exactly where they need to go if they get some sort of notification or have a question," she said.

About 300 claims have been brought to the debt collection assistance officers, and officials say half of them have been resolved already. "Our goal is to get each claim settled within 30 days of our finding out about it," Bonifas said.

For more information, visit the TRICARE Management Activity Debt Collection Assistance web page at www.tricare.osd.mil/dcao. 

Commissaries, Fisher House co-sponsor scholarship — essay program

by Gerry J. Gilmore
American Forces Press Service

High school students of active duty, reserve component and retired military members have until Feb. 15 to write their way to a share of more than \$400,000 in college money.

The new Scholarships for Military Children program, co-sponsored by the Defense Commissary Agency and Fisher House Foundation Inc., plans to present more than 280 awards worth at least \$1,500 each.

"The program will enhance our local commissaries as important quality of life benefactors for military families," said commissary agency director Air Force Maj. Gen. Robert J. Courter Jr. "Our stores will be able to increase their impact by providing educational opportunities for the children of our military communities."

The commissary agency's 288 stores worldwide have "long supported promotions with a focus on education," he said. Many of the agency's commercial vendors are donating the scholarship money.

Courter said the DeCA-Fisher House scholarship program complements, and should not affect, existing local or regional scholarship programs sponsored by installation activities, affiliated

organizations, or local vendors and commissaries.

Children of active duty, Guard, Reserve and retired military identification card holders need a minimum 3.0 high school grade-point average to apply. They also must write a short essay on "What Being a Military Dependent Means to Me."

Interested students can pick up instructions and applications at commissaries or download them from the Internet at www.commissaries.com.

Completed applications and essays must be returned before Feb. 15 to the student's local commissary. Store officials will validate applications by checking the student's or sponsor's IDs, DeCA officials said.

Fisher House is administering the scholarship program and accepting the donations to fund it, spokesman James Weiskopf said. A contractor supervised by Fisher House would screen the essays and applications and determine scholarship recipients, he said. Winners will be notified by April 30.

The nonprofit Fisher House organization was founded by the late philanthropist Zachary Fisher and his wife, Elizabeth. It is perhaps best known for its 26 Fisher Houses, located near military and Veterans Affairs medical centers across the country. Fisher Houses help 5,000 military families annually by offering them a "home away from home" while loved ones are receiving medical care. 📞

Pet owners get help with quarantine costs

Special to the American Forces Press Service

Service members and DoD civilians are getting a little help from Uncle Sam when they have to quarantine their pets during permanent change of station moves.

As of Oct. 1, 2000, the government will kick in \$275 to help defray the cost of quarantining pets. Congress approved the payment as part of the Fiscal 2001 Defense Authorization Act.

The payment is limited to costs associated with quarantining cats and dogs. Cats and dogs traveling from the

United States to Iceland, Great Britain, Guam and Hawaii are routinely quarantined. The quarantine can range from 30 days to six months. 📞

Shinseki approves black beret flash

by Joe Burlas, Army News Service

Ending the discussion whether soldiers will wear distinctive unit flashes on their black berets when they are initially issued in June, Chief of Staff of the Army GEN Eric K. Shinseki recently decided on a universal flash.

All soldiers will initially wear the universal flash, except for those in units that already have berets, such as Ranger, Airborne, and Special Forces. These troops will continue to wear the beret flashes they currently have.

The new flash, worn on the left front of the beret, is a semi-circular shield 1-7/8 inches wide and 2-1/4 inches high. It has a bluebird background with 13 white stars superimposed just inside its outer border. Officers will wear their rank in the center of the shield.

"The flash is designed to closely replicate the colors (flag) of the commander in chief of the Continental Army at the time of its victory at Yorktown," said Pam Reece, an industrial specialist with the Army's Institute of Heraldry. Reece and other institute staff members created four beret flash designs from which Shinseki made his selection.

The universal flash will eventually be replaced by unit-specific flashes.

The chief of staff announced Oct. 17 the Army will begin wearing the black beret on the next Army birthday, June 14. He said the beret will symbolize the Army's transformation to a lighter, more deployable force.

"It is time for the entire Army to accept the challenge of excellence that has so long been a hallmark of our special operations and airborne units," Shinseki said. Adopting the berets will be "another step toward achieving the capabilities of the objective force" of Army transformation, he said.

While U.S. Army Rangers have worn the black beret since the mid-1970s, they have not had a monopoly on the stylish

cap. Prior to the Rangers adopting the berets, they were worn by armor troops at Fort Knox, Ky., and others in armored cavalry units. 📞

"Honoring veterans" stamp slated for May 2001 issue

*by Rudi Williams
American Forces Press Service*

The U.S. Postal Service recently unveiled a new commemorative first-class postage stamp entitled "Honoring Veterans" that is scheduled to be issued here in May 2001.

"The 'Honoring Veterans' stamp reminds us of the thousands of Americans, who have fought to keep our country free," said Deborah K. Willhite, the Postal Service's senior vice president for government relations and public policy, who unveiled the stamp. "It will serve as a 'thank you' to those who continue to serve as members of veterans service organizations."

She said many veterans organizations aid veterans and their families, including assistance with benefit applications, transportation to Veterans Affairs medical facilities and burial and memorial services. The present population of U.S. veterans is estimated to be nearly 25 million, Willhite noted.

Designed by Carl Herrman of Carlsbad, Calif., the stamp features a photograph of the American flag. The flag symbolizes veterans' patriotic service to the nation in peace and war. The phrase "Honoring Veterans" is at the top of the stamp, and the phrase "Continuing to Serve" appears at the bottom.

The new stamp and other currently available philatelic items can be viewed and ordered at the Postal Service Web site at www.usps.com.

They also can be ordered by calling toll-free 1-800-STAMP-24. 📞



Gold Badges

RSM November 2000

ATLANTA

SFC Todd Taylor

BALTIMORE

SFC James Brooks
SFC Wilfred Davis
SSG Robert Love
SSG Bryant Allen
SSG Henry Smith
SGT Kerry Williams
SGT David Nimmers

BECKLEY

SFC Roger Vance
SFC Tracy Church
SFC Randell Crowley
SSG Roger Boseley
SSG Richard Bishop
SSG Kimberly Short
SSG Robert Curtis Jr.
SSG Lena Jackson
SGT Troy Paisley

CHICAGO

SSG Anthony Barbin
SSG Valerie Fowlkes

CLEVELAND

SSG David Murrell
SSG Henry Anderson
SSG Albert Phoenix
SGT Robert Thomas Jr.

COLUMBUS

SFC Randy Storer
SFC Gregg Becker
SSG Bill Snyder
SSG Mary Howard
SSG Johnny Cannon

DALLAS

SFC Jose Santiago
SFC Vernon Franklin
SFC Peter Maiello
SFC Roger Heinze
SSG Tammy Rudnick
SSG John Parker
SSG Audie Matheus
SSG Mark Moore
SGT Calvin Lamont
SGT Paulino Villanueva

DENVER

SFC Jean Thomas
SSG Lisa Belsher
SSG Alejandro Zamora
SGT Donald Bonnet

DES MOINES

SSG Stephen Smith
SSG James Kennedy
SSG David Lambert
SSG Larry Graham
SSG Tor Roppe
SSG Hammad Alhameed
SSG Todd Weber

HOUSTON

SFC Brenda Telfare
SFC Tony Felton
SSG Raymond Cash
SSG Victor Dewese
SSG Michael Jackson
SSG William Bibbs
SSG Thomas Hatter
SSG David Duncan
SGT Laurencio Gonzales

INDIANAPOLIS

SSG Tiffany Dawson
SSG R. A. McArthur
SSG Yolanda Merritt
SSG Glenn Talbot
SSG Anthony Courtney

JACKSON

SFC Michael Preyear
SSG Preston Huddleston
SSG Jeffrey Standfield
SGT John Miller
SGT Yvette Evans

JACKSONVILLE

SFC Shawn Aarance
SSG Aaron Graham
SSG Jonnie Brown
SSG Danny Estrada
SGT William MacDonald
SGT John Murphy
SGT Santiago Estrada

KANSAS CITY

SFC Kevin Watson
SSG Trevor Graham
SSG Melvin Gaines
SSG Deana Coxworth
SGT Jeffory Owens
SGT Earl Garner Jr.
SGT Robert Rutland
SGT Nathan Washington

LOS ANGELES

SSG Shawn McDonald
SSG Christine Harris
SSG Rueben Avila
SSG Ricardo Herrera
SSG Julio Alvarez
SSG Michael Boyd
SSG Sophia Hart
SSG Charles Gordon
SGT Frank Blankenship
SGT Jefferey Eskridge

MIAMI

SFC Robert Mynatt
SSG Terrence Moultrie
SSG Demetre Riles
SSG Raymond Coward
SSG William Bonilla
SSG Carlos Rentas
SSG Scott Casoni
SSG Rafael Arroyo
SSG Luis Rosado
SSG Luis Serrano
SGT Jose Serrano
SGT Jorge Ramirez
SGT Presly McKeever

MONTGOMERY

SFC Gwendolyn Pratt
SFC Robert Hammonds
SSG Marcus Watts
SSG Michelle Davis
SSG Earl Reynolds
SSG Steven Whitman
SGT Robert Gevers
SGT Robert Gay

NASHVILLE

SSG Gregory Stafford

NEW ORLEANS

SFC Lamont Caldwell
SSG John Bogle
SSG Sebastian Lopez
SSG Timothy Johnson
SSG Cunto Steven
SSG Jackie Etienne
SSG Lee Lymon

PITTSBURGH

SSG Mark Rice

PORTLAND

SFC Billy Stripling
SSG Edward George
SSG Albert Abadam
SSG Jesse Mahannah
CPL Earl Britos

RALEIGH

SSG James Ambrose

SAN ANTONIO

SFC Teresa Barber
SFC Jose Aguirre
SFC Abel Garza
SSG Lester McLain
SSG Robert Thompson
SGT Alfredo Osornio
SGT Robert Kubash

SOUTHERN CALIFORNIA

SSG Taishan Langley

ST. LOUIS

SSG Nicolas Ornelas

TAMPA

SFC Edward Swafford
SFC Markus Bates
SSG Kenneth Westmoreland
SSG Robert Gibbons
SSG Jason Richards
SSG Ramphis Alamolandrau
SSG Clifton Davis
SSG Shawn Garden
SGT Rodney Bevis
SGT Darion Boone

Morrell Awards

RSM November 2000

BALTIMORE

MSG Ralph Chalmers
SFC Christopher Springs
SFC Willis Council
SFC Darrick Hazley

BECKLEY

SFC Andy Pharris

DALLAS

SFC Lewis Hill

INDIANAPOLIS

SSG Allan Connolly

JACKSON

1SG Herman Johnson
SFC Maurice Christopher

JACKSONVILLE

1SG Gregory Melcher
SFC Keith Mills
SFC Arthur Sweeney
SSG Jeannette Resto

KANSAS CITY

SFC Rickie Tucker

MIAMI

SFC Jose Cancel

MILWAUKEE

MSG Susan Bullen

NASHVILLE

CSM David Gonzalez

NEW ORLEANS

MSG Scott Allen
SFC Farrow Taylor
SFC Gary Ballard
SFC Walter Snipes

PITTSBURGH

SFC Timothy Snapp

RALEIGH

SFC Edward Manewal

SACRAMENTO

SFC Kenneth Montgomery
SFC Paul Kelsey

ST. LOUIS

SFC James Carp Jr.



1ST AMEDD

SFC Varrick Harris
SFC Kevin Buck
SSG David Caruso

2D AMMED

SFC Angel Velez
SFC Lamar Farr

6TH AMEDD

SFC Walter Watson

SPECIAL FORCES

SFC Joseph Osborn
SFC Anthony Harrison

Recruiter Rings

RSM November 2000

BALTIMORE

SFC George Tiqui
SFC Devilyn Boyles
SFC Derek Price
SFC Daniel Watson
SSG Shawn Sawyer
SSG Jon Clark
SSG Randal Westfall
SSG Errington Licorish

BECKLEY

SFC Michael Thompson
SFC Christopher Meadows
SSG Lora Cole

CLEVELAND

SSG Eric Sergeuk

COLUMBUS

SFC Bryan Womack

DENVER

SFC Samuel Jeffers

GREAT LAKES

SFC Gregory Smith

HOUSTON

SFC Darryl Cottle

JACKSONVILLE

SFC Tracy Glover
SFC Jeffrey Peterson
SFC Rennie Moore
SFC Willie Heard
SSG George Isaac

LOS ANGELES

SSG Michael Rector
SSG Donald Gilbert

KANSAS CITY

SFC Dennis Houck
SSG Jason Lazowski

MIAMI

SFC Keith Willis
SFC Hector Rodriguez
SFC Sebastian Gonzalez
SFC Reinaldo Rodriguez
SSG Jorge Freire

MILWAUKEE

SSG Kevin Moore

MONTGOMERY

SFC Chris Anderson
SSG Larry Mann
SSG Hubert Claxton
SSG Gregory Hines

NEW ORLEANS

MSG Mark Dunn
SFC Samuel Falls
SSG Sonya Ashford

OKLAHOMA CITY

SFC Larry Bishop
SSG Preston Slayton

PHOENIX

SFC Mark Themer
SSG Yolanda Ramos
SSG John Griffith Jr.

RALEIGH

CSM Michael Rooney
SFC Curtis Lawrence
SFC Eric Reed
SSG Jermaine Davison



SAN ANTONIO

SSG Mose Wilson Jr.

SOUTHERN CALIFORNIA

SSG Robert Maxwell

ST. LOUIS

SFC James Blauser

SYRACUSE

SFC Danny Washington

6TH AMEDD

SFC Wylette Tillman-Provo

1. What USAREC Regulation covers Recruiter Expense Allowance?

- a. UR 37-16
- b. UR 34-9
- c. 600-9
- d. 456-34
- e. none of the above

2. The purpose of UR 37-16 is to _____?

- a. provide ways to cheat the government
- b. provide ways to lose money
- c. provide guidance on Recruiter expense allowance (REA)
- d. None of the above

3. This new update supercedes what previous UR 37-16 dated _____?

- a. Jan 83
- b. Feb 95
- c. Dec 96
- d. Mar 95
- e. None of the above

4. Which of the following personnel are not authorized reimbursements, according to UR 37-16, dated Jul 00?

- a. All military personnel
- b. Civilian employees
- c. DEP/DTP members
- d. Recruiter
- e. a,b,c

5. Is a recruiter authorized to draw a monthly cash advance using their Government travel card at an ATM?

- a. yes
- b. no

6. Advances are limited to?

- a. \$50
- b. \$65
- c. \$70
- d. \$100

7. The ATM charge can be claimed on what form?

- a. SF 1164
- b. SF 5645
- c. SF 8767
- d. ATM cannot be claimed

8. The _____ is responsible for paying their bill on time?

- a. wife
- b. children
- c. recruiter
- d. parents

9. Soldiers must maintain a daily record of their expenses in their _____?

- a. wallet
- b. GOV
- c. House
- d. Mandex

10. Who does the recruiter turn in their SF 1164 to at the end of each calendar month?

- a. CLT
- b. SC
- c. Asst. SC
- d. Rctg BN budget and accounting technician.

11. When filling out the SF 1164, what does the A code mean in the expense code section?

- a. Applicant
- b. Auto
- c. AMEDD
- d. None of the above

12. When filling out the SF 1164, what does the B code mean in the expense code section?

- a. Boy
- b. Boat
- c. Box
- d. Breakfast

13. According to USAREC Reg. 37-16, are educational transcript evaluations an approved expense?

- a. Yes
- b. No

14. According to USAREC Reg. 37-16, are Christmas, birthday or other greeting cards an approved expense?

- a. Yes
- b. No

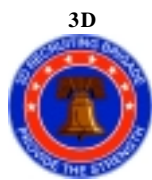
15. According to USAREC Reg. 37-16, is purchasing school lists an approved expense?

- a. Yes
- b. No

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

Quality Volume - The Key To Our Success

Headquarters U.S. Army Recruiting Command



RSM November 2000

Top RA Recruiter

SGT N. Miller
(Mid-Atlantic)

SSG E. Hughes
(Jacksonville)

SGT S. Lawlor
(Chicago)
SGT P. Wright
(Great Lakes)

SSG M. Barnes
(Dallas)

CPL E. Britos
(Portland)

Top USAR Recruiter

SGT R. Fritz
(Syracuse)

SFC M. George
(Jackson)

SGT J. Husselman
SGT C. Cook
(Indianapolis)

SGT K. Key
(Oklahoma City)

SSG A. Abadam
(Portland)

Top LPSC

Freehold
(Mid-Atlantic)

West Ashley
(Columbia)

Shiveley
(Indianapolis)

Midwest City
(Oklahoma)

Guam
(Portland)

Top OPSC

Oneida
(Syracuse)

Mt. Pleasant
(Columbia)

Winona
(Minneapolis)

Plainview
(Dallas)

Alamosa
(Denver)

Top Company

Delmarva
(Mid-Atlantic)

San Juan
(Miami)

Toledo
(Cleveland)
Louisville
(Indianapolis)

None

Le Mesa
(Southern California)

Top Battalion

None

Jacksonville

None

None

None

Top AMEDD

Southwest

Carolina

Indianapolis

St. Louis

Rocky Mountain

“Be All You Can Be”

Answers to the Test

1. a. USAREC Update, Issue AK, dated July 2000.

2. e. USAREC Reg 37-16, 1.

3. c. USAREC Reg 37-16, bottom of page 1.

4. f. USAREC Reg 37-16, paragraph 4a(1), (2), (3), b, c, d.

5. a. USAREC Reg 37-16, paragraph 5.

6. c. USAREC Reg 37-16, paragraph 5, sentence 2.

7. a. USAREC Reg 37-16, paragraph 5, sentence 3.

8. c. USAREC Reg 37-16, paragraph 5, sentence 4.

9. d. USAREC Reg 37-16, paragraph 8, (2).

10. d. USAREC Reg 37-16, paragraph 8, 2.

11. a. USAREC Reg 37-16, Table 2.

12. c. USAREC Reg 37-16, Table 2.

13. a. USAREC Reg 37-16, paragraph 9, (9).

14. b. USAREC Reg 37-16, paragraph 10, b.(4).

15. b. USAREC Reg 37-16, paragraph 10, b.(12).

Be All You Can Be